



RED, BLUE, AND  
**BRADY**

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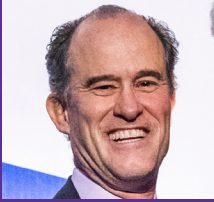
*Annual Report Fiscal Year 2020*

## **RED, BLUE, AND BRADY**

There's red, there's blue, and then there is Brady.

The title of this report is not only the name of Brady's podcast; it represents a way of thinking. At Brady, we take action, not sides, and this past year has shown us how important empathy and compassion are to our movement. Brady's mission to prevent gun violence and save lives is possible only when we listen to the voices of those most impacted and learn from their stories. From coast to coast, liberal and conservative, red and blue, young and old — even when faced with what seems like insurmountable differences, we must come together. We can find resilience within one another, and together we will create a better, safer country for all.

*Brady is composed of Brady Center, 501(c)(3), and Brady Campaign, 501(c)(4). This report details the cumulative work, successes, and financials of both arms of the organization.*



**KEVIN QUINN**  
**BOARD CHAIR**

Dear Brady followers and supporters,

I hope this letter finds you, and those around you, well as we continue to face an ever-changing landscape. The pandemic has impacted our health, our economy, and our nation's ongoing gun violence epidemic. It has felt, and can feel, overwhelming, but at Brady it has also sharpened our focus in the wake of unprecedented surges in gun sales — called “panic purchases” — to mitigate risks associated with increased gun violence during this unprecedented time.

As a nation, we've watched those who should be leading us sow division and fear rather than unity and hope as rules are broken, public safety is ignored, misinformation is spread, and common decency is trampled upon.

But through the bleakest hours, we've still seen moments of hope and beauty. The best of America, and indeed the American way, is defined by, as we say at Brady, taking action, not sides.

This year, we've seen the once-powerful NRA substantially weaken amidst allegations of fraud, mismanagement, and gross misuse of its nonprofit status. While their individual contributions have declined, we know that the gun manufacturers who bankroll this organization will continue to do so, because the NRA truly represents them — not actual gun owners.

We've witnessed the American people rising like never before to demand the right to live free from the uniquely American epidemic of gun violence. Sadly, our urban communities bear the brunt of failed gun policies: easy access to firearms, straw purchasing, gun trafficking, and all-too-common racial bias on the part of law enforcement. The racial justice aspects of gun violence must be addressed, and our nation must strive to create an America where responsible gun ownership is what's expected and valued everywhere.

It's the America that Jim and Sarah Brady fought so tenaciously to achieve, and the one all of us deserve. With your continued support, we can have that America. We will make it happen.

Kevin Quinn  
Brady Board, Chair



**KRIS BROWN**  
**PRESIDENT**

Dear Brady supporters,

Greetings to each of you! I echo Kevin's sentiments in hoping you are all keeping as safe as possible throughout the coronavirus pandemic.

COVID-19 has changed the landscape of gun violence in our country. We saw more than 2 million guns purchased between April and June this year, many of which were to first-time buyers engaged in “panic purchasing.” Brady's End Family Fire campaign remains essential to educating gun owners about the dangers of guns in the home, especially with so many new gun owners living in times of unprecedented stress.

We also saw the continued, egregious murders of Black Americans covered not only by local witnesses with cell phones, but also by a media that typically has not given enough attention to racial injustice. We at Brady are committed to continuing our work to end all forms of gun violence (including police violence) so that all Americans can live their lives without the fear of being shot.

Our work takes place on many fronts — across Congress, the courts, and communities — and in our Annual Report we'll highlight Brady's work in each of these areas representing Brady's holistic approach to tackling gun violence.

For example, you'll see Brady's incredible legislative work showcased in the laws that we helped pass at the state level. To demonstrate our victories in the courts, we share a victory that's been 15 years in the making! Lastly, our community-based work is showcased through our Combating Crime Guns Initiative, which is designed to end easy access to the illegal guns that flood communities plagued by everyday gun violence; this supply-side approach, focuses on the gun dealers profiting from these unlawful sales. As you read these stories, you will see that Brady's work is both synergistic and a living example that the sum of the parts is greater than the whole.

Thank you for your support — past, present, and future. We hope you enjoy reading about what **you** made possible to end the epidemic of gun violence!

Kris Brown,  
President, Brady

# WORKING ACROSS CONGRESS

**Brady has focused on setting policy at the federal level since our inception.** In 1993, we led the way as the organization most influential in passing the Brady Bill and establishing the Brady Background Check System. In 1994, it was Brady that led the charge in working with Congress to pass the Federal Assault Weapons Ban that was in effect for a decade. Since that time, now nearly 30 years ago, we have continued our efforts, working with state legislatures across the country to enact life-saving legislation — and nowhere have those efforts been more successful than in the state of California.

Brady California, led by our incredible network of grassroots advocates, has worked tirelessly to establish some of the most comprehensive gun violence laws anywhere in the country, and we keep building on that success. Just this year, Brady was instrumental in passing a microstamping law requiring new model handguns to include a technology which imprints a unique marking on bullet casings, giving law enforcement data that can link casings recovered at crime scenes directly to the gun that was used to fire them. This technology will revolutionize law enforcement's ability to identify shooters and gun traffickers.

In Colorado, Brady worked with legislators to secure the passage of the Enhance Law Enforcement Integrity Act, heralded as one of the most comprehensive and important state police reform measures in the country and

passed in the wake of the horrific murder of George Floyd. This work underpins Brady's commitment to racial justice and ensuring that meaningful reform is enacted to grant all Americans — regardless of skin color, racial origin, gender, or sexual orientation — the safety and protection they deserve. This type of institutional reform is critically important to reestablishing trust and accountability in our society.

In Ohio, Brady worked with Amnesty International, Community Justice Action Fund, OH Coalition Against Gun Violence, States United to Prevent Gun Violence, and Giffords to advocate against a dangerous Stand Your Ground law. While peaceful protests were occurring across the country, this law would have expanded the rights of gun owners to use deadly force whenever or wherever they feel threatened, and in advocating against it we hope to avoid a dangerous, potentially fatal precedent from being set.

Finally, there is Virginia! In 2020, we were able to provide critical support in the Commonwealth for the passage of ten gun violence prevention measures. Led by Vice President of Policy Christian Heyne, Brady submitted expert testimony on policies funding, expanding, and enhancing Brady Background Checks, extreme risk laws, and violence intervention programs, along with a host of other important measures. Together with partners like the Coalition to Stop Gun Violence

## DONOR SPOTLIGHT

### JUANO QUEEN



Juano Queen has the distinct honor of having served on two Brady Regional Leadership Councils (RLC), first in New York and now in Los Angeles. In 2018, after the shooting at Marjory Stoneman Douglas High

School, Juano knew that the time had come to become an active participant in the gun violence prevention movement.

He reached out to Brady and became one of the founding members of the New York RLC. Juano had always admired Brady's legacy and its mission of reducing America's gun violence epidemic through collaborative, non-partisan efforts. In this era of partisanship, he wholeheartedly supports Brady's approach to generating lasting changes that decrease gun violence by bringing people from across the political divide together.

Juano's tireless work last fall on the premiere of "Voices of Parkland" was instrumental to its phenomenal success. He truly has become an active participant in the gun violence prevention movement and an invaluable Brady partner.



and the Virginia Center for Public Safety, our tireless efforts led to Virginia becoming a national gun violence prevention leader — right in the NRA's backyard! These laws will revolutionize the Commonwealth's entire system of gun laws, and their impact will be felt up and down the East Coast's I-95 corridor.

In addition to these victories at the state level, Brady led efforts in Congress to address gun violence and achieved the most success we have seen in decades. We helped secure passage of two major bills requiring Brady Background Checks for all sales (HR 8) and closing loopholes that allow sales of guns to proceed even when background checks are not completed (HR 1112). We also worked closely with leaders in Congress to secure \$25 million in funding for gun violence research for the first time in two decades — an amount we will work to substantially increase in the coming years.

Brady uses a data-driven approach to move

forward gun violence prevention policies that incrementally advance our cause. We leverage our strong coalition partners in states and communities across the country to shape winning legislative strategies and critical defensive measures against reckless and irresponsible gun laws. We could not do this work without the support of these partners, our grassroots advocates, and our donors.

**It is the commitment of our supporters, our belief in data-driven solutions, and our multidisciplinary team of legal, policy, and community engagement experts that allow us to advance life-saving state and federal changes.**



## ***POLICY HIGHLIGHTS***

1. Brady provided expert testimony on three bills in Congress — the Extreme Risk Protection Order Act, the Disarm Hate Act, and the Keep Americans Safe Act — all of which were passed by the powerful House Judiciary Committee.
2. Brady helped secure \$25 million for gun violence research for the first time in two decades. Our Shorty Award-winning #WeNeedToKnow campaign elevated the desperate need for gun violence research in America by engaging with key members of Congress like Sen. Warren, Rep. Katie Hill, Sen. Durbin, and more!
3. In coalition with racial justice groups, Brady sent a letter to Congress urging members to support the George Floyd Justice in Policing Act of 2020, a bill to reform police tactics and permissible use of force — and which the House of Representatives went on to pass with bipartisan support.
4. While Brady testified and assisted in the governor's legislative package in Virginia, we also created a groundswell of support through our #ProtectVirginia social media campaign, gaining support from key influencers like David Hogg of March For Our Lives.

# BRADY LEGAL: WORKING IN THE COURTS

**Shots echoed on the streets of Buffalo, New York, on a summer night in August 2003.**

Daniel “Bud” Williams, then 16 years old, was shot and severely injured in a mistaken drive-by shooting while playing basketball outside of his home. His eyes had been firmly set on an NCAA Division I scholarship, but that all ended with a single bullet.

The gun used to shatter Williams’ dreams was destined to wreak havoc. Three years earlier, a dealer sold 180 handguns to a gun trafficking ring in a series of all-cash sales at a gun show in Ohio. Those guns, including the one used to shoot Williams, were trafficked hundreds of miles to New York, where they armed prohibited purchasers and caused chaos for years.



Williams’ story is a prime example of why Brady Legal’s work focuses on the sources of gun violence, and on holding negligent gun dealers accountable. While those who commit crimes are typically apprehended by law enforcement, unparalleled gun industry protections — namely the Protection of Lawful Commerce in Arms Act (PLCAA) — seek to shield the gun industry from liability and block victims of gun violence from having their day in court.

But after 15 years of litigation, Brady Legal delivered a direct blow to the gun lobby’s attempt to negate industry responsibility, secured justice on behalf of Williams and his family, and instituted life-saving business reforms.

Brady Legal filed suit in 2005 on behalf of Williams and his family with the knowledge that the Ohio gun manufacturer, Beemiller, and its national distributor, MKS Supply, played a key role in the trafficking ring that led to the shooting of Williams. The case shed light on the way that the gun industry all too often puts profits over people, ignoring clear evidence that firearms are being trafficked and used illegally. We argued that it should have been obvious to the seller and distributor that they were supplying illegal guns to traffickers. After all, law-abiding purchasers don’t buy hundreds of cheap handguns in all-cash sales. At the very least, the seller should have asked questions and chosen not to engage in the sale. Had they done so, hundreds of guns wouldn’t have been trafficked into the illegal market.

## DONOR SPOTLIGHT

### CHARLIE AND ELEANOR EDMONDSON

Charlie and Eleanor Edmondson have been involved with Brady since the early 1980s. The Edmondsons are particularly enthusiastic about Brady Legal’s work as led by Vice President of Legal Jonathan Lowy. But in Charlie’s words, he could never have imagined “how much resistance the NRA, with the support of the gun industry, would bring to bear.”

Yet the Edmondsons have not lost any of their grit in this four-decade battle. They recently supported a matching-grant direct marketing challenge that raised \$1.3 million for Brady!

Through their years of support, the Edmondsons have not lost an ounce of hope for an America free of gun violence. They know that the majority of Americans support sensible gun laws, and they believe this support will spread to others who will join and strengthen the fight. Brady is thankful for lifelong supporters like the Edmondsons who truly make our work possible.





A small percentage of gun dealers supply a majority of our nation's crime guns, so it was no surprise that, in addition to the guns recovered in Buffalo, MKS Supply also sold 630 firearms that were later recovered in connection with crimes, including a semiautomatic rifle used in the 1999 Columbine High School massacre.

Despite clear evidence of violations of the law, the defendants skirted accountability for years as they attempted to move the case to federal court. In 2011, the case was dismissed on the grounds that PLCAA barred the case altogether. It seemed as if the gun industry would not be held accountable for its role in the Williams' shooting, nor for fueling the endless cycle of gun violence that creates perpetual trauma in communities across the nation.

But Brady Legal never gave up. Because of unwavering support and a strong dose of perseverance, the team successfully appealed the dismissal and established the precedent, set by a New York Appellate court, that

PLCAA does not provide any protection to gun companies which knowingly violate the law. In a landmark decision — the first since the PLCAA's passage in 2005 — the court ruled that gun manufacturers and distributors can be held liable to victims for supplying guns to traffickers.

This landmark decision underscores not only the battle victims of gun violence face in the courts because of PLCAA, but also the role the gun industry plays in fueling the epidemic of gun violence. This groundbreaking legal precedent, however, struck a direct blow to the gun lobby's attempt to shield the industry from responsibility — and now because of Brady Legal's work — more victims of gun violence will have their day in court.

In addition to the life-saving precedent Brady Legal established, the distributor agreed to implement significant business reforms to stop the flow of crime guns. The company will now urge its dealers to participate in a

training program to better identify and deter illegal straw purchasers. It's also agreed not to sell firearms to non-licensees, or to sell guns for resale unless the buyer holds a Federal Firearms License (FFL).

Reforms like these reaffirm why Brady Legal's supply-side approach is one of the most effective ways to prevent gun violence: it holds both the distributor — the top of the food chain — and its downstream sellers accountable.

While Williams' life will never be the same, Brady Legal is proud to have instituted significant reforms on his behalf, helping to keep guns out of the hands of individuals intent on doing harm. With more than 30 years of working in the courts, Brady Legal leads the way in finding legal solutions to create a safer America for all.

## LEGAL HIGHLIGHTS

1. Brady Legal expanded its racial justice work to focus on the disproportionate impact that gun violence has on Black and Brown communities. Most notably, our lawsuit on behalf of Black children in Chicago proceeded on the basis that gun violence, and the state's failure to adequately regulate gun dealers, deprives them of their right to an education and causes PTSD.
2. A number of Brady Legal's cases continue to gain steam and manifest change in the courts. This includes our case on behalf of Gary, Indiana, which will move forward after two decades of litigation. The case seeks to hold gun manufacturers accountable for their complicity in supplying the criminal gun market.
3. Brady Legal secured significant grants to pursue its work, including \$50,000 from the Impact Fund for Gary for our legal work in Gary, Indiana, and \$20,000 from the Sustainable Grantmaking Partners Fund — both of which will fund Brady Legal's life-saving efforts in the courts.
4. Brady Legal filed or joined nine new landmark cases, including major gun dealers like Cabela's and Academy Sports, and filed a complaint against Smith & Wesson's marketing of assault weapons before the Federal Trade Commission, as well as a call for the IRS to investigate the NRA's tax-exempt status.

# WORKING IN COMMUNITIES

The “communities” aspect of Brady’s work is often the most difficult to describe because it can take many forms. Bottom line, Brady’s work in communities propels forward the movement to prevent gun violence, even when Congress fails to act or court action stalls.

One outstanding example of Brady’s community work is our Combating Crime Guns Initiative, created to reduce the flow of crime guns into impacted communities and ensure that the suppliers of crime guns, including the irresponsible dealers who profit at the expense of human life, are held accountable for their actions.

Through the support of donors, Brady expanded the Initiative’s local outreach in key cities such as Oakland, Los Angeles, and Milwaukee while also investing in a statewide program in New Jersey. By partnering with organizations and local residents who fully understand the needs of impacted communities, this initiative empowers local citizens to take actions to end gun violence in their own neighborhoods.

In Oakland, Brady’s Combating Crime Guns

*A supply-side approach focuses on the supply of crime guns and encourages elected officials, community members, and law enforcement to address not just the shooter, but also the source of the gun.*

team serves on both local and statewide violence intervention and prevention programs through their work on the Oakland Violence Prevention Coalition and as a member of the California Violence Intervention and Prevention Coalition organized by Giffords Law Center. The team successfully worked with the Oakland Police Department on the public release of crime gun trace reports, showing the number and type of firearms recovered in crime. The team continued strengthening its community partnerships this year through a joint effort with Youth Alive!, a local violence prevention and intervention organization. In the summer of 2020, Brady released the first video in a series explaining what crime guns are and the importance of a supply-side approach to combating gun violence. With future videos focused on survivor stories, this content aims to empower communities most impacted by gun violence to create change and educate stakeholders about ways that crime gun dealers can be held responsible.

One of Brady’s key priorities has been a focus on the educational component that comes along with building an innovative solution. In order to gain new partners in a supply-side solution, outreach and public education has been paramount. In addition to the video series, Brady issued a report, “Combating Crime Guns: A Supply-Side Approach,” written in collaboration with Giffords Law Center, to help elected officials, community organizers, and regular citizens understand what can be done to solve the problem of crime guns flooding communities across the country.

## DONOR SPOTLIGHT

### THE LYNX FOUNDATION

The Lynx Foundation provides seed funding to organizations and projects that create solutions for gun violence, as well as equity for women, opportunities in education, and support for veterans. We value partners who think bravely and unconventionally, work doggedly, and share our values for a just and equitable world.

Brady’s creative approach to decreasing urban gun violence in impacted communities resonates with our views and priorities. We believe that neither the color of one’s skin nor zip code should impact one’s life expectancy — and that it is up to all of us to be a part of solutions for change. We sought a grantee partner who looks for solutions beyond politics and the limitations of current regulations and who believes in the power of collaboration and community-based change. We found all of this in Brady and proudly invest in Brady’s efforts to prevent gun violence in Oakland and beyond.







# COVID-19 AND GUN SALES

## **Gun violence is a uniquely American epidemic.**

No other industrialized country in the world experiences the level of gun violence that occurs in America on a daily basis. It's an epidemic each of you has worked alongside us to end. But the backdrop of COVID-19, and the horrific toll it is taking on us all, has only worsened the epidemic of gun violence.

Gun stores — listed as “essential businesses” — are seeing record high sales, while health care professionals desperately attempt to stem the loss of life from both COVID-19 and our gun violence epidemic.

One thing is clear: Even after this pandemic, gun violence will not have paused. That's why Brady is active on all fronts to prevent gun violence during COVID-19: supporting local government public safety efforts, educating citizens on gun safety, and fighting against the gun industry's efforts to sell weapons to anyone, anywhere.

In March, lines to purchase a firearm stretched as far as the eye could see, with the NRA fueling fear and uncertainty of the pandemic to boost gun sales. Between January and September of 2020, there was a 73% increase in estimated gun sales compared to the same period in 2019. We witnessed over 3.9 million Brady Background Checks initiated in June 2020 — more than any other month since the system launched.

As lawmakers issued orders temporarily closing gun stores to protect public safety, the NRA filed lawsuits in protest, some of which called the orders “pointless.” Brady responded immediately in support of local government efforts to stop the spread of the deadly coronavirus. Alongside supporters like you, we sent thousands of messages to lawmakers providing them with detailed resources to fight back against the gun lobby's “people over profits” agenda.

It didn't take long, however, for the Trump administration to intervene. The Department of Homeland Security (DHS) and the Bureau of Alcohol, Tobacco, Firearms and Explosives (ATF) issued unprecedented guidance listing gun manufacturers and dealers as “Essential Critical Infrastructure Workforce” — even allowing “drive-thru” gun sales.

At a time when gun industry oversight may be more important than ever, this guidance issued by the DHS and ATF poses a tremendous threat to public safety. In America, 4.6 million children live in homes containing an unsecured firearm. With more guns in the home, the risk of family fire increases, especially when gun sales are made to first-time, untrained buyers who couldn't receive proper instruction from their dealer.

While our End Family Fire campaign promoted safe gun storage to prevent gun violence,

Brady responded to the Trump administration's reckless guidance by suing the DHS and filing a letter with the ATF to rescind their guidance. We demanded the DHS produce all documents regarding the decision to make gun stores essential businesses.

Our lawsuit will find if there was any gun lobby or industry influence and whether public health experts signed off on this guidance. As we await the records, we expect to expose heavy gun industry influence that permitted the gun lobby to put sales ahead of public safety during a pandemic.

**At the end of the day, we deserve to know if our leading public health experts are listening to the NRA's Wayne LaPierre or NIH's Dr. Anthony Fauci.**

Against the backdrop of COVID-19, the surge in gun sales, and further taxation of our already-strained health care system means that Brady's life-saving work is more important now than ever. Your advocacy and financial support are essential to our success. Even while our nation continues to battle a uniquely American epidemic amidst a pandemic, you can count on Brady to continue to defend America's most important right: the right to live.



# BRADY PARTNERSHIPS

*“If you want to go fast, go alone. If you want to go far, go together.”*

[African proverb]

**Partnerships, whether with individuals, organizations, or larger coalitions, are almost always more productive than working by oneself.** They are also an intrinsic part of Brady’s approach to forwarding our mission and the gun violence prevention movement.

One has only to witness the incredible efficacy of Brady’s groundbreaking social norm change campaign, End Family Fire, produced in partnership with the Ad Council, to see the truth of this statement. By combining the research and content expertise of Brady with the vast network of donated media suppliers and campaign know-how of the Ad Council, we have shared the term “family fire” with millions of gun owners across the country via TV advertisements, print, radio, digital, and roadside billboards. Our tracking studies show that we have significantly raised awareness of “family fire” and the need for safe gun storage to save lives. The testimonials we have received from families who have secured their guns after seeing our campaign motivate all of us to continue our work to save the lives of those we may know — and the many more we will not.

Another outstanding example of Brady’s approach to working in coalition with others is our Voting Access Saves Lives campaign. A collaboration with March For Our Lives

and Team ENOUGH, Brady’s youth-led initiative, this campaign gave potential voters resources to ensure their voices were heard, with particular emphasis on historically disenfranchised Black and Brown communities. As you can see, one mission and several groups with a similar end goal make for a powerful combination!

Additionally, Brady works in partnerships with many membership associations, organizations, and NGOs whose missions overlap with ours and whose efforts play a role in reducing gun violence. For example, everyone knows that gun violence impacts teachers. There are many organizations that represent teachers with whom Brady works closely to ensure everyone in our schools are safe. The same can be said of organizations that work on democracy issues. Gun violence prevention is a perfect example of how the will of the people is being stymied by a crippled democracy. If 97% of those who live in our country want expanded background checks, but our Senate continues to block any movement for passage of legislation, democracy is not being served!

From a fiscal standpoint, these many partnerships also yield tremendous financial benefits for Brady, allowing us to accomplish far more than our operating budget alone would otherwise allow. Were you aware that Brady Legal received \$8.6 million this year in pro bono services through our Legal Alliance, or that to date our End Family Fire campaign



has received \$36.4 million in donated media? Between donated creative media from powerhouses such as Bustle, Juniper Park/TBWA, and Artex Productions, in addition to the other items mentioned, Brady received over \$30 million worth of in-kind donations last year.

Many organizations in various movements will “throw their weight around” when they feel “their way” is the best way, ultimately riding off into the sunset and leaving smaller, local organizations demoralized and disenfranchised from their own community efforts. Brady has long believed that any viable solution needs to be based on research — both of the situation and of the proposed solution — and the assembling of strong partnerships in which members and organizations each bring unique strengths to the table. Brady supporters are also an integral part of that network. Every petition you sign, every elected official you call, every new campaign you lift up on social media allows us to further our mission to save lives.



# GUN VIOLENCE PREVENTION IS A RACIAL JUSTICE ISSUE

**Racism and gun violence have always been interconnected.** It's impossible to ignore the facts: Black Americans are twice as likely as white Americans to die from gun violence and 14 times more likely to be wounded. The bottom line is that gun violence reduces the life expectancy of Black Americans by four years.

Black-led, community-based groups have worked relentlessly to develop community-based solutions that successfully reduce gun violence. As an organization dedicated to saving lives and preventing gun violence, Brady is committed to matching these grassroots, community-based efforts with upstream, systemic change. We've been fortunate to have the support of our donors in ensuring that this work receives the necessary resources.

In 2020, the sickening murders of Black Americans have been captured on film. We don't need to see such violence and injustice to know that it exists today, and has existed for far too long in our country. At Brady, we are committed to seeking real and meaningful change that advances racial justice, to ensuring that our policy positions further that aim, and to working toward a more inclusive and diverse gun violence prevention movement.

The fight for a nation free of gun violence

must include efforts to end police violence. Police violence is the unlawful, unnecessary, or disproportionate use of force by police. The presence of a firearm heightens tensions and exacerbates confrontations, particularly in interactions with police where there is already an unequal power dynamic. Whether or not a firearm is used in these interactions, the mere presence, threat, or perceived threat of a firearm means that police violence is gun violence.

In the aftermath of George Floyd's death, Brady advocated for the George Floyd Justice in Policing Act of 2020, legislation which would reform policing tactics and the permissible uses of force. The bill was passed by the U.S. House of Representatives in June, and Brady has urged the Senate to take up this important legislation. Police reform cannot stop there, however, and Brady and Team ENOUGH have taken an active role in proposing solutions to reduce violence and to be allies to Black-led organizations.

Thanks to the support of our donors and grassroots leaders, in August of 2020, Brady and Team ENOUGH joined the National Action Network as partners in the Commitment March on Washington, D.C. Team ENOUGH's Aalayah Eastmond was invited to speak, giving an

impassioned plea for America to expand its view of gun violence to one that goes beyond just the mass shootings that garner media attention.

Team ENOUGH has been at the forefront of efforts to reduce gun violence, which includes their ongoing work to ensure equal access to the ballot box. With the 2020 election, issues of social justice were on the ballot, and with even more barriers to voting due to the coronavirus pandemic, Team ENOUGH and Brady joined forces with March For Our Lives to launch Voting Access Saves Lives, a campaign to expand voting access.

Racist and discriminatory voter suppression tactics have been prevalent throughout our history and continue today. About 1 in 13 Black Americans are ineligible to vote, which is four times the rate of non-Black Americans. That means these individuals have had their voices suppressed when it comes to gun violence prevention due to lack of representation.

It's no accident that the communities often most affected by gun violence — namely Black and Latinx communities — face the greatest barriers to the ballot box. Our campaign has worked to expand vote-by-mail, early voting, and voter registration.

We know that we can't prevent gun violence until we ensure everyone can fairly participate in our democracy. Bullets don't discriminate, and every American, regardless of age, neighborhood, occupation, or race has the right not to be shot. We need comprehensive gun policy that will reduce all forms of gun violence. That's the kind of work you make possible.



# A YEAR OF RED, BLUE, AND BRADY

**“Some people might find this content disturbing...don’t worry, we find it disturbing too.”** With those words, host JJ Janflone launched Red, Blue, and Brady in October 2019 — the first national gun violence prevention podcast series in history! In just over one year, Brady has released nearly 100 episodes of original content, with contributions and insights from some of the leading experts on gun violence prevention in our nation.

Red, Blue, and Brady discusses current events and shares personal narratives in its exploration of America’s gun violence epidemic. Although covering often tragic and difficult subject matter, survivors, activists, academics, and political and civic leaders have come together to share their stories of joy and sorrow — stories which further our common purpose of fully understanding the nation’s long history of gun violence.

Reaching nearly 1,700 cities, the podcast, which continues to gain listenership across the globe, has consistently ranked among the top 200 podcasts for education, as well as the top 500 of news podcasts. Red, Blue, and Brady has proven to be an essential resource in setting Brady apart as a thought leader on issues of gun violence, bringing new members and donors into the cause.

By ensuring that content is intersectional in nature, Brady has not only expanded our own

audience, but also built new partnerships and elevated the voices of existing groups doing work on the ground. Organizations like the Great Plains Action Society, Stop AAPI Hate, Latinos For Democracy, the Alliance of Concerned Men and Women, and others have both enriched Brady’s content and attracted a new and diverse group of activists to our fold.

We can all be proud that in its first year Red, Blue, and Brady has been named a Shorty Social Good Award finalist in the category of podcasts, joining fellow nominees from outlets such as HBO, CNN, and AARP. The nomination specifically recognizes Brady’s racial justice series, in which diverse guests and Brady staff discuss a number of topics where gun violence prevention and racial justice initiatives overlap. This topic has proven to be one of our most popular among listeners, both within the Brady community as well as those just learning about our legacy and work today. We are justifiably proud of the role our podcast has played in educating listeners about important issues and how they can take action to make a difference.

Moving Brady into this new way of delivering important content ensures that everyone in our country has the opportunity to learn about and — most importantly — work to end our gun violence epidemic. Haven’t listened to an episode yet? Visit [bradyunited.org/podcast](http://bradyunited.org/podcast) or search for “Red, Blue, and Brady” on your favorite podcast platform.



# REDBLUE & BRADY



*Red, Blue, and Brady has been so helpful to pass onto lawmakers as a primer on major gun violence issues and gun violence prevention methods. The conversations are quick and personable while also detailed and nuanced. To be able to give legislative offices a thirty minute conversation they can listen to while they work that breaks down something complex like the Protection of Lawful Commerce in Arms Act (PLCAA), and how it impacts survivors of gun violence, is incredibly valuable.*

- CHRISTIAN HEYNE, BRADY VP OF POLICY

# BRADY ENVISIONS A FUTURE FREE FROM GUN VIOLENCE.

We see a nation where families and communities gather, free of fear. A nation with common-sense policies that keep us safe.

You can make this a reality.

A bequest to The Jim and Sarah Brady Legacy Society is one of the most meaningful gifts you can give future generations.

Make a country free from gun violence **your** legacy.

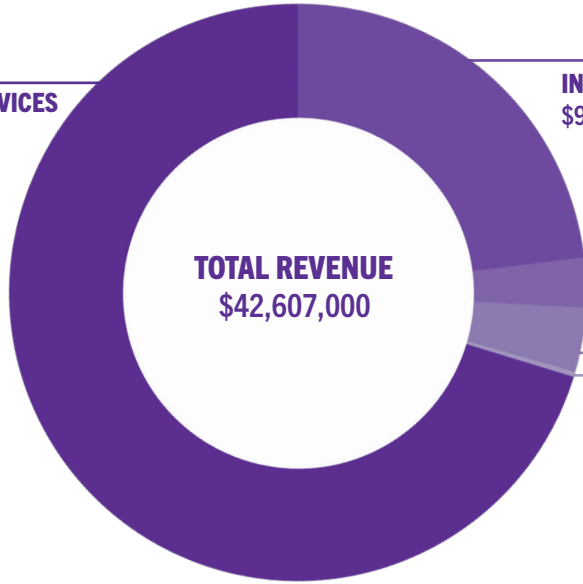
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For more information or to include Brady in your estate plans, please contact Christa Kovacs at 202-370-8120 or [ckovacs@bradyunited.org](mailto:ckovacs@bradyunited.org).





**CONTRIBUTED SERVICES**  
\$30,000,000



**INDIVIDUAL CONTRIBUTIONS**  
\$9,085,000

**EVENTS**  
\$1,137,000

**FOUNDATIONS**  
\$1,523,000

**OTHER**  
\$77,000

# FINANCIALS

## FISCAL YEAR 2020

*\*Program expenses include \$30M in contributed services*

**PROGRAMS**  
\$35,155,000\*

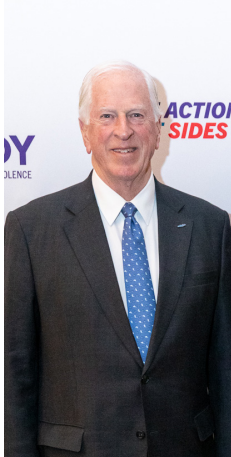


**FUNDRAISING**  
\$3,500,000

**GENERAL & ADMINISTRATIVE**  
\$2,500,000



# BRADY ACTION AWARDS

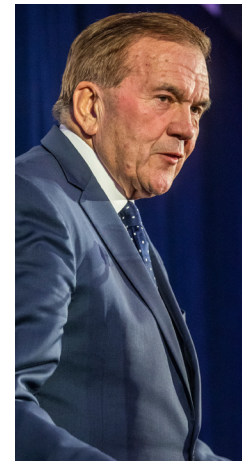


What do President Bill Clinton, actor Bryan Cranston, Speaker Nancy Pelosi, journalist Jonathan Capehart, former Secretary of Homeland Security Tom Ridge, and Representative Lucy McBath have in common? You could find them all at the Mayflower Hotel in Washington, D.C. for Brady's annual Action Awards on November 14, 2019.

As our gala emcee and Washington Post and MSNBC contributor Jonathan Capehart said, "Instead of finding solutions to end gun violence, our nation's response is to prepare us for it. We can do better. We have to do better."

The gala was our most successful yet — a great evening spent honoring those who work tirelessly to end gun violence.

Uniting both sides of the aisle to end our gun violence epidemic, honorees spoke of the need for every American, gun owners and non-gun owners alike, to ensure that all are free to enjoy the most basic of all our rights: the right to live without the fear of being shot.



## WANT TO BE PART OF THE ACTION?

In April of 2021, the Brady Action Awards will be going virtual. We invite you to join us in honoring all of those who continue to support Brady's work to end gun violence and save lives.



# REGIONAL LEADERSHIP COUNCILS

## NORTHERN CALIFORNIA

Marita Daly (Chair)	Nick Kenig	Michael Plimack
Pellie Anderson	Steve Kerr	Kari and Tom Rocca
Jeff Bleich	Sonja Caldwell Kos	Michael Ronen
Anne Ching	Kira Dahlgren Lancaster	Steve Sposato
Kris Dyszynski	Reginald Lee	Laura Stein
Jessica Gerber	Ian MacLeod	Eric Swergold and Dawn Dobras
Eric Havian	Josh McHugh	Kath Tsakalakis
Dennis Joyce	Dennis Mulqueeny	



## NEW YORK

Mark House (Chair)  
Ann Boyce  
Justin Bartha  
Keven Duffy  
Patrick Gadson  
Matthew Harrigan  
John Kimball  
Lucy McMillan  
Priscilla Natkins  
Katherine Nicholls  
Bill Oberlander  
Michael Schissel  
Susan Smith Ellis  
Joshua N. Solomon  
Kathleen C. Walsh  
Jacqueline Wolff  
Jason Wagenheim



## SOUTHERN CALIFORNIA

Ross Misher (Chair)	Judy Hofflund	Lindsay Scola
Christy Callahan	Rise Johnson	Allison Shaw
John DeFaria	Jeremy Kagan	Randi Singer
Bill D'Elia	Jill Lawrence and Paul Koplin	Rose Ann and Ira Sharp
Erin Dunkerly	Nadine Lewis	David Skaar and Diana Skaar
Will Ferrell and Viveca Paulin	Harry Litman	Lisa Stewart and Alan
Joan Whitney Flagg	Alana Mayo	Meyerson
Tracy Grand	Adam McKay	Jeff Vespa
Anita Greenspan	Claire Rudnick Polstein	Lena Waithe
Joan Hill	Juano Queen	Ben Wexler



# REGIONAL LEADERSHIP COUNCILS



## CHICAGO

Gwen Geller	Heather Nornes
Vincent Geraghty	Kendra Peterson
Andrew C. Goldberg	Jim Reichardt
Donna Gutman	Gordon Scott
Ben Jablow	Alison Shaewitz
Corry Keilin	Sara Shankman
Douglas W. Lyons	Juan Woodbury

## WASHINGTON, D.C.

Dr. Babak Sarani (Chair)	Peter Jablow
Bill Bentley	Sara Lange
Carrie Cochran	Jackie Mahoozi
Jenny Collier	Marisa Nightingale
Ricki Tigert Helfer	Alan Pemberton
Roberta Horton	



## JOSH SOLOMON NEW YORK

Josh Solomon, founder and principal of the Business of Sports School, serves on Brady's New York Regional Leadership Council (RLC). He believes that Brady RLCs offer unique opportunities to support Brady's mission: "You give to a great organization, raise awareness, host events, and recruit others from your network to join this movement and make an impact. Brady truly sets itself apart by taking action, not sides, and uniting both gun owners and non-gun owners alike to end the epidemic of gun violence."

Josh helps teach inner city youth the foundations of business and entrepreneurship, along with academic subjects. As a principal, he knows that gun violence is a racial equity issue that disproportionately impacts the communities and daily lives of many of his students. Josh remains hopeful, however, because of youth activists like those involved with Team ENOUGH, Brady's youth-led initiative. "When they see injustice, they speak up, and I know that they will fight hard for changes that will save lives."

Brady is fortunate to have such a generous, dedicated, and thoughtful RLC leader like Josh supporting gun violence prevention inside and outside of the classroom.



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