

# BRADY: UNITED AGAINST GUN VIOLENCE



## BRADY IS ON A MISSION TO FREE AMERICA FROM GUN VIOLENCE.

Brady is the nation's leading gun violence prevention group, responsible for the 1994 bipartisan Brady 'Background Checks' Bill, which established our country's background check system for gun sales. But we know that changing laws alone won't end gun violence; we must also change hearts and minds. That's why we take a comprehensive approach to end this epidemic: change the laws, change the gun industry, and change the culture.

### CHANGE THE LAWS

Each year, Brady helps advance hundreds of pieces of legislation on gun violence prevention, providing expertise, testimony, and advocacy on federal, state, and local solutions, while also combating harmful bills promoted by gun industry lobbyists.

*From 2022-2023, Brady helped pass more than 60 major gun violence prevention bills in states across the country.*

### CHANGE THE INDUSTRY

We need common-sense gun laws, but laws alone are only as good as their enforcement. That's why our Combating Crime Guns program and renowned legal team work to increase accountability for the gun industry and shift the burden of gun violence from the communities most impacted to the irresponsible sellers, stores, and manufacturers that put profits over public safety.

*The nation's largest manufacturer of untraceable "ghost guns" effectively shut down after successful legal action waged against them by Brady.*

### CHANGE THE CULTURE

In a country with more guns than people, breaking the cycle of gun violence necessitates driving cultural change. Through our End Family Fire program, we educate everyday Americans about how they can promote responsible gun ownership, and we partner with leaders in advertising and Hollywood to shape portrayals of gun safety in movies, TV, and mass media.

*Gun owners who see our End Family Fire ads are 4x more likely to make changes to store their guns safely.*

*Brady is a four-star charity with a 99% rating on [Charity Navigator!](#)*

# BRADY PROGRAMS & WAYS TO GET INVOLVED

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Ending gun violence starts with you. Brady has a number of initiatives and ways to get involved in the movement to prevent gun violence. At Brady, we believe everyone has a role to play.

## COMBATING CRIME GUNS

We are the only national organization with a program dedicated to addressing the “supply-side,” or the gun industry actors that profit from gun violence. We identify irresponsible gun stores that flood under-resourced communities with illegal firearms, and we provide state and local authorities with tools to inspect and hold accountable irresponsible gun dealers. Learn more at [bradyunited.org/crimeguns](https://bradyunited.org/crimeguns).

## THIS IS OUR LANE

Evidence shows that when physicians play an active role in gun safety conversations, patients and their families are safer. Brady’s This Is Our Lane campaign, led by renowned Johns Hopkins trauma surgeon Dr. Joe Sakran, engages doctors and healthcare professionals in tackling gun violence as a public health issue. Learn more at [bradyunited.org/thisisourlane](https://bradyunited.org/thisisourlane).

## END FAMILY FIRE

End Family Fire is a public education campaign with the Ad Council proven to inspire gun owners to store their firearms securely. It is the only national program that uses the power of Public Service Announcements (PSAs) to bring gun owners into the conversation to reduce firearm injuries and deaths. Learn more at [bradyunited.org/endfamilyfire](https://bradyunited.org/endfamilyfire).

## BRADY GRASSROOTS

Brady’s solutions to free America from gun violence center around our work on the community level. This is only made possible by the thousands of Brady volunteers who share our vision of ending this epidemic and make up our nationwide network of grassroots chapters. Learn more at [bradyunited.org/chapters](https://bradyunited.org/chapters).

## SHOW GUN SAFETY

Studies show that audiences adopt behaviors and attitudes of their favorite on-screen characters. Our network of over 500 leading Hollywood writers, producers, actors, and studio executives are incorporating our Show Gun Safety best practices into the biggest TV and movie hits. Learn more at [bradyunited.org/showgunsafety](https://bradyunited.org/showgunsafety).

## TEAM ENOUGH YOUTH INITIATIVE

Team ENOUGH, Brady’s youth-led initiative, works to educate young people about gun violence and mobilize them to take meaningful action to prevent it. Learn more at [bradyunited.org/teamenough](https://bradyunited.org/teamenough).

## REGIONAL LEADERSHIP COUNCILS

Brady’s Regional Leadership Councils (RLCs) serve as a critical pipeline for growing Brady’s programs and creating new partnerships with local and national organizations, corporations, and foundations. Learn more at [bradyunited.org/rlc](https://bradyunited.org/rlc).

## LEGAL ACTION ALLIANCE

We’re working in courtrooms across the country to support survivors, take on the gun industry, and protect life-saving gun laws. Our national network of lawyers and firms are a powerful and growing force against the gun industry’s well-financed efforts. Learn more at [bradyunited.org/legal](https://bradyunited.org/legal).

## DONATE

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Brady is grassroots-funded and requires your investment to save lives. You can make a tax-deductible gift at [bradyunited.org/give](https://bradyunited.org/give) and find other ways to give at [bradyunited.org/donate](https://bradyunited.org/donate).