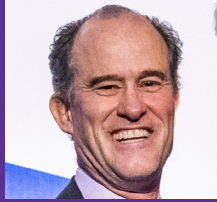




# BRADY MORE THAN A NAME

*Annual Report Fiscal Year 2019*





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

Dear Brady Supporter,

This year was a milestone year for Brady. We celebrated the 45th anniversary of the organization, the 30th anniversary of Brady Legal trying its first case, and 25 years since the signing of the Brady Bill. Together, that's 100 years of activism and leadership in the movement.

I was intrigued with this concept of concurrent Brady anniversaries and why we celebrate anniversaries in the first place. Someone referred to it as putting a pin in time, but it's more than that. It gives us a moment to reflect on where we started compared to where we are, and that's the story we'll reflect on in this Annual Report.

You'll learn what the Brady legacy is and about our place in the gun violence prevention movement. We'll share what we are doing today to ensure that 45, 30, and 25 years from now we'll be telling a different story. We'll also share our vision of how Brady solutions and the passion of our supporters can end the gun violence epidemic and deliver an America that allows everyone to live free from the fear of being shot.

We know that there is still considerable work to be done and Brady is leading the charge. Our bipartisanship is celebrated in the coming together of red and blue in our logo, just as we invite all people in America, coast to coast, red, blue, and every shade in between to come together and be a part of the movement to end gun violence.

At Brady, we unite, not divide. We find common ground in the common-sense. We reach across the aisle and shake hands not fists. All are welcome, because all voices are needed at the table and only then will lives be saved.

Brady welcomes and unites all who are against gun violence. Thank you for helping Brady ensure it delivers on the promise of a brighter, safer future for all Americans.

Kevin Quinn,  
Chairman, Brady



**KRIS BROWN**  
**PRESIDENT**

Dear Brady Supporter,

At Brady, we are literally a name, built on the life-saving legacy of Jim and Sarah Brady. But like Jim and Sarah Brady themselves, we stand for so much more than that. That's why our annual report is titled Brady: More than a Name.

Brady is the only organization that works across Congress, courts, and communities, uniting gun owners and non-gun owners alike, to end the epidemic of gun violence that leaves 40,000 people dead every year and more than 80,000 more injured. How do we do that?

In Congress, after electing a gun violence prevention majority to the House, we played an integral role in passing multiple pieces of life-saving legislation we knew would make a difference.

We continued our work in the courts on behalf of victims and celebrated 30 years of holding the gun industry accountable. Yet again, Brady Legal established life-saving legal precedent that shaped practices that strengthen oversight of gun sales across the country. Our message? Reform your practices or we will!

Lastly, our work in communities truly sets us apart. Our End Family Fire campaign has been seen by millions and is changing not only **how** we store our weapons, but reaffirming that responsible gun ownership saves lives. Our efforts to curb the supply of guns to impacted communities is spreading through our work with law enforcement, corporations, government, and civic organizations to identify practices that ensure guns do not fall into dangerous hands.

Our new brand stands as a proud banner for all, uniting us to take action, not sides. Brady — we are indeed more than a name. We are the catalyst for the change that will create an America where we all feel safe again.

Thank you for being a part of the solution.

Kris Brown,  
President, Brady

# BRADY: UNITED AGAINST GUN VIOLENCE

**“WE NEED A PLACE WHERE CONVERSATIONS CAN BE HELD.”**

**“BRADY CAMPAIGN? IS SOMEONE RUNNING FOR OFFICE?”**

**“I’M TIRED OF ALL THE TALK. WHEN WILL SOMEONE DO SOMETHING ABOUT GUN VIOLENCE?”**

People were looking for a place where they could go to learn more about the causes of America’s gun violence epidemic, and more importantly, what could be done. They were tired of inaction, name-calling, finger pointing, and a lack of space where the voices of gun owners and non-gun owners could be heard. We knew that was Brady, and that we needed to look and sound like who we really were.

So, this February our storied organization took a bold step and rebranded. Instead of the Brady Campaign and Center to Prevent Gun Violence, we became Brady. Our tagline — United Against Gun Violence — was a clarion call to anyone in the country who was interested in ending this uniquely American epidemic, which is exactly the cause to which our namesakes dedicated their lives.

Jim and Sarah Brady looked past party politics as they marched through the halls of Congress, finding common ground in the common-sense. They knew all that mattered was passing legislation to prevent gun violence — taking action, not sides. Our new logo represents

the bipartisan work that Jim and Sarah accomplished; the red and the blue uniting as purple. That was Jim and Sarah, uniting both parties for the common goal of saving lives. Political pragmatists that they were, they knew that solutions can only be achieved when we find middle ground.

Our rebrand invites everyone from coast to coast, young and old, red and blue, gun owners and non-gun owners alike, to unify as one and take action to end gun violence. Because the only way to end an epidemic that takes 100 lives a day is together, united as one.

Included in our brand are our goals as an organization and the mission statement that will get us there. By the year 2025, we are determined to reduce gun deaths by 25 percent. And just how will we achieve such an ambitious goal? We will work across Congress, courts, and communities, uniting gun owners and non-gun owners alike, to take action, not sides, and to put an end to the epidemic of gun violence in America.

Our work across Congress, courts, and communities builds upon Brady’s legacy of enacting federal and state law, and is now furthered by the four programs announced

alongside our rebrand — End Family Fire, Brady’s Legal Alliance, Team ENOUGH, and our Combating Crime Guns Initiative. Each program is designed to tackle a specific cause of gun violence — and one year later, the results speak for themselves.

Our rebrand truly embodies the legacy and vision of our namesakes. Our new look exemplifies our history of bipartisanship and our future as the leading gun violence prevention organization. Its vibrant colors speak to life and the blending of ideas and visions for a common purpose. The red and the blue star captures unity. We are determined to continue the good fight started decades ago by Jim and Sarah Brady, and with them in mind, we will not stop until this epidemic ends.

**We are Brady — and we are united against gun violence.**





# LEADERSHIP IS THE BRADY LEGACY

**This year in the movement against gun violence marked a turning point in American history.** From coast to coast, gun safety activists marched, voted, and demanded reform in a groundswell like we've never seen before. In our highest branches of government, we welcomed the first gun violence prevention majority in decades. From local courthouses to our nation's highest court, justice prevailed on behalf of those wrongfully injured as well as the families of those killed by gun violence.

This very turning point in American history wasn't born overnight. It took decades of big-picture planning, followed by backbreaking work in the trenches. Just how did a movement as strong as the one we are witnessing come into being?

Our story begins when Dr. Mark Borinsky was robbed at gunpoint and came within inches of losing his life. He chose not to shy away from gun violence; rather, he founded the National Council to Control Handguns, and one of the nation's oldest and boldest gun violence prevention organizations was founded.

A few years would pass before yet another life would come within inches of being lost. This time it was Jim Brady. In 1981, during an assassination attempt on President Reagan, Jim, President Reagan's press secretary, was shot in the head. The injuries to his brain changed his life forever, but Sarah Brady, Jim's wife, wasn't going to let the story end there.

She was elected to the board of what is now known as Brady, and four years later became the chairperson. Together, leading the fight against gun violence, it was their mission to pass the Brady Background Check Bill. But it wasn't easy by any means. It took six votes, over seven years, and three presidencies until Jim and Sarah declared victory.

This year we celebrated 25 years since the Brady Background Check Bill was signed into law. To date, the Brady Bill is the only piece of federal legislation that requires federal background checks on gun sales — resulting in more than 3.5 million prohibited purchasers being denied a gun.

While Jim and Sarah marched through the halls of Congress, reaching across the aisle, and shaking hands, not fists, Brady was leading another charge that would add to our legacy. In 1989, Brady Legal was founded to provide justice for those who had lost loved ones or whose lives had been irrevocably changed by gun violence. They began by taking on the billion-dollar gun industry that was fueling the carnage with weak laws and enforcement.

This year we celebrated Brady Legal's 30th anniversary of battling in the courts for an America free from gun violence. They have litigated in 45 states, winning more than \$30 million in verdicts and settlements on behalf of victims and survivors of gun violence. Setting important legal precedent along the way, and taking advantage of and building on that



very precedent, Brady Legal is more active and determined than ever to create effective, meaningful change in how the gun industry conducts business.

From 45 years as an organization, to 25 years since the signing of the Brady Background Check Bill, to 30 years of Brady Legal's dedication to fighting in the courts, Brady commands a combined 100 years of leadership in the movement. Each anniversary makes clear that this movement wasn't born overnight. It's our leadership that has steered us to this pivotal point in American history.

It's leadership born of a true understanding of the complex nature of America's gun violence epidemic. It comes from a passionate dedication to seeing that good laws are passed and enforced, and that bad actors are held accountable. It's ensuring that every person in this country has a role, and knows what that role is, so we can once again make our country a safe place for all.

# BRADY IS MORE THAN A NAME

## *But what is its role in the movement today?*

*As one of the oldest and boldest national organizations advocating for gun violence prevention, Brady has a legacy of thought leadership, legal expertise, community building, and working as a convener in an ever-polarized nation. That legacy defines our work today.*

### THOUGHT LEADERSHIP

From Sarah Brady to Kris Brown, Brady has a history of strong women leaders who have put emphasis on the way particular communities are impacted by gun violence. It's a core principle of the organization to ensure America's attention doesn't wane from the issue of gun violence when a mass shooting fades from national headlines. As an organization, Brady is examining our approaches to gun violence prevention so we are intentional in our efforts to understand how communities are differently situated and impacted by both gun violence and Brady's proposed solutions.

Through this approach, Brady has become a go-to resource for legislators and electoral candidates. Our deep knowledge of gun violence and the way it differently impacts the country has allowed us to create a comprehensive plan and resources that Brady-endorsed candidates use to message, shape legislative solutions, and engage key constituencies.

### LEGAL EXPERTISE

Brady Legal continues to create precedent in cases throughout the United States. The team has argued or filed briefs in 45 states and has even helped win important victories before the United States Supreme Court. As the leader in litigating America's gun laws, and holding gun dealers and manufacturers accountable, Brady Legal lends our expertise to others fighting to protect the right to live without the fear of being shot. In fact, Brady's Legal Alliance brings together more than a thousand lawyers and dozens of firms to reform the corporate gun lobby and secure justice for those harmed by gun violence. No other organization has this track record of success litigating against the gun industry, and we are proud of our rich history of success in the courts.



### COMMUNITY BUILDING

Since its inception, Brady was an organization that brought together individuals of all ideologies to find common ground in common-sense — and never more so than during the years of Sarah and Jim Brady's leadership. While Jim Brady was press secretary for President Ronald Reagan, Sarah was a director for the Republican National Committee. After Jim was shot, the couple was determined to bring together individuals from different political parties, gun owners and non-gun owners alike, to create the change they knew was needed in the United States to address gun violence.

Today, Brady continues this work to promote safe gun storage and curb the flow of crime guns, working with gun owners, veterans, law enforcement, and communities disproportionately impacted by gun violence. It is a core belief at Brady that engaging all communities across the country, red and blue, is necessary for true change — not just to policy, but to social norms. Brady knows that we are stronger together. That is why we are establishing coalitions of professionals and advocates across the country from all sectors, whose work intersects in different ways with gun violence in our country. When we combine



our resources, expertise, and voices, we are able to produce transformative outcomes.

In the past year, Brady has made strides in our efforts to connect with individuals in healthcare, religion, corporate responsibility, law enforcement, military, and education. We are also working to unite national, state, and local advocates of gun violence prevention so we can succeed in our common goal of saving lives.

Our role in the movement is as unique as the various aspects we weave together to seek an end to the public health crisis that is America's gun violence epidemic. Many organizations focus on one aspect of the issue — but none have an approach as comprehensive as Brady's. One that brings all voices to the table. It's not about red or blue. It's not about gun owners or non-gun owners. It's not about the type of gun violence your community has endured. It's about everyone in this country working together so we are all free to live a life without the fear of being shot. That one common goal unites us all. That one common goal defines Brady.



Brady's End Family Fire campaign



Brady President Kris Brown talks with reporters in Detroit

**“**  
**WHERE YOU LIVE SHOULDN'T DETERMINE IF YOU LIVE.**  
**”**

# BRADY'S WORK ACROSS CONGRESS

The legislative process is often long and frequently frustrating. But we know what makes it easier — having elected leaders who represent the interests of the American public and put their constituents' safety first. In November 2018, we saw that happen and Brady celebrated a new gun violence prevention majority in the House of Representatives.

The lead up to the election included Brady's endorsement of more than 100 House, Senate, and statewide candidates — the largest electoral investment by the organization in more than a decade. Led by Brady's policy and organizing teams, grassroots supporters knocked on doors, made phone calls, and called on advocates for gun safety to vote for gun violence prevention champions. The results of the election were hailed as a turning point that would help keep the country safe from gun violence.

In the same month, Brady marked 25 years since the passage of the groundbreaking federal background check law, now known as the Brady Background Check system. Since its enactment, the Brady Background Check system has blocked more than 3.5 million prohibited purchases. The anniversary of its implementation coincided with renewed momentum to strengthen the system and close gaps that allow one in five guns to be sold without a background check.

Within weeks of taking office, our newly elected gun violence prevention champions introduced two bills to strengthen the Brady Background Check system: H.R. 8, the Bipartisan Background Checks Act of 2019 and H.R. 1112, the Enhanced Background Checks Act of 2019. These bills expand background checks to private sales and transfers, including sales online and at gun shows. The legislation also addresses the "Charleston loophole," which allows guns to be sold if a background check has not been completed within three business days.

Supported by Brady and the gun violence prevention movement, members in the House passed H.R. 8, standing as the first major piece of gun violence prevention legislation to pass in a generation. Brady also worked closely with House Majority Whip Jim Clyburn's office on negotiating and writing H.R. 1112, securing a Republican co-sponsor and ensuring the bill passed less than a month after it was introduced.

In addition to working to strengthen background checks, Brady has established an increased focus on a supply-side approach to gun violence prevention. Working closely with Rep. Grace Meng, Brady assisted in securing language and funding for the House Commerce, Justice, Science and Related Agencies appropriations bill to hire new Bureau of Alcohol, Tobacco, Firearms and Explosives

## HIGHLIGHTS

1. Brady made the largest electoral investment in more than a decade by endorsing more than 100 House, Senate, and statewide candidates, organizing canvassing events, phone banks, and voter outreach.
2. Brady's efforts to put gun violence prevention front and center during the 2018 midterm election cycle helped lead to a gun violence prevention majority elected in the House of Representatives.
3. The first major piece of gun violence prevention legislation was passed by the House in more than a generation. This legislation would expand Brady Background Checks to all gun sales.
4. Brady worked to secure resources for the ATF, specifically to allow an increased focus on gun industry inspections and ensure gun dealers operate within the law.
5. Brady assisted in ensuring that the Violence Against Women Reauthorization Act passed the House, including provisions to close "boyfriend and stalker loopholes" that leave domestic violence victims and survivors vulnerable.

(ATF) staff specifically focused on gun industry inspections. These inspectors are responsible for ensuring gun dealers operate within the law and help prevent trafficking of crime guns into the streets of communities across America.

While the ATF's goal is to inspect federally licensed gun dealers every three to five years, their current resources only allow inspections to take place every 10-12 years on average, while some dealers have not faced inspections for upwards of 40 years. If this component of the appropriations bill is finalized, it could significantly enhance the ATF's ability to do their job.

Brady also worked closely with the House to pass the Violence Against Women Reauthorization Act, which included provisions to close the "boyfriend and stalker loopholes." Under current law, domestic abusers are only prohibited from purchasing or possessing firearms if the individual they have abused is a legal spouse or if they share a child. This leaves dating partners and others who may commit acts of violence or stalking free to own guns, and leaves their victims without a federal remedy to prohibit them from purchasing or possessing firearms.

Brady's efforts to pass comprehensive solutions to end the epidemic of gun violence continues to this very day. While public pressure for the Senate to take action has only increased, leaders have yet to bring these life-saving bills to a vote. The ability to end gun violence is in our hands and we need legislative action to help make it happen.

## BRADY IS ABOUT COMMON-SENSE GUN LAWS

Brady has long prioritized a comprehensive approach to preventing the epidemic of gun violence, including working to support survivors in the ways their communities need the most. From our beginning in 1974, Brady has been about common-sense gun laws. We work to close loopholes in current gun laws and pass new legislation to prevent gun violence and save lives. We reach across the aisle to make our country safer, for everyone, in every community.

### BRADY'S COMPREHENSIVE APPROACH

1. Expand background checks to all gun sales and transfers with very narrow exceptions
2. Expand the categories of persons prohibited from purchasing guns
3. Prevent access to assault weapons and high-capacity magazines
4. Ban accessories like bump stocks which enhance lethality
5. Outlaw the manufacturing of ghost guns and 3-D printed guns
6. Provide grants to encourage passing extreme risk laws
7. Fully fund gun violence research at the CDC
8. Fund local community-based programs to break the cycle of gun violence in urban areas
9. Promote safe storage and responsible gun ownership
10. Repeal PLCAA
11. Hold the ATF accountable for meaningful gun industry oversight
12. Eliminate Tiahrt



# REDBLUE & BRADY



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# BRADY LEGAL: 30 YEARS OF WORK IN THE COURTS

A large part of what makes Brady unique in its approach to ending America's gun violence epidemic is our commanding presence in courthouses across the country. We are proud to have celebrated Brady Legal's 30th anniversary as America's only public interest law organization dedicated to fighting in the courts for victims, survivors, and communities for an America free from gun violence.

From local courthouses to our nation's highest court, our cases establish life-changing legal precedent, defend gun safety laws that put people before profits, and hold bad actors in the gun industry accountable — here's one example of how we do that.

On February 25, 2016, a gunman went on a two town shooting spree, wreaking havoc beginning at a highway intersection and ending at his place of employment — a mid-sized mower manufacturer named Excel Industries. During the 24-minutes of carnage at Excel Industries, the gunman shot and killed three people and injured more than 10 others with an AK-47 semi-automatic assault rifle and a Glock semi-automatic handgun.

One of the lives cut short during those moments of terror was Joshua Higbee, who had worked as a welder at Excel Industries for a year.

Police officers stormed the building, engaged with and killed the gunman, ending a situation that never should have happened. In the days and weeks afterwards, the community of Hesston was left to piece together all that had been destroyed or lost that day, while the Higbee family tried desperately to do the same.

"Joshua was a wonderful man and a wonderful father. It feels like we lost everything when he was taken from us," said Subrina Luke, Joshua's wife.

So many unanswered questions persisted. How did the gunman get his hands on two weapons that should only be found on battlefields? Where were these weapons available? And what actions, if any, needed to be taken to ensure this type of senseless bloodshed never happens again?

Those questions remained unanswered until Brady Legal and our dedicated and talented Legal Alliance took action. On February 21, 2018, we brought the first lawsuit against A Pawn Shop, the seller of the guns used by the shooter, on behalf of Joshua's family. The complaint alleged that A Pawn Shop illegally and negligently allowed the gunman's ex-girlfriend, Sarah Jo Hopkins, to obtain the guns for him through a straw purchase transaction by using the gunman's credit card.

## HIGHLIGHTS

- 1. Providing Justice for Victims of Gun Violence** — Police Officer Bradley Fox was shot and killed in the line of duty by a felon prohibited from owning guns. Brady Legal brought a suit against the gun dealer who sold the guns in a series of straw purchases, resulting in improved employee oversight and new training techniques to keep guns out of the wrong hands. (*Fox v. In Site*, 7/2/19)
- 2. Gun Industry Accountability** — We won an Indiana Court of Appeals ruling that the City of Gary, Indiana's long-standing lawsuit against the gun industry could proceed to discovery. Our suit alleges that the gun industry irresponsibly designs and distributes thousands of handguns that supply the criminal market and floods the streets of Gary, Indiana. This case supports the city by holding the gun industry accountable for the public health epidemic they have fueled while directly challenging the special protections enjoyed by the gun industry. (*Gary v. Smith and Wesson*, 5/24/19)
- 3. Holding Elected Officials Accountable** — We obtained documents that showed how New Mexico Law Enforcement refused to enforce common-sense gun laws passed in their state. We shared these documents with the press to reveal how law enforcement made the gun lobby's priorities their own before serving the public safety and interest of the people. (Rogue Sheriff's Report released on 5/20/19)

4. **Defending Common-Sense Gun Laws** — Our amicus brief in the 7th circuit of *Wilson v. Cook County* saw the court uphold Cook County’s ban on assault weapons and high- capacity magazines. Our brief was consistent with the ruling that the county’s gun laws protect residents from the threat of mass casualties, while remaining consistent with the Second Amendment. (*Wilson v. Cook County*, 2/21/19)
5. **Demanding Justice for Victims** — We defeated a motion to dismiss in a Texas trial court on behalf of the victims of the Sutherland Springs church shooting, allowing our case against Academy Sports to proceed to discovery. (*Solis v. Academy Sports*, 2/4/19)

A Pawn Shop, who transferred the guns to the gunman, ignored the clear evidence that an illegal straw purchase was occurring and completed the sale of the gun to Hopkins.

It was clear to our legal team that Hopkins purchased the weapons for her then-boyfriend because he was a convicted felon with a 20-year criminal record, and would never have passed a Brady Background Check. Had the gun dealer acted responsibly and refused to sell to the weapons to Hopkins, Joshua’s family would now be preparing to spend another holiday season together instead of pondering a lifetime without a husband and father.

Brady and its co-counsel battled in the courts for months, questioning the gun dealer, putting together a powerful case, and demanding justice on behalf of Joshua’s family. Then it became official: Brady Legal and our Legal Alliance announced a victory on behalf of

the Higbee family with a global \$2 million settlement for all three lawsuits pending against A Pawn Shop. As a result of our lawsuit, A Pawn Shop stopped selling firearms and closed its doors for good.

“The settlement in *Luke v. A Pawn Shop* is a victory for public safety and a defeat for the illicit gun market, and those who profit from it,” said Jon Lowy, Chief Counsel and Vice President of Legal.

This monumental settlement would not have been possible were it not for prior legal precedent set by our legal team in Kansas. In the 2013 *Shirley v. Glass* case, we argued and won a landmark decision in the Kansas Supreme Court that gun dealers can be held liable for injuries caused by straw transactions. The court held unanimously that gun dealers must use “the highest standard of care” to avoid selling guns to dangerous people. That precedent was instrumental in the *Luke* case.

**BRADY LEGAL’S WORK OVER 30 YEARS HAS SET PRECEDENT IN CASES LITIGATED IN 45 STATES ACROSS THE COUNTRY.**

Brady Legal’s work over 30 years has set precedent in cases litigated in 45 states across the country. We have won millions in settlements, and just this year Brady Legal filed more than 5 new groundbreaking cases, seeking justice for those wrongfully injured or killed by gun violence. And after 30 years of dedicating our expertise to an America free from gun violence, our message is clear: Nobody is above the law — and for those who try to violate the law, there will be a price to pay.



Brady Legal



# BRADY'S WORK ACROSS COMMUNITIES

An integral part of Brady's proposed solutions to America's gun violence epidemic center on work at the community level. This is made possible by hundreds of leaders, issue experts, volunteer members, and Brady partners who share our commitment to ending the epidemic of gun violence.

From the smallest towns to the largest cities, Brady invests in program managers, our "boots on the ground," who form local alliances and implement our life-saving programs. When gridlock on Capitol Hill grinds the political process to a halt, Brady steps in to take action, not sides, and finds solutions to free communities of gun violence. This year, we're spotlighting a mere handful of the people and programs that help Brady create a safer America for us all, one community at a time.

## ROSS MISHER, BRADY LOS ANGELES LEADERSHIP COUNCIL — SURVIVOR AT 12, ACTIVIST AT 15, BRADY ADVOCATE FOR LIFE

"From age 12 to almost 50, I've seen the amazing work that Brady does and the impact they have made in passing both local and national laws, changing social norms, lobbying for change, and mobilizing grassroots efforts that have made a real difference in the prevention of gun violence. As the original gun

violence prevention organization, Brady has shown an unwavering commitment to its beliefs and values." - Ross Misher

Ross was only 12 when the Misher family relocated their business and family from New York to Boca Raton, Florida, in 1984. Ken, his dad, spent the day at his new headquarters, hanging pictures with an employee as the family was preparing for a celebratory dinner. Then came the knock on the door. Two uniformed officers delivered the news that their father was dead, as was his employee. No details. That was it.

To this day, no one really knows why Ken died at the hands of his employee of twenty years — a man who had relocated with the family business. But Ross does know that his father's trusted employee left work that day, bought a gun, and returned to kill his father. As Ross



Ross Misher (left) with father and sister

explains, "He went out and bought a gun in the time it takes someone to buy a cup of coffee."

Ross further shares, "When this happened to our family, we felt immeasurable pain. What people don't even think about or realize is that when you lose a family member, your whole family structure changes. You really feel powerless, and I felt, at that time, that I wanted to do something that made sure he didn't die in vain."

That "something" for Ross was activism. Within three years, he had helped author a local bill to institute a waiting, or "cooling off" period, to eliminate "spur of the moment" gun purchases. But he was soon tapped to do more.

Sarah Brady contacted Ross and asked him to help her and Jim move forward legislation on national background checks. What could Ross say but "Yes!" He testified before Congress and went door-to-door with Sarah and Jim, sharing their stories and gradually building bipartisan support for the Brady Bill. He's remained involved with Brady and the movement since that day.

Many would become frustrated with what appears to be a lack of forward motion. As Ross points out, "In 1983, the year before my father was shot, America lost 9,600 lives a year to gun violence. Today, that number is more than 40,000." But Ross sees momentum today that he believes will result in change.

"There is so much happening that is good for the movement. Brady did an amazing rebranding this year (I should know as I run

a branding agency) and developed the new mantra: take action, and not sides. I think that slogan reflects the sentiment of all Americans. We are ready to close the loopholes, enact background checks, ban assault weapons, and protect our children in schools with extreme risk laws. Politicians are now proud to stand on the side of gun violence prevention, supported by the majority of Americans.”

As the head of Brady’s Los Angeles Leadership Council, Ross has a team of over 30 talented activists who give their time, money, and connections to move the issue forward at an executive level. A few examples include their work with showrunners to help weave Brady’s End Family Fire campaign into TV and movie scripts. The Council has also organized well-attended events, uniting their community to spread Brady’s work while raising money for program expansion. Finally, they’ve petitioned the Los Angeles school board to pass a local resolution providing gun safety information to every unified school in Los Angeles.

As to why it’s important to support Brady financially, Ross had this to say, “Brady cannot do the good work it is doing without individual donations from activists, friends, and supporters. There is so much that Brady does — from media appearances, local organizing, initiating lawsuits on behalf of those impacted by gun violence, and lobbying for better laws. Without individual donations, none of this critical work will happen.”

## **ERICA RICE, CITY PROGRAM MANAGER, BRADY’S COMBATING CRIME GUNS INITIATIVE**

“I’m just so tired of seeing people who look like me on R.I.P. t-shirts and in pictures stapled to wood posts surrounded by teddy bears. The issue of gun-related crime is often framed as the failing of a particular group or individual. But I disagree. I think it’s the failure of a system that refuses to invest in certain communities while allowing others to profit from that disinvestment.” And that sweeping statement pretty well sums up Erica’s motivation and why she does the work she does for Brady.

Erica leads the Oakland program of Brady’s Combating Crime Guns Initiative (CCGI), a multi-pronged, multi-city strategy to stem the flow of crime guns into cities that are heavily impacted by gun violence. The Crime Guns Initiative, which is also based in Los Angeles, Milwaukee, and set to expand in other states, has a unique approach.

We know that 90% of guns recovered in crimes come from only 5% of gun dealers — frequently from dealers outside their city or even their own state. The program identifies and reforms the bad actors in the gun industry, who are flooding our communities with guns.

Erica’s work is founded in relationship-building. Reducing gun violence requires working across all sectors, including with local groups, journalists, elected officials, and police departments. Signs of success include greater public awareness about the source of crime guns, more prosecutions of irresponsible gun dealers and illegal straw purchasers, and local legislators passing enforceable legislation that will hold the gun industry accountable.

## **HIGHLIGHTS**

1. Team ENOUGH launched its inaugural lobbying collective in partnership with March for Our Lives DC, training young people to lobby their legislators for stronger gun laws and then putting those skills into practice on Capitol Hill.
2. 500 Brady and Team ENOUGH volunteers volunteered 5,000 hours to elect a gun violence prevention majority in November 2018.
3. In response to a dangerous law to arm teachers in Florida, Team ENOUGH joined the Parent Teacher Association (PTA) to release a toolkit for activists to effectively resist this proposed law and advocate for life-saving gun laws instead.
4. Brady worked with local partners to testify against second amendment “sanctuary cities” and bring attention to NRA involvement in such cities.
5. Brady’s crime gun initiative built key on-the-ground partnerships in Milwaukee, Oakland, and Los Angeles, critical to influencing local decisions on the use of crime data, public health policies, and enforcement of local regulations.

All along, Erica’s focus is on the dangerous practices of irresponsible gun dealers, who are fueling gun violence in Oakland and other cities across the country.

For Erica, each day is different. She spends a lot of her time building crucial relationships with partners in the broader violence-prevention space, like Youth ALIVE! and the Urban Strategies Council. She strategizes how Brady's work can complement theirs and what a mutually beneficial, long-term partnership could look like. Most recently, she led Brady in becoming a member of Oakland's Violence Prevention Coalition (VPC). The group is made up of more than 10 community-based organizations that focus on violence prevention across impacted communities in Oakland. Erica also represents Brady as a voting member of the Oakland Gun Tracing Group, which was founded to obtain, analyze, and publicize local firearm trace data.

It's individuals like Erica who see firsthand how gun violence impacts our communities. When the national spotlight fails to shed light on everyday gun violence, Erica is on the ground ready to take action. Always prepared, Brady's team is ready to find solutions to free our communities of gun violence. Together, we will make a difference.



## EVE LEVENSON, NATIONAL LOBBYING COORDINATOR, TEAM ENOUGH

Eve Levenson is among the brightest rising stars in the movement to end gun violence. She's at the helm of two youth-led organizations through her roles as national lobbying coordinator for Brady's Team ENOUGH and federal affairs manager for March for Our Lives. Uniting these two powerhouses in the youth movement led to an incredibly successful inaugural year of the D.C. Lobbying Collective, so Eve is now helping Brady and Team ENOUGH expand that program to a national model, with a focus on Florida, California, and New York.

Eve's perspective is invaluable in the movement to end gun violence. Working with both Brady and March for Our Lives, she identifies gaps in the national movement and seizes opportunities for advocacy. In fact, it's one specific gap, in what Eve calls the "adult" and "youth" spheres of activism, that led her to Brady. As a high school student, Eve was organizing the 2018 March On The NRA SOcal, and Brady provided her with the insurance coverage for the rally — a crucial resource that she says many youth-led organizations don't have.

In terms of identifying gaps, the Team ENOUGH Lobbying Collective came about when Eve realized that many young people were entering the movement by protesting on the outside, not realizing that they could go into the halls of power. The way Eve explains it, the lobbying collective bridges the gap between the "youth" and "adult" spheres. And it's not

just adults instructing young people. It's a "teach the teacher" program. The program is structured so that student leaders train new members, with guidance from Brady and other experts.

Students prepare their own agendas for meetings with their legislators, and they add in their personal stories and connections to gun violence. On Lobby Day, they head to meetings carrying folders filled with fact sheets they wrote themselves, fully prepared to make their voices heard in the halls of power.

By teaching high school and college activists how to engage in direct legislative advocacy, Eve's leadership with Brady and Team ENOUGH adds cohesion and fortifies the movement to end gun violence, in addition to identifying and training its future leaders.

Eve is a great example of talent and passion, taking a Brady program like the Lobbying Collective and helping extend that to other communities across the country. It's our donors funding of Team ENOUGH that make that growth possible.



Eve Levenson joins advocates to rally at Virginia state capitol



# BRADY'S COMMITMENT TO ENDING FAMILY FIRE



Many of us remember a time in America where ashtrays were on every table in a restaurant and smokers lit up on airplanes. There was also a time when families piled into the station wagon for summer vacation, all without seat belts, and the youngest perched on mom's lap up front. All acceptable actions at one time which gravely endangered others.

But, times have changed, as did our actions, and countless lives have been saved as a result of smoking cessation and buckle up campaigns.



On October 8, 2018, Brady entered the space of changing social norms with its own life-saving campaign, End Family Fire: a campaign that addresses behaviors in order to prevent unintentional shootings like seat belt and second hand smoke campaigns worked to prevent deaths in prior decades. In partnership with the Ad Council, the very same people who introduced the terms secondhand smoke and buckle up, the End Family Fire campaign addresses the devastating impacts of shootings that occur when a firearm is not safely stored.

We've all seen and heard the headlines. "Toddler shoots pregnant mother." "Playdate ends in tragedy when loaded gun is found." In all, **eight children and teens** are unintentionally injured or killed **every day** in America due to an unlocked or unsupervised gun in the home.

End Family Fire also works to change the conversation around suicide, domestic violence, and other devastating instances that arise from easy access to firearms.

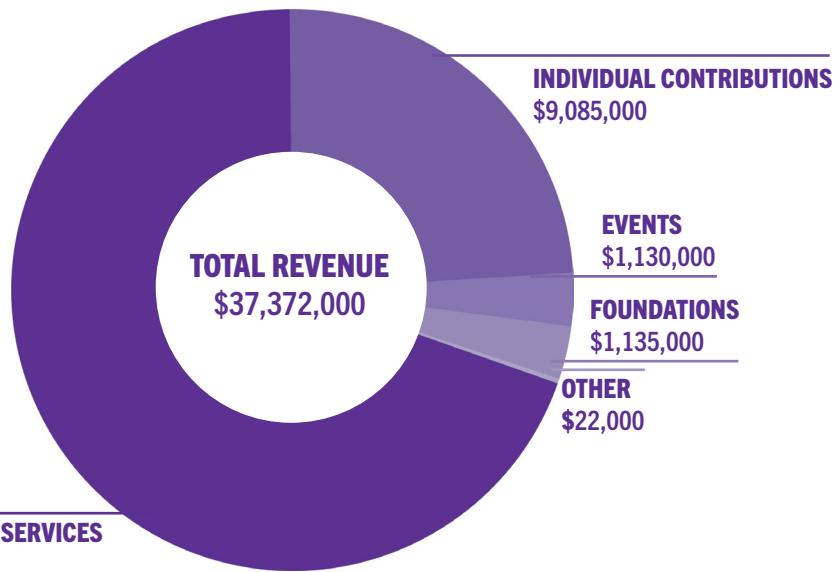
Since its first public service announcement (PSA) launch on 8.8.18 titled *Justin*, featuring a haunting depiction of a child asking his father about an unsecured gun in the home, the campaign has experienced unprecedented results. Surveys have shown a marked increase in public awareness, understanding of the term family fire, and most importantly, a growing willingness to take action. Parents who own

guns, one of the campaign's target audiences, showed a measurable increase in likelihood to seek information on safe storage. There was also a significant decrease in the perception that having a gun in the home makes you safer — a long standing myth perpetuated by the gun industry in order to sell more guns.

What makes End Family Fire truly unique is the many levels in which people can engage with, and promote, the campaign. Not only do the various PSAs directly reach the intended audience, but Brady partners and grassroots advocates have embraced it as well. Teachers, parent groups, law enforcement, healthcare providers, and suicide prevention organizations all have been active in making certain that End Family Fire not only becomes a term we all are familiar with, but that we also know the steps to prevent this tragic, and entirely unnecessary, sorrow for families and communities.

End Family Fire is yet another way Brady works across communities, using its vast network of partnerships, alliances, and concerned citizens to end America's gun violence epidemic.

**CONTRIBUTED SERVICES**  
\$26,000,000



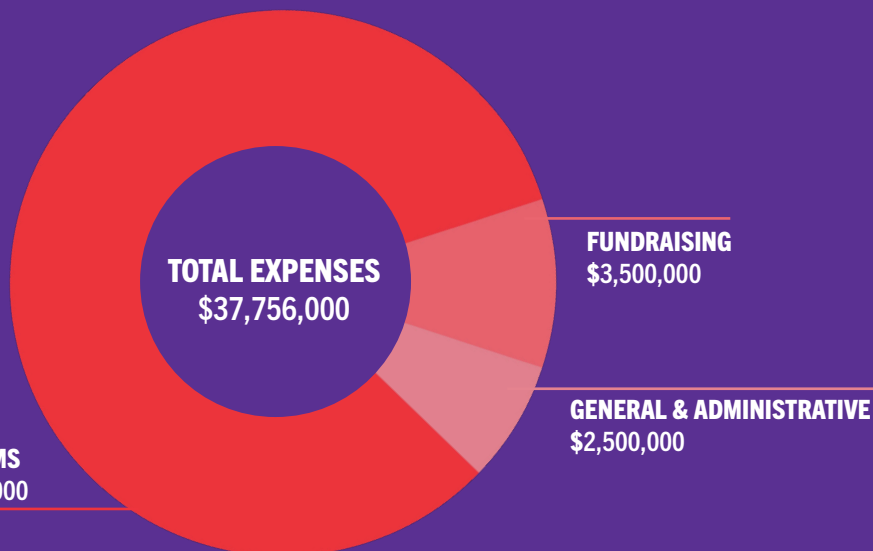
# FINANCIALS

## FISCAL YEAR 2019

*\*unaudited financials*

**NET ASSETS**  
\$4,615,000

**PROGRAMS**  
\$31,756,000



**MEMBERS OF THE BRADY LEGACY SOCIETY KEEP OUR VITAL WORK STRONG  
FOR GENERATIONS TO COME, UNTIL OUR COUNTRY  
IS FREE OF OUR GUN VIOLENCE EPIDEMIC.**



**IN GRATITUDE, WE PROUDLY INTRODUCE THE FOUNDING MEMBERS OF THE BRADY LEGACY SOCIETY:**

**KRIS BROWN  
LESTER NATHAN  
KEITH SENDALL  
KEVIN QUINN  
ANONYMOUS (8)**

To be part of the Brady Legacy Society, or to let us know you have already included Brady in your long-term plans, contact Christa Kovacs at 202.370.8120 or [ckovacs@bradyunited.org](mailto:ckovacs@bradyunited.org).

Members of the Jim and Sarah Brady Legacy Society have included Brady in their wills, life insurance, IRAs, trusts, and other long-term plans.





**BRADY**  
UNITED AGAINST GUN VIOLENCE

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**BRADYUNITED.ORG**