



# OUR MISSION TO FREE AMERICA FROM GUN VIOLENCE

ANNUAL REPORT FISCAL YEAR 2023



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.

## A MESSAGE TO OUR SUPPORTERS



Dearest Faithful Supporters,

Thank you for all you do to help Brady free America from gun violence. With your support, we have made major gains in saving lives.

I could not be more proud that renowned trauma surgeon and long-time Brady Board member Dr. Joseph Sakran has assumed the role of Board Chair and Chief Medical Officer. His leadership will be critical in furthering Brady's public health approach to ending our gun violence epidemic.

Thank you. We continue to make progress every day because of you.

With sincerest appreciation,

A handwritten signature in black ink, appearing to read 'Kris Brown', written in a cursive style.

Kris Brown  
Brady President



Dear Brady Supporters,

I was 17 years old when I was shot in the neck and nearly died. The medical professionals who saved my life inspired me to become a trauma surgeon and dedicate myself to reducing gun violence.

As head of emergency surgery at Johns Hopkins Hospital, the worst part of my job is losing a patient to gun violence and having to deliver the news to their family. Brady's life-saving work is the antidote that spares these conversations.

I know we can end this epidemic because Brady has the proven solutions and extraordinary supporters like you.

With gratitude,

A handwritten signature in black ink, appearing to read 'Joseph Sakran', written in a cursive style.

Dr. Joseph Sakran  
Board Chair and Chief Medical Officer

# THANK YOU

# THE STATE OF GUN VIOLENCE IN AMERICA

Gun violence is a public health epidemic that impacts the majority of Americans, either directly or indirectly.

**BUT WHILE STORIES OF TRAGEDY OFTEN OVERSHADOW THOSE OF TRIUMPH, WE SEE A VISION OF HOPE; AN AMERICA FREE FROM GUN VIOLENCE.**

In a country where firearms outnumber citizens, this complex issue requires a comprehensive approach. We must draw from the successful playbooks of previous public health movements, like those championing seatbelt safety and anti-smoking initiatives. Through the unique combination of culture change, industry accountability, and policy reform, Brady's approach is saving lives.

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## BRADY'S MULTI-PRONGED STRATEGY

1. Change the laws
  2. Change the industry
  3. Change the culture
- 

## GUN VIOLENCE IS THE #1 CAUSE OF DEATH FOR CHILDREN IN THE U.S.

**1 IN 5**

1 in 5 people have lost a family member to gun violence.



**\$557 BILLION**

Every year, gun violence costs the U.S. \$557 billion.



**57%**

Over the past decade, youth firearm suicide rates increased by 57%.



**12 HOURS**

Every 12 hours, someone in the U.S. is shot and killed by a current or former intimate partner.



**11x**

Black youth are over 11 times more likely to die from firearm homicide than their white peers.



# MAKING HISTORIC PROGRESS

**IN SEPTEMBER 2023, PRESIDENT BIDEN ANNOUNCED THE FIRST EVER WHITE HOUSE OFFICE OF GUN VIOLENCE PREVENTION — A HISTORIC WIN LED BY BRADY.**

Brady spent years calling for such an office, particularly as gun violence has become the number one killer of children in America. We know that this public health crisis requires a coordinated federal response with a focus on prevention.

President Biden and Vice President Harris continue to demonstrate their commitment to ending gun violence, issuing more than 10 bold executive actions in the past year — all built on recommendations by Brady. That is, of course, in addition to signing into law the Bipartisan Safer Communities Act in 2022.

Brady has seized opportunities to expand Brady Background Checks on gun sales. Consistent with the Bipartisan Safer Communities Act, the Biden administration proposed a rule to clarify which gun sellers must obtain a federal firearm license before engaging in gun sales. This rule is the closest we have come in 30 years to every gun being sold with a background check (curtailing the 1 in 5 guns currently sold with no background check). Brady has worked to garner support for the rule, driving thousands of messages to the Department of Justice in less than a month.

Our efforts also continue on Capitol Hill, where we helped craft and refine more than 40 gun violence prevention bills in the 118th Congress and played a critical role in passing the Assault Weapons Ban through the House of Representatives last year — the closest a ban has come to becoming law again since it expired nearly 20 years ago.

There is more work to be done, but we are making progress every day.



*Brady leaders and partners with Deputy Directors of the White House Office of Gun Violence Prevention Greg Jackson and Rob Wilcox.*



**PRESIDENT BIDEN CONTINUES TO BE THE STRONGEST GUN VIOLENCE PREVENTION CHAMPION TO EVER RESIDE IN THE WHITE HOUSE, AND BRADY IS PROUD TO HAVE WORKED ALONGSIDE HIM SINCE THE VERY START.**

As a young senator, Biden helped our namesakes, Jim and Sarah Brady, take on the NRA and pass the landmark Brady Bill and the 1994 federal assault weapons ban. Since Biden was elected to the White House, Brady has continued working closely with him and Vice President Kamala Harris as they make historic progress to create a safer America.

# THE BIPARTISAN SAFER COMMUNITIES ACT IS SAVING COUNTLESS LIVES

One year after President Biden signed the historic Bipartisan Safer Communities Act, Brady and youth-led Team ENOUGH joined him and Senator Chris Murphy (D-CT) for the landmark National Safer Communities Summit in Hartford, CT, where we discussed how to effectively implement and enforce the law. Brady is proud to play a key role in ensuring its historic funding goes toward the most impactful solutions, like public education on safe firearm storage and extreme risk laws.



Brady President Kris Brown with President Joe Biden



## THE BIPARTISAN SAFER COMMUNITIES ACT IS MAKING AN IMPACT.

- Already, over 1,000 prohibited gun sales were stopped thanks to strengthened background checks. More than 250 of those sales would not have been flagged previously.
- The law led to the ATF drafting a rule to strengthen the Brady Background Check system, which is set to be finalized and implemented next year.
- At least 18 states with extreme risk laws now have historic funding to strengthen their implementation.
- More than \$200 million has been awarded to 51 recipients to support state crisis programming, including public education on safe gun storage and extreme risk laws.
- Funding for community violence intervention has doubled, with 53 grant recipients in 2022. And funding to keep kids safe in schools has been distributed for evidence-based programs.
- As of June 2023, more than 100 defendants were federally charged with illegal firearms trafficking and straw purchasing.



## AMPLIFYING SURVIVOR VOICES AND TAKING ON THE NRA

Manny and Patricia Oliver lost their son, Joaquin “Guac” Oliver, in the Parkland shooting. And they have been fighting to end gun violence ever since. In honor of what should have been Guac’s 23rd birthday, Brady and youth-led Team ENOUGH supported the Olivers as they traveled across the country, spreading their message to end gun violence. Our joint protest and die-in at the NRA’s headquarters had a clear demand: Stop killing our nation’s youth.



# WE ARE HIGHLAND PARK

ON JULY 4, 2022, A GUNMAN ARMED WITH AN ASSAULT WEAPON  
KILLED SEVEN PEOPLE AND WOUNDED DOZENS OF OTHERS  
DURING AN INDEPENDENCE DAY PARADE IN HIGHLAND PARK, IL.

In response to this horrific event, Brady put our full support behind the city and the state of Illinois.

Brady Legal filed suit on behalf of the shooting victims against Smith & Wesson — the maker of the assault weapon — alleging its reckless marketing practices contributed to this attack. As we continued to fight for justice in court, Brady's policy team and our network of grassroots activists got to work. We organized and rallied, testified, and lobbied. And after months of advocacy, Illinois became the first state in the Midwest to ban assault weapons and high-capacity magazines. This is the Brady difference. We combine our policy and legal efforts to implement solutions to gun violence across courts, state legislatures, Congress, and communities.

This July 4th, marking one year since the shooting, Brady traveled to Highland Park to commemorate the survivors, those killed, and all those impacted by the horrific tragedy. In partnership with Mayor Nancy Rotering, we organized over 80 partners nationwide to send a powerful message to Congress: Pass an assault weapons ban now.

## DONOR SPOTLIGHT: TIM AND SUE GOMES

*"We were drawn to Brady because the NRA no longer represented legitimate gun owners' interests and we were outraged by their indifference to the suffering caused by gun violence. As gun owners, we appreciate how Brady speaks out for sensible gun ownership and common-sense gun laws. We've never been more optimistic about the gun violence prevention movement and about Brady's future. Thanks to the many years of keeping up the good fight, gun violence prevention is top of mind for today's voters and real change is inevitable."*





## BRADY WELCOMES DOUGLAS LETTER AS CHIEF LEGAL OFFICER

Building on prominent roles working with President Clinton and House Speaker Nancy Pelosi, Brady welcomed Douglas Letter as our new chief legal officer. Letter, a renowned legal mind, will continue to build on Brady's efforts to hold the gun industry accountable in court and defend gun safety laws nationwide.

Letter served as General Counsel of the U.S. House of Representatives from 2019 to 2023, one of the most legally challenging periods in that chamber's history. For 40 years from 1978 to 2018, he was an attorney in the U.S. Department of Justice.

### In his esteemed litigation career, Letter:

- Served as the top litigation attorney for the Jan. 6 select committee
- Challenged successfully in the Supreme Court President Trump's unlawful citizenship question on the 2020 Census
- Successfully defended the Affordable Care Act's constitutionality before the U.S. Supreme Court
- Successfully worked on behalf of the U.S. Treasury to recover billions of dollars in fraud by government contractors
- Served as special Terrorism Litigation Counsel under the George W. Bush administration

***“Doug has spent his career leading investigations to ensure accountability...At Brady, the nation’s oldest and boldest gun violence prevention organization, he will fight not for Democrats or Republicans but for the American people and their right to live free of the daily threat of gun violence. I am elated that our safety is in the hands of his wise legal counsel.”***

**ERIC HOLDER, FORMER ATTORNEY GENERAL OF THE UNITED STATES**

## BRADY WORKS TO PROTECT SURVIVORS AHEAD OF SUPREME COURT CASE

Is it constitutional to prohibit individuals subject to domestic violence restraining orders from possessing firearms? That is the question the Supreme Court will soon answer.

Ahead of the Court hearing oral arguments on November 7, 2023, Brady is uniting gun violence prevention and anti-domestic violence organizations in arguing that the Constitution does not elevate a domestic abuser's ability to access firearms over survivor safety.

Firearms are the most common weapons used in domestic violence homicides and the Supreme Court's decision, which is expected in Spring-Summer 2024, will undoubtedly have an impact on the safety of domestic abuse survivors for years to come.



# ADDRESSING THE SUPPLY OF ILLEGAL FIREARMS

## WITH BRADY'S COMBATING CRIME GUNS PROGRAM

Gun violence doesn't start with the shooter. It often starts with the supplier. To end gun violence, we must address its supply-side: the gun industry and dealers who are contributing to and profiting from gun violence. That's the core of Brady's Combating Crime Guns program.

Brady is the only national organization with a program dedicated to combating crime guns. We understand that persistent gun violence, which disproportionately affects Black and Brown communities, is fueled by irresponsible and unlawful gun sales. Our Combating Crime Guns program identifies the irresponsible gun stores that are flooding under-resourced communities with illegal firearms, and we provide state and local authorities with the tools to inspect and hold accountable irresponsible gun dealers.

Brady has local Combating Crime Guns programs in Chicago, Oakland, Los Angeles, and Milwaukee — all areas disproportionately impacted by crime guns. And we're growing. In 2023, we convened major summits in Chicago and San Francisco, bringing together advocates, experts, and public officials to learn about equitable, data-driven approaches. In 2024, we will convene in Philadelphia, where 65% of city residents reported hearing gunshots in their neighborhood in the past year.

**90%** of crime guns — guns recovered from crimes — can be traced back to just **5%** of gun dealers.

## WE CONTINUE TO GROW THE LARGEST DATABASE OF GUN STORE RECORDS — AND EXPOSE ELECTED OFFICIALS WITH TIES TO THE GUN INDUSTRY

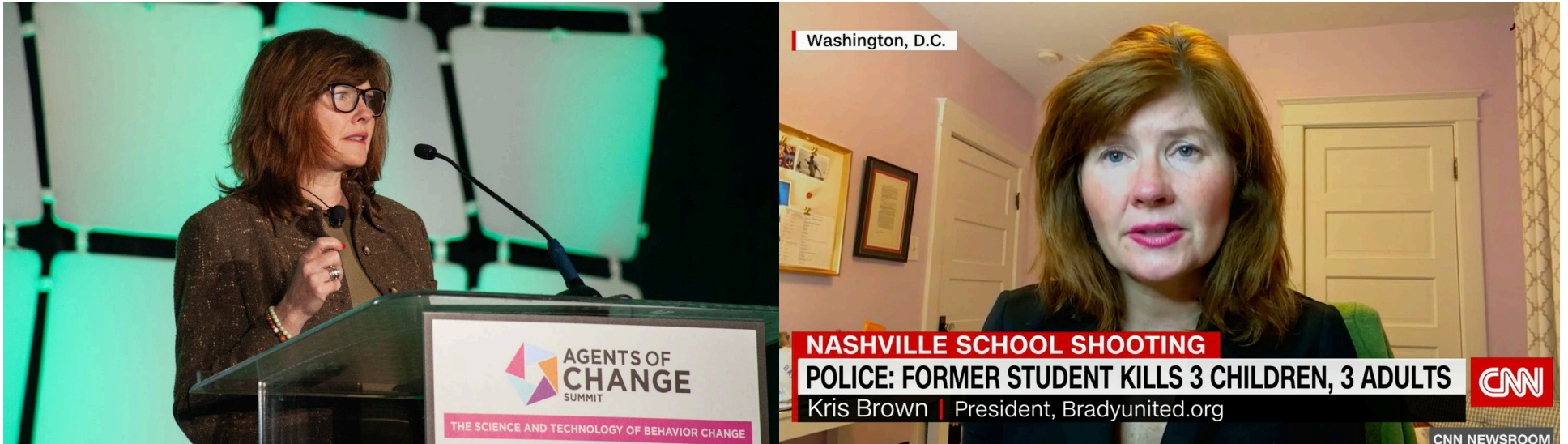
Too often, negligent gun dealers who knowingly break the law get only a slap on the wrist. They stay in business and continue to fuel gun violence. That's why we launched the Gun Store Transparency Project, a database of federal gun store inspection records to hold reckless gun stores accountable — even when the government doesn't.

Not only have we continued to grow this unparalleled resource, but our data has spoken truth to power. We tipped off the New York Times that Rep. Andrew Clyde (R-GA), who has led opposition against federal gun store regulations, owns a gun store placed under federal monitoring for selling 25 guns linked to crimes.

Visit [gunstoretransparency.org](https://gunstoretransparency.org) to find cited violations among gun stores in your area and across the country.

**The New York Times**

**A Lawmaker Hid One Key Fact as He Fought Checks on Gun Shops**



**IN 2022 - 2023, BRADY PRESIDENT KRIS BROWN REACHED MILLIONS OF VIEWERS THROUGH TV INTERVIEWS ON PBS NEWSHOUR, CNN, MSNBC, AND MORE. SHE ALSO SPOKE TO 20,000+ PEOPLE AT MORE THAN A DOZEN MAJOR EVENTS AND CONFERENCES.**

This fiscal year, Brady garnered more than 20,000 earned media placements — a 33% increase over last year. Brady President Kris Brown was invited to deliver a number of keynote addresses, including at the Agents of Change Summit, the leading behavior change and public health conference in America.

Thanks to your help, our solutions are reaching more Americans than ever.

# CHANGING THE CULTURE OF GUNS IN AMERICA

*“If you want to learn about a culture, listen to the stories. If you want to change a culture, change the stories.”*

**MICHAEL MARGOLIS, CULTURAL ANTHROPOLOGIST**

We can't rely solely on policies and laws to end America's gun violence epidemic. We also need to inspire positive norm change to align with the reality that nearly 1 in 3 Americans own a gun. That includes promoting social norms like checking in on a loved one's access to firearms when they're in crisis and encouraging parents and guardians to ask about access to unlocked guns during playdates. By changing our norms and behaviors about how we use, own, and perceive firearms, we can create a safer America for us all.

**BRADY HAS SEVERAL INITIATIVES DEDICATED TO CHANGING SOCIAL NORMS.**

## END FAMILY FIRE

A partnership between Brady and the Ad Council, our End Family Fire program uses TV, print, radio, and digital ads to encourage gun owners to store their weapons safely and securely. After seeing our ads, gun owners are over 5x more likely to seek information about safe storage, and nearly half begin storing their weapons more safely.

*Why it works: Safe storage is a key solution to reduce suicide risk and unintentional gun deaths.*

## SHOW GUN SAFETY

A movement to model responsible gun ownership in television and film by engaging screenwriters, producers, actors, and more.

*Why it works: Studies show that audiences adopt behaviors and attitudes of their favorite on-screen characters.*

## THIS IS OUR LANE

An effort to engage and leverage doctors and health care professionals in talking about gun violence as a public health issue.

*Why it works: Evidence shows that when physicians play an active role in gun safety conversations, patients and their families are safer.*



*Show Gun Safety ambassadors speak to press about efforts to spark positive norm change through TV and film.*

## BRADY LAUNCHES “FREE AMERICA FROM GUN VIOLENCE” CAMPAIGN

Brady broke new ground at the Cannes Lion International Festival of Creativity, where we called upon America’s top media and advertising firms to join forces to develop a campaign to change the cultural narratives of guns in America. The “Free America from Gun Violence” campaign will challenge the gun lobby’s big lie that guns make us safer.

At the festival, Brady won a Bronze Lion for our PSA “War Stories,” which features a Vietnam war veteran reading what sounds like a first-hand account of combat in a war zone, but is the real-life account of a six-year-old who was wounded in a mass shooting.

The research-based PSA, created in partnership with creative agency BCW, changes hearts and minds about the impact of assault weapons in the United States. The PSA and related campaign assets have driven over 13,000 emails to Congress in support of an assault weapon ban and have been featured in Times Square, CNN, the Washington Post, and more.



Brady PSA, “War Stories: A Story of Survival”

# 5 YEARS OF END FAMILY FIRE

We are proud to celebrate five years since Brady launched our End Family Fire program, an educational effort and social norm change campaign promoting safe firearm storage among gun owners. **Data shows that End Family Fire is resonating with gun owners, and the result is countless lives saved.**

End Family Fire is the only national program that uses the power of public service announcements (PSAs) to bring gun owners into the conversation to reduce gun violence. Our award-winning ads, which have been viewed over 3.6 billion times, are targeted to reach gun-owning households in the geographic areas and communities most impacted by family fire.

Now in its fifth year, this nonpartisan campaign has been astoundingly successful in changing attitudes and behaviors around gun usage and safe storage.

Over **1.2 million** viewers sought out information about safe gun storage

**48%** of gun owners change how they store their guns after viewing the ads

Gun owners and gun-owning parents are over **5 times** more likely to seek out information about safe storage after seeing End Family Fire PSAs

Gun owners who are aware of the campaign are **140%** more likely to express concern that a gun in the home increases their risk and **310%** more likely to seek information on safe storage.

**16** | Make your life-saving gift today at [brady.org/gift](https://brady.org/gift).

## THE PROBLEM

**65%** of gun owners keep at least one unlocked firearm

**8 kids** are unintentionally injured or killed by family fire each day

**76%** of school shooters get their guns from the home

**60%** of gun deaths are by suicide

## THE SOLUTION

Our End Family Fire program helps keep kids safe, prevent gun suicide, and stop unwanted access to guns.

## WHAT IS FAMILY FIRE?

Family fire refers to a shooting caused by someone having access to a gun from the home when they shouldn't have it. Unintentional shootings, suicide, and intentional shootings are all forms of family fire.

Brady created the term with Ad Council, drawing inspiration from successful social norm campaigns that coined "secondhand smoke" and "designated driver" to name and address major public health crises.



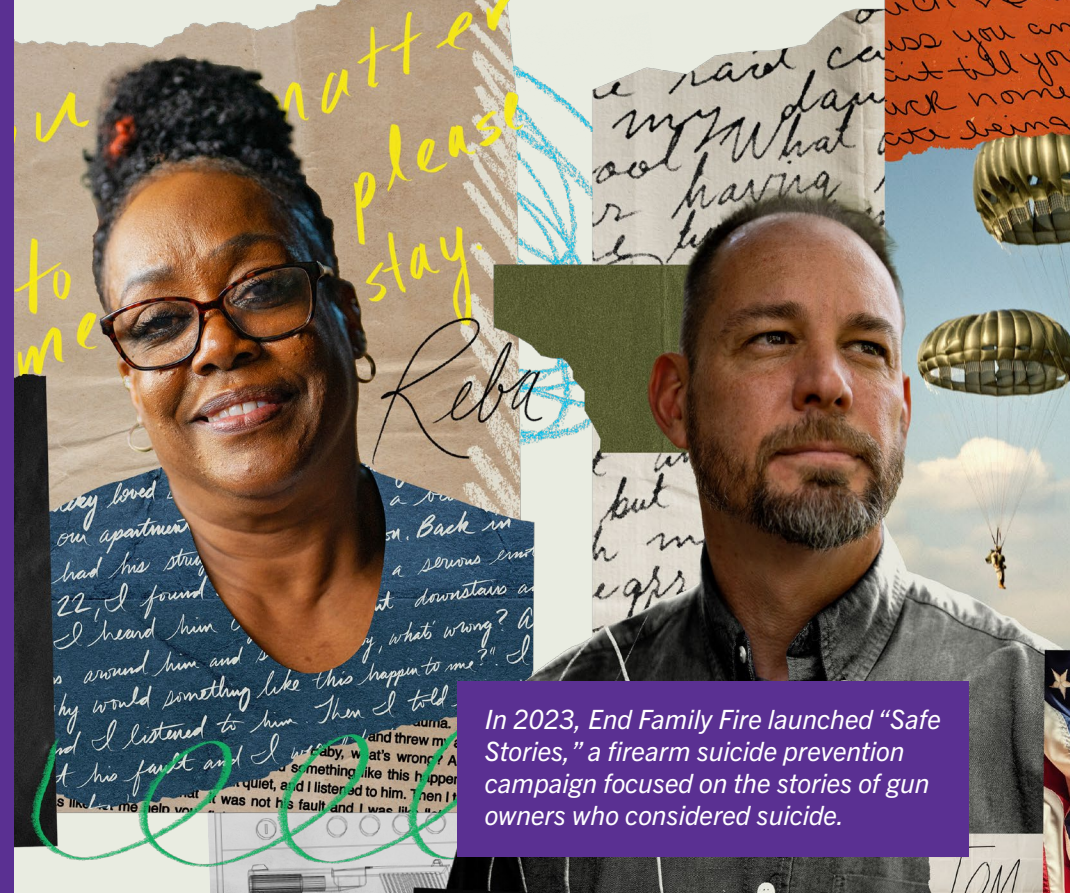
# THIS SIMPLE QUESTION SAVES KIDS' LIVES

In the United States, 4.6 million children live in homes with unsecured firearms. Every day, 8 kids are unintentionally injured or killed as a result. But we aren't powerless to prevent these tragedies. Brady's ASK (Asking Saves Kids) campaign encourages parents and guardians to ask a simple question: "Is there an unlocked gun where my child plays?" With guns in about 40% of American households, it's a common-sense question to add to our safety checklists.

June 21 is ASK Day, observed each year on the first day of summer. This year, we led the most successful ASK Day since the initiative's launch 20 years ago.

- Our grassroots activists helped pass ASK Day proclamations in four cities.
- We earned media across a dozen key markets, many with high rates of gun ownership.
- Public figures from Rep. Lucy McBath to actor John Stamos shared our messages.
- Our campaign was viewed over 40,000 times.

You can imagine that if your kid had a peanut allergy, you wouldn't think twice about asking about peanuts being served at another home. Let's treat guns like they are just as lethal. **On June 21 and all year round, it's crucial to ask about unlocked guns in the home.**



In 2023, End Family Fire launched "Safe Stories," a firearm suicide prevention campaign focused on the stories of gun owners who considered suicide.

## DONOR SPOTLIGHT: DAVID KORNACKER

***"When I first learned that over half of all gun deaths in the United States are suicides, I was horrified. I support Brady's End Family Fire program because it fosters initiatives that can reduce the number of gun suicides. There are so many aspects of the gun violence crisis in this country that divide us, but everyone can agree that gun suicides are a bad thing. End Family Fire initiatives draw on that consensus to save lives and improve communication across partisan divides."***

# SHOW GUN SAFETY

## CHANGING THE NARRATIVE IN TV & FILM

CULTURAL ATTITUDES AND BEHAVIORS AROUND SMOKING, DRUNK DRIVING, AND SEATBELTS HAVE ALL EVOLVED DUE IN LARGE PART TO THE INFLUENCE OF TV AND FILM. WE'RE TAKING ON GUN SAFETY.

Our Show Gun Safety campaign brings together TV/film industry professionals committed to sparking positive norm change by modeling responsible gun ownership and showing the consequences of reckless gun use. Participants include Emmy, Oscar, and Golden Globe award winners whose influence has the power to inspire real change.

Now in our second year, we have:

- Grown our network of over 300 screenwriters, showrunners, producers, actors, and executives dedicated to furthering our gun safety principles
- Convened a White House meeting with Brady experts and TV/film professionals who work on shows with guns, including Yellowstone and SWAT
- Partnered with USC's Norman Lear Center on a guide for best practices on firearm portrayals in TV/film



*Brady President Kris Brown with actress Piper Perabo and director Stephen Kay*



*Brady's Show Gun Safety ambassadors attend White House roundtable*

*"I'm proud to support Brady's groundbreaking Show Gun Safety campaign to be more intentional about how guns are portrayed on screen. We in the creative community must do our part to create a safer America free of gun violence — and that change can start in the characters we create and the stories we tell."*

**ACTRESS PIPER PERABO, YELLOWSTONE**

# GUN VIOLENCE IS A PUBLIC HEALTH ISSUE

THIS YEAR, BRADY ANNOUNCED DR. JOSEPH SAKRAN AS OUR BOARD CHAIR AND THE GUN VIOLENCE PREVENTION MOVEMENT'S FIRST-EVER CHIEF MEDICAL OFFICER.

Dr. Sakran is the only gun violence survivor and physician to hold these roles within a major national gun violence prevention organization.

Dr. Sakran is the founder of Brady's This Is Our Lane campaign, which elevates the role that healthcare professionals play in reducing firearm injuries and deaths. Under Dr. Sakran's leadership, we helped convene physicians from across the country to travel to our nation's capital and implore senators to vote on an assault weapons ban. To date, more than 600 health care professionals — including trauma surgeons, pediatricians, emergency medicine doctors, and more — have signed our open letter to the U.S. Senate demanding a vote on a federal assault weapons ban.

*“Healthcare workers have seen far too often the consequences of assault weapons, which transmit such energy and force that they liquefy organs and explode bones, leaving some victims only identifiable through DNA tests. This epidemic is made all the more devastating because it is preventable through sensible policy solutions, like banning assault weapons.” - DR. JOSEPH SAKRAN*



Brady Board Chair Dr. Joseph Sakran



Highland Park survivor  
Dr. Emily Lieberman



Brady President Kris Brown  
with Uvalde pediatrician  
Dr. Roy Guerrero

***“Preventing gun violence is the number one issue for me.” — COACH STEVE KERR***

Golden State Warriors Coach Steve Kerr’s life was shattered when his father was shot and killed. That’s why he is a dedicated supporter of Brady. And this year, he brought NBA champion Stephen Curry into the fold. We were honored for Coach Kerr and Curry to support Brady in a major event at the Chase Center, home to the Warriors. Along with emcee W. Kamau Bell, they underscored the importance of supporting Brady’s life-saving work. With this all-star line-up, we have a winning team in the fight to free America from gun violence.



*Stephen Curry, W. Kamau Bell, Brady President Kris Brown, and Coach Steve Kerr of the Golden State Warriors*



*Brady's Christian Heyne (left) and Kristin Song (right) join fellow gun violence survivors at Red Sox event organized by Brady*



## BRADY UNITES SURVIVORS AT FENWAY PARK IN HONOR OF GUN VIOLENCE AWARENESS MONTH

In June, Brady partnered with the Boston Red Sox, convening a group of gun violence survivors for an on-field ceremony at Fenway Park in recognition of Gun Violence Awareness Month. On the mound to throw out the first pitch was gun violence survivor and Brady Chief Programs and Policy Officer Christian Heyne — and it was a strike! Putting aside what is the fiercest rivalry in American sports, over 37,000 Red Sox and Yankees fans united to celebrate Brady survivors and activists who have dedicated their lives to ending gun violence.



*Team ENOUGH founding member and Parkland survivor Aalayah Eastmond with Rep. Maxwell Frost (FL-10)*



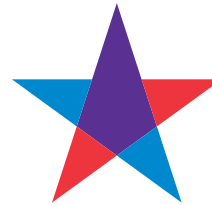
*Brady's Shikha Hamilton and Christian Heyne with Brady New Jersey leader Carole Stiller*



*Brady President Kris Brown, Bruce Shuttleworth, and actor Bradley Whitford*



*Former Brady Board Chair Kevin Quinn*



# BRADY ACTION AWARDS

The Brady Action Awards took place in April 2023, in Washington, D.C. to honor gun violence prevention champions whose activism embodies the spirit and legacy of Jim and Sarah Brady.

**WANT TO BE PART OF THE ACTION? SAVE THE DATE FOR APRIL 25, 2024.**

# BRADY IS MAKING AN IMPACT



## WORKING WITH CONGRESS AND THE WHITE HOUSE

**50**

federal bills endorsed

**10**

Executive Actions issued by the Biden administration

**170**

meetings with members of Congress

**20k**

messages sent in support of President Biden's rule to regulate stabilizing braces

**140k+**

advocacy emails sent to federal lawmakers



## STRENGTHENING STATE AND LOCAL GUN LAWS

**100**

state priority bills introduced

**200**

state bills monitored

**15**

state bills defended

**39**

life-saving bills passed

**8,621**

advocacy emails sent to state and local lawmakers



## TAKING THE GUN INDUSTRY TO COURT

**5**

new legal cases filed

**23**

legal cases ongoing

**35**

amicus briefs filed

**\$70M**

won in verdicts and settlements on behalf of victims and survivors of gun violence

**\$144.5M**

settlement reached between the DOJ and victims of the Sutherland Springs church mass shooting



## GROWING THE GRASSROOTS MOVEMENT

**61**

Brady chapters and growing

**21**

Team ENOUGH chapters and growing

**4**

youth advocacy trainings to mobilize young people in Florida, Virginia, California, and Washington, D.C.

**3,200**

doctors and medical professionals joined our This Is Our Lane movement

**400**

TV and film leaders joined our Show Gun Safety campaign



## REACHING MORE PEOPLE THAN EVER

**21,017**

total earned media placements

**TOP 2.5%**

ranking of over 3 million podcasts for Red, Blue, and Brady

**1.5M**

website visitors

**40M**

social media impressions

**828 BILLION**

impressions of End Family Fire safe storage campaigns

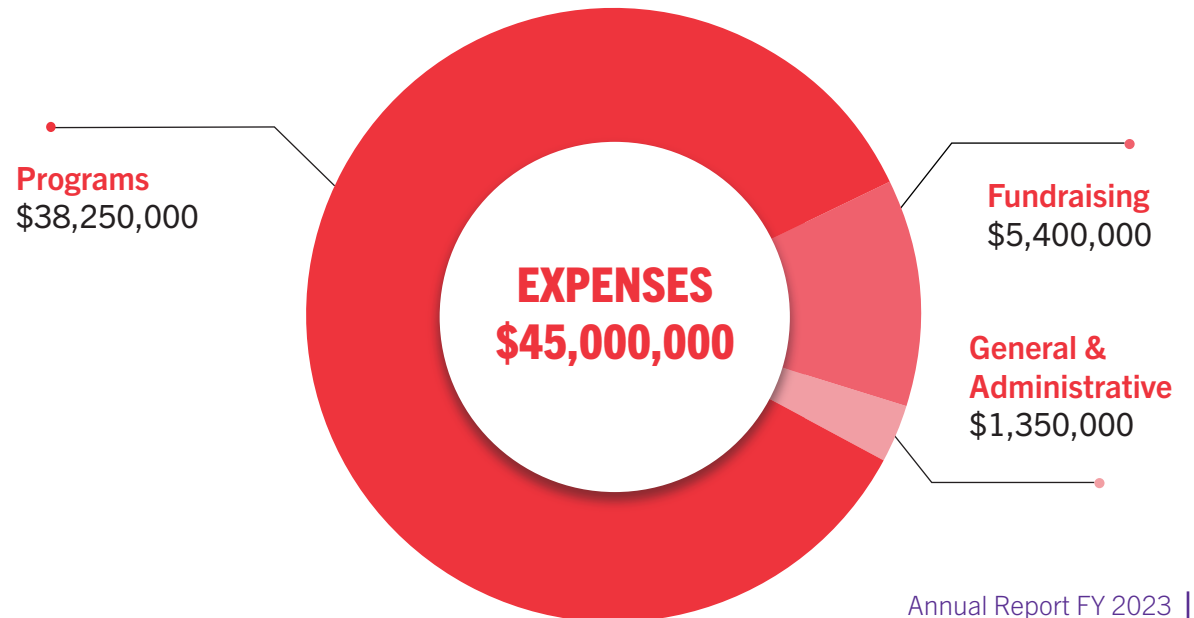
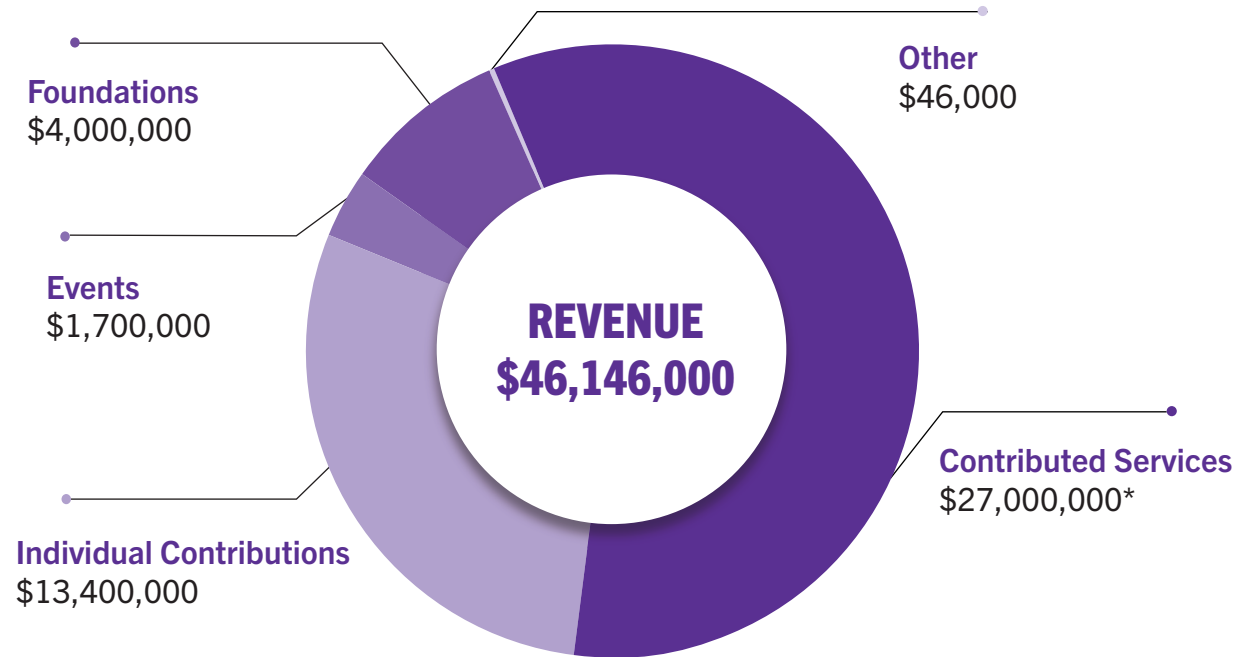


# FINANCIALS

## FISCAL YEAR 2023

Preliminary, Non-GAAP and Pre-Audit  
(as of 10/16/23)

\*Estimated at \$27,000,000



# REGIONAL LEADERSHIP COUNCILS

Regional Leadership Councils play an important role in furthering Brady's mission to create a world free from gun violence. Our Councils bring together individuals with unique connections to the gun violence prevention movement to build a critical pipeline for fundraising, scaling our programs, and creating new partnerships.

If you have questions or want to learn more about Brady's Regional Leadership Councils, please email Karenna Sarney, Manager of Events and Leadership Councils, at [ksarney@bradyunited.org](mailto:ksarney@bradyunited.org) or 202-370-8163.

## NORTHERN CALIFORNIA

Chair Kath Tsakalakis  
Chair Reginald Lee  
Pellie Anderson  
Ben Bartlett  
Jenny Belway  
Jeff Bleich  
David Bray  
Johanna Carney  
Anne Ching  
Randi Curhan  
Marita Daly  
Dawn Dobras

Kris Dyszynski  
Eric Havian  
Steve Henry  
Dan Horn  
Dennis Joyce  
Nick Kenig  
Steve Kerr  
Sonja Caldwell Kos  
Pam Kosinski  
Kira Dahlgren Lancaster  
Marc Levine  
Mark Linton  
Ken Ludlum  
John Maa  
Dennis Mulqueeny  
Christina Nooney  
Jonathan Parkhurst

Jeanette Pavini  
Michael Plimack  
Kari Rocca  
Tom Rocca  
Steven Roland  
Michael Ronen  
Juana Schurman  
Louise Serio  
Steve Sposato  
Megan Sweet  
Eric Swergold  
Brittany Votto  
Joyce Wang  
Marty Yee  
Saeri Yuk



Northern California Regional Leadership Council members  
Reggie Lee, Pellie Anderson, and Coach Steve Kerr

## **SOUTHERN CALIFORNIA**

Chair Christy Callahan  
Chair Juano Queen  
Dawn Kirk-Alexander  
Joel Becker  
Trey Callaway  
John DeFaria  
Bill D'Elia  
Erin Dunkerly  
Joan Whitney Flagg

Gustavo Friedrichson  
Anita Greenspan  
Vivek Gupta  
Gary Holland  
Ky Hunter  
Rise Johnson  
Jeremy Kagan  
Paul Koplin  
Jill Lawrence  
Nadine Lewis  
Harry Litman  
Julie Litman  
Alana Mayo  
Adam McKay

Ross Misher  
Claire Rudnick  
Polstein  
Skei Saulnier  
Jeremy Saulnier  
Allison Shaw  
Randi Singer  
Rose Ann Sharp  
David Skaar  
Diana Skaar  
Jeff Vespa  
Lena Waithe  
Marlon West  
Ben Wexler

## **CHICAGO**

Chair Jeremy Diamond  
Carrie Diamond  
Vincent Geraghty  
Andrew C. Goldberg  
Adam Greenberg  
Donna Gutman  
Risa Josias  
Corry Keilin  
Douglas W. Lyons  
Marc McKay  
Heather Nornes

Kendra Peterson  
Jim Reichardt  
Gordon Scott  
Sara Shankman  
Jill Spiegel  
Karl Stark  
Juan Woodbury

## **NEW YORK**

Chair Bill Oberlander  
Chair Jason Wagenheim  
Maliha Adams  
Pamela J. Bell  
Ann Boyce  
Kathy Charlton  
Keven Duffy  
Simone Ver Eecke  
Patrick Gadson

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*In memory of Ira Sharp, 1943-2023*

# THE JIM AND SARAH BRADY LEGACY SOCIETY

The Jim and Sarah Brady Legacy Society was established to recognize and honor those who, through their thoughtfulness and generosity, have made a legacy gift to the Brady Center or Brady Campaign to ensure future needs to prevent gun violence are met.

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**Brady invites all our supporters to consider becoming members of the Jim and Sarah Brady Legacy Society. Your bequest of any amount offers the hope of a future free from gun violence. Please contact Christa Kovacs at [ckovacs@bradyunited.org](mailto:ckovacs@bradyunited.org) or visit [myimpact.bradyunited.org](http://myimpact.bradyunited.org) for more information.**



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Brady is excited to announce that its strong financial health and ongoing accountability and transparency has earned a Four-Star Rating from Charity Navigator, America's largest and most utilized independent charity evaluator.

Below are ways you can make a tax-deductible gift to the Brady Center [501(c)(3)]. EIN: 52-1285097



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Mail: To give a tax-deductible gift by mail, make check payable to Brady Center and mail to 840 First Street NE, Suite 400, Washington, DC 20002.



Stock: You can initiate a stock transfer through your broker to our Wells Fargo Account by calling 1-800-603-1584.

Account Name: Brady Center

DTC Number: 0141

Account Number: 1718-1631

*Please notify Christa Kovacs with the contact information below.*

Donor Advised Fund: (TIN/EIN): 52-1285097

Combined Federal Campaign (CFC): 11195

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Mail: To give a non-tax-deductible gift by mail, make check payable to Brady Campaign and mail to 840 First Street NE, Suite 400, Washington, DC 20002.



Stock: You can initiate a stock transfer through your broker to our Wells Fargo Account by calling 1-800-603-1584.

Account Name: Brady Campaign

DTC Number: 0141

Account Number: 1718-1602

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If you have questions or want to make a donation via **electronic transfer, donor advised fund, or IRA**, please contact Christa Kovacs at [ckovacs@bradyunited.org](mailto:ckovacs@bradyunited.org) or 202-370-8120.

**HOW YOUR SUPPORT HELPS: \$0.80 OF EVERY DOLLAR GOES DIRECTLY TO BRADY'S LIFE-SAVING WORK.**



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