

2026

ANNUAL REPORT

THE BRADY DIFFERENCE

BRADY
UNITED AGAINST GUN VIOLENCE

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 From Brady Leadership



Kris Brown
Brady President

Dear friends of Brady,

As I meet with our donors, friends, and partners, I hear it often: with federal protections against gun violence being rolled back so aggressively, it is hard not to feel discouraged. I understand that feeling. But look beyond Washington, D.C., and a different story emerges: America is getting safer.

America is in the middle of a major decline in gun violence. Homicide is the lowest level in almost a century thanks to laws we have passed that have reduced gun trafficking, sharpened enforcement, and held the industry accountable. And, across the country, over three dozen states passed meaningful gun safety laws which save lives — states with the strongest gun laws experience a gun death and injury rate that is 76% lower than states with the weakest laws.

The progress we have made is the result of years of hard work — and supporters like you making that work possible.

Federal efforts to rollback those gains cannot erase what we have achieved, but they make our donors more important than ever. Together, we can protect this progress, build on it, and keep turning hard-fought victories into lives saved, tragedies spared, and futures protected. Each of you play a vital role in building an America that is free from gun violence.



Kris Brown
Brady President



Dr. Joseph V. Sakran
Chair, Brady Board of Trustees
and Chief Medical Officer

Dear friends,

I have spent my career treating patients with gunshot wounds. I am also a survivor of gun violence, having been shot when I was 17. I have learned that surgery can save a life, but it cannot undo what a bullet takes from a family.

That is why the progress shared in this report matters so much. In Baltimore, where I treat gunshot patients, firearm injuries have fallen sharply and homicides are at their lowest level in 50 years. This was not luck. It was the result of sustained investment in communities, evidence-based policy, and the courage to hold the gun industry accountable. You made that possible.

Because of your support, Brady helped Maryland ban the sale of untraceable ghost guns. We also represented the City of Baltimore in a lawsuit against the ghost gun industry, and won, helping stop the flow of these weapons into our neighborhoods and securing $2 million for community violence intervention.

In medicine, we don't accept preventable deaths as inevitable. We study what works, and we apply it. Baltimore shows that we now have the prescription for gun violence. With your continued partnership and your generosity, we can bring what worked in Baltimore to cities across America.



Joseph V. Sakran, MD, MPH, MPA, FACS
Brady Board Chair and Chief Medical Officer
Trauma Surgeon, Johns Hopkins Hospital

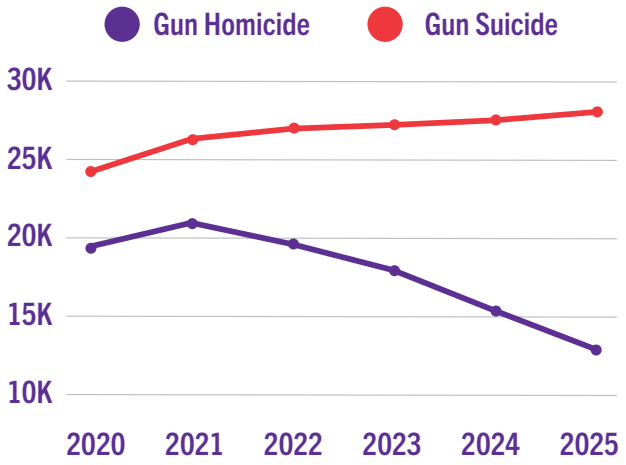


The State of Gun Violence in the US

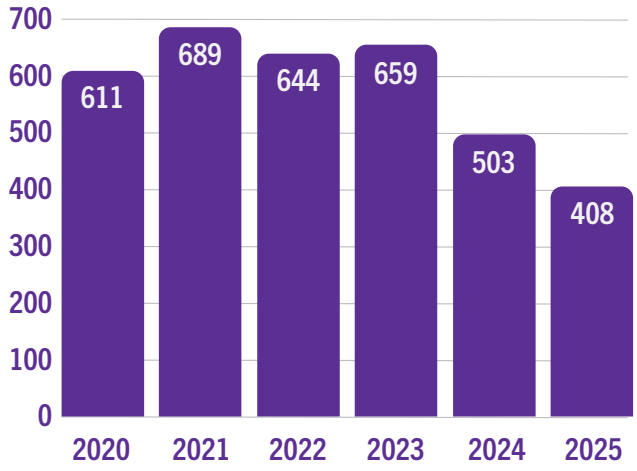
Firearm homicides are down by **16%**

- In 2025, approximately 42,348 people died of gunshot wounds — a **5% decrease** from 2024 and **down 14%** from the 2021 peak of 49,000
- Firearm homicides **declined 16%** from 2024 - 2025
- Mass shootings have **declined** every year since 2023
- Gun deaths among people under the age of 18 **fell by 5%** — from 2,227 in 2024 to 2,108 in 2025
- Firearm suicide was at its **highest level** in 2025 with 28,000 deaths, up from 27,600 in 2024
- **103 million guns** were purchased between 2020 and 2025 — a quarter of the estimated 400 million guns in circulation

FIREARM HOMICIDES AND SUICIDES FROM 2020-2025



MASS SHOOTINGS FROM 2020-2025



CHANGE THE LAWS

The overwhelming majority of Americans support stronger gun laws. We fight to pass sensible laws and policies that are proven to keep Americans safe from gun violence.



Holding the Line for a Safer America

This year, the fight for a safer America faced an extraordinary challenge: an administration using its powers not to strengthen public safety, but to systematically dismantle it.

Brady met that challenge at every turn.

When the Trump administration launched a sweeping effort to rewrite federal firearms regulations, unleashing nearly three dozen Bureau of Alcohol, Tobacco, Firearms and Explosives (ATF) regulatory changes — including efforts to weaken background check requirements, loosen gun dealer oversight, and allow for the destruction of sales records used to solve crimes — Brady met the federal assault with action. We mobilized Brady grassroots advocates and exposed what these changes mean: more guns entering our communities with fewer safeguards keeping firearms from individuals who should not have them.

The administration also created a new "gun rights" office within the Department of Justice (DOJ) to challenge state and local gun laws. It zeroed in on a nearly century-old safeguard restricting handguns from being sent through the U.S. mail, attempting to ram through a system that would likely increase gun trafficking, theft, and transfers to prohibited purchasers, including convicted domestic abusers. Brady refused to let these rollbacks happen without a fight.

While the administration worked to dismantle protections, Brady fought relentlessly to prevent dangerous bills from passing in Congress.

Working with lawmakers, advocates, coalitions, and Brady grassroots chapters, we prevented some of the gun industry's deadliest priorities from becoming federal law. We quashed efforts to establish national concealed carry reciprocity, which would allow for loaded, hidden guns to be carried in communities nationwide. Through relentless advocacy and educating members of Congress, we stalled Senate consideration of a measure that would have opened a massive market for ghost guns in the U.S. Brady thwarted efforts from extremists in all corners of the federal government to weaken the gun laws that keep American children and families safe.

This year, extremists in Congress tried to push America backward on gun safety. Brady derailed their agenda, protecting millions of Americans because donors like you stood with us.



Making Progress in the States

As the Trump administration and Congress fall short of addressing gun violence, states have an even greater responsibility — and opportunity — to lead. And we are ensuring they do just that.

This year, thanks to your support, we strengthened gun laws across the country, from coast to coast. With help from local Brady chapter members and Team ENOUGH youth activists, we advanced 45 gun violence prevention bills through state legislatures, with 42 already signed into law. These life-saving solutions help prevent firearm suicide, limit 3D-printed firearms, prevent domestic violence, and more.

Major progress is happening in statehouses and in communities across the country. At a moment when federal action feels out of reach, we cannot afford to lose hope. With your continued support, we can build on these victories, protect more people, and show that progress is possible, even when lawmakers in Washington, D.C. refuse to act.

TOTAL BILLS PASSED: 46
TOTAL BILLS SIGNED INTO LAW: 45

Laws signed include bans on ghost guns and 3D-printed firearms, firearm storage and safety training requirements, and gun industry accountability.

CALIFORNIA
Signed into law: 8
Passed legislature: 9

COLORADO
Signed into law: 4
Passed legislature: 4

DELAWARE
Signed into law: 6
Passed legislature: 6

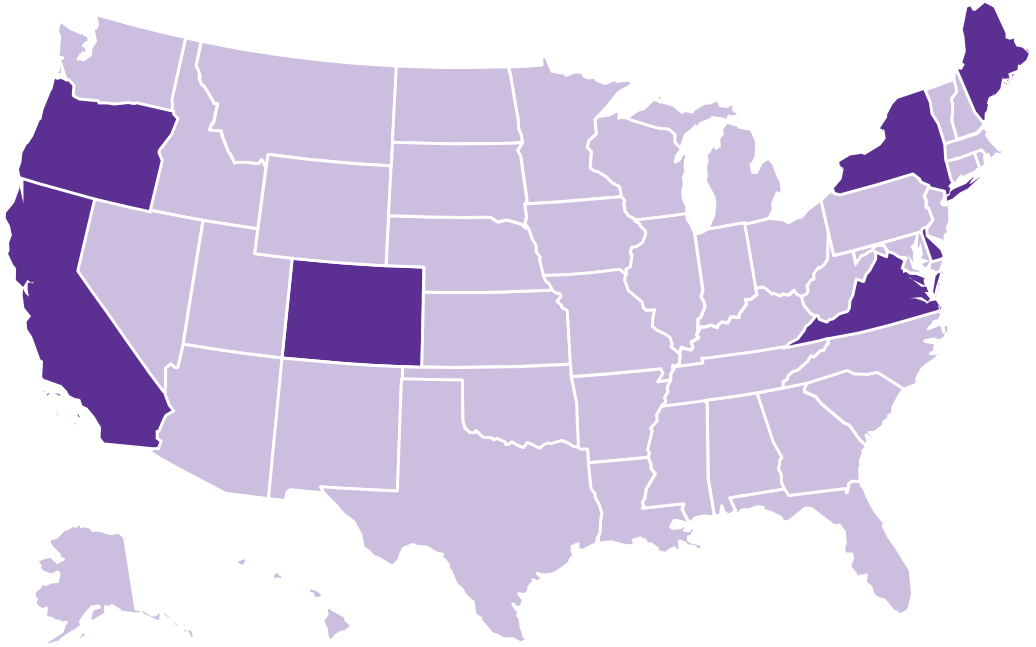
MAINE
Signed into law: 1
Passed legislature: 1

NEW YORK
Signed into law: 3
Passed legislature: 3

OREGON
Signed into law: 1
Passed legislature: 1

VIRGINIA
Signed into law: 22
Passed legislature: 22

**As of October 23, 2026*





CALIFORNIA

In California, we celebrated the passage of two essential bills: one requiring gun purchasers to complete firearms training, and another requiring the California Department of Justice to share data on guns recovered from crimes with localities, state agencies, and researchers. By making this information available, the law will help policymakers and communities develop more effective solutions to prevent gun violence. Together, these bills demonstrate California's continued leadership in advancing evidence-based solutions to gun violence.



DELAWARE

The Gun Dealer Licensing and Code of Conduct Act is groundbreaking legislation that holds firearms dealers in Delaware accountable for irresponsible business practices. By bringing together our Combating Crime Guns, state policy, and legal expertise, Brady shaped legislation to reform members of the gun industry acting recklessly and supplying the illegal gun market — forcing changes to their behavior to prevent gun violence instead of fueling it. The legislation leverages many of the same principles outlined in Brady's Gun Dealer Code of Conduct. This victory demonstrates the power of Brady's layered approach to turning innovative ideas into lasting change.



NEW YORK

With your support, Brady helped secure the passage of Francesco's Law, common-sense legislation requiring gun owners to securely store firearms. We partnered with gun violence survivor Diana Cochran to pass this bill, named in honor of Diana's son, Francesco, who suffered homophobic bullying and died by firearm suicide after gaining access to an unsecured gun. States with strong secure storage laws have seen reductions in youth suicide, unintentional shootings, and gun theft. New York will now join them.

> ***"I cannot bring Francesco back. But this law can determine what happens to the next child in the next house. No child's worst moment should be met with an unsecured gun. That should be the law in New York — and the standard everywhere."***
>
> **DIANA COCHRAN**
> **GUN VIOLENCE SURVIVOR AND FRANCESCO'S MOM**



VIRGINIA

In Virginia, we helped bring over 20 transformative gun violence prevention bills to the governor's desk — including a ban on the future sale of assault weapons. After years of vetoed bills under the prior administration, we were proud to work with gun safety champion Gov. Abigail Spanberger to usher in a safer future for the Commonwealth.

CHANGE THE LAWS

On the Front Lines of the Legal Fight for Gun Safety

The majority of Americans support stronger gun laws; however, in 2022 with the decision in *New York State Rifle & Pistol Association, Inc. v. Bruen*, the Supreme Court established a new test for determining their constitutionality, triggering a wave of legal challenges. Under the Trump administration, that threat has only intensified, as gun safety policies have come under attack in a court system shaped by Justices hostile to gun violence prevention laws.

Brady is meeting this moment head-on. With the support of donors like you, we're fighting in courts across the country to defend life-saving gun safety laws and limit the harm caused when these protections are challenged.

This year, in *United States v. Hemani*, the Supreme Court reaffirmed that restricting firearm access for certain categories of people is consistent with the Second Amendment — reasoning that helped safeguard the Brady Background Check System. Brady filed an amicus brief in the case urging Justices to recognize that the individual right to bear arms is not absolute and that reasonable public safety regulations are entirely consistent with the Second Amendment and our nation's history. In *Wolford v. Lopez*, though, the Supreme Court struck down a Hawai'i law that required gun owners to obtain permission before bringing a firearm onto private property open to the public, such as restaurants, hotels, shops, malls, and concert venues. But the fight didn't end in the courtroom. Brady responded by partnering with Hawai'i law firm Davis Levin Livingston to produce and distribute free, legally compliant signs that Hawai'i business owners can use to keep guns off their private property.



This is what your support makes possible: Even when decisions don't go our way, Brady acts.

Unfortunately, the stakes are about to get even higher. On December 2, 2026, the Supreme Court will hear a case that will determine whether bans on assault weapons violate the Second Amendment. Brady will be fighting for these evidence-based, life-saving protections, filing an amicus brief defending the constitutionality of these laws and joining partners to rally supporters outside the Court. When gun safety laws are under attack, we will fight back — in the courts, statehouses, and communities nationwide.



CHANGE THE INDUSTRY

We work to shut down or reform negligent gun dealers who flood our streets with illegal and trafficked guns. Our renowned legal team takes the gun industry to court, winning landmark cases that protect us from gun violence.



CHANGE THE INDUSTRY

Taking the Trump Administration to Court

The Trump administration is withholding information. We demand answers regarding how the administration deals with gun dealers who supply the criminal market. With the help of Brady's loyal donors and allies, we're taking the Trump administration to court and demanding answers.

Represented by Democracy Forward, Brady is suing the U.S. Department of Justice (DOJ) and the Bureau of Alcohol, Tobacco Firearms and Explosives (ATF) for failing to comply with federal law and refusing to release information about gun dealers that sell a large number of weapons used to commit crimes.

Americans deserve to know about the businesses that contribute to and profit from gun violence — and how our government is holding them accountable. If we do not know which gun dealers are complicit in arming the gun violence epidemic and how our federal government regulates them, we cannot stop gun violence at its source. To deny the American public this information is to deny us the tools to protect our families and communities. Brady will stop at nothing to prioritize public safety over gun industry profits.





The Gun Industry Operates in the Shadows

Brady's Gun Store Transparency Project is Changing That

The gun industry operates in the shadows, seeking to stifle any transparency about which gun stores violate the law and fuel our nation's gun violence crisis. Brady's Gun Store Transparency Project is changing that. This year, we released more than 2,000 records exposing gun stores cited for breaking the law, adding to Brady's database of federal gun store inspection records — the largest such database in the United States designed to shine a spotlight on the gun industry and its practices. This year, we also added new information noting which dealers are among the country's top suppliers of guns used in crimes.

Even as the Trump administration removes access to data and makes it harder to expose rogue dealers who break the law, Brady's database gives researchers, journalists, lawmakers, and law enforcement the information they need to hold the gun industry accountable. With your support, we can take this work even further and expand the database to shine a light on dealers whose practices put communities at risk. Together, we are turning information into accountability.

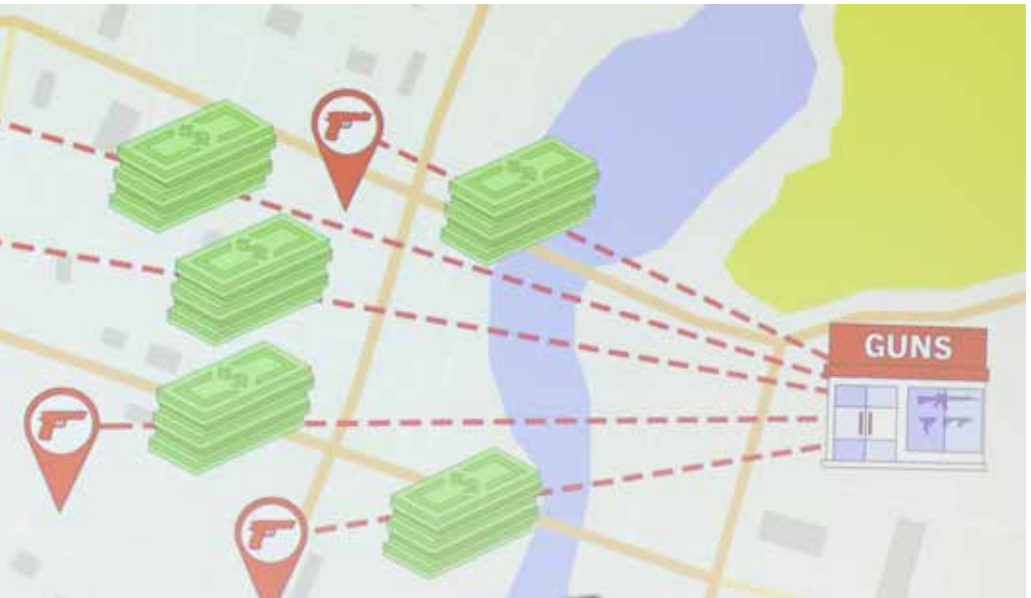
To find out more about gun dealers cited for breaking the law, go to GunStoreTransparency.org.

CHANGE THE INDUSTRY

Building Bridges and Sharing Solutions to Save Lives

Real solutions begin by listening to the communities most impacted. Thanks to donors like you, Brady's Combating Crime Guns program works with local leaders and advocates to stop the flow of illegal firearms into their communities. Through local partnerships, including with Oakland Mayor Barbara Lee, the California Wellness Foundation, the Chicago Mayor's Office of Community Safety, Lurie Children's Hospital, and the Pittsburgh Foundation, we're empowering communities to act on sensible solutions to prevent gun violence and save lives.

Your support makes these partnerships possible and helps ensure we can continue building safer communities across the country.





Brady President Kris Brown, Brady staff, and advocates — including Brady Chicago Chapter Leader Delphine Cherry — join Chicago Mayor Brandon Johnson for signing of executive order

LOCAL IMPACT: CHICAGO

With support from Brady, Mayor Brandon Johnson signed an executive order requiring city agencies to purchase firearms and ammunition only from responsible gun dealers — ensuring tax dollars do not go to those that violate the law and fuel cycles of violence.

EDUCATE

Build coalitions and public education campaigns about the role of the gun industry in our nation's gun violence crisis

IDENTIFY

Gain access to data about guns recovered from crimes, gun dealer compliance with the law, and federal oversight actions

REFORM

Encourage state and local gun dealer inspections, adoption of a gun dealer code of conduct, and responsible gun dealer procurement standards

Where Are the Guns Coming From?

Where are the guns coming from? It's a question community members, researchers, journalists, and public officials must ask in order to stop gun violence at its source. Brady works with states and localities to uncover the answers — and turn that knowledge into action.

Every gun recovered from a crime has a story, and understanding that story can help stop the flow of illegal guns into our communities. When law enforcement recovers a gun, information like serial numbers can trace its path to where it was sold. Understanding the source can reveal how the gun ended up in the illegal market and help identify trafficking operations and dealers whose practices may contribute to harm.

Thanks to a bill Brady helped pass, California publishes an annual report on guns recovered in crimes, which our team analyzes to help lawmakers and community partners identify solutions. This year's report found a 5% drop in recovered crime guns in 2025 compared to 2024, driven largely by fewer unserialized guns — strong evidence that laws and policies Brady helped pass are working.

In Pennsylvania, Brady's analysis found that a small subset of gun dealers was associated with a large number of guns recovered in crime, giving lawmakers and communities information for targeted intervention. In Rochester, NY, our 2026 analysis found that **66% of traced crime guns came from out-of-state dealers, including dealers in Georgia, Ohio, Florida, North Carolina, and Alabama**. This demonstrates the importance of strong state gun laws, but also that states with weaker laws fuel crime outside of their borders.

With your support, Brady can expand this work to more states, uncover the sources of illegal guns, and advance evidence-based solutions.

5% of gun dealers supply more than **90%** of guns used in crimes

CASE STUDY: CALIFORNIA CRIME GUNS

- **55,165** crime guns recovered in 2025, down 5% from 2024
- **52%** of recovered crime guns were from out-of-state dealers
- **12.6%** of guns recovered were ghost guns, down 17% from 2024
- Of crime guns supplied by California dealers, **50%** were linked to just **86** dealers. 38 of those dealers were cited for a combined 5,709 violations of the law.



"Building a Future Without Gun Violence" event in Chicago, IL

CHANGE THE CULTURE

We know that changing laws alone won't end gun violence; we must also change hearts and minds. By changing the culture around how we use, own, and perceive firearms, we can create a safer America for us all.



Secure Storage Education Isn't 'One-Size-Fits All'

Adapting our National End Family Fire Campaign to Reach Gun Owners in Key States and Communities Across the Country

3x more likely

After seeing End Family Fire PSAs, gun owners are **over 3x** more likely to seek information about safe storage and nearly half begin storing their weapons more safely.

200 young lives saved

If just **20% more** American households locked up their guns, we could prevent almost **one-third** of annual youth gun deaths from suicide and unintentional shootings, saving **nearly 200** young lives each year.

Our End Family Fire secure firearm storage public service announcements (PSAs) reach gun owners across the country, but we know gun owners are not monolithic. To make a difference, we need to meet people where they are. Your investment makes this work possible — allowing us to listen first, build trust, and transform a proven national campaign into targeted, community-driven action that meets gun owners where they are and encourages secure storage to keep families and communities safe.

This year, your support helped welcome **New York** as the fifth state to launch a localized End Family Fire campaign, joining **Missouri, Georgia, Illinois, and Wisconsin**. Through a partnership with Gov. Kathy Hochul and the New York State Office of Gun Violence Prevention, our PSAs are reaching gun owners in communities disproportionately impacted by firearm injuries. Since launching in June, the PSAs have been viewed about 1 million times, helping make countless homes and families safer.

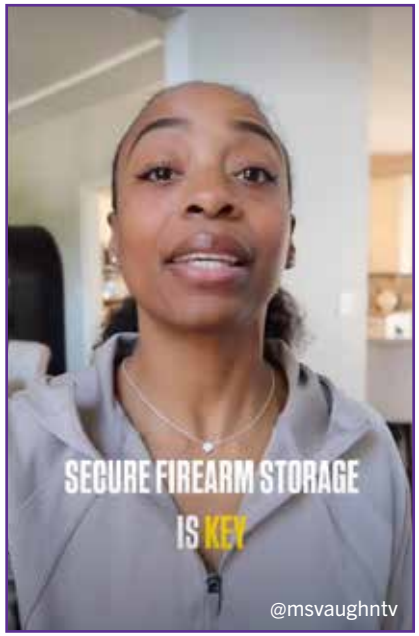
In **Wisconsin**, Brady's three-year campaign is entering its second year. After building community partnerships, establishing a statewide advisory board, and conducting research in year one, we're using those insights to create community-specific messaging and launch targeted advertising alongside continued grassroots engagement. Our messages are designed to resonate with key audiences, including rural, Black, and Tribal gun owners.

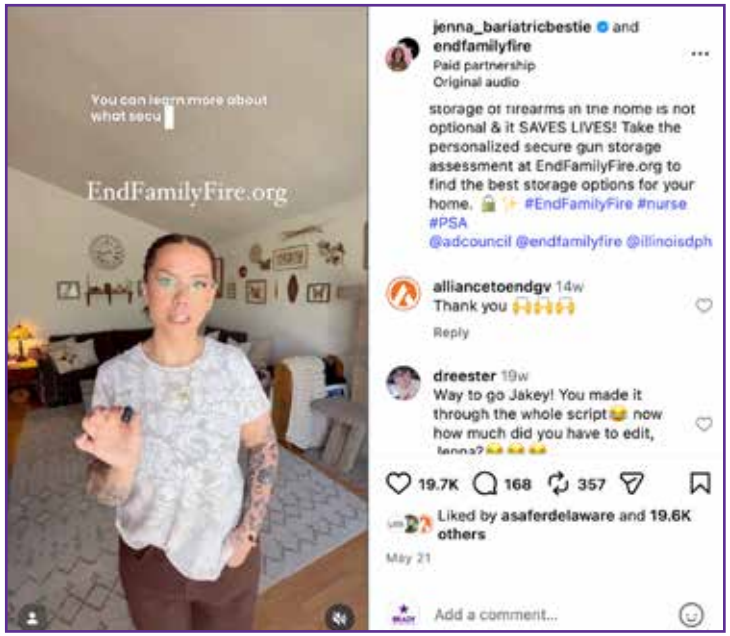
We also continue our End Family Fire campaign in **Illinois** while exploring opportunities to bring this localized model to additional states.

Thanks to donors like you, we're taking a proven national education campaign and tailoring it to the communities who need it most.

The Power of Trusted Messengers

Brady's End Family Fire program launched a Trusted Messenger Campaign to make secure firearm storage the norm — because when it comes to safety messages, the messenger matters as much as the message. About half of all gun owners don't lock up their firearms, a gap that leads to preventable tragedies. So instead of top-down messaging, the campaign activated gun-owning social media influencers — a diverse cross-section of firearm owners — to share authentic, personal stories about secure storage, reaching more than 1.6 million followers. Early results show strong engagement and positive response, proof that your investment is putting life-saving firearm safety information in front of new audiences through voices they trust.





34K

Engagements

900K

Video views

81%

Positive sentiment

End Family Fire is Brady's award-winning public education and PSA program, developed with gun owners to prevent firearm deaths and injuries through secure storage.

Family fire refers to a shooting that results from someone misusing an unsecured firearm from the home. Unintentional shootings, firearm suicide, and many intentional shootings are all forms of family fire.

New Resources to End Family Fire

Brady launched a new End Family Fire website with personalized guidance and expanded resources designed to help gun owners make secure firearm storage part of their everyday lives. About half of gun owners in the United States do not securely store their firearms. This new tool is an easy, accessible means for anyone, anywhere to know how to safely store a firearm.

Thanks to your support, the site helps provide more gun owners with life-saving information — increasing safe storage, preventing firearm tragedies, and saving lives. Visit EndFamilyFire.org to learn more.



TAKE THE PERSONALIZED SECURE GUN STORAGE ASSESSMENT

Scan Below





DONOR SPOTLIGHT

CYNTHIA MCCLINTOCK

A Brady supporter since 1997, Cynthia began supporting Brady because she saw firsthand the negative lifelong effects of family fire — an unintentional shooting by a friend of her mother's, and a second unintentional shooting affecting a very good friend. As a scholar in Latin American Studies, Professor McClintock is also aware of the role U.S. guns play in Latin American violence. As an educator, she also sees the devastating toll of school shootings on young people in this country. Now, as a grandmother, she supports Brady to ensure a future free from gun violence for her grandsons.

More Kids Than Ever Live in Homes With Unsecured Firearms

A new study published this year in the Journal of the American Medical Association (JAMA) found that 6.7 million children live in a home with an unsecured firearm — up from 4.6 million in 2015.

What's happening that more kids than ever are at risk of family fire? We analyzed the data to find that answer. While the rate of unsafe storage among gun owners hasn't decreased, the record spike in gun sales during the pandemic increased the number of guns in households with children. In 2020, U.S. gun sales reached record-breaking highs, with about 20 million sold, many to first-time gun owners.

With more children living in homes with unlocked guns, your support for Brady's grassroots, legislative, and educational efforts to promote secure storage is more critical than ever. **And you can be confident your support is a meaningful investment: Nearly 60% of gun owners who see Brady's End Family Fire ads take action to store their firearms more safely.** Most parents know that kids are curious, but not all parents know that bringing a firearm into the home increases the likelihood of firearm death or injury. Together, we can bridge this knowledge gap and ensure every family has the tools to keep their homes safe.

6.7 million kids

live in homes with access to an unlocked, loaded firearm



End Family Fire PSA "The Threat"

The rate of unsafe storage among gun-owning families has not changed — the population of gun-owning families with children has.

76%

of school shooters under 18 obtained their firearms from home or the home of a close relative

8 kids a day

are injured or killed by unintentional shootings

Nearly 50%

of gun owners don't store their guns securely — meaning locked, unloaded, and separate from ammunition

A 20% increase

in the number of households that lock up their firearms could prevent up to a third of annual youth gun deaths from suicide and unintentional shootings

CHANGE THE CULTURE

Mobilizing Volunteers, Parents, and Educators to Make Schools and Homes Safer

Seventy-six percent of school shooters under age 18 obtain their firearm from their home or the home of a close relative. We have the power to change that through nationwide secure storage initiatives that increase the number of homes locking up their guns. To accomplish this objective, Brady is supercharging efforts to promote secure firearm storage through its monthly Secure Storage Working Group — a space for grassroots advocates and partners to share ideas, learn strategies, and take action to promote responsible gun ownership in their communities.

The working group implemented our National School Letter Campaign for Secure Gun Storage, an initiative to encourage K-12 schools to send letters home to parents and guardians with resources on safe storage, including information on storage devices. Our outreach targets school boards, principals, and superintendents, and emphasizes that we can protect our homes and schools by ensuring firearms are stored locked and away from kids.

Brady already partners with major school districts across the country on safe storage education, and helped over 311,000 families nationwide access safe storage resources, including families in Seattle, WA, Orlando, FL, and Roanoke, VA. In California, Virginia, and Colorado, our campaign supports the implementation of state legislation, advocated for by Brady, requiring schools to consistently send safe storage information to parents.

Together, these efforts drive meaningful change — making secure firearm storage the norm.

Empowering Healthcare Professionals to Prevent Firearm Injuries and Deaths



Brady delivers keynote panel at NASN annual conference

Brady's This Is Our Lane campaign empowers healthcare professionals to use their voices and expertise to prevent firearm deaths and injuries. The movement began in 2018 after the NRA demanded doctors "stay in their lane" and keep silent on firearm violence. Doctors, including Brady Board Chair and Chief Medical Officer, and Johns Hopkins trauma surgeon Dr. Joseph Sakran, pushed back, recognizing gun violence as a public health crisis.

Thanks to our generous donors, we turned that conviction into action again this year. We mobilized healthcare professionals to sign our pledge to make conversations about firearm access and secure storage part of routine care. We published research on how school nurses can leverage their trust with youth to keep students and schools safe, and we delivered the keynote address at the National Association of School Nurses annual conference, reaching 20,000 school nurses nationwide. We also partnered with caregiver, veteran, and elder care organizations to equip families with life-saving firearm safety information.



Because of your support, healthcare professionals are turning trusted relationships into opportunities to prevent injuries and save lives.

From "Scream 7" to "Little House on the Prairie," We're Helping Hollywood Normalize Gun Safety

Brady's Show Gun Safety campaign harnesses the power of Hollywood to change how firearms are portrayed on screen. By reaching millions of Americans where they live — right in their living rooms — we can shape culture, influence behavior, and advance gun safety even when legislative progress is not possible.

This past year, we:

- Advised **NBCUniversal** on a limited drama series
- Inspired secure firearm storage scenes in **CBS Studios**' "Sheriff Country"
- Counseled a top **AppleTV** show on a gun violence plotline
- Renewed our consulting partnership with **The Walt Disney Company**
- Helped place a gun safe in **Paramount**'s "Scream 7," which ranked among the year's highest-grossing films
- Secured safe storage portrayals in **Netflix**'s #1 show, "Little House on the Prairie"





SHOW GUN SAFETY AT THE OSCARS

We were proud to advise the filmmakers behind Netflix's "All the Empty Rooms," which this year won the Oscar for Best Documentary Short. Watched by millions of people across 190 countries, the film offers an unflinching look inside the bedrooms left empty by children killed in school shootings. The filmmakers generously sponsored Brady's annual Action Awards and accepted our Show Gun Safety Award, recognizing their partnership with Brady to engage and mobilize Americans in the fight to end our nation's gun violence crisis.



[Left] All the Empty Rooms director Joshua Seftel accepting the Oscar alongside Gloria Cazares, whose daughter, Jackie, was killed in the 2022 Uvalde school shooting. [Right] All The Empty Rooms Producer Conall Jones represented Brady on stage while accepting the Academy Award.

> ***Legislation alone won't end gun violence. Real, lasting change also requires shifting hearts and minds — and that's where storytelling can make a difference.***

Laughing Matters

Using Comedy and Connection to Further our Mission to End Gun Violence

Kevin Nealon of "Saturday Night Live" hosted Brady's inaugural comedy night in Los Angeles to support Brady's mission to free America from gun violence. The incredible Atsuko Okatsuka, Ali Wong, Ron Funches, Bill Burr, and Tom Papa brought the house down with their performances. Kevin generously raffled off his original artwork of the late comedian Chris Farley, to the winning bidder, who was none other than director Judd Apatow. Another very lucky bidder won a guest role on Apple TV's "The Studio."

Brady is grateful to everyone who turned a night of jokes into support for our mission — and we cannot wait to do it again soon in December 2026 at Gotham Comedy Club in New York City.

(Below) Comedians Atsuko Okatsuka, Tom Papa, Ron Funches, Bill Burr, and Kevin Nealon at Brady's 2025 comedy night



BRADY GRASSROOTS

At Brady, we believe everyone has a role to play in the movement to free America from gun violence. Our grassroots chapters and youth-led initiative, Team ENOUGH, are mobilizing communities across the country to take action



Brady's Grassroots Academy

Real People, Real Connection, Real Solutions

This summer, Brady launched our first-ever Gun Violence Prevention Grassroots Academy. Over 12 weeks, nearly 100 local activists from rural to urban communities and across generations came together to build connections, gain practical tools for changemaking, and turn their passion into action. With guidance from Brady experts, participants learned about proven solutions to gun violence, then took action advocating for stronger gun laws and engaging school districts to promote secure gun storage.

Your support is building a stronger, more empowered movement to end gun violence — one advocate at a time.

> ***"This answers a question I hear all the time: What can I actually do that makes a difference? I'm grateful for this kind of intentional training."***
>
> **KRISTIN SONG**
> **GUN VIOLENCE SURVIVOR AND ETHAN'S MOM**
> *Ethan Song was 15-years-old when he was unintentionally shot and killed with an unsecured gun at a friend's house*



[Top] Brady and Team ENOUGH advocates with Rep. Lucy McBath



[Top] Brady staff and chapter members talk to community members in Chicago
[Bottom] Brady staff and supporters view Times Square billboard featuring gun violence survivors



The Cookie and Kenny Misher Award

Recognizing Exceptional Youth Leaders

Thanks to the generosity of longtime Brady activist and donor Ross Misher, we were proud this year to launch the **Cookie and Kenny Misher Youth Advocacy Award**, bestowed annually to two exceptional Team ENOUGH youth activists. Ross established the award in honor of his father, who was shot and killed when Ross was 12 years old, and his mother. After his father was killed, Ross turned his grief into action, including by founding Brady's first student-run chapter.

[Below] Ross Misher with award recipients Sarah Youssef and Layla Greten



"After working with Brady for over 43 years, I remain as convinced as ever that youth activism is the driving force of this movement. It demands more than acknowledgment; it calls for our full support, sustained investment, and active engagement."

ROSS MISHER

Meet our 2026 Award Winners



SARAH YOUSSEF

Sarah Youssef is a student at the University of California, Irvine, and a member of Team ENOUGH San Diego. When her childhood mosque in San Diego was the target of a hate-motivated mass shooting this year, she rallied her community around solutions to prevent gun violence and disarm hate.



LAYLA GRETEN

Layla Greten is a freshman at Yale University and the founder of Team ENOUGH Baltimore. She recruited over 50 students to join Team ENOUGH in Maryland and helped establish seven new chapters throughout the state. Layla also helped plan Team ENOUGH's Youth Leadership Summit this past summer and has testified before the Maryland legislature in support of numerous gun violence prevention bills.

Investing in the Next Generation of Youth Leaders

Brady and its donors are investing in the next generation of leaders working to end gun violence. **This summer, 50 of the country's most dedicated young activists from across 19 states participated in our inaugural Team ENOUGH Leadership Summit** in Washington, D.C., hosted at Johns Hopkins' D.C. campus. The summit transformed passionate young leaders into a connected network equipped with strategies, skills, and relationships to drive lasting change — and gave young people the opportunity to tour the nation's capital and hear from former White House officials, elected leaders, and Brady experts.

At a time when nearly **70% of young Americans want stronger gun laws**, your support is critical to ensuring these emerging leaders have the training, community, and confidence to turn their commitment into live-saving change. Thank you for investing in a safer future for generations to come.




Team ENOUGH Youth Leadership Summit

TEAM ENOUGH'S EXECUTIVE COUNCIL WELCOMES NEW MEMBERS

Born in the wake of the Parkland shooting, Team ENOUGH is Brady's youth-led initiative. What started as a small, survivor-led group of youth leaders has amassed into a grassroots movement with hundreds of student advocates trained every year and dozens of student-run chapters nationwide. These chapters mobilize young people to meet with lawmakers and work across communities to advocate for localized solutions.

This fall, we welcomed a new class of members to the Team ENOUGH Executive Council. Made up of young leaders from across the country dedicated to ending gun violence, the Council will work together to shape the future of Team ENOUGH and our movement.

- **Lorenzo Beltran**, 19 | Washington, University of Pennsylvania
- **Zharia Deese**, 22 | North Carolina, Fayetteville State University
- **Trey Jackson**, 21 | Iowa, Washington University in St. Louis
- **Ananya Misra**, 22 | Florida, Duke University
- **Zoe Weissman**, 21 | Florida, Brown University
- **Gray West**, 21 | Singapore, Wesleyan University
- **Sarah Youssef**, 19 | California, University of California, Irvine

27

Brady is Making Headlines!

In the past year, Brady has been included in major news outlets across the country, including Ad Week, Al Jazeera, AOL, Associated Press, AXIOS, Bloomberg, Business Insider, CBS News, Chicago Tribune, CNN, Daily Kos, Forbes, Fox News, HuffPost, LA Times, MSN, MS Now, Ms. Magazine, NBC News, Newsweek, NPR, PBS, People, Politico, ProPublica, Reuters, Sacramento Bee, Scripps News, The Baltimore Sun, The Guardian, The Hill, The Hollywood Reporter, The New York Times, The Trace, TIME, US News & World Report, US Weekly, USA Today, Variety, Vanity Fair, Washington Post, Yahoo News, and more.



Chicago Mayor Brandon Johnson signs order toughening city standards on buying guns

CBS NEWS

How Brady Is Working With Hollywood To Change America's Gun Safety Culture

Forbes

Governor Hochul Announces Launch Of Secure Firearm Storage Education Campaign As Gun Violence Continues To Decline Across New York State

LONGISLAND.COM











Save the Date

for the 2027 Brady Action Awards!

BradyUnited.org/ActionAwards

On **April 27, 2027**, Brady will return to New York City for our annual Action Awards. We invite you to join us as we honor the individuals and organizations that are creating meaningful change in the fight to free America from gun violence.

In 2026, we were joined by actor Michael Urie of Apple TV's "Shrinking," Academy Award-winning filmmaker Joshua Seftel, New York Attorney General Letitia James, and more.









Brady is Making an Impact

CHANGE THE LAWS

STATE POLICY

46 bills passed

45 signed into law



Brady advocates join Delaware Gov. Matt Meyer as he signs gun violence prevention bills into law

FEDERAL POLICY

100+
federal gun violence prevention bills endorsed by Brady in the 119th Congress

250+
meetings and briefings with federal lawmakers and their staff

36+
Congressionally Directed Spending applications submitted on behalf of Brady-supported state projects

GRASSROOTS

34,023
volunteers

44,036
advocacy emails sent and calls made

22 lobby days
Brady advocates participated in **22 lobby days in 16 states**

345 events
Brady's grassroots hosted or participated in **345** local events, **42** secure storage events, **5** combating crime gun events, **85** policy events, and **213** movement building events



Team ENOUGH Youth Advocacy Training Program

GUN VIOLENCE PREVENTION TODAY

8K+
Brady has helped pass over 8k gun safety laws in the last decade

40%
States with strong gun laws have gun death rates 40% lower than the national average

71%
The 5 states with the strongest gun laws have gun death rates 71% lower than the 5 states with the weakest gun laws

31%
of Americans live in states with an assault weapon ban, compared to 19% a decade ago

64%
of Americans live in states with child access prevention or secure storage laws, compared to 46% a decade ago

49%
of Americans live in states with extreme risk laws, compared to 3% a decade ago

CHANGE THE INDUSTRY

COMBATING CRIME GUNS

380

Brady presented on supply-side solutions to approximately 380 people in Chicago

1K

people attended Combating Crime Guns events in Illinois and Wisconsin

11

We have helped pass gun industry accountability laws in 11 states and are working to advance accountability laws in additional states to expand opportunities for litigation

BRADY LEGAL

We represent the City of Rochester in a novel lawsuit using the newly passed Gun Industry Accountability

3 4 amicus briefs filed from July 2025 - August 2026

1 5 active cases: 12 affirmative litigation and 3 defensive litigation



End Family Fire billboard

CHANGE THE CULTURE

SHOW GUN SAFETY

150M+

In the last year, more than **150 million** households have watched projects Brady has influenced

THIS IS OUR LANE

2,200+

More than 2,200 healthcare professionals and advocates attended Brady led trainings as part of our This Is Our Lane campaign

END FAMILY FIRE

7.6B

End Family Fire content has been served to viewers more than **7.6 billion** times, and viewers have sought out information about secure gun storage over **3 million** times

58%

of gun owners who saw End Family Fire ads changed how or where they keep their firearms to store them more safely

77%

of gun owners who are aware of End Family Fire agree that storing all household firearms locked and unloaded reduces the risk of suicide in the home

Financials
Fiscal Year 2026

Preliminary, Non-GAAP and Pre-Audit
Data as of 10/9/26

88%
of revenue goes directly to programs

$14.4M
from individual contributions

$52.7M
total revenue

REVENUE: $52.7M

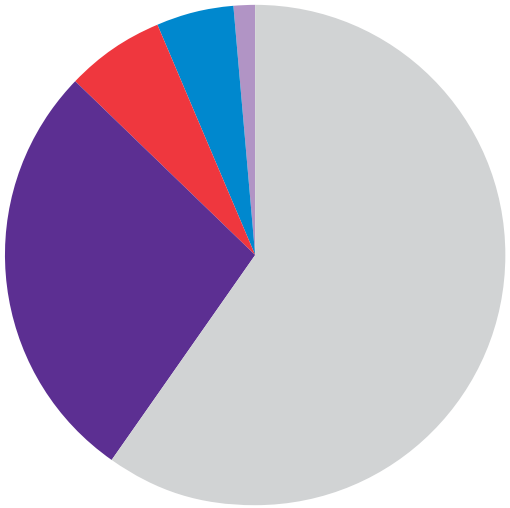
CONTRIBUTED SERVICES
$31.6M

INDIVIDUAL CONTRIBUTIONS
$14.4M

EVENTS
$3.4M

FOUNDATIONS
$2.7M

OTHER
$0.6M

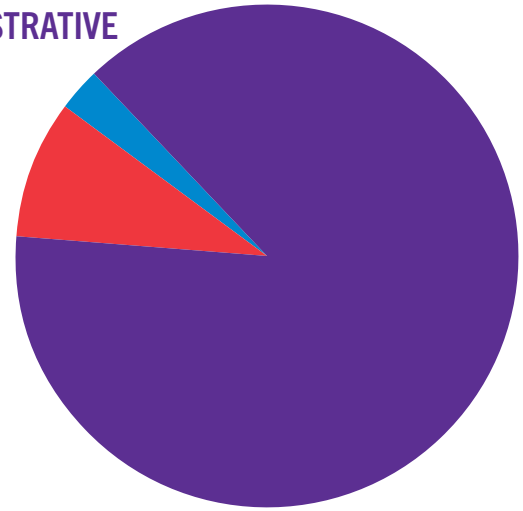


EXPENSES: $52.4M

PROGRAMS
$46.3M

FUNDRAISING
$4.7M

GENERAL & ADMINISTRATIVE
$1.4M



In Memoriam

A legacy of generosity. A lifetime of gratitude.



AGNES GUND (1938-2025)

Agnes Gund, a visionary philanthropist and activist, started supporting Brady in 1995 and did so annually until her passing. We are grateful to her daughters, Catherine Gund and Anna Traggio, and the AG Foundation for their continued support of Brady's mission to free America from gun violence.



ANN SATTERTHWAITE (1931-2025)

Ann's first gift to Brady was in 1978, when Brady was called Handgun Control, Inc. As a young child, Ann's father lost his eye to a BB gun accident, leading Ann to feel a personal connection to the movement to prevent gun violence.



DAVID CLARK (1948-2026)

David Clark's dedication to Brady started in 1981. His commitment to the movement began with his involvement with the newly formed American Bar Association's (ABA) Standing Committee on Gun Violence, which he later chaired from 1998-2001 and 2014-2018. David served on Brady's Board of Trustees for over four years, most recently chairing the Litigation Committee.

Brady Board Chair Dr. Joe Sakran said,
"David was a light on the Board and to all who knew him and a true champion for gun violence prevention. We seek to honor his legacy at Brady as we work to end the public health epidemic of gun violence."



IRENE WURTZEL (1936-2025)

Irene Wurtzel's commitment to her family, the arts, education, and gun safety reminds us that lasting change in our communities starts with people who care deeply enough to make a difference.

The Wurtzel family's legacy of giving to Brady's work over four decades, coupled with Alan Wurtzel's service on the Board of Trustees from 2015-2020, serve as an inspiration to the entire organization and a testament to our shared vision of creating a safer future for our children.

Take Action to End Gun Violence!

On October 8, 2026, Brady welcomed supporters and sponsors to the Chase Center in San Francisco, CA, for an exclusive event with gun violence survivor, NBA champion, and Coach of the Golden State Warriors Steve Kerr, author Malcolm Gladwell, and comedian W. Kamau Bell.

















The Jim and Sarah Brady Legacy Society

The Jim and Sarah Brady Legacy Society recognizes and honors those who have made a legacy gift to the Brady Center or Brady Campaign to ensure future needs to prevent gun violence are met — **our deepest appreciation to these individuals.**

Brady invites all of 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 Jessica Simon at jsimon@bradyunited.org or visit MyImpact.BradyUnited.org for more information.



Jim and Sarah Brady

Anonymous (24)
Dr. Will Adams
John H. Adams
Richard A. Baker
Kalman and Janet Barson
Lee Bartell
Steve and Becky Beach
Gene Bernstein and Kathleen C. Walsh
Denis and Diana Bertone
Catherine and Philip Blair
Kris Brown
Julie Cicileo
Marita and Kevin Daly
Ronald S. Duby
Liz Dunning and Paul Goldblatt
Cordy Galligan
Deborah Granger
Tim and Sue Gomes
William S. Harwood and Ellen Alderman
Ricki Tigert Helfer and Michael S. Helfer
Paul R. Herstein
Larry and Terry Hill
Linda S. Heaney
Richard and Peggy Hudson
Gary Holland
Karl Hunt
Jacqueline Jones
Kathy Keler
Jane King
Martina Leinz
Kenneth E. Ludlum
Marvin Marcus
Donald A. Mattes
Cynthia McClintock
Elisabeth Nason
Lester H. Nathan
David O'Connor
Richard G. Parise
Jamileh L. Pott
Timothy G. Potter
Kevin and Jane Quinn
James Reichardt
Sarah Schroeder
Keith R. Sendall
Michael and Sharon Shone
Bruce Shuttleworth
Gwyn Staton
Richard Tuggle
William R. Warwick
Robert and Linda Waugh
Robert J. Wilhelm
Robert Williamson
Amanda and Nick Wilcox
Alan Wurtzel

National Leadership Council

The National Leadership Council plays an important role in furthering Brady's mission to free America from gun violence. Anchored in key cities (Washington, D.C., Los Angeles, San Francisco, New York, and Chicago), members of the leadership council leverage professional and personal networks to help raise funds and awareness about Brady's work.

Maliha Adams
Dawn Alexander
Mollie Allen
Pellie Anderson
Joel Becker
Pamela J. Bell
Jeff Bleich
Ruth Borenstein
Ann Boyce
David Bray
Christy Callahan
Trey Calloway
Courtney Carlson
Johanna Carney
Kathy Charlton
Anne Ching
Bill D'Elia
Kira Dahlgren Lancaster
Marita Daly
John DeFaria
Amy Dixon
Mary Donley
Mark Drexler
Keven Duffy
Erin Dunkerly
Jenny Belway Fannin
Pam Feinstein
Joan Whitney Flagg
Gustavo Friedrichson
Sarah Gelbrand
Gwen Geller
Jessica Gerber
Alan Greene
Anita Greenspan
Judy Grossman
Vivek Gupta
Cori Hanky
Eric Havian
Gary Holland
Dan Horn
Roberta Horton
Mark House
Ky Hunter
Peter Jablow
Rise Johnson
Jeremy Kagan
Nick Kenig
John Kimball
Patrick Kiss
Sara Lange
Megan Leahy
Reggie Lee
Marc Levine
Nadine Lewis
Harry and Julie Litman
Ken Ludlum
John Maa
Jackie Mahoozi
Alana Mayo
Ross Misher
Dennis Mulqueeney
Priscilla Natkins
Katherine Nicholls
Marisa Nightingale
Christina Nooney
Jonathan Parkhurst
Jeanette Pavini
Illyasha Peete
Alan Pemberton
Kendra Peterson
Shira Piven
Michael Plimack
Tony Porter
Natalie Prokop
Juano Queen
Kari Rocca
Steve Roland
Michael Ronen



DONOR SPOTLIGHT
RUTH BORENSTEIN

As the California Legislative and Policy Chair and a Co-Lead of the San Francisco chapter, Ruth Borenstein is an integral part of Brady's work. She has helped draft key state and local gun violence prevention bills and regularly serves as a regional spokesperson for Brady.

NATIONAL LEADERSHIP COUNCIL (CONTINUED)

Claire Rudnick Polstein
Babak Sarani
Skei Saulnier
Kim Scardino
Meredith Scardino
Michael Schissel
Juana Schurman
Louise Serio
Rose Ann Sharp
Allison Shaw
Randi Singer
David and Diana Skaar
Allison Solomon
Joshua Solomon
Steve Sposato
Steve Steinhart
Eric Swergold
Sonny Tai
Jessica Taylor
AJ Tella
Ricki Tigert Helfer
Kath Tsakalakis
Simone Ver Eecke
Jeff Vespa
Brittany Votto
Lena Waithe
Kathleen Walsh
Joyce Wang
Jacob Weiss
Marlon West
Ben Wexler
Jacqueline Wolff
Carolyn Wu
Marty Yee
Saeri Yuk

For more information, contact:

Jessica Simon
Director of Engagement
jsimon@bradyunited.org



Brady President Kris Brown shares a weekly breakdown of what's happening in the fight for common sense, safety, and an America free from gun violence.

SUBSCRIBE NOW! LOCKED & UNLOADED
Substack.com/@krisbrownofficial

Board of Trustees

Brady's work to free America from gun violence wouldn't be possible without the commitment and leadership of our board of trustees.

BRADY CAMPAIGN 501(C)(4)

Dr. Joseph Sakran, *Board Chair*
Kris Brown, *President*
Tony Porter, *Treasurer*
Lynn McMahon, *Secretary*
Erick Bellomy, *Chapter Representative (Sept. 2026 - present)*
Gene Bernstein
Catherine Blair
Anne Ching
David Clark (*until July 2026)*
Jonathan Diesenhaus (*Sept. 2026 - present)*
Thomas Dixon
R. Vann Graves
Ricki Tigert Helfer
Chris LaRosa (*Sept. 2026 - present)*
Loren Lieb
KT Moore *(Sept. 2026 - present)*
Joshua Solomon
Joe Trippi
Kath Tsakalakis
Amanda Turner
David Wah *(until June 2026)*

BRADY CENTER 501(C)(3)

Dr. Joseph Sakran, *Board Chair*
Kris Brown, *President*
Tony Porter, *Treasurer*
Lynn McMahon, *Secretary*
Gene Bernstein
Catherine Blair
Anne Ching
David Clark (*until July 2026)*
Jonathan Diesenhaus (*Sept. 2026 - present)*
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Ricki Tigert Helfer
Chris LaRosa (*Sept. 2026 - present)*
Loren Lieb
KT Moore *(Sept. 2026 - present)*
Joshua Solomon
Joe Trippi
Kath Tsakalakis
David Wah *(until June 2026)*









Ways to Give

You make our work to change the laws, change the gun industry, and change the culture to free America from gun violence possible. ***Scan the QR code now to make a life-saving gift.***

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.

Charity Navigator
FOUR-STAR

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

Online: To give a tax-deductible contribution online to the Brady Center to Prevent Gun Violence, visit bradyunited.org/donate/tax

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, D.C., 20002.

Stock: You can initiate a stock transfer through your Broker to our Raymond James account by calling 833-991-1426.
Account Name: Brady Center to Prevent Gun Violence
DTC Number: 0725
Account Number: 1008T803
Please notify Lisa Mifsud at lisa.mifsud@raymondjames.com and donations@bradyunited.org when the transfer takes place so we may properly credit and acknowledge the gift of stock.

Donor Advised Fund: (TIN/EIN): 52-1285097
Combined Federal Campaign (CFC): 11195

Below are ways you can make a **non**-tax-deductible gift to the Brady Campaign [501(c)(4)]. EIN: 23-7321017

Online: To give a non tax-deductible contribution online to the Brady Campaign to Prevent Gun Violence, visit bradyunited.org/donate

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, D.C., 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
Please notify donations@bradyunited.org when the transfer takes place so we may properly credit and acknowledge the gift of stock.

If you have questions or want to make a donation via **electronic transfer**, **donor advised fund**, or **IRA**, please contact donations@bradyunited.org or 202-370-8118.

BRADY

UNITED AGAINST GUN VIOLENCE

BRADYUNITED.ORG