

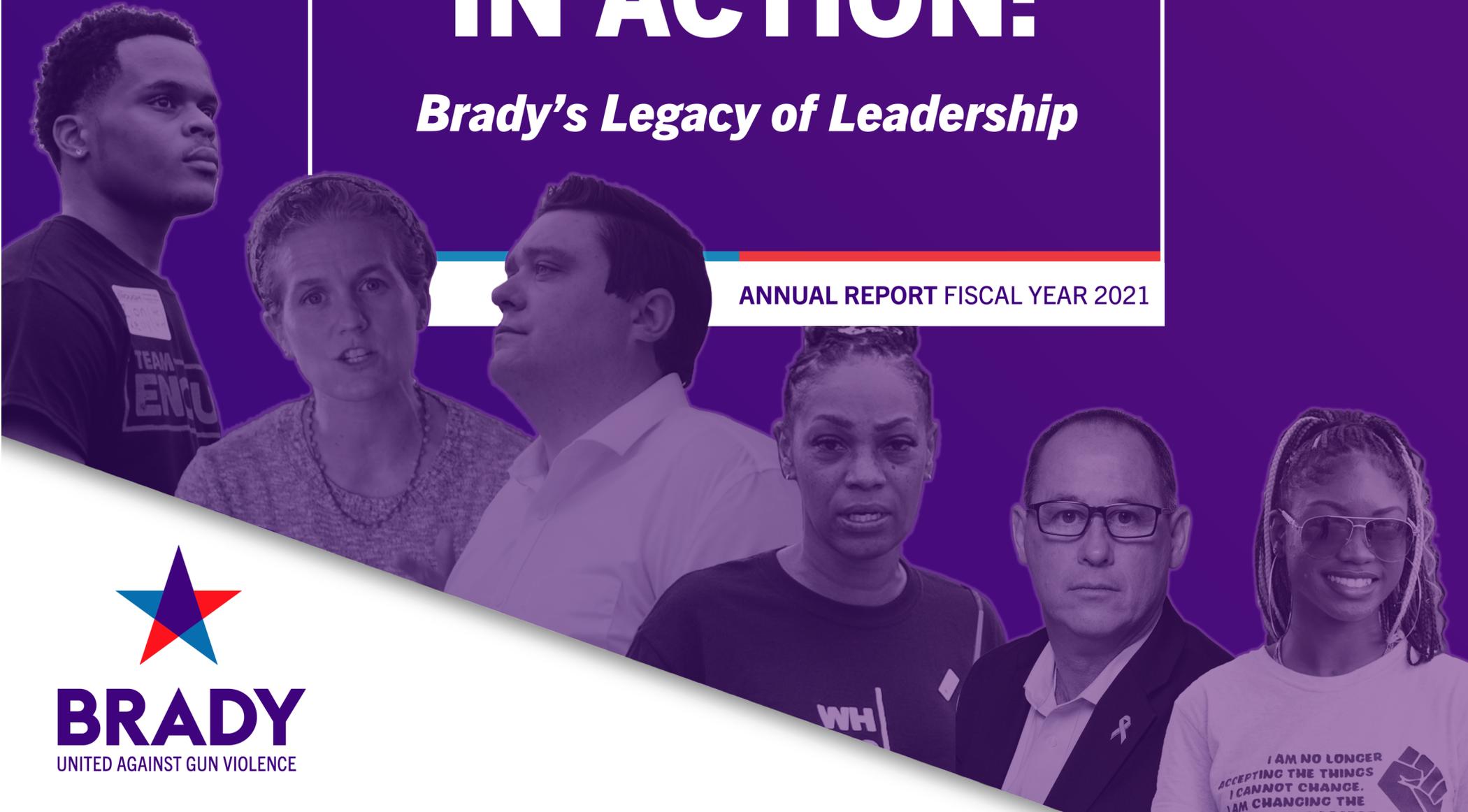
SURVIVORS IN ACTION:

Brady's Legacy of Leadership

ANNUAL REPORT FISCAL YEAR 2021



BRADY
UNITED AGAINST GUN VIOLENCE



SURVIVORS IN ACTION: BRADY'S LEGACY OF LEADERSHIP

At Brady, gun violence is personal. From our founder, to our namesakes, to today, we are survivor led — it's our legacy, it's our lineage, and it's our present.

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



KEVIN QUINN
BOARD CHAIR

Dear Brady followers and supporters,

2021 was a challenging year — continued disruption from the global pandemic; rising gun sales and gun violence; and an unprecedented assault on our nation's Capitol. Challenging times can bring about despair or resolve. At Brady, we are more resolved than ever to make this the safer country that we all deserve.

The spirit that led survivor Dr. Mark Borinsky to found Handgun Control, Inc. in 1974 has remained fierce in its dedication to ending America's gun violence epidemic. While many believe our organization was founded by Jim and Sarah Brady, they are only part of the passionately devoted survivor network that has led and worked for this organization through the decades.

Every year, we try to distill the thousands of stories uncovered in our work down to a handful that we share with you. It's a daunting task, but we know you'll feel inspired by them as you read on.

With the vast majority of those in our country staunchly behind the need to take action, Brady continues to seek creative ways to get the job done. From eliminating the filibuster that has stalled so much gun violence prevention legislation, to stopping the flow of crime guns into impacted communities, to ending family fire, the Brady path forward moves around obstacles that impede progress.

A quote from the indomitable Olympic champion, Wilma Rudolph, sums up the spirit of Brady, and all of you who work so hard to end America's gun violence epidemic: "Never underestimate the power of dreams and the influence of the human spirit." Your support of Brady helps us dream big, and the influence of your spirit is visible in every success in a fight we simply cannot afford to lose.

Kevin Quinn,
Board Chair, Brady



KRIS BROWN
PRESIDENT

Dear Brady Supporters,

As Kevin shared — what a year! But, for the first time in decades, the light at the end of the tunnel that has always flickered, even in our darkest days, is burning brighter. There are still many obstacles to ending America's gun violence epidemic, but Brady's data-driven approach is bearing fruit.

In courts, we're seeing bad actors held accountable and forced to change the way they conduct business. States and municipalities are working to adopt Brady's Crime Guns Initiative to shut down dealers violating the law. Brady's groundbreaking End Family Fire campaign is leading discussions about safe storage of guns and tackling one of America's greatest conversational taboos — suicide, which accounts for about 67% of all annual gun deaths. We are also working with leaders in corporate America on steps they can take to combat gun violence at work and at home.

The gun violence prevention champions in statehouses across the country are delivering on their promises of safer communities, and Brady is proud to be there, side by side, offering common-sense, data-driven solutions. At the national level — where, despite strong efforts from the House of Representatives, progress has stalled — Brady is attacking the process that stymies our fight to save lives: the filibuster.

On January 6th we all watched horrified as insurrectionists stormed the citadel of freedom, our nation's Capitol. Brady knew that without DC's strong gun laws, the results could have been so much worse, but we also knew the fuse for this insurrection was lit many months, even years, prior. We invited leading organizations across many issues to join us in examining the lead-up to that fateful day and will be presenting our findings to the government task force assembled to ensure this never happens again.

Our Annual Report is always about hope and promise. It's about celebrating survivors and activists and those like you who have said, "Enough!" We need to see bold action. We all need to say "here is what I can do," and I WILL DO IT.

Kris Brown,
President, Brady

JANUARY 6TH: SHOCKING BUT NOT SURPRISING

In early 2020, members of Brady planned to lobby for gun violence prevention at the Virginia General Assembly, but instigators toting assault-style rifles and a corrupt understanding of the Second Amendment infringed on Brady supporters' First Amendment rights to advocate for gun reform. Just a year later, the country was in the grip of COVID-19, everything had changed, and anti-government extremism had only grown.

On January 6, 2021, Brady supporters and gun violence prevention advocates, though physically separated due to the ongoing pandemic, were united in dismay as fellow citizens attacked Congress in an attempt to undermine the 2020 presidential election. And though this was our first time witnessing a breach of our nation's Capitol, even as the scene unfolded, it was clear that the seeds of the attack had been planted in armed conflicts at state capitols, fomented by a sitting president, warped Second Amendment rhetoric, and threats of gun violence.

Although the events of January 6th shocked the nation, they were not surprising. January 6, 2021 followed months of escalating political violence and was the logical conclusion of a

movement claiming that guns can and should determine political outcomes in America. This claim has its roots in what's known as the "insurrectionist" construction of the Second Amendment, a false interpretation fomented by extremists, marketed by the gun lobby, and adopted by some mainstream politicians, including the 45th President of the United States. This dangerous myth has motivated unrest and terror like the Oklahoma City bombing, the armed agitation at the Michigan State Capitol, and yes, the historic events of January 6th. Investigations and firsthand accounts of January 6th show that many agitators were armed, ready, and willing to harm lawmakers. Accordingly, officers on duty at the Capitol that day had credible reasons to fear that rioters were armed and later testified that those fears hindered their ability to control the mob.

At Brady, we have confronted extremism before, and we know that unless we take action, we will face it again. That is why Brady joined together with partners including the Anti-Defamation League (ADL), the Center for American Progress (CAP), the National Association for the Advancement of Colored

“January 6, 2021 followed months of escalating political violence and was the logical conclusion of a movement claiming that guns can and should determine political outcomes in America.”

People (NAACP), and the Truman National Security Project to use our collective power to ensure January 6th receives a full, multidisciplinary investigation. Drawing from our respective areas of expertise, our organizations aim to influence the conversation around January 6th by resisting cursory explanations. Brady, in particular, seeks to draw attention to the ways in which guns and the gun lobby play a role in domestic extremism. Our country deserves to be safe from gun violence in every form. Without Brady examining important issues of the day, informed dialogue cannot take place, nor real change happen. You make that possible.



CONGRESS: THE TIME IS NOW

Over the last 12 months, Brady has worked closely with President Biden's team to advance a number of key Brady priorities to address our nation's gun violence epidemic.

During the 2020 presidential election, Brady issued a report detailing executive actions the next president should take to protect Americans from gun violence. In early 2021, only months into his administration and after meetings between White House staff and Brady leaders, President Biden executed several of those proposals and announced tangible ways the White House would address gun violence. Among them were a proposed rule to help stop the proliferation of ghost guns, an investment in community violence intervention strategies, and plans to curb gun trafficking.

Shortly after the president's announcement, Brady and Team ENOUGH released a video highlighting the ease of acquiring untraceable ghost guns featuring 17-year-old Stephan Abrams, of Brady's Team ENOUGH Executive Council, who purchased ghost gun assembly parts online. The video has been used in testimony to support state and local efforts to stop the spread of these dangerous weapons. We also launched a national campaign in support of President Biden's executive action with powerful creative assets donated by Oberland and supported by members of the Gun Safety Alliance. With this support, the campaign drove thousands of comments to the

ATF supporting President Biden's ghost gun proposal.

As members of "Invest In Us" — a coalition of gun violence prevention organizations building support for evidence-based community solutions to gun violence — Brady joined partners in advocating for increased funding for community violence intervention programs. Ultimately these efforts led to President Biden including \$5 billion for evidence-based community violence intervention programs as part of the American Jobs Plan, arguably the largest funding for gun violence prevention in American history.

While there is a narrow gun violence prevention majority in both chambers of Congress, we cannot adequately address gun violence in the United States until we fix unjust democratic systems. Brady and Team ENOUGH have been vocal supporters of legislation like the For the People Act that expand access to the ballot box, reduce the influence of dark money in politics, and ensure that states cannot use discriminatory tactics to prevent individuals, especially those most impacted by gun violence, from voting and having adequate representation.

"In early 2021, only months into his administration and after meetings between White House staff and Brady leaders, President Biden executed several [of those] proposals and announced tangible ways the White House would address gun violence."

DONOR SPOTLIGHT

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We support Brady because their work in Congress makes a difference. It took three presidents and six votes in Congress to enact the first Brady Bill which put in place the national system of background checks for gun sales.

Because of that bill, there have been over 300 million Brady Background Checks, stopping over 4 million prohibited gun purchases. This alone has saved countless lives.

Now, Brady seeks to enact another common-sense gun law that more than 90% of the American public supports. It is a bill that simply expands background checks to online sales, gun shows, and private sales.

Brady's work in Congress is critical to our desire to end gun violence. We support Brady with the hope of more legislation being passed to save more lives.

We know that the filibuster will remain the primary obstacle for gun violence prevention reforms in the Senate. In the past four Congresses, the filibuster has stopped life-saving legislation in its tracks, including in the 117th Congress. In 2021, the House of Representatives passed bipartisan bills, H.R. 8 and H.R. 1446, to expand and strengthen Brady Background Checks, a policy overwhelmingly supported by the American public. The Senate has failed to act because of the filibuster. Perhaps most notably, in spring 2013, following the massacre at Sandy Hook Elementary School, the Senate took up a series of gun reform bills including a bipartisan bill to expand background checks on gun sales. Despite overwhelming public support and 55 senators supporting expansion of the Brady law, opponents filibustered the legislation.

It is for this reason that Brady has become a more vocal opponent of the filibuster and its use as an instrument of partisan gridlock,

allowing a minority voice to hold the Senate hostage with the goal of obstruction. In doing so, we have strengthened relationships with partners and are working to build public awareness about the harmful effects of the filibuster. We must be clear — when it comes to gun violence, the filibuster is killing us.

It is only by ending this rule that we will be able to move Brady's legislative priorities forward to expand the Brady Background Check System and address gun violence in all of its forms. Gun violence is a uniquely American tragedy that claims more than 100 lives every day and inflicts immeasurable trauma. Through legislative action, community engagement, and your support, we have the opportunity to change the trajectory of gun violence in America and lay the foundations for lasting positive change.



BRADY PRESIDENT KRIS BROWN (SECOND FROM LEFT) JOINED ADVOCATES AND CONGRESSIONAL MEMBERS FOR THE WHITE HOUSE ANNOUNCEMENT OF EXECUTIVE ACTIONS TO PREVENT GUN VIOLENCE

POLICY HIGHLIGHTS

IN THE HOUSE: Brady has been a leader pushing the Congressional legislative agenda on gun reform. The House has passed a number of Brady priority bills including H.R. 8 and H.R. 1446 to expand and strengthen Brady Background Checks, as well as a number of bills to expand and protect voting rights. Brady also supported the House passage of legislation to protect communities disproportionately impacted by gun violence, including the Violence Against Women Reauthorization Act, the For The People Act, the John Lewis Voting Rights Act, and the George Floyd Justice in Policing Act.

IN THE SENATE: In addition to becoming a leader on filibuster reform, Brady prepared witnesses for multiple Senate hearings on topics like safe gun storage, where End Family Fire Director Ted Bonar testified. The Senate also held hearings on Brady priority issues including ghost guns and other common-sense steps to reduce gun violence.

IN THE STATES: Brady was integral to the passing of life-saving legislation in a number of states, including priority legislation in California, Colorado, Nevada, New York, and Virginia. These bills ranged from empowering extreme risk protection orders and stopping the proliferation of ghost guns to closing

loopholes in the background check system and strengthening safe storage laws. Perhaps most notably, in New York Brady was deeply involved with the inception and passage of a landmark bill to allow lawsuits (as an exception to PLCAA) against gun manufacturers, distributors, and dealers who irresponsibly contribute to gun violence. The bill is the first of its kind in the nation.

COURTS: FIGHTING FOR PUBLIC SAFETY ACROSS THE COUNTRY

Despite a resurgent pandemic and skyrocketing gun sales, Brady Legal continued its fight for justice and common-sense gun laws in courtrooms across the country, albeit sometimes via Zoom.

Brady Legal is led by its long-time visionary, VP of Legal and Chief Counsel, Jonathan Lowy. Jon's work and passion for the cause were deftly summed up at Brady's 2021 Action Awards Ceremony by former Attorney General Eric Holder: "At our best, lawyers are foot soldiers in the fight for justice, accountability, and a more perfect union. Jon Lowy, Brady's Vice President of Legal and recipient of this year's Legal Action Award, is just that type of lawyer."

It is Jon's leadership that has led Brady to hold the gun industry accountable in over 40 states, winning over \$60 million in verdicts and settlements for victims and survivors of gun violence. Over the last year alone, Brady litigated 25 cases and filed 6 new cases, taking on large corporations as well as holding individual gun dealers accountable for negligent practices that fuel gun violence in their communities.

In the process, Brady Legal has won hard-fought victories, changing business practices and laws to keep all of us safe — and they're able to continue their fight because of your generous and unwavering support.

It's your support that makes cases like J.R. Gustafson's so important — for both his family and the nation. This past March marked five years since J.R., then 13 years old, was unintentionally shot and killed by another young boy who thought the gun was unloaded. The gun used to kill J.R. lacked a critical safety feature that could have prevented his death — an all too common occurrence in America. Jon and the Brady Legal team knew this would be a difficult case to try because of an unjust federal law called the Protection of Lawful Commerce in Arms Act (PLCAA) that gives the gun industry special, unparalleled protection from civil liability — unlike any other industry in America.

We won a huge victory recently when a Pennsylvania appellate court struck down PLCAA as unconstitutional. We are now fighting an appeal of that decision. We'll keep you posted as our battle for justice for J.R.'s family

"Over the last year alone, Brady litigated 25 cases and filed 6 new cases, taking on large corporations as well as holding individual gun dealers accountable for negligent practices that fuel gun violence in their communities."

DONOR SPOTLIGHT THE BROSE HIE HILL FOUNDATION



The Brose Hie Hill Foundation seeks to fulfill the vision of its namesakes Olive and Richard Brose. They sought to make an impact in land conservation, animal protection, and civil rights, while taking a holistic view on global health.

Brady is an important thread in this tapestry. Brady serves as a pivotal voice in a dialogue about gun safety and ownership, public health, and violence prevention.

We are impressed with Kris, and the expertise, commitment, and dedication of Brady's team. The Foundation has been committed to Brady for over 20 years, including recently through the work of Ned Brose, a law student, and foundation director, who interned with Jon Lowy this past summer. We appreciate Jon's work on gun industry litigation, an important aspect of Brady's multi-pronged approach. We stand firmly behind Brady and are committed to making progress on ending gun violence together.

continues. But, because of your generosity, it will continue!

Brady Legal's victory in *Gallagher v. Cabela's* is another precedent-setting case where Brady and legal alliance partner Cooper & Elliott filed suit against Cabela's for selling a black powder firearm to a person with a felony conviction who then used that firearm to kill 21-year-old Bryan Gallagher. Prior to Brady's lawsuit, Cabela's would sell these firearms over the phone and via their catalogue without subjecting buyers to a background check. Because of Brady Legal's work, Cabela's now ensures that anyone who purchases one is legally permitted to own a firearm.

Brady Legal is unique in that it works on behalf of victims of gun violence in all its forms. This year Brady took on a case on behalf of the family of Jacob Mace. While undergoing an acute mental health crisis, Jacob was sold a gun by a big box store where he worked, and he used it to kill himself that day. Brady Legal is seeking justice for Jacob's family and working

to ensure that the store reforms its business practices to screen for suicide risks.

Across the nation, your support helps Brady Legal's work secure tangible wins that prevent gun violence, holding negligent businesses accountable and sending a message that we will find ways to stop this epidemic, no matter what obstacles stand in the way. You allow families that have suffered grievous losses an opportunity to seek, and find, justice.



SUPREME COURT WILL SOON HEAR THIS CASE IN WHICH THE GUN LOBBY SEEKS TO ENSHRINE A CONSTITUTIONAL RIGHT TO CARRY GUNS IN PUBLIC

For more than three decades, Brady has fought for a sensible construction of the Second Amendment that preserves common-sense gun laws and protects our fundamental right to live. Brady is actively waging this battle in the courts — including the Supreme Court of the United States in *NYSRPA v. Bruen*, which will be decided in 2022. This case seeks to strike down the New York law requiring individuals to show “proper cause” to obtain a concealed handgun permit. Make no mistake, the petitioners in this case are seeking a right to carry guns for use in public, armed confrontation. Brady is set to file an amicus brief in the case urging the Supreme Court to reject this gun lobby argument for an unprecedented expansion of Second Amendment rights.

LEGAL HIGHLIGHTS

1. Brady represented the village of Deerfield, Illinois in a case that challenged the village's regulation on assault weapons. Thanks to Brady's work, an Illinois appeals court vacated a previous injunction and upheld the village's right to enact a ban on assault weapons while the case continues to work its way through further appeals.

2. Brady Legal attorneys represent the King family whose son Anthony was shot and killed. The lawsuit alleges that Cabela's wrongfully

sold handgun ammunition to a minor, who then used it in Anthony's death. A New York appeals court allowed the case to proceed and affirmed that federal law does not shield gun dealers from being held accountable for illegal and negligent ammunition sales.

3. In one of six new gun industry liability cases filed this past year, Brady is representing Marquise Johnson. At 21 years old, Marquise's football career ended tragically when he was unintentionally shot and had his leg partially amputated. The firearm involved in the shooting was designed and sold without numerous safety features and warnings.

4. In January 2018, a domestic violence abuser reached out to a 19-year-old on Armslist.com to purchase a handgun that had been listed on the site. Ultimately, he met the seller the next day and paid for the gun in cash. A day later, the abuser shot and killed his wife and then himself. Brady Legal has filed a complaint alleging that Armslist knew, or should have known, that facilitating anonymous online gun sales creates foreseeable danger and a likelihood that prohibited purchasers would use their site to illegally acquire guns.

COMBATING CRIME GUNS

USING INNOVATION TO HOLD THE GUN INDUSTRY ACCOUNTABLE

Did you know that nearly 90% of guns recovered from crimes are traced back to about 5% of gun dealers? We count on government oversight to keep us safe in so many areas: what we eat, where we work, the medicines our doctors prescribe. Shouldn't the sale of something as lethal as guns have the same rigorous oversight? Shouldn't we know who these 5% of gun dealers are — and intervene?

The Bureau of Alcohol, Tobacco, Firearms and Explosives (ATF) is the only federal agency with oversight of the gun industry in the United States. However, unlike the industries listed above, there is little transparency into how the ATF holds the gun industry accountable. In October 2017, Brady took the ATF to court to obtain inspection reports of gun industry businesses that violated firearms laws. This litigation resulted in the ATF producing 55,000 pages of reports detailing inspections of over 2,000 federal firearm licensees (FFLs) since July 2015 — and the production of documents continues today, because what we found was deeply disturbing.

While there are more than 130,000 FFLs in the United States and the ATF's internal goal is to inspect each dealer once every three to five years, agents actually inspect only 7% of FFLs annually. **This means more than 120,000 FFLs remain uninspected every year; worse,**

in any five-year period, most FFLs will not be inspected at all. Some dealers go more than a decade without any agency ensuring they comply with the law.

The documents obtained by Brady show that even when the ATF does conduct an inspection, it often fails to adequately enforce the law. Brady found that even when inspectors recommend license revocation for repeat violators, such revocations are frequently overruled by higher-level ATF officials, putting average Americans at risk by permitting behavior that should result in the closure of the gun dealer. The data Brady obtained says it all — of approximately 13,000 inspections conducted in FY 2019, nearly half of dealers were cited for violations, yet less than 0.5% of all inspections resulted in the loss of a license.

In May 2021, USA Today and The Trace published a years-long analysis exposing these ATF practices, relying on inspection reports provided by Brady. The reporting shows that the gun lobby and their friends in Congress have hobbled ATF inspection of federal firearm licensees, leading to foreseeable infractions and proliferation of crime guns in communities across the country.

In fall 2021, Brady will publish the data obtained from the ATF as part of our upcoming "Gun Store Transparency Project." This project includes an interactive map of gun store inspection records obtained by Brady — the most comprehensive set ever made public. Brady will shed light on gaps in gun industry oversight; the American public deserves to know about businesses that contribute to gun violence in their communities — and whether they are held accountable.

Not content to simply reveal gaps in enforcement, Brady has also developed a method for identifying key characteristics of dealers more likely to violate the law. **This algorithm is 4.5 times more likely to identify a problem dealer than random selection.** With this data, we are working with advocates, law enforcement, and policymakers across the country to provide vital information that will allow them to make their communities safer. States and localities with appropriate authority can fill the ATF oversight void and conduct their own, more efficient oversight of dealers to ensure laws are being followed and lives are not being put at risk.

The vast majority of gun dealers respect the law. Brady wants to help communities target the small percentage of dealers who routinely and recklessly violate the law, which too often results in death and injury. Thanks to Brady's supporters, we are able to shine light on these businesses and shift the burden of gun violence to the suppliers of crime guns. No one should prioritize profit over public safety.

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COMMUNITIES: LEADING FROM EXPERIENCE

GUN VIOLENCE SURVIVOR MAISHA FIELDS JOINS BRADY AS THE VICE PRESIDENT OF ORGANIZING

It's a club that *no one* wants to join.

For Brady's new Vice President of Organizing Maisha Fields, her day unwillingly came on June 20, 2005. Less than a month after graduating from Colorado State University, her brother, Javad, and his fiancé, Vivian, were shot and killed in Aurora, Colorado.

Fields was now part of the ever-growing "gun violence survivors" club.

The loss that Fields experienced caused insurmountable pain. Yet since that day, she has channeled her pain and grief into action for all victims and survivors of gun violence. Experiences like Fields' have galvanized Brady's Organizing team, helping refocus strategic priorities and expanding Brady's grassroots footprint to end America's gun violence epidemic.

In 2021, Fields worked to align the efforts of

Brady grassroots with volunteers at the top of mind, including grassroots-led chapters and State Executive Committees (SECs). These chapters and SECs include everyday activists, nonprofit and health care professionals, gun violence survivors, and more who work in concert with Brady to forward our life-saving mission.

Brady Organizing achieved this "volunteer-first" recalibration by hosting weekly office hours, conducting membership surveys, implementing monthly virtual vigils for gun violence victims, and creating tailored "Training Tuesdays."

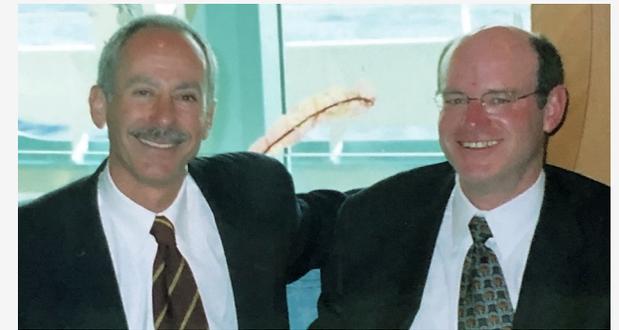
This reinvigoration of our volunteers allowed Brady to mobilize more communities against gun violence, nowhere more so than in Fields' home state of Colorado where a new chapter and SEC have hit the ground running.

Following the 1999 massacre at Colorado's Columbine High School, Brady's grassroots footprint in the state was strong, but Fields helped solidify that role with her strong ties to the local gun violence prevention community. Fields has dedicated her life to helping others



BRADY VP OF ORGANIZING MAISHA FIELDS VISITS THE PULSE MEMORIAL IN ORLANDO, FLORIDA.

DONOR SPOTLIGHT RHOADY LEE AND ALAN GARTENHAUS



Rhoady Lee has supported Brady for the past 20 years. He learned about Brady while in George Washington University Hospital. Rhoady had a brain aneurysm at a young age and was treated at the same time as Jim Brady. Jim had a profound effect on Rhoady's life. Jim's sense of humor and perspective helped Rhoady persevere during a difficult time. Rhoady grew up as a third-generation hunter in Washington state, where hunting is part of the culture. Gun safety has always been important to Rhoady's family — they are strong supporters of gun licensing, permits, and gun safety education. Rhoady and Alan hope the next generation will steer the tide away from the extremism of the NRA and lead us towards a better and safer society for all.

as both a nurse practitioner and gun violence prevention advocate after the murders of Javad and Vivian, working alongside the likes of Rep. Rhonda Fields and former Gov. John Hickenlooper to pass one of the largest, most impactful packages of gun violence prevention reforms in the country.

Picking up where she left off, Fields led Brady in forming a Colorado chapter and SEC in 2021, recruiting a talented group of policy, digital engagement, programs, and event professionals. Brady celebrated their launch with a town hall event on gun violence featuring former governor and current U.S. Sen. John Hickenlooper, State Sen. Rhonda Fields, State Rep. Tom Sullivan, Tom Mauser of Colorado Ceasefire, and Brady President Kris Brown.

Just weeks before the town hall, tragedy struck in Boulder, CO, at a local supermarket: Ten people were shot and killed and one was injured. Less than two months later, six people were shot and killed at a birthday party in Colorado Springs, CO. Our nation once again reeled with two mass shootings — not to mention the 6,000 people in Colorado who have died from gun violence in the past decade.

In the aftermath, Brady Colorado was on the frontlines with Colorado Ceasefire, our local partner, to honor the lives lost by taking action.



Hearing calls for change, the Colorado state legislature introduced three pieces of legislation to help prevent tragedies like those seen in Boulder and Colorado Springs. The bills included creating an office solely dedicated to preventing gun violence, expanding the waiting period for background checks, and giving back to localities the power to enact their own gun safety laws. With Brady's support, Fields and State Executive Committee lead Val Beck testified in support of the bills, helping advance them through the state legislature.

On June 19, 2021, exactly three months after the formation of Brady Colorado and the Brady Colorado SEC, we declared victory when Gov. Jared Polis signed all three bills into law, representing a comprehensive approach to addressing gun violence in its many forms.

This legislative victory was just one of many. The realignment of grassroots' priorities allowed Brady to reach more communities across the country to end gun violence. In fact, in 2021 — even amidst a global pandemic — nearly 50,000 Brady supporters alongside 45 chapters and SECs took action against the epidemic of gun violence.

Our mission to end gun violence is a collaborative effort led by survivors like Fields, overseen by our expert staff, and executed through our dedicated volunteers.

And most importantly, none of this vital work would be possible without loyal supporters like you. As Fields says, "When we fight, we win!"

GRASSROOTS HIGHLIGHTS

1. Our fully remote five-day California conference recognized the tireless work of our Brady CA chapters and provided volunteers and supporters with the tools to end all forms of gun violence. We were joined and recognized by House Speaker Nancy Pelosi, Rep. David Chiu, and Brady veterans like Amanda Wilcox and Mattie Scott.

2. We launched Voting Access Saves Lives, a campaign to dismantle voting rights barriers in communities disproportionately impacted by gun violence. We helped secure \$3 million to

expand voting access, restored voting rights for parolees in California, and defended vote-by-mail amidst a global pandemic.

3. After the brutal murders of George Floyd and Breonna Taylor, we demanded change: Team ENOUGH Executive Council Member Aalayah Eastmond spoke in front of thousands calling for police accountability and criminal justice reform at the National Action Network's Commitment March in Washington, D.C.

4. Then-17-year-old Team ENOUGH Executive

Council member Stephan Abrams led a video campaign showing the ease of purchasing unregulated ghost gun parts. The video was utilized by legislators and media from across the country to prevent the proliferation of ghost guns.

5. Seeing the grave threat ghost guns pose, Ruth Borenstein of Brady CA led legislators in five cities to introduce local ordinances to ban ghost guns. Once passed, these cities will be the first in the nation to combat ghost guns on the local level

TEAM ENOUGH TAKES OVER FLORIDA TO HONOR WITH ACTION

Team ENOUGH, Brady's youth-led initiative, was founded in the immediate wake of the 2018 shooting at Marjory Stoneman Douglas High School in Parkland, Florida. In a matter of minutes, 17 students and staff were shot and killed.

Fast forward three years and, through the generous support of our donors, Team ENOUGH returned to Florida to honor the lives lost to gun violence and help prevent further loss of life. Through conversations about police violence, events with elected officials, and dialogues with communities hit hardest by gun violence, we established new partnerships and recruited 130 diverse youth activists to Team ENOUGH!

Team ENOUGH kicked off their five-day tour at one of the most prominent historically Black colleges and universities, Florida A&M University, with a police violence roundtable. Alongside our local partners, students reimagined policing with a community-



(TOP) TEAM ENOUGH MEMBERS IN FRONT OF FLORIDA TOUR BUS, (BOTTOM RIGHT) LOCAL STUDENTS PARTICIPATE IN TEAM ENOUGH'S ART ACTIVISM INSTALLATION, (NEXT PAGE) CHANGE THE REF'S MANNY OLIVER AND REP. TED DEUTCH (FL-22) JOIN TEAM ENOUGH IN PARKLAND, FL.

centered approach designed to reduce fatal shootings and injuries in Black and Brown communities.

Team ENOUGH prioritizes listening to young people impacted the most by gun violence and helps provide tools so young people can speak out and drive change in their communities.

On day two, students headed to Orlando to educate young people about the legislative process in Florida, which can be complicated for youth to navigate. Luckily, students were joined by two prominent lawmakers: Rep. Guillermo Smith and Rep. Anna Eskamani. Together, Team ENOUGH leaders shared tips with youth on how to effectively tell their stories and effective ways to prevent gun violence through Brady's public health approach — skills learned and shared through Team ENOUGH's Lobbying Collective, now in its third year.

The massacre was a tragedy by all definitions, but Team ENOUGH understands that gun

violence is more than the high-profile mass shootings; Black and Brown youth are devastated by urban, "everyday" gun violence. That couldn't be more true for neighborhoods in Florida's Broward County and Liberty City. It's why Team ENOUGH met with students in these two historically underserved communities — to listen and discuss how gun violence impacts them.

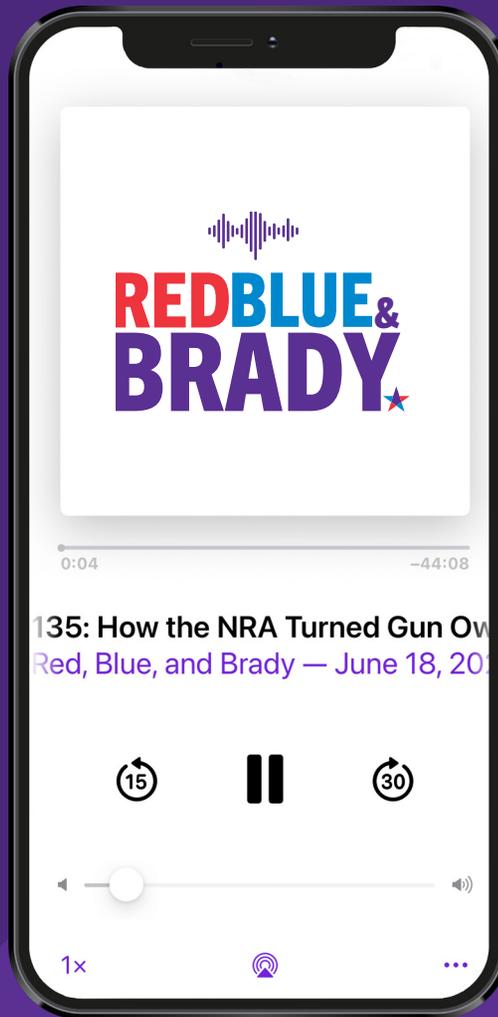
Team ENOUGH gave local students a space to express themselves through art with artists and





activists Manuel and Patricia Oliver of Change the Ref. Together with the historic Belafonte TACOLCY Center, the group created a mural, provided mutual aid, and hosted an action circle to discover new ways to solve conflicts and heal from gun violence. This served as a reminder for attendees that they are part of Team ENOUGH, the generation that will end gun violence.

It's because of our local partners, dedicated youth activists, and grassroots donors like you that our homecoming trip was such an overwhelming success. With your continued support, we'll see Team ENOUGH continue to change the gun violence landscape wherever they go!



ADD RED, BLUE, & BRADY TO YOUR PODCAST PLAYLIST!

Join us weekly for personal narratives and unique perspectives on ending America's gun violence epidemic.

Listen now on all major podcast platforms or go to bradyunited.org/podcast.



END FAMILY FIRE

AMERICA'S DEADLIEST MASS SHOOTING IS ONE WE DON'T TALK ABOUT

Every day in America, an average of 63 people die by firearm suicide — nearly two-thirds of all gun deaths.

In September of last year, Brady launched the latest iteration of End Family Fire, our national safe storage campaign which began in 2018. The campaign first focused on the safety of the 4.6 million children living in homes with unsecured firearms. Our September 2020 launch layered in additional content focusing on suicide as a form of family fire — a shooting involving an improperly stored or misused gun in the home resulting in death or injury. The shift to suicide was bold, coupling two conversations the public typically does not, but should, have — access to weapons in the home and suicide prevention.

Brady is frequently contacted by people sharing stories of loss and grief. Imagine our feelings as we read this line: *"I felt a need to thank you for saving my son's life..."* The letter went on to share how these parents had seen our gun suicide prevention PSA and purchased a safe for their gun. They later learned that their son had contemplated using that gun to kill himself — your support of Brady and the End Family Fire campaign helped save that young man's life!

The latest campaign, created in partnership with the Ad Council, promotes awareness among gun owners about the importance of safe storage in preventing gun suicide. It is a first-of-its-kind effort in the gun violence prevention movement — our version of the famous public interest campaigns taking on "secondhand smoke" and drunk driving with the "designated driver" campaign. We created it; the world listened. Media giants such as Bustle, the New York Times, Reddit, Twitter Arthouse, and the Washington Post donated media placements ensuring End Family Fire's message was seen across the country. Suicide prevention and public health groups like the American Psychological Association, the Trevor Project, and the National Network of Public Health Institutes provided invaluable insight in developing the campaign, ensuring that the message was effective and inclusive of gun owners.

Throughout all of Brady's efforts to prevent gun violence, it is critical to address how gun violence disproportionately impacts particular communities. While veterans make up only 7% of the U.S. population, they comprise 18% of suicide deaths, 70% involving a firearm. Given these staggering statistics, Brady and the Ad Council prepared another targeted campaign focused on preventing suicide among U.S. veterans.

The world-renowned Facebook Creative Shop selected this issue from almost 100 causes as one of four Ad Council campaigns to receive pro bono placement. In collaboration with veterans, veteran-led production teams, and Facebook, Brady and the Ad Council created

the campaign "Service Never Stops" — assets to be released this fall.

End Family Fire efforts are being further strengthened by the comprehensive services now offered by the End Family Fire team. In addition to the broad public messaging campaign, your donations have made it possible to provide innovative, targeted support to states, organizations, medical and behavioral health providers, communities, and individuals to improve safe storage messaging and practices. We are also actively moving forward with a number of corporations that have identified the need to incorporate safe storage messaging for employees as a means of suicide prevention. Because of you, End Family Fire is expanding to more quickly and effectively prevent unintentional injury or death.

Do you know or work for an organization that might be interested in this type of training? Contact partnerships@bradyunited.org for more information and to join the ever-growing team of advocates spreading the End Family Fire message!



BRADY IS PROUD TO BE LED BY GUN VIOLENCE SURVIVORS

AT BRADY, GUN VIOLENCE IS PERSONAL.

From our founder Max Borinsky and namesakes Jim and Sarah Brady to today, we are survivor-led — it's our legacy, it's our lineage, and it's our present.

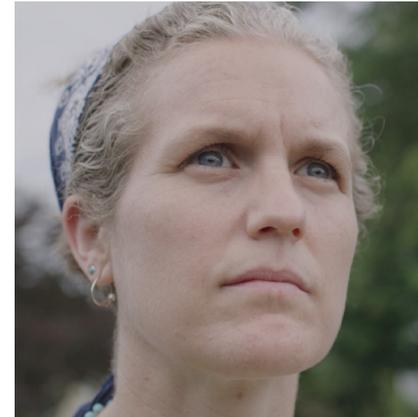
We know firsthand the devastating toll gun violence takes, and so does Brady. It's not about talk, it's about action. Our solutions will make a difference because they're data-driven and not ideological posturing. Brady is committed to ensuring no other family or community experiences the tragedy of gun violence — because we all deserve to live our lives free of that fear.



MAISHA FIELDS VP, ORGANIZING

In 2005, Maisha's brother, Javad, and his fiancée, Vivian, were murdered in retaliation for an upcoming trial in which Javad was scheduled to testify as a witness. Following this loss, Maisha became a nurse practitioner and advocate for common-sense gun reform. In 2013, she worked with Colorado's Rep. Rhonda Fields and Gov. Hickenlooper to pass one of the largest gun violence legislative bill packages in the country. Maisha came to Brady in 2021 influenced by her passion for public health and a desire to work with other survivors to carry on her brother's legacy.

[Hear Maisha's story on episode 128 of Red, Blue, and Brady.](#)



LIZ DUNNING VP, DEVELOPMENT

In 2003, Liz's mother was shot and killed answering the door of her home. It took nearly 12 years to bring the killer to justice. That long-awaited guilty verdict prompted her to become a more public gun violence prevention advocate. In 2017, Liz celebrated her 40th birthday, and what would have been her mom's 70th birthday, by launching Run Lizzie Run. She ran the D.C. Rock 'n' Roll marathon on her mom's birthday, raising nearly \$30,000 for Brady in the process.

[Hear Liz's story on episode 27 of Red, Blue, and Brady.](#)



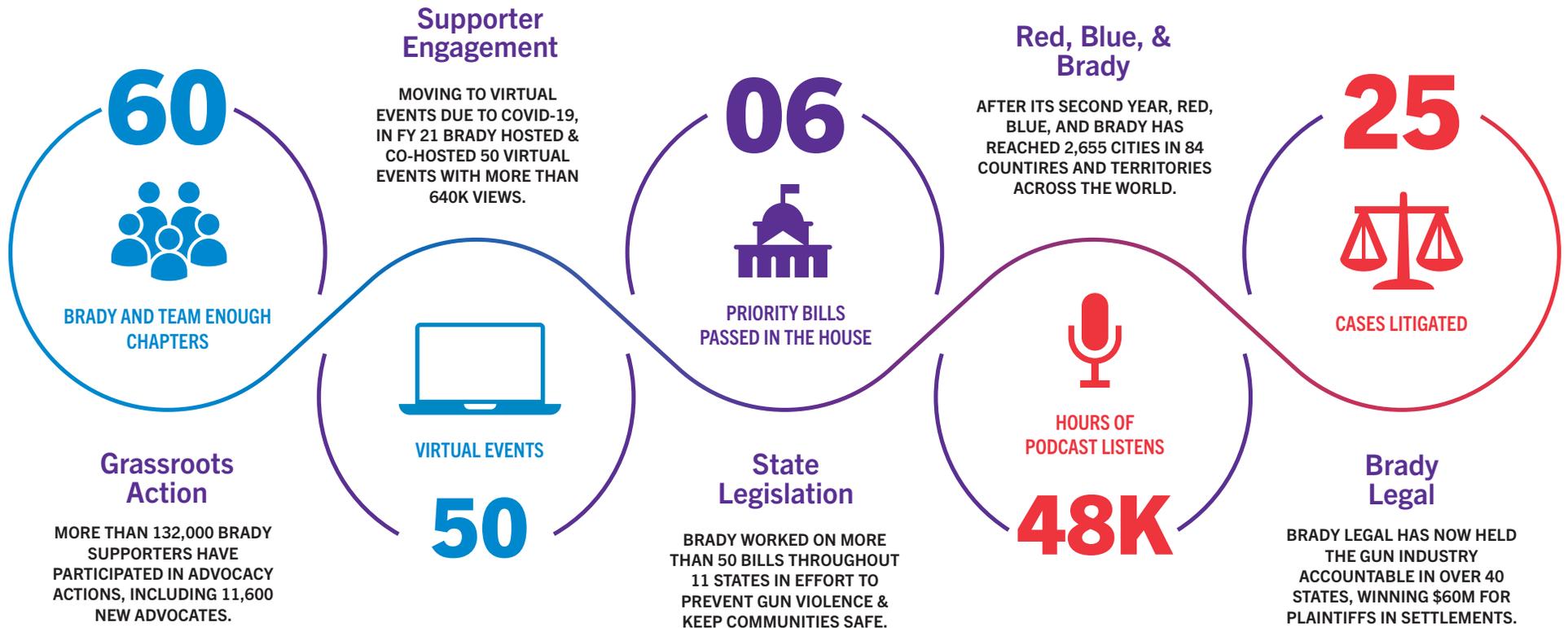
CHRISTIAN HEYNE VP, POLICY

Christian grew up in Thousand Oaks, California. He began advocating for stronger gun laws after a man with a history of violence shot his parents on Memorial Day 2005. His father survived multiple gunshots, but his mother was killed. In the wake of this tragedy, Christian and his dad started a chapter of the Brady Campaign to Prevent Gun Violence in Ventura County and helped to pass a number of local ordinances, such as a requirement to report lost and stolen handguns. Shortly thereafter he started Brady's only collegiate chapter at California State University, Chico.

[Hear Christian's story on episode 27 of Red, Blue, and Brady.](#)

A YEAR IN REVIEW

FISCAL YEAR 2021 BY THE NUMBERS



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.

Dr. Will Adams
Anonymous (15)
Richard A. Baker
Kalman and Janet Barson
Steve and Becky Beach
Gene Bernstein and Kathleen C. Walsh
Denis and Diana Bertone
Kris Brown
Julie Cicileo
Cordy Galligan
Deborah Granger
Gustav Haas
William S. Harwood and Ellen Alderman
Ricki Tigert Helfer and Michael S. Helfer
Paul Herstein
Larry And Terry Hill
Karl Hunt

Martina Leinz
Melanie and Richard Lundquist
Marvin Marcus
Donald A. Mattes
Elisabeth Nason
Lester H Nathan
David O'Connor
Richard G. Parise
Timothy G. Potter
Kevin and Jane Quinn
Dieter and Barbara Schugt
Keith R. Sendall
William R. Warwick
Robert and Linda Waugh
Mr. Robert J. Wilhelm
Robert Williamson

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 or myimpact.bradyunited.org for more information.



“As signatories to the Giving Pledge, my husband Richard and I have committed \$1 million to Brady in our estate plan because gun violence threatens the future of all children and the public health. We believe gun violence prevention should always be a bipartisan effort.”

- MELANIE LUNDQUIST



BRADY ACTION AWARDS

HONOREES

Stacey Abrams · Bryan Cranston · Michael Douglas · Coach Steve Kerr · Rep. Lucy McBath · Jonathan E. Lowy · Gov. Arnold Schwarzenegger · Mattie Scott · Michael Dowling and the Northwell Health System



“We need to have conversations about guns and gun violence. Not knowing the facts is dangerous in any epidemic . . . something we’ve especially seen the past year. But there is no vaccine for gun violence. It’s going to require open discussions, understanding the facts, and embracing common-sense solutions. It’s going to require, as they say at Brady, taking action not sides. Because we all have everything to gain by working together.” Bryan Cranston, Ambassador Action Honoree, Brady Action Awards 2021

On April 29, 2021, Brady hosted its first virtual Brady Action Awards. The event was a resounding success, engaging supporters and activists from across the country in a way not previously possible.

Honorees included grassroots advocates, political officials, and celebrities who have put a spotlight on the need to prevent gun violence. We know that it will take action from people of all backgrounds, identities, and political affiliations to stop this epidemic, and our honorees and special guests continue to remind us through their determination and passion that change is indeed possible.



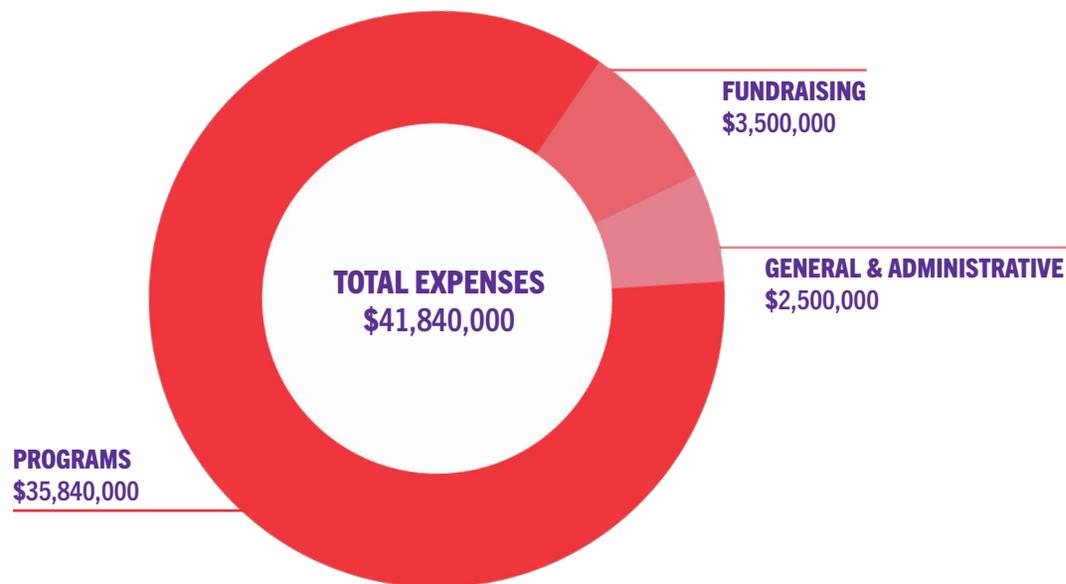
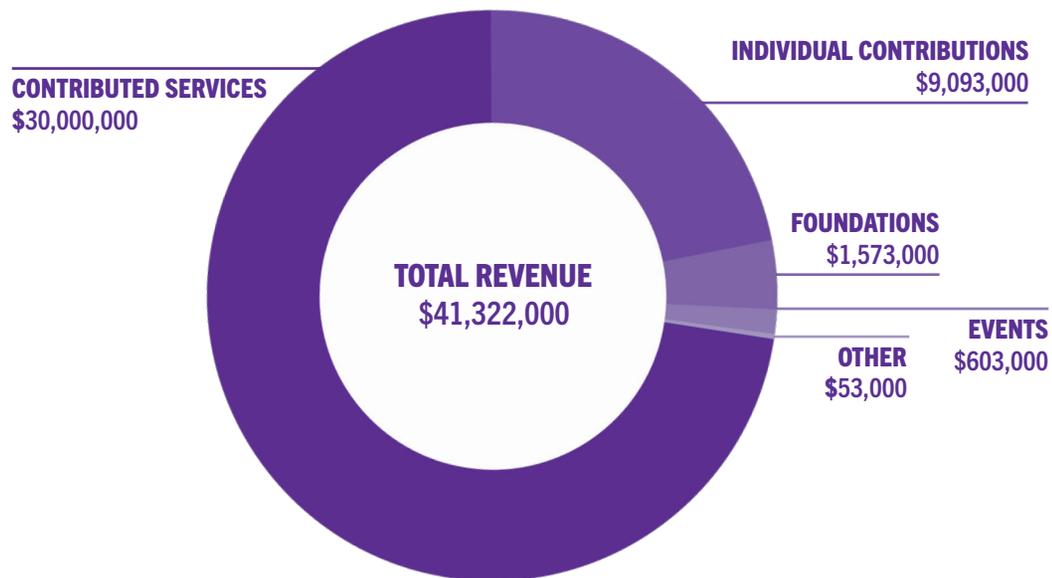
WANT TO BE PART OF THE ACTION?

Save the Date for May 3, 2022 at The Mayflower Hotel in Washington, D.C., and stay tuned for details on how you can be part of the excitement next year as we honor those who take action and support Brady’s life-saving work.

FINANCIALS

FISCAL YEAR 2021

*Pre-Audit, Non-GAAP Financials.
Contributed services estimated. Actual
number still being reported. Program
expenses include \$30M in contributed
services.*



REGIONAL LEADERSHIP COUNCILS

Regional Leadership Councils (RLCs) help Brady pursue its mission to reduce gun violence 25% by 2025. A top priority for RLCs is fundraising to support Brady's programs. RLC members commit to organizing, hosting, and supporting local events, and promoting and amplifying Brady's campaigns such as End Family Fire, Combating Crime Guns Initiative, Brady Legal, and Team ENOUGH.



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Allison Shaw
Randi Singer
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Ben Wexler



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Katherine Nicholls	

REGIONAL LEADERSHIP COUNCILS



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Ben Jablow
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Corry Keilin
Douglas W. Lyons

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Carrie Cochran
Amy Dixon
Ricki Tigert Helfer

Roberta Horton
Peter Jablow
Jackie Mahoozi
Marisa Nightingale
Natalie Prokops
Alan Pemberton
Kim Scardino

JIM CASHEL AND ANNE CHING



For Jim Cashel and Anne Ching, supporting Brady is a family affair. Jim was introduced to Brady through his work with a digital communications firm. He admired Brady's clear goals, strategy, and tactics, and as a result joined Brady's Bay Area Regional Leadership Council (RLC) as a founding member. Sharing Jim's commitment to the issue, Anne later

joined the RLC. As a newly elected Sonoma Valley School Board Member, Anne plans to integrate Brady's End Family Fire program into her local school system to raise awareness about how safe storage of firearms saves lives. Gun violence prevention is a top priority for their family, and together they are committed to staying involved.

If you have questions or want to learn more about Brady's Regional Leadership Councils, please email Jessica Simon, National Director, Leadership Councils at JSimon@bradyunited.org or 202-370-8132.

BOARD OF DIRECTORS

FISCAL YEAR 2021

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501(c)(3)

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Joseph Sakran
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WAYS TO GIVE

YOU MAKE OUR WORK IN CONGRESS, THE COURTS, AND COMMUNITIES POSSIBLE.

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, 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

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, DC 20002.

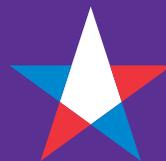


Stock: You can initiate a stock transfer through your broker to our Wells Fargo Account by calling 1-800-603-1584.

Account Name: Brady Campaign
DTC Number: 0141
Account Number: 1718-1602

Please notify Christa Kovacs with the contact information below.

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 or 202-370-8120.



BRADY
UNITED AGAINST GUN VIOLENCE

BRADYUNITED.ORG