




NEW VOICES JOIN THE FIGHT

*Brady Campaign and Brady Center
to Prevent Gun Violence*



ANNUAL REPORT 2010

A young man with short dark hair, wearing a light blue button-down shirt over a blue t-shirt, is shown in profile from the chest up. He is looking out a window. The window has a brick wall and some greenery visible outside. The lighting is soft and natural, coming from the window. The overall mood is contemplative and serious.

“ Many people say we can’t or shouldn’t
improve the gun laws in this country.
I’m part of the next generation,
I reject that premise, and I say we can
and should do better. ”

COLIN GODDARD

LETTER *from* PAUL HELMKE

Dear Friends,

The past year gave us too many shootings, too much death, and too much silence from our leaders on the issue of gun violence.

Through it all, the Brady Campaign and Brady Center stood strong to demand change. Thanks to our loyal and generous supporters, we made remarkable progress.

We advanced legislation to close the gun show loophole, gaining formal support from more Members of Congress than for any good gun legislation since the Brady Bill passed in 1993. We responded to an onslaught of Second Amendment challenges in courtrooms from coast to coast, and beat back nearly all the gun lobby's efforts to roll back existing gun laws.

And, despite the deep pockets and behind-closed-doors influence of the gun lobby, we kept the deadly consequences of our nation's weak gun laws in the spotlight. In the media, in the halls of Congress, and on street corners in communities from coast to coast, our message was heard – sensible gun laws save lives.

The past year also brought many new voices to our movement for the reasonable regulation of guns—people who spoke up loudly to demand our country do more to prevent needless gun deaths.

Leaders arose from a younger generation—like current Brady staff member and Virginia Tech survivor Colin Godard and the many students across the country who fought back gun lobby attempts to push guns onto their campuses. Voices swelled in the faith community to demand an end to the loss of human life to guns every single day. You'll hear these voices throughout this report, and I'm sure you'll be as proud to stand with them as I am. We're going to need them.

As I write, momentum is building for sensible gun legislation in the wake of the terrible shootings in Tucson on January 8, 2011. This tragedy, and countless others, might have been avoided or been less lethal if only our political leaders had shown some backbone and stood up to the gun pushers.

And thanks in part to our recent pressure, President Obama has finally spoken out for stronger gun laws!

One thing we know for sure—our leaders will not act unless we demand it. The Brady Campaign and our chapters and partners around the country are working hard every day to sound a drumbeat for sensible gun laws that is too loud to be ignored.

I hope you share my pride as you read about the outstanding work we've done together over the past year. We stand ready to act with boldness and conviction in the year ahead. We promise to honor the trust that you, our supporters, have placed in us by using our resources wisely. Thank you for helping us advance sensible gun laws and save lives.

With appreciation,



Paul Helmke, President



FIGHTING *for* SENSIBLE GUN LAWS

CLOSING THE GUN SHOW LOOPHOLE

In most states, convicted felons, domestic violence abusers, and those who are dangerously mentally ill can legally walk into almost any gun show and buy weapons from unlicensed sellers. The Brady Campaign made closing the gun show loophole our #1 legislative priority in 2010 and secured 114 co-sponsors for the bill in the U.S. House of Representatives.

To increase support for the bill, the Brady Campaign brought gun violence victims and expert panelists from the medical and law enforcement fields to testify at a July 2010 Congressional forum chaired by Rep. Bobby Scott (VA). Virginia Tech survivor Colin Goddard spoke at the forum and then took to the halls of Congress with other Brady staff members to urge Representatives to support legislation to close the gun show loophole.



Chief Scott Knight testifies at a Congressional forum on the legislation to close the gun show loophole in July 2010.

STOPPING THE NRA'S POLITICAL MANEUVERING

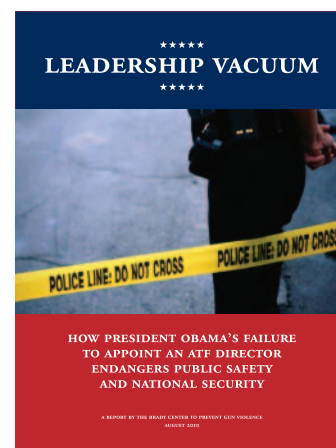
It isn't every day that the U.S. Senate stands up to the NRA bosses, but with help from Brady Campaign activists across the country, they did just that last summer. The NRA tried to attach an amendment to campaign finance legislation so that their big dollar donors, and only their big dollar donors, could remain secret. Your Brady Campaign mobilized activists to contact Congress and brought the NRA's unscrupulous tactics to the attention of the media and the American people. The Senate did the right thing and rejected the flawed bill in July 2010.

DEMANDING LEADERSHIP *from* PRESIDENT OBAMA

In January 2010, President Obama earned a failing grade from the Brady Campaign for his disappointing lack of leadership for common-sense gun laws. Our report, "President Obama's First Year: Failed Leadership, Lost Lives," cited the Administration's failure to speak out about gun violence and for allowing people to carry concealed weapons in national parks and in checked luggage on Amtrak trains.

You can count on your Brady Campaign to continue to demand leadership from our President—the kind of leadership he showed during his 2008 campaign.

(right) The Brady Center drew attention to President Obama's failure to appoint a Director to the Bureau of Alcohol, Tobacco, Firearms and Explosives (ATF) in this August report. The President announced a nominee for the position in November, and we will continue to push for his confirmation.



SENSIBLE GUN LAW CANDIDATES WIN BIG IN 2010

The 2010 election sent a clear message to politicians – kowtowing to the NRA is no way to get elected. That certainly proved true in the U.S. House of Representatives in 2010. Twenty-seven Democratic incumbents who were endorsed by the National Rifle Association were defeated.

On the other hand, candidates with a history of support for our issue won re-election in the Senate, including Sen. Barbara Boxer (CA) and Sen. Charles Schumer (NY), and in the House, where only two of the 101 Democratic incumbents who publicly showed support by co-sponsoring legislation to close the gun show loophole lost their re-election bids.

LESSON LEARNED: Make sure your elected officials know – doing the NRA's bidding does not win elections, standing up for common sense gun laws helps bring election victories!



Voices Against Gun Violence: REP. MIKE QUIGLEY, IL



Rep. Mike Quigley (IL) was endorsed by the Brady Campaign and won re-election to the House, representing Illinois' 5th District.

I stand for the middle ground on guns. I believe it is entirely possible and absolutely justifiable for our country to embrace a common sense and life-saving middle ground on gun control that protects citizens while respecting the Second Amendment.

The Supreme Court has ruled that the Second Amendment provides law-abiding, responsible citizens with a constitutional right to own a gun in the home. But it also made the critical distinction that it is not an unlimited right, and that communities – in the interest of public welfare – can keep guns away from schools and out of the hands of terrorists, felons and the mentally ill.

Sadly, Congress has failed to lead our nation on this issue, strenuously avoiding the necessary discussion of common sense gun laws. I believe we must start heeding the call of the American people, who polls show strongly support legislation to prevent gun violence.

I call on my fellow Members of Congress to stand with me in the sensible middle for sound laws to protect our citizens from needless gun violence. We must do better, for the safety of our children and of all Americans.

TAKING ON THE GUN LOBBY *in the Courts*

Irresponsible conduct by gun manufacturers and sellers has tragic real-world consequences.

The Brady Center uses the threat of liability lawsuits to prevent reckless gun pushers from skirting the law and endangering our neighborhoods. The Brady Center also helps communities and institutions fight back against legal attacks on their sensible gun laws. In the wake of the U.S. Supreme Court's Heller and McDonald decisions, 2010 was a very busy year on the legal front. Here are highlights of our efforts throughout 2010.

VICTORY!

Montana Shooting Sports Assoc. v. Holder Preventing states from exempting guns from federal gun laws.

FIGHTING BACK!

Arce & Lopez et al v. Badger Guns Seeking justice for police officers shot with guns negligently sold to criminals by Badger Guns, which has led the nation in crime gun sales for several years.

VICTORY!

United States v. Skoien Preventing domestic violence abusers from getting guns.

FIGHTING BACK!

Students for Concealed Carry on Campus v. Regents of Univ. of Colorado Keeping guns off of college campuses.

VICTORY!

National Rifle Association v. City of Pittsburgh Protecting Pittsburgh's law requiring the reporting of lost or stolen guns.

VICTORY!

Shirley v. Glass, Baxter Gun & Pawn et al Ensuring a mother's day in court against the gun dealer who negligently sold the weapon to the felon who shot and killed her eight-year-old son.

VICTORY!

Hain, Meleanie et al v. DeLeo and Lebanon County Sheriff's Department Protecting law enforcement's right to restrict the carrying of loaded weapons in public (such as girls' soccer games!)

VICTORY!

California Rifle and Pistol Association Foundation et al v. County of San Diego Protecting California's law regulating the carrying of concealed weapons in public.

FIGHTING BACK!

Second Amendment Foundation et al v. Stokes County and City of King, NC Reinforcing law enforcement's authority to prevent people from carrying guns during riots or other states of emergency.

Since 2008, there have been over 350 challenges to extend the Heller ruling, and virtually every prosecution was rejected.

Voices Against Gun Violence: ELIZABETH SHIRLEY



Zeus Graham, son of Elizabeth Shirley, was 8 years old when he was shot by a felon who purchased his shotgun through a straw buyer at a Kansas gun shop. The Brady Center is fighting to make sure Elizabeth Shirley gets her day in court.

My name is Elizabeth Shirley. My eight-year-old son, Zeus, was killed with a shotgun purchased by a straw buyer on behalf of a felon. The felon, my estranged husband, was prohibited from owning or possessing firearms because of a domestic violence order. He should never have been allowed to purchase that gun. But he bought the shotgun on a September afternoon and used it to kill my son that night.

Zeus was in the third grade. He liked to play baseball and soccer, and to ride his bike and wrestle. He loved to read, especially Harry Potter books. He loved school, was very bright, and had a silly sense of humor. I miss all those things about him, and I also miss that I won't get to know him as an adult. He said he wanted to be a fire chief, like his uncle, when he grew up, and also a lawyer and maybe even the President. I would so love to know what he would have become.

In spite of what I've gone through, I'm not asking for your sympathy. I just want to prevent other moms from going through the heartache that I feel every day. I don't want what happened to me to happen to another family. Having to buy a casket for an eight-year-old is something no parent should experience.

SUPPORTING THE NOMINATION *of* ELENA KAGAN *to* THE U.S. SUPREME COURT

The Brady Center was proud to support Elena Kagan for a position as an Associate Justice of the U.S. Supreme Court, which was strongly opposed by the NRA.

We believe Justice Kagan will interpret and apply the Second Amendment consistent with the urgent need to keep dangerous weapons out of the hands of dangerous people. *Congratulations, Justice Kagan!*



BUILDING GRASSROOTS SUPPORT *and* AWARENESS

It's going to take a movement – an organized, cohesive coalition of forces – to defeat the NRA, an extremist, intimidating lobby. The Brady Campaign is building that movement and forging partnerships with state and local groups and individuals from coast to coast. Here are some highlights from the past year.

TENNESSEANS WANT TO EAT IN PEACE

Gun Free Dining Tennessee launched an ambitious campaign to raise awareness about the state law that allows people to bring loaded guns into bars and restaurants. Their “street team” visits restaurants, making owners and managers aware of the law and asking them to post “No Guns Allowed” signs.

PARTIAL VICTORY! OUTLAWING GUNS ON PARADE

Those who want to be able to openly carry their weapons in public have been staging “open carry” events and parading around with their guns throughout the country. But the California Chapters of the Brady Campaign working in partnership with the California Police Chiefs Association and Assemblywoman Laurie Seldana successfully forward legislation which would ban open carry in the California Assembly in June 2010. Efforts continue to get open carrying of firearms banned in the Senate.

HIP-HOP, FOOTBALL, AND SAFER COMMUNITIES

Hip-hop mogul Russell Simmons and former New York Giant Michael Strahan joined activists for stronger gun laws at the Tsunami of Peace Walk, Run & Rally Against Violence on August 25, 2010. The event was organized by the New York chapters of the Brady Campaign and others in response to a rise in gun violence throughout New York last summer.

10 YEARS LATER – STILL ON THE FRONTLINES

10 years after the Million Mom March on Mother's Day 2000, the MMM and Brady Campaign chapters remain active and vital. They are leading educational campaigns, organizing protest rallies, and working with their state legislatures, along with supporting our national campaigns. To find your local chapter, please visit <http://www.bradycampaign.org/chapters>.

(right) Founder Donna Dees-Thomases with Paul Helmke at the Brady Center Gala in May 2010, celebrating the 10-year anniversary of the Million Mom March.



Living for 32 MOVIE ATTRACTS AUDIENCES NATIONWIDE



The critically acclaimed documentary film Living for 32, which tells the story of Colin Goddard's experience in the Virginia Tech shootings to his work at the Brady Campaign, has created a lot of buzz since its release in September 2010. Showings around the country from New York City to Richmond, VA led to appearances by Colin on *Oprah* and *Good Morning America* and a screening at the Sundance Film Festival.

Audiences have been deeply moved by Colin's remarkable story and inspired to become involved. Since November Colin has traveled to more than 30 campuses and recruited thousands of new activists. To learn more about *Living for 32*, including where it's showing in your area, please visit www.livingfor32.com.



(right) Colin Goddard has been traveling the country screening the film *Living for 32*, educating audiences about the tragedy of gun violence and inspiring them to take action for reasonable gun laws.

Voices Against Gun Violence: JIM WINKLER



Jim Winkler is General Secretary of the United Methodist General Board of Church and Society and Chair of Faiths United to Prevent Gun Violence.

I believe in putting my mouth where my faith is.

That's why I'm working with the Brady Center and leaders from other faith groups to rally support for policies that reduce death and injury from gunfire. After all, it's the faith community that ends up visiting the wounded in the hospitals, burying the dead, and comforting those who've lost loved ones to gun violence.

Faiths United to Prevent Gun Violence is a diverse coalition of 31 different faith groups – Christians, Jews, and Muslims – who believe it is a moral imperative that we stem the tide of gun violence to which we sacrifice 32 of our mothers, fathers, sisters, and brothers every day. Just as religious leaders like the Rev. Martin Luther King Jr. were at the forefront of the civil rights movement and other campaigns for social justice and non-violence, now we are stepping forward to embrace the moral imperative of preventing the continuing tragedy of gun violence in America.

AS A NATION, WE MUST DO BETTER

After Tucson, Victim of Virginia Tech Shooting Asks:
“How Many is it Going to Take?”

The Washington Post

Elementary School Principal is Fatally Shot
in Northern California

CNN.com

Cartel Gunmen Buy American

The New York Times





**America is the Greatest Purveyor of Violence
in the World Today**

THE HUFFINGTON POST

After Tucson: Why Are the Mentally Ill Still Bearing Arms?

TIME

Realco Guns Tied to 2,500 Crimes in D.C. and Maryland

The Washington Post

Two Teens Die in Apparent Accidental Shootings

CHICAGO SUN-TIMES

OUR COUNTRY MUST DO MORE...



In America, more than 28,000 lives are lost and another 100,000 are injured by gun violence every year.

We make it too easy for dangerous people to access deadly weapons. The Brady Campaign is dedicated to protecting Americans from the threat of gun violence. Together we can ensure our country institutes reasonable gun laws to save lives.

STANDING UP TO THE GUN PUSHERS

When radical gun enthusiasts began parading into restaurants and coffee houses brazenly displaying their handguns in early 2010, several national restaurant chains wisely responded by establishing strong policies prohibiting firearms in their retail locations. Unbelievably, Starbucks Coffee Company did not.

In response, the Brady Campaign mounted a petition and media campaign calling on Starbucks to prohibit firearms in their establishments. More than 35,000 Americans signed our petition to Starbucks President and CEO Howard Schultz. Advocates from the Washington Chapter of the Million Mom March and Washington Ceasefire also lobbied Starbucks' shareholders at their annual meeting in Seattle in March. The Starbucks campaign helped raise awareness about the issue and even inspired a running series in the cartoon *Dooniesbury*.



**THE ONLY SHOT
I WANT
IS ESPRESSO.**



**KEEP GUNS
OUT!**

Brady Campaign
*
*
*
To Prevent Gun Violence
REASONABLE GUN LAWS SAVE LIVES

FIGHTING BACK AGAINST EXTREMISM

When the NRA, Glenn Beck, and Sarah Palin joined forces with other extremists at the "Reclaim the Dream" rally in August 2010, the Brady Campaign was there. At a counter rally on that day, Brady Campaign Board Member, and former legislative assistant to the late Senator Ted Kennedy, Robert Bates, brought voice to our vision: "I have seen the carnage that gun violence inflicts," said Bates. "I cringe at the daily reports of Americans, young and old, of all races and varied backgrounds, killing and dying because of the easy access to guns. The Brady Campaign's vision parallels Dr. King's vision of an America where all Americans are safe."

TO PREVENT GUN VIOLENCE

TAKING ON THE NRA ON ITS OWN TURF

Brady President Paul Helmke used the occasion of the National Rifle Association's National Convention in Charlotte, NC in May 2010, to speak out against gun extremism.

As Sarah Palin spoke at the convention, Helmke told reporters at a news conference at the Charlotte City Club, "The NRA's leadership and candidates for office who follow their dictates are out of touch with the American people.

People want common sense—not extreme—policies with regard to guns, and for most Americans this means stopping the NRA's efforts to have more people carrying loaded guns in more public places."



Paul Helmke was joined by advocates from North Carolinians Against Gun Violence, as he briefed reporters in Charlotte, NC about a Spring 2010 poll that showed strong public opposition to the NRA's agenda promoting guns in bars, parks, on college campuses, and in coffee houses.

Voices Against Gun Violence: HEIDI YEWMAN



Brady Board Member Heidi Yewman at a rally protesting the carrying of weapons in Starbucks. Yewman asked the crowd, "When my son says to me, 'Mom, why does that guy have a gun? How am I supposed to answer that? I don't know if that guy is there to protect me, or if he's there to shoot everybody in the store.'"

I graduated from Columbine High School in 1986—a normal school in a normal suburb. I never dreamt that just a few short years later it would be the site of one of the worst school shootings in U.S. history. But it was.

At the 1999 funeral for one of my former teachers, basketball coach and typing teacher Dave Sander, I kept thinking, "This is ridiculous. This shouldn't have happened." Then and there I decided to be part of the solution.

I wrote a book in 2009, *Beyond the Bullet: Personal Stories of Gun Violence's Aftermath*. It brings out the voices of these victims and how their lives have been changed forever. I hope it helps more people understand that it doesn't have to be this way. We didn't always have seatbelt laws. It took a lot of work to pass that law. One day we will have stronger laws protecting us all from gun violence. I truly believe there will be a change of conscience, and I'm working for that day.

I recently joined the Brady Campaign's Board of Directors, and I'm truly in awe of the Board and staff who pour so much intelligence, passion, and hard work into this cause. I'm proud to work with such a committed group of people to build support and action for reasonable gun laws to save lives.

RAISING AWARENESS

BRADY IN THE NEWS 2010



 **PBS NEWSHOUR**

JUNE 28, 2010

Paul Helmke goes head to head with the NRA's Wayne LaPierre on what the Supreme Court's McDonald decision means for existing gun regulations.




O P R A H

OCTOBER 25, 2010

Brady staff member and Virginia Tech survivor Colin Goddard appeared on *The Oprah Winfrey Show* in October to discuss the documentary film *Living for 32* and his efforts to "make it harder for the dangerous people to get their guns."

The Washington Post

AUGUST 1, 2010

Columnist David Ignatius cites the Brady Center's report on President Obama's failure to appoint a director for the ATF.


abc GOOD MORNING AMERICA

DECEMBER 29, 2010

Colin Goddard appeared on ABC's *Good Morning America* in late December to discuss the documentary film *Living for 32* and his efforts to close the gun show loophole.


FOX NEWS channel

DECEMBER 4, 2010

On Fox and Friends, Paul Helmke debated the NRA's outrageous Texas lawsuit to legalize the purchase of handguns by 18-year olds.

The New York Times

MAY 5, 2010

Columnist Gail Collins draws attention to legislation to prevent people on the terrorist watch list from purchasing weapons.


THE DAILY SHOW with JON STEWART

APRIL 12, 2010

Paul Helmke braves questions from Wyatt Cenac in this piece on open carry as an alternative lifestyle.


M S NBC

JANUARY 20, 2010

Paul Helmke discusses the Brady Center's report giving President Obama an "F" on gun control for his first year in office.

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Voices Against Gun Violence: MARIA CUOMO COLE



Maria Cuomo-Cole has directed films and public service announcements to raise awareness for social issues including homelessness, domestic violence, at-risk youth and gun violence. She has served on the Board of Directors of the Brady Campaign since 2005.

Some in my generation have thrown up their hands on the issue of gun violence, worried that the issue is too politically charged to make progress. I had also begun to feel a sense of futility. But then I heard Colin Goddard speak.

A survivor of the tragic Virginia Tech campus shooting, Colin described the terror and agony he endured when a fellow student entered their classroom firing. The assailant, who suffered from mental illness and purchased one of the weapons through an online dealer, killed 32 students and teachers and severely injured 17 more in 11 minutes.

When I learned that Colin was turning his tragedy into action by working to pass sensible gun laws, I felt compelled to help share his story.

I'm very proud to have produced *Living for 32*, the documentary film that tells Colin's story. I believe that it is personal stories like Colin's that serve as the true voices for most social issues. I'm really pleased that this film has expanded the dialogue around gun violence and the need for stricter gun laws.

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Voices Against Gun Violence: MARCELLUS WILEY



Marcellus Wiley is an ESPN sports analyst, a retired NFL Pro-Bowler, and a member of the Brady Campaign Board of Directors.

My first memory of a gun was when I was six years old, sitting in my grandmother's living room in Compton, CA, and we heard a shot. But gunshots in that neighborhood were not something you called the police about. This was my experience – at six years old.

Over the years, I knew gang members with guns. My football team was even shot at during a practice one afternoon when I was in ninth grade. Guns were just a part of my world. So when I was 21, signed by the Buffalo Bills, and I got a check that was more money than my entire extended family ever made ten times over, what did I do? I bought a gun.

I carried that .380 handgun with me everywhere. But I was constantly on edge. Constantly thinking, "Do I need to pull this gun?" That's when I learned that having a gun in your pocket never gives you peace of mind. I got rid of that gun.

I'm one of the guys who made it out of Compton. But I carry the lessons I learned in my neighborhood with me, and I'm working for sensible gun laws for the kids who are growing up there today.

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 Estate of Janet White Loeb
 Mr. Robert J. Wilhelm
 Mr. David T. Wolff

Voices Against Gun Violence: STEVEN LEVITAN



Steven Levitan, co-creator and executive producer of ABC's "Modern Family," was honored by the Brady Center in 2010.

I lost a good friend in high school, when his father accidentally shot him while cleaning his shotgun. In the early 90s, I delivered the eulogy for a close friend of mine who shot himself. And soon after that, a third friend of mine was shot and killed at his workplace.

So I've lost people I love to the gun violence epidemic. Still, most of the time I feel pretty insulated. But one day recently I received an email from my daughter's prestigious high school saying that the school was in lockdown because of a reported gun on campus. Fortunately, no gun was found and everything was fine. But once again it reminded me how much is at risk for all of us.

We live in a country where the power of the National Rifle Association means we're fast losing the ability to have a sane and rational fact-based debate about how to best protect the ones we love.

That's not okay with me, and that's why I support the Brady Center. They've made themselves a target (not something you really want to do with these people), standing up against the gun lobby with courage and fortitude. I'm proud to stand with them.

HONORING OUR ALLIES

At events from coast to coast, the Brady Center honored allies in the fight for sensible gun laws.



Bob Bates (center, Brady board member), his wife Diann, and Legal Action Project Director Jonathan Lowy were among the attendees at the Brady Center Gala celebrating the 10th anniversary of the Million Mom March on May 18, 2010 in Washington, DC.



Robert and Michelle King were honored for their work on CBS' *The Good Wife* at the Brady Center Gala in New York City on October 19, 2010. They are joined in this photo by actress Christine Baranski, who presented their award, and Brady President Paul Helmke.



Gloria Cruz, president of the New York Chapter of the Brady Campaign, with Brady Board Member Marcellus Wiley and Bronx Borough President Ruben Diaz Jr. Gloria was honored at the New York Brady Center Gala.



Robert Salerno of the NYPD was presented with the Jim Brady Law Enforcement Award at the New York City Gala. He was introduced by First Deputy Commissioner Rafael Pineiro, pictured here with Salerno and Paul Helmke.



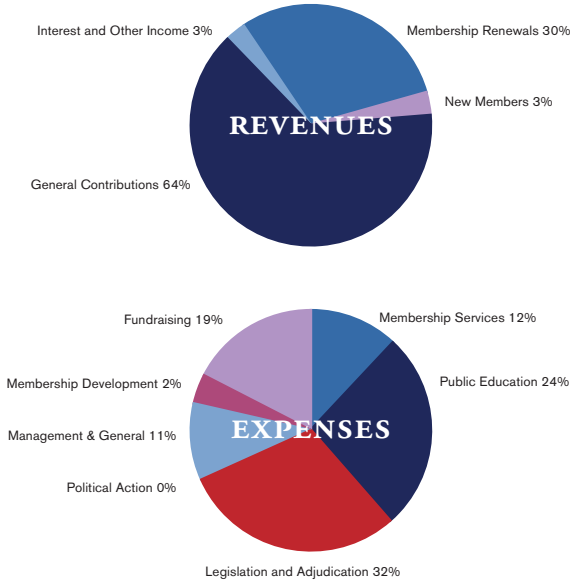
Co-chairs **Leslie Maskin Schuster** and **Kimm Uzielli** (shown here with Al Uzielli) helped make the Brady Center Gala in Los Angeles on November 10, 2010 a wonderful success.



UTA Agents **Geoff Suddelson**, **Adam Biren**, and **Joel Begleiter** attend the Brady Center Gala in L.A.

FINANCIALS

Brady Campaign



REVENUES

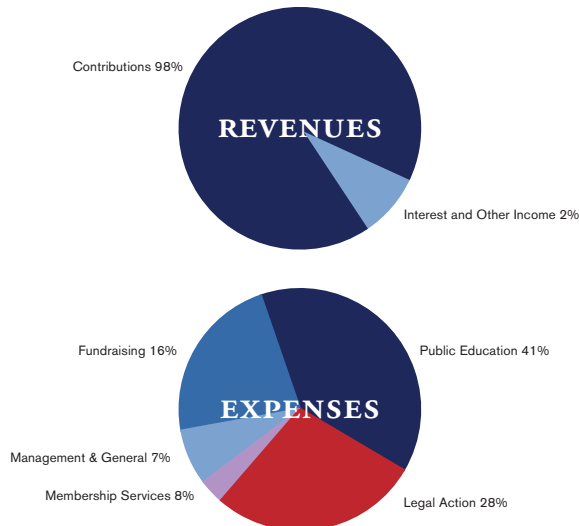
Membership Renewals	\$ 873,106
New Members	89,870
General Contributions	1,866,122
Interest and Other Income	80,910
Total Revenues	\$ 2,910,008

EXPENSES

Membership Services	\$ 369,086
Public Education	740,023
Legislation and Adjudication	1,000,807
Political Action	3,650
Management & General	323,617
Membership Development	73,829
Fundraising	603,515
Total Expenses	\$ 3,114,527

Change in Net Assets	\$ (204,520)
New Assets-beginning of year	(564,123)
Net Assets-year end	\$ (768,642)

Brady Center



REVENUES

Contributions	\$ 3,021,818
Interest and Other Income	293,709
Total Revenues	\$ 3,315,527

EXPENSES

Public Education	\$ 1,263,263
Legal Action	860,540
Membership Services	241,996
Management & General	230,224
Fundraising	487,863
Total Expenses	\$ 3,083,886

Change in Net Assets	\$ 231,641
New Assets-beginning of year	1,693,310
Net Assets-year end	\$ 1,924,952

We want to give special thanks to our good partners, CREDO (formerly Working Assets). Established in 1985, CREDO helps busy people make a difference in the world. Every time a customer uses one of CREDO's donation-linked services, the company donates a portion of the charges to nonprofit groups, including the Brady Center! Check out CREDO at www.WorkingAssets.com. We would also like to thank our friend Peter Green at DoubleAgentDesign.com for his design work, as well as the writing work of Impact Communications, in bringing to you our 2010 Annual Report.

A MESSAGE *from* JIM & SARAH BRADY

Looking back over the past year, we couldn't be prouder of the hard work of everyone at the Brady Campaign and Brady Center.

And we couldn't be more grateful for your support that allows us to accomplish so much. But we are also focused on the sad anniversary that this year brings – March 30, 2011 marks the 30th anniversary of Jim's shooting. Our lives were forever changed on that day 30 years ago – and a powerful movement for sensible gun laws was born.

That movement brought us the Brady background check system that has saved countless lives by blocking the sale of approximately 2 million guns to prohibited purchasers. And that movement continues to stand up to the NRA and the gun pushers today. Right now, a new generation of activists has joined our movement to fight for sensible gun laws. Watching their renewed energy and passion for this issue makes us even more hopeful about the future.

Over the past 30 years, there have certainly been good days and bad days in this fight. But even on the hardest days, we have never stopped believing that common sense will prevail. We have seen progress and we remain hopeful that one day soon, our leaders will agree that it's just plain sensible to put reasonable restrictions on guns to protect our families and communities. When that day comes, you will know that you were one of the people who made it possible.



DEDICATION

To A New Generation Working To End Gun Violence

It takes courage to stand up for what is right. We dedicate this Annual Report to the next generation of courageous young men and women who are actively working to protect our communities from gun violence.



Colin Goddard, Virginia Tech survivor with Jim Brady. "I was there at Virginia Tech. That was the craziest day of my life, with one person walking around with two guns. I can't even imagine what it would have been like with multiple students and multiple guns."

William Kellibrew's mother and brother were shot in front of him when he was a young boy. "I think the more we tell our stories, the more we give others the permission to tell theirs. That helps break the silence and moves people to act."



John Woods works with Students for Gun Free Schools in Austin, TX. "People think of colleges as just being classrooms, but there's

a lot more going on here. We have hospitals on campus. Preschools. Science labs with hazardous materials. Adding to the mix an unknown number of guns will not enhance a campus's safety, it will only erode it."

Mindy Finklestein was just 16-years old in August 1999 when she was shot at North Valley Jewish Community Center summer camp, one of our country's worst mass shootings. "At a recent Brady Center event, I met the father of one of the Virginia Tech victims who told me that I have a responsibility to speak for his daughter so that she can lend her silenced voice to the cause. This is a responsibility that I don't take lightly... and I never will!"



The interns in our offices in Washington, DC were thrilled to be able to meet Jim Brady last Fall.



Brady Campaign & Brady Center



To Prevent Gun Violence

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Sarah Brady: Chair
Michael Wolkowitz: Board Chair
Paul Helmke: President

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Tim Gomes	Kathleen Kennedy Townsend
William S. Harwood	Marcellus Wiley
Joan Hill	Annette Wilson
Toby Hoover	Heidi Yewman
Benjamin Palumbo	

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Maria Cuomo Cole	Rev. Rachel Smith
Bill D'Elia	Steve Sposato
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