

ISSUE BRIEF VOL. 2 DECEMBER 2018:

COMBATING GUN VIOLENCE: DO NOT STAND IDLY BY CAMPAIGN

The United States has by far the highest levels of gun-related deaths and crime of any developed nation; more than 90 Americans lose their lives each day to bullet wounds. Do Not Stand Idly By (DNSIB), the Industrial Areas Foundation's gun safety campaign, is challenging the companies that make and sell guns to take action to reduce this carnage. Gun companies can change the way guns are made by incorporating "smart" technology to make guns harder to steal or accidentally fire. They can change the way guns are sold by setting standards of conduct for their sales outlets—including the 1% of gun dealers who sell nearly 60% of the guns used in crimes—in order to stem the flow of illegal guns. These life-saving actions can be taken without Congressional involvement and without diminishing the rights of gun owners. The gun industry will respond—if they feel enough financial pressure. DNSIB made giant strides in 2018 in its work to build and align two kinds of financial power to move the gun industry: the power of public-sector gun purchasers, and the leverage of major investors.

2018 HIGHLIGHTS

HOLDING GUN MANUFACTURERS ACCOUNTABLE ON SAFETY

Shareholders Prevail, Approve DNSIB-Supported Resolutions

In partnership with the Interfaith Center for Corporate Responsibility (ICCR), and with the support of some of the world's largest investors, DNSIB won resounding shareholder victories at the annual meetings of two top gun manufacturers.

DNSIB-supported resolutions were introduced at Sturm, Ruger & Co. and American Outdoor Brands Corp. (formerly Smith & Wesson), requiring the companies to issue reports on the deadly impacts of their products and on actions being taken to mitigate those impacts. Despite strident opposition by management of both companies, 69% of Sturm Ruger shareholders approved the resolution in May 2018, followed by 53% of AOBC shareholders in September. These victories show the growing determination among investors to promote responsible action in the gun industry.

With Key Police Allies, DNSIB Asks AOBC CEO James Debney for Safety Plan

Two of the nation's leading law enforcement officials—Chief Art Acevedo of Houston and Chief J. Thomas Manger of Montgomery County, MD, the top two officials of the Major Cities Chiefs Association—joined DNSIB in urging AOBC to take action to reduce gun deaths. In a joint op-ed published by The Houston Chronicle on the eve of AOBC's shareholder meeting, Chief Acevedo, Chief Manger, Rev. Anthony Bennett of Bridgeport, CT and Rabbi David Lyon of Houston called on AOBC CEO James Debney to develop and implement a safety plan. These key relationships were built by IAF affiliates in Houston (The Metropolitan Organization) and Montgomery County (Action in Montgomery). Houston and Montgomery County are among the 132 municipalities, counties and states across the U.S. that have issued DNSIB's Request for Information to gun manufacturers.



2018 HIGHLIGHTS (cont.)

Powerful Investors Align With DNSIB ‘Invest & Engage’ Strategy

In a series of discussions with key investors throughout 2018, IAF leaders urged an “invest and engage” approach to the gun industry—not “divest and disengage.” BlackRock, the world’s largest investment firm, took groundbreaking action in early March, asking major gun makers and sellers a set of safety-focused questions closely aligned with the Request for Information issued by DNSIB and our public-sector allies. Big banks followed suit.

The Episcopal Church took action in July, adopting a resolution at its general convention to develop and implement a “shareholder engagement plan” to guide Episcopal investments in gun manufacturers and retailers. The resolution highlighted DNSIB’s Mosbacher-Bennett principles.

At an October candidates’ assembly, CONNECT won a commitment from then-candidate and now-State Treasurer Shawn Wooden to collaborate with

CONNECT and DNSIB on this “invest and engage” effort moving forward. The Treasurer manages Connecticut’s state pension funds.

In November, a group of investors controlling \$4.8 trillion joined forces to announce a set of principles to guide their engagement with the gun industry. Led by the California teachers’ pension fund, the group includes seven state pension funds along with State Street, Nuveen and other private-sector investment giants.

**DEMANDING SMART AND SAFE GUNS IN THE U.S. MARKET****DNSIB Calls for Action at U.S. Conference of Mayors**

More than 100 DNSIB leaders from Washington, DC, Maryland, Virginia, New Jersey, New York, Connecticut, Illinois, Ohio, and Wisconsin converged on Washington during the US Conference of Mayors in January 2018. Rabbi Joel Mosbacher presented DNSIB’s strategy at the Conference, and DNSIB held a press conference recognizing key mayors who are leading on gun safety. Teams of leaders fanned out across the District for a series of actions, briefings, and strategy sessions with key officials.



New Haven Mayor Harp speaks to Metro IAF leaders.

Action at Realco Guns

A DNSIB team visited the largest crime-gun dealer in the DC area—Realco Guns in District Heights, Maryland—in January 2018 to highlight the gun industry’s lax distribution practices and to confront and challenge the owner to adopt safer practices.

DNSIB Demands Pull of Bump Stocks from U.S. Market

In a series of actions beginning in January 2018, DNSIB leaders demanded that federal government and gun industry leaders take immediate action to pull bump stocks from the U.S. market following the October 2017 massacre in Las Vegas. DNSIB challenged Attorney General Jeff Sessions, the National Shooting Sports Federation (the gun industry’s main lobby group), U.S. Senators, and the Consumer Product Safety Commission to ban and recall these lethal products.