

A REAL EXERCISE IN TRUE DEMOCRACY™



Let's Make Gun Manufacturers Become Part of the Solution to Gun Violence

Here's a question for you, whether you're a Republican, Democrat, Independent, or just sick of the whole gun debate. If we could help make guns safer for children and other innocents who come across them by accident, and if we could make it hard to operate for dealers who are known to sell guns later found at crime scenes, would you be in favor of that?

Of course you would. In May of 2018, the shareholders of a major American gun company took a modest step toward responsibly addressing the unacceptable levels of gun-related deaths and crime in our nation. Shareholders of Sturm, Ruger & Co. (Ruger) passed a resolution requiring the company to issue a report on its actions to mitigate harm associated with its products.

The resolution was drafted and introduced by leaders of the Interfaith Center for Corporate Responsibility (ICCR) — with the support of Metro Industrial Areas Foundation (Metro IAF) — at the company's annual shareholders' meeting in Prescott, Arizona. Management asked its shareholders at the meeting to vote against it, but a team of religious

and civic leaders from our groups who had purchased Sturm Ruger shares was there urging a "yes" vote and seeking dialogue with Ruger CEO Christopher Killoy. And guess what? The resolution passed with a majority of the votes cast!

After the vote, Killoy downplayed the significance of the resolution. "The proposal requires Ruger to prepare a report," he said. "That's it. A report." Killoy is right. A report is all that the resolution requires of the Connecticut-based manufacturer. But let us explain why that is no small matter — one that was worth fighting for and is now worth undertaking within other gun-related companies.

Five years ago, Metro IAF's Do Not Stand Idly By (DNSIB) campaign began to highlight the improvements gun companies can make in their products and practices — without any involvement from federal or state governments — in order to reduce the number of gun-related deaths in America. We discovered that gun manufacturers can make and sell guns with built-in or added-on safety features (sometimes referred to as "smart guns," that make them childproof and useless to thieves). We also



determined that gun manufacturers have the ability to create distribution chains made up exclusively of responsible dealers; such a first-rate dealer network could end the hemorrhaging of guns — through straw purchases, theft and unregulated sales — into the trafficking pipelines that feed crime and violence in our cities.

Citizen and religious leaders from across the country began seeking discussions with gun company CEOs about these changes, but we were stonewalled. Finding no interest in a dialogue, we began organizing the largest single group of gun customers: law enforcement leaders, who collectively buy

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15% of all guns sold in America each year. Eventually, police chiefs, sheriffs and top officials representing 124 municipalities, counties, and states across the U.S. jointly submitted a request for information to major gun manufacturers seeking answers on their safety practices and technologies.

We still received no answer from the gun manufacturers. They wanted us to look at the wizard up on the wall, the National Rifle Association (NRA), rather than the people behind the curtain (the gun manufacturers who fund the NRA). But we are not exactly the type to be told to go home and shut up, so we and other ICCR and Metro IAF leaders began buying stock in the publicly held gun companies, attending gun manufacturers' shareholder meetings, and reaching out to major institutional investors who own large chunks of these gun companies.

Our message to other investors was this: Join us in using your leverage to push gun companies to be more responsive, responsible, and committed to safety. To do that, engage with us consistently and over the long term — not just in reaction to episodic mass shootings. We pointed out that fewer than 2% of the U.S. gun deaths in 2017 were in events in which four or more victims were shot. The everyday gun violence in America, which disproportionately

plagues communities of color, is driven by the huge illegal market in handguns. To have a measurable impact on these numbers, we have to focus on improving gun safety, cleaning up the distribution systems, and reducing gun thefts.

We've been sharing ideas on how to do this with institutional investors. At first, they were non-committal about our resolution, but then we gained an unwitting ally along the way: *Sturm Ruger management itself and its repeated policy of non-engagement with shareholders and religious and community groups alike*. In the wake of the Parkland murders, investors began asking questions — closely aligned with the reasonable questions our groups and our law-enforcement allies have been asking. One heavyweight financial investment firm told us that Sturm Ruger's practice of refusing to answer substantive questions about their practices left them no choice but to vote in favor of ICCR's resolution and against the wishes of management. How's that for turning important support to our cause?

Many major investment companies, like BlackRock and Vanguard—along with public-sector pension funds, university and foundation endowments, religious funds, and college savings plans—now own significant shares of stock in gun manufacturers. We need to get them on our side. Support from across this spectrum of institutional investors was critical in forcing Sturm Ruger management to agree to issue a report next February that we hope will mark the beginning of a substantive dialogue with us on gun safety. We are ready to talk substance whenever Christopher Killooy is ready to have an open conversation on how gun manufacturers can be part of the solution, not part of the problem.

It is significant that on the day Sturm Ruger's shareholders passed ICCR's resolution, the company's share value jumped by almost \$5. We believe that gun manufacturers can act to help save lives from both accidental and crime-related gun violence while still making healthy profits. This is the message we will now take to American Outdoor Brands — the new name for America's number-one maker of guns found at crime scenes in Chicago and other U.S. cities, Smith & Wesson.

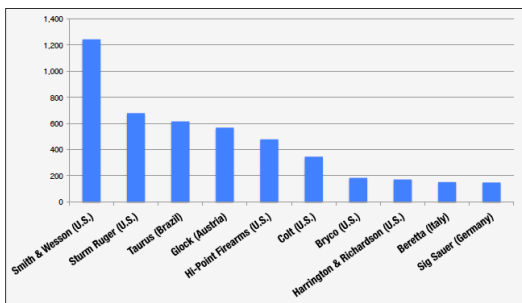
Will you get involved? Here are ways you can help us:

- **INVESTORS:** We are recruiting institutional investments of all types – private, public, university endowments, etc. to *INVEST not DIVEST* in Sturm Ruger and American Outdoor Brands (AOBC) and, as a condition of their investment, to demand principles of engagement that recognize the common ground amidst American society. In Chicago, three local investment companies own 7% of AOBC: Citadel Advisors, Northern Trust, and LSV Assets. We hope to connect with the CEOs, employees of these companies or with others who may have connections to major investors, endowments, or other types of investment funds.
- **POLICE CHIEFS & GOVERNMENT LEADERSHIP:** To date, we have recruited 124 police chiefs, mayors, and other public officials who—like investors—want to engage the gun makers in common sense business improvements that could address the day-to-day gun violence that threatens public safety. Organize a meeting with your local police chief or district commander. Ask them to join 124 others in our Request for Information (RFI) to manufacturers. Share the top-10 crime gun dealer list with them. Ask them to share the list with their officers. United Power

leaders can provide guidance and training on how to conduct these meetings.

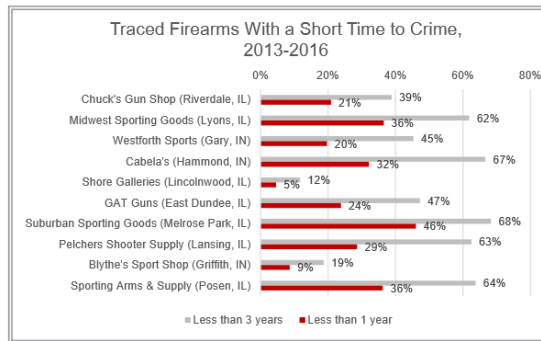
- **DONATE:** United Power for Action and Justice and Metro IAF are self-funded organizations. We take no public money and are primarily supported by our member organization dues. Make a donation today to support our on-going organizing work or leader travel – we have incurred additional expenses to send teams to shareholder meetings in Arizona, gun shows in Germany, and national strategy meetings. <http://metro-iaf.org/donate>.
- **BUY:** Many of our leaders have bought at least one share of stock in Sturm Ruger and American Outdoor Brands. If you buy stock or already own it, let us know by filling out this google form (<https://goo.gl/forms/vM5IZY0Jh9YyMoZ12>) and we will notify you of any coordinated shareholder actions. Invest, don't divest!
- **JOIN:** See if your religious institution or civic organization is a member of one of the four Illinois IAF organizations listed on the back page. If not, recruit it to join us. We will be effective only by organizing and sustaining long-term, independent, non-partisan citizen power to achieve tangible change on everyday problems.

GUNS RECOVERED BY THE CHICAGO POLICE DEPARTMENT



Leading brands of handguns recovered by the Chicago Police Department in criminal incidents January 2012 through October 2013

Source: Chicago Police Department



Source: <https://www.cityofchicago.org/content/dam/city/depts/mayor/Press%20Room/Press%20Releases/2017/October/GTR2017.pdf>

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Written by Sr. Judy Byron, of the Sisters of the Holy Names, Coordinator of the Northwest Coalition for Responsible Investment, and Rabbi Joel Mosbacher, co-chair of Metro IAF's gun safety campaign, Do Not Stand Idly By (DNSIB). A version of this article first appeared in the *New York Daily News* on May 11, 2018.

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LIST OF 87 MEMBER INSTITUTIONS OF FOUR METRO IAF AFFILIATES IN ILLINOIS AS OF MAY 1, 2018



DUPAGE UNITED (dupageunited.org)

Church of the Holy Nativity, Clarendon Hills
Congregation Etz Chaim, Lombard
Downers Grove Society of Friends
Darus Salam Foundation, Lombard
DuPage Initiatives
Faith Lutheran Church of Glen Ellyn
First Church of Lombard
First Congregational Church of Glen Ellyn
First United Methodist Church of Downers Grove
Illinois Education Association Region 32
Islamic Center of Naperville
Islamic Circle of North America (ICNA) Relief, Glendale Heights
Islamic Foundation, Villa Park
Jericho Road Church of Wheaton
Mercy Housing Lakefront
Muslim Educational and Cultural Center of America, Willowbrook
Muslim Society Inc., Glendale Heights
North Central College, Naperville
Northern IL Conference of the United Methodist Church
Second Baptist Church of Wheaton
St. Mark's Episcopal Church of Glen Ellyn
St. Paul Lutheran Church of Wheaton
St. Thomas the Apostle Catholic Church of Naperville
Union Church of Hinsdale UCC
Unitarian Church of Hinsdale
West Chicago Teachers Association

FOX RIVER VALLEY INITIATIVE (dupageunited.org/fox-river-valley-initiative/)

The Association for Individual Development
Bethlehem Lutheran Church, St. Charles
Christ the Lord Lutheran Church, Elgin
Congregational Church of Batavia
Ecker Center for Mental Health, Elgin
First Congregational Church of Geneva
Hesed House, Aurora
Highland Avenue Church of the Brethren, Elgin
Illinois Education Association
Lazarus House, St. Charles
Mercy Housing
NAMI - Kane, DeKalb, and Kendall Counties
Northern IL Conference of the United Methodist Church
St. Charles Episcopal Church, St. Charles
Tri-City Family Services
Unitarian Universalist Society of Geneva

For more information:
call 800.397.2282 and ask for "Metro IAF."

UNITED POWER FOR ACTION AND JUSTICE (united-power.org)

Ascension Catholic Church, Oak Park
B'Nai Jehoshua Beth Elohim, Deerfield
Chicago Sinai Congregation, Chicago Congregation
Ehresman Management, Chicago
First United, Oak Park
Good Shepherd Lutheran, Oak Park
Grace Lutheran, River Forest
ICNA Relief, Chicago
Josselyn Center for Mental Health, Northfield
Lawndale Christian Development Corporation
MAS-PACE, Bridgeview
Our Savior's Evangelical Lutheran, Arlington Heights
Progress CIL, Forest Park
Southwest Organizing Project, Chicago
St. Augustine's Episcopal Church, Wilmette
St. Gertrude's Catholic Church, Chicago
St. James Catholic Church, Arlington Heights
St. Mary's Episcopal Church, Park Ridge
St. Nicholas Catholic Church, Evanston
St. Philip's Lutheran Church, Glenview
The Mosque Foundation, Bridgeview
Trinity United Church of Christ, Chicago

LAKE COUNTY UNITED (lakecountyunited.org)

Christ Episcopal Church, Waukegan
Church of Holy Spirit Episcopal, Lake Forest
Congregation Or Shalom, Vernon Hills
Congregation Solel, Highland Park
First Presbyterian Church of Libertyville
Grace United Methodist Church, Lake Bluff
Holy Cross Lutheran Church, Libertyville
Islamic Foundation North, Waukegan
Lake County PADS
Lake County Residential Development Corporation
Libertyville United Methodist Church
Mercy Housing Lakefront
Most Blessed Trinity Catholic Church, Waukegan
North Shore Unitarian Church, Deerfield
St. Gregory's Episcopal Church, Deerfield
St. James Lutheran Church, Lake Forest
St. Joseph's Catholic Church, Libertyville
St. Lawrence Episcopal, Libertyville
St. Mary of Vernon Catholic Church, Vernon Hills
St. Paul's Lutheran Church, Waukegan
Trinity Episcopal Church, Highland Park
Waukegan Public Library
Waukegan to College



METRO IAF
DO NOT STAND IDLY BY
MAKE, BUY & SELL GUNS SMARTER & SAFER

If you want to do any of the things on page 3, call 800.397.2282 and ask for "Metro IAF." OR go to www.donotstandidlyby.org and let us know of your interest and someone will contact you about what you can do to help make gun manufacturers become part of the solution to gun violence. What a concept!