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How the Gun Industry Bankrolls the NRA

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**April 2011
Violence Policy Center**

The Violence Policy Center (VPC) is a national non-profit educational organization that conducts research and public education on violence in America and provides information and analysis to policymakers, journalists, advocates, and the general public. This study was funded with the support of the David Bohnett Foundation, The Herb Block Foundation, and The Joyce Foundation. This study was authored by VPC Executive Director Josh Sugarmann and VPC Policy Analyst Marty Langley. Past studies released by the VPC include:

Lost Youth: A County-by-County Analysis of 2009 California Homicide Victims Ages 10 to 24 (January 2011) ♦ *Black Homicide Victimization in the United States: An Analysis of 2008 Homicide Data* (January 2011) ♦ *Accessories to Murder* (January 2011) ♦ *When Men Murder Women: An Analysis of 2008 Homicide Data* (September 2010) ♦ *Drive-by America: Second Edition* (July 2010) ♦ *Lessons Unlearned—The Gun Lobby and the Siren Song of Anti-Government Rhetoric* (April 2010) ♦ *Target: Law Enforcement—Assault Weapons in the News* (February 2010) ♦ *Black Homicide Victimization in the United States: An Analysis of 2007 Homicide Data* (January 2010) ♦ *Law Enforcement and Private Citizens Killed by Concealed Handgun Permit Holders—An Analysis of News Reports, May 2007 to April 2009* (July 2009) ♦ *Indicted: Types of Firearms and Methods of Gun Trafficking from the United States to Mexico as Revealed in U.S. Court Documents* (April 2009) ♦ *Iron River: Gun Violence and Illegal Firearms Trafficking on the U.S.-Mexico Border* (March 2009) ♦ *Youth Gang Violence and Guns: Data Collection in California* (February 2009) ♦ “*Big Boomers*”—*Rifle Power Designed Into Handguns* (December 2008) ♦ *American Roulette: Murder-Suicide in the United States* (April 2008) ♦ *An Analysis of the Decline in Gun Dealers: 1994 to 2007* (August 2007) ♦ *A Shrinking Minority: The Continuing Decline of Gun Ownership in America* (April 2007) ♦ *Clear and Present Danger: National Security Experts Warn About the Danger of Unrestricted Sales of 50 Caliber Anti-Armor Sniper Rifles to Civilians* (July 2005) ♦ *The Threat Posed to Helicopters by 50 Caliber Anti-Armor Sniper Rifles* (August 2004) ♦ *United States of Assault Weapons: Gunmakers Evading the Federal Assault Weapons Ban* (July 2004) ♦ *Vest Buster: The .500 Smith & Wesson Magnum—The Gun Industry's Latest Challenge to Law Enforcement Body Armor* (June 2004) ♦ *Bullet Hoses—Semiautomatic Assault Weapons: What Are They? What's So Bad About Them?* (May 2003) ♦ “*Officer Down*”—*Assault Weapons and the War on Law Enforcement* (May 2003) ♦ “*Just Like Bird Hunting*”—*The Threat to Civil Aviation from 50 Caliber Sniper Rifles* (January 2003) ♦ *Sitting Ducks—The Threat to the Chemical and Refinery Industry from 50 Caliber Sniper Rifles* (August 2002) ♦ *License to Kill IV: More Guns, More Crime* (June 2002) ♦ *The U.S. Gun Industry and Others Unknown—Evidence Debunking the Gun Industry's Claim that Osama bin Laden Got His 50 Caliber Sniper Rifles from the U.S. Afghan-Aid Program* (February 2002) ♦ “*A .22 for Christmas*”—*How the Gun Industry Designs and Markets Firearms for Children and Youth* (December 2001) ♦ *Unintended Consequences: Pro-Handgun Experts Prove That Handguns Are a Dangerous Choice For Self-Defense* (November 2001) ♦ *Voting from the Rooftops: How the Gun Industry Armed Osama bin Laden, Other Foreign and Domestic Terrorists, and Common Criminals with 50 Caliber Sniper Rifles* (October 2001) ♦ *Hispanics and Firearms Violence* (May 2001) ♦ *Where'd They Get Their Guns?—An Analysis of the Firearms Used in High-Profile Shootings, 1963 to 2001* (April 2001) ♦ *A Deadly Myth: Women, Handguns, and Self-Defense* (January 2001) ♦ *Handgun Licensing and Registration: What it Can and Cannot Do* (September 2000) ♦ *Pocket Rockets: The Gun Industry's Sale of Increased Killing Power* (July 2000) ♦ *Guns For Felons: How the NRA Works to Rearm Criminals* (March 2000) ♦ *One Shot, One Kill: Civilian Sales of Military Sniper Rifles* (May 1999) ♦ *Cease Fire: A Comprehensive Strategy to Reduce Firearms Violence* (Revised, October 1997)

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The National Rifle Association and Its Gun Industry “Corporate Partners” Introduction and Key Findings

Who does the National Rifle Association represent? In its direct-mail solicitations and public statements, the NRA presents itself as the uncompromising voice of the American gun owner. But new research reveals that since 2005 the NRA has received millions of dollars from the gun industry. The means by which the industry helps fund the NRA vary: from million-dollar industry grants to a program that rounds up gun store customers’ purchases to the nearest dollar with the difference going to the NRA—including a contribution from a soon-to-be mass shooter buying ammunition. Corporate contributors to the NRA come from every sector of the firearms industry, including: manufacturers of handguns, rifles, shotguns, assault weapons, and high-capacity ammunition magazines; gun distributors and dealers; and, vendors of ammunition and other shooting-related products. And they come from outside the firearms industry—including Xe, the new name for the now-infamous Blackwater Worldwide.

This report offers an overview of corporate contributions to the National Rifle Association. Key findings include the following.

- Since 2005, corporations—gun related and other—have contributed between \$19.8 million and \$52.6 million to the NRA as detailed in its Ring of Freedom corporate giving program.¹ In a promotional brochure for the program, NRA Executive Vice President Wayne LaPierre promises that the “National Rifle Association’s newly expanded Corporate Partners Program is an opportunity for corporations to partner with the NRA....This program is geared toward your company’s corporate interests.” The vast majority of funds—74 percent—contributed to the NRA from “corporate partners” are members of the firearms industry: companies involved in the manufacture or sale of firearms or shooting-related products. Contributions to the NRA from the firearms industry since 2005 total between \$14.7 million and \$38.9 million.
- The NRA Round-Up program, created by MidwayUSA founder Larry Potterfield, allows buyers to “round-up” their purchase to the nearest dollar with the difference going to the NRA. For “a second consecutive year” MidwayUSA, which claims to stock “[j]ust about everything for shooting, reloading, gunsmithing and hunting,” is serving as “the Official Sponsor of the NRA Annual Meeting and Exhibits...” being held in Pittsburgh, Pennsylvania, in Spring 2011. One Pittsburgh resident who apparently took part in the NRA’s Round-Up Program through MidwayUSA was concealed carry permit holder George Sodini, who in August 2009 opened fire at an LA Fitness Center in Collier, Pennsylvania, killing

¹ See <http://www.nragive.com/#/ringoffreedom>, downloaded March 31, 2011.



PROGRAMS

Corporate Giving Opportunities

- Corporate Strategic Giving
- Round-Up
- Add-A-Buck
- Licensing/Product Projects
- Sponsorships
- Employee Giving/Matching Gift Programs
- Annual Cash Gift Incentives – Annual Meeting Benefits such as preferred seating, VIP photo opportunities and access to NRA Leadership



The Future of Freedom

Our Founding Fathers knew that liberty came with a price—a price they paid with unwavering dedication and heroic sacrifice. The nation they built and passed on to us is facing challenges that require the strength of a new generation of patriots.

The National Rifle Association’s newly expanded Corporate Partners Program is an opportunity for corporations to partner with the NRA. The recognition levels for the Corporate Partners Program parallel those of the prestigious NRA Ring of Freedom. The program recognizes a company’s total commitment starting at \$25,000.

This program is geared toward your company’s corporate interests. With seven different giving programs, there are a variety of ways to support the NRA and its entities.

NRA members proudly support companies that are committed to the Second Amendment and our hunting and shooting heritage. With their support and your partnership we can continue to ensure that the future of freedom in America is secure now and in future.

Sincerely,

 Wayne LaPierre
 Executive Vice President

Excerpts from the NRA’s Ring of Freedom brochure detailing how its “newly expanded Corporate Partners Program is an opportunity for corporations to partner with the NRA.”

three women and wounding nine others before turning the gun on himself and taking his own life. A copy of the e-mail receipt sent to Sodini from MidwayUSA for his purchase of 9mm and .45 ammunition includes a donation of 74 cents from the mass murderer to the NRA via the Round-Up Program (see page 11).

- Xe, the new name of the now infamous Blackwater Worldwide—known for its abuses in the Iraq war—has contributed between \$500,000 and \$999,999 to the NRA.
- Gunmaker Beretta donated one million dollars to the NRA’s Institute for Legislative Action (NRA-ILA) and Civil Rights Defense Fund to work to overturn gun control laws in the wake of the 2008 U.S. Supreme Court decision in *District of Columbia v. Heller* (which for the first time ever recognized an individual right to possess a handgun in the home for self-defense).²
- Among the NRA’s “corporate partners” acknowledged in the Ring of Freedom are 22 that manufacture firearms, including many of the best-known gunmakers: Arsenal, Inc.; Benelli; Beretta USA Corporation; Browning; Charles Daly (now out of business); DPMS Panther Arms; Doug Turnbull Restoration, Inc.; FNH USA; Glock, Inc.; H&R 1871, LLC; Investment Arms; Krieghoff International Inc.; Marlin Firearms; McMillan Group International; Nosler; ParaUSA; Remington Arms Co., Inc.; John Rigby & Co.; SIGARMS, Inc.; Smith & Wesson Corporation; Springfield Armory; and, Sturm, Ruger & Co., Inc.
- Of the 22 NRA “corporate partners” acknowledged in the Ring of Freedom that manufacture firearms, 12 manufacture assault weapons: Arsenal, Inc.; Benelli; Beretta USA Corporation; Charles Daly (now out of business); DPMS Panther Arms; FNH USA; McMillan Group International; ParaUSA; Remington Arms Co., Inc.; SIGARMS, Inc.; Smith & Wesson Corporation; and, Sturm, Ruger & Co., Inc.
- Among the NRA’s “corporate partners” are numerous high-capacity ammunition magazine manufacturers or vendors. Contributors donating at a level qualifying for inclusion in the Ring of Freedom are: AcuSport Corporation; Arsenal, Inc.; Auctionarms.com, Inc.; Beretta USA Corporation; Brownells; Browning; Cabela’s; Charles Daly (now out of business); CDNN Investments, Inc.; Cheaper Than Dirt; Collectors Firearms, Inc.; Davidson’s, Inc.; DPMS Panther Arms; Ellett

² See <http://www.nraila.org/News/Read/NewsReleases.aspx?id=11492>, downloaded March 4, 2011.

Brothers, Inc.; FNH USA; Glock, Inc.; Graf & Sons, Inc.; McMillan Group International; MidwayUSA; Natchez Shooters Supply; Numrich Gun Parts Corporation; ParaUSA; Remington Arms Co., Inc.; SIGARMS, Inc.; Sinclair International, Inc.; Springfield Armory, Inc.; Sturm, Ruger & Co., Inc.; Smith & Wesson Corporation; and, Widener's Reloading & Shooting Supply, Inc. An additional 13 high-capacity ammunition magazine manufacturers or vendors also contributed funds to the NRA but these companies' giving levels did not qualify them for inclusion in the Ring of Freedom.

This report is divided into two sections. Section One details NRA Ring of Freedom "corporate partners" and their giving levels. Section Two details additional NRA "corporate partners" who donate through either the Round-Up Program or the Add-A-Buck Program (in which buyers add a dollar to their purchase with the difference going to the NRA). Where available, a website is included with the name of the "corporate partner." If a website was not found by the Violence Policy Center, the name of the "corporate partner" is followed by an asterisk (*). Names of "corporate partners" for which the VPC was unable to identify a category are followed by a cross (+). A "corporate partner" can fit into more than one category based on its product line or activities.

The depth and breadth of gun industry financial support for the National Rifle Association makes clear that the self-proclaimed "America's oldest civil rights organization" is, in fact, the gun industry's most high-profile trade association. While the NRA works to portray itself as protecting the "freedoms" of its membership, it is, in fact protecting the gun industry's freedom to manufacture virtually any gun or accessory it sees fit to produce. As NRA Board Member Pete Brownell, owner of Brownells, "the world's largest supplier of firearms accessories and gunsmithing tools," wrote on his website in his successful campaign to join the NRA's board:

Having [NRA] directors who intimately understand and work in leadership positions within the firearms industry ensures the NRA's focus is honed on the overall mission of the organization. These individuals bring a keen sense of the industry and of the bigger fight to the table.³

This is a 180-degree turn from the NRA described in *Americans and Their Guns*, an official history of the organization published in 1967 which stated that the NRA "...is not affiliated with any manufacturer of arms or ammunition or with any jobber or dealer who sells firearms and ammunition."⁴ And today, while in one section of its website the NRA actively courts the financial support of its gun industry "corporate partners," in another—where its industry financial links would heighten valid suspicions, such as in relation to the objectivity

³ See <http://www.petebrownell.com/mission.html>, downloaded March 10, 2011.

⁴ Trefethen, James, *Americans and Their Guns*, Stackpole Books (Harrisburg, PA), 1967, p. 303.

and effectiveness of its Eddie Eagle “gun safety” program—the NRA falsely claims that it “is not affiliated with any firearm or ammunition manufacturers or with any businesses that deal in guns and ammunition.”⁵

The mutually dependent nature of the National Rifle Association and the gun industry explains the NRA’s unwillingness to compromise on even the most limited controls over firearms or related products (such as restrictions on high-capacity ammunition magazines) and its support of legislation that clearly favors gunmakers over gun owners (such as legislation limiting the legal rights of gun owners killed or injured by defective firearms). The NRA claims that its positions are driven solely by a concern for the interests of gun owners, never mentioning its own financial stake in protecting the profits of its gun industry patrons.

At the 2009 Conservative Political Action Conference (CPAC), NRA Executive Vice President Wayne LaPierre told a cheering crowd that “the guys with the guns make the rules.” The information contained in this report raises the question as to what degree it is the guys who *make* the guns who make the rules.

⁵ See <http://www.nrahq.org/safety/eddie/>, downloaded April 5, 2011.

Section One: National Rifle Association Ring of Freedom “Corporate Partners”

Since 2005, corporations have contributed between \$19.8 million and \$52.6 million to the NRA as detailed by its Ring of Freedom corporate giving program.⁶ The vast majority of funds—74 percent—contributed to the NRA from “corporate partners” are members of the firearms industry: companies involved in the manufacture or sale of firearms or shooting-related products. Contributions to the NRA from the firearms industry since 2005 total between \$14.7 million and \$38.9 million. According to the NRA, “The NRA Corporate Partners Program enables businesses and organizations to help ensure the future of America's hunting and shooting traditions. Those that make a commitment to the NRA are recognized at various Ring of Freedom levels.” Under the heading “Corporate Strategic Giving” the NRA adds, “Companies can make a commitment to support any area of the NRA's mission and vision through outright financial support in an effort to raise significant funds to secure the future of the NRA.” In a promotional brochure for the program, NRA Executive Vice President Wayne LaPierre promises that the “National Rifle Association’s newly expanded Corporate Partners Program is an opportunity for corporations to partner with the NRA....This program is geared toward your company’s corporate interests.”

The Ring of Freedom has seven “recognition” levels based on the amount contributed to the organization. The highest level (\$5,000,000 to \$9,999,999) is named for former NRA Executive Vice President Harlon Carter. A larger-than-life figure to the NRA faithful, Carter is credited with creating the lobbying focus of today’s NRA.⁷ Among the benefits offered with the Harlon Carter level is a private meeting and dinner with current NRA chief Wayne LaPierre at NRA Headquarters. The second highest level (\$1,000,000 to \$4,999,999) is named for former NRA President Joe Foss. Benefits include a private function at the NRA Annual Meetings with an “NRA VIP.” Lesser giving levels ranked below these NRA leaders are named for the Founding Fathers: George Washington (\$500,000 to \$999,999); Samuel Adams (\$250,000 to \$499,999); Alexander Hamilton (\$100,000 to \$249,999); George Mason (\$50,000 to \$99,999); and, James Madison (\$25,000 to \$49,999). Each level carries various benefits, ranging from pins to plaques to signage to “exposure in NRA media.”

The table that follows lists NRA corporate partners by “recognition” level and defines them by the five categories listed below. Where available, a website is included with the name of the “corporate partner.” If a website was not found by the Violence Policy Center, the name of the “corporate partner” is followed by an asterisk (*). Names of “corporate partners” for which the VPC was unable to identify

⁶ As calculated using the giving range listed for each “recognition” level on the Ring of Freedom.

⁷ Less discussed is the fact that as a teenager, Carter was convicted of a shotgun murder. The 17-year-old Carter shot and killed a 15-year-old Latino youth in his hometown of Laredo, Texas. His conviction was later overturned on a technicality.

a category are followed by a cross (+). A “corporate partner” can fit into more than one category based on its product line or activities.

- **Gun Manufacturer**, the “corporate partner” is a firearm manufacturer.
- **Gun Distributor or Retailer**, the “corporate partner” is either a distributor of firearms or a retailer of firearms.
- **High-Capacity Ammunition Magazine Manufacturer or Vendor**, the “corporate partner” either manufactures or sells ammunition magazines with a capacity greater than 10 rounds.
- **Gun Accessories Manufacturer or Vendor**, the “corporate partner” either manufactures or sells shooting accessories (examples would include ammunition, holsters, targets, reloading equipment, optical devices, etc.).
- **Other**, the “corporate partner” does not primarily manufacture or sell a product that is directly related to the firearms industry or shooting accessories.

For corporations listed under the seven “recognition” levels of the Ring of Freedom:

- Twenty-two manufacture firearms, including many of the best-known gunmakers: Arsenal, Inc.; Benelli; Beretta USA Corporation; Browning; Charles Daly (now out of business); DPMS Panther Arms; Doug Turnbull Restoration, Inc; FNH USA; Glock, Inc.; H&R 1871, LLC; Investment Arms; Krieghoff International Inc.; Marlin Firearms; McMillan Group International; Nosler; ParaUSA; Remington Arms Co., Inc.; John Rigby & Co.; SIGARMS, Inc.; Smith & Wesson Corporation; Springfield Armory; and, Sturm, Ruger & Co., Inc.
 - Of this group, 12 manufacture assault weapons: Arsenal, Inc.; Benelli; Beretta USA Corporation; Charles Daly (now out of business); DPMS Panther Arms; FNH USA; McMillan Group International; ParaUSA; Remington Arms Co., Inc.; SIGARMS, Inc.; Smith & Wesson Corporation; and, Sturm, Ruger & Co., Inc.
 - According to a September 2008 NRA press release, “the Beretta Group of companies, led by Beretta U.S.A., Benelli U.S.A., and Burris in the United States have pledged to give the NRA \$1 million over the next five years. This gift will benefit the NRA Institute for Legislative Action and the NRA Civil Rights Defense Fund’s litigation activities

to further expand the scope of Second Amendment protections in the wake of the recent United States Supreme Court ruling in *District of Columbia v. Heller*.... This new pledge brings the Beretta Group's gift commitments to the NRA to over \$2 million."⁸

- Twenty-nine either manufacture or vend high-capacity ammunition magazines: AcuSport Corporation; Arsenal, Inc.; Auctionarms.com, Inc.; Beretta USA Corporation; Brownells; Browning; Cabela's; CDNN Investments, Inc.; Charles Daly (now out of business); Cheaper Than Dirt; Collectors Firearms, Inc.; Davidson's, Inc.; DPMS Panther Arms; Ellett Brothers, Inc.; FNH USA; Glock, Inc.; Graf & Sons, Inc.; McMillan Group International; MidwayUSA; Natchez Shooters Supply; Numrich Gun Parts Corporation; ParaUSA; Remington Arms Co., Inc.; SIGARMS, Inc.; Sinclair International, Inc.; Smith & Wesson Corporation; Springfield Armory, Inc.; Sturm, Ruger & Co., Inc.; Widener's Reloading & Shooting Supply, Inc.
- The NRA Round-Up program, created by MidwayUSA founder Larry Potterfield, allows buyers to "round-up" their purchase to the nearest dollar with the difference going to the NRA. By March 2010, Round-Up Program contributions from MidwayUSA alone had totaled more than five million dollars that were contributed to the NRA's lobbying arm, the Institute for Legislative Action (NRA-ILA).⁹ On its website, the company, which claims to stock "[j]ust about everything for shooting, reloading, gunsmithing and hunting," adds, "We support the NRA and the Shooting/Hunting Sports Industry by donating 10% of our pre-tax profits, mostly to help fund youth shooting programs."¹⁰ Larry Potterfield's wife Brenda also serves as vice president of the NRA Foundation's Board of Trustees. Also on the website, Potterfield credits part of his company's success to NRA-backed federal legislation, the Firearms Owners' Protection Act, commonly known as McClure-Volkmer (but called Volkmer-McClure by Potterfield):

By 1987, we were doing about \$5 million in business, selling mostly to dealers. The product lines were bulk components and cartridge boxes. The Volkmer-McClure law was enacted in October 1987, which removed the

⁸ See <http://www.nraila.org/News/Read/NewsReleases.aspx?id=11492>, downloaded March 16, 2011.

⁹ See http://www.midwayusa.com/general.mvc/index/press_releases~round_up_donations_5mil, downloaded March 16, 2011.

¹⁰ See <http://www.midwayusa.com/General.mvc/Index/AboutUs>, downloaded March 11, 2011.



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SIG 226 357SIG 40s&w 12RD BLUE BRAND NEW \$33.99	226 15RD 357/40s&w EXTENDED FLUSH FIT BOTTOM BLUE FINISH NEW FACTORY \$38.99	229 12RD 357/40s&w PHOSPHATE EXTREME DUTY NEW FACTORY \$29.99	229 12RD 357/40s&w L.E. MARKED RARE GERMAN USED EXCELLENT PHOSPHATE \$18.99
226-228-229 9MM EXTENDED 20RD NEW FACTORY FLUSH FIT BOTTOM ONLY FLUSH WITH 226 \$38.99	228-229 9MM 13RD PHOSPHATE BLUE FINISH BRAND NEW \$33.99	PRO/2022 40/357 12RD HI-CAP NEW L.E. MARKED PARKERIZED FINISH ALSO FITS THE NEW SIG 2022 \$19.99	PRO/2022 9MM 15RD BLUE FINISH BRAND NEW \$20.99
229 14RD 357/40s&w EXTENDED FLUSH FIT BOTTOM BLUE FINISH NEW FACTORY \$38.99	SIG 250 BLUE FINISH 9MM 15RD 40s&w 13RD NEW FACTORY WON'T FIT 226 \$33.99		

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AK-47 30RD SPECIAL PURCHASE

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High Rib \$9.99	BULGARIAN 762x39 30RD-40RD ORIGINAL MILITARY FLUSH FIT BOTTOM W/STEEL RETENGE (MADE BY IBERIA MILITARY - NINE, NOT SAKURA MONKEY, SLANGING MFG)	AK-47 40RD STEEL ASIAN MILITARY 762x39 NEW MIL-SPEC MFG

Alexander Hamilton-level (\$100,000 to \$249,000) donor CDNN Investments, Inc., is one of the many high-capacity ammunition magazine retailers that help fund the NRA.

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PISTOL HI-CAP MAGS
17 17RD 9MM DROP FREE
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SALE \$5.99
ALL FULLY METAL LINED! YOUR CHOICE

2-MAG POUCH
PRICE REDUCED TO ONLY \$1.99
WHEN YOU BUY ANY 2-ASIAN HI-CAP PISTOL MAGS OF THE SAME MODEL
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FITS UP TO 2.25" BELTS

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GLOCK EXTENDED 40s&w ALL MODELS 31RD AMBIDEXTROUS ASIAN MILITARY MFG \$16.99

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AR-15 30RD BLACKENED STAINLESS DURABLE FINISH \$11.99

AR-15 545x39 30RD BLACKENED STAINLESS \$19.99

AR-15 9MM 20RD NEW STAINLESS BODY PARKERIZED FINISH MADE TO G.I. SPEC \$14.99

AR-15 6.8MM 25RD BLACKENED STAINLESS \$13.99

762x39 30RD O.E. MANUFACTURE \$19.99

DPMS 308 20RD BLACKENED STAINLESS \$17.99

restriction of shipping brass and bullets to FFL holders only. Midway immediately began selling directly to consumers, in addition to selling to dealers.¹¹

In January 2011 the company announced that for “a second consecutive year” it was serving as “the Official Sponsor of the NRA Annual Meeting and Exhibits...” being held in Pittsburgh, Pennsylvania in Spring 2011.¹²



One Pittsburgh resident who apparently took part in the NRA’s Round-Up Program through MidwayUSA was concealed carry permit holder George Sodini, who in August 2009 opened fire at an LA Fitness Center in Collier, Pennsylvania, killing three women and wounding nine others before turning the gun on himself and taking his own life. A copy of the e-mail receipt (see next page) sent to Sodini from MidwayUSA for his purchase of 9mm and .45 ammunition includes a donation of 74 cents from the mass murderer to the NRA via the Round-Up Program.

¹¹ See <http://www.midwayusa.com/General.mvc/Index/AboutUs>, downloaded March 11, 2011.

¹² See http://www.midwayusa.com/general.mvc/index/press_releases~midwayusa-signs-on-as-official-sponsor-of-the-2011-nra-show, downloaded March 16, 2011.

Hello George,

Thanks for your order! I've always been a stickler for fast shipping, so we are working hard to get your order out quickly.

Order details are outlined below. We will send tracking information as soon as your order ships.

Thanks for Your Business,

Larry Potterfield
Founder and CEO of MidwayUSA

We have received your order #7821620 placed on 10/14/2008 to be shipped to:

George Sodini

244 Orchard Spring Rd

Pittsburgh, PA 15220-1714

ItemID	Qty	Price	Description
701698	3	\$19.29	Winchester USA Ammunition 9mm Lu...
571013	1	\$28.99	Speer Gold Dot Ammunition 45 Col...

Postage, Handling & Insurance: \$10.40
NRA Round-Up: \$0.74

- One of the George Washington (\$500,000 to \$999,999) level corporate donors is Xe, the new name for the now infamous Blackwater Worldwide, known for its abuses in the Iraq war. The website for the corporation's U.S. Training Center (previously the Blackwater Lodge and Training Center) states that it:

is famous for our ability to deliver hard hitting, effective training experiences for military, security and law enforcement professionals **as well as civilians**. [Emphasis in original] We provide advanced training courses for a wide range of missions, terrain and tactical situations. We train both individuals and units applying our knowledge and experience to support their stated objectives.¹³

- A second George Washington level corporate donor is Brownells, headed by NRA board member Pete Brownell. The company describes itself as the “world's largest supplier of firearms accessories and gunsmithing tools.” It sells a wide-range of high-capacity ammunition magazines for pistols and assault weapons, including the same capacity Glock magazine as the 33-round magazine allegedly used by Jared Loughner in his January 2011 attack in Tucson, Arizona, that left six dead and 13 wounded, including Representative Gabrielle Giffords (D-AZ). Brownells is also a manufacturer of high-capacity ammunition magazines. On his website supporting his campaign to join the NRA's board, Brownell offers his vision for strengthening the bond between the NRA and the gun industry and making sure that industry members are part of the NRA's mission:

Having directors who intimately understand and work in leadership positions within the firearms industry ensures the NRA's focus is honed on the overall mission of the organization. These individuals bring a keen sense of the industry and of the bigger fight to the table.¹⁴

¹³ See <http://www.ustraining.com/new/index.asp>, downloaded March 11, 2011.

¹⁴ See <http://www.petebrownell.com/mission.html>, downloaded March 10, 2011.

This is a 180-degree turn from the NRA described in *Americans and Their Guns*, an official history of the organization published in 1967 which stated that the NRA “...is not affiliated with any manufacturer of arms or ammunition or with any jobber or dealer who sells firearms and ammunition.”¹⁵

And today, while in one section of its website the NRA actively courts the financial support of its gun industry “corporate partners,” in another—where its industry financial links would heighten valid suspicions, such as in relation to the objectivity and effectiveness of its Eddie Eagle “gun safety” program—the NRA falsely claims that it “is not affiliated with any firearm or ammunition manufacturers or with any businesses that deal in guns and ammunition.”¹⁶

¹⁵ Trefethen, James, *Americans and Their Guns*, Stackpole Books (Harrisburg, PA), 1967, p. 303.

¹⁶ See <http://www.nrahq.org/safety/eddie/>, downloaded April 5, 2011.

National Rifle Association Ring of Freedom “Corporate Partners”					
“Corporate Partner” Name and Website	Gun Manufacturer	Gun Distributor or Retailer	High-Capacity Ammunition Magazine Manufacturer or Vendor	Gun Accessories Manufacturer or Vendor	Other
HARLON CARTER LEVEL—Amount Donated: \$5,000,000 to \$9,999,999					
MidwayUSA www.midwayusa.com			✓	✓	
JOE FOSS LEVEL—Amount Donated: \$1,000,000 to \$4,999,999					
Beretta USA Corporation www.berettausa.com	✓		✓	✓	
Clayton Williams Energy, Inc. www.claytonwilliams.com					✓
Pierce Bullet Seal Target Systems, LLC www.pbsts.com				✓	
Springfield Armory, Inc. www.springfield-armory.com	✓		✓	✓	
GEORGE WASHINGTON LEVEL—Amount Donated: \$500,000 to \$999,999					
Benelli USA Corporation www.benelliusa.com	✓			✓	
Big Sky Carvers www.bigskycarvers.com					✓

National Rifle Association Ring of Freedom “Corporate Partners”					
“Corporate Partner” Name and Website	Gun Manufacturer	Gun Distributor or Retailer	High-Capacity Ammunition Magazine Manufacturer or Vendor	Gun Accessories Manufacturer or Vendor	Other
Brownells www.brownells.com			✓	✓	
Cabela’s www.cabelas.com		✓	✓	✓	
Dillon Precision Products Corp., Inc. www.dillonprecision.com				✓	
Leupold & Stevens, Inc. www.leupold.com				✓	
The Master’s Table www.masters-table.org					✓
Sturm, Ruger & Co., Inc. www.ruger.com	✓		✓	✓	
Universal Coin & Bullion, Ltd. www.universalcoin.com					✓
Winchester Division—Olin Corporation www.winchester.com				✓	
Xe www.xeservices.com					✓

National Rifle Association Ring of Freedom “Corporate Partners”					
“Corporate Partner” Name and Website	Gun Manufacturer	Gun Distributor or Retailer	High-Capacity Ammunition Magazine Manufacturer or Vendor	Gun Accessories Manufacturer or Vendor	Other
SAMUEL ADAMS LEVEL—Amount Donated: \$250,000 to \$499,999					
Davidson’s, Inc. www.galleryofguns.com		✓	✓	✓	
Doug Turnbull Restoration, Inc. www.turnbullmfg.com	✓			✓	
Greg Martin Auctions www.gregmartinauctions.com		✓			
Hodgdon Powder Company www.hodgdon.com				✓	
Lockton Companies www.lockton.com					✓
Natchez Shooters Supply www.natchezss.com			✓	✓	
ALEXANDER HAMILTON LEVEL—Amount Donated: \$100,000 to \$249,999					
Action Target http://actiontargetbeta.com				✓	
Arsenal, Inc. www.arsenalinc.com	✓		✓		

National Rifle Association Ring of Freedom “Corporate Partners”					
“Corporate Partner” Name and Website	Gun Manufacturer	Gun Distributor or Retailer	High-Capacity Ammunition Magazine Manufacturer or Vendor	Gun Accessories Manufacturer or Vendor	Other
Blackhawk Products Group www.blackhawk.com				✓	
Blue Book Publications, Inc. https://store.bluebookinc.com					✓
The Brunton Company www.brunton.com				✓	
CDNN Investments, Inc. www.cdninvestments.com			✓	✓	
Collectors Firearms, Inc. www.collectorsfirearms.com		✓	✓	✓	
Crimson Trace Corporation www.crimsontrace.com				✓	
DBS International www.dbsintl.com					✓
The Hampe Family Foundation*					✓
Independence Tube Corp. www.independencetube.com					✓

National Rifle Association Ring of Freedom “Corporate Partners”					
“Corporate Partner” Name and Website	Gun Manufacturer	Gun Distributor or Retailer	High-Capacity Ammunition Magazine Manufacturer or Vendor	Gun Accessories Manufacturer or Vendor	Other
James D. Julia Auctioneers, Inc. http://jamesdjulia.com		✓			
Kamps Propane www.kampspropane.com					✓
LM Collection: American Legacy*+					
MetaMedia Training International, Inc. http://metamediausa.com					✓
Mzuri Wildlife Foundation www.mzuri.org					✓
National Firearms Museum Store www.nramuseum.com					✓
Nosler, Inc. www.nosler.com	✓			✓	
Numrich Gun Parts Corporation www.gunpartscorp.com			✓	✓	
ParaUSA www.para-usa.com	✓		✓	✓	

National Rifle Association Ring of Freedom “Corporate Partners”					
“Corporate Partner” Name and Website	Gun Manufacturer	Gun Distributor or Retailer	High-Capacity Ammunition Magazine Manufacturer or Vendor	Gun Accessories Manufacturer or Vendor	Other
Telecom Brokerage International*+					
GEORGE MASON LEVEL—Amount Donated: \$50,000 to \$99,999					
The Allbaugh Company, LLC www.allbaugh.us					✓
AmeriCap Co., Inc. www.americap.net					✓
Auctionarms.com, Inc. www.auctionarms.com		✓	✓		
Browning www.browning.com	✓		✓	✓	
Camp-Younts Foundation*					✓
Charles Daly*	✓		✓	✓	
Cisco Ford*+					
Dale Gallon Historical Art Inc. www.gallon.com					✓

National Rifle Association Ring of Freedom “Corporate Partners”

“Corporate Partner” Name and Website	Gun Manufacturer	Gun Distributor or Retailer	High-Capacity Ammunition Magazine Manufacturer or Vendor	Gun Accessories Manufacturer or Vendor	Other
DPMS Panther Arms www.dpmsinc.com	✓		✓	✓	
FNH USA www.fnhusa.com	✓		✓	✓	
Gamo USA Corporation www.gamousa.com					✓
Glock, Inc. www.glock.com	✓		✓	✓	
Graf & Sons, Inc. www.grafs.com			✓	✓	
LPL Financial http://lplfinancial.lpl.com					✓
Saulsbury Industries www.si-tx.net					✓
Smith & Wesson Corporation www.smith-wesson.com	✓		✓	✓	

National Rifle Association Ring of Freedom “Corporate Partners”					
“Corporate Partner” Name and Website	Gun Manufacturer	Gun Distributor or Retailer	High-Capacity Ammunition Magazine Manufacturer or Vendor	Gun Accessories Manufacturer or Vendor	Other
Widener’s Reloading & Shooting Supply, Inc. www.wideners.com		✓	✓	✓	
JAMES MADISON LEVEL—Amount Donated: \$25,000 to \$49,999					
Ackerman McQueen www.am.com					✓
AcuSport Corporation www.acusport.com		✓	✓	✓	
BCN Telecom, Inc. www.bctele.com					✓
Charlotte Motor Speedway www.charlottespeedway.com					✓
Cheaper Than Dirt www.cheaperthandirt.com		✓	✓	✓	
Component Engineers, Inc. www.componenteng.com					✓
Ellett Brothers, Inc. www.ellettbros.com		✓	✓	✓	

National Rifle Association Ring of Freedom “Corporate Partners”					
“Corporate Partner” Name and Website	Gun Manufacturer	Gun Distributor or Retailer	High-Capacity Ammunition Magazine Manufacturer or Vendor	Gun Accessories Manufacturer or Vendor	Other
Frank G. and Gertrude Dunlap Fund*+					
H&R 1871, LLC www.hr1871.com	✓			✓	
Hornady Manufacturing Co. www.hornady.com/				✓	
Investment Arms*	✓				
John Rigby & Co. www.johnrigbyandco.com	✓				
Krieghoff International, Inc. www.krieghoff.com	✓			✓	
KS Industries, LP www.ksindustrieslp.com					✓
Lockton Affinity www.lockton.com					✓
Loon Lake Decoy Company, Inc. www.loonlakedecoycompany.com					✓
Marlin Firearms Co. www.marlinfirearms.com	✓			✓	

National Rifle Association Ring of Freedom “Corporate Partners”					
“Corporate Partner” Name and Website	Gun Manufacturer	Gun Distributor or Retailer	High-Capacity Ammunition Magazine Manufacturer or Vendor	Gun Accessories Manufacturer or Vendor	Other
Marsh-Des Moines, Iowa*+					
McMillan Group International www.mcmfamily.com	✓		✓	✓	
Optima Direct, Inc. www.optimadirect.com					✓
Petersen Publishing Company*					✓
Pyramyd Air www.pyramydair.com					✓
RCBS Reloading Equipment www.rcbs.com				✓	
Reinhart Fajen, Inc. www.battentfeldtechnologies.com/fajen				✓	
Remington Arms Co., Inc. www.remington.com	✓		✓	✓	
Security Equipment Corporation www.sabrered.com/servlet/StoreFront					✓
SIGARMS, Inc. www.sigsauer.com	✓		✓	✓	

National Rifle Association Ring of Freedom “Corporate Partners”					
“Corporate Partner” Name and Website	Gun Manufacturer	Gun Distributor or Retailer	High-Capacity Ammunition Magazine Manufacturer or Vendor	Gun Accessories Manufacturer or Vendor	Other
Sinclair International, Inc. www.sinclairintl.com			✓	✓	
St. Louis Antique Arms Association www.stlarms.com					✓
Stanton Barrett Motorsports Management www.stantonbarrett.com					✓
Starline, Inc. http://us.starline.com					✓
Umarex USA www.umarexusa.com					✓
Werner Enterprises www.werner.com					✓

Section Two: Additional “Corporate Partners” Who Contribute to the NRA Through Its Round-Up or Add-A-Buck Programs

In addition to the “corporate partners” whose gifts earn them a place in the Ring of Freedom, other corporations are recognized by the organization at lower, non-Ring of Freedom giving levels for their contributions through its Round-Up Program and Add-A-Buck Program.



As noted earlier, MidwayUSA founder Larry Potterfield created the NRA Round-Up program. Through the program buyers “round up” their purchase to the nearest dollar with the difference going to the NRA. According to the NRA, additional Round-Up Program options “...include point-of-purchase contributions, percentage of purchase price donation, percentage of profits or fees donation, and matching contributions.” The Add-A-Buck Program “...enables your customers to contribute a dollar at point-of-purchase” that can be contributed to the NRA.



Both programs offer logos to be used in advertising, correspondence, and invoices and the ability to “state that your company is supporting the NRA in our mission to preserve America's Second Amendment Freedoms.”

“Corporate partners” participating in the Round-Up and Add-A-Buck Programs where the contribution levels fell below those qualifying for the Ring of Freedom are detailed in this section. Of these donors—

- Six are gun manufacturers, including three assault weapon manufacturers: Alliance Armament (which also sells fully automatic machine guns); Lauer Custom Weaponry (which also sells National Firearms Act-restricted products such as silencers and short-barreled rifles); and, Tactical Rifles, Inc. (which offers a free NRA membership with every “Tactical Rifle” purchased).
- Nineteen are gun retailers or distributors, including J&G Sales, Ltd., a Prescott, Arizona-based gun retailer and one of the leading sales outlets for the Romanian WASR AK-47 assault rifle variants and Draco AK-47 assault pistols coveted by Mexican gun traffickers.
- Thirteen are high-capacity ammunition magazine manufacturers or vendors.

**Additional Companies that Contribute to the National Rifle Association Through
Its “Add a Buck” or “Round-Up” Programs**

“Add-A-Buck” or “Round-Up” Participant	Gun Manufacturer	Gun Distributor or Retailer	High-Capacity Ammunition Magazine Manufacturer or Vendor	Gun Accessories Manufacturer or Vendor	Other
Affinity4 www.affinity4.com					✓
Alliance Armament www.alliancearmament.com	✓		✓	✓	
Ammo America*+					
Ammo Direct LLC www.ammodirect.com				✓	
Baker's Gun Shop www.bakersgunshop.com		✓	✓	✓	
Corncoctions www.corncoctions.com					✓
Dietrich's Morrice Collision http://morricecollision.com					✓
Don's Weaponry www.friendsoftheozarks.com/dons		✓			
Eastside Gun Shop www.eastsidegunshop.com		✓		✓	
First Samco Inc. www.firstsamco.com				✓	

Additional Companies that Contribute to the National Rifle Association Through Its “Add a Buck” or “Round-Up” Programs					
“Add-A-Buck” or “Round-Up” Participant	Gun Manufacturer	Gun Distributor or Retailer	High-Capacity Ammunition Magazine Manufacturer or Vendor	Gun Accessories Manufacturer or Vendor	Other
Galati International www.galatiinternational.com			✓	✓	
Galco International www.usgalco.com				✓	
Goschinski's Fin Feather & Fur Outfitters www.finfeatherfuroutfitters.com		✓	✓	✓	
Grice Gun Shop www.gricegunshop.com		✓	✓	✓	
Griffin & Howe www.griffinhowe.com	✓	✓		✓	
Hero-Gear www.hero-gear.com		✓	✓	✓	
I Carry and Protect, LLC*+					
Ithaca Gun Co. www.ithacagun.com	✓				
J&G Sales, Ltd. www.jgsales.com		✓	✓	✓	
Lauer Custom Weaponry www.lauerweaponry.com	✓	✓	✓	✓	
Law Enforcement Supply www.lawsupply.com					✓

Additional Companies that Contribute to the National Rifle Association Through Its “Add a Buck” or “Round-Up” Programs					
“Add-A-Buck” or “Round-Up” Participant	Gun Manufacturer	Gun Distributor or Retailer	High-Capacity Ammunition Magazine Manufacturer or Vendor	Gun Accessories Manufacturer or Vendor	Other
Lipseys Inc. www.lipseys.com		✓	✓	✓	
Lyman Products Corporation www.lymanproducts.com	✓			✓	
Meyers Gun Shop*		✓			
Microlon Products www.microlonproducts.com					✓
Midwest Shooting Sports and Supply LLC www.gunsandsupply.com		✓	✓	✓	
NRA Range www.nrahq.org/shootingrange/nrahqrangle					✓
Outpost Armory www.theoutpostarmory.com		✓	✓	✓	
Paducah Shooters Supply www.pssguns.com		✓		✓	
Pilkington Competition Equipment www.pilkguns.com					✓
Rink's Gun and Sport Inc.*		✓		✓	
Tactical Rifles, Inc. www.tacticalrifles.net	✓		✓	✓	
The Gun Shop*+					

**Additional Companies that Contribute to the National Rifle Association Through
Its “Add a Buck” or “Round-Up” Programs**

“Add-A-Buck” or “Round-Up” Participant	Gun Manufacturer	Gun Distributor or Retailer	High-Capacity Ammunition Magazine Manufacturer or Vendor	Gun Accessories Manufacturer or Vendor	Other
Turner's Operations, Inc www.turners.com		✓	✓	✓	
Valley Firearms Exchange*		✓			
Valley Gun Shop www.valleygun.com		✓		✓	
Valley Guns II www.valleyguns2.com		✓		✓	



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