



Dedicated to the unequivocal defense of the 2nd Amendment, and America's extraordinary heritage of firearm ownership.

WE BELIEVE

- We believe the Constitution of the United States and the Bill of Rights are priceless documents, based on eternal truths and are as valid today as when drafted by our nation's Founders.
- We believe the 2nd Amendment guarantees the 1st Amendment and all those that follow.
- We believe the 2nd Amendment has been under severe attack from many political fronts, as well as from the Executive, Legislative and Judicial branches of government and thus must be vigorously defended.
- We believe our efforts to defend and protect the 2nd Amendment are opposed by those who are just as dedicated to abolishing it.
- We believe therefore, the battle is primarily political and will either be won or lost by means of who is elected or defeated in the State Legislature.
- We believe we will never be secure in our rights to own firearms until the anti-gunners are swept from office and soundly defeated.
- We believe our victory can never be accomplished until gun owners – individually and collectively, recognize we are in a prolonged conflict, and must organize for a lengthy political battle.
- We believe our opposition will focus on the emotional rather than the factual – and will unabashedly distort the truth to achieve their goal of disarming American citizens.
- We believe that confrontation is necessary and crucial as we wage against our adversaries, yet personal integrity must remain a foundational ethic of GOC.
- We believe it is unwise, both politically and morally, to compromise principles for short-term political gain. Worthy goals can never be permanently achieved by unworthy tactics.
- We believe we can never build ourselves up by tearing other pro-gun organizations down; there are enough anti-gun advocates to oppose without wasting time nit-picking with those who stand with us most of the time. It is impossible to effectively fight others while battling amongst ourselves. A cord of many strands is far more difficult to break.
- We believe that words alone won't triumph; time, manpower, money and prayer are needed as well.
- We recognize that God rules, and without His guidance our efforts are all in vain.





GOC is the oldest pro-gun political action committee in the United States of America, having been at the forefront of the battle since assaults on the 2nd Amendment began.

When the State Legislature sought to ban all handguns in California in 1975, the move generated strong support from elected officials and the main-stream media. Senator H.L. Richardson knew the liberals had thrown down the gauntlet, so he immediately went to work mobilizing enraged citizens from throughout the state – and Gun Owners of California was born. A direct mail attack was unleashed and the legislation was defeated.

Thus began Gun Owners long-standing and distinctive work in the state. Not only are we the oldest but we are the hardest hitting, toughest fighting pro-gun organization in California. We were the first pro-gun group on television, radio and in the newspapers when the ban of semi-automatic handguns, rifles and shotguns surfaced. GOC was the first gun group in the nation to produce a video for television that revealed the truth about semi-automatic firearms. And we were also the first to do television spots alerting the citizens to the anti-gun legislation in Sacramento.

Our success generated considerable attention, and in the late 80's both federal and state regulators stepped in and made changes in how we – and other PACS – conducted business. A substantial financial cap was put on state

candidate contributions (which impacted our ability to engage in direct candidate support) and the federal government made new rules on how we, as a non-profit could communicate our message. Even though life grew more difficult to “freely” operate politically, we will never retreat on our mission of defending the Constitution.

Thus, we decided to “adapt, improvise and overcome” the new mandates.

Do you believe the Second Amendment guarantees the First Amendment, and each Amendment that follows?

GOC currently functions as a 501(c)4 non-profit. We operate exclusively from membership contributions and donations, utilizing our funds to actively educate on issues and candidates. We employ a strong, three-pronged approach to beating back the liberal assault on our constitutionally protected right to keep and bear arms:

- **AT THE CAPITOL:** We are in Sacramento, fighting full-time in the legislative halls for gun owner rights – opposing bad bills, supporting good ones, influencing the legislature every day, day in and day out. We refuse to let the liberal, anti-Constitution hostility keep us from moving offensively and our longstanding “institutional knowledge” serves as a critical resource to policy makers.
- **IN THE COURTS:** We are fighting in the courts – in California and across the nation, having filed amicus briefs in numerous cases in California and other states as well as before the U.S. Supreme Court.
- **THROUGH THE ELECTIONS:** And we are fighting at the ballot box – raising money to elect pro-gun candidates and to defeat the bad guys. We are scrupulous in our analysis and decision-making as to where these critical dollars would best be used. We know the fight is in the political trenches and victory will never be assured until the last anti-gun legislator is defeated.

