



Presented By:

DELTA
DEFENSE LLC

PROTECT WHAT MATTERS MOST

USCCA'S ANNUAL REPORT

2 0 2 5

Release Date: 3-18-2026





TABLE OF CONTENTS

ABOUT THE USCCA	4	RESPONDING WHEN IT MATTERS MOST	22
ABOUT DELTA DEFENSE LLC	5	STAYING SAFE ON THE GO	23
OUR MISSION, VISION AND VALUES	6	BUILDING A STRONGER DEFENSE	24
A MESSAGE FROM OUR CEO	8	OUR TEAM	26
A MESSAGE FROM OUR PRESIDENT	10	EMPLOYEE SPOTLIGHT	28
OUR STORY	12	ENGAGING OUR COMMUNITIES	30
MEMBER MAP	14	PROTECTING OUR RIGHTS	32
PROVIDING PEACE OF MIND	15	REACHING OUR MEMBERS	33
AWARD-WINNING CONTENT	17	STRENGTHENING PARTNERSHIPS	34
USCCA MEMBER STORIES	18	LEADING THE INDUSTRY	36
SUPPORTING OUR MEMBERS	21	ENGAGING AUDIENCES	38

ABOUT THE USCCA

The U.S. Concealed Carry Association (USCCA) is dedicated to equipping responsible Americans with the knowledge, training and support they need to protect themselves and their families. Since its founding in 2003, the USCCA has grown into a nationwide community of **MORE THAN 860,000 MEMBERS** who believe in the right to self-defense and who have accepted the call to protect what matters most.



WHO WE ARE

The USCCA is more than an association. It's a community of like-minded Americans who prioritize preparedness, personal responsibility and the protection of their loved ones. By providing access to trusted education, training and self-defense liability insurance,¹ we empower individuals to make informed decisions and take charge of their own safety. Whether you're a new gun owner or an experienced protector, the USCCA is here to support you at every stage of your journey.

WHAT WE DO

Through lifesaving education, industry-leading training and self-defense liability insurance, the USCCA ensures that members are prepared before, during and after a self-defense incident. Members have access to an extensive library of instructional videos, articles, online courses and live training events as well as legal guidance and 24/7 critical response support. The self-defense liability insurance policy purchased by the USCCA helps protect members from legal and financial consequences after a lawful self-defense incident, providing them with immediate access to experienced attorneys, financial support for bail and legal fees, and a dedicated Critical Response Team available around the clock.

ABOUT DELTA DEFENSE LLC

Delta Defense LLC is the driving force behind the USCCA, providing best-in-class sales, marketing, operations and administrative support. As a licensed insurance agency in all 50 states and the District of Columbia, Delta Defense delivers the education, resources and protection that USCCA Members need to confidently exercise their right to self-defense. Headquartered in West Bend, Wisconsin, Delta Defense employs more than 600 professionals who are dedicated to empowering responsible Americans.

WHO WE ARE

Recognized as one of "America's Top 100 Most Loved Workplaces" by *Newsweek* in 2023 and 2024 and by *The Wall Street Journal* in 2025, Delta Defense fosters an environment in which innovation, growth and teamwork flourish as every employee strives to make a real difference in the lives of responsible gun owners across the country. It's this environment that has built the foundation for phenomenal business growth, putting Delta Defense on the Inc. 5000 list of fastest-growing companies in the nation for an astonishing 14 years in a row.



SUPPORTING OUR TEAM

At Delta Defense, employee benefits are designed to support personal well-being and professional development. Team members enjoy access to in-house mental health care, a 401k retirement program with immediate vesting, on-site fitness facilities and paid time off for volunteering. Employees also receive self-defense and firearms training, a complimentary USCCA Membership and a personal-protection reimbursement — equipping them to "walk the walk" when it comes to preparedness. Delta Defense is more than a company; it's a mission-driven workplace where passion, purpose and personal responsibility align.

OUR MISSION, VISION AND VALUES

OUR MISSION

We safeguard life, freedom and finances for responsible American gun owners. We equip these individuals with the tools they need to avoid danger, protect their families and save lives. Our mission is to reach 4 million USCCA Members and save 1 million lives by 2032.

OUR VISION

Our goal is to be recognized as a leader and innovator in self-defense education and training, ensuring that every responsibly armed American has access to the knowledge, confidence and resources needed to protect himself or herself and his or her loved ones.

OUR VALUES

We fiercely defend our core values because they define who we are and how we operate. We uphold the inalienable right to self-defense and embrace a growth mindset, knowing that success comes from adaptability and innovation. We take decisive action and tackle every challenge head-on. Above all, we live by the 5 H's: values that shape our culture, drive our mission and fuel our commitment to protecting responsible Americans.

**HONEST
HUMBLE
HAPPY
HUNGRY
HEALTHY**

“OUR IDEAL EMPLOYEES ARE CONFIDENT AND HUMBLE AND LOVE TO LEARN. IT'S IMPORTANT THAT THEY BELIEVE IN OUR MISSION AND ARE READY TO CONTINUALLY CHALLENGE THEMSELVES.”

— Tim Schmidt, Chairman & Co-Founder of the USCCA

100% U.S.-BASED WORKFORCE,
INCLUDING ROUGHLY 200 EMPLOYEES
BASED AT OUR HEADQUARTERS IN WEST
BEND, WISCONSIN.



A MESSAGE FROM OUR CEO

TIM SCHMIDT *USCCA CHAIRMAN & CO-FOUNDER*

Tim Schmidt is the Chairman & Co-Founder of the USCCA and the CEO & Co-Founder of Delta Defense LLC. Since launching *Concealed Carry Magazine* in 2004, he's built the USCCA into the nation's leader in self-defense education while driving Delta Defense to 14 consecutive years on the Inc. 5000 list.



A GLIMMER OF LIGHT ON YOUR WORST DAY

'THE USCCA HAS YOUR BACK'

It's hard to believe that the USCCA has been helping law-abiding Americans defend their lives, their families and their livelihoods for nearly 25 years.

When I first started on my own journey as the ultimate defender of my loved ones, I leaned heavily on an important lesson my dad had taught me when I was growing up.

"Tim," he'd say, "If it is to be, it's up to me."

This simple notion has had a huge impact on my life. It's exactly why I continue to learn everything I can about being responsibly armed. Why I've dedicated myself to safely carrying a gun every single day. Why I've made the decision to do everything in my power to keep my loved ones safe.

And why I've put my time, sweat and tears into building an organization that helps responsible men and women protect what matters most.

Though my dad's no longer with us, his words remain at the center of everything I do, reinforcing that it's up to ME to take responsibility for the things that happen in my life.

Likewise, I would bet that your decision to own or carry a firearm has everything to do with accepting the responsibility of being YOUR family's ultimate protector. I know you believe that keeping your loved ones safe is so important that no excuse in the world could keep you from doing so. I also believe it takes a special type of person who's willing to accept this responsibility in the first place — to take the journey and live the lifestyle of a law-abiding armed American. For that, I commend you.

Though more than two decades have passed since the USCCA first found its roots, our goal here has remained steadfast: We want to help you on your mission as the ultimate defender of your loved ones. Indeed, the USCCA exists for the sole purpose of supporting, empowering and fighting for YOU.

As you continue to grow in your role as a protector, I hope you know that the USCCA is here to provide you with the knowledge to help you make the best decision in the worst moment of your life, the training to help you confidently defend yourself and the ones you love, and the peace of mind in knowing you have unparalleled legal and financial support to help you safeguard your freedom.

Should, God forbid, the worst come to pass and you be forced to defend yourself or your family against a deadly threat, I want to ensure that you have a glimmer of light on your darkest day — a place full of support when you need it most. Indeed, I want you to have a friend: someone who will stand BY you — and stand up FOR you — when it matters most.

It was true 20-plus years ago, and it's true now: The USCCA has your back.



A MESSAGE FROM OUR PRESIDENT

MIKE LOWNEY

PRESIDENT | DELTA DEFENSE LLC

Mike Lowney is the President of Delta Defense LLC, the service provider for the USCCA. Leading an organization that supports more than 860,000 USCCA Members, he's dedicated to advancing the USCCA's mission by helping responsible gun owners safeguard life, freedom and finances through world-class education, training and membership benefits.



MEMBERS FIRST, ALWAYS

'BUILT ON COMMITMENT, DRIVEN BY PURPOSE'

We live in an incredible country built on values such as freedom, responsibility and self-reliance. But even in a place as special as this, we've all felt the pressure of a fast-changing world. Life moves quickly. Challenges pop up unexpectedly. And the headlines can often distract us from what truly matters.

At the USCCA, we cut through the noise and keep our focus where it belongs: on you, our members. Every day, our team shows up with one purpose: to serve those who've stepped up to be their families' first lines of defense. While the world spins fast, we stay steady in our mission: to help responsibly armed Americans protect what matters most. Members FIRST. Always.

In 2025, the USCCA showed the depth of that commitment in several very big ways. We stood

by thousands of members who were involved in various self-defense incidents. We trained more than a quarter of a million responsible gun owners to be more proficient in protecting themselves and their loved ones. We helped millions more navigate complicated state-by-state laws. And we stood behind more than 860,000 members with confidence and care.

An incredibly powerful example of what it means to be a USCCA Member came from Wayne, Michigan, where three USCCA-trained members of a church security team played a crucial role in saving more than 150 lives during the attack on CrossPointe Church. The actions of those brave USCCA Members were a testament to the importance of effective training and their dedication to those they hold dear. The training and support the USCCA provided to those brave protectors are woven throughout every element of this organization.

While our members and mission always come first, we can say with pride that we were named No. 25 on "America's Top 100 Most Loved Workplaces" list by *The Wall Street Journal* this year. That recognition reflects our deeply held belief that service — across all we do, internally and externally — will elevate every aspect of this

organization. Those who love where they work will always go the extra mile.

While 2025 was a strong year serving our members, 2026 promises to be exciting too. Your membership is always getting better, with new identity-protection benefits and a brand-new mobile app that puts training and community at your fingertips. We're also launching USCCA Chapters across the country, helping members connect locally through training, events and shared purpose.

Around here, we don't just say, "Members first." We live it. Members are why we do what we do. Service to our members is why we exist. Every member matters. Every story matters. And EVERY life is worth protecting.

We're proud to serve you. And we're looking forward to being there for you in the years to come.

Thank you for your trust, your courage and your commitment.



OUR STORY

A SELF-DEFENSE AWAKENING

The story of the USCCA is one of perseverance, resilience and an unyielding commitment to protecting the ones we love. It began, as many great journeys do, with a moment of realization – when a new father looked down at his newborn son and understood, with absolute clarity, that protecting his family was his highest calling.

Until 2003, Tim Schmidt looked at firearms only through the lens of recreation. But as he held his firstborn child in his arms, he was struck by a profound truth: The world was unpredictable, and relying on others for protection wasn't an option. He needed to be ready. That moment set him on a course of self-education and training and, ultimately, led to a vision – one that would take shape at his kitchen table in West Bend, Wisconsin. He envisioned a community where responsibly armed Americans could come together, learn, train and prepare to protect what matters most.

FROM SETBACKS TO SUCCESS

Through that vision, the USCCA was born. But the road to success was anything but easy. Tim and Co-Founder Tonnie Schmidt poured everything they had into the idea, producing the first issue of *Concealed Carry Magazine* in 2004. They personally stuffed and mailed the first editions from their home. Yet when Tim took this concept to SHOT Show, the industry's biggest stage, his booth sat largely unnoticed, the idea dismissed. Many told him it wouldn't work.

But Tim and Tonnie refused to give up. They refined the USCCA's mission to provide not just education but also a crucial layer of protection. They knew that responsible gun owners needed more than training; they needed to know that if they ever had to use a firearm in self-defense, they wouldn't face the legal and financial aftermaths alone. Under Tim's leadership, the USCCA became the first member-based organization to offer a self-defense liability insurance policy.

2003



2006



2013

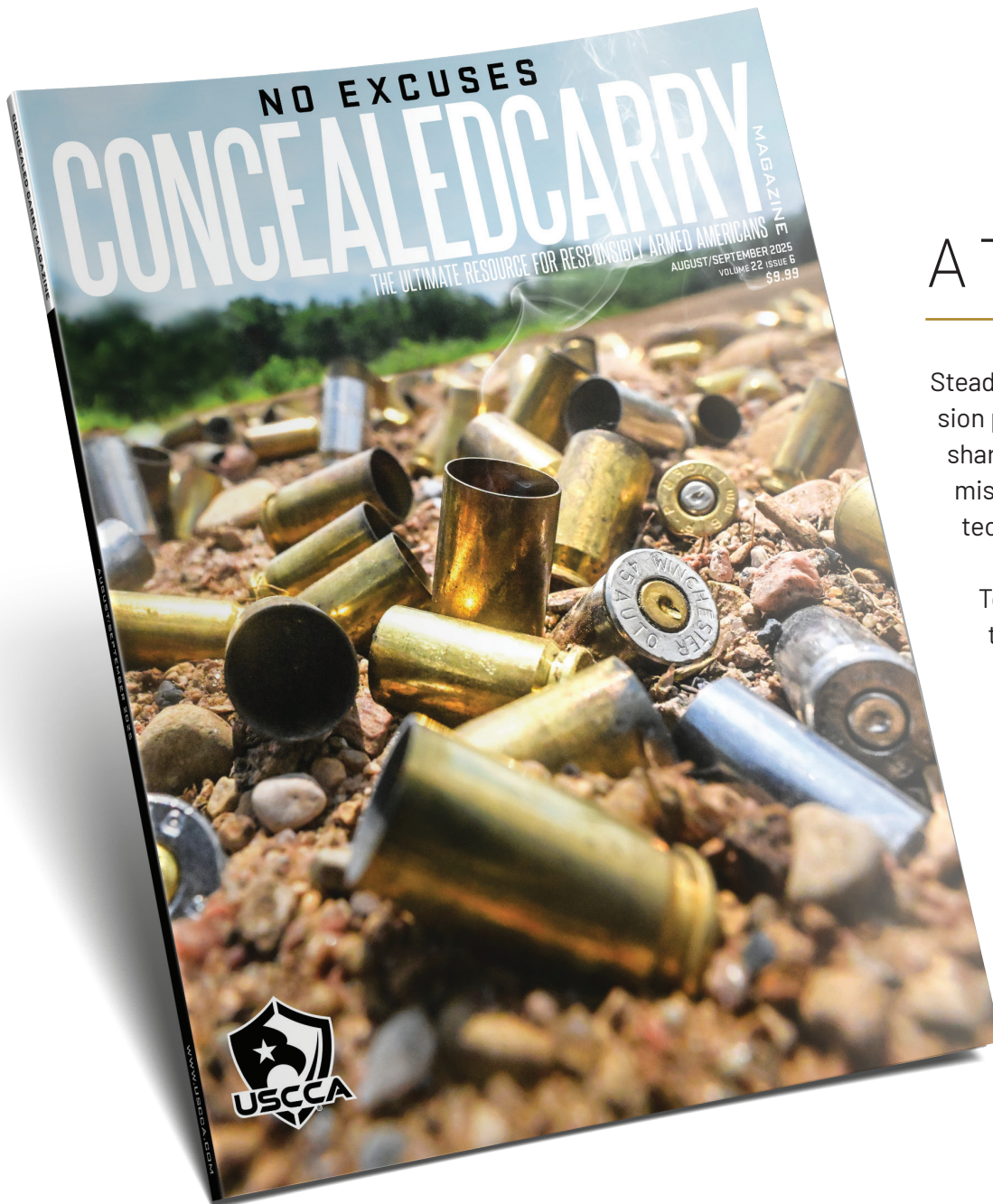


2017



2020





A THRIVING **COMMUNITY**

Steadily, the movement gained momentum. The USCCA grew from a passion project into a thriving community of like-minded Americans, bound by a shared commitment to responsibility and preparedness. By staying true to its mission – arming USCCA Members with knowledge, training and legal protection – the organization defied the odds.

Today, the USCCA is the undisputed leader in self-defense education and training, supporting more than 860,000 members nationwide. It stands as a testament to the power of perseverance, built not on corporate backing or industry favors but rather on a father's unwavering dedication to protecting his family – and, ultimately, helping others do the same.

Through every challenge, every setback and every triumph, the USCCA has never lost sight of its core belief: When you have the courage to take responsibility for your own safety, you are stronger, your family is safer, and your community is better for it.

MEMBER MAP

MEMBERSHIP ACROSS THE COUNTRY

In 2025, USCCA Membership remained strong nationwide, led by the top five states:

CALIFORNIA (93,588)

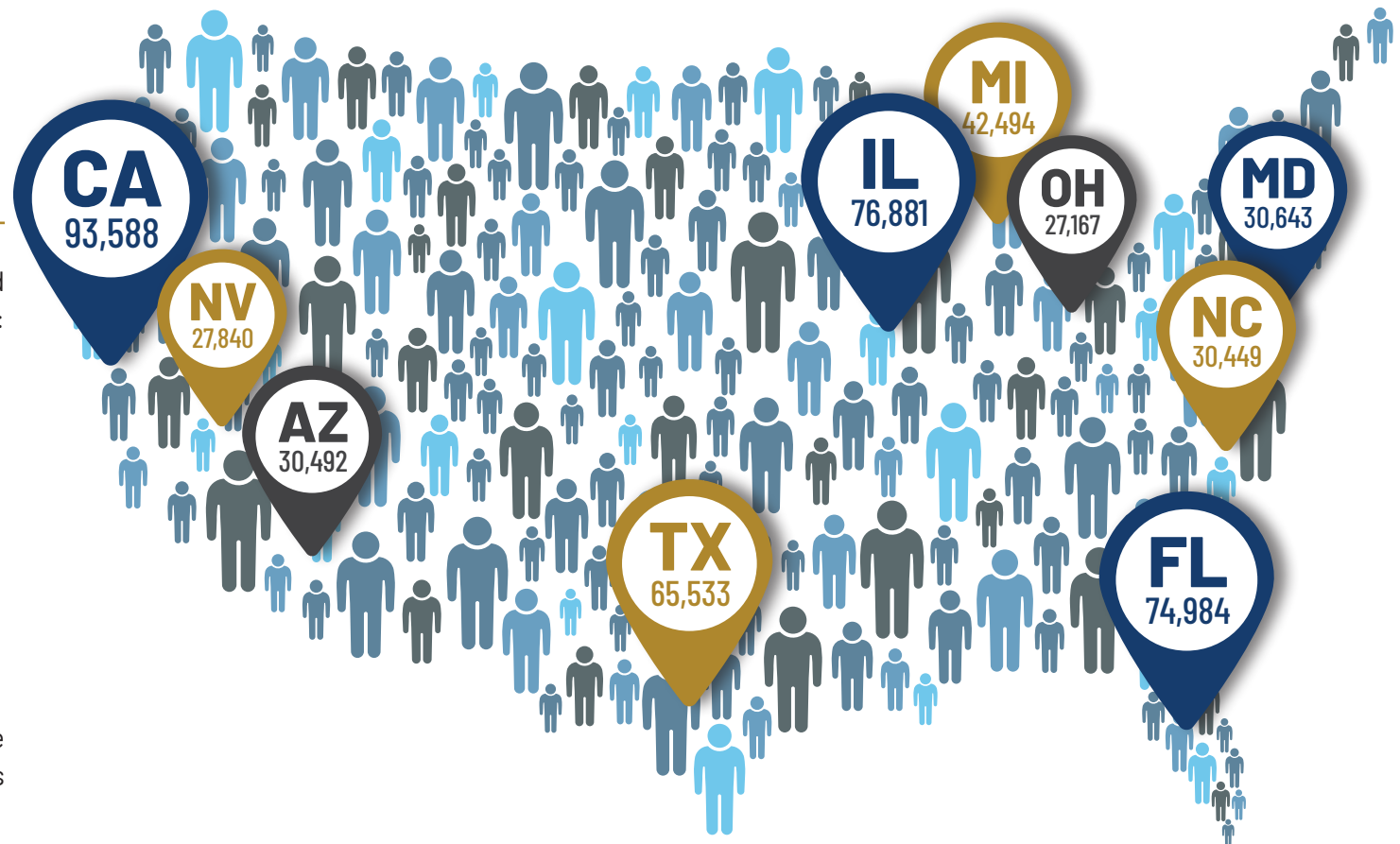
ILLINOIS (76,881)

FLORIDA (74,984)

TEXAS (65,533)

MICHIGAN (42,494)

Members also live and serve beyond the continental U.S., including in its territories and possessions.



PROVIDING PEACE OF MIND

MEMBERSHIP LEVEL OPTIONS

For more than a decade, the USCCA has remained committed to one simple promise: to help responsible Americans protect what matters most. As our community has grown, so has the strength, depth and reach of the benefits we provide. Today, our membership levels are designed to support members at every stage of their journeys, delivering peace of mind through education, training and protection.



GOLD



PLATINUM



ELITE

WHAT SETS US APART

One of the most defining strengths of USCCA Membership is its focus on education and training. Through resources such as the USCCA Protector Academy™, we continue to expand access to practical learning that builds confidence and readiness. Our award-winning *Concealed Carry Magazine* supports that mission with trusted insight and instruction, including more than 80 issues published over the past decade and a continually enhanced digital reading experience.

At the heart of every membership is protection. Since October 2020, we've provided our highest level of self-defense liability coverage to every USCCA Member, regardless of tier, including increased compensatory damage limits, no-limit defense expenses, expanded bail bond funding and coverage for acts of self-defense involving any legal weapon. Members also have access to a nationwide network of more than 1,250 attorneys and a Critical Response Team available 24/7/365.

In 2025 alone, participating members saved more than \$500,000 through exclusive offers and discounts from trusted partners. In 2026, USCCA Membership promises to deliver even more.

Together, these benefits help members protect what matters most.



THE ULTIMATE RESOURCE

CONCEALED CARRY MAGAZINE PROVIDES RESPONSIBLY ARMED AMERICANS WITH TRUSTED EDUCATION, REAL-WORLD INSIGHTS AND EXPERT GUIDANCE THAT EMPOWERS THEM TO PROTECT THEMSELVES AND THEIR FAMILIES WITH CONFIDENCE.

AWARD-WINNING CONTENT

CONCEALED CARRY **MAGAZINE**

The Delta Defense Publishing Team is a tightly aligned group driven by high standards, creative courage and a shared belief that every piece of content we publish must raise the bar. Our team does not set out to win awards. We set out to make each issue of *Concealed Carry Magazine*, each blog post and each newsletter better than the last.

In 2025, that mindset translated into recognition from prestigious organizations such as the FOLIO: Eddie & Ozzie Awards, the American Society of Magazine Editors, the Gundie Awards, the APEX Awards for Publication Excellence, the MarCom Awards and the Milwaukee Press Club. These honors span full-issue excellence, investigative and feature writing, illustration, cover and feature design, and standout work across the *USCCA Firearms & Self-Defense Blog* and the *First Line* email newsletter.

AWARDS & RECOGNITION:

- FOLIO: EDDIE & OZZIE AWARDS** | First-place wins plus multiple finalists in writing and design
- APEX AWARDS** | Grand Award and Awards of Excellence for illustration, layout and writing
- COVER AND VISUAL HONORS** | ASME Readers' Choice win and Milwaukee Press Club recognition
- DIGITAL AND INDUSTRY ACCOLADES** | MarCom Gold, WMA's Best of Industry newsletter award and Gundies honors



USCCA MEMBER STORIES

Every year, USCCA Members find themselves in moments they never expected – moments that test their training, their judgment and, sometimes, their freedom. These stories reflect the real-world challenges responsibly armed Americans face and the support that helps them endure, rebuild and move forward. Shared with readers in the pages of *Concealed Carry Magazine* and on the USCCA YouTube channel throughout 2025, the following stories showcased defining moments from these members' lives.

JEREMY McCREE

LOS ANGELES, CALIFORNIA

When three men followed Jeremy McCree through his neighborhood, one reaching for a weapon, he acted to defend himself. Though McCree was arrested and charged, evidence proved he acted lawfully. His defense – which exceeded \$100,000 – was covered through his USCCA Membership, helping him protect both his freedom and his family's future.





CROSSPOINTE COMMUNITY CHURCH

WAYNE, MICHIGAN

As families gathered for Sunday worship, a heavily armed gunman approached the front doors of CrossPointe Community Church. Before the attacker could enter, a church deacon rammed him with his truck while trained security team members – all USCCA Members – engaged the threat. During the exchange, a security team member was shot in the leg but continued the fight. The security team's swift, decisive actions stopped the attack just feet from the sanctuary and protected more than 150 people inside. Only days earlier, three members of the church security team, including Jay Trombley (pictured at left), had completed USCCA training focused on protecting houses of worship – preparation that helped them respond when it mattered most.

MAYBI IZQUIERDO *(not pictured)*

SAN BERNARDINO, CALIFORNIA

Cornered in her own home by a drunken housemate, Maybi Izquierdo fired a single shot to protect herself. Despite clear evidence of self-defense, she was arrested and jailed, with bail initially set near \$1 million. With the help of the USCCA and Izquierdo's attorney, the charges were dismissed – and her life was put back on track.

MILLI STANFORD-MILES

COMPTON, CALIFORNIA

After a terrifying road-rage encounter escalated into a defensive gun use, Milli Stanford-Miles spent nearly two years fighting for her freedom in California's court system. Facing up to 22 years in prison and more than \$550,000 in legal defense costs, she endured two trials before a jury finally cleared her – with the USCCA by her side throughout.



SUPPORTING OUR MEMBERS

MEMBER ENGAGEMENT

In 2025, the 100% U.S.-based Member Engagement Team supported almost a million member interactions across the country. From offering training guidance to answering concealed carry questions to providing everyday account support, our advisors were there when it mattered most.

Our goal is simple: to make reaching out feel easy, welcoming and worthwhile. Our team includes mothers and fathers, veterans, former law enforcement officers, teachers, nurses, small business owners, and more. Every advisor is also a USCCA Member, proud to serve fellow members with care, respect and understanding.

Guided by member feedback, we enhanced our contact center technology and expanded the ways members can connect, including by phone, live chat, email, social messaging and written correspondence. Everything we do is built on one belief: Supporting our members is both a privilege and a responsibility.

573,188

*Inbound Phone
Connected Contacts*

123,064

Email Responses

73,245

*Outbound Phone
Connected Contacts*

209,272

Live Online Chats

203,923

*Total Hours Dedicated
to Helping Members*

83

Net Promoter Score



RESPONDING WHEN IT MATTERS MOST

CRITICAL RESPONSE TEAM

Our Critical Response Team (CRT) provides rapid, expert assistance to members following a self-defense incident. Available 24/7/365, this highly trained team facilitates immediate support for members, from securing legal representation to offering crisis-management resources. The CRT's swift action mitigates stress and uncertainty, allowing members to focus on their safety and legal protection. Each team member is certified in Critical Incident Stress Management, ensuring compassionate and knowledgeable guidance during life's most challenging moments.

<25 SECONDS

*Average Call
Response Time*

1,250

*Attorneys Available
Nationwide*

3 MINUTES

*Average Attorney
Connection Time*

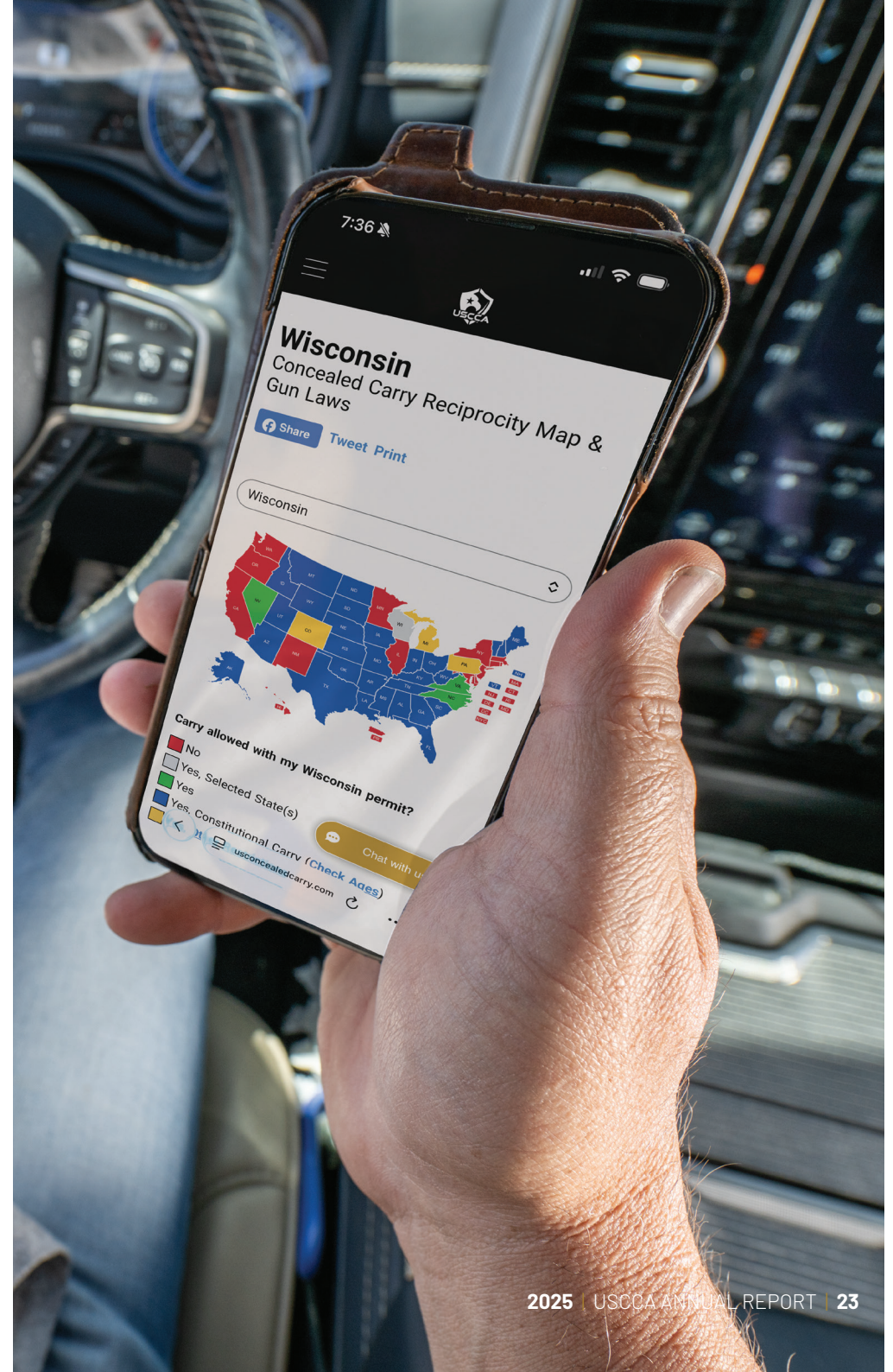
STAYING SAFE ON THE GO

USCCA RECIPROcity MAP

The USCCA Reciprocity Map remained one of the nation's most trusted firearms-law resources in 2025. By prioritizing accuracy, usability and expanded legal coverage, we helped responsibly armed Americans find clear, actionable answers wherever they traveled. The result was another year of strong growth, deeper engagement and improved legal clarity across the platform for our members.

BY THE NUMBERS:

- Helped **10 MILLION** visitors
- Added tribal land sections in states with tribal jurisdictions to reduce travel uncertainty
- Launched non-lethal-force sections in all 50 states to reflect growing interest in alternative self-defense tools



BUILDING A STRONGER DEFENSE

USCCA TRAINING

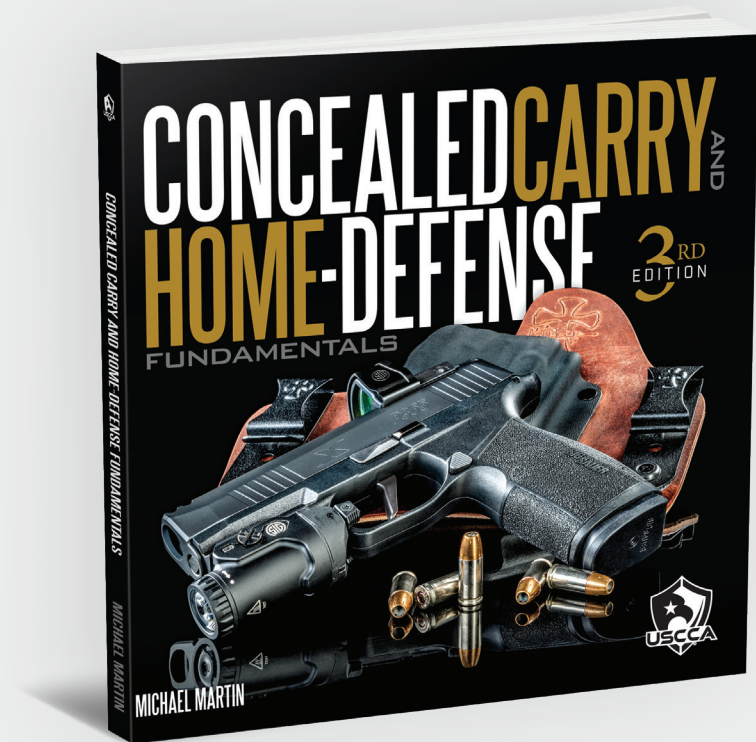
The USCCA Training Team continues to expand its national impact by delivering high-quality education through in-person instruction, online learning and trusted partnerships. By strengthening instructor development and modernizing curriculum delivery, we helped responsibly armed Americans build practical, legally sound skills that support confidence and preparedness.

In 2025, **267,317 STUDENTS** registered for a class through the USCCA Training site, with **Concealed Carry and Home-Defense Fundamentals** remaining the most in-demand curriculum. Across the year, 85,737 classes were posted on the platform. High-demand courses such as **Should I Shoot?**, **When You Can Use Force** and **Protecting Houses of Worship** each exceeded 1,000 classes delivered.

The USCCA also played a key role in training **NEARLY 80,000 STUDENTS** in 2025.

Instructor development remained strong, with **2,240 NEW INSTRUCTORS** certified in 2025 for a total of more than **9,000 CERTIFIED INSTRUCTORS** at year's end.

Together, these outcomes reinforce USCCA's commitment to providing real-world training that empowers responsible Americans and strengthens our communities.



CERTIFIED INSTRUCTORS IN 11 DIFFERENT CURRICULA,

including Concealed Carry and Home-Defense Fundamentals, Emergency First-Aid Fundamentals, Countering the Mass Shooter Threat and more.



OUR TEAM

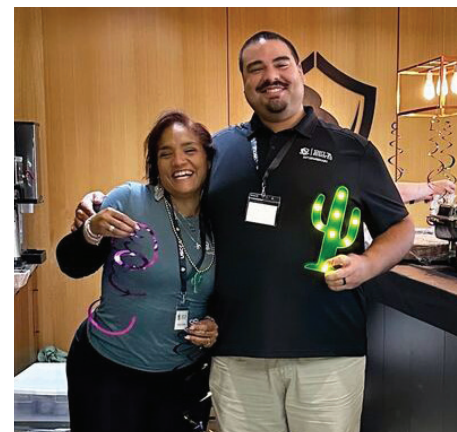
DELTA DEFENSE EMPLOYEES

Team Delta has grown to nearly 650 employees across 42 states, united by a shared mission to empower responsible Americans. About 30 percent of our team is based at our headquarters in West Bend, Wisconsin, with additional offices in Iola, Wisconsin; Columbia, South Carolina; and Park City and Orem, Utah.

We seek people who are passionate about making a difference and driven to excel in a mission-focused environment. We value team members who are innovative, eager to learn and motivated by meaningful work. Our culture encourages ambitious goals, continuous improvement and the belief that progress often comes through lessons learned along the way. That commitment shows up in an 88 percent employee engagement score and recognition as one of “America’s Top 100 Most Loved Workplaces” for three consecutive years.

Our benefits reflect our commitment to supporting the whole person. Team members have access to employee counseling — or life coaching — through two full-time, on-site licensed mental health therapists who provide personal and professional support. We believe in speaking openly about well-being and have leaders who model vulnerability and growth.

Delta Defense is more than a workplace. It’s a team united by purpose and service, with opportunities for both personal development and meaningful collaboration. Employees do not simply join a company; they become part of a mission to protect life, safeguard freedom and effect positive change.





EMPLOYEE SPOTLIGHT

From member engagement and fulfillment support to content marketing and field sales, the Delta Defense Team brings diverse expertise to the USCCA's mission. Whether guiding members through questions, strengthening the experiences that support them, delivering dependable service behind the scenes or building local community through training, these professionals share one goal: to empower USCCA Members with the education, training and support they need to protect what matters most. Their roles may look different, but their purpose is the same: to serve members with care in an effort to help preserve life and safeguard freedom.



MATTHEW CHERRY

MEMBER ENGAGEMENT SUPERVISOR

A U.S. Marine Corps veteran, Cherry leads with service-first values and a deep commitment to his team. Rising from frontline advisor to people leader, he's known for developing confident, capable teammates who support members with care and expertise. His leadership centers on education and accountability and on helping others be their best – for our members and for each other.



JULIE FARIS

ACCOUNT EXECUTIVE, SOUTHERN CALIFORNIA

Faris exemplifies commitment to USCCA Members through her dedication to training, connection and community. She invests countless hours sharpening her skills as an instructor and building relationships rooted in shared growth and preparedness. Faris' steady support and accountability reflect the mission-driven culture of Delta Defense.



BRITTA STRZALKO

SENIOR CONTENT MARKETING MANAGER

Strzalko is dedicated to serving our members. In 2025, she played a key role in the development of the new USCCA® App, giving members on-the-go access to education, training and membership benefits and helping them stay connected, informed and prepared on their self-defense journeys. Strzalko continues to help shape the future of the USCCA digital experience, which in turn strengthens how we educate, support and empower responsible gun owners nationwide.



DANIEL SORENSON

MEMBER ENGAGEMENT ADVISOR

Sorenson sets the standard for positivity and teamwork. He excels at helping USCCA Members uncover the full value of their memberships while ensuring every interaction feels personal and productive. Known for his encouraging presence, Sorenson supports his teammates with energy and leaves members more confident and informed after every call.



JEFF HAGNER

CUSTOMER SERVICE, FULFILLMENT

Hagner exemplifies perseverance and grit. After experiencing a significant personal health challenge, Hagner returned to the USCCA's mission with an unwavering resolve. His attention to detail helps ensure the timely delivery of members' orders, and his due diligence helps flag and remedy problems so that members get what they need to help them on their own journeys to protect what matters most.

ENGAGING OUR COMMUNITIES

COMMUNITY INVOLVEMENT

Delta Defense upholds a deep commitment to community involvement, supporting initiatives that strengthen youth, families and veterans. Through service, partnerships and meaningful local outreach, we work to build safer, stronger communities where our employees live and serve.

KEY INITIATIVES:

- Supported youth development through Camp SuperHero and local sports, clubs and outdoor events
- Funded YMCA swim lessons for Washington County youth, promoting water safety and confidence
- Encouraged employee service through paid time off and annual service projects
- Served family-focused organizations, including Habitat for Humanity, St. Vincent de Paul and the Washington County Humane Society
- Honored veterans through partnership with the Veterans Community Project in Milwaukee and support for Old Glory Honor Flight
- Contributed to organizations such as Operation Finally Home, Wisconsin Guardian Foundation, Taskforce Uplift and United Way



BUILDING CONNECTIONS

CINDY ZIMMER, HR MANAGER OF COMMUNITY AND CULTURE AT DELTA DEFENSE, HAS BEEN FOSTERING COMMUNITY OUTREACH FOR MORE THAN A DECADE.



PROTECTING OUR RIGHTS

GOVERNMENT AFFAIRS

The Government Affairs Team helped facilitate meaningful grassroots engagement, empowering members and advocates to take action in support of responsible self-defense rights. Through member-driven outreach, petitions and legislative messaging, this work amplified the voice of responsibly armed Americans nationwide.

ADVOCACY IMPACT:

354,549

LETTERS DELIVERED TO LEGISLATORS
ON KEY SECOND AMENDMENT ISSUES

83,779

*Advocates
Activated*

1.59 BILLION

*Advocacy Impressions
Generated*

186,752

*Petitions
Signed*

Together, these outcomes reflect the strength of an engaged community committed to protecting freedom through informed, responsible advocacy.



REACHING OUR MEMBERS

PUBLIC RELATIONS

As the USCCA maintained its place as the nation's most trusted thought leader in the world of personal defense, our in-house subject matter experts continued to bring decades of experience to life both internally and externally through member education and training and with the help of a newly established Public Relations Team to reach media outlets across the country.

The addition of Mike Seeklander, a U.S Marine Corps and law enforcement veteran, as the Director of Education and Training complemented the efforts of Rob Chadwick, the former head of the FBI Tactical Training Team; Beth Alcazar, a working mom, professional educator and firearms trainer; and Kevin Michalowski, a Navy veteran with decades of publishing experience and a 17-year law enforcement career. From social media platforms to the USCCA website and apps to books to online and in-person training curriculum to appearances with local and national media, the combined efforts of these team members reached millions and continued to build trust and confidence in the USCCA.



STRENGTHENING PARTNERSHIPS

OFFICIAL PARTNER PROGRAM

The USCCA Official Partner Program aids in the growth of the nation's leading network of ranges, retailers and independent instructors. By providing business development tools, marketing support, and millions of dollars in co-op funding and digital advertising, Delta Defense helps partners fill classrooms and expand self-defense education. Additional integration opportunities delivered through SaaS (Software as a Solution) partnerships increased digital reach and supported sustainable recurring revenue.

4,040

OFFICIAL PARTNERS

372,822

STUDENTS TAUGHT

12,247

Official Partner
Events

24,975

USCCA-Supported
Training Classes

127,768

New USCCA Members
Gained Through
Partnerships



JASON McLENDON, CPP, MA

PRESIDENT, NATIONAL PROTECTIVE SERVICES INSTITUTE

"I've been instructing personal-defense topics (firearms, defensive tactics, non-lethal, etc.) for over 30 years, and what I've learned and integrated into my training over that time aligns perfectly with the mentality and offerings of the USCCA. When I began exploring the USCCA, I was initially impressed by the wealth of information available, but even more impressive was the commitment to ensure USCCA Members are provided [with] the right mental, physical and legal preparation to defend themselves and innocent third parties. I've looked at many organizations which claim to be competitors ... they simply aren't. The USCCA has no competitors. None of the others provide the complete package, which is exactly what I want for me and my clients."

DUANE JANNEY

TACTICAL SHEPHERD

"I would like to sincerely thank the USCCA for the continued partnership. We've been very intentional about fully integrating USCCA into everything we do so [that] the relationship remains seamless, consistent and highly valuable for our members. We continually evaluate opportunities to improve sales, retention, customer service, communication and the overall value of the program. While this partnership does involve company cost and labor on our end, we have consistently found that once the proper systems and processes are in place, the benefits — for both Tactical Shepherd and our members — make the investment absolutely worthwhile."



I WANT TO LET YOU KNOW HOW HAPPY I AM WITH YOU AND THE USCCA. WE'VE KNOCKED IT OUT OF THE PARK THIS YEAR. **I'M SO HAPPY THAT I MADE THE DECISION TO MOVE OVER TO THE USCCA.** NOT ONLY DID I GET A RETURN ON INVESTMENT WITH YOU GUYS, I'M IN THE GREEN. HAVING SAID THAT, I'M SURE WE'RE GOING TO DO GREAT FOR 2026. I'LL NEVER FORGET THAT ONE PHONE CALL YOU MADE TO ME AND YOU ASKING ME WHAT YOU COULD DO TO HELP MY BUSINESS GROW. THANK YOU VERY MUCH FROM ALL OF US AT FIREARMADILLO."

JAMES JANSEN

OWNER, FIREARMADILLO, LLC

LEADING THE INDUSTRY

SABRE®

STRATEGIC ALLIANCES

The USCCA continued to strengthen industry leadership by building strategic partnerships rooted in shared standards and responsible practices. This growing network connects USCCA Members with trusted brands, exclusive offers and integrated experiences across education, training, products and personal defense. It also gives partners a trusted way to connect with engaged members, expand reach, strengthen credibility and deliver lasting impact.

PARTNERSHIP HIGHLIGHTS:

PARTNERSHIP GROWTH | Expanded **relationships across key sectors**, including firearms, training, retail, non-lethal defense, lifestyle and advocacy

MEMBER VALUE | Delivered **member savings worth more than 3x the cost of annual membership** through exclusive partner offers

INDUSTRY IMPACT | Drove **millions of brand impressions for partners** through our highly engaged member base, generating more than **seven figures in revenue** collectively

VIKTOR

RUGER®

FEDERAL

5.11+



MAJOR PRESENCE AT SHOT

THE USCCA ONCE AGAIN MADE A MAJOR IMPACT AT SHOT SHOW, CONNECTING WITH RESPONSIBLY ARMED AMERICANS AND INDUSTRY PARTNERS FROM ACROSS THE COUNTRY.



GROW YOUR BUSINESS

SAVE LIVES



USCCA.COM



ENGAGING AUDIENCES

SOCIAL MEDIA

In an effort to serve responsibly armed Americans anywhere they seek accurate self-defense information, our Social Media Team revamped and realigned our content offerings on all major platforms. Timely and trusted information by experts in several different disciplines pushed amazing growth in a very competitive arena. Members and future members now regularly seek out lifesaving information in any format they prefer, and the USCCA continues to stand out as a thought leader in the industry.

FACEBOOK

282,971,064 organic views
209,398 followers gained

YOUTUBE

151,000,000 organic views
122,433 subscribers gained

INSTAGRAM

51,294,436 organic views
160,660 followers gained

X

4,099,799 impressions
3,688 followers gained





EMPOWERING PROTECTORS **TOGETHER**

In 2025, the USCCA continued its mission to educate, train and support responsibly armed Americans. From enhancing member services and expanding firearms training to protecting Second Amendment rights and fostering industry partnerships, our impact has been significant. As we move forward, we remain committed to providing individuals with the knowledge, tools and community they need to defend themselves and their loved ones.


Together, we're making a difference.




Presented By:

DELTA[®]
DEFENSE LLC

CONTACT INFORMATION

 1-800-674-9779

 www.DeltaDefense.com

 1000 Freedom Way, West Bend, WI 53095

¹The USCCA is not an insurance company. A policy has been issued to the USCCA by Universal Fire and Casualty Insurance Company. That policy provides the association and its members with self-defense liability insurance benefits, subject to its terms, conditions, limitations and exclusions. Contact Delta Defense LLC at 1-800-674-9779 with any questions. Delta Defense provides sales, marketing, operations and administrative support services to the USCCA and is a licensed insurance intermediary. CA License #0M34093.

USCCA