

CORPORATE SOCIAL RESPONSIBILITY

Culture & Community



CULTURE & COMMUNITY



VISION

We aim to be a world leader that provides a spirit of freedom, recreation and peace of mind to our responsible customers for generations to come.

VALUES

INTEGRITY Be honest, ethical and fair in everything we do.

RESPECT Treat others as we want to be treated.

INNOVATION Drive the development of exciting new products while continually improving all aspects of the business.

TEAMWORK Work together in ways that leverage individual contributions to achieve collective goals.



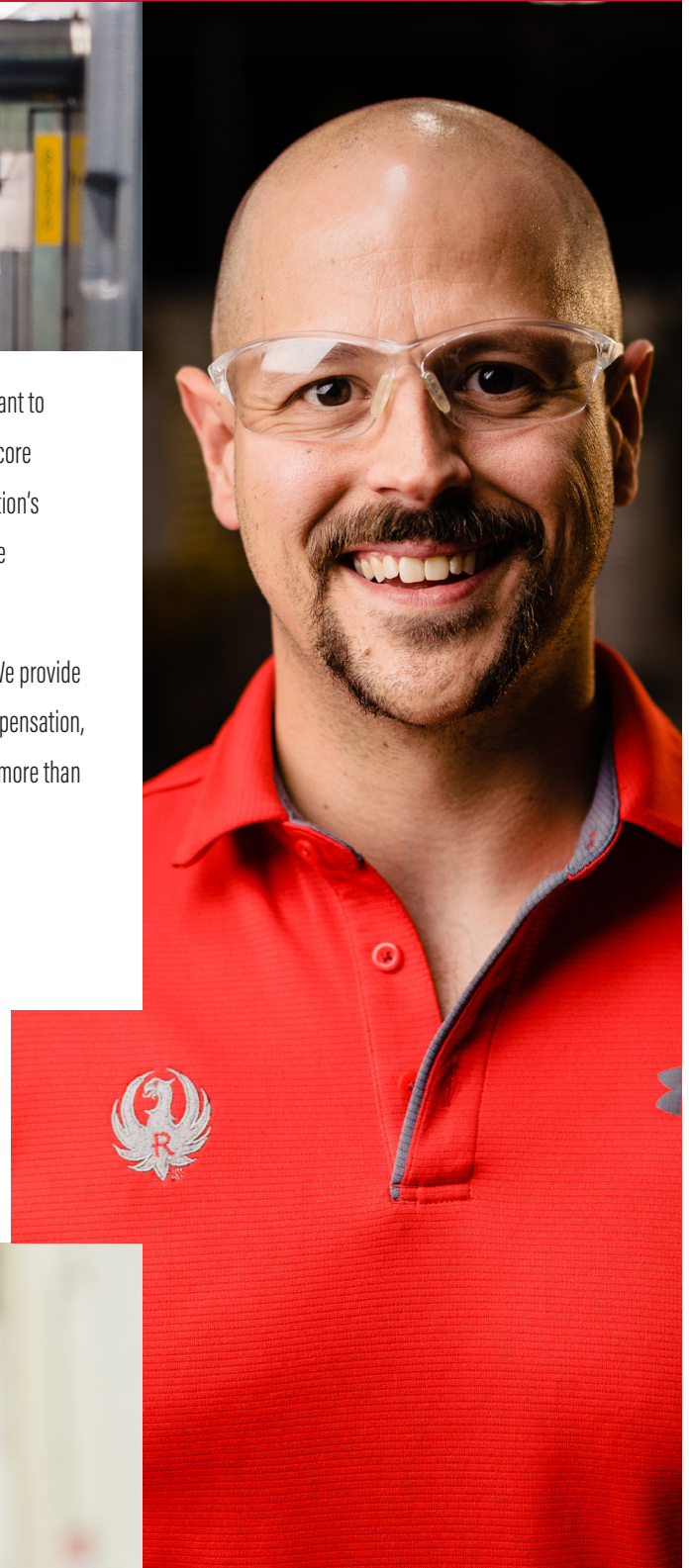
CULTURE & COMMUNITY



At Ruger, we recognize that our people are the most valuable assets of our business, and we want to ensure that they are provided with the resources and environment to succeed. That's why our core values of Integrity, Respect, Innovation and Teamwork are so important. Ruger is one of the nation's leading manufacturers of rugged, reliable firearms for the commercial sporting market because we invest in our people.

We aim to empower every employee to achieve success in all aspects of their career and life. We provide our employees with tremendous benefits, learning and growth opportunities, competitive compensation, regular communications and employee appreciation events. We recognize that our people are more than employees; they are mothers, fathers, daughters, sons, brothers, sisters, friends, and family.

Through the Company's discretionary profit-sharing program, employees who have been with the company since 2017 have earned a **FULL YEAR OF EXTRA PAY.**



CULTURE & COMMUNITY



Ruger recognizes the significant role that community organizations play in the success and well-being of the Company and our people. Ruger and our employees are committed to giving back to our communities through donations to food banks, raffles for local charities, gun auctions for industry charity and safety organizations, medical supplies for community members and contributions to local law enforcement agencies.

We employ 1,900 American workers across our four U.S.-based manufacturing facilities.

14% of All Ruger Employees are People of Color

28% of All Ruger Employees are Women



CULTURE & COMMUNITY

Ruger is proud to support organizations that promote safe and responsible firearms ownership, provide safety and education programs and support suicide prevention, mental health advocacy and veteran resources. Here are just some of the organizations that we support:

PROJECT CHILDSAFE

Project ChildSafe is a program of the National Shooting Sports Foundation to promote firearms safety and education. The NSSF is committed to promoting genuine firearms safety through the distribution of safety education messages and free firearm safety kits to communities across the U.S.



WALK THE TALK AMERICA

Walk The Talk America (WTTA) believes that by improving the quality and availability of mental health resources to gun owners it can reduce suicide by firearm. WTTA is paving the way by educating mental health professionals about gun culture and breaking negative stigmas around mental health for gun owners. WTTA is saving lives.



WOUNDED WARRIOR OUTDOORS

Wounded Warrior Outdoors (WWO) is a non-profit organization exclusively founded to provide wounded servicemen and women with therapeutic outdoor adventures across North America. WWO gives deserving Active Duty Warriors in transition the opportunity of a lifetime in the wilderness location of their choice.



AMERICAN FOUNDATION FOR SUICIDE PREVENTION

The American Foundation for Suicide Prevention (AFSP) is a voluntary health organization that gives those affected by suicide a nationwide community empowered by research, education and advocacy to take action against this leading cause of death. AFSP is dedicated to saving lives and bringing hope to those affected by suicide, including those who have experienced a loss.



KIDS & CLAYS

Kids & Clays supports participating Ronald McDonald House Charities through shooting sports events and raffles. Its goal is to improve the lives of critically-ill children and their families through the foundation's support.

