

# ADL 2018 IN REVIEW

Annual Highlights



**ADL**®

## Our Mission:

To stop the defamation of the Jewish people  
and to secure justice and fair treatment to all.

Founded in 1913 in response to an escalating climate of anti-Semitism and bigotry, ADL's timeless mission is to stop the defamation of the Jewish people and to secure justice and fair treatment to all.

In 2018, ADL continued to fight all forms of hate with the same vigor and passion. ADL is the first call when acts of anti-Semitism occur. A global leader in exposing extremism, delivering anti-bias education and fighting hate online, ADL's ultimate goal is a world in which no group or individual suffers from bias, discrimination or hate.

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## Message From Jonathan Greenblatt, CEO

Dear Friends,

As we reflect on 2018, it is easy to fall into a sense of despair. It is important to recognize that in the face of increased adversity and polarization, the ADL community has continued to come together to fight anti-Semitism and hate in all its forms. I thank you for your courage, advocacy and vote-of-confidence in ADL's mission and work.

We bore witness to the most violent, deadly attack on the Jewish community in our nation's history in a Pittsburgh synagogue. Our communities feared for their safety, children asked heartbreaking and challenging questions in an attempt to understand the unthinkable and copycat threats were reported in cities around the country.

We saw a law banning travel from six majority-Muslim countries upheld in the Supreme Court and witnessed shocking images of children being forcibly separated from their parents at the US-Mexico border. This dehumanization of people who profess other religions, and who come from other countries, violates core ADL principles that we hold dear.

In a year characterized by high-profile acts of hate, ADL remained vigilant and rose to meet the challenge, as we have for the past 105 years. We exposed extremists of all stripes. We educated millions of students in anti-bias programs. We advocated for all vulnerable populations in the halls of power and in the streets. And for this, I have reason to hope.

With you by our side, ADL remains committed to fighting hate for good and serving as a powerful voice against discrimination and injustice. Though we know the world will continue to change and challenge us, I am confident we will remain steadfast in the tireless pursuit of our mission – to stop the defamation of the Jewish people and to secure justice and fair treatment to all.

In gratitude,

A handwritten signature in black ink that reads "Jonathan A. Greenblatt".

Jonathan A. Greenblatt  
CEO and National Director



# RESPONSE TO PITTSBURGH

Following the unconscionable act of violence that claimed 11 lives at the Tree of Life Congregation in Pittsburgh in October 2018, ADL immediately mobilized to bring comfort to those who were grieving, to provide perspective to the public through the media and to offer law enforcement timely information on the Pittsburgh incident as well as ongoing threats from copycat white supremacist extremists.

## ADL responded to the tragedy by taking the following actions:

- Published a Center on Extremism backgrounder on the alleged killer, Robert Bowers, which was shared with law enforcement partners just hours after the shooting occurred.
- Shared additional intelligence that tracked reactions to the shooting on social media sites popular with white supremacists like Bowers, exposing their celebration of this tragedy.
- Led a call with over 500 law enforcement personnel around the country with our partners at the International Association of Chiefs of Police.
- Developed and shared a guide to talking with children about the Pittsburgh shooting and a Table Talk guide about gun violence and mass shootings, which reached over 500,000 K-12 educators.
- Emailed every House and Senate office with a toolkit of resources, and redoubling our efforts to improve hate crimes prevention and enforcement by promoting the federal NO HATE Act.
- Consoled the Jewish community by initiating, co-sponsoring or participating in over 200 rallies and vigils across the country.
- Co-led a communal security briefing with Security Communications Network, which was attended by more than 1,300 Jewish community representatives.
- Partnered with OneTable to create #SolidarityShabbat in Pittsburgh with the support of other groups including Repair the World and HIAS, and providing materials for over 95 Solidarity Shabbat dinners hosted by millennials across the country.
- Developed a guide sent to over 10,000 Jewish educators on how to help Jewish students deal with hate and anti-Semitism in the aftermath of the tragedy.
- Organized a commemoration and solidarity ceremony with the Jewish community in partnership with the Museum of the Jewish People at Beit Hatfutsot in Israel.



# OUR WORK, OUR IMPACT

Photo: Cemetery Desecration

## How Hateful Graffiti (and ADL) Pulled A Community Together

A few days before Rosh Hashanah, neighbors alerted the staff of Northshore Jewish Congregation (NJC) in Mandeville, Louisiana about anti-Semitic graffiti on their synagogue. The staff was horrified to see white supremacist symbols and the words “Burn” and “Synagogue of Satan” scrawled on the building.

“It felt like an assault,” said Rebecca Slifkin, the synagogue’s administrative assistant.

The synagogue staff contacted ADL and ADL quickly convened a meeting with NJC’s board and concerned congregants about how to respond to the vandalism.

ADL worked with the synagogue, elected officials, law enforcement and community members to track and respond to the incident. They also worked together to host an event where the community could come together to stand against hate.

The event at the synagogue was attended by more than 300 people from all political and religious affiliations, many of whom had never been to the synagogue before. Law enforcement officers attended, and a large Jewish contingent traveled from New Orleans, 30 miles away, to take part.

The feeling at Northshore was one of support, love and solidarity, with community-wide commitment to protect the Jewish community and congregation and to stand up against hate whenever it surfaces.





Photo: Anti-semitic Incident

## Re-Shaping Law Enforcement Culture

Scott Kent, a police captain in the small rural Minnesota city of Alexandria, first encountered ADL at the FBI National Academy, a prestigious training program for law enforcement officials from across the country.

The curriculum includes a session called “Law Enforcement and Society: Lessons of the Holocaust,” a partnership between ADL and the U.S. Holocaust Memorial Museum, where officers discuss the Holocaust, learn about the role of law enforcement in Nazi Germany, and discuss perceptions of law enforcement in America.

Captain Kent was captivated by the conversation. Upon his return, he arranged for the entire Alexandria Police Department to take ADL’s “Managing Implicit Bias for Law Enforcement” training; this was the first time the course was taught in Minnesota.

Captain Kent began facilitating ADL’s Managing Implicit Bias program in Minnesota and Illinois. He hopes to change how officers approach their communities. He realized they are well-trained in tactics like using their weapons, giving orders and engaging suspects, but compassionately listening and engaging with the community are not at the front-end of most police training.

He believes that ADL’s Managing Implicit Bias training helps officers look internally to overcome the challenges they face in the field. “We are trying to change culture, it’s a process, and I’m honored to do my part.”



# LAW ENFORCEMENT

ADL is a powerful force against hate, unwavering in our support of our nation's at-risk communities. We leverage this unique ability to provide law enforcement with critical resources, information and training to form strong partnerships with law enforcement agencies in support of our anti-hate mission. We offer a variety of trainings and programs, on topics which include managing implicit bias, core values, leadership, extremism, counterterrorism and hate crimes. These trainings and programs provide law enforcement professionals with the tools they need to strengthen their relationships with the communities they serve and with the latest information about extremist groups and trends.

#### Our 2018 accomplishments include:

- Launched a new training curriculum intended to help law enforcement reduce the impact of implicit bias on their interactions with the public. In 2018, ADL conducted over 100 workshops for more than 30 agencies, reaching 2,600 participants.
- Celebrated the 15th anniversary of Advanced Training School, ADL's flagship program on extremist and terrorist threats which has served over 1,200 law enforcement leaders representing more than 250 international, federal, state and local law enforcement agencies.
- Launched an alumni network for graduates of our national law enforcement programs, to provide the senior leaders we have trained with regular benefits, with the resources, engagement and communication to grow their connection to ADL.
- Initiated a partnership with the International Association of Campus Law Enforcement Administrators to provide campus police with a four-part webinar series on Bias, Hate and Free Speech on Campus.





# EDUCATION

ADL empowers students, educators, businesses and communities to fight hate by fostering young people's awareness, critical thinking and intra-personal skills—skills that not only prepare them to positively contribute to civic life, but also are prerequisites for success in college and work environments of our global economy. ADL is a critical partner to schools and businesses in building safer environments for Americans who are of different faiths, are of color, identify as LGBTQ, are immigrants, have disabilities and have other markers of difference.

## In 2018, ADL:

- Designated 1,700 K-12 schools across the country as No Place for Hate®, impacting more than 1.2 million students and educators.
- Provided nearly 1,000 A World of Difference® anti-bias trainings and workshops to educators, administrators and staff, empowering them to join the fight against prejudice and hate in their schools and communities.
- Trained more than 10,000 educators from all 50 states through Echoes & Reflections, a joint program with the USC Shoah Foundation and Yad Vashem that trains teachers to teach the complex themes of the Holocaust and to understand its lasting effect on the world.
- Engaged more than 6,000 Jewish students from middle school to college by providing Words to Action workshops, which prepare students to stand up to anti-Semitism and anti-Israel sentiment.





# CENTER FOR TECHNOLOGY & SOCIETY

Photo: Computational Propoganda

In 2018, The Center For Technology and Society (CTS) Belfer Fellow Sam Wooley published a groundbreaking paper showing that in the runup to the 2018 midterm elections, nearly 30% of anti-Semitic comments among the 7.5 million tweets he analyzed on Twitter were generated by “bots” rather than humans. This suggests the possibility that individuals were, and are, engaging in campaigns to exploit anti-Semitic sentiment.

Anti-Semitism, anti-Muslim and anti-immigrant sentiments have exploded over the past year and social media and the growing number of online platforms have given this hatred an easy path to its targets.

CTS employs leading technology and seasoned experts to understand the root causes of hateful speech and to combat harassment across the Internet. Headquartered in the heart of Silicon Valley, the Center examines the issues globally – since platforms have no borders – and brings a proactive approach to fighting cyberhate.

Backed by ADL’s unparalleled global experience in educating, legislating and responding to hate and extremism, the Center has emerged as an independent, expert partner to the tech industry, civil society, academia and government to reduce hate online and realize the promise of technology to bridge divides.





# ADVOCACY/ CIVIL RIGHTS

In the face of rising threats to hard-won civil rights progress, ADL remained on the front lines fighting bigotry, discrimination, and hate, promoting immigrant and refugee rights and safeguarding the separation of church and state.

- ADL testified before Congress on hate on campus and before the U.S. Commission on Civil Rights on civil rights law enforcement and on the federal government's role in responding to hate crimes, and submitted formal statements objecting to the inclusion of a question about citizenship in the 2020 Census and addressing concerns about terrorist use of social media.
- ADL filed 23 amicus briefs in the courts, including one in *Trump v. Hawaii*, in which we led a coalition of six Jewish organizations using our unique moral voice to passionately argue against the so-called Muslim ban, citing three historical examples when our nation later recognized that we were wrong to turn our back, including denying refuge to Jews fleeing the Nazis.
- ADL advocated for legislation protecting religiously-affiliated institutions, securing justice for victims of lynching, and addressing bias in the criminal justice system.
- ADL joined with coalition partners to advocate for enhanced civil rights protections in numerous occasions at the federal, state and local levels, including a trip to the Mexican border with other Jewish organizations to highlight concerns about mistreatment of immigrants and refugees.



Photo: Jewish Rally For Refugees NYC



# INTERNATIONAL AFFAIRS

الضرب وسيلة من وسائل التأديب, لقوله  
تعالى <وَأُضْرِبُوهُنَّ>

Beating [women] is a means of discipline,  
for the Almighty said "beat them."

اهداف الصهيونية... الحكومة اليهودية  
العالمية, للسيطرة على العالم أجمع.

The goals of Zionism [include] ... the Global Jewish  
Government, to control the entire world.

Photo: Anti-Semitism in Saudi Textbooks

ADL's International Affairs team pursues ADL's mission around the globe, fighting anti-Semitism and hate, supporting the security of Jewish communities worldwide and working for a safe and democratic State of Israel at peace with her neighbors. ADL places a special emphasis on Europe, Latin America, Israel and the Middle East, but advocates for Jewish communities around the world facing anti-Semitism. With a full-time staff in Israel, International Affairs promotes social cohesion in Israel as a means of strengthening the Jewish and democratic character of the State, while opposing efforts to delegitimize it.

- **A comprehensive ADL analysis of Saudi government-published textbooks** from November 2018 found that, despite the kingdom's claims to the contrary, school textbooks from the 2018-19 academic year promote incitement to hatred or violence against Jews, Christians, women and homosexual men. Because of Saudi Arabia's status as custodian of Islam's two holiest sites and its historic massive investment in religious proselytization abroad, the kingdom's textbooks have a significant international footprint and have been used in countries in Africa, Europe, and other parts of Asia. Informed by ADL's report, Senator Marco Rubio introduced legislation in the Senate and Rep. Joe Wilson reintroduced legislation in the House in an effort endorsed by ADL to make this issue more of a priority in U.S. foreign policy.
- In October 2018, ADL Israel convened its second annual **Israel Social Cohesion Summit**. Over 600 attendees, including senior diplomats, academics, students, civil society leaders and

social activists, came together to address the complex challenges facing Israeli society. The Summit examines the future of Israel through a social prism, engaging Israeli leaders with the goal of breaking down barriers to inter-organizational dialogue by mobilizing individuals, communities and leaders to action.

- In June, International Affairs brought six senior European law enforcement officials and European Jewish community security professionals to **ADL's Advanced Training School in Extremist and Terrorist Threats**. The three-day seminar with ADL experts provided in-depth analyses of various threats to Jewish communities and helped forge community-law enforcement relationships, an important factor given the precarious security situation facing many European Jewish communities.



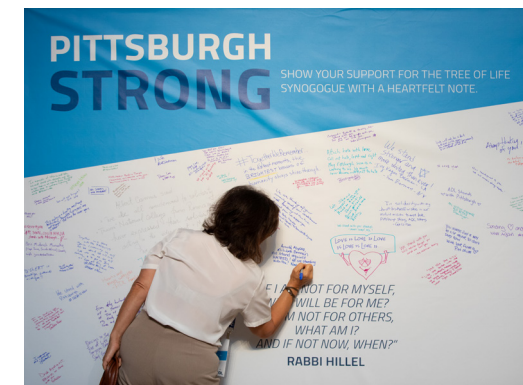
# ADL

## NEVER IS NOW



Photo: Never Is Now

A capacity crowd of over 1,100 attendees came together on December 3 at Never Is Now 2018, ADL's Annual Summit on Anti-Semitism and Hate, in New York City. Community, business, academic and religious leaders, along with 250 high school students, heard from keynote speakers including Apple CEO Tim Cook, New Jersey Senator Cory Booker and Professor Deborah Lipstadt. Joined by these and other experts, attendees participated in an invigorating day that examined the contemporary drivers of anti-Semitism and all forms of hate, and how together we can work to combat these rising threats.





# Leadership

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## Take Action

1. **Bring** ADL programs to your community.
2. **Engage** in respectful dialogue to build understanding among people with different views. [www.adl.org/empowering-youth](http://www.adl.org/empowering-youth)
3. **Share** our educational resources with Educators and Administrators at your school.
  - Lesson Plans: [www.adl.org/lesson-plans](http://www.adl.org/lesson-plans)
  - Bullying Prevention Strategies: [www.adl.org/bullying](http://www.adl.org/bullying)
  - Books Matter: [www.adl.org/books-matter](http://www.adl.org/books-matter)
4. **Hold** local, state and national government accountable. [www.adl.org/take-action/be-heard-in-congress](http://www.adl.org/take-action/be-heard-in-congress)
5. **Attend** Never Is Now, ADL's Annual Summit on anti-Semitism and Hate on November 21, 2019 at the Javits Center, in New York City.
6. **Text** ACTION to 51555 to receive monthly updates, action alerts, advocacy tips and best practices from ADL.
7. **Report** an anti-Semitic, bias or discriminatory incident. [www.adl.org/report-an-incident](http://www.adl.org/report-an-incident)
8. **Empower** young people in the aftermath of hate [www.adl.org/empowering-youth](http://www.adl.org/empowering-youth)
9. **Sign up** for ADL newsletters [www.adl.org/sign-up-to-receive-adl-email-newsletters](http://www.adl.org/sign-up-to-receive-adl-email-newsletters)
10. **Donate** to enable ADL to build a better, safer and more just world for all.



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