

OUR MISSION

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



[ADL.org/ForGood](https://www.adl.org/ForGood)

~~ANTI-SEMITISM~~
~~EXTREMISM~~
~~CYBERHATE~~
~~BIGOTRY~~



“We’ve seen the terror of white supremacy and racist violence before. It’s a moral issue—an affront to America. We must all stand against it.”

—TIM COOK, CEO OF APPLE, 2017

OPEN-MINDEDNESS
UNDERSTANDING
ACCEPTANCE
EQUALITY

ADL has been a bulwark against hate for more than 100 years.



To you, our ADL community,

It's no secret that hate is on the rise.

We've heard the rhetoric of white supremacists move from the margins to the mainstream. We've seen unthinkable acts of antisemitism—headstones in Jewish cemeteries shattered and synagogues set aflame—as well as attempts to delegitimize Israel. We know that hate speech and intolerance are exploding on social media. Those who seek to incite hate and violence have a global platform, and every day they are wielding it in new, toxic ways.

We know what happens when bias and prejudice are given the chance to take root. History has shown us all too well. In times like these, it's easy to feel powerless and step back. But now is when we must put our fears aside and push forward.

ADL knows what it takes to stop antisemitism and bigotry. We've been doing it for more than 100 years.

And yet, even as hate remains a constant, the tools and techniques to spread it have advanced beyond imagination. As extremists exploit new technology, we must emphasize innovation to immunize our communities to these pernicious threats. As the country's leading organization fighting hate in all its forms—wherever it exists, whenever it happens—ADL is ready to lead that response. But to do it right, we must evolve.

Calls for our voice, expertise and resources are ringing out. ADL must remain a bulwark against hate. We are fighting forces that undermine our pluralistic society—from bullying and contempt for those who are different to violent extremism and terrorism.

ADL/ For Good is the answer. In the pages that follow, you can see how this campaign helps us evolve with—and defeat—the rapid pace of 21st century hate. Help us stop hate in its tracks.

The world needs ADL. ADL needs you. Join us and fight hate for good.

Thank you,

Jonathan Greenblatt, Chief Executive Officer, ADL

Help us stop hate in its tracks.

THE CURRENT STATE OF HATE

ADL has always been the pioneer in the fight against hate.

Since 1913, ADL has fought to stop the defamation of the Jewish people and to secure justice and fair treatment to all. We remain on the frontlines against hate today, combatting antisemitism, racism, anti-immigrant xenophobia, anti-Muslim bias and homophobia wherever they exist.

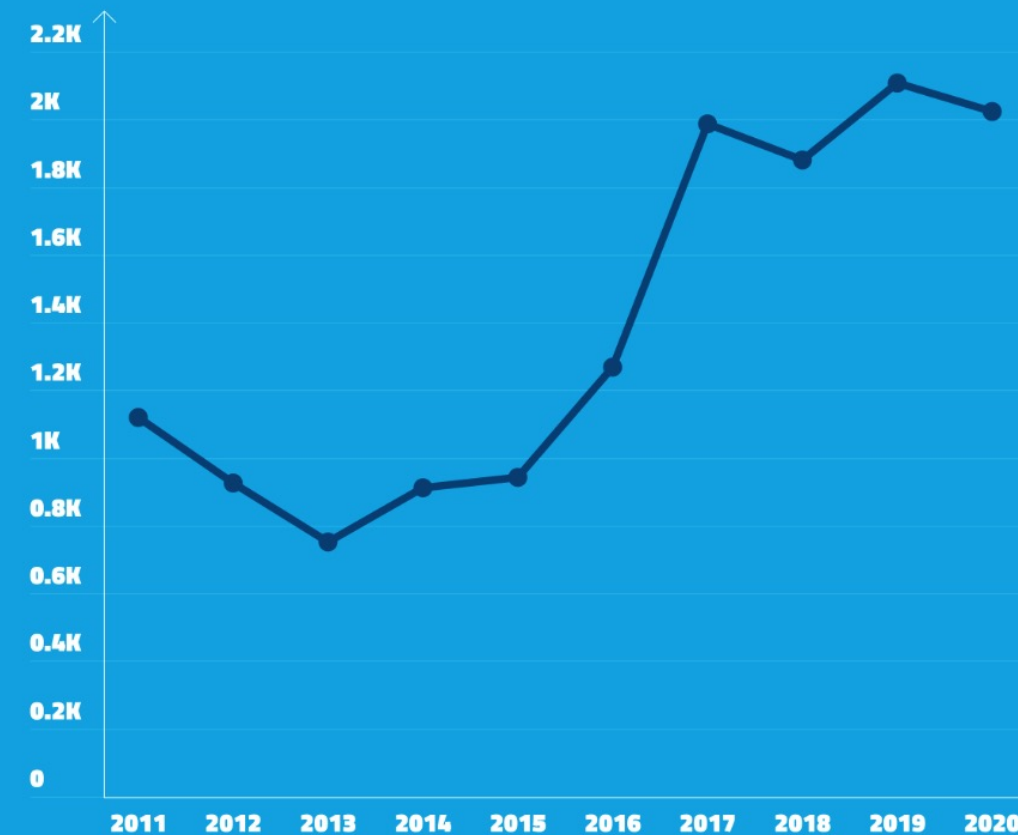
With more than 100 years of demonstrable results, no organization has our track record in fighting antisemitism and prejudice. And with hate on the rise once again, the need for ADL to fight back—and win—has rarely been so urgent.

Today's hate demands an even more powerful response.

All forms of hate thrive in darkness. antisemitism, in particular, feeds on misinformation and lies. Hate speech spreads, and when it is normalized in public, we see it become violent, even deadly. We see this pattern again and again.

Today, hate has become more innovative, and its purveyors emboldened. Through technology, it is growing rapidly and in ways that were unimaginable just a short time ago. And with the escalation of such rhetoric, we can see the rise of harassment and violence—antisemitic graffiti and broken headstones, brazen assaults on campuses and in the streets, shootings in schools and places of worship.

Antisemitic Incidents: U.S. Over the Last Decade | 2011-2020



The most powerful response comes from a thriving ADL.

ADL fights antisemitism in the United States and abroad as well as stand up for Israel. We protect communities under threat of harassment and violence. We confront discrimination in all forms and seek justice for people most harmed by intolerance. We promote safe schools and neighborhoods.

And now it is critical that we expand our reach.

As hate speech and hate crimes poison our society, we must demand strong responses from law enforcement and give them the tools they need to do fight it. We must hold our government representatives accountable for prosecuting hate crimes to deter the escalation of violence. We must welcome new arrivals to our country and ensure their communities have the resources to keep them safe.

We must protect the Jewish people around the world; track and disrupt extremism in all its forms; fight cyberhate and promote online civility; and ensure justice and equality for all.



ADL / FOR GOOD FIGHTING TODAY'S HATE

It takes extraordinary resources to fight hate in this moment and move the world toward open-mindedness, understanding, acceptance and equality.

January, 2018: Students take part in the NO PLACE FOR HATE summit in Austin, TX.

This **\$100 million campaign** will fund the significant and urgent investments needed to respond to this unique time in our history. Our powerful response will draw lines in the sand and show those who spread hate and incite violence that we will expose them for who they are and stop them in their tracks. With your support, we will...

1. Build on what we know works

Our signature programs in law enforcement and education have proven benefits, and an investment today will grow their reach and scale their results.

2. Develop innovative solutions

We have ambitious new plans to battle antisemitism, discrimination and bigotry, and your major gift will ensure we have the means to make them happen.

3. Invest in our people and organization

Our greatest asset is the staff working in our national and regional offices. This campaign will give us critical resources to address infrastructure needs and ensure the excellence of our teams working on the frontlines of hate every day.

A CAPITAL INVESTMENT ACROSS FOUR CENTERS

Four issue-specific Centers will serve as our means to fight hate for good. Through these four Centers, ADL will strike out **antisemitism, extremism, cyberhate** and **bigotry**.



Lessons of the Holocaust Training for law enforcement, at the United States Holocaust Memorial Museum, Washington, DC.

Center on Antisemitism Research

Protecting the Jewish people in the U.S. and abroad

The Center on Global Antisemitism serves as the cornerstone of ADL's work to fight Antisemitism and protect the Jewish people worldwide—at the very heart of ADL's mission since its founding. In 2017, antisemitic incidents surged 57%, and we are committed to reducing this number significantly.

No other organization in the world shares our expertise on antisemitism, and a deep investment now will ensure that this Center can continue to conduct ongoing empirical research and provide much-needed thought leadership on the issue.

In the United States, the Center sets ADL's organizational strategy for fighting anti-semitism, which in turn sets the nation's strategy for fighting antisemitism. Our work includes building powerful partnerships with civic leaders and like-minded organizations and coalitions. We convene industry leaders—nonprofit, corporate, interfaith and media—so they can make important connections and innovate their approaches to tackling anti-Semitism in their local communities.

Internationally, ADL supports a secure, Jewish and democratic State of Israel living at peace with her neighbors. We counter the forces that seek to delegitimize and destabilize Israel, including the BDS movement, and develop new initiatives that provide a positive alternative to boycotts and divestment. Through ADL Israel—our only international office—we are investing in programs that promote a democratic, pluralistic and cohesive society, working with people of all faiths and backgrounds to foster social harmony and understanding.

ADL has also developed the only report of its kind surveying antisemitic attitudes around the world: the Global 100. In response to the data collected—and through the funding received from *ADL / For Good*—the Center will expand its programming in specific geographic regions to develop new solutions in the battle against global antisemitism, discrimination and hate.

Center on Extremism

Tracking and disrupting all forms of hate

The Center on Extremism monitors, investigates, exposes and disrupts all forms of extremism and the groups that perpetrate such activities.

In August 2017, during the largest white supremacist gathering in decades in Charlottesville, Virginia, the Center on Extremism was there. We raised the alarm to public officials beforehand, monitored and reported on the violence as it happened, and identified the perpetrators for law enforcement afterwards.

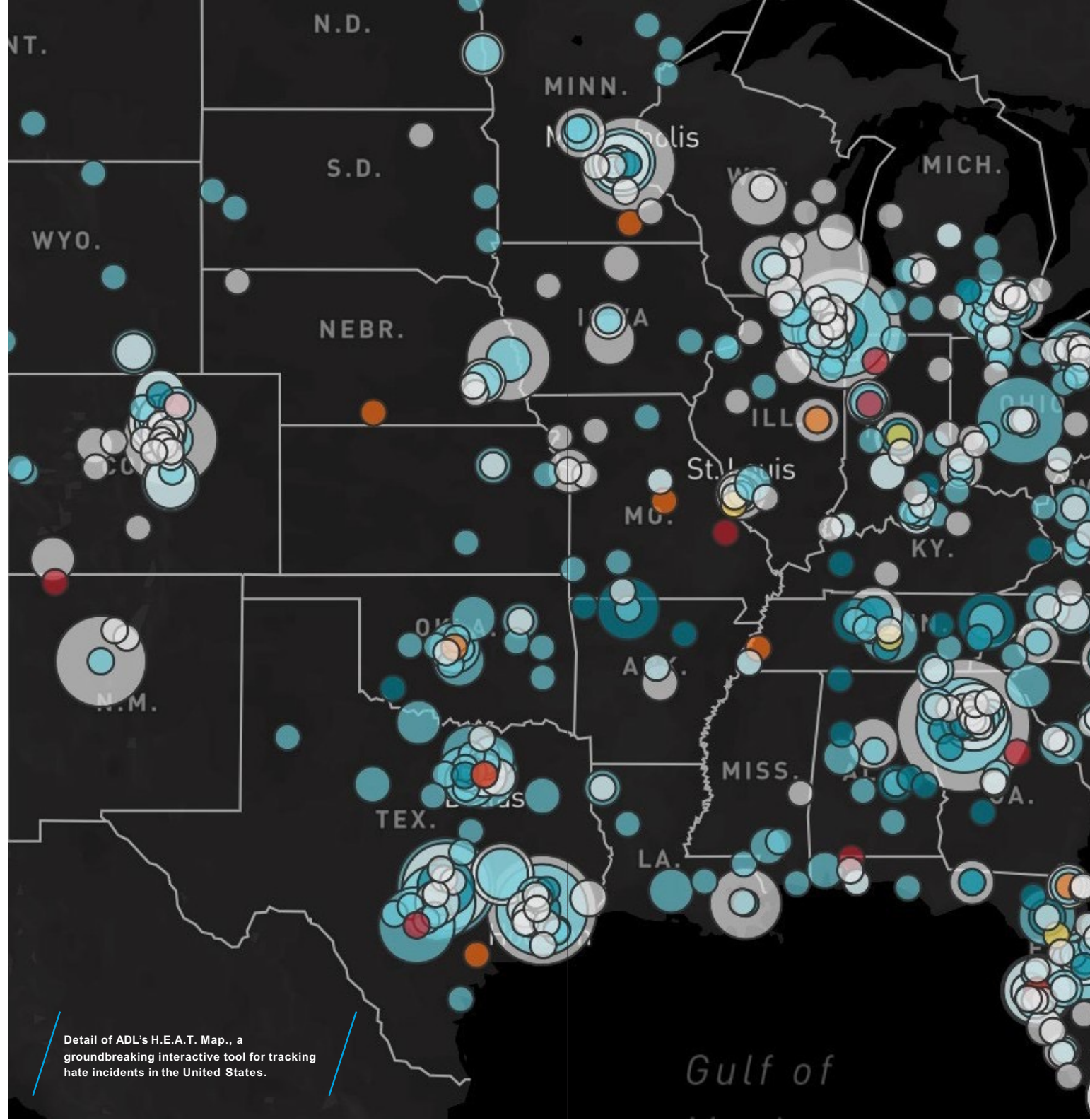
By investing in this Center, we will be able to respond on a larger scale—immediately and in real-time—alerting community members, elected officials and law enforcement of threats from extremists. You will also help fund the development of customized software to upgrade our monitoring capabilities and improve our ability to identify hate speech and online harassment.

Law enforcement is a powerful ally in the fight against hate, and ADL is one of law enforcement's most important and trusted non-governmental partners. As a foremost authority on extremism, ADL provides actionable intelligence to law enforcement to help them identify, understand and counter extremist and terrorist threats.

ADL trains an estimated 15,000 members of law enforcement each year, covering topics ranging from hate crimes, extremism and counter-terrorism to implicit bias, core values and leadership. Through investment in the Center, we aim to triple that number, reaching law enforcement personnel at local and federal levels and building a wide range of skills necessary to protect the full diversity of the American public.

“The training was incredibly valuable... I have to reflect on my own beliefs and perspective... As law enforcement we must set the example of how to treat others—in word and deed.”

—LAW ENFORCEMENT OFFICIAL



Detail of ADL's H.E.A.T. Map, a groundbreaking interactive tool for tracking hate incidents in the United States.

Center for Technology and Society

Fighting cyberhate and promoting online civility

A force for innovation, the Center for Technology and Society tackles ADL's civil rights mission in the digital space at a time when online hate is tearing at the fabric of society. The Center ensures that we keep up with—and get ahead of—technological trends to spread hate and stop it in its tracks.

With a deep investment in the Center for Technology and Society, you will shape how we use technologies for the betterment of all and put ADL at the forefront of fostering online civility, protecting vulnerable populations, defining digital citizenship and engaging the public—while countering the increasingly sophisticated digital tools used to proliferate antisemitism, extremism and hate.

Based in Silicon Valley and staffed by a team of policy experts, data scientists and research fellows, the Center drives ADL's multi-faceted strategy for fighting cyberhate. It is responsible

for harnessing new technologies—including augmented, virtual and extended realities to increase empathy and awareness of bias, as well as artificial intelligence and machine learning to quantify the amount of hate on platforms in real time. It also works to reduce harassment in the digital gaming community, build industry partnerships with tech giants to influence policy and build ADL's capacity to evaluate and sustain the Center's impact.

Given the unbelievable speed with which 21st century hate manifests and spreads, we are faced with an urgent need to conduct cutting-edge research and identify areas where the Center can have maximum impact. And it is imperative to invest significantly in new and additional tools to get ahead of the next technological trends.

Center for Education and Civil Rights

Ensuring justice and fair treatment for all

The Center for Education and Civil Rights will build on our successful legacy and lead our work to fight hate proactively through education and legislative action.

Your investment will help us increase the effectiveness of our already powerful educational programming. No one has the frontline experience fighting hate through education like the dedicated people in our regional offices. By scaling the education we provide in person, and through new virtual learning efforts, we plan to double the total number of students participating in our educational programs to three million children—and winning over their hearts and minds.

The Center will also lead the charge to increase ADL's legislative engagement at the local, state, and federal level—fighting for immigration reform and refugee rights, standing firm against Islamophobia, advancing LGBT and women's rights, and promoting free speech, academic freedom on campuses and religious freedom. Additionally, we will explore new legal strategies to protect marginalized communities and safeguard civil rights.

Never has it been more important to defend democratic ideals, and ADL stands at the ready to leverage our moral authority in standing up for anyone targeted by unjust laws and policies.



An ADL trainer teaches students at Newcomers High School in Queens, NY, an anti-bias education lesson from an ADL curriculum.

A MAJOR INVESTMENT FOR ADL'S SUSTAINABILITY

In addition to capital investments, we must preserve ADL's longstanding history and guarantee our continued success by building our endowment.

We pride ourselves on the exceptionally talented team we have recruited, and with a stronger endowment we can invest in them appropriately. From top to bottom of the organization and across our regional offices, our expertise is without peer. Our senior leadership team is comprised of experts from the corporate world, government agencies and nonprofit sector.

Through *ADL/For Good*, you can ensure that our programs endure until they have rooted out hate and that we can sustain the growth stemming from the *ADL/For Good* campaign. A strong endowment will sustain our impact and legacy for generations to come.

With an increased endowment we can do better medium- and long-term budget planning and preserve our independence in the face of market cycles. A greater endowment will generate consistent investment income to support our programming and operating expenses. A greater endowment will help us fight hate for good.

THE LASTING IMPACT OF ADL / FOR GOOD

- ADL / For Good will build the **capacity** we need to support our work on the frontlines of hate while optimizing our internal operations
- ADL / For Good will promote **innovation**—pioneering new technology to create more effective content and delivery
- ADL / For Good will expand the **scale** of our programs, including education and law enforcement, to help us reach the people who need us most



May, 2017: Students participate in a NO PLACE FOR HATE Ceremony at NYU Skirball Center for the Performing Arts and NYU Kimmel Center in NYC.

A long-term vision for fighting hate

ADL / For Good is also an important first step toward creating a society bound together by open-mindedness, understanding, acceptance and equality. And it's a significant step toward reaching a series of groundbreaking visions that will have a lasting impact for the world so we can:

- 1 Increase the number of students receiving ADL's anti-bias education programming from 1 million to 20 million with the ultimate goal of elevating respect as an integral component of the U.S. education system.
- 2 Provide every law enforcement professional in America with anti-hate training, including hate crimes and implicit bias.
- 3 Monitor, expose and disrupt all bias incidents and hate crimes in real time; measure intolerance online with the same efficiency; and develop technological and policy interventions to prevent hate from happening.
- 4 Pioneer a cutting-edge set of tools, including virtual reality and gaming, to teach respect and inclusivity in any environment and stop bias and discrimination before it happens.
- 5 Expand ADL's anti-hate and law enforcement trainings into global markets, particularly in Europe.

Since our founding more than 100 years ago, no organization has done more than ADL to fight hate, to stop the defamation of the Jewish people and to secure justice and fair treatment to all. It's a mission that has never been more relevant than it is today. We know what needs doing. We have a vision for the future and a plan to achieve it.

ADL / For Good marks the beginning of a new era. We can strike out anti-semitism, extremism, cyberhate and bigotry. We demand a future in which all people can live free from discrimination and the threat of violence.

PLEASE JOIN US. YOU CAN FIGHT HATE FOR GOOD.

A major donation to ADL / For Good could well be the most significant gift you make in your lifetime. It will send a powerful message to the world—we will strike out hate and we will do it *for good*.

“Hate, it has caused a lot of problems in the world, but has not solved one yet.”

—MAYA ANGELOU