ADL®

FRONTLINE

2020 Impact Report

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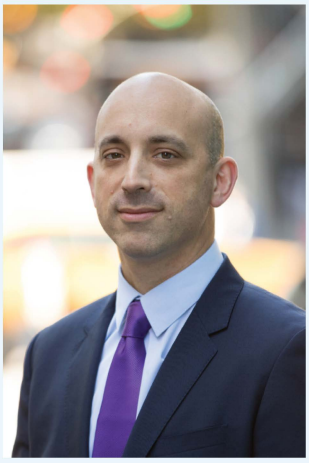
FIGHTING HATE FOR GOOD



As we close the books on a momentous 2020 and reflect on what's to come, I thank you for being a part of ADL's work. Your ongoing partnership and support are critical as we tackle the challenges that lay before us.

And those challenges are immense.

2020 started against the backdrop of the highest number of antisemitic incidents that ADL has ever seen in the 40 years of tracking this information. Our 2019 Audit of Antisemitic Incidents was chilling: the total number of antisemitic incidents in 2019 increased 12 percent over the previous year, with a disturbing 56 percent increase in assaults.

The antisemitism and anti-Asian racism spawned by COVID-19 underscored that suffering often comes hand-in-hand with scapegoating. Following the tragic murder of George Floyd — just one of too many atrocities committed against Black Americans — our country is engaged in an overdue reckoning around racial injustice and all of its pervasive and systemic consequences.

In this whirlwind, ADL stepped up to the challenge. Just a few of ADL's achievements included work as the plaintiff fearlessly challenging Texas State Governor Abbott's attempt to limit ballot return locations in Harris County. Although ADL did not end up winning the case, the work galvanized support from across the Unites States. In collaboration with partner organizations, we led a movement that led to over 1,000 companies pausing their advertising on Facebook to fight hate. ADL is celebrating that Facebook pledged to de-platform Holocaust denial pages from its site. ADL has been pushing this decision for over a decade.

Thanks to supporters like you, ADL played a critical role in the communities we serve and for the nation as a whole — to act as the bulwark against hate of all forms and to be a voice of reason in the public square and in cyberspace. Together, we will do great things as we fulfill our century-old mission to stop the defamation of the Jewish people and secure justice and fair treatment to all.

Warm regards,
Jonathan

ACHIEVING OUR MISSION DURING COVID-19

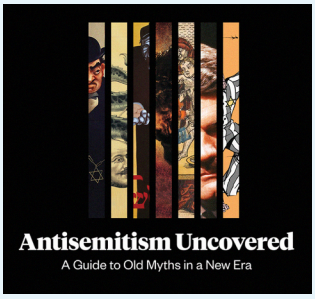
ADL leadership monitored the growth and impact of COVID-19 closely and undertook dual initiatives—a series of security, health and safety crisis protocols for ADL staff and a coordinated public response to address bias and bigotry. ADL personnel worked hard to carry out our mission, even if we had to do it a bit differently: advocating on our priorities and assisting marginalized communities; investigating extremists and engaging authorities to deal with those who perpetrate prejudice; and educating and training educators and law enforcement on extremism and hate.

We introduced "**Fighting Hate From Home**", a series of webinars, dialogues and interactive conversations that enable the general public to stay informed and make an impact, even in these difficult times. Topics included how **extremists are exploiting the coronavirus** and **protecting voting rights**. ADL is also supporting educators and families with digital resources on how to talk to children about the virus.

Additional resources engage children on how societal inequities are being highlighted and perpetuated by this crisis. We developed numerous lesson plans for teachers, as well as a version to be used directly by students. Each of our 25 regional offices have collaborated with their schools on how to best continue working on their antibias school programs during lockdown.

KEEPING UP THE FIGHT AGAINST ANTISEMITISM AND EXTREMISM

In early 2020, ADL released Antisemitism Uncovered: A Guide to Old Myths in a New Era, is a comprehensive resource with historical context, fact-based descriptions of prevalent antisemitic myths, contemporary examples and calls-to-action for addressing this hate.



Global anxiety on the outbreak of the coronavirus led to the spread of much **misinformation** and scapegoating. Age-old **antisemitic tropes** also surfaced such as the slander that Jews and/or Israel manufactured or spread the coronavirus to advance their global control, that Jews are profiting from the coronavirus, and other conspiracy theories. ADL's Center on Extremism responded to this xenophobia and disinformation on the ground as well as in our 24/7 digital environment. In 2020, the Center on Extremism (COE) made a record number of law enforcement assists—more than 1,000 so far—which outpaces the 604 total assists provided in all of 2019.

We educated the public on **Zoombombing** and offering prevention tips. Our resources on Zoombombing were referenced in **the New York Times** and conversations with Zoom on concerns about extremists. Zoombombing Jewish-content has resulted in new security measures rolled out by the company.

Throughout the chaos and uncertainty of 2020, COE analysts and expert researchers reported on troubling trends in the world of extremism, producing more than 100 publications, including in-depth reports, congressional testimony, and incisive articles. These pieces delivered insight into the growing ranks and visibility of far-right groups including QAnon conspiracy theorists and violence-prone Proud Boys, and provided critical context for year-long right-wing threats against state capitols and elected officials. We noted the increasing volatility and extremist presence at the nationwide protests of stay-at-home orders, and spoke to media outlets in the U.S. and abroad about the dangerous interactions between extremists and mainstream Americans.

FRONTLINE

ADL also developed a new high school course entitled **BINAH (Building Insights to Navigate Antisemitism and Hate)**, which will officially launch in 2021. BINAH is designed for high school students of all backgrounds and seeks to help students build familiarity with Jewish history, culture, religion, and the vast diversity of modern Jewish life; understand the impact of antisemitic attacks on American society as a whole; and discover ways to be a strong ally with the Jewish community. The interactive course is available at no cost to students and teachers.

BUILDING A JUST AND INCLUSIVE SOCIETY

Although organizations including ADL and society at large have made significant strides in the struggle for racial equity and civil rights, the need is greater than ever to fight hate and bias in our communities. We stood in solidarity with Black and Brown communities across the country as they yet again were subject to pain and suffering at the hands of a racist and unjust system. We worked to ensure that the many Jews of Color and particularly Black Jews are not rendered invisible in this moment. And we reached into our own communities to educate on systemic racism and police reform and to provide action steps.

For the past forty years, ADL has been the lead architect of federal and state hate crime laws across the United States. Forty-seven states have hate crime laws as a result, as does the federal government. Last year, ADL and the NAACP joined forces and **successfully called for the swift passage of HB 426, the Georgia Hate Crimes legislation**, and committed to working together to further reform the state's antiquated criminal justice system.

#STOP HATE FOR PROFIT

We continued to fight hate online. During the summer months of 2020, #**StopHateforProfit** launched by ADL, Common Sense Media, Color of Change, LULAC, Mozilla, NAACP, National Hispanic Media Coalition, and Sleeping Giants — led to a groundswell of support to address hate, racism and misinformation on Facebook. Over 400 companies, ranging from Unilever to Verizon to Hershey's, joined Stop Hate for Profit and over 1,000 companies agreed to pause Facebook advertising until the company takes **bold, clear and concrete steps** to remove a wide range of hateful content from its various platforms.

Public pressure on Mark Zuckerberg can have an impact. He announced modest changes to Facebook policies including the announcement of a senior Facebook role to oversee civil rights, and independent audit of hate on the platform, and the de-platforming of Holocaust deniers.

Facebook finally began taking long overdue action against some hateful movements like Boogaloo. To be clear, this campaign isn't stepping down – we're entering a new phase. Looking forward, our advocacy efforts will be bigger, bolder and create an even larger tent calling for change than what we've built together.

Over the same time period, and in response to #StopHateforProfit, the other platforms, such as Reddit, Twitter and YouTube also stepped up and de-platformed QAnon and Boogaloo Groups.

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ISRAEL ADVOCACY AND INTERNATIONAL AFFAIRS

Amid health, economic, environmental and political crises, we paused and celebrated the enormity of the historic moment of normalization between Israel and UAE, Bahrain and Morocco. Much work remains towards achieving a comprehensive Israeli-Arab peace, including a mutually negotiated two-state Israeli-Palestinian agreement. We hope to soon see a Middle East that broadly reflects today's agreement rooted in security, stability, prosperity and dignity for all in the region. In addition, ADL's International Affairs professionals engaged with over 25 Jewish communities around the world to provide advocacy support and to assess the impact of COVID on rising antisemitism. As one example, when the specter of a ban on ritual male circumcision, brit milah, arose in Denmark, we worked closely with the Jewish community to bring international medical experts as part of a successful advocacy campaign to ensure that the Danish government protected this fundamental Jewish rite.

Given the COVID-19 crisis, ADL Israel adapted its programming from in-person delivery to online platforms. ADL Israel held a series of webinars entitled "Fighting Hate in the COVID-19 Era" in partnership with the Konrad-Adenauer Foundation; a webinar for the Jewish Agency's emissaries; a webinar for Israeli philanthropists in partnership with Committed to Give initiative, and more. And a webinar for the diplomats from around the world and their staff on antisemtism and Israel's social diversity.

VOTING RIGHTS AND THE 2020 ELECTION

In 2020, the COVID-19 pandemic not only amplified long-existing inequities but also made the decision to vote in person potentially a serious health risk. Against this backdrop, recognizing that the **integrity of our elections** is vital to securing justice and fair treatment to all, ADL prioritized **voter education** and engagement, **election protection and integrity**, and voter safety, including **ongoing assessments of threats of violence from domestic extremists**. ADL worked around the clock in preparation of what many called the most significant election of our lifetimes.

Everyone at ADL stepped up to their respective battle stations. We reassigned staff to boost our capacity to **rapidly identify, assess, and mitigate threats** to the election process. We redeployed resources, temporarily reshuffled our priorities, and strategically **created new coalitions** to respond to the threats of increased extremism and potentially unjust and unfair elections. ADL worked with communities, organizations, and government officials at every level to ensure that this election is safe, fair, and accessible for all.

VIRTUAL EVENTS

Last year was all about pivoting and our signature events were no exception. In October, in what felt like a positive counterpoint to the tensions of the pending election, the ADL community held our first virtual Walk Against Hate, expanding a popular ADL unifying activity to a national scope. This event brought together thousands of people from across the country, including students and educators, friends and families, corporations and nonprofits, to speak up against hate.

In November, we expanded our flagship Never Is Now Summit on Antisemitism and Hate, the largest annual event of its kind, by taking it virtual and international. Over 6,000 experts, community and business leaders, students and concerned community members joined at this series of unique web-hosted events. **You can continue to watch the recordings of each Summit session**.

Our first virtual ADL In Concert Against Hate on December 6th continued a 25-year tradition of lifting up ordinary people who perform extraordinary acts of courage and compassion when confronted by hatred and bigotry. Over 12,000 ADL supporters from across the country shared in a night of live music and inspiration from celebrity guests, celebrating real-life heroes in the fight against injustice, extremism and hate. Hosted by Debra Messing, the event featured performances by Adam Levine, Kenny Loggins, Andra Day, Jason Isbell and Aloe Blacc.

About ADL FRONTLINE

We are proud to have you as a supporter of ADL Frontline - a group of ADL's most dedicated supporters in the fight against antisemitism and hate. As an ADL Frontline member, you are having a direct impact on the success of our mission. You will receive exclusive benefits like this report, invitations to regional and national ADL events, insider briefings from ADL experts and partners, personal attention, and other benefits.

Through your continuous support, you have shown just how deep your commitment to fighting hate for good is. Thank you for taking that commitment to the next level and joining us on the front lines.

About ADL

ADL is a leading anti-hate organization that was founded in 1913 in response to an escalating climate of antisemitism and bigotry. Today, ADL is the first call when acts of antisemitism occur and continues to fight all forms of hate. 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.

For more information about our work or ADL Frontline, please contact stewardship@adl.org.

ADL.org

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