



Anti-Defamation League Annual Report

FROM PROBLEMS TO SOLUTIONS

Building a Better World

From Problems To Solutions

It's hard for different groups to live together, and easy to fear, resent and even hate those who are not like us.

With the globe connected as never before, living together productively is essential.

That's why ADL works for a world where different groups respect each other, and demands are balanced against the rights of all.

ADL BUILDS A BETTER WORLD TWO WAYS:

By confronting hate fearlessly and galvanizing others to help us create change.

This Is How We Do It:

We monitor and expose online hate and anti-Semitism to make everyone aware of hidden threats.

We keep government out of religion and religion out of government—and religion flourishes.

Our partnerships with law enforcement help us protect against violent extremists.

We deepen the knowledge of Catholic-school educators so our future will be more peaceful than our past.

Our legal experts pioneered hate crime laws and work to implement them nationwide.

Our outreach to Hispanics and Latin Americans dispels ignorance and creates allies.

We help combat global terror by connecting American and Israeli law enforcement.

Our educators teach students to reject bullying and to treat each other with respect.

**ADL SOLUTIONS
HELP BUILD A BETTER WORLD.**



Robert G. Sugarman
National Chair



Abraham H. Foxman
National Director



DEAR FRIENDS

ADL's 2011 Annual Report in many ways reflects how far we've come in combating anti-Semitism, hatred and bigotry.

Yes, there remain immense challenges, particularly as represented by the nuclear and terrorist threat of Iran against Israel and the world. And, ADL's recent national surveys show some disturbing public attitudes toward Jews, such as surprising numbers who say they believe Jews are more loyal to Israel than to their own country. Still, America continues to be a unique place for the Jewish people. Anti-Semitism and discrimination have been significantly reduced, in no small part because of ADL's work.

To continue this trend, ADL puts into place every day the building blocks for a more respectful and hate-free world.

Our accomplishments are many. Our Holocaust education program for Catholic-school teachers, Bearing Witness[®], extends to new generations the dramatic changes in Catholic-Jewish relations begun by the Vatican in the 1960s and expanded during the papacy of John Paul II. Through the years, more than 1,500 teachers have participated in this life-changing ADL training.

So, too, with regard to law enforcement. By building trust in relationships with law enforcement officials around the country, we were able to create training seminars on extremism, terrorism and bias so that today ADL is the leading nongovernmental organization in America in such programs.

Threats to religious freedom have consistently emerged this past year, including in the presidential primaries. We convened a coalition of national religious leaders to speak out against this.

Opportunity for change also comes from crises. When Hispanics in America felt under siege from the stereotyping by some in the anti-immigrant movement, ADL issued reports exposing the problem. Winning trust through this work opened up Hispanic leaders to the value of ADL and led to a series of missions of Hispanic leaders to Israel. The result is an ever-expanding circle of relationships forming connections to this most important minority group. Combating anti-Semitism in the Hispanic community and winning support for Israel are major goals in this effort.

Crisis also served as a catalyst in the case of bullying. ADL was among the first to recognize and act against cyberbullying. Using ADL experience on the civil rights side of the agenda—developing model anti-bullying legislation as we did for hate crimes—and on the education side of the agenda—developing curricula and training programs for schools as we've done on bias—we worked to turn a problem into a solution.

This is the mission of ADL. The challenges are immense but solutions can be and are being achieved.

Robert G. Sugarman
National Chair

Abraham H. Foxman
National Director

We thank the generous individuals, foundations and corporations who partner with us to make a difference in people's lives, including Volkswagen AG, whose exemplary support of our education initiatives will touch thousands across the nation.

The Anti-Defamation League was founded in 1913 "to stop the defamation of the Jewish people and to secure justice and fair treatment to all." Now the nation's premier civil rights/human relations agency, ADL defends democratic ideals and protects civil rights for all.

BLURRING THE LINE

Last year the governor of Texas — in his official capacity — promoted a Christian prayer rally, breaching the wall between church and state. Moreover, legislatures around the country tried to infuse religion into government while some communities tried to prevent Muslims from exercising their religion freely.

ADL confronted these assaults head on. In Texas, we brought together Christian, Jewish, Muslim and other faith advocates to sign a unified message expressing concern over the governor's blatant disregard for church-state separation in his call for an exclusionary prayer rally.

In Florida, we've been working to stop an amendment that would require taxpayer money to support religious institutions and individuals. And our Interfaith Coalition on Mosques has defended the rights of Muslims to build houses of worship in several communities where they were facing discrimination.

Now we are calling on candidates in the 2012 election to keep religion out of the campaign. A broad coalition of national religious leaders convened by ADL asserted that candidates should "conduct their campaigns without appeals, overt or implicit, for support based upon religion."

RELIGIOUS FREEDOM

Credit: Tetra Images/Getty Images





Credit: Frank Ishman Photography

JEW'S ARE THREATENED

In New Jersey, a Molotov cocktail was thrown into a rabbi's home and another synagogue was struck by arson.

"It was very clear that someone was targeting Jewish synagogues and community centers," says Bergen County (NJ) Prosecutor John Molinelli (left). "ADL allowed us to communicate quickly to the Jewish community that there were very serious people working to solve this crime. And the money ADL provided for the reward was of immeasurable importance when it came to getting tips that led to the first arrest."

Anti-Semitism still happens, even in America. And it's not just in Bergen County.

A May 2011 plot to attack a synagogue in New York in the name of jihad demonstrated how American Muslim extremists are fueled in part by hatred of Jews and Israel. ADL continues to monitor Islamic extremist threats in the U.S. and has reported to Congress on its findings.

Additionally, in a new program affecting Jews overseas, we're partnering with the U.S. State Department to train U.S. diplomats to recognize anti-Semitism. And a unique program created by ADL and the U.S. Holocaust Memorial Museum in Washington, DC, has trained over 70,000 FBI New Agents on their role as protectors of individual rights.

STANDING UP

PREJUDICE HURTS

“Fence-hopper.” “Terrorist.” “That’s so gay.”

For millions of students, bullying, cyberbullying and name-calling damage their self-esteem and ability to learn. No student should ever feel isolated because of his or her ethnicity, race, religion, sexual orientation or physical appearance. ADL’s No Place for Hate® initiative enables schools to build inclusive and safe environments in which respect is the goal, and all students can thrive.

No Place for Hate engages entire school communities in anti-bias activities, which ADL helps the schools develop, sending a clear message that all students have a place to belong.

The results? Raves from students, parents, communities and government officials. In Atlanta, Mayor Kasim Reed challenged all Atlanta schools to become No Place for Hate. Mayor Reed says, “The No Place for Hate initiative improves the environment in every single school where it has been launched.”

The Atlanta Braves also teamed up with ADL to create No Place for Hate public service announcements that say, “...Together, let’s strike out bullying.”

Since its inception, No Place for Hate has directly reached over 3.5 million people and is currently active in more than 1,500 schools and communities nationwide.

TEACHING RESPECT



Credit: Steve Lubell



DANGERS OF THE ARAB SPRING

“Zionism is a gang, not a country. So we will resist them until they do not have a country.”

From its charter and public statements, the Muslim Brotherhood ideologically continues to reject Israel’s right to exist. On a practical level, the evidence is more complex. Some statements suggest it will let the peace treaty stand and others indicate in time the desire to end the treaty and relations with the Jewish state.

Tracking the Muslim Brotherhood online is just one example of how ADL’s Arabic-speaking analysts obtain valuable insight into new developments. Our monitoring and translation of media from the Arab world consistently reveals the demonization of Israel and Jews in state-sponsored venues—even in Muslim and Arab countries with extensive ties to the West.

We shared our findings with Members of Congress, the State Department and the White House to make sure that the Muslim Brotherhood’s hostility is part of the conversation between the United States and the “new” Egypt.

MONITORING EXTREMISTS



GLOBAL TERRORISM

Terrorism has plagued the Middle East for decades, and Israel has learned the hard way how to prevent and combat it. With ADL's help, its counterterrorism experts are showing U.S. law enforcement how to do the same.

The partnership between ADL's Israel Office and the Israel National Police allows ADL to provide major American law enforcement agencies with access to Israel's top security professionals and facilities.

When ADL brought groups of U.S. law enforcement to Israel last year, they were briefed on the tactics that deflect terror attempts at border crossings, coastal waters, the airport, holy sites and much more.

Once they get home, many from this and previous ADL law enforcement missions to Israel participate in a network that enables them to maintain regular contact with each other and with ADL. Said one: "I can assure you that these lessons will serve as a constant reminder of how we can do things differently and even better in the States."

COUNTER TERRORISM TRAINING



TARGETING PEOPLE FOR WHO THEY ARE

Hate crimes don't just strike one individual, they threaten an entire community. After her son Matthew was brutally murdered for being gay, Judy Shepard (left), along with ADL, advocated intensely for a new federal hate crime law.

Capping a 13-year coalition lobbying campaign led by ADL, Congress finally passed the federal Matthew Shepard and James Byrd Jr. Hate Crimes Prevention Act (HCPA) in 2009. ADL had pioneered a model hate crime law for states in 1981. The HCPA permits the federal government to investigate and prosecute if local authorities can't or won't. "I know ADL was critical to getting it done," Mrs. Shepard says.

Now ADL and the Shepards are helping the FBI and Justice Department implement the law, including training on new protections for lesbian, gay, bi-sexual and transgender (LGBT) victims. We continue to educate law enforcement on what constitutes a hate crime under the new law.

"Some individuals still think hate crime laws aren't necessary," Mrs. Shepard says. "In some places, the fact that the LGBT community suffers crimes based on bias isn't on their radar. But it isn't up to them anymore. This law is about protecting everyone."

HATE CRIME LAWS

A TRAGIC HISTORY

“Aspects of the Catholic Church contributed to anti-Semitism. We can’t run from our history.”

These are the words of Kevin Shearer, a counselor at a Catholic school in Baltimore who, along with 11 other colleagues, has participated in ADL’s Bearing Witness® program. We created it to strengthen the bonds between Catholics and Jews, and to make sure that the tragic history of the Holocaust is never repeated.

Bearing Witness guides Catholic-school educators through the history of anti-Semitism, including the role of the Church during the Holocaust, and provides practical strategies on how to teach about anti-Semitism and the Holocaust. The program ensures that more positive, contemporary Church teachings about Jews reach as many young Catholics as possible.

An advanced version of Bearing Witness takes Catholic-school educators to Israel for further instruction. Since 2005 the programs have reached some 1,545 educators responsible for over 20,000 Catholic students nationwide.

“Bearing Witness has transformed our school culture and students,” Mr. Shearer says. “It’s improved all our students’ understanding of how their words and actions have the potential to impact others. They are more aware of anti-Semitism and racism in the world today. It impels them to want to act against injustice and build a better world.”

LESSONS OF THE HOLOCAUST



WHEN CULTURES ARE DIFFERENT

Anti-Semitism among Hispanics in the U.S. is higher than the average in America, according to ADL polls. U.S.-born Hispanics are less biased than foreign-born Hispanics, and ADL is working to reduce those levels further.

ADL's legal experts, Jewish-Latino roundtables and outreach on immigration, hate crimes, interfaith and anti-bias education are bringing our nearly 100 years of expertise to resolving problems of anti-Semitism and anti-Latino sentiments.

In addition, ADL introduces Hispanic and Latin American journalists, legislators and community leaders to the importance of Israel by taking them on comprehensive missions to the Jewish state. Afterward, one journalist remarked, "You opened us to life in Israel. You opened our eyes."

In New Mexico, our groundbreaking cultural festival ¡Celebrate! has brought together thousands to discover Hispanic-Jewish ties that go back centuries to Spain and the immigration of Jews to the New World.

"¡Celebrate! is a revelation," says Edward L. Romero, former U.S. Ambassador to Spain and Andorra. "I don't think either the Hispanic or Jewish community really understands our shared culture and history, but ¡Celebrate! does that. It could lead the two groups to be a great liaison and support for one another." In 2012 ADL will introduce the festival to other U.S. cities.

OUTREACH



ANTI-DEFAMATION LEAGUE REGIONAL OFFICES

ADL has offices throughout the United States. If you need assistance with education and anti-bullying training, civil rights issues, law enforcement trainings, anti-Israel campus activity or Jewish institutional security, or to report an anti-Semitic incident, contact a regional office near you or go to www.adl.org for more information.

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CONSOLIDATED FINANCIAL INFORMATION

CONSOLIDATED BALANCE SHEET

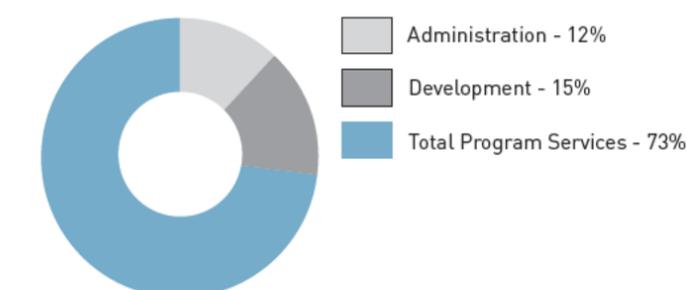
December 31, 2010 (in thousands)

ASSETS	
Cash and investments	\$141,854
Contributions receivable, net	12,109
Other assets	3,438
Property and equipment, net	13,556
Total assets	\$170,957
LIABILITIES AND NET ASSETS	
Accounts payable and accrued expenses	\$6,076
Borrowings under lines of credit	8,000
Deferred items	8,202
Liabilities under charitable trusts and annuity agreements	8,115
Accrued pension obligation	23,918
Total liabilities	54,311
Net assets:	
Unrestricted	26,085
Temporarily restricted	29,605
Permanently restricted	60,956
Total net assets	116,646
Total liabilities and net assets	\$ 170,957

CONSOLIDATED EXPENSE ALLOCATIONS

Year ended December 31, 2010

TOTAL EXPENSES



TOTAL PROGRAM SERVICES



* Regional Operations includes Civil Rights, Education, Intergroup Relations and International Affairs programming delivered through ADL's Regional Office structure.

CONSOLIDATED STATEMENT OF ACTIVITIES

Year ended December 31, 2010 (in thousands)

CHANGES IN UNRESTRICTED NET ASSETS:	
OPERATING REVENUES:	
Contributions, net	\$39,277
Investment return appropriated	4,628
Other income	923
Net assets released from restrictions	11,254
Total operating revenues	56,082
OPERATING EXPENSES:	
Program services	43,398
Supporting services	16,458
Total operating expenses before effect of pension plan curtailment	59,856
Effect of pension plan curtailment on net periodic benefit cost	13,771
Total operating expenses	73,627
Excess of operating expenses over operating revenues	(17,545)
NONOPERATING ACTIVITIES:	
Pension credit	17,708
Investment return greater than amount appropriated	2,414
Other, net	(587)
Total nonoperating activities	19,535
Increase in unrestricted net assets	1,990
CHANGES IN TEMPORARILY RESTRICTED NET ASSETS:	
Contributions	6,845
Change in the value of charitable trust and annuity agreements	1,819
Investment return	5,335
Other	626
Net assets released from restrictions	(11,254)
Increase in temporarily restricted net assets	3,371
CHANGES IN PERMANENTLY RESTRICTED NET ASSETS:	
Contributions	4,157
Increase in permanently restricted net assets	4,157
Increase in net assets	9,518
Net assets at beginning of year	107,128
Net assets at end of year	\$116,646

The above financial information is derived from the consolidated financial statements of the Anti-Defamation League and the Anti-Defamation League Foundation. A complete set of the consolidated financial statements, audited by KPMG LLP, is available upon request.

BE PART OF THE SOLUTION

When you support ADL with your tax-deductible gift, you help fight hate and build a better world — now and for future generations. ADL's work is only possible with the support of people like you, who share our commitment to securing justice and fair treatment to all.

MAKE A GIFT

For nearly 100 years, ADL has been the leading voice for those fighting anti-Semitism, bigotry and hate in all its forms. We've had incredible success over the years, but our mission remains as important today as ever.

PLANNED GIVING

Your Planned Gift to ADL brings a steady source of funds to help us keep building a better world in the future. Learn more about charitable gift annuities, bequests, charitable remainder trusts and other alternative gifts.

BECOME AN ADL GUARDIAN: GIVE MONTHLY

A monthly gift at any level is a great way to provide ongoing support for our many programs, from civil rights advocacy and hate crime prevention to child education programs and law enforcement training.

TRIBUTE E-CARDS

Contribute in honor of a birthday, anniversary, bar/bat mitzvah, wedding, holiday or in memory of someone. Our unique Tribute eCards are delivered within minutes. To send a tribute card by mail, contact development@adl.org or call the number below.

Call 1-866-FUND-ADL (1-866-386-3235) or go to www.adl.org/solutions. **Thank You.**

HERE'S WHAT YOUR GENEROSITY CAN DO

\$50

equips one teen with the skills to confront anti-Semitism

\$150

helps an entire school become No Place for Hate®

\$250

shows three students how to stand up to bullying and cyberbullying

\$500

allows 15 educators to teach the lessons of the Holocaust

\$2,500

teaches 30 children to reject prejudice and stereotypes

\$5,000

brings one American law enforcement officer to Israel for counterterrorism training

\$25,000

trains 10 law enforcement officers on domestic extremism and terrorism

NO ONE IS THERE FOR YOU LIKE ADL

JOIN US

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