

FAST FORWARD

2015 Annual Report







MISSION

Founded in 1913 "to stop the defamation of the Jewish people and to secure justice and fair treatment to all."

FOUNDING PURPOSE

To protect the Jewish people.

OUR VALUES

Our values inform our work, how we operate, and the change we seek in the world. These values also guide our activities:

- The courage to speak out, even when we stand alone.
- Respect in our work and workplace.
- The power of collaboration.
- The power of inclusion and uniting people from diverse groups.
- The highest standards of integrity.
- Unquestioned credibility.
- Accountability for the quality of our work and the results we achieve.

Follow ADL on:





A NEW DAY

As ADL transitioned to a new national director, the challenges we faced in the world remained as potent as ever.

Anti-Semitism continued to spread in Europe as the Jews of France and other countries worried about their future. The Islamic Republic of Iran continued to be the leading purveyor of anti-Semitic propaganda in the world, reflected in its obscene Holocaust cartoon contest in which participants either denied the Holocaust or accused Israel of committing a current Holocaust. And here at home, anti-Semitic incidents on campuses increased during the past year, while BDS campaigns spread to new campuses.

At the same time, ADL was blessed to welcome its dynamic new CEO, Jonathan Greenblatt, who began his tenure at ADL the day after Abraham H. Foxman's retirement. For me as National Chair, it has been exciting—as you will see in this Annual Report, Fast Forward—to help lead this transition. It's been exciting to watch how ADL is staying true to itself: ADL is still ADL, whether in leading the fight against anti-Semitism, or supporting a besieged State of Israel or as a partner in the struggle for equal rights for minorities in this country.

Yet at the same time, it's exciting to see how ADL is modernizing in its use of social media, in its strategic planning for the future, in its outreach to younger supporters—the leaders of the future—and in its new partnerships with groups here and abroad.

All of this promises a bright future. In a world where bigotry and extremism are flourishing, ADL is more important than ever.

MARVIN D. NATHAN
National Chair



JONATHAN GREENBLATT

BOLD STEPS

ADL'S NEW CEO TALKS ABOUT THE FUTURE

WHAT'S YOUR VISION?

I feel privileged to lead ADL and want to ensure that the agency will make as meaningful an impact over the next 100 years as it has made in its first century. ADL's core assets start with the genius of Sigmund Livingston and the founders who wrote our charter and laid out our timeless mission, "to fight the defamation of the Jewish people and to secure justice and fair treatment to all." That was our mission in 1913, it's our mission today, and it will be our mission forever in the future.

HOW WILL YOU DO BOTH?

First, by making clear that protecting the Jewish people remains our founding purpose. As we communicate this continued focus through our voice, our programs and our policies, it will give us space to embrace the universalism of our mission more boldly in the years ahead.

CAN YOU GIVE ME AN EXAMPLE?

Sure. Leo Frank was a Jew who was dragged from his jail cell and lynched by a mob in 1915 after a trial characterized by virulent anti-Semitism. Last summer, nine African Americans were murdered in a Charleston church by a white supremacist. The hateful impulses that motivated both crimes inspire our work today.

For the memories of Leo Frank and the Charleston nine, and to protect everyone from hate crimes, we have started a new initiative, 50 States Against Hate: An Initiative for Stronger Hate Crime Laws (#50StatesAgainstHate), designed to ensure that minorities are protected with comprehensive hate crimes laws in

every state, and to ensure that law enforcement is adequately trained in this area. In some ways, this is not new: we have been working on these issues since the 1980s. But today, we are using partnerships, technology and social media to expand our efforts and amplify our voice. So the mission endures, but we are adopting new approaches to accelerate progress for the benefit of the Jewish people and all those who face discrimination.

HOW ARE YOU FIGHTING ANTI-SEMITISM?

Around the world, many
Jews fear for their physical
safety; thus, we needed to
do something new. Earlier
this year, we struck a
strategic partnership with the
European Jewish Congress,
the representative body of
European Jews. This will allow
us to work for the security
of Jews across Europe and
within institutions such as
the European Parliament and
European Commission. They
can tell us what they need,

and we can provide them with our programs and services and knowledge. And we continue to expand our efforts to fight cyberhate and online harassment, because social media has become a hotbed of anti-Semitic and anti-Israel hate.

WHAT ABOUT ISRAEL?

Since the founding purpose

of ADL is to protect the Jewish people, our work on behalf of and in support of the State of Israel is a significant way of fulfilling that mission. From college campuses to corporate boardrooms, anti-Israel movements such as BDS (boycott, divestment and sanctions) are growing internationally and domestically. That should concern all of us. That's why ADL and the Reut Institute have forged a joint initiative to examine the factors driving this growth. We will expose this movement for what it is: an anti-Semitic campaign that deepens division and distracts us from the very real issue of how to create a meaningful and lasting peace between Israel and the Palestinian people.

WHAT'S THE STATUS OF ADL OPERATIONS?

We've already reorganized the agency to make it more nimble. We recently completed ADL*Rising*, a strategic planning process designed to help us develop specific impact goals and generate a concrete action plan to guide us for the next five years.

WHAT GIVES YOU HOPE ABOUT ADL'S FUTURE?

Our track record! Imagine the same zeal that animated our drive to end the Arab boycott of Israel. Imagine the same passion that fueled our efforts to free Soviet Jews. Imagine the same energy that enabled the great experiment of Zionism, of which we are all the beneficiaries. I think about those historic movements that changed the world in our lifetime, and I'm reminded that we continue to have the capacity to do historic things—and we will do so here at ADL.

WHY OUR WORK IS SO IMPORTANT

>1.09

Over **1.09 billion**people worldwide
harbor anti-Semitic
attitudes.¹

+91%



2015 saw anti-Semitic incidents on college campuses **nearly double** in the U.S.²

+56%
In 2015, the U.S. saw a 56% increase in anti-Semitic

VIOLENCE AGAINST JEWS IN THIS COUNTRY AFFECTS EVERYONE³

Percent agreeing:

77%
France

68%
Belgium

78% Germany 2015

States with large Jewish populations reported the highest number of anti-Semitic incidents in the U.S.²

assaults.2

NEW YORK

198

CALIFORNIA

175

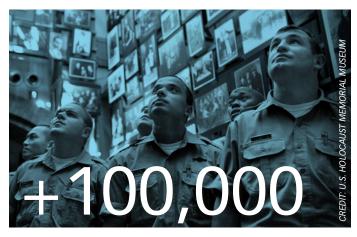
NEW JERSEY

137

FLORIDA 91

Massachusetts: 50 Pennsylvania: 43

Texas: 29 Connecticut: 26



Over 100,000 law enforcement personnel trained by Law Enforcement and Society: Lessons of the Holocaust, in partnership with the U.S. Holocaust Memorial Museum, since inception in 1999.⁴

14,000

14,000 law enforcement personnel trained by ADL in 2015.⁴

61.5 Million adults and youth have been impacted by ADL's Education Division programs since its inception in 1985.4



1.6 million students were part of 1700 No Place for Hate® schools taking actions to create positive school climates in 2015.4





Number of times ADL **voting rights** posts were shown on Facebook and Twitter.⁵





Number of times ADL **immigration** posts were shown on Facebook and Twitter.⁵

¹ ADL Global 100: An Index of Anti-Semitism (2014)

² ADL's Audit of Anti-Semitic Incidents (2015)

³ ADL Global 100: An Index of Anti-Semitism (2015)

⁴ Anti-Defamation League

⁵ Connections Media LLC (2015)

JUMP-START

Within days of becoming CEO, Jonathan Greenblatt was on the ground, gathering facts about global anti-Semitism.

He took some of our most dedicated young lay leaders to Israel. Meeting with officials from government, high-tech and education, and visiting settlements, security outposts and various communities in Israel, they gained insight into the country's strengths and challenges.

Not long after the mission, when Israel once again faced a wave of terror attacks, Mr. Greenblatt returned to Israel to show solidarity.

Then, at the invitation of French and Belgian leaders, he visited those communities and toured scenes of anti-Semitic violence. Deeply concerned, Mr. Greenblatt resolved, "We will do our utmost to support you."

A few months later, he announced a new partnership with the European Jewish Congress—the representative body of Europe's Jewish communities—to maximize ADL's impact through cooperation on cyberhate, advocacy, BDS (boycotts, divestment and sanctions) and other areas.



ON THE GROUND. As soon as he became CEO, Jonathan Greenblatt flew to France and other sites of global anti-Semitism. Here, he speaks with a soldier of the French Foreign Legion providing security outside a Jewish school in Paris.

JOURNEY TO JUSTICE

ADL was deeply involved in the Civil Rights Movement. Benjamin Epstein, ADL National Director during the mid-20th century, directed the agency to work hand-in-hand with African-American leaders, and we did.

To re-energize that history when he became ADL CEO, Jonathan Greenblatt, alongside National Chair Marvin Nathan, led a team of ADL lay leaders and professionals through the American South, including retracing the storied march by Dr. King from Selma to Montgomery, Alabama. Yet the retreat was not intended simply to celebrate our past. It was designed to educate our leaders on current civil rights challenges and inspire us to continue Dr. King's work in "the noble struggle for equal rights."

For this reason, the delegates marched across the Edmund Pettus Bridge—as ADL leadership had done 50 years earlier with Dr. King. We also visited the Equal Justice Initiative, an NGO focused on criminal justice reform, and met with its executive director, Bryan Stevenson, to discuss issues such as mass incarceration and the school-to-prison pipeline.

For surely, the work is not done. Mr. Greenblatt recommitted the agency to our 103-year-old dual mission to "stop the defamation of the Jewish people and secure justice and fair treatment to all."



RECHARGING OUR CIVIL RIGHTS MISSION. Jonathan Greenblatt, back row, far right, reconnected ADL leaders to our fight for justice for all on a civil rights journey as his first leadership retreat. They are shown at the Center for Civil and Human Rights in Atlanta, GA.

VIOLENT THREATS

The numbers were chilling.

Last year was the deadliest year for domestic extremist violence in the past 20, according to ADL's Center on Extremism. At least 52 people were killed by domestic extremists, including white supremacists, Islamic extremists, anti-government extremists and anti-abortion extremists.

There was also a dramatic spike in the number of U.S. residents linked to Islamic extremist plots and other activity—81, nearly triple the numbers for each of the previous two years. All but nine supported the Islamic State of Iraq and Syria (ISIS).

ADL's expertise on extremism, including how extremists use the Internet to inspire and recruit, was in demand all year. We provided testimony for two congressional committees examining online radicalization and extremism, and armed 14,000 members of law enforcement with the information they need to address extremist threats. One of them was San Bernardino Police Chief Jarrod Burguan, who attended ADL's Advanced Training School on Extremist and Terrorist Threats in Washington, DC, six months prior to the San Bernardino attack. He referred to his partnership with ADL as "very valuable."



SHOOTOUT IN SAN BERNARDINO. A married couple killed 14 and injured 22 in a shooting apparently motivated by Islamic extremism. The wife pledged allegiance to ISIS on Facebook on the day of the attack.

CREDIT: Gina Ferazzi/Getty Images

Visit **adl.org** for more information 11

#50 STATES AGAINST HATE

The horrific murders in Charleston, South Carolina, were a wake-up call: In spite of all the progress we have made as a country, racism and hate crimes persist.

ADL was acutely aware that the shooting took place in one of the five states that does not have a state hate crime law. That's why, on the 100th anniversary of the lynching of Leo Frank—a Jew from another state, Georgia, that still has no hate crime law—ADL announced a bold new initiative. CEO Jonathan Greenblatt stood with noted civil rights leader and U.S. Representative John Lewis (D-GA) and announced this initiative together.

The coalition for 50 States Against Hate: An Initiative for Stronger Hate Crime Laws (#50StatesAgainstHate) is mobilizing to pass hate crime laws in Arkansas, Georgia, Indiana, South Carolina and Wyoming, and to strengthen existing laws in states that fail to protect victims targeted for sexual orientation, disability, gender and gender identity.

No one is better positioned to get it done: ADL created the first model statute for a state hate crime law—45 states and the District of Columbia now have laws based on or similar to it—and led the coalition that passed the most important federal hate crime enforcement law in 2009.



(D-GA) and ADL CEO Jonathan Greenblatt. CREDIT: Duane Stork, Duane Stork Photography



MURDERED IN CHURCH. A white supremacist murdered nine African-American parishioners during Bible study at the Emanuel AME Church in Charleston.

CREDIT: Grace Beahm/The Post and Courier via AP

BIG TENT

For nearly two millennia, the Catholic Church taught that Judaism was corrupt and Jews were the enemies of Christ, in league with the Devil. All that was overturned in 1965 in a revolutionary Vatican document, *Nostra Aetate*. Relations with the Catholic Church have been better ever since.

Last year, ADL's Bearing Witness™ program reaffirmed this with 84 Catholic-school educators, who in turn reach over 12,200 students. We participated in an interfaith service led by Pope Francis at Ground Zero that included Muslims, Jews, Sikhs, Buddhists and Hindus.

ADL condemned heinous acts of terrorism by Islamic extremists, but at the same time denounced bigotry against innocent Muslims in the U.S.—including by presidential candidates during the campaign.

We called upon state legislatures to stop considering misleading "religious freedom" laws that would empower businesses to discriminate against the LGBT community and others, and lauded the inclusion of hate crimes against Sikhs in the FBI's latest hate crimes report—an addition ADL requested in 2012.

And we campaigned against efforts to severely limit immigration, including by desperate refugees from war zones. "Now is precisely the time to stand up for our core values, including that we are a proud nation of immigrants," said ADL CEO Jonathan Greenblatt.



MUTUAL RESPECT. Pope Francis engages with Rabbi David Fox Sandmel, right, ADL Director of Interfaith Affairs, at an international conference in Rome celebrating the 50th anniversary of the revolutionary Vatican document, *Nostra Aetate*.

CREDIT: L'Osservatore Romano Photographic Service

FROM GENERATION TO GENERATION

In 1913, ADL was founded on Jewish values that inform our work, how we operate and the changes we seek in the world. In the early 20th century, that meant stopping the defamation of Jews in the media and blatant anti-Semitism.

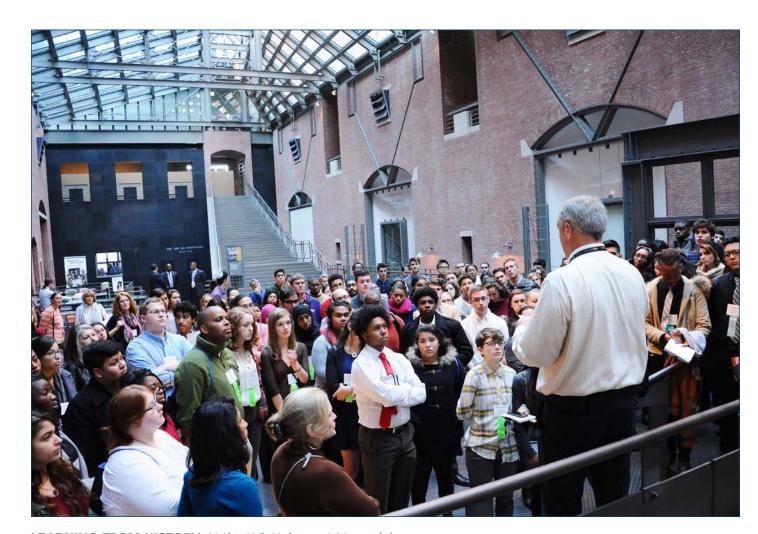
In 2015, it has meant fighting threats to our very democracy, including cyberhate, bullying, bias in the criminal justice system, terrorism, hate crimes and contempt for anyone who is different.

Every day, ADL policies and programs help us get back to our nobler vision as a country. To fight global anti-Semitism and advocate for Israel, we work with government leaders all over the world. To counter cyberhate, we partner with the leading tech companies, including Facebook, Twitter, Google and Microsoft. Our acclaimed No Place for Hate® initiative curbed bias and bullying and promoted respectful behavior in 1.6 million students last year alone.

In the past year, we trained 14,000 law enforcement professionals to combat hate crimes, counter terrorism and extremism, and understand their pivotal role in protecting individual rights.

Our values drive other ADL efforts as well—removing obstacles to voting, securing fair treatment for members of the lesbian, gay, bisexual and transgender (LGBT) community and ensuring religious freedom for all.

This kind of work impacts generation after generation and moves ADL forward—fast—to a new day.



LEARNING FROM HISTORY. At the U.S. Holocaust Memorial Museum in Washington, DC, ADL's National Youth Leadership Mission prepares students from around the country to teach respect for all in their communities.

CREDIT: Mary Ann Gatty Photography

THANK YOU, ABE

A SPECIAL EVENT AND WORLD FIGURES PAID TRIBUTE TO AN ESTEEMED FRIEND AND LEADER FOR 50 YEARS

"For decades, Abe Foxman has been a tireless voice against anti-Semitism and prejudice in all its forms, always calling us to reject hatred and embrace our common humanity."

- President Barack Obama

"His invaluable efforts have indeed helped America's cherished diversity to flourish. Abe's contributions, not just to ADL, but to America as a whole, are formidable. It has been said that 'one man can make a difference.' Those of us who know Abe Foxman certainly know this to be true."

– Former President George H.W. Bush

"Abe, you are one of Israel's staunchest defenders, and your contribution to the Jewish people and the State of Israel has been immeasurable. I thank you for your friendship and solidarity."

- Israeli Prime Minister Benjamin Netanyahu

"His was one of the first voices to warn about the dangers posed by Internet hate, one of the first to promote equal rights for the LGBT community, one of the most vocal in standing up for the rights of Muslims who were being discriminated against, particularly after 9/11, and one of the first to endorse comprehensive immigration reform. ... We are different in America because he was here and leading in the way that he led."

 Ambassador Samantha Power, U.S. Permanent Representative to the United Nations











Abraham H. Foxman, ADL National Director from 1987 through July 2015, was honored for his extraordinary leadership at a tribute event attended by hundreds at the Waldorf Astoria in June 2015.

TOP ROW: President Barack Obama, who sent a message of congratulations; Nobel Laureate and author Elie Wiesel, who died a month later; and Ambassador Samantha Power, U.S. Permanent Representative to the United Nations

BOTTOM ROW: U.S. National Security Adviser Susan Rice (right) with Mr. Foxman (center) and Cardinal Timothy Dolan, Archbishop, Diocese of New York (left); and Mr. Foxman with *The New York Times* columnist and author Thomas Friedman

GLOBAL VOICE, LOCAL IMPACT

Our network of 27 Regional Offices are on the ground in communities across the country, translating our visionary mission into action every day. Our regions enable us to effect change on local, state, regional, national and global levels:

IN NY: RESPONDING TO CAMPUS ANTI-SEMITISM

One thousand Jewish students from NY schools were among the nearly 3,000 college and college-bound students trained through ADL's expanding Words to Action program—providing critical skills for responding to anti-Semitism and anti-Israel sentiment on campus. "This workshop was the first time that many students were able to open up about their experiences with anti-Semitism and anti-Israel bias on campus," said one New York student.

IN AUSTIN: MAKING OUR SCHOOLS NO PLACE FOR HATE®

In 2015, 1,700 schools in 20 ADL Regions were designated as No Place for Hate, directly reaching over 1.6 million K-12 students and educators. The Austin Independent School District (AISD) once again became the largest No Place for Hate school district in the country. "No Place for Hate goes beyond character education and community building," said an AISD official. "It forces us to sit with difficult issues and work together to create a safe, welcoming and inclusive learning and working environment."

IN LA: ACTION AFTER DOMESTIC TERROR

When domestic terrorism strikes, ADL Regional Offices are there as an important ally and resource for targeted communities and law enforcement. After Islamic extremists perpetrated a mass shooting in San Bernardino, CA, killing 14 and injuring 22, ADL's LA office spearheaded a counterterrorism training for over 400 local, state and federal law enforcement officers in Southern California. ADL Regional Offices also went into action immediately to unite their communities in speaking out against hate and providing training to prevent anti-Muslim bias and bigotry.

ACROSS THE COUNTRY: LAW ENFORCEMENT IN A DEMOCRACY

ADL Regional Offices expanded work helping law enforcement recommit to their mission and values of protecting all citizens and upholding the Constitution. Law Enforcement and Society (LEAS), an innovative program created by ADL and the U.S. Holocaust Memorial Museum, has trained 100,000+ officers, including FBI New Agents, since it was launched in 1999 in Washington, DC. Now LEAS is available in Houston, St. Louis, Los Angeles, St. Petersburg, and Nassau County, NY. With police-community tension in the news, LEAS has never been more important.



NO PLACE FOR HATE STUDENTS IN AUSTIN.

CONSOLIDATED FINANCIAL INFORMATION

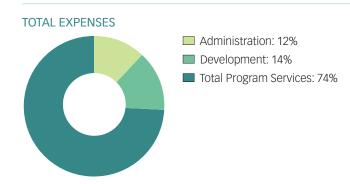
CONSOLIDATED BALANCE SHEET

December 31, 2015 (in thousands)

ASSETS	
Cash and investments	\$115,566
Contributions receivable, net	13,238
Other assets	3,840
Property and equipment, net	9,660
Total assets	\$142,304
LIABILITIES AND NET ASSETS	
Accounts payable and accrued expenses	\$8,057
Borrowings under lines of credit	8,000
Deferred items	7,304
Liabilities under charitable trusts	·
and annuity agreements	8,579
Long-term pension obligations	32,623
Total liabilities	64,563
Net assets:	•
Unrestricted	
Available for operations	19,738
Long-term pension obligations	(32,623)
Total unrestricted, net of	(==,===
long-term pension obligations	(12,885)
Temporarily restricted	22,836
Permanently restricted	67,790
Total net assets	77,741
.5.6	
Total liabilities and net assets	\$ 142,304

CONSOLIDATED EXPENSE ALLOCATIONS

Year ended December 31, 2015







^{*} Regional Operations includes Civil Rights, Education, International Affairs and Interfaith programming delivered through ADL's Regional Office structure.

CONSOLIDATED STATEMENT OF ACTIVITIES

Year ended December 31, 2015 (in thousands)

Year ended December 31, 2015 (in thousands)		
CHANGES IN UNRESTRICTED NET ASSETS: OPERATING REVENUES:		
Contributions, net Endowment return expended	\$43,148	
and other investment return Other income	3,327 705	
Net assets released from restrictions		
in satisfaction of time and purpose	10,637	
Total operating revenues	57,817	
OPERATING EXPENSES: Program services	45,102	
Supporting services	15,932	
Total operating expenses	61,034	
Deficiency of operating revenues		
over operating expenses	(3,217)	
NONOPERATING ACTIVITIES: Pension charge other than net periodic		
benefit cost Investment return less than	(435)	
amount appropriated	(1,718	
Reclassification due to change in donor designation Other, net	3,500 48	
Total nonoperating activities	1,395	
Decrease in unrestricted net assets	(1,822)	
CHANGES IN TEMPORARILY RESTRICTED NET ASSET		
Contributions Change in the value of charitable	8,363	
trust and annuity agreements Investment return	188 (2,961)	
Net assets released from restrictions	(13,777)	
Decrease in temporarily restricted net assets	(8,187)	
CHANGES IN PERMANENTLY RESTRICTED NET ASSE		
Contributions Reclassification due to change in donor designation	1,128 (3,500)	
Decrease in permanently restricted net assets	(2,372)	
Decrease in net assets	(12,381)	
Net assets at beginning of year	90,122	
Net assets at end of year	\$77,741	

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.

OFFICERS OF THE ADL NATIONAL COMMISSION

NATIONAL CHAIR	Marvin D. Nathan	Marvin D. Nathan	
CEO	Jonathan A. Greenblatt		
PAST NATIONAL CHAIRS	Barbara B. Balser Howard P. Berkowitz Kenneth J. Bialkin Barry Curtiss-Lusher Burton S. Levinson	Glen S. Lewy Melvin Salberg David H. Strassler Robert G. Sugarman Glen A. Tobias	
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ASSISTANT TREASURER	Erwin Pearl		
SECRETARY	Thomas C. Homburger		
ASSISTANT SECRETARY	Stanford Baratz		

ANTI-DEFAMATION LEAGUE FOUNDATION

PRESIDENT Glen S. Lewy

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- * BARATZ, STANFORD Minneapolis, MN
- * BARTON, RICHARD Encinitas, CA BELLER, DANIEL J. - New York, NY BELSKY, MARTIN H. – Akron, OH BERENBLUM, MARVIN - Greenwich, CT BERG, BARRY S. – Palm Beach Gardens, FL BERG, ERIC – Santa Barbara, CA
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- * BIALKIN, KENNETH J. New York, NY BIERMAN, IVY - Sherman Oaks, CA
- * BLUM, JARED O. Chevy Chase, MD BLUM, LINDA J. – New York, NY BODNEY, DAVID - Paradise Valley, AZ BOORSTEIN, BRIAN B. - Chicago, IL
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- * DUBICK, MITCHELL B. San Diego, CA
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- * EISENBERG, MEYER Potomac, MD
- * EISENHOFER, JAY W. New York, NY
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- GINSBURG, PHILLIP L. La Jolla, CA * GLASSEL, MARCIA - San Francisco, CA GLEKLEN, JONATHAN I. - Bethesda, MD GLICK, LAWRENCE E. - Chicago, IL GOLDBERG, NEIL - Cazenovia, NY GOLDBERG, WILLIAM H. - Seattle, WA GOLDBLUM, JANE W. - Jenkintown, PA
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- * GOLDMAN, PEGGY Englewood, CO GOLDSTEIN, EUGENE – New York, NY
- ** GOLDSTEIN, HOWARD W. New York, NY
- * GOLDSTEIN, ROSLYN New York, NY GOODMAN, ALAN H. - New Orleans, LA
- * GOODMAN, CECILIA Newport Beach, CA
- * GORDON EPSTEIN, ESTA Boston, MA GREENBERG, MARTIN F. - Boca Raton, FL
- * GREENBLATT, JONATHAN A. New York, NY GREENE, JEFFREY - Palm Beach, FL GREENSPUN FINE, SUSAN – Henderson, NV GREIFF, MURRAY - Santa Monica, CA GROSFELD, JAMES - Southfield, MI GROSSMAN, DAVID – Chestnut Hill, MA
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- * HERSHBERG, DAVID Larchmont, NY
- * HERSHBERG, EILEEN W. Bainbridge Island, WA HERSHFIELD, EDWARD S. - Sharon, MA HOFFMAN, SUSAN KATZ - Philadelphia, PA
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