
ADL Education

Annual Impact Report: FY26



ADL®
FIGHTING HATE FOR GOOD



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Executive Summary

In FY26, ADL Education reached millions of students, educators, families and school communities with trusted programs and resources designed to combat antisemitism and all forms of hate. Through in-person programming, digital learning, organizational partnerships and school-system collaborations, ADL Education equipped educators and young people with the knowledge, skills and courage to recognize hate, respond to bias and foster safer, more inclusive learning environments.

During a year marked by persistent antisemitism, Holocaust denial, identity-based bullying and a challenging political climate, ADL Education responded with both urgency and innovation. The team expanded established programs, launched new digital tools, strengthened partnerships, and developed timely resources for educators, students, and families.



About ADL Education

Our Vision

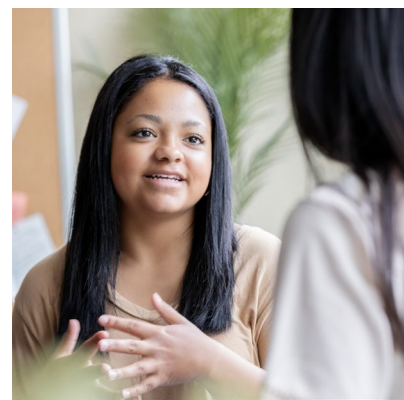
A world where every school and community is united against antisemitism and all forms of bias, equipped with the knowledge, skills and courage to recognize and challenge hate.

How We Get There

Through trusted resources and programs, ADL Education sheds light on the historical roots and present-day realities of antisemitism and the Holocaust. We transform lessons from the past into practical strategies that prevent identity-based bias and interrupt the escalation of hate.

Our Commitment

In partnership with schools, institutions and communities, we build allyship, critical thinking and skills-based learning that increase understanding, change beliefs, shift culture and empower people to combat antisemitism and all forms of hate.





FY 26 Reach and Engagement

ADL Education reached communities across the United States and internationally through online platforms, open-access resources, in-person and digital programming, organizational partnerships and collaborations with schools and school systems.

FY 2026 Reach at a Glance

Area of Impact	FY26 Reach
Students reached through ADL Education programs.....	3 million+
Educators equipped to teach about the Holocaust.....	22,000+
Schools registered for No Place for Hate®.....	2,000+
Schools achieving No Place for Hate® designation.....	1,517
Students impacted by designated No Place for Hate® schools.....	1.1 million+
Jewish teens empowered through Words to Action.....	12,500+
Educators accessing ADL Ora	1,800
Students participating in flexible digital and online learning.....	25,000+
Educators participating in flexible digital and online learning.....	23,000+
Users accessing ADL Education website content.....	850,000+

New Programs and Resources

ADL Education responded to the urgency of the moment by developing practical resources on issues ranging from AI-supported instruction, proactive and responsive advocacy strategies for parents/caregivers and educators, Holocaust denial and media literacy. These tools ensured educators, students, and families had accurate and relevant support when they needed it most.

ADL Ora: On February 26, ADL Education launched ADL Ora, an AI-powered chat assistant designed to help K-12 educators access lesson plans, teaching strategies and classroom resources from ADL Education and Echoes & Reflections. The assistant supports instruction on Jewish identity, antisemitism and the Holocaust. ADL Ora operates in a closed, trusted-source environment using vetted educational materials. It helps educators create personalized classroom resources while supporting accurate and impactful instruction.

Safe, Seen, Included: A Family Toolkit for Supporting Jewish Students gives families and caregivers concrete language and tools for proactive relationship building to advocate for more inclusive learning environments for Jewish students.

Back-to-School Resources: ADL Education released a timely collection of updated materials to help educators prepare to address antisemitism and hate as students returned to the classroom.

Echoes & Reflections Legislative Map was enhanced to include state standards alignment for all 50 states.

Echoes & Reflections Spanish-Language Resources: Lesson plans, handouts and visual-history testimonies were translated to support Spanish-speaking communities.

Breaking Down Antisemitism: ADL Education launched Breaking Down Antisemitism, an online course on Jewish identity, antisemitism and allyship. More than 300 educators participated in FY26. Participants also received support for bringing the student course Awareness to Action: Challenging Antisemitism into their classrooms.



Decode & Disrupt: A Toolkit for Recognizing and Combating Problematic Messages supports parents and educators in identifying biased and inaccurate materials concerning antisemitism, Jewish identity and the Holocaust. The toolkit includes:

- A rubric for reviewing content
- Conversation guides to support advocacy
- A library of problematic examples
- Guidance for identifying bias, misinformation and harmful framing

Teaching About Holocaust Denial: Echoes & Reflections launched a new online course focused on teaching about Holocaust denial, with 375 educators participating.

Who Leads the Pride: Fostering Student Leadership with Don't Feed the Lion is a student-focused resource supporting youth activism and peer-led responses to bias.

Revised Digital Lessons: ADL Education revised digital lessons on three core concepts: Incident response, Antisemitism: What Do Educators Need to Know, and the Pyramid of Hate. The updated lessons include examples and strategies for addressing antisemitism in school communities.

Beyond the Podium: Jewish Identity, Antisemitism and the Olympic Games: A resource that uses the history of Jewish athletes' Olympic participation, including moments of pride and resilience as well as antisemitism and violence, to help educators explore identity, historical conflict, and the Holocaust's connection to the Games. Released ahead of the 2026 Winter Games in Milano Cortina, it provides classroom tools designed to foster belonging for Jewish students and deepen understanding of diversity among all students.



Major Partnerships

Partnerships enabled ADL Education to extend its expertise, reach new audiences, and provide schools and communities with increased access and support.

BBYO: ADL partnered with BBYO to engage 50 Jewish teens in learning about and taking action against antisemitism. Through exclusive workshops, specialized training, webinars, and consultations with ADL experts, participants developed their own proposals for addressing antisemitism. The partnership included the opportunity for 26 teens to attend and present on panels at ADL's Never Is Now summit.

PJ Library: ADL Education participated in a collaborative session and detailed review of a parent guide for discussing antisemitism with children.

Network for Jewish Identity and History in K-12 Education: ADL Education joined a field-wide network of more than 70 content and program providers working to strengthen Jewish identity and history education.

JIMENA: ADL Education co-developed resources and presented a webinar on the experiences and identities of Jews indigenous to the Middle East and North Africa.

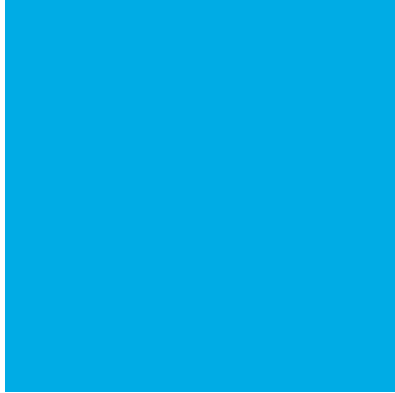
RootOne: ADL Education adapted Words to Action into an asynchronous course for students participating in RootOne educational trips to Israel, reaching close to 1,500 students in six months.

Auschwitz-Birkenau Foundation and Auschwitz-Birkenau State Museum: Echoes & Reflections entered into a partnership with the Auschwitz-Birkenau Foundation and Auschwitz-Birkenau State Museum to offer live virtual tours of the Auschwitz camp complex. The tours are paired with professional-development sessions that elevate Echoes & Reflections resources for teaching before and after the experience.



Alabama Holocaust Education Center: Echoes & Reflections onboarded the Alabama Holocaust Education Center in Birmingham as a new turnkey center. This center joined the cohort of other turnkey centers: the Zekelman Holocaust Center in Michigan, Holocaust Education Resource Center in Wisconsin and Dallas Holocaust and Human Rights Museum in Texas. These organizations are specially trained to deliver Echoes & Reflections programming within specific geographic areas. This model expands access to high-quality Holocaust education, supports local capacity and allows ADL Education to reach educators more efficiently through trusted field partners.





Evaluation and Research

No Place for Hate®

For the first time, schools participating in No Place for Hate during the 2025-2026 were required to complete the end-of-year evaluation to achieve designation. Nearly all of the 1,517 designated schools completed the evaluation with 100% reporting that No Place for Hate contributed to a positive impact on their school community. Schools reported:

- 98% would recommend the No Place for Hate program to other schools
- 93% experienced a reduction in bullying behavior
- 92% saw an increase in student engagement
- 84% of staff feel more confident teaching about antisemitism, the Holocaust and Jewish identity after participating in the onboarding mini lesson

■ ■ *No Place for Hate promotes lifelong values of kindness and acceptance, shaping a more compassionate society now and in the future. I am proud to be part of this change.*

- Educator, NPFH School



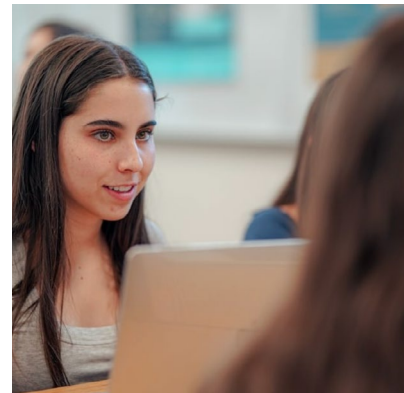
Echoes & Reflections Annual Follow Up Survey

Each year, Echoes & Reflections surveys program participants to better understand how they are using Echoes & Reflections in the classroom. Data was collected from 670 respondents representing educators from across the U.S. with varying number of years in the classroom, across secondary grades and across subject areas. Satisfaction is almost universally excellent across nearly all measures of quality, student engagement, and use of Echoes & Reflections materials. Additional findings include:

- Over 90% of respondents visited the Echoes & Reflections website more than once, with 4 in 10 visiting regularly
- More than 75% of respondents have integrated Echoes & Reflections in their teaching
- Primary resources used from Echoes & Reflections are primary and secondary sources, testimonies and the Timeline of the Holocaust

■ *Echoes & Reflections is the kind of resource we want to put into the hands of our secondary teachers. The modular nature of the lessons and the integration of visual history testimony make this a very teacher-friendly resource. Your materials support students to use critical thinking skills and to apply what they have learned in their daily lives.*

- Social Studies Coordinator, Maryland



Words to Action: Online

This year, Words to Action: Online was distributed through the Root One network to high school students participating in Israel trips run by a variety of providers. 26% of Root One participants used Words to Action: Online as their pre-trip educational requirement, and the 1,315 respondents to the post-program survey shared the meaningful impact that the program had on them. As a result of their participation:

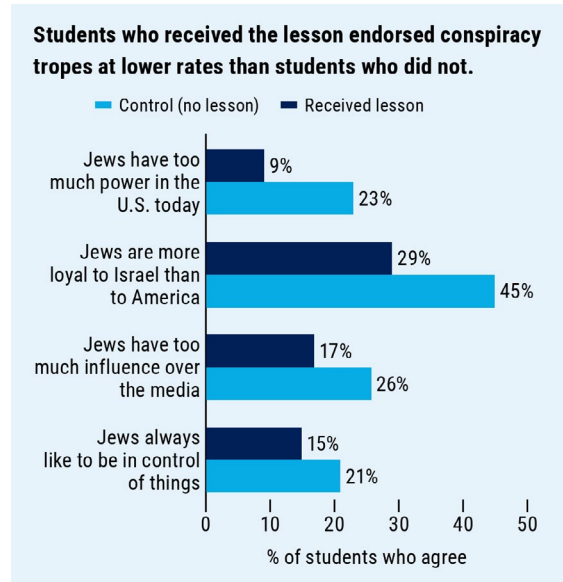
- 81% agreed that they feel confident speaking about antisemitism with friends or family
- 73% plan to interrupt antisemitic jokes or comments
- 93% recognize that learning about antisemitism and Jewish identity is important
- 84% agree that the content in Words to Action Online will be useful in their lives

“ *I now know how to handle inappropriate antisemitic jokes from friends when they don't intend to be antisemitic.*



Classroom Lessons Lower Teens' Belief in Antisemitic Tropes

ADL Center for Antisemitism Research (CAR) conducted a randomized evaluation of a single-period lesson from the Gringlas Unit of Echoes & Reflections. Delivered in nine public secondary schools in a Southeastern U.S. metropolitan area in fall 2025, the lesson was designed to fit within one class period, explain contemporary antisemitism as a recurring conspiracy, and engage students through interactive activities. The study examined whether the lesson reduced antisemitic attitudes, particularly conspiracy-based beliefs, encouraged allyship with Jewish peers, and improved students' feelings toward Jewish people. A follow-up online experiment with a national sample of high school students provided additional support for the classroom findings.



- **A single 45-minute lesson improved teens' understanding of antisemitism.**
- **The strongest results involved conspiracy-based stereotypes.**
- **The lesson also showed positive, and in some cases significant, effects on allyship.**
- **A national online follow-up reinforced the central finding.** Among 5,005 high school students, the most effective approach explained antisemitism as a recurring conspiracy.
- **What this means:** Brief, carefully designed lessons about contemporary antisemitism may offer a practical way to reduce conspiracy-based antisemitic beliefs among teens. The next priority is to repeat the study with larger samples that more closely represent the broader student population.

Education Impact Stories

The Esta Epstein Education Track at Never Is Now

More than 600 educators and students participated in workshops on Holocaust denial, youth advocacy, inclusive classrooms, effective messaging and allyship. By offering Continuing Education Units, the world's largest summit on antisemitism and hate made participation formally creditable for K-12 teachers. Students returned to their school communities with practical strategies to recognize and address antisemitism and hate.



ADL Southeast & The Breman Team Up to Shape the Narrative

In partnership with The Breman, Atlanta's Jewish culture, arts and history museum, ADL Southeast welcomed 190 students and educators from more than 15 No Place for Hate schools to the 24th annual Unity Summit on March 6. Through student film, museum learning and ADL-facilitated conversations on identity, allyship and confronting hate, participants deepened their understanding of antisemitism, the southern Jewish experience and the power of standing up for others.

One of the day's most powerful moments came when a student shared that he had never truly been taught this history before and left determined to bring his family to The Breman so they could learn as well. It was a moving reminder that real change can begin simply by making sure young people are given the history and context they need to understand it.



Unity Day features Lessons of Allyship & Resilience in the Face of Hate

At ADL South Central's 23rd annual Unity Day on February 27, more than 150 students and educators from 15 New Orleans area schools gathered at Loyola Law School to explore what allyship looks like in the face of hate. Through powerful reflections from Rachel Myers on her congregation's response to an antisemitic arson attack and from civil rights icon Dr. Leona Tate on choosing hope and action, participants gained a deeper understanding of courage, resilience and community support.



In breakout sessions, students and educators engaged with ADL education resources on hate symbols and online hate, leaving better prepared to recognize and interrupt hate in their own communities.



Antisemitic Bullying to Schoolwide Action and Accountability

After a Los Angeles middle school student experienced repeated antisemitic harassment, culminating in a classmate drawing a swastika on the classroom board, the family sought ADL's support. ADL helped the school recognize that discipline alone was not enough. Through guidance and educational resources, ADL supported a broader response that explicitly addressed hate symbols, strengthened communication and accountability, and created opportunities for students and staff to learn about antisemitism and bias. This education-centered approach helped the school respond to the immediate harm while building awareness and fostering a safer, more inclusive community.



Remembrance to Action: Florida Educators Deepen Commitment to Holocaust Education

ADL traveled to Poland with 14 Florida school district leaders and principals on a Holocaust-focused education trip, sponsored by Echoes & Reflections. ADL was invited because of its meaningful relationships across the school district. At a Shul museum in Poland, the group learned the entire Jewish population of this village was killed during the Holocaust. The Shul now exists without a Torah or a congregation and in an effort to infuse this space with Jewish joy and Jewish life, ADL led this group of Florida educators in dancing the Horah. These school leaders left with a renewed commitment to engage in more meaningful Holocaust education, a better understanding of contemporary antisemitism and plans to explore identity in classrooms to improve school climate. These leaders are committed to bringing No Place for Hate district-wide in FY27.



Building Allyship, Empowering Action: ADL 19th Annual Philadelphia Youth Leadership Conference

In November 2025, more than 400 students and educators from 33 No Place for Hate high schools across Pennsylvania, New Jersey, and Delaware attended ADL 19th Annual Youth Leadership Conference in person, with several hundred more joining virtually. The day focused on building allyship through partnership, featuring keynote speaker Pastor Carl Day, who shared stories from his youth work. The educator session utilized lessons from Echoes & Reflections to develop action steps for teaching their communities to become better allies to the Jewish community. Participants left equipped with ADL resources and lesson plans to continue these important conversations with their students.

From Antisemitic Harassment to Districtwide Education and Lasting Change

A Jewish high school student in the Columbus, Ohio area was targeted with AI-generated antisemitic memes and videos over several months. When the incident was reported to a local synagogue, they connected with Jewish Columbus and the school superintendent, who reached out to ADL for support. Working closely with district leadership, ADL developed and delivered Educators Challenging Antisemitism workshops that reached every administrator and mental health professional across the entire school district. This swift and wide-reaching response ensured that educators at all levels were equipped with the knowledge and tools to recognize, address and prevent antisemitism, transforming a troubling incident into an opportunity for systemic change that will protect students for years to come.



ADL Education Growth in FY27

The Ongoing and Critical Need

- Antisemitic incidents, Holocaust denial, identity-based bullying remain critical issues impacting students
- Educators and administrators are not prepared to address it and don't have access to proven or trusted interventions.
- Focusing on scalable digital models and influential partners – district leadership, EdTech platforms, org partners, AI – ADL can educate more youth and create greater change in K-12 school communities.

FY27 Focus and Direction

- Grow education program reach by 25% to 3.8 million youth in U.S. and globally through traditional and scalable models
- Develop new program models and resources to implement partnership strategies that increase reach and relevance of Jewish teen empowerment programs
- Expand and strengthen evidence-based resources on Jewish identity, antisemitism and the Holocaust that increase educator and student understanding and action

Key Strategies for Growth

- Growth of NPFH program and centralized support model, with a focus on district-wide recruitment, AI enablement and funnel for engagement across education program portfolio
- Modular and flexible digital product development and distribution through EdTech, school districts and organizational partners with access to educators and students
- New program models for Words to Action to scale Jewish teen empowerment: Classic, Online, Leadership and Transitions
- High impact conferences and convenings with influential school leaders and partners
- Expansion of ADL Ora adoption and partnerships, including Echoes & Reflections white label and external content integration



Conclusion

In FY26, ADL Education demonstrated the power of combining trusted educational expertise, timely innovation and strong partnerships to confront antisemitism and all forms of bias. Reaching more than 3 million students, equipping tens of thousands of educators and supporting thousands of schools, ADL Education translated its mission into measurable progress across classrooms and communities.

The results of this year show that this work does more than raise awareness. It builds educator confidence, reduces bullying, strengthens student engagement, challenges antisemitic beliefs and empowers young people to act as allies. From the expansion of No Place for Hate® and Echoes & Reflections to the launch of ADL Ora and new resources addressing Holocaust denial, media literacy and AI-generated hate, ADL Education responded to emerging needs while maintaining a foundation of accurate, research-informed learning.

The stories behind these numbers underscore what sustained educational engagement and partnerships can achieve. Individual incidents of antisemitism became catalysts for districtwide learning and accountability. Students gained the language and confidence to interrupt harmful comments. Educators returned to their classrooms better prepared to teach difficult histories, foster belonging and respond effectively to hate.

As ADL Education looks to FY27, the need for this work remains urgent. Building on the reach, partnerships, research and lessons of FY26, ADL Education will continue expanding access to high-quality programs, evaluating what works and helping schools move from awareness to meaningful action. Together with educators, students, families and community partners, ADL Education is working toward a future in which every learner feels safe, seen and included, and every school is equipped to challenge antisemitism and hate.

Join us in the fight against hate. Partner with or support ADL Education. Contact us at education@adl.org to learn how.

