

# Message from the CEO and National Director



Courage. Respect. Collaboration. Inclusion. Integrity. Credibility. Accountability. These seven core values drive our work at ADL. They provide a compass for leaders and staff making daily decisions.

As I look back at my first full year as CEO and National Director of ADL, I am proud of the progress we have made in key areas that will enable us to go more boldly from strength to strength.

We added new voices and expertise to an experienced staff, and we continue to find innovative ways to connect with our supporters and reach broader audiences. Together, this talented group engaged in a strategic assessment of our programs, services and structure. The result is a five-year plan that focuses on enhancing the services that deliver the most impact to our constituents and on building for the future.

I am very proud to say that we ended 2016 with an operating surplus in excess of \$2.5 million. This is the first time in 15 years we have had such a surplus. Our goal is to continue along this path of fiscal responsibility.

We experienced a surge in donations this year—our online number of donors increased 200% in 2016 over 2015. And our online revenue was up 170%! More people than ever were inspired to support our critical mission: standing up, speaking out, stopping the defamation of the Jewish people and bringing justice to all. But donations were also up because we delivered on-the-ground daily on that mission, connecting with our communities.

Today that mission is simply more vital than ever. It is our work that will determine whether we will continue to build a society that guarantees fair treatment and justice for all.

I look ahead to 2017 and beyond with excitement. Your support and commitment have helped to get us here and take us into the future.

In gratitude for your support,

A handwritten signature in black ink that reads "Jonathan A. Greenblatt". The signature is fluid and cursive.

**Jonathan A. Greenblatt**  
CEO and National Director