

# FIGHTING ANTISEMITISM

UJA'S COMPREHENSIVE STRATEGY



JEWISH  
★ AND ★  
PROUD

## THE CHALLENGE

Antisemitism and anti-Zionism have escalated dramatically since October 7, continuing an alarming trend in Jewish hate.

## ➤ OUR RESPONSE

UJA is leading the way to make New York a place where all Jews can be proudly Jewish — where antisemitism is actively challenged, students and Jewish employees feel safe, and Jewish life thrives.

## OUR GOALS

- Jews are safe and resilient.
- Jews can proudly and fearlessly live their best Jewish lives.
- Jewish students are free from fear and intimidation.
- Jewish employees feel heard and supported.

We're pursuing a multifaceted strategy, with a simultaneous focus on acute needs and investments in longer-term outcomes.



## COMMUNITY-WIDE SECURITY

**THE CHALLENGE:** Jews are targeted and feel unsafe. In New York State, 44% of all recorded hate crime incidents and 88% of religious-based hate crimes targeted Jews, the largest share of all such crimes.

**OUR RESPONSE:** As a direct response to the Tree of Life massacre, in 2019, with our partner JCRC-NY, we created the Community Security Initiative (CSI), now an indispensable 20-person team focused on safeguarding the New York Jewish community. Security will always remain our top priority.

- **CSI oversees the physical security of 2,400 local Jewish institutions**, provides staff trainings, shares threat intelligence, assists with security assessments and grant applications, operationalizes a real-time communication system, and maintains strong ties with law enforcement.
- CSI's **regional security directors** are all former law enforcement officers assigned to cover a specific region in New York State.
- CSI's **intelligence desk analysts** track and monitor the dark web, social media platforms, and public protests 24/7 to alert CSI's security directors and local law enforcement of a threat.

## COLLEGE CAMPUSES

**THE CHALLENGE:** Anti-Israel incidents on campus grew 477% since last year, including an explosion in pro-Hamas protests.

**OUR RESPONSE:** We're ensuring the physical safety and well-being of Jewish students, empowering them to proudly and publicly express their Judaism and Zionism. This is about meeting acute needs, fighting misinformation, and instigating lasting change.

### SAFETY

- The CSI team now includes a **campus security director**, serving 25 campuses.
- CSI engages in regular **conversations with senior administrators and security directors at multiple universities, local and federal prosecutors, and outside consultants** regarding protest activity on campus.
- A new **joint-campus security program** will allow us to offer a security app to all Jewish students on campus. If a student feels unsafe, they can activate the app to be immediately connected to security.
- The Community Security Service (CSS), a UJA grantee, will be training Jewish college students on **self-defense and situational awareness**.

### ADVOCACY

- UJA and JCRC-NY are directly engaging college leadership, making it clear that they must create and **transparently enforce appropriate campus rules** regarding protests and demonstrations.

- UJA actively participates in **Governor Kathy Hochul's Postsecondary Anti-Hate in Education Working Group** to address rising antisemitism on college campuses.

### LEGAL SUPPORT

- UJA funds the Brandeis Center for a **full-time attorney dedicated to local campuses, focusing on Title VI claims and defending Jewish students against baseless misconduct allegations**.

### BRIDGE-BUILDING

- Through our support of **Interfaith America**, faculty and administrators from six New York campuses are participating in a yearlong program to equip their schools in strengthening civil discourse across differences.

### ON CAMPUS NEWS

- Our **communications partners are working with school newspapers** to encourage more accurate coverage of Israel-related stories.

## K-12 SCHOOLS

**THE CHALLENGE:** Antisemitic incidents escalating at both public and independent schools.

**OUR RESPONSE:** We're working with decision-makers to help shape classroom content, safeguard Jewish students' rights and safety, and provide teachers and administrators with vetted instructional materials and professional development. Much of this work is about longer-term change, reaching young people before they ever set foot on college campus.

### BUILDING COALITIONS

- Under the auspices of our partner The Jewish Education Project, the New York Education Initiative (NYEI) convenes a **coalition of partners that engages with decision makers** around issues of antisemitism in schools.
- As a result of our **longstanding relationship with NYC Public School leadership**, we facilitated a visit to the Nova Exhibit for over 250 superintendents and other school administrators.

### TEACHING THE TEACHERS

- In partnership with the **United Federation of Teachers**, we're expanding professional development opportunities for NYC teachers.
- We are partnering with experts to create **new curricular materials** reflective of the current context. We also fund a new contemporary antisemitism course at Facing History.
- We engaged a full-time trainer from the Institute of Curriculum Services (ICS) in New York to **train educators**, thanks to private foundation support.



## MAXIMIZING GOVERNMENT SUPPORT

Convening and sitting at the most influential tables, we are making it clear that antisemitism will never be tolerated. That silence is complicit acceptance. We're strongly advocating at the federal, state, and local levels for funding and support.

### INDEPENDENT SCHOOLS

- UJA has enabled the American Jewish Committee to hire a professional to serve the over **150 independent schools** in the New York area and advocate for change.
- This year, we're focused on ensuring every independent school has a **faculty program on contemporary antisemitism**, evaluating curricula on Jewish representation and antisemitism, and establishing or strengthening Jewish student and parent affinity groups.
- We are supporting ConnectED, a program of OpenDor Media, that uses newly developed digital content to **shift the way select independent schools discuss issues around antisemitism, Zionism, and the ongoing conflict**.

## THE WORKPLACE

**THE CHALLENGE:** Significant numbers of Jewish employees feeling isolated and alone after October 7, and not adequately supported by colleagues and company leadership.

**OUR RESPONSE:** We're working to ensure that Jewish employees feel safe expressing their identities and that corporate leaders foster a positive environment for their Jewish employees.

### EDUCATING CORPORATE LEADERSHIP

- Together with the Shine A Light initiative, we're **convening and providing resources to HR and DEI professionals** to educate them on contemporary antisemitism and Jewish identity.
- We're **connecting corporations with the Brandeis Center and Project Shema** to train employees on antisemitism, Jewish identity, and the rights of Jews in the workplace.

### KNOW YOUR RIGHTS

- We're connecting over **70 Jewish Employee Resource Groups** with the Brandeis Center's Corporate Initiative so that employees can better understand their rights and receive legal counsel.

### COMMUNITY-BUILDING

- We're building materials for **Jewish Employee Resource Groups** to offer additional and dynamic Jewish programming.

### RESEARCH

- We're offering our research expertise and, with other national funders, sponsoring **research to better understand the needs of Jews in the workplace.**



## BUILDING COMMUNITY RESILIENCE

Recognizing the fear and anxiety that some are feeling, we're supporting initiatives that foster community resilience and well-being in schools, workplaces, Hillels, JCCs, and more.



## COUNTERING MEDIA BIAS

To deal with inaccurate reporting that demonizes Israel and Jews, our media experts are actively building relationships with broadcasters, television producers, and influencers who reach diverse audiences. We're also promoting positive messaging about Jews and Israel and empowering pro-Israel advocates to effectively use their platforms.

## GROWING JEWISH LIFE

**THE OPPORTUNITY:** Our challenge here is of the best kind — so we're calling it an opportunity. After October 7, we saw a surge in Jewish pride and engagement. Now it's on us to harness and grow this extraordinary trend.

**OUR RESPONSE:** We're investing an additional **\$25 million over three years** — above and beyond the tens of millions we already spend each year to strengthen Jewish life. With these funds, we will support opportunities to further inspire, lift up, and connect the Jewish community. On college campuses. At JCCs. At summer camps. In all the places Judaism comes alive.