



**STAND UP
TO JEWISH
HATE**

THE FACTS ABOUT ANTISEMITISM AND THE 'STAND UP TO JEWISH HATE' CAMPAIGN




Antisemitism is a growing problem in the United States, but many people outside the Jewish community do not recognize it. Robert Kraft and the Foundation to Combat Antisemitism launched the "Stand Up to Jewish Hate" campaign in the Spring of 2023 to raise awareness about antisemitism across the country, and empower Americans to be upstanders in the fight against all hate.

During the High Holidays, synagogues and congregations are encouraged to share Blue Square pins, spread the message about the rise in antisemitism, and share ways to raise awareness among Jews and non-Jews alike.

THE PROBLEM

- According to the FBI, Jewish people make up 2.4% of the U.S. population but are the targets of more than 55% of all religious hate crimes in the country.
- About 40% of American Jews have avoided visiting locations, wearing symbols and sharing content that identify them as Jewish.
- One in four American Jews have been the targets of antisemitism in the last 12 months.
- Among Jewish college students, 32% have experienced antisemitism directed at them in the last academic year.
- According to a recent study from the Anti-Defamation League (ADL), 85% of Americans believe at least one anti-Jewish trope, and another recent poll from the University of Massachusetts Amherst found that younger respondents between the ages of 18 and 29 expressed higher levels of antisemitic beliefs than older respondents.
- According to a 2022 survey by Wunderman Thompson SONAR, over 52% of U.S. adults 18+ do not believe "antisemitism is a big problem" and 45% believe that Jewish people are more than capable of handling issues of antisemitism on their own.
- FCAS' Command Center has tracked a steady rise in online conversations related to antisemitism since 2020, with 2022 seeing an increase of 14 percent from the previous year.

STAND UP TO JEWISH HATE

- The Foundation to Combat Antisemitism has launched #StandUpToJewishHate, a new, national campaign designed to raise awareness of antisemitism and hate targeting Jews and to empower all people, especially non-Jews, to stand up against it when it impacts their communities.
- FCAS established , the Blue Square emoji already on most phones, as a simple, but powerful unifying symbol of solidarity and support for the Jewish community, making it easy for anyone to #StandUpToJewishHate. The campaign is encouraging all people to post and share  on their social media channels and wear a  pin as a conversation starter.
- As part of a \$25 million advertising campaign, the Blue Square is being featured on TV and digital screens, billboards and social feeds across the country. It takes up 2.4% of screens to represent that Jewish people make up 2.4% of the U.S. population but are the targets of more than 55% of all religious hate crimes in the country.

OVER

- FCAS also rolled out a multi-faceted mass media campaign that illuminates just a handful of the ways antisemitism takes shape in the United States today. The ads were shot and scripted to especially humanize and contextualize antisemitism for non-Jewish audiences, many of whom have been inspired by the “Upstander” within each spot, an individual who recognizes and sees Jewish hate happening in front of them and does their part to stand up against it.
- During the High Holidays, FCAS is distributing ■ pins to Jewish congregations across the country, encouraging all Jews to participate in the Blue Square campaign, encouraging Jews and non-Jews to #StandUpToJewishHate.
- Donate at FCAS.org/donate to the Foundation's mission to win the hearts and minds of non-Jews and Jews through powerful positive messaging and partnerships.

CAMPAIGN IMPACT

- The Stand Up to Jewish Hate campaign has already started to grow awareness and understanding of antisemitism across the United States.
- In less than three months, the campaign garnered over five billion earned media impressions.
- The Stand Up to Jewish Hate campaign has thus far led to nearly 10 million more people believing antisemitism is an issue in today's world. It has also created an additional 3.6 million people who say they will now stand up to address antisemitism when they see it.
- There has been a 91% increase in people who are very likely to stand up on behalf of a Jewish person experiencing antisemitism (from 21% to 40%).
- For awareness, there has been a 104% increase in people who strongly agree that antisemitism is an issue in today's world (from 28% to 57%) and a 67% increase in people who are familiar with recent antisemitic events (from 39% to 65%).