

2019 Year in Review

35 YEARS OF HOPE



NATIONAL PRESS CLUB

2019 FINANCIALS

<i>Year ended December 31, 2019</i>	Without Donor Restrictions	With Donor Restrictions	Total
Revenue and Other Support			
Government contracts and grants	\$35,730,478	\$ —	\$35,730,478
Contributions	10,561,336	1,460,032	12,021,368
Special events, net of direct benefit costs of \$1,207,085	1,967,667	—	1,967,667
Investment loss	4,635,459	—	4,635,459
Other income	201,987	—	201,987
Change in value of unitrust agreement	—	4,473	4,473
Net assets released from restrictions:	—	—	—
Satisfaction of program restrictions	1,228,369	-1,228,369	—
Satisfaction of time restrictions	539,583	-539,583	—
Total Revenue and Support	54,864,879	-303,447	54,561,432
Operating Expenses			
Program services:			
Community outreach	5,922,449	—	5,922,449
Missing child case management	14,587,611	—	14,587,611
Information and case analysis	11,566,837	—	11,566,837
Training	998,303	—	998,303
Exploited child case management	10,962,075	—	10,962,075
Total Program Services	44,037,275	—	44,037,275
Supporting Services:			
Management and general	1,116,210	—	1,116,210
Fundraising	3,635,874	—	3,635,874
Total Supporting Services	4,752,084	—	4,752,084
Total Operating Expenses	48,789,359	—	48,789,359
Change in Net Assets from Operations	6,075,520	-303,447	5,772,073
Non-Operating Expense			
Change in post employment benefit liability	-215,327	—	-215,327
Total Change in Net Assets	5,860,193	-303,447	5,556,746
Net Assets, beginning of year	38,770,271	1,554,014	40,324,285
Net Assets, end of year	\$44,630,464	\$1,250,567	\$45,881,031

9.74%

Percentage of expenses spent on
Fundraising, Management and General

OUR MISSION

Find

CHILDREN

Reduce

EXPLOITATION

Prevent

VICTIMIZATION

Outreach



ASSISTED IN
29,000
MISSING CHILDREN CASES



RECEIVED
16.9 MILLION
REPORTS TO OUR CYBERTIPLINE



REVIEWED
11,798
CHILD SEX
TRAFFICKING REPORTS



COMPLETED
267
IN-PERSON EVENTS





DISTRIBUTED

19,984

POSTERS OF MISSING CHILDREN



RECEIVED

69.1 MILLION

FILES OF SUSPECTED CHILD SEXUAL
ABUSE IMAGERY FOR REVIEW



WORKED WITH LAW ENFORCEMENT
PARTNERS TO CONFIRM

1,336

ATTEMPTED ABDUCTIONS





TEAM ADAM ASSISTED IN

116

CRITICAL OR LONG-TERM
MISSING CHILD CASES



RECEIVED

38,598

REQUESTS TO LOCATE
NON-COMPLIANT SEX OFFENDERS



TRAINED

6,207

NEW PROFESSIONALS FOR OUR FAMILY
ADVOCACY OUTREACH NETWORK



DISTRIBUTED OVER

350,000

PREVENTION RESOURCES

35 YEARS OF HOPE

Dear Friends,



This year, we've been facing one of the biggest challenges in our 35-year history, and I want to thank you for standing by our side as we work to protect our country's most valuable resource – our kids. In response to growing concerns about online data security, many technology companies are adopting a strategy called end-to-end encryption that could have dire consequences for millions of children being sexually abused and having horrific images of their abuse shared online.

We've received more than 61 million reports since 1998 to our CyberTipline of suspected child sexual abuse material, online enticement, child sex trafficking, child sexual molestation and other crimes, including more than 16.9 million reports this year alone. With end-to-end encryption, we estimate more than half of these reports would simply vanish, never making it into the hands of law enforcement.

End-to-end encryption would provide data security but, in the process, also prevent technology companies or any third party from detecting sexual abuse of children occurring on their platforms. Access to information about these crimes through our CyberTipline is often the only way for law enforcement to know they're happening and rescue the children.

This passionate privacy debate has awakened the nation to what we see at NCMC everyday: an explosion in child sexual exploitation on the internet. The Justice Department held a summit this year on the issue, new laws are being debated and survivors have added their voices.

Just as it has developed innovative ways to help sexually exploited and missing children, we're calling on the technology industry to implement solutions that enhance consumer privacy while prioritizing child safety.

Every day, I attend meetings with my staff to discuss issues like end-to-end encryption and its impact on our children's safety. I'm grateful for your support because it allows us to speak up for children and to fight for make sure our country is a safer place for them to learn, play and grow.

**John F. Clark, President and CEO
National Center for Missing & Exploited Children**

1984

John and Revé Walsh team up with other child advocates to co-found the National Center for Missing & Exploited Children following the abduction and murder of their son Adam in 1981.

1985

Milk cartons began featuring images of missing kids along with NCMC's toll free 1-800-THE-LOST to report sightings.

1994

Megan's Law, which requires law enforcement to make public information regarding registered sex offenders, was passed.

1996

The first AMBER Alert was broadcast in Dallas/Fort Worth, TX. Almost 1,000 children have been recovered because of these alerts. NCMC is an AMBER Alert secondary distributor.

1998

CyberTipline was created by NCMC to receive reports related to the online sexual exploitation of children. Since its creation, the CyberTipline has received over 74 million reports.

2001

NCMC launches NetSmartz to teach parents, kids and teachers about online safety.

2011

Sex Trafficking Team is created by NCMC to provide a specialized response to cases of child trafficking and to educate the professionals and the public about how to identify and respond.

2014

John F. Clark becomes NCMC's new President and CEO after a career in law enforcement culminating in his appointment by President George W. Bush as the ninth director of the United States Marshals Service.

2019

NCMC begins the fight against End-to-End Encryption on technology sites and marks its 35th year at the forefront of the fight to protect children in America.



DONORS

CORPORATE

\$1,000,000+

Facebook

\$500,000 – \$999,999

Adobe
Cisco
Old Navy

\$250,000 – \$499,999

Australian Federal Police
EMCOR
Kohl's
LexisNexis

\$100,000 – \$249,999

Airbnb
Anonymous
Google
Honeywell Hometown Solutions
National Crime Agency Olympic House
Pokémon
Ring
Thomson Reuters
Valassis Communications
Vigilant Solutions

\$50,000 – \$99,999

Appriss Insightss
Canon U.S.A.
Cellebrite
Lifetouch National School Studios
Match Group
Multi Media
NeuStar
Uber
Websurge

\$10,000 - \$49,999

Adelanto HealthCare Ventures
Apple
ASL Marketing
Atmos Energy
Bark Technologies
Baywood Hotels
BDS Marketing
Bulkley Dunton
CDW Logistics
CenterPoint Energy
Charles Schwab
Charter Communications
CHRISTUS Health
Church of the Lord Jesus Christ
City National Bank

Costco

Cyan Forensics
Deloitte & Touche
DerbyCon

Developmental & Forensic Pediatrics
Dropbox
Fastrac Markets
First Source Federal Credit Union
Fox Corporation
Grant Thornton

Helendale Dermatology & Medical Spa
IBM
Intel
ITX
Jones Day
LA County Office of Education
Lonestar Legacy
May Riegler
New York Sash
Palmer Food Services
Rekor Systems
Sato Construction
The Stirling Club
Total Defense
Twitter
Valero Services

Watch Systems
Zoom

\$5,000 – \$9,999

Ascension Seton
Bryant & Stratton College
Bundle of Holding LLC
Capital Management Group
Commerce National Bank
CompTIA Member Services, LLC
CoreCivic of Tennessee
Davenport-Hatch Foundation
Epic Pipeline LP
Fairport Village Inn
Global Intelligence Network
Godlan, Inc.
GreatCall, Inc.
IBC Laredo
IMG
JAB Cares
Jones Lang LaSalle Americas
The McCain Institute
The Meet Group Inc. dba MeetMe, Inc.
MGM Resorts International
Moreland Properties
New York Yankees
Nustar Energy

FOUNDATIONS

\$50,000 – \$100,000

Motorola Solutions Foundation

\$10,000 – \$49,999

Allstate Foundation
Cal Ripken, Sr. Foundation
Comcast NBCUniversal Foundation
L & N Andreas Foundation
L Brands Foundation

INDIVIDUALS AND FAMILY FOUNDATIONS

\$500,000+

The James Annenberg La Vea Charitable Foundation

\$100,000 – \$499,999

Estate of Barbara Harrington
Estate of Richard Martin Simons Jr.
RTL Trust
Steward Family Foundation

\$25,000 – \$99,999

Gary and Pennie Abramson Charitable Foundation
Anonymous
Wanda Polisseni
Gary and Jeanne Shiffman
Iris Smith
Timothy Sullivan

\$10,000 – \$24,999

Robert and Sarah Bassam
Philip and Faith Bobrow
John and Luci Clark
Manus Cooney and Theresa Hatfield
Kristie Davis

Dennis and Patty DeConcini

Epstein Family Foundation
William Howard Flowers, Jr. Foundation
Bob Foosaner

Jonathan and Lynn Grosso
Susie and Kent Hance
Sylvia Johnson
Fred and Elizabeth Jones
Yvonne and Jason Lee
Annette M. and Theodore N. Lerner Family Foundation

Mary Meelia
John and Tina Michne
Ron Nagele
Mark Palancia
Theresa Payton
Leonard Pfeiffer and Anna Gunnarsson
Frank and Barbara Rechterman
Estate of Letitia Emilie Rieck
Shannon Speranza
Karen Tandy and Steve Pomerantz

\$5,000 – \$9,999

Krystle and Christian Alvarado
John and Sheila Arnos
Avergun Family Fund

The Baldrige Foundation

Gary and Carol Berman
Mark Bowden
Neil Cohen
Kimberly Colonna

Jeffery and Patricia Davis Family Foundation
Mark and Charlene Dean
Robin Dearden and Bryan Cranston
Aly Dossa
Melanie Dow
Jeffrey Estes

Vernon and Aurora Farthing
Matthew and Terri Foosaner
Mike and Tabitha Gioja
Vincent and Janet Giuliano
Mark and Alex Green
Alex Gyr
George Hambrecht
The Nathan P. Jacobs Foundation
The JSO Foundation
Pamela King
Richard Kolodziej and Holly Bayne
Meghan and Simon Latcovich
Alec and Lorri Lauzze
Randy Lentz
Bess Loewenbaum

Tai Lopez

Giovanni Maggipinto
Michael and Erin Mand
The John and Cindy McCain Family Foundation

Vito Pela
Andy Plummer
Greg Polisseni
Doris Rankins
Alison and Reese Ryan
David and Tracy Scalen
Mark Schupack
Elliot and Jacquie Segal
The Abe and Kathryn Selsky Foundation
The Sigal Family Foundation
Ashley Stanfield
Paul Tate
Hank and Angela Uberoi
The Van Metre Family Foundation
Jennifer Walker
John and Revé Walsh
Shelley Waltman
Wilson Family Foundation

2019 BOARD OF DIRECTORS

Board Chair

**The Honorable
Karen Tandy**

Public Policy Executive

Chair-Elect

Revé Walsh
Co-Founder, NCMEC

Vice-Chair

Jon Grosso
Kohl's, Inc.

Pennie Abramson
Philanthropist

Lisa Davis
Intel

John Penn II
Adobe

John W. Arnos Sr.
Canon U.S.A., Inc.

**The Honorable Dennis
DeConcini †**
U.S. Senator (Retired)

Leonard Pfeiffer IV
Leonard Pfeiffer
& Company

Lou Bivona
Vision Logic

Matthew Foosaner
Spectrum Enterprise

Kristi Remington
West Front Strategies LLC

Hubert Bell
USSS/OIG Retired

Vincent P. Giuliano
Marketing Expert

Steve Salem
Cal Ripken, Sr. Foundation

Michael Breslin
LexisNexis Special
Services, Inc.

Andre Hollis
Tiger International
Advisors

Susannah Schaefer
Charles B. Wang
Foundation

Robbie Callaway †
FirstPIC, Inc.

Richard Kolodziej †
Zenergy Advisors

**The Honorable Regina
Schofield**
Battelle Education

Manus Cooney †
American Continental
Group

Meghan Latcovich
The McCain Institute

Emily Vacher
Philanthropist

Sharon Cooper, M.D.
Developmental &
Forensic Pediatrics, PA

Don McGowan
Bungie, Inc.

John Walsh
Co-Founder, NCMEC

Antigone Davis
Facebook, Inc.

Tim Murphy
Consortium

Patty Wetterling †
Child Advocate

Chris Nelson
Old Navy

† Previous Board Chair

How You Can Help

- Make a one-time or monthly gift online at **MissingKids.org/donate**
- Include NCMEC as a beneficiary in your will or trust, insurance policy or retirement plan
- Designate NCMEC to receive funds via your employee giving or matching gift campaign
- Donate stocks, bonds or mutual funds
- Participate in our upcoming events – for more information visit **MissingKids.org/events**
- Hold a fundraiser to benefit the work we do
- Choose NCMEC as your charity for your Facebook birthday fundraiser and your AmazonSmile account
- Sign up for our NetSmartz newsletter for online safety education at **MissingKids.org/NetSmartz**
- Sign up for NCMEC Connect at **connect.MissingKids.org** to learn more about protecting children
- Call 1-866-411-KIDS to donate or learn more

Hope is why we're here.

#NeverStop

For more information, please visit **MissingKids.org**
or call **1-800-THE-LOST® (1-800-843-5678)**



@MissingKids