



# 2014 ANNUAL REPORT

NATIONAL CENTER FOR MISSING  
& EXPLOITED CHILDREN®





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**The mission of the National Center for Missing & Exploited Children® is...**

To serve as a resource center for law enforcement, families and the public to help find missing children, reduce child sexual exploitation and prevent child victimization.

**Our vision is...**

A nation free from child abduction and sexual exploitation of children.

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# 2014 Annual Report

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# Letter from NCMEC BOARD CHAIR Patty Wetterling



Dear Friends,

This has been a banner year for the National Center for Missing & Exploited Children. Thirty years ago – April 9, 1984 – our organization was co-founded by John and Revé Walsh to help other families with missing children like their 6-year-old son, Adam, who was abducted from a Florida shopping mall and later found murdered. More than three decades later we have provided a coordinated national response to the problem of missing and exploited children and assisted law enforcement in the recovery of more than 205,500 children. Today we are keeping more children safe than ever before.

But our organization may be needed now more than ever. The world is a much different place than it was 30 years ago. The Internet has transformed life in many positive ways, but it has fostered an explosion of “child pornography” – a benign term for graphic images of sexual assaults against children. It has inspired crimes with terms such as “online enticement” and “sextortion” and has become a thriving marketplace for selling children for sex.

This year our CyberTipline® received a record 1.1 million reports bringing the total to more than 3.3 million. Staff in our Child Victim Identification Program® reviewed more than 28 million child pornography images and video files and helped law enforcement identify more than 2,480 child victims in those images, bringing the total number of identified child victims to 7,917.



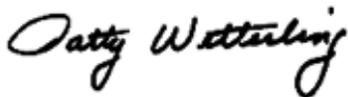
Our Missing Children Division held a first-ever summit inspired by a succession of astonishing recoveries of long-term missing children. Nearly 200 participants attended the summit – “Time to Bring Them Home” – including law enforcement; subject-matter experts from academia, forensic science, forensic psychiatry; medical examiners; anthropologists; family advocates; and survivors including Elizabeth Smart. Insights drawn from the summit will shape a resource guide for law enforcement.

At this year’s Hope Awards in May we were delighted to honor Amanda Berry and Gina DeJesus, two of the three young women who escaped from a Cleveland home, where they were held for 11 years. Amanda electrified the crowd when saying, “It’s an honor to be here tonight. If I could say only one thing, it would be this: Never give up hope, because miracles do happen. Always believe in hope.”

Also this year we launched a new safety program with one of our corporate partners, Honeywell, to help keep children safer from abduction. KidSmartz™ highlights information our organization has gleaned from many years of tracking attempted abductions. KidSmartz provides information to children in grades K-5 and delivers safety and potentially life-saving messages in a nonthreatening and engaging way.

This has truly been an extraordinary 30th year for us, and our future is bright. Our board of directors approved an ambitious Strategic Plan, which will guide us over the next five years. And appropriations for Congress approved and the president signed a five-year reauthorization of the Missing Children’s Assistance Act, demonstrating our mission remains a priority for the nation.

Warm regards,

A handwritten signature in black ink that reads "Patty Wetterling". The signature is written in a cursive, flowing style.

Patty Wetterling, NCMEC board chair

# WHO WE ARE



In January 1984 NCMEC was incorporated by private individuals as a non profit corporation to serve as a national resource center and clearinghouse on issues related to missing and sexually exploited children.

At NCMEC we believe we need to think big and aspire to have a safer world for our children. In all of our work we serve as the national clearinghouse, collaborating with families, law enforcement, other professionals, corporations and communities, to provide resources and information on issues related to missing and sexually exploited children.



# NCMEC DIVISIONS

NCMEC is comprised of a number of key divisions working collaboratively to realize our mission to serve as a national resource center and clearinghouse for families, victims, private industry, law enforcement and the public to help find missing children, reduce child sexual exploitation and prevent child victimization.

**Missing Children Division:** Our Missing Children Division or MCD provides technical assistance and support to families, law enforcement agencies and attorneys. This support focuses on preventing family abductions and assisting in the location and recovery of missing children nationally.

MCD also provides support to parents, law enforcement and attorneys involved in cases of a U.S. child who has been taken outside of the country. MCD provides technical assistance related to prevention and the civil and criminal legal remedies related to abduction and family reunification.

**Exploited Children Division:** Our Exploited Children Division has two core programs designed to facilitate the reporting of online child sexual abuse content, help identify child victims and prevent future victimization.

**Case Analysis Division:** Our Case Analysis Division provides analytical support to families and law enforcement in their efforts to recover missing or abducted children, identify unidentified human remains, track attempted abductions, combat child sex trafficking and locate noncompliant sex offenders.

**Family Advocacy Division:** Our Family Advocacy Division offers support to families whose child is missing or a victim of sex trafficking or another form of sexual exploitation. These services are facilitated by our master-level trained mental health and child welfare professionals.

**Training Division:** Our Training Division provides training, technical assistance and resources to law enforcement personnel and other child-serving professionals concerning crimes committed against children, specifically cases of missing and sexually exploited children in communities nationwide.

**External Affairs Department:** Our External Affairs Department provides safety and prevention materials and programs for children, families and educators focusing on Internet safety and the prevention of child abduction, Internet safety and sexual exploitation.



# 2014 A YEAR OF GREAT SUCCESS

## In 2014 NCMEC:

### **MISSING CHILDREN**

- Assisted families and law enforcement with more than 12,000 cases of missing children.
- Received more than 196,000 calls on our toll-free hotline 1-800-THE-LOST® (1-800-843-5678).
- Distributed 20,462 photographs of missing children to individual corporate photo partners, among other distribution methods.

### **SEXUALLY EXPLOITED CHILDREN**

- Registered 110 additional electronic service providers to facilitate receiving reports regarding suspected child sexual exploitation.
- Received more than 1.1 million CyberTipline reports from the public and electronic service providers, an increase of more than 600,000 reports from 2013, 98 percent of which related to apparent child pornography.
- Reviewed more than 28 million images of child sexual abuse to assist law enforcement in their efforts to identify child victims.

### **CHILD SAFETY AND PREVENTION**

- Hosted more than 5.3 million visits to the NetSmartz® websites.
- Launched KidSmartz, which teaches critical safety information to children through song, dance and engaging animation.
- Hosted 561,773 visits to the NetSmartz411® website.

### **TRAINING**

- Trained 6,401 law enforcement, criminal/juvenile justice and health care professionals at our training center.
- Hosted a Missing Children Chief Executive Officer training seminar at the International Association of Chiefs of Police annual conference.
- Launched the Child Sex Trafficking: Awareness & Response training program for law enforcement and other child serving professionals.

### **VICTIM AND FAMILY SUPPORT**

- Delivered services or provided mental health referrals to 545 families.
- Provided Team HOPE assistance, through peer and emotional support, to 3,366 families with missing, recovered and sexually exploited children.

# RECOVERY of MISSING CHILDREN

## **Call Center: 1-800-THE-LOST (1-800-843-5678)**

Since 1984 searching families have turned to us to help in the recovery of their children. Helping to bring missing children home safely is the heart of our mission.

The Call Center serves as the national reporting system for missing children. Considered “the nerve center” of our organization, the toll-free Call Center receives calls for service 24/7 every day of the year. The Call Center processes reports of missing and sexually exploited children; reports of sightings of missing children; and requests for resources to assist in abduction and child sexual exploitation cases and prevention matters. The Call Center is also able to communicate with callers in 190 languages.

The Call Center responds to requests for reunification assistance from families for their child’s return home. We work with private corporations to provide transportation to parents who need support due to intense media attention or financial difficulties.

In 2014 our Call Center received 196,831 calls – an average of 539 calls a day. Since its inception in 1984 through 2014 the Call Center has received more than 4 million calls.

## **Case Management**

The vast majority of missing children are recovered quickly. When we receive word of a missing child through our Call Center or from law enforcement, we serve as a centralized clearinghouse to help families and law enforcement respond to these cases.



When a child is reported missing to us, the case is categorized as an endangered runaway; family abduction; lost, injured or otherwise missing child; critically missing young adult; or nonfamily abduction. In 2014 we received more than 12,000 **new** cases of missing children. Since our inception we have helped families and provided assistance to law enforcement in the recovery of more than 211,000 missing children. We never give up hope a missing child will be found.

### Photo and Poster Distribution

The distribution of photographs and posters is one of the ways we draw public attention to missing children. Posters are displayed on our website, [www.missingkids.org](http://www.missingkids.org), and we work with partners to transmit images and information instantly across the nation. Most notable is the extensive distribution achieved through our Corporate Photo Distribution Program.

First launched in 1985, our Corporate Photo Distribution Program involves companies and organizations distributing pictures of missing children to reach millions of people across the country. This is possible through the use of a variety of methods, including posting on bulletin boards in large national and regional chain stores; imprints on national, direct mail advertising fliers; reprints in national and regional large circulation magazines and newsletters; and airings on network and syndicated television shows. All postings include our toll-free number, 1-800-THE-LOST (1-800-843-5678), and the number for the investigating agency. In 2014 we distributed 20,462 photographs of missing children through these partnerships.



# PROTECTING CHILDREN from SEXUAL EXPLOITATION

## CyberTipline

The CyberTipline serves as the national reporting mechanism and clearinghouse for tips and leads about possible child sexual exploitation. Anyone can make a report online at [www.cybertipline.org](http://www.cybertipline.org) or by calling 1-800-843-5678. The CyberTipline is staffed 24/7 every day of the year. The Exploited Children Division provides support and technical assistance to victims, industry and law enforcement to help prevent and reduce the sexual exploitation of children.

During 2014 the CyberTipline received more than 1.1 million reports related to apparent child pornography and child sexual exploitation. This is an increase of more than 600,000 reports from 2013. By far the largest number of reports concern apparent incidents of possession, manufacture and/or distribution of child pornography, which represented 98 percent of the total reports received in 2014. Reports to the CyberTipline come from the public and electronic service providers or ESPs. At the end of 2014, 1,156 ESPs were registered with the CyberTipline to provide these reports.

## Notice Tracking System

The Notice Tracking System is a voluntary initiative with the Internet industry. We notify companies concerning Web pages that have been reported as depicting apparent child pornography. In 2014 we sent more than 21,000 notices to companies notifying them of apparent child pornography images on their systems. The average removal time of these images after notification was less than 28 hours.



## Child Victim Identification Program

The Child Victim Identification Program or CVIP® serves as the central repository in the U.S. for information related to child victims depicted in sexually exploitive images and videos. In 2014 CVIP analyzed more than 28 million child pornography image and video files to assist law enforcement in their efforts to identify children depicted in these sexually abusive images. We provide technical assistance as law enforcement works to find and rescue these child victims. In total we have reviewed more than 132 million image and video files through our Child Recognition and Identification System.

## Child Sex Trafficking Team

Our Child Sex Trafficking Team or CSTT provides dedicated comprehensive analytical services to law enforcement on cases of missing children who may be linked to sex trafficking. Using publically available information and open source searches, CSTT can provide comprehensive analytical reports concerning child sex trafficking offenders and their child victims. Analysts also provide information to help link missing child cases with reports of possible child sex trafficking. CSTT also provides support to the Innocence Lost National Initiative, a joint initiative among the FBI, the Child Exploitation and Obscenity Section of the U.S. Department of Justice, and NCMEC, to address the problem of child sex trafficking in the U.S. One in six endangered runaway children reported to us in 2014 was identified as likely being a victim of child sex trafficking.





# SAFETY and PREVENTION

NCMEC is a leader in education and prevention. Through a vast array of proactive programs and publications, we provide children, teachers, child care providers, parents and others with free information about ways to be safer at home, on the Internet and in the community. From child safety information to detailed information about sound practices when responding to a missing and sexually exploited child case, we offer publications about various aspects of these serious problems. The complete list of available information may be found at [www.missingkids.org/resources](http://www.missingkids.org/resources).

## NetSmartz® Workshop

NetSmartz is a free, interactive, online educational resource created by NCMEC. It is a widely used program enjoyed by children, parents, educators and law enforcement. Using age appropriate activities, NetSmartz provides children ages 5 to 17 with information to help them make safer and smarter online choices. NetSmartz, animated representative, Clicky, has been enormously popular in teaching Internet safety to young children and receives hundreds of letters from children each year. NetSmartz has been implemented in schools and school districts in all 50 states. In 2014 NetSmartz hosted more than 5.3 million visits to the NetSmartz family of websites, accessible at [www.NetSmartz.org](http://www.NetSmartz.org).

## KidSmartz

We believe every child should know how to respond in potentially dangerous situations. That's why in 2014 NCMEC partnered with Honeywell Hometown Solutions to create and launch KidSmartz – an abduction prevention program providing free personal safety lessons



for families and kids in grades K-5. Instead of focusing on people, KidSmartz teaches kids how to identify and respond to risky situations. KidSmartz lessons are based on four easy-to-remember rules: check first, take a friend, tell people “NO” and tell a trusted adult. This abduction prevention resource reinforces these rules and gives kids an opportunity to practice using them, helping children feel more confident and prepared to react if a dangerous situation arises.

### **NetSmartz411**

NetSmartz411 is a premier, Internet safety help desk and hotline for answering questions about Internet safety, computers and the Web. Parents, guardians, grandparents, teachers – any concerned adults – are welcome to use NetSmartz411 to better understand the opportunities and challenges children face online. In 2014 there were 561,773 visits to [www.NetSmartz411.org](http://www.NetSmartz411.org).

### **Community Outreach and Assistance in Spanish**

Community outreach remains a top priority for us, particularly to underserved minority communities. NCMEC’s External Affairs Department has established collaborative relationships with local government officials, community leaders, school boards and national organizations throughout the U.S. to help host a variety of programs and initiatives targeting local and national Hispanic, African-American and Native American organizations and media.

Language should not be a barrier to the safety of children. It is important Spanish speaking parents know they can turn to us for help in better protecting their children and receiving assistance if a child is missing or sexually exploited. A broad range of NCMEC’s child protection resources, including publications, safety tips and assistance provided through the telephone and Internet, are



available in Spanish. Publications and other resources are available in Spanish at [www.missingkids.org/espanol](http://www.missingkids.org/espanol) or by calling toll-free 24/7 at 1-800-THE-LOST (1-800-843-5678), where Spanish speaking operators are always available to assist.



# TRAINING

The Jimmy Ryce Law Enforcement Training Center or JRLETC is named in memory of Jimmy Ryce, a 9-year-old Florida boy who was abducted and murdered in 1995. The training center was created to provide training to law enforcement and child-serving professionals concerning sound practices and skills needed to respond to missing and sexually exploited children cases. Training is also provided to health care professionals about the prevention of infant abductions. In 2014 JRLETC trained 6,401 law enforcement, criminal/juvenile justice and health care professionals.

During 2014 we hosted eight Chief Executive Officer or CEO training sessions. CEO training sessions are designed specifically for police chiefs, sheriffs, 911 directors and clearinghouse managers to help ensure law enforcement and other agencies involved in cases of missing and sexually exploited children are prepared to act swiftly, competently and effectively. Our CEO training sessions had 335 attendees in 2014.

Also in 2014 we were invited to partner with the International Association of Chiefs of Police or IACP at their annual conference. We hosted a preconference CEO training session at the IACP conference hotel. Participating in this event allowed us to tap into the association's membership, including the more than 14,000 public safety professionals in attendance. This CEO training session was a tremendous success and received several positive reviews.



# FAMILY and COMMUNITY SERVICES

## Reunification Assistance

NCMEC's Victim Reunification services assist families with domestic and international transportation when/if necessary. Assistance may be available for parents and guardians who need help to be reunited with a recovered child within the U.S. Travel assistance for domestic reunifications are coordinated through generous donations from private sector partners. International travel assistance is also available for a missing child's parent or guardian to attend a custody hearing or be reunited with a child located in another country when the family is unable to pay. Travel assistance for international reunifications is provided through a federal grant administered by NCMEC. In 2014 we provided 51 families with domestic and international reunification assistance.

## Team HOPE

Team HOPE, a part of our Family Advocacy Division, provides assistance to families with missing and sexually exploited children by offering peer support, resources and empowerment from trained volunteers. Team HOPE volunteers are mothers, fathers, siblings and extended family members who have experienced or are currently living with the pain of a missing child or a child who has been sexually exploited. Each of these extraordinary volunteers demonstrates the ability to turn his or her own personal tragedy into vital lifelines of support for other families.

In 2014 Team HOPE had more than 100 active volunteers and provided peer and emotional support to more than 3,300 families of missing, recovered and sexually exploited children.



# ADDITIONAL NCMEC CASE SUPPORT and RESOURCES

## Team Adam

Team Adam is a program of specially trained, retired, law enforcement professionals who provide on-site technical assistance in critical cases of missing and exploited children. The program is named in memory of Adam Walsh, the 6-year-old son of NCMEC's co-founders, John and Revé Walsh, who was abducted and murdered in 1981.

Team Adam includes more than 65 retired law enforcement professionals from across the country experienced in missing and abducted children cases who can provide rapid, on-site response and technical assistance to local law enforcement agencies. Team Adam consultants also assist the victim's family by obtaining appropriate family advocacy and personal assistance during the crisis.

There is no cost to the law enforcement agency or family for Team Adam assistance. Since its inception in 2003 through 2014, Team Adam has deployed to provide direct, on-site assistance in the search for 1,021 children. Through the end of 2014, 945 cases of missing children in which Team Adam has provided assistance have been resolved.

## AMBER Alert

Created in 1996 the AMBER Alert program is a voluntary partnership with the U.S. Department of Justice, law enforcement agencies, broadcasters, and the wireless industry to activate an urgent bulletin in the most serious child abduction cases. Named in honor of 9-year-old Amber Hagerman, kidnapped while riding her bike in Arlington, Texas, and later



found murdered, AMBER Alerts are now in place in all 50 states, the District of Columbia, Puerto Rico and the U.S. Virgin Islands.

Law enforcement uses the eyes and ears of the public to help quickly locate an abducted child by broadcasting AMBER Alerts on radio and television stations and highway signs. NCMEC operates the AMBER Alert Secondary Distribution Program, which re-disseminates AMBER Alerts to Internet service providers such as AOL, Google and Yahoo! as well as social networking sites such as Facebook. AMBER Alerts are also re-disseminated to digital billboards along the highway and the trucking industry by using GPS technology in the area in which the child abduction occurred or the child may currently be located. Cell towers within the targeted area of the AMBER Alert are activated and all capable smartphones within range receive a Wireless Emergency Alert message.

Other AMBER partners include the U.S. Customs and Border Protection and Transportation Security Administration, which provides AMBER Alerts at airports across the country thus enlisting the help of all transportation security officers nationwide.

Through 2014 more than 725 children have been recovered because of AMBER Alerts.

### **National Emergency Child Locator Center**

In 2006 Hurricanes Katrina and Rita battered the Gulf Coast of the U.S., affecting millions of people. During the evacuations children became separated from their families and went missing. NCMEC responded immediately to provide assistance and within six months after the hurricanes struck, 5,192 cases of missing children were successfully resolved. As a result of these storms



a federal law was passed creating the National Emergency Child Locator Center; which is operated by NCMEC. When a national disaster is declared by the President, NCMEC can activate this Child Locator Center to assist in the location of children and the reunification of families resulting from the disaster or subsequent evacuations.

### **Project ALERT®**

America's Law Enforcement Retiree Team or Project ALERT is a nationwide program of volunteers comprised of approximately 145 retired local, state and federal law enforcement officers. These seasoned professionals provide specialized skills, critical resources and technical assistance to families and local law enforcement to help resolve long-term, missing child cases. Project ALERT also helps to facilitate the collection of biometric information from family members to assist in the identification of unidentified missing children and is available to provide training on these complex cases. Project ALERT also assists communities by conducting presentations concerning child safety issues and prevention strategies.

### **Forensic Services Unit**

NCMEC's Forensic Services Unit provides technical assistance to law enforcement and families on long-term, missing child cases. We continue to provide support and resources on these cases when others may have filed them away or forgotten about them. This unit helps facilitate comprehensive reviews of these older cases to help make sure no stone is left unturned. This involves connecting subject-matter experts from a wide range of disciplines to help develop comprehensive strategies incorporating the latest technologies and science, including search and rescue techniques and biometric collections to help ensure all possible avenues have been considered. The unit works closely with Project ALERT to provide on-site support and case reviews to assist families and law enforcement resolve long-term missing children cases.



## Forensic Imaging Team

Our Forensic Imaging Team assists families and law enforcement by age progressing photos of missing children, developing facial reconstructions depicting how an unknown deceased child may have appeared in life and enhancing post-mortem photos via the removal of any facial trauma making the images suitable for public viewing.

## Biometrics Team

The Biometrics Team's objective is to help identify unknown children from across the country, provide answers to searching families and resolve long-term missing child cases. To accomplish this the Biometrics Team provides technical assistance to law enforcement, medical examiners and coroners in the identification of unknown children, either deceased or living, through the collection and sharing of enhanced data and biometrics such as DNA, dental information, fingerprints, facial reconstruction and documentation of personal belongings found with the child. Once collected this information is uploaded into the National Missing and Unidentified Persons System or NamUs and National Crime Information Center or NCIC databases. The unknown child records are searched against the records of missing children in order to try and identify matches.



# 2014 BOARD OF DIRECTORS<sup>1</sup>

*We thank our board members for their selfless dedication  
and commitment on behalf of our nation's children.*

## **Chair**

**(June 2012 to Present)**

### **Patty Wetterling**

Minnesota Department of Health

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Co-Founder, National Center  
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Children

<sup>1</sup> Board members listed are as of Dec. 31, 2014. For the current list of NCMC's Board of Directors, please visit [www.missingkids.org/Board](http://www.missingkids.org/Board)

# 2014 SUPPORTERS

As a private, nonprofit organization, we rely on donations from individuals, corporations and federal funding to perform our work. We gratefully recognize our supporters who partner with us and are committed to making the world a safer place for children.



## CORPORATE DONORS

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Canon U.S.A., Inc.  
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Cal Ripken, Sr. Foundation, Inc.

### **\$10,000 to \$24,999**

Patricia Beckett  
ESA Foundation  
The Whiting Foundation

### **\$5,000 to \$9,999**

The M&T Charitable Foundation  
Mars Foundation  
The TJX Foundation, Inc.

## **IN-KIND DONATIONS**

We pay special tribute to our in-kind supporters who provide products and services, which assist us in our efforts to help locate and recover missing children and fight the sexual exploitation of children.

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C3 Presents  
Caesars Entertainment  
Canon U.S.A., Inc.

Carmine's NYC  
The Chertoff Group  
The Columns  
Concord Pools and Spas  
Sean & Kelly Connery  
Manus\* & Theresa Cooney  
David Copperfield  
The Cosmopolitan of Las Vegas  
Crosman Corporation  
The Dart Bowl  
Deep Eddy Vodka  
Dave Dettman  
D-Link  
Donna McNeeley Creative Services  
Donovan House  
Dragon Distribution  
Driven Performance Training  
Eiffel Tower Restaurant  
Elements Laser Spa  
EPIC Hotel  
Erin Scott Photography  
Esri  
Eventi  
FBR Management  
Ferraro's Italian Restaurant  
Firehouse 18  
Fleming's Prime Steakhouse and Wine Bar  
Four Seasons Hotel Austin  
Four Seasons Hotel Las Vegas  
Frame Clubs  
Jose Garza  
Geffen Playhouse  
Glassic Art Solutions  
Golf Summerlin Highland Falls Golf Club  
Grand Hyatt New York  
Great Buns, Inc.

Grooming Lounge  
Susie & Kent Hance  
Harco  
Harley K. Photography  
Hetherington Group  
Hotel Madera  
Hotel Monaco  
Hotel Palomar Washington DC  
Jay Howard  
Hyatt Regency Dallas  
IFly  
IMG  
Islands Restaurants  
Isomorphic Software  
Italian American Club  
ITX  
J. Brown Jewelers  
J.W. Marriott Austin  
The Jefferson  
Joe's Seafood  
Johnson Brothers of Nevada  
Robert Jolles  
Fred Jones  
Kate Spade New York  
La Condesa  
Las Vegas Sands Corporation  
L'Auberge  
LexisNexis  
Lifetouch National School Studios  
Lockheed Martin Corporation  
Lorien Hotel & Spa  
Madison Square Garden  
Maggiano's Little Italy Las Vegas  
Maison Perrier B&B  
David & Kelly Mattucci  
McBride's Guns Inc.

Colt McCoy  
Scott McNealy  
Michele's Estate Jewelry & Silver  
Midwest Photo Exchange  
Mint & Thyme  
Mohawk Valley Community College Life  
    Science Department  
Mon Ami Gabi  
Morrison House  
George Murillo  
Senthilrajan & Colleen Natarajan  
National Vehicle Service, NFPC  
Neustar Information Services  
New York City Ballet  
New York Yankees Foundation  
Nine Zero Hotel  
Palantir Technologies  
Palomar Los Angeles  
Paul's Photo  
John Penn  
Penn National Gaming  
Peter Pan Mini Golf  
PGA Tour  
Pilgrim Promotions  
Progeny Software Inc.  
Pure Barre  
Francesco Ricchi  
Joseph Romanelli  
The Roost at LA Farm  
Rowing Dock  
Rymax Marketing Services  
Salesforce Foundation  
Salt  
Shure

Simply Home Decor & More  
Sam Solakyan\*  
Southern Wine and Spirits  
Southwest Airlines  
Sprint  
Statesman Solutions  
Stella & Dot  
Sway  
Haywood Talcove\*  
Targus  
Texas Department of Public Safety  
Texas Stars Hockey Club  
Thinkery  
Thomson Reuters  
Time Warner Cable  
Titleist  
Tommy Bahama  
TopGolf  
Ernesto Torrealba  
Toshiba America Information Systems, Inc.  
TPC Las Vegas  
Trainor Associates, Inc.  
Michael Troyanski  
The University of Texas  
The Upper Line Restaurant  
USA Weekend Magazine  
Valentino's Banquet Hall  
Vigilant Solutions  
Violet Crown Cinema  
W Hotel Austin  
Washington Redskins Charitable Foundation  
White Glove Grill Cleaning  
Keith & Betsy Wilson

## **ORGANIZATIONAL AND OTHER SUPPORTERS**

### **\$50,000+**

Pivot Point International, Inc.

### **\$25,000 to \$49,999**

Omaze

### **\$10,000 to \$24,999**

Broadway Cares / Equity Fights Aids, Inc.

Capital Caring

Chideo

Citizens Academy Alumni Association

Crowdrise

I Phasion Inc.

Palm Beach County Sheriff's Office

Richter

### **\$5,000 to \$9,999**

Active Network, LLC

Children's Charitable Services

FirstGiving

IJIS Institute

Maritz Research-Financial Services Group

NYS Correctional Officers &

Police Benevolent Association

RobRoy Academy, Inc.

Vanguard Charitable

## **INDIVIDUALS AND FAMILY FOUNDATIONS**

### **\$100,000+**

**James Annenberg La Ve**

**Charitable Foundation**

Bill & Bonny LeVine Foundation

Daniel & Tanya Snyder

### **\$50,000 to \$99,999**

Anonymous

Rochelle E. Bain

Velma Boyer

Drew Houston

### **\$25,000 to \$49,999**

Ron Conway

Susie & Kent Hance

James Annenberg La Ve

Martin Lerner\*

Kirk Posmantur

Geoffrey Rigg

Robert Rothman

Dwight Schar

Arlette Snyder

Michele Snyder Foundation, Inc.

Sam Solakyan\*

Charles B. Wang

### **\$10,000 to \$24,999**

Brian Dameris

Julius Genachowski

Robert Girling

Anne E. Gurecki Trust

Marvin and Kay Lichtman Foundation

Jon Miller

Donald Pearson

Wanda Polisseni

Arnold Shapiro

Bruce Stern

The Van Metre Family Foundation, Inc.

Mr. and Mrs. C. Martin Wood III

Evan & Tobi Young

### **\$5,000 to \$9,999**

Gary & Pennie Abramson

Anthony Catalano

Kenneth Cohen

The Honorable Dennis DeConcini\*

David & Margaret DeVoe

Shomik Dutta

Aaron Fink

Jonathan Grosso

Robert Hall

Gary Hurst

Lanre Idewu

The Honorable Clay Johnson III and  
Mrs. Anne S. Johnson  
Joel Kaplan  
Marilyn Katzman  
Robert Korzeniewski  
Polly Annenberg Levee Charitable Trust  
Rachel Lomas  
Andrew D. and Maryellen M. Lundquist  
Mike & Carolyn Maples  
Scott McNealy  
Susan Molinari\* & William Paxon  
Alex Mooney  
Lorelei Muenster  
Harriet O'Neill  
Stephen Pandos  
William Rand  
Arjun Rich  
John Sabat  
Richard Sarnoff  
Mr. & Mrs. Elliot Segal  
Haywood Talcove\*  
Karen Tandy\*  
The Wilson Family Foundation

**\$1,000 to \$4,999**

Keith Ablow  
Hector Acencio  
The Jai & Satya Ahluwalia Foundation  
Metin Aksoy  
Richard Alessi  
M. Diane\* and Joe M. Allbaugh  
Robert R. Almonte  
Timothy C. & Lori Anderson  
Michael Avella  
Calvin and Mollie Axtell  
Jason Baker  
Shumeet Baluja  
Linda Banton  
Dan Barrett  
C. Bateman  
Keith & Patricia Belanger

Hubert Bell\*  
John & Susan Bevilacqua  
Jason Bier  
Louis Bivona\*  
Chris Bjornson  
Philip & Faith Bobrow  
Robert & Sarah Bojdak  
Bonide Foundation, Inc.  
Robert Bonness  
Ben Bosco  
Dana Bowlin  
Kathleen & John Brady  
Diana Brookes  
Milton and Fannie Brown  
Family Foundation, Inc.  
Kim Bryant & Christopher Willey  
William Burgman  
Robert Burns  
Michael Burris  
Chris Calone  
Dennis Cameron  
James Cannavino\*  
Linda Chavez  
Joseph Chiusano  
Min Chong  
Jesper Chou  
Joan Christy  
Ellen Cobb Church  
Aimee Ciulla  
Jeffery A. Clark  
Natalie Coll  
Robyn Comstock  
Sean & Kelly Connery  
Manus\* & Theresa Cooney  
Marc Cooper  
Dr. Sharon Cooper\*  
Charles Cox  
Joe Crail  
Calvin Crowder  
Ralph & Colleen D'Andrea  
Frank Daniels

Chris & Kiersten Davis  
Chuck Dawson  
Clark Dean  
Mark DeAngelis  
Dearden Survivors Trust  
Morris Defeo  
Estate of Dr. Roy C. DeLamotte  
Jessica Deleon  
Lou Dunn Diekemper  
Behram Dinshaw  
Nicholas Dovaras  
Timothy Dowd  
William Downs  
Patryk Drescher  
Rose Edwards  
Paul & Dori Eisenstat  
Julie Ennis  
Epstein Family Foundation  
Andrew Ertman  
Kathy Erwin  
The Rob Esche Save of the  
Day Foundation, Inc.  
William Ewing Foundation  
Francine Fareira  
Robert Feuerstein  
David Flaum  
Erika Fleming  
Robert Ford  
The Forest Family Foundation, Inc.  
Christie Fowler  
The Fox Family Foundation  
Tamera Frediani  
Richard Fried  
Marcia Fries  
William Gable  
L. L. Gallop  
Douglas & Kimberlee Gardner  
Jon Garlett  
Vince Gilligan  
Michael & Debbie Giovanone  
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Susan Goldberg  
Matthew Gray  
Linda Griffin  
Nate Groves  
Mr. & Mrs. George Hambrecht  
Dr. & Mrs. Robert Hannemann\*  
David Hantman  
Donald Harrison  
Tim & Tina Haskins  
The Honorable Albert Hawkins and  
Mrs. Jacquelyn Hawkins  
Harry Herington  
Arlene Hillerson  
Damon Hininger  
Colleen Holt  
Robert Hope  
Albert Howard  
Jay Howard  
Jessica Hughes  
Lyn & Ken\* Hunter  
Kris & Ashley Ingle  
Gerardo Interiano  
The International Society of Palm Beach  
Joseph Ivey  
Ken Jaffe  
Douglas Jarrard  
Susan Jenkins  
Ken Johnson  
Aaron Thomas Jones  
Chris Jones  
Dorothy & Wendell Judd  
John Kapeghian  
Michael Kassan  
Heather Kiedrowski  
Robert Kienitz  
Alfred Kingsley  
Barry Klanberg  
Andrea Kling  
Mini Kohli  
Richard Kolodziej\*  
David Leiman  
The Mark & Rae Lembersky Charitable Fund  
Joseph Levin

Luke & Michaeline Lucas  
Russ Mann  
Rob Mason  
Robert & Libby Mayor  
Joseph & Linda McHarris  
Missy McInnes  
Charles & Claire McLaughlin  
The Elena Melius Foundation  
Jennifer Mercer  
George W. Mergens Foundation  
Janet Merrill  
Chris Metaxas  
Christine Mihm  
Brady Miller  
Jason Mondale  
Richard Moore  
Cynthia Morales  
Naida & Charles Morrison  
Chris & Julie Moulas  
Kathleen Mudd  
Gregory & Lynn Murphy  
James & Hughette Murphy  
Senthilrajan & Colleen Natarajan  
Jeffrey Newhouse  
Philip Odeen  
Krista O'Malley  
Samantha Omev  
Carla Oshiro  
Mark Palancia  
Helena Passage  
Susan Herbert Peacock  
Christa Pepitone  
Rebecca & Ronald Perego  
Greg Polisseni  
Thomas Polk  
Pratt Family Charitable Fund  
Michael Preston  
Eric & Pamela Pride  
Leroy & Lisa Rachlin  
Michael Rainerman  
Vaidyanathan Ramesh  
Barbara Rechterman  
Jay Ribler  
Letitia Rieck  
Vincent Riggi & Patty Rich  
Keith & Patricia Roach

Darlene Rosenkoetter  
Jerry & Susan Roth  
Stanley Rothenberg  
Joe & Joyce Ruiz  
Charles Saporito  
Rodney & Ann Sarkovics  
James & Laurinda Satryb  
Karl Schreiber  
Ross Schumer  
Lonnie and Thomas Schwartz  
Charitable Foundation  
Russell Schwartzbeck  
Anil Sharma  
Daniel R. & Nicole R. Sheen  
Mike J. Sheen  
David & Michele Smith  
Ann Spinosa  
David & Christine Stack  
Mark Steege  
Donny Stevens  
Patrick Stone  
Edward & Jeannine Suk  
Lauren Suplizio  
Richard Taavon  
Benmont Tench  
John Wm Thomas  
Powell Thompson  
Victor & Maryann Tifone  
Brian & Paula Tinch  
Tim Trei  
Steve & Marsha Turner  
Richard Van Belzen  
Allen Varney  
Timothy Wainwright  
Dan Walter  
James Ward  
Timothy & Robin Wentworth  
Cliff and Deborah White Family Fund  
Jack & Mary Whittier  
Jody Willett  
Sarah Wolohan & Alexander Watson  
Lee Woods  
Sue Woodward  
Robert & Linda Yawman

## WORKPLACE GIVING

In 2014 NCMEC joined with more than 100 other child focused nonprofit organizations as a member of Independent Charities of America, through which we participated in the Combined Federal Campaign and other workplace giving programs. We thank the many individuals who contributed to us through the 2014 campaign, United Way or other workplace programs.

Abbott Laboratories Employee Giving Campaign  
AbbVie, Inc. Employee Giving Campaign  
Adobe Systems Incorporated  
Aetna Foundation, Inc.  
Allstate Giving Campaign  
American Express Company  
America's Charities  
Aon Foundation  
Apple Matching Gifts Program  
Aptima, Inc.  
ArcelorMittal Matching Gift Program  
AT&T Community Giving Program  
AT&T United Way Employee Giving Campaign  
Bank of America Charitable Foundation, Inc.  
Bank of America United Way Campaign  
BlackRock Matching Gift Program  
BlueCross BlueShield of South Carolina  
Boeing Company Employees Community Fund  
Bristol-Myers Squibb Company  
CA Technologies  
Canon U.S.A., Inc.  
Capital One Services, Inc.  
Chevron Human Kind Matching Gift Program  
Children's Charities of America  
The Cima Companies, Inc.  
Covidien  
Dell Your Cause LLC

DFAS, Defense Finance and Accounting Service  
Dominion Foundation Matching Gift Program  
Edelman Financial Services  
EOG Resources Inc.  
Frederic W. Cook & Co. Inc.  
GAP Foundation  
GE Foundation  
Global Impact  
Granite United Way  
Greater Twin Cities United Way  
Hasbro Employee Giving  
Heart of Florida United Way  
Hewlett-Packard Company Foundation  
Honeywell  
IBM Employee Services Center  
Illinois Tool Works Foundation  
Independent Charities of America  
Indiana State Employee's Campaign  
JC Penney Corporation, Inc.  
Johnson & Johnson  
Maine State Employees Combined Charitable Appeal  
McGraw-Hill Companies  
Mead Johnson Nutrition  
Merck Partnership for Giving  
The Meredith Corporation Foundation  
MGive Foundation  
MGM Resorts Foundation  
Microsoft Matching Gifts Program  
Mile High United Way  
Morgan Stanley Annual Appeal Campaign  
New York City Transit Authority  
Nokia  
Employee Charity Organization of Northrop Grumman  
Old Mutual Holdings  
PayPal, Inc.  
Pennsylvania State Employee Combined Appeal  
Pepsico Foundation Inc.  
Pfizer Foundation Matching Gifts Program

Pfizer United Way Campaign  
PG&E Corporation  
Prudential Foundation Matching Gifts  
Sabre Corporation  
City of Seattle  
Sempra Employee Giving Network  
Silicon Valley Community Foundation  
SunTrust United Way Campaign  
The T. Rowe Price Program for  
Charitable Giving  
Thomson Reuters  
Thrivent Financial for Lutherans Foundation  
Time Warner Cable  
Travelers Employee Giving Campaign  
TRUiST  
United Health Group Employee  
Giving Campaign  
United Way of Aroostook  
United Way of Buffalo & Erie County  
United Way California Capital Region  
United Way of Central Indiana, Inc.  
United Way of Central Maryland  
United Way of Central Ohio

United Way of the Coastal Empire  
United Way of Coastal Fairfield County  
Way of Delaware  
United Way of Greater Milwaukee  
United Way of Greater Philadelphia and  
Southern New Jersey  
United Way of Greater Portland  
United Way of Greater Rochester Inc.  
United Way of Lane County  
United Way of Metro Chicago  
United Way of Monmouth County  
United Way of the National Capital Area  
United Way of Northern Nevada  
and the Sierra  
United Way of Northern Ozaukee County  
United Way of Tri-County, Inc.  
United Way of the Valley and Greater  
Utica Area  
Valley of the Sun United Way  
Verizon Foundation  
VMWare Foundation  
Wells Fargo Community Support  
Campaign



## LEGAL SUPPORT

We are grateful to the following legal service providers for their commitment to the recovery and protection of children. Their assistance provided much needed support to the families we serve.

### **Individual attorneys**

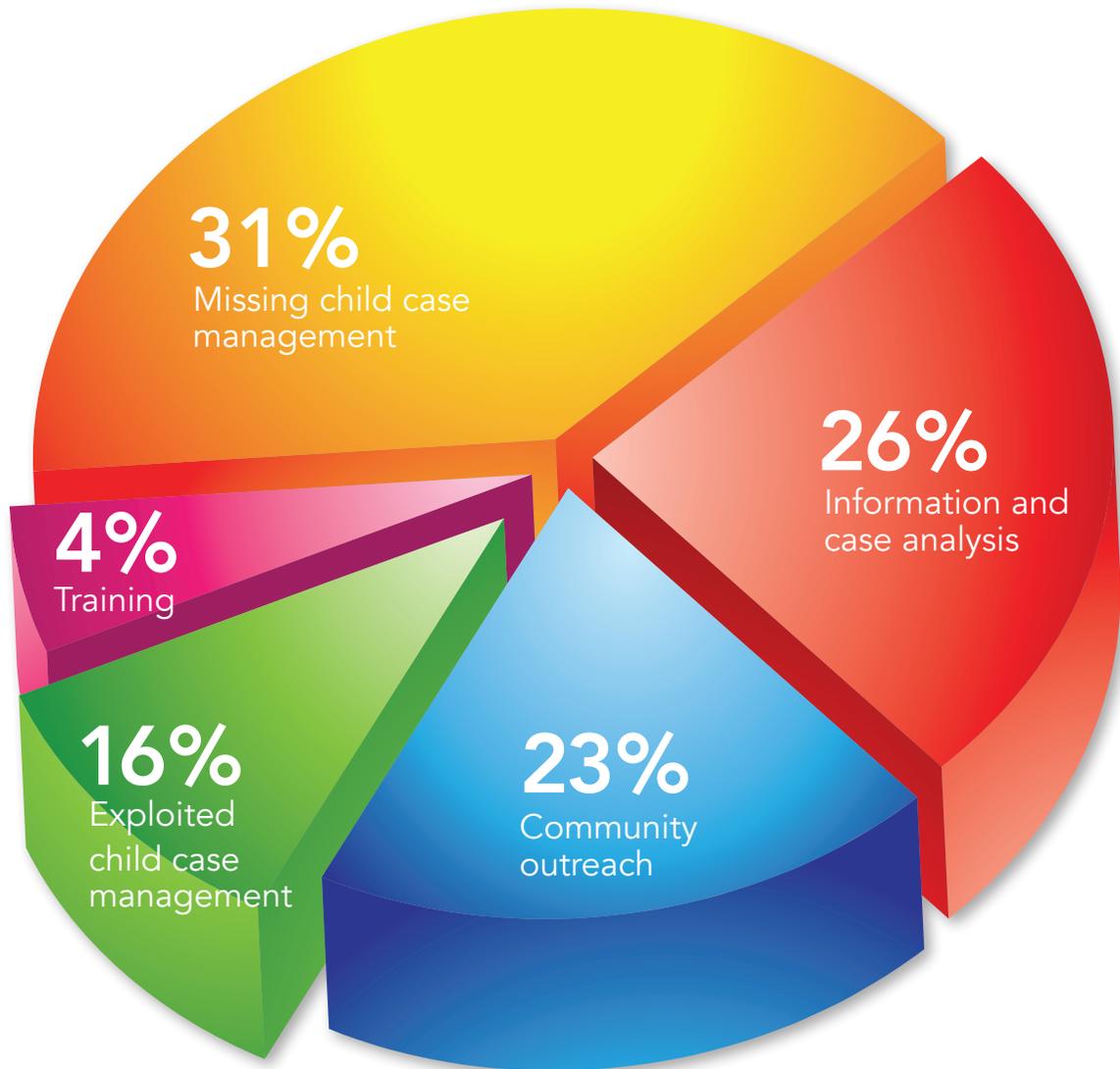
Patricia E. Apy  
Valerie Arnold  
Robert Barnes  
Michael C. Berry, Sr.  
Brion Blackwelder  
Jesse M. Boodoo  
Pamela M. Brown  
Doug Bushey  
Holly J. Caldwell  
Stephen J. Cullen  
Elizabeth N. Dewar  
William James Fisher  
Cara Gardner  
Jacqueline Gorbey  
Christopher G. Green  
Geri M. Greenspan  
Lisa Guo  
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Douglas Hallward-Driemeier  
Lawrence Katz  
Melissa A. Kucinski  
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Marilyn Murphy  
W. Brad Nes  
Mariano Nunez

Cecilia Onunkwo  
Adria Perez  
Kelly A. Powers  
Oscar Ramallo  
Logan Rutherford  
Neil J. Saltzman  
Christopher J. Schmidt  
Debbie Segal  
Joanne Seltzer  
Gwena Kay Tibbits  
Martina Vanderberg

### **Law Firms**

Bryan Cave LLP  
Dykema Gossett PLLC  
Holland & Knight LLP  
Human Trafficking Pro Bono Legal Center  
Jackson Lewis, PC  
Kaye Scholer, LLP  
Kilpatrick Townsend & Stockton LLP  
Miles & Stockbridge PC  
Morgan, Lewis & Bockius LLP  
Orrick, Herrington & Sutcliffe LLP  
Ropes & Gray LLP  
Sidley Austin LLP  
Sullivan & Worcester LLP  
Texas Rio Grande Legal Aide, Inc.

# 2014 Financial RESULTS



Distribution of program expenses

96 percent of revenue goes to support program services.

# 2014 FINANCIAL RESULTS

## Consolidated statement of activities and changes in net assets

Year ended Dec. 31, 2014

	<i>Unrestricted</i>	<i>Temporarily Restricted</i>	<i>Total</i>
<b>Revenue and other support</b>			
Government contracts and grants	\$34,171,126	\$–	\$34,171,126
Contributions	7,762,118	911,671	8,673,789
Special events, net of direct benefit costs of \$917,884	2,095,817	–	2,095,817
Interest and dividend income	332,721	1,426	334,147
Realized and unrealized gain on investments, net	611,299	–	611,299
Gain on swap agreement	33,382	–	33,382
Other income	111,533	–	111,533
Change in value of unitrust agreement	–	609	609
Net assets released from restrictions			
Satisfaction of program restrictions	856,394	(856,394)	–
Satisfaction of time restrictions	766,437	(766,437)	–
<b>Total revenue and support</b>	<b>46,740,827</b>	<b>(709,125)</b>	<b>46,031,702</b>
<b>Expenses</b>			
<b>Program services</b>			
Community outreach	10,468,898	–	10,468,898
Missing child case management	13,603,152	–	13,603,152
Information and case analysis	11,582,290	–	11,582,290
Training	1,906,146	–	1,906,146
Exploited child case management	6,930,688	–	6,930,688
<b>Total program services</b>	<b>44,491,174</b>	<b>–</b>	<b>44,491,174</b>
<b>Supporting services</b>			
Management and general	172,569	–	172,569
Fundraising	4,855,773	–	4,855,773
<b>Total supporting services</b>	<b>5,028,342</b>	<b>–</b>	<b>5,028,342</b>
<b>Total expenses</b>	<b>49,519,516</b>	<b>–</b>	<b>49,519,516</b>
<b>Change in net assets</b>	<b>(2,778,689)</b>	<b>(709,125)</b>	<b>(3,487,814)</b>
<b>Non-operating expense</b>			
Change in post employment benefit activity	(815,193)	–	(815,193)
<b>Total change in net assets</b>	<b>(3,593,882)</b>	<b>(709,125)</b>	<b>(4,303,007)</b>
<b>Net assets, beginning of year</b>	<b>29,236,239</b>	<b>2,518,984</b>	<b>31,755,223</b>
<b>Net assets, end of year</b>	<b>\$25,642,357</b>	<b>\$1,809,859</b>	<b>\$27,452,216</b>

This financial information is excerpted from the unqualified audit opinion prepared by Grant Thornton LLP. Copies of the complete audit report are available upon request.

# EXECUTIVE OFFICERS<sup>2</sup>

**John D. Ryan**  
President & CEO

**Linda M. Krieg**  
Executive Vice President,  
Chief Operating Officer

**Nancy Terseck**  
Vice President, CFO

**Aravind Venkateswaran**  
Chief Technology Officer

**Yiota Souras**  
Vice President and General Counsel

**Michelle K. Collins**  
Vice President, Exploited Children  
Division & Assistant to the President

**Holly Hawkins**  
Vice President, Programs & Outreach

**Robert G. Lowery, Jr.**  
Vice President, Missing Children Division

**Avery Mann**  
Vice President,  
Communications & Public Relations

**Carolyn Atwell-Davis**  
(January 2014 - June 2014)  
Vice President,  
Policy & Governmental Affairs

**A. Jeanine Hoover**  
(January 2014 to September 2014)  
Vice President, Human Resources

**Susan Herbert Peacock, SPHR**  
(October 2014 to Present)  
Vice President, Human Resources

**M. Sue Woodward, CFRE**  
Vice President, Development

## OFFICE LOCATIONS

**VIRGINIA (HEADQUARTERS)**  
**Charles B. Wang International  
Children's Building**  
699 Prince St.  
Alexandria, VA 22314-3175  
Telephone: 703-224-2150  
Fax: 703-224-2122

**CALIFORNIA**  
18111 Irvine Blvd.  
Tustin, CA 92780-3403  
Telephone: 714-508-0150  
Fax: 714-508-0154

**CALIFORNIA/PALO ALTO**  
510 Waverley St.  
Palo Alto, CA 94301-1749  
Telephone: 650-600-8326  
Fax: 650-600-8329

**FLORIDA**  
9176 Alternate A1A  
Lake Park, FL 33403-1444  
Telephone: 561-848-1900  
Fax: 561-848-0308

**NEW YORK**  
275 Lake Ave.  
Rochester, NY 14608-1042  
Telephone: 585-242-0900  
Fax: 585-242-0717

**NEW YORK/BUFFALO**  
Suite 210  
610 Main St.  
Buffalo, NY 14202-1900  
Telephone: 716-842-6333  
Fax: 716-842-6334

**NEW YORK/CAPITAL REGION**  
359 Ballston Ave.  
Saratoga Springs, NY 12866-4723  
Telephone: 518-812-6833  
Fax: 518-584-9863

**NEW YORK/MOHAWK VALLEY**  
934 York St.  
Utica, NY 13502-3930  
Telephone: 315-732-7233  
Fax: 315-624-7134

**TEXAS**  
Suite 200  
8668 Spicewood Springs Road  
Austin, TX 78759-4391  
Telephone: 512-465-2156  
Fax: 512-428-6927



Executive Officers listed are as of Dec. 31, 2014. For the current list of Executive Officers, please visit [www.missingkids.org/Executive Team](http://www.missingkids.org/ExecutiveTeam).



National Center for Missing & Exploited Children  
Charles B. Wang International Children's Building  
699 Prince St.  
Alexandria, VA 22314-3175  
1-800-THE-LOST® (1-800-843-5678)

Learn more at [www.missingkids.org](http://www.missingkids.org)



We are identified on the Combined Federal Campaign form as CFC #11822.

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