



2015

National Center for Missing
& Exploited Children

Annual Report



Letter from President & CEO, John Clark

Dear Supporters,

I'm so honored to have been chosen as the new leader for the National Center for Missing & Exploited Children®. There are few jobs in life where the work truly matters – every single day. Our staff works tirelessly, at all hours, to help law enforcement and families find missing children, prevent child sexual exploitation and provide comfort to those who need it most.

During my 28 years with the U.S. Marshals Service, the last six as its director, my agency was one of the beneficiaries of our vast resources. I saw firsthand the impact this nonprofit organization has on so many lives. I, too, wanted to share in this important mission and served on its board of directors.

I watched over three decades, as NCMEC built a coordinated national response to the problem of missing children and assisted law enforcement and families in the recovery of more than 218,000 children. Today more missing children are coming home safely than ever before. At our 2015 Hope Awards, we honored Carlina White, who was abducted as an infant from a New York hospital and raised by her abductor as Nejdra “Netty” Nance. Twenty-three years later, questioning her past, she spotted her “Missing” poster on our website, and DNA confirmed that Netty was Carlina.

Much progress has been made, but NCMEC is needed now more than ever. The world is a much different place than it was more than 30 years ago when we opened its doors. The Internet has transformed life in many positive ways, but it has fostered an explosion of child pornography – a benign term for images of violent sexual assaults against children. It has inspired crimes with names such as “online enticement” and “sextortion” and has become a thriving marketplace for selling children for sex.

Reports of these kinds of crimes have grown at a staggering rate. In 2014 our CyberTipline®, the nation's reporting mechanism for suspected online child sexual exploitation, received a record 1.1 million reports. In 2015 that record was shattered with **more than 4.4 million reports**. We have our work cut out for us.

As NCMEC's leader I'm always looking for new ways to harness technology to fight these emerging crimes being committed against children. Technology has already been a game-changer for us. In June one of our forensic artists reconstructed the face of “Baby Doe,” whose remains washed ashore in Boston. More than 50 million people saw the computer-generated image on the internet. Someone recognized her and called police. Baby Doe got her name back. The child's mother and the mother's boyfriend were charged in her murder.

On behalf of all the children and families who we'll help together, please accept my deep appreciation. We couldn't do what we do without generous friends like you.

Sincerely,




Our Mission

The overall purpose of the National Center for Missing & Exploited Children or NCMEC 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

Our vision is a nation free from child abduction and sexual exploitation of children.

Our Philosophy

Our Dedication to the Children: Missing and sexually exploited children are never forgotten, and we work diligently to ensure these children are physically located and returned to safety.

Our Culture: Our people share our core values and possess the willingness and ability to embrace those values.

Our Leadership: To best help children, our leaders are idealistic vision setters who proactively develop our strategic direction and empower our organization to step forward to meet new challenges.





Who We Are

The National Center for Missing & Exploited Children was founded as a result of a national movement to establish a system for addressing missing children cases. After several years of what seemed to be an increase in crimes of this nature being committed against children, the nation was reeling. At the time police could enter information about stolen cars, guns and horses into the FBI's crime database, but there was no standard process to enter information about missing children. Furthermore, there was no coordinated effort among law enforcement to search for children on a state or national level.

As the national movement grew, Congress enacted the Missing Children Act in 1982, which facilitated the entry of missing child information into the FBI's crime database. In 1984 the National Center for Missing & Exploited Children was incorporated by child advocates as an independent, 501(c)(3) tax-exempt nonprofit organization. Since then, we have been designated by Congress as "the official national resource center and information clearinghouse for missing and exploited children."

Our mission 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." Today we are the leading nonprofit organization providing services to families, private industry, law enforcement, victims and the public to assist in preventing child abductions, recovering missing children and supporting services to reduce child sexual exploitation. We have a dedication to children. While our vision is a nation free from child abduction and sexual exploitation, we never forget about those children who are missing or have been sexually exploited.

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 about abductions and sexual exploitation.

We believe in thinking big and aspiring to have a safer world for our children.

Missing Children

NCMEC never gives up hope in the search for missing kids. We've assisted in the recovery of hundreds of thousands of missing children both domestically and abroad. Our work to help families bring their children home includes:

- Creating and distributing posters of missing children.
- Expanding the reach of AMBER Alerts through an extensive network of partners.
- Deploying experienced consultants to provide on-site assistance in the most serious missing child cases.
- Using age progressions and sophisticated forensic technology to continue the search for missing children for months, years or even decades after they went missing.
- Working with medical examiners, coroners and law enforcement to give names to the hundreds of deceased children whose remains have gone unidentified...some for decades.
- Supporting families in the long process of healing after their missing child has been recovered.

2015 Accomplishments:

- Received 149,854 total calls on our toll-free hotline **1-800-THE-LOST® (1-800-843-5678)**.
- Received 13,128 new case reports of missing children.
- Distributed 20,230 photographs of individual missing children.

“For more than 30 years our staff have worked closely with law enforcement agencies, social services and families to help them locate and bring their missing children back to safe places. Our teams stand ready 24 hours a day to answer the call when a child is lost, abducted or missing. We keep hope alive and never stop looking for children until they are found, no matter the circumstances. For us hope is not just a word, it’s our guiding principle.”

~ Robert G. Lowery, Vice President, Missing Children Division ~



Exploited Children

NCMEC's role has grown to respond to evolving threats against children, including the exploitation of children through sharing of child sexual abuse images, online enticement, sextortion, and child sex trafficking. Our work to help protect children from sexual exploitation and prevent future victimization includes:

- Analyzing millions of reports of apparent child sexual exploitation and making that information available to law enforcement to help rescue children from abusive situations.
- Reviewing child sexual abuse images to help identify victims.
- Providing basic necessities to survivors of child sex trafficking to help them take their first steps toward recovery.

2015 Accomplishments

- Had a total of 64 new electronic service providers register with the CyberTipline to provide information regarding suspected crimes of sexual exploitation committed against children.
- Received 4,403,657 CyberTipline reports from the public and electronic service providers, representing a 298 percent increase from the number of reports received in 2014. Ninety-nine percent of those reports were about incidents of apparent pornography involving children.
- Assisted in the identification of 2,589 child pornography victims.

“Every day, staff are making a difference in the lives of children around the world. I am thankful for the passion and dedication of my colleagues who have made a tremendous impact in reducing child sexual exploitation and preventing child victimization.”

~ John Shehan, Vice President, Exploited Children Division ~



Media and Outreach

NCMEC works to enhance public awareness about the issues related to missing and sexually exploited children through the media and outreach. We also support all divisions and help bring missing children home through groundbreaking social media strategies.

Through a vast array of internet programs and publications produced by this department, we share this prevention information with parents, schools, organizations, caretakers, law enforcement and the public to help keep the nation's children safer at home, online and in the community.

2015 Accomplishments

- Assisted in distributing 20,230 photographs of missing children.
- Hosted more than 12.5 million visitors to the NCMEC website.
- Engaged 405,000 social media followers, with a maximum reach of 8 million.

Prevention Education

Education is key to preventing crimes against children before they happen and knowing how to respond when they do. Our work to provide education to communities, families and children about these issues includes:

- Providing free resources to children of all ages, their parents and educators to help empower children to make smarter and safer decisions through our NetSmartz® and KidSmartz® programs.
- Providing free training from our staff, experts in the field and survivors to law enforcement, public safety, private security, and other child-serving professionals concerning crimes committed against children, specifically cases of missing and sexually exploited children in communities nationwide.

2015 Accomplishments

- Hosted more than 5.5 million visits to the NetSmartz websites.
- Completed and released two new videos in the KidSmartz series. KidSmartz is our newest prevention program focusing on personal safety. It teaches critical safety information to children through song, dance and engaging animation.
- Delivered 908 in-person prevention education trainings and presentations to more than 166,000 communities, families and professionals.
- Distributed 595,970 resources to 278,303 communities, families and professionals.

“Through our innovative child safety programs uniquely tailored for diverse audiences, NCMEC provides guidance to parents, educators, law enforcement and community leaders on how they can better protect children in their care. Our children are safest when supported by an engaged community who understand the risks and are willing to intervene on behalf of a child.”

~ Michelle DeLaune, Senior Vice President, Chief Operating Officer ~

Professional Training

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

2015 Accomplishments

- Trained 9,636 law enforcement, criminal/juvenile justice, and health care professionals.
- Successfully piloted a two-day Exploited Children Seminar for Chief Executive Officers.
- Successfully launched the Missing & Exploited Children: What Security Professionals Need to Know online course. In 2015, six security companies made this course available to their employees, with a total of 783,990 security professionals having access to it through their employers. And 3,285 participants completed this course on NCMEC University Online.



Family Advocacy Division

NCMEC's 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.

2015 Accomplishment

- Provided reunification services, parenting support, healing and recovery assistance and mental health referrals to 690 families.

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.

2015 Accomplishment

- Provided Team HOPE assistance (peer and emotional support) to 3,487 families with missing, recovered, and exploited children.



For children who have been abducted, forced into child sex trafficking, exploited online or who are struggling to recover after surviving one of these horrible crimes.

For parents and families who need support to endure the pain of having a missing or exploited child.

For law enforcement who face more cases and fewer resources while working to protect children.

“By walking the journey with the parent of a missing child, or a child who has been the victim of sexual exploitation, we offer support, compassion, and most importantly, HOPE. Are there days that can be challenging? You bet there are, but NCMEC is committed to the families we serve and no case is too difficult for us to bring every ounce of our being and expertise to make a family’s trauma just a little easier to bear.”

~ Marsha Gilmer-Tullis, Executive Director, Family Advocacy Division ~

NCMEC 2015 Impact

Forensic Imaging: Baby Doe

On June 25, 2015, a woman walking her dog on Deer Island near Boston made a gruesome and heartbreaking discovery. She found the body of a small child wrapped in a trash bag.

State police immediately began to investigate the child's identity for possible matches of missing children in Massachusetts as well as many other states and countries.

NCMEC was contacted to create a facial reconstruction to assist with this effort. A NCMEC forensic artist completed a facial reconstruction of Baby Doe. Massachusetts authorities released the image, and NCMEC's Communications Department conducted extensive outreach to media and shared the image via NCMEC's website and social media channels. NCMEC's image was viewed more than 50 million times during the course of the investigation. The little girl captured the hearts of those in the public.

On September 17, 2015, Baby Doe was identified as Bella Bond. Criminal charges related the child's death are pending against two individuals.



NCMEC 2015 Impact (cont.)

Recovery of a Missing Child

On Wednesday, June 24, 2015, NCMEC received a case of a 14-year-old missing girl from Eastern Tennessee. As the investigation into the child's disappearance unfurled, law enforcement discovered that the child had been lured from her home by a 41-year-old who was on parole for sexual molestation of a child and had failed to register as a sex offender. A family vehicle had also been stolen along with several credit cards. An AMBER Alert was issued for the child and a felony arrest warrant was issued for the suspect. Information became available that the child and suspect had been spotted in North Carolina, Virginia, and West Virginia purchasing camping gear and other provisions needed for spending significant time outdoors.

At this time, the U.S. Marshals became involved in this manhunt for the suspect and the 14-year-old child which eventually led them from Marion, North Carolina to the Sugar Grove area of the Appalachian Trail in Virginia. Law enforcement exhausted their leads and believed the two could be anywhere from North Carolina to West Virginia. To support the search, on July 3, 2015, NCMEC's Communications Department created a "NCMEC Alert" video, which featured various images of the child and suspect. This video was then blasted to traditional and social media from North Carolina to West Virginia informing the public of the abducted child and the suspect.

On Tuesday, July 7, 2015, while acting on a tip from a citizen who observed the child and suspect on the local media reports prompted by the NCMEC video, law enforcement located the suspect and missing child. The child was recovered in good physical condition and the abductor was arrested and taken into custody. This success story was due in part to the massive media blitz distribution over Fourth of July weekend provided by NCMEC, the numerous ground units provided by the Smyth County Sheriff's Office with help from neighboring law enforcement agencies and the expertise provided by the U.S. Marshal's Office.

In addition, after the apprehension of the suspect, other incidents of online child pornography and enticement have been discovered, which may lead to additional arrests in the future.



2015 Board of Directors

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

Patty Wetterling Chairperson (through December 2015) Minnesota Department of Health	The Honorable Dennis DeConcini U.S. Senator, Retired	Thomas Buckmaster Honeywell Hometown Solutions
Manus Cooney Chairperson-Elect American Continental Group	Nancy Dube Child Advocate	Robbie Callaway FirstPIC, Inc.
Richard R. Kolodziej Vice-Chairperson Zenergy Advisors, Inc.	Peter Edge U.S. Immigration and Customs Enforcement, Office of Investigations	Joseph Campbell Federal Bureau of Investigation
Richard Fields Treasurer Coastal Development, LLC	Vincent Giuliano Marketing Advisor	Chuck Canterbury Fraternal Order of Police
Colleen Nick Secretary The Morgan Nick Foundation	Robert Hannemann, M.D. Purdue University	Joel Kaplan Facebook
Diane Allbaugh The Allbaugh International Group, LLC.	David Harlow U.S. Marshals Service	John P. Kelly, Jr. Castine Group
Cordelia Anderson Sensibilities Prevention Services	Ambassador Maura Harty, Retired International Centre for Missing & Exploited Children	Johnathan Thompson National Sheriffs' Association
John W. Arnos, Sr. Canon U.S.A.	Kenneth Hunter Technology Advisor	Martin Lerner American Student List
Hubert Bell U.S. Nuclear Regulatory Commission	Douglas L. Matthews Financial Advisor	Larry Magid, Ph.D. Media Advisor
Louis Bivona Tavern on the Green International	Susan Molinari Google, Inc.	Mark N. Sirangelo Sierra Nevada Corporation Space Systems
Joseph Clancy U.S. Secret Service	Leonard Pfeiffer IV Leonard Pfeiffer & Company	Sam Solakyan S3 Capital, Inc.
The Honorable Roy Cooper National Association of Attorneys General	Winston Price, M.D., FAAP National Medical Association Health Institute	Haywood Talcove LexisNexis Special Services, Inc.
Sharon Cooper, M.D. UNC Chapel Hill/Developmental & Forensics Pediatrics, P.A.	Andy Hogan Naval Criminal Investigative Service	Karen Tandy Public Policy Advisor
Kay Chopard Cohen National District Attorneys Association	Susannah Schaefer Charles B. Wang Foundation	John Walsh Co-Founder, National Center for Missing & Exploited Children
Guy Cottrell Chief Postal Inspector	Thomas Brandon Bureau of Alcohol, Tobacco, Firearms and Explosives	Revé Walsh Co-Founder, National Center for Missing & Exploited Children
	Daniel Broughton, M.D. The Mayo Clinic, Retired	

Executive Officers

(as of December 31, 2015)

John F. Clark
President & CEO

Michelle C. DeLaune
Senior Vice President,
Chief Operating Officer

Yiota Souras
Senior Vice President, General Counsel

Michael Spence
Interim, Chief Financial Officer

Susan Herbert Peacock, SPHR
Vice President, Human Resources

Avery Mann
Vice President, Communications

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

John Shehan
Vice President, Exploited Children
Division

“NCMEC has built a coordinated response to the problem of missing and exploited children. But the world is a much different place than it was when we first opened our doors. Join us in our commitment to children’s safety and help us keep hope alive.”

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



2015 Financials

Statement of Activities (Year ended December 31, 2015)

	Unrestricted	Temporarily Restricted	Total
Revenue and Other Support			
Government contracts and grants	\$ 31,886,730		31,886,730
Contributions	10,800,716	4,063,152	14,863,868
Special events, net of direct benefit costs of \$555,407	1,753,834		1,753,834
Interest and dividend income	774,896	1,353	776,249
Realized and unrealized (loss) on investments, net	(664,788)		(664,788)
Other income	58,348		58,348
Change in value of unitrust agreement		(411)	(411)
Net assets released from restrictions:			
Satisfaction of program restrictions	395,613	(395,613)	
Satisfaction of time restrictions	963,733	(963,733)	
Donor restricted assets - returned		(437,377)	(437,377)
Total Revenue and Support	45,969,082	2,267,371	48,236,453
Operating Expenses			
Program services			
Community outreach	9,577,145		9,577,145
Missing child case management	15,218,941		15,218,941
Information and case analysis	9,697,900		9,697,900
Training	1,552,238		1,552,238
Exploited child case management	8,028,257		8,028,257
Total Program Services	44,074,482		44,074,482
Supporting Services			
Management and general	692,223		692,223
Fundraising	3,983,695		3,983,695
Total Supporting Services	4,675,918		4,675,918
Total Operating Expenses	48,750,400		48,750,400
Change in Net Assets from Operations	(2,781,318)	2,267,371	(513,947)
Non-Operating Expense			
Change in post employment benefit liability	(518,394)		(518,394)
Total Change in Net Assets	(3,299,712)	2,267,371	(1,032,341)
Net Assets, beginning of year	25,642,357	1,809,859	27,452,216
Net Assets, end of year	\$ 22,342,645	4,077,230	26,419,875

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 Rd.
Austin, TX 78759-4391
Telephone: 512-465-2156
Fax: 512-428-6927

Help Us Protect Our Greatest Resource

There are dozens of ways you can help us protect America's children.

Join our mission at missingkids.org.



National Center for Missing & Exploited Children®

Hotline: **1-800-THE-LOST® (1-800-843-5678)**

Telephone: 703-224-2150

Fax: 703-224-2122

Web: missingkids.org

