YEARS OF HOPE

2019 Year in Review
## 2019 FINANCIALS

**Year ended December 31, 2019**

<table>
<thead>
<tr>
<th>Revenue and Other Support</th>
<th>Without Donor Restrictions</th>
<th>With Donor Restrictions</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government contracts and grants</td>
<td>$35,730,478</td>
<td>$ —</td>
<td>$35,730,478</td>
</tr>
<tr>
<td>Contributions</td>
<td>10,561,336</td>
<td>1,460,032</td>
<td>12,021,368</td>
</tr>
<tr>
<td>Special events, net of direct benefit costs of $1,207,085</td>
<td>1,967,667</td>
<td>—</td>
<td>1,967,667</td>
</tr>
<tr>
<td>Investment loss</td>
<td>4,635,459</td>
<td>—</td>
<td>4,635,459</td>
</tr>
<tr>
<td>Other income</td>
<td>201,987</td>
<td>—</td>
<td>201,987</td>
</tr>
<tr>
<td>Change in value of unitrust agreement</td>
<td>—</td>
<td>4,473</td>
<td>4,473</td>
</tr>
<tr>
<td>Net assets released from restrictions:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Satisfaction of program restrictions</td>
<td>1,228,369</td>
<td>-1,228,369</td>
<td>—</td>
</tr>
<tr>
<td>Satisfaction of time restrictions</td>
<td>539,583</td>
<td>-539,583</td>
<td>—</td>
</tr>
<tr>
<td><strong>Total Revenue and Support</strong></td>
<td>54,864,879</td>
<td>-303,447</td>
<td>54,561,432</td>
</tr>
</tbody>
</table>

### Operating Expenses

**Program services:**

- Community outreach: $5,922,449
- Missing child case management: $14,587,611
- Information and case analysis: $11,566,837
- Training: $998,303
- Exploited child case management: $10,962,075

**Total Program Services:** $44,037,275

**Supporting Services:**

- Management and general: $1,116,210
- Fundraising: $3,635,874

**Total Supporting Services:** $4,752,084

**Total Operating Expenses:** $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

**Total Change in Net Assets:** $5,860,193 - $303,447 = $5,556,746

**Net Assets, beginning of year:** $38,770,271 + $5,556,746 = $44,326,017

**Net Assets, end of year:** $44,630,464 + $45,881,031 = $90,511,495

**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
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 NCMEC everyday: an explosion in child sexual exploitation on the internet. The Justice Department held a summit this year on the issue, and 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 protecting 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 to 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
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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

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