Dear Friends,

It’s been a challenging year for everyone, and I’m proud to say that our dedicated employees found innovative ways to help missing and sexually exploited children 24/7 despite COVID-19 restrictions and lockdowns. When schools were shuttered and children were spending significantly more time online, we stepped up our prevention efforts, warning and educating families about dangers lurking on the internet.

The surge in screen times took a devastating toll on children this year, as reports of online enticement skyrocketed. During the height of the pandemic, our CyberTipline received 37,872 reports of suspected enticement compared to 19,174 last year – a 97.5% increase. Enticement occurs when a person communicates online with someone they believe to be a child with the intent of committing a sexual offense or abduction. We also saw child sex traffickers leverage new business models to profit from child sexual exploitation in which they navigated face mask and social distancing rules by making sexual abuse content available for purchase online.

As the country was in lockdown, we assisted our federal partner, The U.S. Marshals Service, in operations across the country that led to the recovery of nearly 400 missing children. We commend their success. The fortuitous timing of our launch of NCMEC CONNECT, our new virtual gateway to trainings, resources and best practices, allowed us to continue sharing online the knowledge we’ve gleaned over 37 years as the nation’s leading nonprofit organization for missing and sexually exploited children.

All of us at NCMEC, along with our Board of Directors, were deeply moved that, despite economic uncertainty, our donors and corporate partners continued their generous support of our mission to help find missing children, reduce child sexual exploitation and prevent child victimization. Holding our premier fundraising events virtually this year, notably “HOPE Live,” gave survivors a much wider audience for their messages of hope and enabled us to showcase all that NCMEC can do to help.

We’re now facing one of the biggest challenges in our 37 years, and I can’t overstate this: We’re in danger of losing the global battle for child safety. Despite our best efforts for a compromise, European Union (EU) regulations went into effect at the end of this year that infringe on tech companies’ ability to use scanning technology to detect, report and remove online child sexual abuse material, which comprised the vast majority of the record 21.7 million CyberTipline reports we received this year.

We’ve warned legislators in the EU and in this country in stark terms that these regulations would literally blind the world to reports of online sexual abuse of children relating to the EU. Since its enactment, we’ve already seen some of our worst fears realized with reports relating to the EU plummeting. Law enforcement can’t rescue children if they can’t find them.

I’d like to personally thank our donors and corporate partners for their unwavering support during this trying time in America. For those who truly want to make a difference, please consider joining us in our mission. There’s nothing more fulfilling than helping children every single day.

Regards,

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

1  A Message from the CEO
2  Our Mission
3  Financials
4  Donors
5  2020 Board of Directors
6  How You Can Help
7

Hope is why we’re here.
Our Mission

Find Missing Children

- Assisted in 29,800 missing children cases
- Distributed 16,967 posters of missing children
- Team Adam assisted in 27 critical or long-term missing child cases

Reduce Exploitation

- Received 21.7 million reports to our CyberTipline
- Received 19 million files of suspected child abuse imagery for review
- Received 10,109 requests to locate non-compliant sex offenders

Prevent Victimization

- Over 400,000 kids have used NetSmartz online safety educational materials and games
- Worked with law enforcement partners to confirm 757 attempted abductions
- Provided 14,234 instances of training to law enforcement and other professionals
## Financials

### Year ended December 31, 2020

<table>
<thead>
<tr>
<th></th>
<th>Without Donor Restrictions</th>
<th>With Donor Restrictions</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue and Other Support</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Government contracts and grants</td>
<td>$39,727,660</td>
<td>$ —</td>
<td>$39,727,660</td>
</tr>
<tr>
<td>Contributions</td>
<td>12,907,024</td>
<td>4,245,140</td>
<td>17,152,164</td>
</tr>
<tr>
<td>Special events, net of direct benefit costs of $1,207,085</td>
<td>1,027,674</td>
<td>—</td>
<td>1,027,674</td>
</tr>
<tr>
<td>Investment gain</td>
<td>3,174,317</td>
<td>—</td>
<td>3,174,317</td>
</tr>
<tr>
<td>Other income</td>
<td>205,488</td>
<td>—</td>
<td>205,488</td>
</tr>
<tr>
<td>Change in value of unitrust agreement</td>
<td>—</td>
<td>5,742</td>
<td>5,742</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>809,141</td>
<td>(809,141)</td>
<td>—</td>
</tr>
<tr>
<td>Satisfaction of time restrictions</td>
<td>983,576</td>
<td>(983,576)</td>
<td>—</td>
</tr>
<tr>
<td><strong>Total Revenue and Support</strong></td>
<td>59,935,903</td>
<td>2,458,165</td>
<td>62,394,068</td>
</tr>
</tbody>
</table>

### Operating Expenses

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Program services:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community outreach</td>
<td>5,368,811</td>
<td>—</td>
<td>5,368,811</td>
</tr>
<tr>
<td>Missing child case management</td>
<td>14,144,821</td>
<td>—</td>
<td>14,144,821</td>
</tr>
<tr>
<td>Information and case analysis</td>
<td>14,276,971</td>
<td>—</td>
<td>14,276,971</td>
</tr>
<tr>
<td>Training</td>
<td>906,926</td>
<td>—</td>
<td>906,926</td>
</tr>
<tr>
<td>Exploited child case management</td>
<td>14,094,395</td>
<td>—</td>
<td>14,094,395</td>
</tr>
<tr>
<td><strong>Total Program Services</strong></td>
<td>48,791,924</td>
<td>—</td>
<td>48,791,924</td>
</tr>
<tr>
<td><strong>Supporting Services:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Management and general</td>
<td>926,025</td>
<td>—</td>
<td>926,025</td>
</tr>
<tr>
<td>Fundraising</td>
<td>2,613,640</td>
<td>—</td>
<td>2,613,640</td>
</tr>
<tr>
<td><strong>Total Supporting Services</strong></td>
<td>3,539,665</td>
<td>—</td>
<td>3,539,665</td>
</tr>
<tr>
<td><strong>Total Operating Expenses</strong></td>
<td>52,331,589</td>
<td>—</td>
<td>52,331,589</td>
</tr>
<tr>
<td><strong>Change in Net Assets</strong></td>
<td>7,604,314</td>
<td>2,458,165</td>
<td>10,062,479</td>
</tr>
</tbody>
</table>

### Non-Operating Expense

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Change in post employment benefit liability</td>
<td>(250,077)</td>
<td>—</td>
<td>(250,077)</td>
</tr>
<tr>
<td><strong>Total Change in Net Assets</strong></td>
<td>7,354,237</td>
<td>2,458,165</td>
<td>9,812,402</td>
</tr>
</tbody>
</table>

### Net Assets, beginning of year

<table>
<thead>
<tr>
<th></th>
<th>Without Donor Restrictions</th>
<th>With Donor Restrictions</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Assets, beginning of year</td>
<td>$44,630,464</td>
<td>$1,250,567</td>
<td>45,881,031</td>
</tr>
</tbody>
</table>

### Net Assets, end of year

<table>
<thead>
<tr>
<th></th>
<th>Without Donor Restrictions</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Assets, end of year</td>
<td>$51,984,701</td>
<td>$55,693,433</td>
</tr>
</tbody>
</table>

*Only 6.76% of expenses are spent on Fundraising, Management and General Expenses. NCMEC’s commitment to transparency and financial accountability has earned it Charity Navigator’s highest 4 Star rating.*
Donors

Learn about NCMEC’s donor privacy policy.

Corporate

$1,000,000+
Facebook
Old Navy
Palantir Technologies
Thorn

$500,000 – $999,999
Google

$250,000 – $499,999
Amazon Web Services
CARFAX
George Washington University
Jones Day
LexisNexis
TikTok

$100,000 – $249,999
Airbnb
Anonymous
Australian Federal Police
Lifetouch National School Studios
Match Group
Microsoft Corporation

Ring
Tellfinder Alliance
Thomson Reuters
Verizon Wireless
Vigilant Solutions
Yubo

$50,000 – $99,999
Appriss
Cellebrite
Cyan
GeoComply
Kohl’s
NeuStar
Venable LLP
Word on Fire
Catholic Ministries

$10,000 - $49,999
A&E Networks
American Airlines
American Bank of Commerce
ASL Marketing
Atmos Energy Corporation
Bryan Cave Leighton
Paisner LLP

CDW Logistics
CHRISTUS Health
Deloitte & Touche
ESRI, Inc.
First Source
Federal Credit Union
Fortalice
Godlan, Inc.
Honeywell Hometown Solutions
IBC Bank Austin
L Brands Foundation
Marinus Analytics
Media Choice
Multi Media
NIC-USA
Pedal the Pacific
Port Clinton
Police Department
Reflex Media
Rochling Advent Tool & Mold
Safer Society Group Sweden
Netclean AB (Griffeye)
Save the Children
International Cambodia
Total Defense
TransUnion
Twitter
UT Health
Valassis Communications
Websurge
Zoom

$5,000 - $9,999
Eagle Bank
 Fleming & Fleming, PLLC
Greenman-Pedersen, Inc
IBM
National Vehicle Service
New York Sash
New York Schools Insurance Reciprocal
NYS Correctional Officers & Police Benevolent Association
Otsego Mutual Fire Insurance Company
Redner’s Markets
South Florida Golf Course Superintendent’s Association
Sullivan Contracting, Inc
The Atlantic Philanthropies
Director/Employee
Designated Gift Fund

HEROES’ CIRCLE

“I give because what happens to children whom people are inconceivably evil enough to harm is gut-wrenching, and I want to do anything I can to help.”

Cindy,
Monthly donor
since 2007
Donors

Foundation

$100,000 - $249,999
Oak Foundation

$50,000 - $99,999
Motorola Solutions Foundation

$10,000 - $49,999
Cal Ripken, Sr. Foundation
NAILBA Foundation
Sunshine Foundation

$5,000 - $9,999
American Legion Child Welfare Foundation
Glick Community Relief Fund at Central Indiana Community Foundation

Individuals and Family Foundations

$500,000+
The James Annenberg La Vea Charitable Foundation

$100,000 – $499,999
Janet L. Merrill Trust
Steward Family Foundation

$25,000 – $99,999
Gary and Pennie Abramson

Charitable Foundation
Anonymous
Benson Family Charitable Trust
Greg Brown
Nancy Grace
Estate of Barbara Harrington
Marion Oberting Estate
Timothy Sullivan

$10,000 – $24,999
L & N Andreas Foundation
John and Luci Clark
Alyssa Cooper
Dennis and Patty DeConcini
Bob Foosaner
Curtis Ford
Melvin and Estelle Gelman Foundation
Mike Gioja and Tabitha Mapstone
Jonathan and Lynn Grosso
Arlene Hillerson
Sylvia Johnson
Richard Kolodziej and Holly Bayne
Yvonne and Jason Lee
Claudia Nagele

Theresa Payton
Leonard Pfeiffer and Anna Gunnarsson
Wanda Polisseni
Kristi Remington
Iris Smith
Karen Tandy and Steve Pomerantz
John and Revé Walsh
Charles Wood III
Carly Yoost
Audrey and Carlos Zaffirini

$5,000 – $9,999
Jeffrey Abramson
Mary Ellen Albers
Krystle and Christian Alvarado
The Baldridge Foundation
Erik Becker
Leo Blume
Philip and Faith Bobrow
Jeffery and Patricia Davis
Family Foundation, Inc.
Epstein Family Foundation
Brooke Evans
Matthew Foosaner
Jeremy Gavin

Vincent and Janet Giuliano
Linda Griffin
George Hambrecht
Shawn Henry
Nathan P. Jacobs Foundation
The Kampe Family Foundation
Kevin Laws
Cindy McCain
Don McGowan
Thomas Mingone
Gavin Portnoy and Lily Foks
Eric and Pamela Pride
William Rand
Michele Salisbury
Mark Schupack
Jacquie Segal
The Abe and Kathryn Selsky Foundation
The Sigal Family Foundation
Shawn Tardy
Hank and Angela Uberoi
Brenda Weygandt Estate
Wilson Family Foundation
The Wollenberg Foundation
Robert and Linda Yawman
Weston Yonge

HEROES’ CIRCLE

“I simply do not like the thought of someone having their child taken or abused, and we are financially fortunate enough to contribute to your cause of trying to help when these terrible things occur.”

Rick,
Monthly donor since 2005
2020
Board of Directors

Board Chair
The Honorable Karen Tandy
Public Policy Executive

Chair Elect
Reve Walsh
Co-Founder NCMEC

Vice-Chair
Jon Grosso
Kohl’s, Inc.

Pennie Abramson
Philanthropist

Michael Breslin
LexisNexis Special Services, Inc.

Robbie Callaway**
FirstPIC, Inc.

Manus Cooney**
American Continental Group

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

Antigone Davis
Facebook, Inc.

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

Torrie Dorrell
The Pokémon Company International

Matthew Foosaner
Spectrum Enterprise

Vincent P. Giuliano
Marketing Expert

Andre Hollis
Tiger International Advisors

Jennifer Majernick-Hufstetler
Intel

Richard Kolodziej**
Zenergy Advisors

Meghan Latcovich
The McCain Institute

Francine Levinson
Businesswoman & Philanthropist

Don McGowan
Bungie, Inc.

Tim Murphy
Consortium

Chris Nelson
Old Navy

John Penn II
Adobe

Leonard Pfeiffer IV
Leonard Pfeiffer & Company

Kristi Remington
West Front Strategies LLC

Karen Robb
Retired Congressional Counsel & Legislative Analyst

Steve Salem
Cal Ripken, Sr. Foundation

Susannah Schaefer
Charles B. Wang Foundation

The Honorable Regina Schofield
Batelle Education

Emily Vacher
Philanthropist

Kenneth Valentine
Regions Bank

John Walsh
Co-Founder, NCMEC

Patty Wetterling**
Child Advocate

**Previous Board Chair
How You Can Help

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

We will #NEVERSTOP protecting children.

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

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