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**Annual
Report**

A Message from the CEO



Dear Friends,

Despite the ongoing challenges of the pandemic, we have so much to be proud of this year: Our dedicated employees helped law enforcement recover 28,872 missing children and handled a record number of reports of suspected child sexual exploitation – more than 29 million – to our CyberTipline. They engaged the public like never before on social media and helped families navigate dangers on the internet as their children spent significantly more time online.

The pandemic restrictions did not deter our non-profit organization from fulfilling its mission to help find missing children, reduce child sexual exploitation and prevent child victimization. In fact, we helped more children and families this year than at any time in our 37-year history. In addition, we've launched new initiatives to help underserved communities, including child sex trafficking survivors and children in Native, Indigenous and Tribal communities.

Our CyberTipline, the designated place in the U.S. to report suspected child sexual exploitation, surpassed a daunting new milestone this year: 100 million reports, nearly all related to images and videos of children being sexually abused that are circulating on the internet around the world. With help from our technology partners, however, we've made enormous strides helping law enforcement disrupt the distribution of these images and videos and recover the children in them and stop the abuse.

With the surge in screen times, we've seen a dramatic increase in reports of online enticement of children – from 19,174 before Covid-19 restrictions were implemented to 44,155 this year. In response, we've stepped up our prevention efforts, educating parents about online predators who try to entice children for abuse, including sexually explicit photos or to meet for sexual purposes. We launched our second season of "Into the Cloud," our popular animated NetSmartz series which

provides important internet safety information in an age-appropriate and entertaining manner. It's already reached 3.6 million students and families.

With our ever-expanding online presence, our overall reach this year across social media was more than 80 million people. We have nearly 1.9 million followers across our platforms on Facebook, Twitter, Instagram, LinkedIn and TikTok. We've harnessed the power of social media to help find missing children, raise money and inform the public about our issues and free resources through our videos, missing posters and blogs.

I'd like to personally thank the many individuals, corporations, foundations and other donors who chose to invest in us this year, contributing more than \$8.4 million for the children and families we serve. Despite economic uncertainty, this has been an outstanding year for philanthropy, with fundraising surpassing our goals.

We simply could not do all that we do without your financial support, including your help with our signature fundraising events, *Hope Live* and *Miles for Hope*.

On a personal note, I've had the privilege of leading this non-profit organization for more than six years, and I notified the Board of Directors that I'd be stepping down in spring 2022. I can't overstate what an honor it's been to serve this great organization and witness the impact our dedicated employees have every single day on the lives of children in this country and around the world. They could not do all that they do without your generous support.

Regards,

John F. Clark, President and CEO

National Center for Missing & Exploited Children



Contents

1	A Message from the CEO	5	Donors
3	Our Mission	7	2021 Board of Directors
4	Financials	8	How You Can Help

Hope is why we're here.

Our Mission

Find Missing Children

Assisted in **27,733** missing children cases

Created age progressions for **257** long-term missing children

Deployed Team Adam in **34** critical missing child cases

Reduce Exploitation

Analyzed **29.3 million** reports of suspected child sexual exploitation made to our CyberTipline

Responded to more than **17,200** reports regarding possible child sex trafficking

Assisted with more than **22,170** requests to help locate non-compliant sex offenders

Prevent Victimization

Helped **5,127** families through our peer-support program, Team HOPE

Reached more than **3.8 million** kids with online safety messages through NetSmartz

Provided **13,182** trainings to law enforcement and other professionals



Financials

Year ended December 31, 2021	Without Donor Restrictions	With Donor Restrictions	Total
Revenue and Other Support			
Government contracts and grants	\$41,863,909	\$ —	\$41,863,909
Contributions	14,734,928	1,817,173	16,552,101
Special events, net of direct benefit costs of \$132,758	1,136,200	—	1,136,200
Investment gain	3,716,222	—	3,716,222
Other income	107,224	5,022	112,246
Net assets released from restrictions:	—	—	—
Satisfaction of program restrictions	927,035	(927,035)	—
Satisfaction of time restrictions	1,114,234	(1,114,234)	—
Total Revenue and Support	63,599,752	(219,074)	63,380,678
Operating Expenses			
Program services:			
Community outreach	5,756,123	—	5,756,123
Missing child case management	13,714,710	—	13,714,710
Information and case analysis	14,667,404	—	14,667,404
Training	978,285	—	978,285
Exploited child case management	15,425,751	—	15,425,751
Total Program Services	50,542,273	—	50,542,273
Supporting Services:			
Management and general	847,748	—	847,748
Fundraising	3,368,690	—	3,368,690
Total Supporting Services	4,216,438	—	4,216,438
Total Operating Expenses	54,758,711	—	54,758,711
Change in Net Assets	8,841,041	(219,074)	8,621,967
Non-Operating Expense			
Change in post employment benefit liability	295,032	—	295,032
Total Change in Net Assets	9,136,073	(219,074)	8,916,999
Net Assets, beginning of year	51,984,701	3,708,732	55,693,433
Net Assets, end of year	\$61,120,774	\$3,489,658	\$64,610,432



Donors

Learn about NCMEC's [donor privacy policy](#).

"Thank you for paving the road towards justice for the missing."

NCMEC Donor

"As a Board member, parent, and grandparent, I appreciate the work you all do for America!"

NCMEC Board Member and Donor

"As someone who was a victim several years ago, thank you for all that you do."

Survivor and NCMEC Donor

Corporate

\$1,000,000+

Meta
Old Navy

\$500,000 – \$999,999

TikTok

\$250,000 – \$499,999

Apple
Google
Intel Corporation
Kohl's
Microsoft Corporation

\$100,000 – \$249,999

Entertainment Software Association
LexisNexis
National Crime Agency
Olympic House
Pedal The Pacific
The Pokémon Company, International
Q5id
Ring
Verizon
Yubo

\$50,000 – \$99,999

Airbnb
Cellebrite
Cyan Forensics
Lifetouch/Shutterfly
Match Group
Griffeye
Securitas Security Services USA
Valassis Communications
Zoom

\$10,000 - \$49,999

Bark Technologies
BDS Connected Solutions
Bulkley Dunton
Charter Communications
Concord Pools
Federal Strategies
GeoComply
Godlan
Honeywell Hometown Solutions
IBC Laredo
Kx Advisors
L Brands
Multi Media

Ohio Office of the Attorney General
Redner's Markets
Sullivan Roofing, Inc.
Total Defense
\$5,000 - \$9,999
Atmos Energy Corporation
CHRISTUS Health
CompTIA Member Services
First Source Federal Credit Union
Fortalice
JBS Asset Management
LegitScript
McGee Company
NYS Correctional Officers & Police Benevolent Association
Public Interest Registry
Resolute Forest Products
Sullivan Contracting
In-Kind Gifts
\$1,000,000+
Adobe Systems
Meta
Palantir Technologies

Verizon Media
\$250,000 - \$999,999
CARFAX
Maxmind
\$100,000 – \$249,999
Jones Day
LexisNexis
Tellfinder Alliance
Thomson Reuters
Vigilant Solutions
\$50,000 – \$99,999
Appriss
Marinus Analytics
NeuStar
Sidley Austin LLP
\$10,000 - \$49,999
ASL Marketing
Bryan Cave Leighton Paisner LLP
CoreSphere
Logikcull
TransUnion
Twitter
\$5,000 - \$9,999
Progeny Software

Donors

"After my son went missing, I didn't know what to do. You were there for me providing hope and guidance."

Survivor Parent and NCMEC Donor

"I give in honor of all my foster children."

NCMEC Donor

"I donate for all the children who have been exploited at the hands of human traffickers."

NCMEC Donor

Foundations and Family Foundations

\$100,000 – \$600,000

James Annenberg La Vea Charitable Foundation

The Oak Foundation

Salah Foundation

Steward Family Foundation

\$10,000 – \$99,999

Alissa R. Fleck Charitable Fund

American Endowment Foundation

L & N Andreas Foundation

Conru Foundation

Davenport-Hatch Foundation

The Hurst Family Charitable Gift Fund

Motorola Solutions Foundation

Cal Ripken, Sr. Foundation

Sunshine Foundation

The Van Metre Family Foundation

The Wollenberg Foundation

\$5,000 – \$9,999

Dorothy G. Bender Foundation

Jeffery and Patricia Davis Family Foundation

The Henry Foundation

Nathan P. Jacobs Foundation

The Curtis & Edith Munson Foundation

The Abe and Kathryn Selsky Foundation

Wilson Family Foundation

Individuals

\$100,000+

Frank and Barbara Rechterman

Cara Rossi Living Trust

\$50,000 – \$99,999

Randall and Crystal Bateman

Marion Oberting Estate

Dorothy Winkey Estate

\$20,000 – \$49,999

Dennis and Patty DeConcini

Jason & Yvonne Lee

\$10,000 – \$19,999

Alexandre Aboud

Robert Barley

John and Luci Clark

Eric Doerr

Clint and Alice Fisher

Matthew and Terri Foosaner

Mike Gioja and Tabitha Mapstone

Vincent and Janet Giuliano

Jonathan and Lynn Grosso

Estate of Barbara Harrington

Arlene Hillerson

James and Susan Hurst

Richard Kolodziej and Holly Bayne

Don McGowan

Mark Palancia

Leonard Pfeiffer and Anna Gunnarsson

Eric and Pamela Pride

Kristi Remington

Weston Yonge

\$5,000 – \$9,999

Ben Affleck

Manus Cooney and Theresa Hatfield

Dr. Sharon Cooper

Mrs. Robert P. Crozer and Family

Nicholas Edwards

Maureen R. Frechette Estate

Jeremy Gavin

Myra Grauer

George Hambrecht

Donald Harrison

Dawn Harvey

Patricia Henry

Albert and Susan Howard

Sylvia Johnson

Frank Kittlinger

Eleonora Luchnick

Michael and Erin Mand

David Nieuwstraten

Jan Noppenberger

Wanda Polisseni

Lisa and Roy Rachlin

Nicholas Rauen

Mark Schupack

Arnold Shapiro and Karen MacKain

Theodore Weill

Carly Yoost



2021 Board of Directors

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Kohl's, Inc.

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Revé Walsh
Co-Founder, NCMEC

Vice-Chair

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Batelle Education

Michael Breslin**
LexisNexis Special Services, Inc.

Robbie Callaway*
FirstPIC, Inc.

Chay Carter
Filmmaker

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Former Member of Congress

Manus Cooney*
American Continental Group

Antigone Davis**
Meta

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Torrie Dorrell**
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Company International

Matthew Foosner
Spectrum Enterprise

Vincent P. Giuliano
Marketing Expert

Courtney Gregoire**
Microsoft

Will Gross
Boston Police
Commissioner (Retired)

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Former U.S. Senator

Jennifer Huffstetler**
Intel

Sean Joyce
PwC

Richard Kolodziej*
Zenergy Advisors

Cathy Lanier
National Football League

Meghan Latcovich
The McCain Institute

Don McGowan
Bungie, Inc.

Chris Nelson**
Old Navy

John Penn II**
Adobe

Leonard Pfeiffer IV
Leonard Pfeiffer & Company

Karen Quintos
Child Advocate

Kristi Remington
West Front Strategies

Karen Robb
Retired Congressional Counsel
& Legislative Analyst

Laurie Robinson
Professor Emeritus, George
Mason University

Royleen Ross, PhD
Psychologist and Author

Steve Salem
Cal Ripken, Sr. Foundation

Robert Trono
Lockheed Martin Corporation

Emily Vacher
Meta

Kenneth Valentine
Regions Bank

John Walsh
Co-Founder, NCMEC

*** Previous Board Chair**

**** Corporate Board
Seat Representative**



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
- Include **NCMEC as a beneficiary** in your will or trust, insurance policy or retirement plan
- Choose NCMEC as your charity for your Facebook birthday fundraiser and your **AmazonSmile** account
- Designate NCMEC as your employee giving campaign with CFC number 11822
- Donate stocks, bonds or mutual funds
- Sign up for **our newsletter** and stay up to date on the latest updates from NCMEC
- Follow NCMEC on social media (@MissingKids) and share a poster of a missing child
- Sign up for our **NetSmartz newsletter** for information about 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.



@MissingKids

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

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