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
3 Our Mission
4 Financials
5 Donors
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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

<table>
<thead>
<tr>
<th>Year ended December 31, 2021</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>$41,863,909</td>
<td>$—</td>
<td>$41,863,909</td>
</tr>
<tr>
<td>Contributions</td>
<td>14,734,928</td>
<td>1,817,173</td>
<td>16,552,101</td>
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<tr>
<td>Special events, net of direct benefit costs of $132,758</td>
<td>1,136,200</td>
<td>—</td>
<td>1,136,200</td>
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<tr>
<td>Investment gain</td>
<td>3,716,222</td>
<td>—</td>
<td>3,716,222</td>
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<tr>
<td>Other income</td>
<td>107,224</td>
<td>5,022</td>
<td>112,246</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>927,035</td>
<td>(927,035)</td>
<td>—</td>
</tr>
<tr>
<td>Satisfaction of time restrictions</td>
<td>1,114,234</td>
<td>(1,114,234)</td>
<td>—</td>
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<tr>
<td><strong>Total Revenue and Support</strong></td>
<td>63,599,752</td>
<td>(219,074)</td>
<td>63,380,678</td>
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<tr>
<td><strong>Operating Expenses</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program services:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community outreach</td>
<td>5,756,123</td>
<td>—</td>
<td>5,756,123</td>
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<tr>
<td>Missing child case management</td>
<td>13,714,710</td>
<td>—</td>
<td>13,714,710</td>
</tr>
<tr>
<td>Information and case analysis</td>
<td>14,667,404</td>
<td>—</td>
<td>14,667,404</td>
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<tr>
<td>Training</td>
<td>978,285</td>
<td>—</td>
<td>978,285</td>
</tr>
<tr>
<td>Exploited child case management</td>
<td>15,425,751</td>
<td>—</td>
<td>15,425,751</td>
</tr>
<tr>
<td><strong>Total Program Services</strong></td>
<td>50,542,273</td>
<td>—</td>
<td>50,542,273</td>
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<tr>
<td>Supporting Services:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Management and general</td>
<td>847,748</td>
<td>—</td>
<td>847,748</td>
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<tr>
<td>Fundraising</td>
<td>3,368,690</td>
<td>—</td>
<td>3,368,690</td>
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<tr>
<td><strong>Total Supporting Services</strong></td>
<td>4,216,438</td>
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<td>4,216,438</td>
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<tr>
<td><strong>Total Operating Expenses</strong></td>
<td>54,758,711</td>
<td>—</td>
<td>54,758,711</td>
</tr>
<tr>
<td><strong>Change in Net Assets</strong></td>
<td>8,841,041</td>
<td>(219,074)</td>
<td>8,621,967</td>
</tr>
<tr>
<td><strong>Non-Operating Expense</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Change in post employment benefit liability</td>
<td>295,032</td>
<td>—</td>
<td>295,032</td>
</tr>
<tr>
<td><strong>Total Change in Net Assets</strong></td>
<td>9,136,073</td>
<td>(219,074)</td>
<td>8,916,999</td>
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<tr>
<td><strong>Net Assets, beginning of year</strong></td>
<td>51,984,701</td>
<td>3,708,732</td>
<td>55,693,433</td>
</tr>
<tr>
<td><strong>Net Assets, end of year</strong></td>
<td>$61,120,774</td>
<td>$3,489,658</td>
<td>$64,610,432</td>
</tr>
</tbody>
</table>
Donors

“Thank you for paving the road towards justice for the missing.”

NCMEC Donor

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
- Apple
- Google
- Intel Corporation
- Kohl’s
- Microsoft Corporation

$250,000 – $499,999
- Entertainment Software Association
- LexisNexis
- National Crime Agency
- Olympic House
- Pedal The Pacific
- The Pokémon Company, International
- Q5id
- Ring
- Verizon

$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

In-Kind Gifts

$1,000,000+
- Adobe Systems
- Meta

$500,000 – $999,999
- Redner’s Markets
- Sullivan Roofing, Inc.

$250,000 – $999,999
- 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

$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

$100,000 – $249,999
- Atmos Energy Corporation
- COMPASS
- Medline Industries

$10,000 - $49,999
- Atmos Energy Corporation
- COMPASS
- Medline Industries
## Donors

### 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
- Eleonor 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

---

*“After my son went missing, I didn’t know what to do. You were there for me providing hope and guidance.”*

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*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*
2021
Board of Directors

Board Chair
Jon Grosso
Kohl’s, Inc.

Chair Elect
Revé Walsh
Co-Founder, NCMEC

Vice-Chair
The Honorable Regina Schofield
Batelle Education

Michael Breslin**
LexisNexis Special Services, Inc.

Robbie Callaway*
FirstPIC, Inc.

Chay Carter
Filmmaker

The Honorable Barbara Comstock
Former Member of Congress

Manus Cooney*
American Continental Group

Antigone Davis**
Meta

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

Torrie Dorrell**
The Pokémon Company International

Matthew Foosaner
Spectrum Enterprise

Vincent P. Giuliano
Marketing Expert

Courtney Gregoire**
Microsoft

Will Gross
Boston Police Commissioner (Retired)

The Honorable Heidi Heitkamp
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.

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

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