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**Annual  
Report**

# A Message from the CEO



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

<b>1</b>	A Message from the CEO	<b>5</b>	Donors
<b>3</b>	Our Mission	<b>7</b>	2020 Board of Directors
<b>4</b>	Financials	<b>8</b>	How You Can Help

**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	Without Donor Restrictions	With Donor Restrictions	Total
<b>Revenue and Other Support</b>			
Government contracts and grants	\$39,727,660	\$ —	\$39,727,660
Contributions	12,907,024	4,245,140	17,152,164
Special events, net of direct benefit costs of \$1,207,085	1,027,674	—	1,027,674
Investment gain	3,174,317	—	3,147,317
Other income	205,488	—	205,488
Change in value of unitrust agreement	—	5,742	5,742
Net assets released from restrictions:	—	—	—
Satisfaction of program restrictions	809,141	(809,141)	—
Satisfaction of time restrictions	983,576	(983,576)	—
<b>Total Revenue and Support</b>	<b>59,935,903</b>	<b>2,458,165</b>	<b>62,394,068</b>
<b>Operating Expenses</b>			
Program services:			
Community outreach	5,368,811	—	5,368,811
Missing child case management	14,144,821	—	14,144,821
Information and case analysis	14,276,971	—	14,276,971
Training	906,926	—	906,926
Exploited child case management	14,094,395	—	14,094,395
<b>Total Program Services</b>	<b>48,791,924</b>	<b>—</b>	<b>48,791,924</b>
Supporting Services:			
Management and general	926,025	—	926,025
Fundraising	2,613,640	—	2,613,640
<b>Total Supporting Services</b>	<b>3,539,665</b>	<b>—</b>	<b>3,539,665</b>
<b>Total Operating Expenses</b>	<b>52,331,589</b>	<b>—</b>	<b>52,331,589</b>
<b>Change in Net Assets</b>	<b>7,604,314</b>	<b>2,458,165</b>	<b>10,062,479</b>
<b>Non-Operating Expense</b>			
Change in post employment benefit liability	(250,077)	—	(250,077)
<b>Total Change in Net Assets</b>	<b>7,354,237</b>	<b>2,458,165</b>	<b>9,812,402</b>
<b>Net Assets, beginning of year</b>	<b>44,630,464</b>	<b>1,250,567</b>	<b>45,881,031</b>
<b>Net Assets, end of year</b>	<b>\$51,984,701</b>	<b>\$3,708,732</b>	<b>\$55,693,433</b>

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](#).

## 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*

## 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



# Donors

## 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*

## 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 Baldrige 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



# 2020 Board of Directors

## Board Chair

**The Honorable Karen Tandy**  
Public Policy Executive

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**Reve Walsh**  
Co-Founder NCMEC

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**John Penn II**  
Adobe

**Leonard Pfeiffer IV**  
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**Kristi Remington**  
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**Emily Vacher**  
Philanthropist

**Kenneth Valentine**  
Regions Bank

**John Walsh**  
Co-Founder, NCMEC

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Child Advocate

**\*\*Previous Board Chair**





# How You Can Help

- Become a monthly donor by visiting [MissingKids.org/donate](https://MissingKids.org/donate)
- Make a one-time gift through the mail or online at [MissingKids.org/donate](https://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.



@MissingKids

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

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