

Every child deserves  
a safe childhood.

2010 Annual Report



At the National Center for Missing & Exploited Children® we believe every child deserves a safe childhood.

For 26 years we have been at the forefront of the fight to keep our children safer from abduction and sexual exploitation.

In all of our work we collaborate with law enforcement, legislators, corporations, and communities. We serve as the national clearinghouse – providing the resources, information, and focus needed to help recover and protect children, bring perpetrators to justice, and prevent these devastating crimes committed against children.

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# Letter from our Chairman and our President/Chief Executive Officer

Dear Friends,

In 1980 police could enter information about stolen cars, stolen guns, and even stolen horses into the FBI's national crime computer – but not stolen children. That is no longer the case. More missing children come home safely today and more is being done today to protect children than anytime in the nation's history.

The National Center for Missing & Exploited Children (NCMEC) was born in a time of tragedy. In 1979, six-year-old Etan Patz disappeared from a New York street corner on his way to school and was never seen again. Twenty-nine children were abducted and murdered in Atlanta. And in 1981 six-year-old Adam Walsh was abducted from a Florida shopping mall and found brutally murdered. There were others.

As a result of these tragedies and others, NCMEC was created in 1984 by the U.S. Congress to operate a national missing children's hotline and serve as the nation's central clearinghouse for information on missing and exploited children.

Every day in our work we confront devastating crimes committed against children. We see the anguish of families searching for their missing children. We face the shameful reality that 1 in 5 girls and 1 in 10 boys will be sexually victimized before adulthood. We see the faces and details behind the statistics, and they are deeply disturbing.

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*We see a world without child victims, and this vision guides our efforts to help prevent these devastating crimes.*

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When a child is missing, our dedicated staff members work shoulder-to-shoulder with law enforcement at all levels. We provide immediate, coordinated action and a national clearinghouse to connect each child's case to the vast set of resources that may assist in a recovery.

When a child is sexually exploited, we provide investigative assistance to bring perpetrators to justice and protect children from further victimization.

Since NCMEC was created in 1984, we have led a coordinated, nationwide battle on behalf of children. Through a true public-private partnership, we have assembled a broad team that shares the common commitment to help protect our nation's children from those who seek to harm them.

On June 13, 2009 NCMEC observed its 25th anniversary and a quarter century of progress. More than 25 years later NCMEC has become one of the most respected charities in America. It has grown to become the leading nonprofit organization working to recover missing children and protect children from abduction and sexual exploitation.

Today, NCMEC has 20 specific Congressional mandates. The progress that we have made is remarkable:

- We are the only charity in America with online access to the FBI's NCIC databases, with FBI agents, U.S. Marshals and others assigned to our headquarters.
- We have assisted law enforcement in the recovery of 160,419 children. Our recovery rate of 62% in 1962 has increased to 97% today.



(left) Ernie Allen, President/Chief Executive Officer,  
(right) Ralph Parilla, Chairman of the Board.

- We operate the nation's toll-free, 24-hour national missing children's hotline which has handled more than 2.5 million calls.
- We operate the national missing children's photo distribution system which has helped recover thousands of missing children.
- Our Team Adam, retired law-enforcement officials and experts in missing child cases, are dispatched to help law enforcement with the most serious cases.
- We serve as the central hub for the national AMBER Alert program.
- Our forensic artists create age progression photos to recover long-term missing children and facial reconstructions from skeletal remains or morgue photos to identify deceased children.
- We never close a case. Our Cold Case Unit works cases others have set aside. We have resolved more than 408 long-term cases including one from 1947.
- We have trained more than 286,000 police and prosecutors
- We operate the CyberTipline, the nation's 911 for reporting suspected child sexual exploitation which has handled more than 995,000 reports.
- Our Child Victim Identification Program analyzed more than 13 million child pornography images in 2010 alone to identify the child victims.

- We head a coalition of 35 financial and Internet companies which has virtually eliminated the use of credit cards to purchase child pornography.
- Our Sex Offender Tracking Unit works to find more than 100,000 fugitive sex offenders and has already located 1,237.

Today, law enforcement is better trained, better prepared and responds more swiftly and effectively than ever before. There are better laws and better technology to help protect children. Parents are more alert and aware. Yet despite our progress, the victimization of children continues. Each year thousands of children still don't make it home, and thousands of children continue to be victims of child sexual exploitation and abuse.

We are proud of our many accomplishments in 2010, which are highlighted throughout the pages of this annual report. We are also proud of our quarter century of progress, but a lot more needs to be done. We feel that every child deserves a safe childhood. Our children deserve no less.

Ralph Parilla  
CHAIRMAN OF THE BOARD

Ernest E. Allen  
PRESIDENT/CHIEF  
EXECUTIVE OFFICER



Innovation &  
Collaboration

# 2010 Highlights

## Recovery of Carlina White

A phone call to NCMEC's 24-hour Call Center on December 22nd led to the discovery that a 23-year-old woman named Nejdra Nance was Carlina White, who had been abducted from a Harlem Hospital in 1987 when she was only 19 days old.

## Unprecedented Support Requested from Prosecutors and Law Enforcement

In 2005 the Child Victim Identification Program (CVIP) reviewed 1,982,486 child pornography files (images and videos). This year that number increased to 13,673,167, a 590% increase over 2005 and bringing total child pornography images and videos reviewed by NCMEC since CVIP's inception to 43,895,597.

## Efforts to Help Child Trafficking Victims

NCMEC estimates that at least 100,000 American children are the victims of commercial child prostitution and child trafficking. Girls are being victimized as young as 12 to 14 years old and boys as young as age 11 to 13. The number of kids between ages 10 to 17 involved in commercial sexual exploitation likely exceeds 250,000 with more than half the victims being runaway, throwaway or homeless youth. NCMEC operates the CyberTipline which serves as the nation's reporting mechanism for suspected child exploitation and continues to work with law enforcement and others to address this growing problem.

## Advancements in "PhotoDNA"

In 2009 Microsoft donated new technology to NCMEC to assist in finding and removing the worst known images of child sexual exploitation from the Internet. Each image has a unique digital fingerprint, or hash value. The new technology, called PhotoDNA, calculates the distinct characteristics of a digital image to match it to other copies of that same image. In 2010 NCMEC conducted an extensive test with Microsoft and found that the likelihood of false positive matches using PhotoDNA is 1 in 10 billion.

## National Child Safety Campaign

The fourth annual, national Take 25 child safety public awareness campaign was held this year. More than 3,532 events were held in nearly 1,386 communities in

all 50 states and in Canada. NCMEC launched the campaign in 2007 to encourage families to take 25 minutes and talk to their children about safety and abduction prevention. The campaign begins on May 1st each year and runs through National Missing Children's Day.

## Effort to Target Fugitive Sex Offenders

The 2006 Adam Walsh Act designated the U.S. Marshals Service as the lead agency to track down and apprehend the more than 100,000 fugitive sex offenders. NCMEC created a Sex Offender Tracking Team to work with the Marshals and support state and local law enforcement. Federal law enforcement has long assigned agents and analysts to work out of NCMEC. This year the Marshals asked NCMEC to continue to assign analysts to work at the Marshals new Sex Offender Targeting Center and provide analytic support.


## Working to Ensure Adequate Sentences for Child Pornography Offenders

In recent years various groups have mounted a campaign to reduce the penalties imposed on child pornography offenders. Alarming, a growing number of judges have either sentenced child pornography defendants to less than the minimums prescribed by sentencing guidelines or disregarded the sentencing guidelines altogether, trivializing the crime committed. NCMEC continues to lead the effort to prevent the reduction of child pornography sentences.

## New Emergency Back-Up Facility Opens

Thanks to a generous donation from Target, a new back-up facility for the National Emergency Child Locator Center opened at the NCMEC Palm Beach County office. The new facility interfaces in real-time with NCMEC in Alexandria.

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*Two-thirds of the sex offenders in state prisons committed offenses against children. There are more than 728,000 registered sex offenders in the U.S. today. At least 100,000 are noncompliant and missing. No one knows where they are.*  
.....

A black and white photograph of a young child sitting on the floor, holding a drone high above their head with both hands. The child is looking up at the drone with a smile. The background is a bright, slightly blurred indoor setting, possibly a living room or playroom, with a table and chairs visible. The overall mood is one of joy and curiosity.

.....  
*An estimated 1 in 5 girls and 1 in 10 boys will be sexually victimized before they reach age 18,<sup>1</sup> yet only 1 in 3 will tell anyone.<sup>2</sup> One in 7 children who are regular Internet users receive sexual solicitations online, 1 in 3 is exposed to unwanted sexual material,<sup>3</sup> and 1 in 25 receives a request to meet someone in real life that they met online.<sup>4</sup>*  
.....

# Protection for our Most Vulnerable

# Protection from Sexual Exploitation

## CyberTipline

The CyberTipline is mandated by the U.S. Congress to be the 911 for the Internet and serve as the national reporting mechanism for incidents of child sexual exploitation. Anyone can make a report online at [www.cybertipline.com](http://www.cybertipline.com) or by calling 1.800.843.5678. The CyberTipline is staffed 24 hours per day, 7 days a week, 365 days a year. The Exploited Children Division analyzes and develops the leads that are then referred to law enforcement for investigation and prosecution.

During 2010 the CyberTipline received its 995,493<sup>rd</sup> report of suspected child pornography and other child exploitation crimes. By far the largest number of reports involve the category of possession, manufacture, and/or distribution of child pornography, which represents 95 percent of the total leads received. Reports to the CyberTipline come from the public and U.S.-based Electronic Service Providers (ESPs).

## Child Victim Identification Program®

In 2010 the analysts in the Child Victim Identification Program analyzed more than 13.6 million images and videos in an effort to assist in the prosecution of child sexual exploitation cases and locate victims of child pornography. The analysts use sophisticated technology and tools to determine the region where a child is located and then work with law enforcement around the world to find and rescue the child.

## Background Check Unit

The Background Check Unit helps child-serving nonprofit organizations assess the suitability of potential volunteers to work with children. Using criteria established in collaboration with Boys & Girls Clubs of America, the National Mentoring Partnership, and the National Council of Youth Sports, FBI records are searched. Since 2003 the Background Check Unit has processed more than 100,000 criminal-history background checks for nonprofit organizations. Of those, more than 1,800 applicants did not meet the criteria to work with children.

## Innocence Lost National Initiative

The Innocence Lost National Initiative is a joint initiative between NCMEC, the FBI, and the Child Exploitation and Obscenity Section of the U.S. Department of Justice that addresses the problem of child trafficking and prostitution in the U.S.

## Financial Coalition Against Child Pornography

Child pornography on the Internet has become a multibillion dollar business. This coalition was established to eradicate the profitability of commercial child pornography. It consists of 35 leading financial and Internet companies, and represents nearly 90 percent of the U.S. payments industry. The collaboration has greatly disrupted the use of credit cards for purchasing online child pornography and is working to identify and attack new methods of payment.

## Technology Coalition

This partnership works with seven leading Internet service providers. The coalition develops and implements specialized technology solutions to disrupt the ability of predators to use the Internet to exploit children or traffic in child pornography.

## Notice Tracking System

In May 2010 NCMEC launched its new Notice Tracking System, a voluntary partnership with the U.S. Internet industry. NCMEC alerts companies regarding URLs containing the “worst of the worst” child pornography. In 2010 NCMEC sent 7,663 notices to the companies regarding 5,971 unique URLs. One hundred percent of the sites were removed.

800,000 children are reported missing every year in the U.S. or 2,000 every day. An estimated 200,000 are abducted by family members; 58,000 by nonfamily members, the primary motive for which is sexual;<sup>5</sup> and 115 represent the most serious cases in which the child is abducted by a stranger and killed, held for ransom, or taken with the intention to keep.<sup>6</sup>

# Immediate, Coordinated Action

# Recovery of Missing Children

## **Call Center: 1.800.THE.LOST® (1.800.843.5678)**

For more than 26 years, searching families have turned to NCMEC to help in the recovery of their children. Bringing children home safely is at the heart of our mission.

The Call Center was created by the U.S. Congress in 1984 to serve as the nation's national reporting system for missing children. Considered "the nerve center" of NCMEC, the toll-free Call Center receives calls for service 24 hours a day, 7 days a week, 365 days a year. The Call Center processes reports of missing children, reports of sightings of a missing child, or requests for resources to assist in abduction or sexual exploitation cases and can handle calls in more than 180 languages.

The Call Center also handles requests for reunification assistance from families for their child's return home. NCMEC works with private corporations to provide transportation to parents who need support due to intense media attention or financial difficulties.

In 2010 NCMEC's Call Center received more than 82,000 calls – or an average of 225 calls a day. Since its inception in 1984 the Call Center has responded to more than 2.5 million calls.

A special "Push to Call" feature was added during 2007 which enables members of the public who are reporting a sighting of a missing child on the website to speak directly with a Call Center Specialist. Anyone with a computer that has a microphone and is speaker-enabled has the option to use the Push to Talk™ feature after logging onto the website [www.missingkids.com](http://www.missingkids.com).

## **Case Management**

An estimated 800,000 children are reported missing every year, or more than 2,000 per day. The vast majority of these children are recovered quickly. When NCMEC receives word of a missing child through its Call Center, or from law-enforcement agencies, it serves as a centralized clearinghouse for child abductions.

NCMEC handles the most serious cases in which the child is at greatest risk. When a child is reported missing to NCMEC, the child is categorized into one of four types of cases: endangered runaway; family abduction; lost, injured, or otherwise missing; and nonfamily abduction. In 2010 NCMEC handled 12,033 "intaked" missing-children cases and helped recover 11,972 missing children. NCMEC's recovery rate increased from 62 percent in 1990 to 97.5 percent in 2010.

## **Photo and Poster Distribution**

The distribution of photographs and posters is one of the ways NCMEC draws public attention to missing children. Posters are displayed on [www.missingkids.com](http://www.missingkids.com) and NCMEC works with its partners in transmitting images and information instantly across the nation. Most notable is the extensive distribution achieved through the Corporate Photo Distribution Program.

First launched in 1985, the Corporate Photo Distribution Program involves companies and organizations that distribute pictures of missing children to reach millions of people across the country. They do this through the use of a variety of methods, including postings on bulletin boards in large national and regional chain stores; imprints on national, direct-mail advertising fliers; reprints in national and regional large-circulation magazines and newsletters; and airings on network and syndicated television shows. All postings include NCMEC's toll free number, 1.800.THE.LOST (1.800.843.5678), and the number for the investigating agency.

## **International Cases**

Recognizing the unique issues surrounding international family abductions, the Missing Children Division provides support to parents, law enforcement, and attorneys involved in cases where a child has been taken outside the U.S. This division provides technical assistance regarding prevention and civil and criminal legal remedies for abduction and family reunification.

*The National Center for Missing & Exploited Children has played a role in the recovery of more than 160,000 children since the organization's inception.*

# Focus During Crisis

# Response to Urgent Situations

## Team Adam

Team Adam is a program of specially trained, retired, law-enforcement professionals who are sent to the site of the most serious child abductions. The program is named for Adam Walsh, the 6-year-old son of John and Revé Walsh, who was missing and found murdered in 1981.

Team Adam includes 56 retired law-enforcement professionals experienced in missing- and abducted-children cases who serve as Consultants to local law enforcement. The team deploys as a rapid, on-site response and support system, providing investigative and technical assistance to local law-enforcement agencies. Team Adam Consultants also assist the victim's family by obtaining appropriate family advocacy and personal assistance during the crisis. There is no cost to the law-enforcement agency or victim's family for Team Adam assistance. Since its launch, Team Adam has deployed 519 times to 46 states.

## AMBER Alert

The AMBER (**A**merica's **M**issing: **B**roadcast **E**mergency **R**esponse) Alert program was created in 1996 and provides an early warning system to help find abducted children. Named in honor of 9-year-old Amber Hagerman, kidnapped while riding her bicycle in Arlington, Texas, and later found murdered, the AMBER Alert program is now in place in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands.

Law enforcement utilizes the eyes and ears of the public to help quickly locate an abducted child by broadcasting AMBER Alerts on radio and television stations and highway signs. Used in only the most serious child-abduction cases, AMBER Alerts have helped rescue and reunite 538 children with their families.

Secondary AMBER Alerts may also be issued to wireless devices and e-mail addresses. Using global-positioning system technology, the AMBER Alert Highway Network redistributes AMBER Alerts directly to truck drivers in the area in which the child abduction occurred.

In 2007, the AMBER Alert Program was expanded in several major areas. Thirty-one wireless carriers, which serve more than 93 percent of all U.S. subscribers, began offering free Wireless AMBER Alerts to cell phone and other wireless consumers. The Transportation Security Administration began providing AMBER Alerts at airports across the country involving 43,000 Transportation Security Officers (TSOs) nationwide in the effort to stop child abduction, and the U.S. Customs and Border Protection began providing AMBER Alerts at the borders.

## National Emergency Child Locator Center

Due to the success in helping to recover 5,192 children who were dislocated in the aftermath of Hurricanes Katrina and Rita, the U.S. Congress established NCMEC as the National Emergency Child Locator Center to help reunify families displaced by any future major disaster.

In 2010, the system was placed on stand-by for the Japan earthquake and tsunami and activated for the Joplin, MO tornado response.

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*Time is critical in cases of missing children. In 76 percent of child-abduction homicides, the murder of the child occurs within the first three hours.*<sup>7</sup>

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# Vital Support for Law Enforcement

# Commitment to Law Enforcement

## Project ALERT

Project ALERT is **A**merica's **L**aw **E**nforcement **R**etiree **T**eam. It is a nationwide program of volunteers made up of 174 retired local, state, and federal law-enforcement officers. These seasoned investigators provide specialized investigative skills; critical resources and additional personnel to local law enforcement to help resolve long-term, missing-child cases. They are available to provide training on the aspects of complex types of cases and as public speakers to make presentations about child-safety issues and prevention strategies.

## Forensic Services Unit

The Forensic Services Unit provides support to law enforcement on long-term, missing-children cases. This Unit provides three distinct and highly specialized areas of support.

The **Cold Case Unit** investigates long-term, missing-children cases that others may have filed away or forgotten. No unsolved missing-child case is ever closed at NCMEC. Since 2001 the Cold Case Unit has helped resolve more than 408 long-term cases. The work of this Unit has also contributed in the convictions of six men who, in separate cases, abducted and later killed children. Over 600 cold case investigations are currently in progress.

**Unidentified Victims Unit** handles DNA registration for families and assists in using forensic resources to identify human remains.

The **Forensic Imaging Unit** uses the latest technology to create age-progression photographs or facial and skull reconstructions from skeletal remains or morgue photos to identify children. This Unit also creates photos used in the distribution of updated photos and posters. In 2007, the Forensic Imaging Unit added more than 3,000 facial adjustments to its database, greatly increasing law enforcement's ability to determine how a child may appear today after years of being missing.

## Case Analysis Division

NCMEC is the only charity in America granted online access to the FBI's databases and that has FBI Agents, U.S. Marshals, and others assigned to work out of its headquarters.

NCMEC plays an important role in helping law enforcement with on-going investigations. The Case Analysis Division assesses missing-children leads gathered from investigating agencies or NCMEC's Call Center (1.800.THE.LOST/1.800.843.5678). The Case Analysis Division provides direct analytical assistance to law-enforcement working on active or long-term, missing-child cases. Using NCMEC databases, external sources, and geographic-information databases, this Division tracks leads, identifies patterns among cases, and helps coordinate investigations by linking cases together.

## LOCATER™

The **Lost Child Alert Technology Resource** is a Web-based, poster-creation program that provides law-enforcement agencies with the ability to quickly create and distribute their own posters for Missing Children, Missing Adults, AMBER Alerts, Wanted, Crime Alert, and others.

Law enforcement also has access to LOCATER WebMail to enable agencies to communicate directly with all other LOCATER users nationwide. LOCATER is available to any law-enforcement agency free-of-charge.

## Law-Enforcement Training

The Jimmy Ryce Law Enforcement Training Center is named in memory of Jimmy Ryce, a 9-year-old Florida boy who was abducted and murdered in 1995. The training center was created to provide law enforcement with the investigative skills needed to respond to missing and exploited children cases. Training is also provided to hospital staff members about the prevention of infant abductions. To date more than 286,540 law-enforcement, criminal/juvenile-justice, and healthcare professionals have participated in training.



# Commitment to Prevention & Education

# Safety and Prevention

## Safety Publications

NCMEC is a leader in education and prevention. Through a vast array of proactive programs and publications, NCMEC provides children and teens, teachers and childcare providers, parents, and others with free information and advice about ways to be safer at home, on the Internet, and in the community. From child-safety information to detailed information about how to investigate a missing- and exploited-child case, NCMEC offers publications about various aspects of these serious problems. The complete list of available information may be found at [www.missingkids.com](http://www.missingkids.com).

## Assistance in Spanish

Language should not be a barrier to the safety of children. It is important that Spanish-speaking parents know they can turn to NCMEC for help to better protect their children and provide assistance if a child is missing or sexually exploited. A broad range of child-protection resources, including publications, safety tips, and assistance provided through the telephone and Internet, are available in Spanish. Publications and other resources are available in Spanish at [www.missingkids.com](http://www.missingkids.com) or by calling the toll-free 24-hour Hotline at 1.800.THE.LOST (1.800.843.5678), where Spanish-speaking operators are always available to assist.

## Campaign Against Sexual Exploitation

Created to increase NCMEC's visibility as a resource in child exploitation cases, CASE encourages local elected officials to take a more active role in the prevention of the sexual exploitation of minors. Local elected officials in San Bernardino and San Diego, CA; Hammond and Indianapolis, IN; Las Cruces, NM; Laredo, TX; and Seattle, WA, have implemented CASE in their counties through the passage of resolutions and outreach through the local media.



## NetSmartz® Workshop

NetSmartz is a free, interactive, online educational resource that was created by NCMEC in partnership with the Boys & Girls Clubs of America. It is a program that is widely used and enjoyed by children and teens, parents, educators, and law enforcement. Using age-appropriate activities, NetSmartz provides children with the information they need to make smarter and safer online choices. The animated spokesperson, Clicky, has been enormously popular in teaching Internet safety to young participants and receives hundreds of letters from children each year. NetSmartz has been implemented into schools and school districts in all 50 states and in all 4,300 Boys & Girls Clubs of America.

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*Teaching children about safety works. Children escape attempted abductions 82 percent of the time through their own actions; 29 percent actively resisted by yelling, kicking, pulling away, running away, or attracting attention; and 53 percent recognized something was not right and responded by walking or running away.*

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# Compassion & Hope

# Family and Community Services

## Family Advocacy

NCMEC works proactively with families, law enforcement, social-service agencies, and other family-advocacy organizations to assist families in crisis. Staffed by master-level, trained, social-service professionals, the Family Advocacy Division provides a support network for child victims and their families to provide reunification assistance, counseling, training, referrals, support, and crisis-intervention services.

The Family Advocacy Division also coordinates a recurring Runaway Relapse and Prevention group in an effort to deter former teenage runaways from repeating the behavior.

## Reunification Assistance

NCMEC provides information regarding free or low-cost domestic or international transportation services for the benefit of families of recovered children. The provision of these services is coordinated through its valuable connections with four private-sector partners. In 2010, 126 transportation requests were placed for families needing assistance with reunification domestically. Through another partnership with the U.S. Department of Justice's Office for Victims of Crime, international reunification travel assistance was provided in 60 instances in 2010.

## Team HOPE

Team HOPE is **H**elp **O**ffering **P**arents **E**mpowerment, which provides assistance to families with missing and exploited children by offering peer support, resources, and empowerment from trained volunteers. Part of the Family Advocacy Division, these volunteers are mothers, fathers, siblings, and extended family members who have experienced or are currently living with the pain of a missing child or a child that has been sexually abused. Each of these extraordinary volunteers demonstrates the ability to turn their own personal tragedies into vital lifelines of support for other families. Since its creation over 12 years ago, Team HOPE has trained more than 330 volunteers and reached out to over 50,000 families.

## Community Outreach

Community outreach remains a top priority for NCMEC, particularly to reach minority communities. For example a variety of programs and initiatives are conducted each year that target local and national Hispanic organizations and media. The External Affairs Department has established collaborative relationships with local elected officials, community leaders, school boards, and national organizations throughout the U.S.

## National Missing Children's Day

Since 1983 the nation has observed May 25<sup>th</sup> as National Missing Children's Day. It is the anniversary of the day in 1979 when 6-year-old Etan Patz disappeared from a New York street corner on his way to school. His story captivated the nation. For more than three decades the search for Etan has continued, but Etan is still missing. The widespread attention brought to his case and those of others eventually led to a nationwide commitment to help locate and recover missing children. National Missing Children's Day honors this commitment by reminding parents and others to make child safety a priority.

A national public awareness campaign, "Take 25", was launched in 2007 as a part of National Missing Children's Day. The campaign asks parents to take 25 minutes to talk with their children about safety, abduction and prevention. A website was established for the campaign, [www.Take25.org](http://www.Take25.org) in English and [www.Toma25.org](http://www.Toma25.org) in Spanish. In 2010 the campaign also included 3,532 events held in 1,386 communities in the U.S. and Canada.

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*We see a world where the abduction and sexual exploitation of children do not exist. Our children deserve no less.*

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We thank our Board Members, Directors, and Advisors for their selfless dedication and commitment on behalf of our nation's children.

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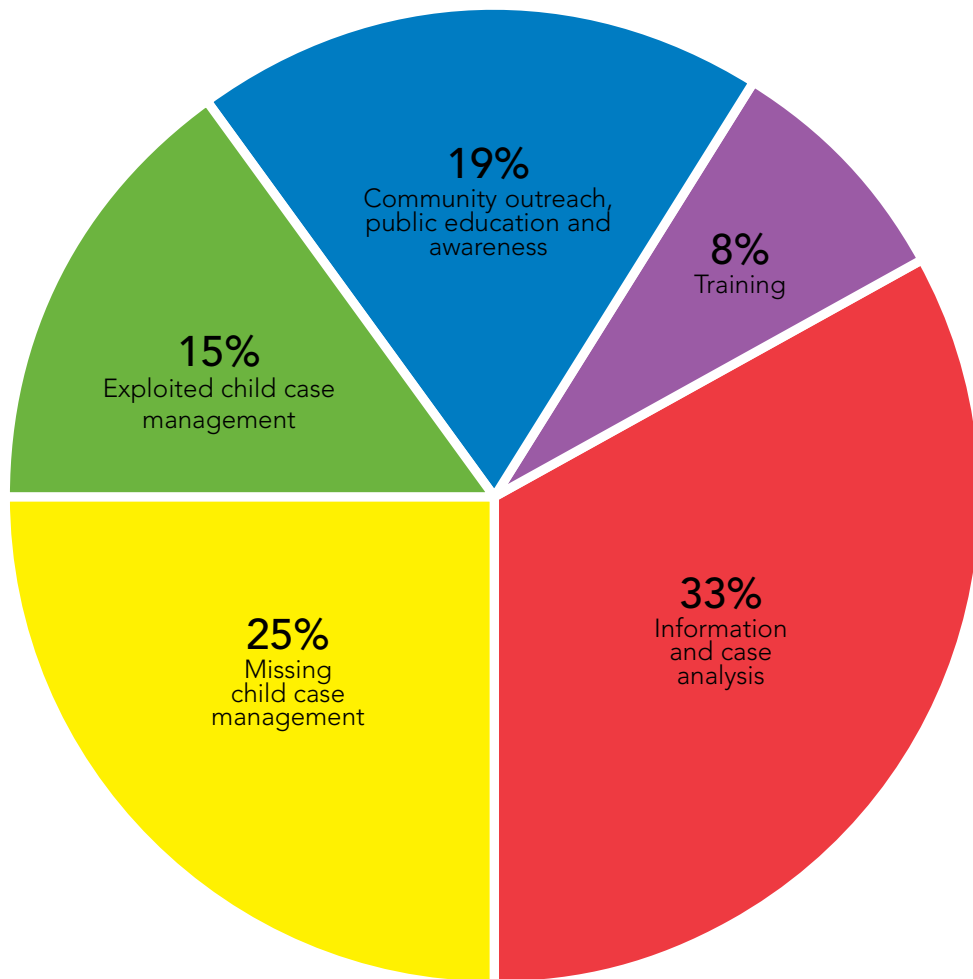
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# NCMEC is proud of its commitment to children.

The National Center for Missing & Exploited Children meets all standards of the BBB Wise Giving Alliance.



Distribution of Program Expenses

93% of revenue goes to support program services.

# Consolidated Statement of Activities and Changes in Net Assets Year Ended December 31, 2010

	Unrestricted	Temporarily Restricted	Total
<b>Revenue and support</b>			
Federal funds	\$37,169,162	\$-	\$37,169,162
Contributions	10,804,372	899,900	11,704,272
Special events, net of direct benefit costs of \$1,059,373	1,944,960	-	1,944,960
Interest and dividend income	254,097	903	255,000
Realized and unrealized gains on investments, net	25,638	-	25,638
Other income	459,409	-	459,409
Change in value of unitrust agreement	-	1,016	1,016
Net assets released from restrictions:			
Satisfaction of program restrictions	759,326	(759,326)	-
Satisfaction of time restrictions	880,965	(880,965)	-
<b>Total Revenue and Support</b>	<b>52,297,929</b>	<b>(738,472)</b>	<b>51,559,457</b>
<b>Expenses</b>			
<b>Program services:</b>			
Missing child case management*	12,592,688	-	12,592,688
Information and case analysis	16,488,468	-	16,488,468
Training	3,847,815	-	3,847,815
Community outreach**	9,384,505	-	9,384,505
Exploited child case management***	7,413,297	-	7,413,297
<b>Total program services</b>	<b>49,726,773</b>	<b>-</b>	<b>49,726,773</b>
<i>Supporting services:</i>			
Management and general	581,068	-	581,068
Fundraising	2,683,485	-	2,683,485
<b>Total supporting services</b>	<b>3,264,553</b>	<b>-</b>	<b>3,264,553</b>
<b>Total Expenses</b>	<b>52,991,326</b>	<b>-</b>	<b>52,991,326</b>
<b>Change in Net Assets</b>	<b>(693,397)</b>	<b>(738,472)</b>	<b>(1,431,869)</b>
<b>Net Assets, beginning of year</b>	<b>32,530,507</b>	<b>2,852,304</b>	<b>35,382,811</b>
<b>Net Assets, end of year</b>	<b>\$31,837,110</b>	<b>\$2,113,832</b>	<b>\$33,950,942</b>

This financial information is excerpted from the unqualified audit opinion prepared by Raffa, P.C. Copies of the complete audit report are available upon request.

\* Missing child case management includes hotline and photo distribution.

\*\* Community outreach includes public education, awareness and NetSmartz.

\*\*\* Exploited child case management includes Cyber Safety.

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*Special thanks to Westbound Publications and Graphic Solutions Group, Inc. for their generosity in the design and production of this report.*

- <sup>1</sup> David Finkelhor. "Current Information on the Scope and Nature of Child Sexual Abuse." *The Future of Children: Sexual Abuse of Children*, 1994, volume 4, page 37.
- <sup>2</sup> K.J. Ruggiero and D.G. Kilpatrick, (unpublished data). Reporting rape to authorities: Findings from the *National Women's Study* (Kilpatrick, et al. 1992) and *National Violence Against Women's Survey* (Tjaden & Thoennes, 2000). Medical University of South Carolina, National Crime Victims Research and Treatment Center. Ruggiero analyzed archival data from the National Women's Study and the National Violence Against Women's Survey. Ruggiero's data revealed that younger women (age <30 at time of interview) were slightly more likely to report first child rape to law enforcement than other authorities. Also Berliner, L., Fine, D., and Danna Moore, (unpublished data). *Sexual Assault Experiences and Perceptions of Community Response to Sexual Assault: A Survey of Washington State Women*. (2001). About a quarter of young women made a police report.... It is interesting to note that about a third of women or girls over 12 years report their sexual assault to the police according to the annual National Crime Victimization Survey (NCVS) conducted by the U.S. Department of Justice.... For those women who did report, charges were filed in about half of the cases. This figure is roughly comparable to charging practices in studies of child sexual abuse case processing in the criminal-justice system (Cross, Walsh, & Jones, 2001).
- <sup>3</sup> Janis Wolak, Kimberly Mitchell, and David Finkelhor. *Online Victimization of Youth: Five Years Later*. Alexandria, Virginia: National Center for Missing & Exploited Children, 2006, page 1.
- <sup>4</sup> *Ibid.* page 8.
- <sup>5</sup> Andrea J. Sedlak, David Finkelhor, Heather Hammer, and Dana J. Schultz. "National Estimates of Missing Children: An Overview" in *National Incidence Studies of Missing, Abducted, Runaway, and Thrownaway Children*. Washington, DC: Office of Juvenile Justice and Delinquency Prevention, Office of Justice Programs, U.S. Department of Justice, October 2002, page 10.
- <sup>6</sup> David Finkelhor. "What the Numbers Tell Us" in *The Front Line*. Alexandria, Virginia: National Center for Missing & Exploited Children, Winter 2002/2003, page 10.
- <sup>7</sup> Katherine M. Brown, Robert D. Keppel, Joseph G. Weis, and Marvin E. Skeen. *CASE MANAGEMENT for Missing Children Homicide Investigation*. Olympia, Washington: Office of the Attorney General State of Washington and U.S. Department of Justice's Office of Juvenile Justice and Delinquency Prevention, May 2006, page 14.



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Charles B. Wang International Children's Building  
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Learn more at [www.missingkids.com](http://www.missingkids.com)