



NATIONAL CENTER FOR
MISSING & EXPLOITED CHILDREN

2022 ANNUAL REPORT



NATIONAL CENTER FOR
**MISSING &
EXPLOITED**
CHILDREN®

**NCMEC is the nation's largest and most influential
child protection organization.**

**We lead the fight to protect children, creating vital resources
for them and the people who keep them safe.**

Every child deserves a safe childhood.

TABLE OF CONTENTS

Letter from Our President 4

About Us
6

Missing Children
8

Child Sexual Exploitation
14

Reaching New Communities
22

You Are Not Alone
28

Leadership
32

Donors
34

Financials
37

LETTER FROM OUR PRESIDENT



For the National Center for Missing & Exploited Children, 2022 was another year of meaningful progress toward our goal of making the world a safer place for children. This progress is only possible because of the generous support of the many friends and partners who share our commitment to child protection.

Last April, our president and CEO, John Clark, retired after six years of admirable leadership. It was my great honor to be selected as the new president and CEO and entrusted with the responsibility of leading an organization that helps countless children and families. While this role is new to me, I am not new to NCMEC.

When I walked through the doors 25 years ago as a new analyst for the recently launched CyberTipline, I was filled with energy and wide-eyed amazement that I could come to work every day and make a real difference in the life of a child. All these years later, that sense of purpose remains as strong as ever. It's the privilege of a lifetime to work alongside the most dedicated people you'll ever meet, and as a mother myself, I'm grateful that an organization like NCMEC exists.

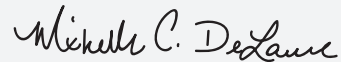
As an organization, we continually evolve to keep pace with the dangers our children face. We actively monitor trends and utilize cutting-edge technology to scale our response to these threats. We stand on a global stage as the world looks to us as a leader in child protection.

At the same time, we prioritize reaching new communities across our nation to provide them with critical services and resources. As you'll see in this report, 2022 was a milestone year for us in many ways.

I'm proud to report we are financially strong thanks to the many individuals, corporations, foundations, and other donors who chose NCMEC for their charitable giving. The generous support of benefactors like yourself makes it possible for us to further our mission to protect children.

On behalf of the entire NCMEC family, including our Board of Directors, thank you for all that you do for children. I'm excited about the future of NCMEC, and I look forward to continuing this journey with those who share our belief that every child deserves a safe childhood.

Warmly,

A handwritten signature in black ink that reads "Michelle C. DeLaune". The signature is written in a cursive, flowing style.

Michelle DeLaune

President & CEO
National Center for Missing & Exploited Children

ABOUT US

The National Center for Missing & Exploited Children was co-founded in 1984 by John and Revé Walsh after the 1981 abduction and murder of their 6-year-old son, Adam. Through the tragic loss of their son, they discovered how little was known about searching for missing children and how few resources there were for families like theirs, facing the unimaginable.

6 | They turned their grief into action, finding other advocates who shared their passionate belief that we can and should do better for these children and their families. Together, they created NCMEC as a private, nonprofit organization, to serve as the national clearinghouse and resource center for information about missing and exploited children.

Today, 39 years later, NCMEC is still fueled by that belief, always rising to meet new challenges as we seek to find missing children, reduce child sexual exploitation, and prevent child victimization. Like our co-founders, we do that by finding good people to join our mission, who share the belief that every child deserves a safe childhood.



MISSING CHILDREN

8 |

NCMEC works with families, law enforcement, and child welfare advocates to help find missing children and to make identifications when the unknown remains of a child are found. We never give up on searching for answers for every child.

In 2022,

NCMEC assisted law enforcement,
families, and child welfare with

27,644

cases of missing children.

In 2022,

we had

88%

overall recovery of NCMEC cases.



“My heart goes out to the families. I always say that not knowing is the hardest part.”

**John Walsh,
NCMEC co-founder**



On August 27, when 6-year-old Jorge “Jo-Jo” Morales never returned home after a visit with his father, his mom, Yanet Concepcion, immediately reported her son missing. Investigators with the Miami police determined Jo-Jo had been abducted and his father, Jorge Morales, had likely been planning the abduction for several months. Jo-Jo’s grandmother was also missing and believed to be helping her son.

An AMBER Alert was issued. NCMEC created a missing poster for Jo-Jo and featured his case on social media and through NCMEC media partners. NCMEC also worked with law enforcement to release security footage that showed Jo-Jo and his dad at a Walgreens in Houlton, Maine.

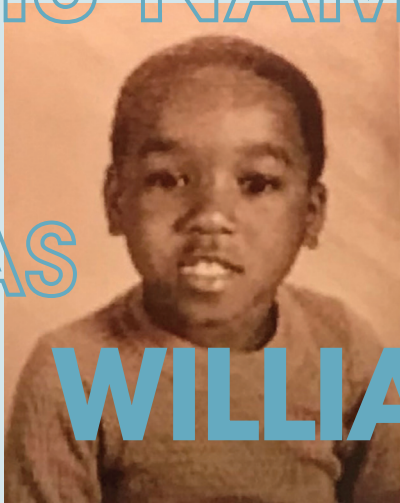
On October 30, someone at a Walmart in New Brunswick, Canada – more than 1,800 miles away from Miami – recognized Jo-Jo from media reports. His father and grandmother were arrested. Jo-Jo is back home in Miami with his mom, and they’re both doing well. His mother sent her gratitude to NCMEC in a video message that was shared with staff, saying “Please, take this moment to know that you guys are so amazing and that we owe you so much. God bless you!”

In 2022, NCMEC's forensic artists age-progressed 217 long-term missing children, and created 21 facial reconstructions for unidentified deceased children.



HIS NAME

WAS



WILLIAM

Investigators knew the little boy whose body was found near a graveyard in 1999 in DeKalb County, Georgia, was African American and had been between the ages of 4-8 years old, but his name and identity remained a mystery for 23 years.

That mystery was solved when a facial reconstruction created by a NCMEC forensic artist was recognized by Ava, a woman who was a neighbor to the little boy. She never knew what happened to him after he disappeared from her life more than 20 years ago and had been searching for answers ever since. Ava said, "When I saw his picture, I screamed and tears just started because I knew that was him. There was no doubt...that was him."

She called NCMEC and we referred the tip to law enforcement to begin connecting the pieces. By working with our partner, Bode Technologies, DNA was able to confirm that the little boy found in DeKalb County was William Deshawn Hamilton. William was 6 years old and lived in Charlotte, North Carolina. After his identification, law enforcement arrested his mother for his murder, and they are continuing to seek information about the circumstances of his death.

CHILD SEXUAL EXPLOITATION

NCMEC is recognized as a global leader in the fight to protect children from child sexual exploitation. In addition to helping law enforcement stop the sexual abuse of children, we provide global services to disrupt the circulation of the images of their abuse. We also work to identify and help locate missing children who are being trafficked to help them begin to rebuild their lives.

In 2022,

NCMEC's CyberTipline received more than

32 MILLION

reports of suspected child sexual exploitation containing 88.3 million images, videos, and other files.

In 2022,

99.5%

of the CyberTipline reports involved suspected child sexual abuse material.

“When it goes on the internet, it just puts a different type of weight on everyone’s shoulders that they can’t really ever get off. ... kind of like this backpack full of bricks that you’re carrying around the rest of your life and you can’t take it off.”

A survivor who had images of their sexual abuse circulated online

CYBERTIPLINE SUCCESS

Early in 2022, NCMEC received a CyberTipline report of apparent child sexual abuse material that was being shared online. After our analysts identified a possible location for the person who was posting the images, law enforcement was able to arrest a couple who had been sexually abusing their three children.

A few months later, law enforcement asked NCMEC to analyze the couple's collection of abusive material, which contained more than 1,000 images and 200 videos. Within the collection, there were a few photos of an unknown young girl with an adult man. Again, the analyst was able to refer law enforcement to a possible location, leading to the arrest of a former law enforcement officer who had been abusing his daughter.

Ultimately, just one of the millions of reports made to the CyberTipline led to four children being removed from abusive situations and the arrest of three adults who had been abusing them and posting the images online.

Our CyberTipline analysts saw a spike in reports of online enticement. In fact, those reports went up 82 percent from the prior year. This increase was in part due to a form of victimization called financial sextortion ([NCMEC.org/sex-tortion](https://www.ncmec.org/sex-tortion)). In many of these cases, offenders would lure a child, often a teen boy, into giving them a sexual image and then aggressively threaten to share the image unless the teen paid them.

There have been tragic outcomes in some cases, with children ending their own lives after being targeted. After identifying the trend, NCMEC was able to provide critical data to U.S. and international law enforcement, release new prevention resources for schools, and launch a PSA campaign encouraging teens to reach out for help.





As the instances of self-produced sexual content of minors circulating online continue to grow, we recognized the need to offer more tools to protect children.

With support from Meta, NCMEC launched Take It Down, a free service that can help remove or stop the online sharing of nude, partially nude, or sexually explicit images or videos taken of someone when they were under 18 years old. If they have the images, a user can anonymously use the service to produce a digital fingerprint called a hash value that is submitted to NCMEC.

From there, participating tech companies can use the hash list to scan for the images on their public platforms. If an online platform detects an image or video on its public or unencrypted service that matches a hash value, it can take action to limit the spread of that content.

Of the more than 25,000 cases of children reported missing to NCMEC who had run away,

1 IN 6

were likely victims of child sex trafficking.

NCMEC's recovery services team provided recovery and safety planning for

1,124

children, who were likely victims of child sex trafficking.

CHILD SEX



TRAFFICKING RECOVERY

A concerned social worker reached out to NCMEC in March 2022 to report a missing 16-year-old. The social worker believed the victim traveled to another state with help from an unknown adult. The child, who had previously been identified as a potential child sex trafficking victim by law enforcement, had been missing before. Most recently, she had gone missing from an airport after using a suspected gang reference, saying she “needed her flag today.”

A NCMEC analyst scoured the child’s social media profiles, and was able to locate new images of the child. She was being advertised on an online escort site in a different state just hours earlier. With the information NCMEC provided, police were able to set up an operation and recover the child the next day.

REACHING NEW COMMUNITIES

22 |

Every child deserves a safe childhood and NCMEC is committed to delivering our vital child protection resources to all communities.



“There is no corner of the world not touched by these issues. We remain committed to finding new and better ways to reach the people who need us most.”

**Michelle DeLaune,
NCMEC President and CEO**



Our partnerships help us reach into communities across the country to positively impact the lives of children and families. Through our Community Education Partners program, we collaborate with trusted organizations such as schools, child welfare and law enforcement agencies, and community-based and child-serving nonprofits to provide local delivery of our prevention resources such as NetSmartz, NCMEC's online safety program. In 2022, our partners hosted 158 engagements, which helped us reach an additional 13,891 children with our critical safety messaging.

THE NCMEC SUMMIT

One of the primary goals for NCMEC's training efforts is to help build capacity for child protection professionals in regions where there are underserved populations, a high need, or a lack of familiarity with NCMEC.

In 2022, NCMEC hosted the first ever NCMEC Summit in El Paso, Texas, to raise awareness of NCMEC and the vital services we provide. The three-day training focused on resources for responding to missing and exploited children and delivering prevention education, and the more than 200 registrants included law enforcement, child welfare advocates, prosecutors, nonprofits, and others. Because of the success in El Paso, we are planning additional deliveries of the NCMEC Summit in other communities in 2023.



Photo: NCMEC at a training in Nigeria.

Child protection in the United States has become a global challenge that has steadily intensified. In 2022, 90 percent of our CyberTipline reports were linked to other countries.

As the internet has removed borders and barriers to how U.S. children are sexually abused online, NCMEC has stepped up to meet this challenge and to address the global threat of online child sexual exploitation by building strong relationships with law enforcement and leaders around the world. NCMEC's data, resources, and training are helping shape the global response to these issues.

This year, NCMEC hosted or provided technical assistance to more than 100 international guests or participants, and our staff visited more than a dozen countries.

TRIBAL



FELLOWSHIP

Our first Tribal Fellow was selected to expand our outreach to Native and Indigenous communities by ensuring geographic, tribal, and professional diversity of perspective. Mark Pooley, who is Navajo and Hopi, previously worked as a prosecutor and law enforcement officer. During the year, Mark made strides to strengthen NCMEC connections in Native and Tribal communities and build trust. “These families just want to be heard,” Mark said. “NCMEC gives the opportunity for our Native peoples to be heard when their loved one or their child goes missing, so they know that they’re not forgotten.”

YOU ARE NOT ALONE

SERVING SURVIVORS

NCMEC is committed to providing survivors and their families with support, peer connection, and referrals to community-based mental health resources. We recognize the courage and determination that surviving a traumatic experience demands of all involved. We also want to learn from our survivors and ensure that they remain our first priority in the services and resources we develop.

“It is just awe-inspiring and has been a true privilege to serve NCMEC in this capacity...I will be singing the praises of NCMEC to the various federal agencies and other nonprofits with whom I collaborate in this field for years to come about the courage, fortitude, integrity, faith, and hope NCMEC fosters and maintains in their remarkable and important work.”

A participant in NCMEC's working group of survivor consultants



NCMEC staff speak with thousands of individuals every year, offering valuable resources and assistance to help them through one of the toughest times in their lives. In 2022, we responded to 2,042 requests for mental health assistance and crisis support. One of our programs, Team HOPE, is a group of peer support volunteers who have lived experience with missing and exploited children's issues.

Team HOPE was created in 1998 when two mothers of missing children recognized the strength they could draw from each other and wanted others to have access to that support. The volunteers are trained to offer compassionate peer support and empathy to people who are facing the trauma of a missing or sexually exploited child or who were a missing or sexually exploited child.

SURVIVOR VOICE

In 2022, we convened multiple survivor working groups, including survivors of child sex trafficking and child sexual abuse material or other online exploitation. Our survivor consultants are from a variety of backgrounds and experiences and used their knowledge to review and inform internal practices within NCMEC.

Ultimately their feedback impacted important areas of our work, such as how we talk about cases of missing or exploited children, our policies for engaging survivors or using survivor stories in messaging, and the training we provide to professionals responding to cases of missing and exploited children.

LEADERSHIP

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Kohl's, Inc.

Chair-Elect

Revé Walsh
Co-Founder, NCMEC

Vice-Chair

The Honorable Regina Schofield
Batelle Education

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Services, Inc.

Antigone Davis
Meta

Courtney Gregoire
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Chris Nelson
Old Navy

Jeff Collins
Amazon Web Services

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National Football League

Meghan Latcovich
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Leonard Pfeiffer & Company

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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

*Former Board Chair

DONORS

34 |

Our donors come from all walks of life, but they all have two things in common – they feel inspired to help protect children and they believe in NCMEC’s ability to make a difference in children’s lives.

ORGANIZATIONS

\$1,000,000+

Meta
Old Navy

\$250,000 – \$499,999

Amazon Web Services
Google
Kohl's
Microsoft Corporation
TikTok

\$100,000 – \$249,999

Audiochuck
Australian Federal Police
Entertainment Software Association
LexisNexis
National Crime Agency
Olympic House
Pedal the Pacific
Griffeye

Securitas Security Services USA
The Pokémon Company International
Verizon

\$50,000 – \$99,999

Cellebrite
Anonymous
Intel Corporation
Lifetouch/Shutterfly
Match Group
Qiagen

\$10,000 - \$49,999

Airbnb
Artisan Council
BDS Connected Solutions
Carter Powersports
Charter Communications
CHRISTUS Health
Citizen

D. Grimm, Inc.
Ferraro's Italian Restaurant
G6 Hospitality
GeoComply
Grayshift
H-E-B
I Phasion
JP Morgan Chase
National Football League
Redner's Markets
Rochling Advent Tool & Mold
Sato Construction
Snap
Spurrier Group
Sullivan Roofing, Inc.
Thomson Reuters
Total Defense
Trend Micro
Twitter
Valassis Communications
Variant Private Wealth

\$5,000 - \$9,999

ACG Advocacy
Bryan Cave Leighton Paisner
First Source Federal Credit Union
GovCIO
International Bank of Commerce
JBS Asset Management
Jones Day
Multi Media
NYS Correctional Officers & Police Benevolent Association
Resolute Forest Products
Shull Interests LLC
Stephanie Soo, Inc.
Technology Coalition
The Kung Group
USI Insurance Services
Verogen
Yahoo!

FOUNDATIONS & OTHER

\$100,000 – \$600,000

James Annenberg La Vea Charitable Foundation
The Oak Foundation
Salah Foundation
The Soloviev Foundation
Steward Family Foundation
End Violence Fund

\$10,000 – \$99,999

Alex Brewer Family Foundation
Cal Ripken, Sr. Foundation
Hughes Quintos Family Foundation
L & N Andreas Foundation
Monique Burr Foundation
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National Christian Foundation
Ted Arison Family Foundation
Ten Fingers Foundation
Tides Foundation
The Van Metre Family Foundation
Vincent C. Immordino Charitable Foundation
Mr. and Mrs. C. Martin Wood

The Wollenberg Foundation

\$5,000 - \$9,999

The Abe and Kathryn Selsky Foundation
AHLA Foundation
Todd Ahlstrom Trust
U/W John Ahlstrom
Burlington Stores Foundation

Jeffery and Patricia Davis
Family Foundation

Greater Houston
Community Foundation
L Brands

Nathan P. Jacobs Foundation
National Christian Foundation

Wilson Family Foundation
Young Orthodox
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INDIVIDUALS

\$100,000+

Kendall Rae and
Joshua Haberer
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Karen Quintos
Kristi Remington and
Brian Benczkowski
Trenton Rhodes
Karen Robb
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Jacquie and Elliot Segal

Lance Hughes
Sheila Jordan
John and Martha Kapeghian
John Kim
Jeffrey Kimbell

\$50,000 – \$100,000

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Jocelyn Kung

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Xavier Harrelson Memorial Fund

Arnold Shapiro and
Karen MacKain
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\$20,000 – \$49,999

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Arlene Hillerson
Sylvia Johnson
Sean Joyce
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Jacqueline O'Hara

\$5,000 – \$9,999

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Weston Yonge

\$10,000 – \$19,999

Connor Cirillo
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Theresa Payton
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IN-KIND

\$1,000,000+

Adobe Systems
Palantir Technologies
THORN

Yahoo!
\$100,000 – \$249,999
LexisNexis
Meta

\$50,000 – \$99,999

Appriss
Ingenium Software
Marinus Analytics
NeuStar Inc.
Sidley Austin LLP
Twitter

\$10,000 – \$49,999

Bryan Cave Leighton Paisner
Logikcull
Griffeye
TransUnion
Uncharted Software

\$250,000 – \$999,999

CARFAX
George Washington University

Thomson Reuters
Vigilant Solutions
Zoom

FINANCIALS

Year ended December 31, 2022	Without Donor Restrictions	With Donor Restrictions	Total
Revenue and Other Support			
Government contracts and grants	\$45,610,970	\$ —	\$45,610,970
Contributions	8,251,108	4,199,447	12,450,555
Contributions of nonfinancial assets and services	7,224,817	—	7,224,817
Special events, net of direct benefit costs of \$520,442	1,207,650	—	1,207,650
Other income	206,633	(8,133)	198,500
Net assets released from restrictions:			
Satisfaction of program restrictions	2,187,409	(2,187,409)	—
Satisfaction of time restrictions	956,260	(956,260)	—
Total Revenue and Support	65,644,847	1,047,645	66,692,492
Operating Expenses			
Program services:			
Community outreach and training	6,641,429	—	6,641,429
Missing child case management	12,528,855	—	12,528,855
Information and case analysis	15,545,559	—	15,545,559
Family advocacy and survivor services	2,080,314	—	2,080,314
Exploited child case management	18,972,481	—	18,972,481
Total Program Services	55,768,638	—	55,768,638
Supporting Services:			
Management and general	1,744,409	—	1,744,409
Fundraising	2,281,598	—	2,281,598
Total Supporting Services	4,026,007	—	4,026,007
Total Operating Expenses	59,794,645	—	59,794,645
Change in Net Assets	5,850,202	1,047,645	6,897,847
Non-Operating Expense			
Loss on investments	(4,847,712)	—	(4,847,712)
Loss on uncollectible pledges and termination of grants	—	(360,000)	(360,000)
Change in post-employment benefit liability	317,104	—	317,104
Total Non-Operating Activities	(4,530,608)	(360,000)	(4,890,608)
Total Change in Net Assets	1,319,594	687,645	2,007,239
Net Assets , beginning of year	61,120,774	3,489,658	64,610,432
Net Assets , end of year	\$62,440,368	\$4,177,303	\$66,617,671

THANK YOU FOR ALL YOUR SUPPORT.



NATIONAL CENTER FOR
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EXPLOITED**
CHILDREN®

NCMEC.org

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