




*Never
forget
a face*



A Case for Your Support



National Center for Missing and Exploited Children[®] (*NCMEC*)

NCMEC provides services nationwide for families and professionals in the prevention of abducted, endangered, and sexually exploited children. NCMEC also assists law-enforcement in the prosecution of the criminals who perpetrate these terrible crimes.

Our Goals

Report and Locate

missing kids and return them safely to their families.

Safeguard childhood for all of our children and help prevent child abduction, molestation, and sexual exploitation.

Educate children and their families and create awareness about child abduction and sexual exploitation.

Our *World* is Their *Playground*

It's unthinkable that children in our communities are exploited at an alarming rate. At the hands of adults in communities across the country, children are prey. They are the victims of appalling acts of sexual exploitation, including molestation, prostitution, and even murder. Children also are reported missing by the thousands, whether they are kidnapped by nonfamily members or abducted by noncustodial parents.

As hard as it is to believe, the unthinkable happens every 24 hours. Almost 2,000 children are reported missing every single day. Fortunately, most are recovered. However, the odds of sexual exploitation or victimization against children younger than the age of 18 are 1 in 3 for girls and 1 in 6 for boys.

Society's efforts to protect our children have not kept pace with the high incidence of the most hideous and horrible of crimes perpetrated against them. That is why NCMEC needs your help. Your financial donations help NCMEC preserve the world's most precious resource—our children.

Your financial contributions to NCMEC help make the world a safer place for kids to be kids.

Help NCMEC Bring Our *Children* Home to *Safety*

In 2001, 840,279 persons were reported missing to the FBI National Crime Information Center. Of that number, the Bureau estimates that almost 2,000 children were reported missing every day last year. It also reports that 61% of rape victims are younger than 18, and 29% are younger than 11.



There is a demanding need for improved communication to coordinate protection, prevention, and response to the malicious acts toward our nation's children. NCMEC's web site, www.missingkids.com, provides images and information about missing children to help rescue and return them to their loved ones. The site also disseminates information on ways to protect children from sexual exploitation. Tools like NCMEC's www.cybertipline.com and Forensic Imaging Lab empower law-enforcement agencies with new, high-tech levels of hope and aid.

By making a financial donation to NCMEC, you can make an impact on ending child victimization. With your help, NCMEC can continue to strengthen its two-fold commitment to recover missing children and raise awareness to combat child sexual exploitation.

The Long Road *Home*

Crystal was a year old when she was abducted from her home in California. In 1998, 8-year-old Crystal was successfully rescued in Puerto Rico and reunited with her family. Crystal was recovered after a seven-year long search when INTERPOL agents checked the missing-children posters on NCMEC's web site in an attempt to obtain a match of an unidentified child in their custody. Crystal's photograph was selected because of its close resemblance to the unidentified child. Thanks to NCMEC, INTERPOL–Puerto Rico, and the San Diego Police Department, Crystal was positively identified and returned to her home.



NCMEC *philosophy:*

Children have the right to a safe childhood.

NCMEC *mission:*

To find missing children and prevent child victimization.

Keeping the *Hope* for Bringing Children Home *Alive*

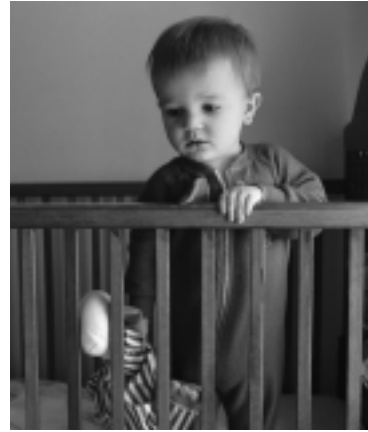
Today NCMEC is winning the war against the violence and indecency waged on our children, and winning back our children's right to a safer childhood.

Through NCMEC's coordination efforts with law-enforcement and social services agencies, the political community, and the public and private sectors, one in six missing children is successfully recovered as a direct result of NCMEC's "Picture Them Home®" photo campaign. NCMEC's CyberTipline® has received more than 73,000 reports of crimes such as child molestation, child pornography, and online enticement of children, resulting in hundreds of arrests and prosecutions.

With your financial help, NCMEC can rescue and recover more missing kids and prevent and protect children from sexual exploitation.

A *Picture* with a *Happy* Ending

Nine-month old toddler Marissa was abducted in Florida by her noncustodial father in October 2000. Marissa was happily reunited with her mother after a five-month search, and was successfully recovered as a direct result of her picture being distributed by NCMEC to Wal-Mart stores nationwide. Two women from Ada, Oklahoma, recognized Marissa's photograph in their local store after just seeing her in a laundromat. The women called authorities and Marissa was reunited with her mother. When Marissa was found it marked the 50th recovery for Wal-Mart.



Remarkably, NCMEC has improved the recovery rate of missing and exploited children from 62 percent in 1990 to an all-time high of 94 percent today.

Since then, NCMEC has responded to 1.6 million calls through its Hotline, 1-800-THE-LOST; worked 92,000 missing- and exploited-children cases; helped recover 65,000 children; trained 174,000 law-enforcement professionals; and produced 24 million copies of issue-based publications.

Your financial *Contributions* Save Children's Lives

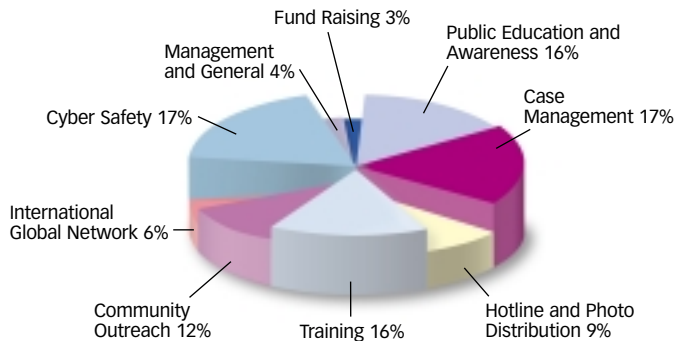


Your financial gifts help the National Center for Missing & Exploited Children and its branches continue to provide services throughout the country. We rely on your help to continue our relentless efforts to free our children from the grip of crime and protect their childhood.

There are many ways you can help support our efforts on behalf of our nation's children. Opportunities to support the work of NCMEC include prevention and education programs, capital campaigns, international programs, and endowment. Please call NCMEC at 703-274-3900 or log onto our web site at www.missingkids.com, click on "How Can I Help?" and then click on "Donate Now."

Investments at Work

This 2001 chart represents the latest available financial information on NCMEC expenses. An annual report is available upon request by calling NCMEC at 703-274-3900



Never Forget a Face— Make Childhood a Safer Time for All *Children*

In 1989 NCMEC had a staff of 40. Today NCMEC is a 200-person, high-tech organization with global reach and, most importantly, success. Most NCMEC work is conducted, developed, analyzed, and completed on-site at its headquarters in Alexandria, Virginia, utilizing state-of-the-art technology; highly trained professionals; and committed staff, interns, and volunteers.

NCMEC spends 93 percent of its revenue directly on programs and services. NCMEC meets all requirements of the BBB Wise Giving Alliance, has earned an A+ from the American Institute for Philanthropy, and was recently named “One of America’s Top 100 Charities” by *Worth* magazine.

The Nation’s Resource Center for *Child Protection*

NCMEC was founded in 1984 as a result of a U.S. Congressional mandate for a national clearinghouse to assist law enforcement and victim families in the search for missing and exploited children.

NCMEC

Organizational *Leaders*

President and Chief Executive Officer

Ernie Allen

Ernie Allen is President and Chief Executive Officer of NCMEC. He is one of five founding board members of the private, nonprofit organization.

Allen built NCMEC on a foundation of public-private partnership, bringing technology and innovation to the search for missing children and increasing its recovery rate from 62 percent in 1990 to 94 percent today.

Board Officers:

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The Honorable Dennis DeConcini, Chair-Elect

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Help and *Hope* throughout the Country

To receive information on the services offered by
NCMEC branches, please call them directly in

California at 714-508-0150

New York at 585-242-0900

Florida at 561-848-1900

South Carolina at 803-254-2326

Kansas City at 816-756-5422

NCMEC/Florida is the central point for NCMEC child-protection education and prevention. To learn more about prevention programs and publications to assist with educational needs, call NCMEC/FL toll free at 1-866-476-2338.

Send your financial gift to:

National Center for Missing and Exploited Children
Attn: Development Department
Charles B. Wang International Children's Building
699 Prince Street Alexandria, Virginia 22314-3175



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699 Prince Street
Alexandria, Virginia 22314-3175

703-274-3900
www.missingkids.com

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