



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

Innovation in Action

2023 ANNUAL REPORT

Letter from the President

I'm proud to share with you our 2023 Annual Report highlighting another year of innovation and progress at the National Center for Missing & Exploited Children. We wouldn't be able to do this meaningful work without your generous support and continued commitment to protecting children. As someone who cares about NCMEC's mission and the children we serve, I encourage you to read how your support has helped us become an even stronger, more dynamic organization.

We have a motto here at NCMEC: We will never stop evolving and improving our programs to better protect children. By actively evaluating our programs, we ensure that they have the intended impact, and to keep pace with evolving threats facing our children, we leverage innovative technology to expand the reach of our programs and services.

As you'll see in this report, we reached new audiences and communities through strategic partnerships. In Congress, we provided key testimony and successfully supported vital legislation advocating for child victims and survivors. We reimaged our CyberTipline reporting mechanism to make it easier for people to report child sexual exploitation and ask for help. We enhanced the

ways we search for missing children by implementing geolocation technology. Partnering with state-of-the-art labs, we championed forensic genealogy to help identify unknown deceased children and give answers to their families. We provided on-site, technical support to law enforcement as they recovered victims of child sex trafficking, and we built individualized support plans to help these children in their healing journey.

While the world is constantly changing around us, one thing remains the same at NCMEC – our deeply held belief that we are doing something that truly matters. Like you, our purpose grows stronger knowing so many children and families are counting on us.

On behalf of the entire NCMEC family, thank you for joining us in fighting for the safety of children. Without your support, we would not be able to do what we do. Together, we are making a difference in the world.

With gratitude,

Michelle DeLaune

Michelle DeLaune
President & CEO, NCMEC





About Us

After John and Revé Walsh's 6-year-old son, Adam, was abducted from a shopping mall in Florida and found murdered shortly thereafter, they turned their unimaginable grief into action. The Walsh family, joined by other families of victims and advocates, demanded change so what happened to them wouldn't happen to other families. This led to the creation of the National Center for Missing & Exploited Children.

While NCMEC has grown significantly since it first opened its doors nearly 40 years ago, our mission and beliefs remain the same: We will do everything we can to find missing children, stop child sexual exploitation and prevent child victimization. We are committed to protecting the security and well-being of society's most vulnerable members – children – and we believe **every child deserves a safe childhood.**

Table of Contents

Letter from the President 1	About Us 3	Missing Children 5
Child Sexual Exploitation 13	Supporting Communities through Outreach & Education 19	Advocates for Children 23
Leadership 27	Donors 29	Financials 33



Missing Children

NCMEC works with families, law enforcement and child welfare professionals across the country to help find missing children, distribute AMBER Alerts and provide assistance identifying unknown children who are found deceased. We never give up on any child.

»» Posters

Photos are a critical tool in the search for missing children and NCMEC has circulated billions of photos through our missing child posters. This year, NCMEC redesigned the posters to make the child's image and other critical information more prominent.

We also created a QR code allowing people to see the posters of children who were reported missing within a 50-mile radius of their current location.



SCAN ME!

[NCMEC.org/SearchNearMe](https://www.ncmec.org/SearchNearMe)

2023 STATISTICS

NCMEC assisted law enforcement, families and child welfare professionals with **28,886 cases** of missing children with a **recovery rate of 88%**.

NCMEC's call center received **148,695 calls**, experiencing a **35% increase** in calls received from 2022.

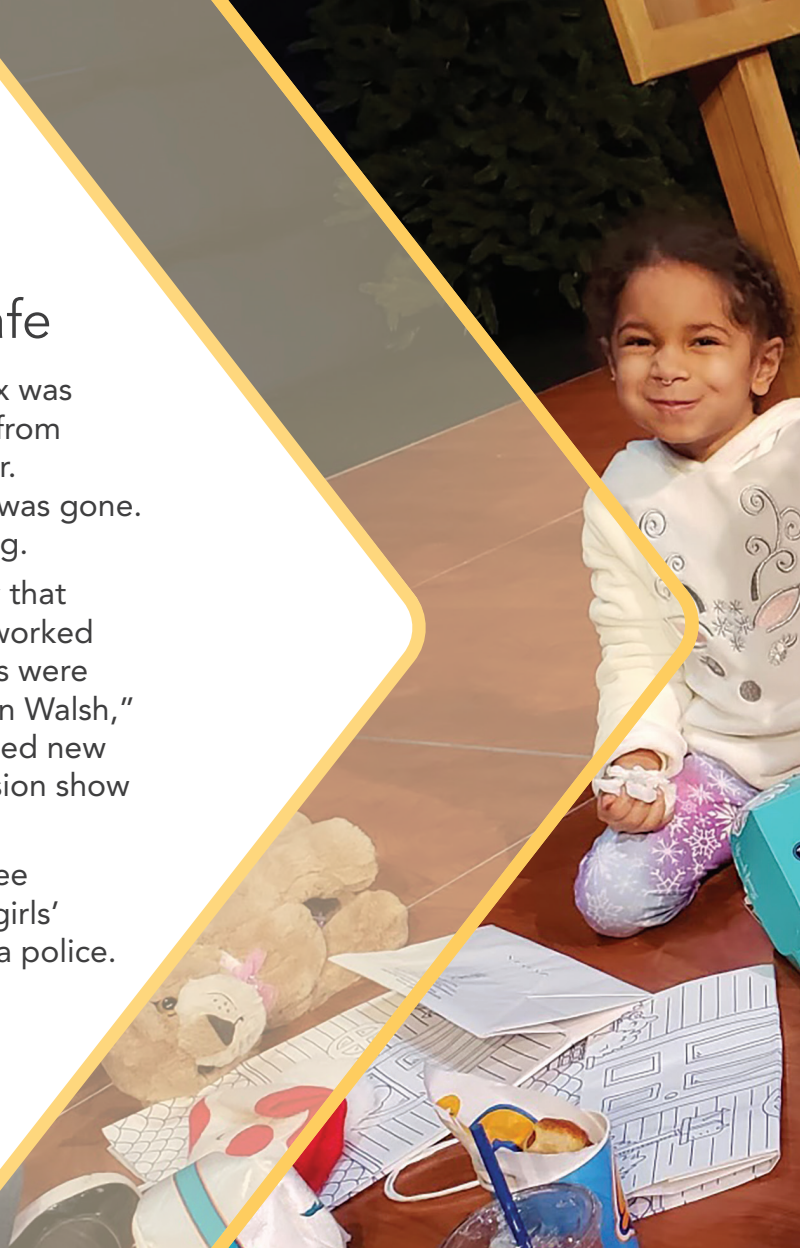
NCMEC IN ACTION:

Hanna Lee and Skye Rex Found Safe

On March 17, 2020, after a lengthy court battle, John Rex was awarded full custody of his daughters and made the trip from Florida to Pennsylvania to pick them up from their mother. When he arrived, he was shocked to learn that everyone was gone. He reported 7-year-old Hanna and 5-year-old Skye missing.

With no sign of the girls one year later and the possibility that their mother could have taken them anywhere, NCMEC worked with media outlets to garner national publicity. The sisters were featured on Investigation Discovery's "In Pursuit with John Walsh," in People Magazine and in USA Today. In 2022, we released new age progression images of Hanna and Skye on the television show "On Patrol: Live."

In March 2023, NCMEC released a new blog marking three years since the girls disappeared. A few weeks later, the girls' mother turned herself in to the Waynesboro, Pennsylvania police. Hanna and Skye were finally reunited with their father.





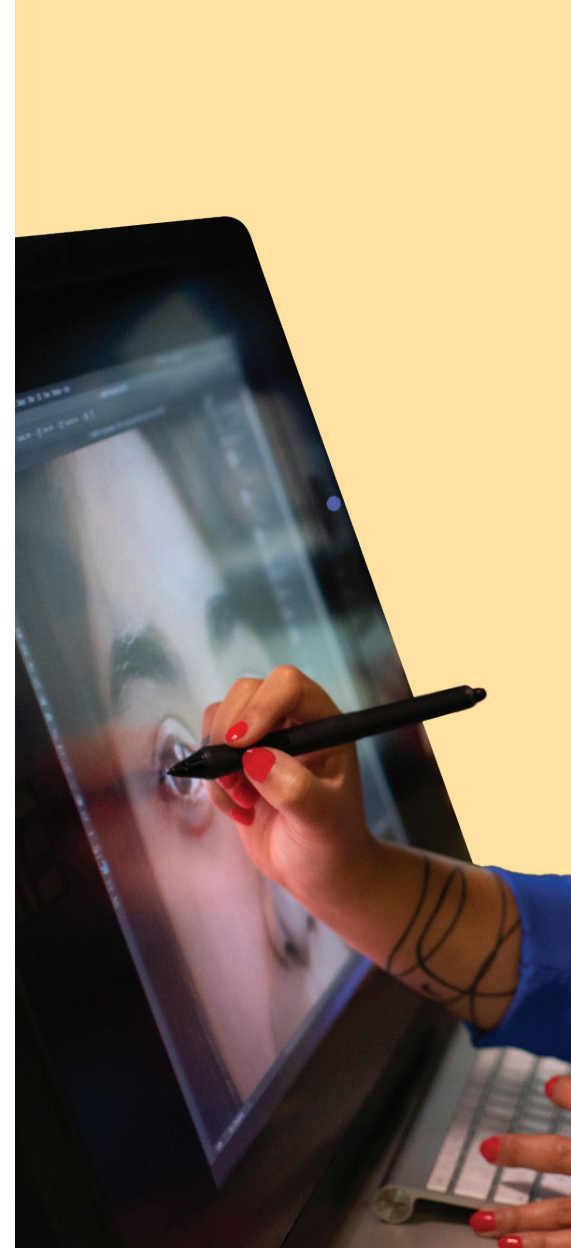
“I’m so grateful to NCMEC for their incredible support during the three years my daughters were missing. My beautiful girls are doing well and thriving. Thank you, NCMEC. You will always have a special place in my heart.”

John Rex,
Hanna and Skye's father

»» NCMEC's Support

NCMEC supports victims and their caregivers through the entire reunification and healing process and our efforts to help do not end when a missing child is recovered. This includes supporting families throughout reunification by preparing them with what to expect and connecting survivors and their families with mental health services.

We provide specialized support and resources to child welfare workers who work with missing children or are victims of child sex trafficking. We help them build a plan for when a child is recovered and connect them with both state and local child sex trafficking resources. From the moment a child is reported missing to NCMEC to well after a child is found or recovered, we are focused on the well-being of the child and the people who care about them.





2023 STATISTICS

NCMEC's forensic artists age-progressed **137 long-term missing children** and created **39 facial reconstructions** of unidentified deceased children.

4 facial reconstructions created by NCMEC were used to identify deceased children this year.

NCMEC IN ACTION:

Kenyatta Odom Gets Her Name Back

When authorities reached out to NCMEC for help on a cold case in 2009, we wanted to help in any way we could. Law enforcement shared with us that just days before Christmas in 1988, skeletal remains of a 4-year-old child were found wrapped in a blanket inside a box under a bridge in Waycross, Georgia. Forensic analysts were able to determine that the child was female, African American and she had died by homicide, but her identification remained a mystery.

Today, we know her name is Kenyatta Odom, thanks to a tip from a good Samaritan who saw the little girl's NCMEC facial reconstruction.

NCMEC, along with its partners, conducted analytical searches, DNA testing and support for investigators through Team Adam. NCMEC Forensic Artist Colin McNally created a facial reconstruction of the little girl using a CT scan of the child's skull, which we featured on "Help ID Me," NCMEC's Facebook page dedicated to sharing information about unidentified children.

Now, 35 years after Kenyatta's remains were discovered, our collective efforts led police to Kenyatta's mother and her former boyfriend. They were arrested for felony murder and a slew of other heinous charges in November 2023.



“It is an overwhelming feeling when one of our images assists in the identification of a child. These images are designed to capture the attention of an individual who may recognize the person, and they have proven instrumental in solving cases.”

Colin McNally,
Supervisor, Forensic Imaging Unit



Child Sexual Exploitation

NCMEC is a global leader in the fight to protect children from sexual exploitation. We are always improving our technology and tools, making services such as the CyberTipline and Take It Down accessible to communities all around the world. We also help law enforcement combat the online sexual exploitation of children and work to identify and locate children who are being trafficked.

»» Reporting

NCMEC is always working to expand the reach and accessibility of our services. In the spring, NCMEC launched its enhanced CyberTipline public reporting form to improve the experience for those reaching out to us for help. It is straightforward and easy to use, available in Spanish and in mobile-friendly formats.

NCMEC also expanded its innovative Take It Down service, which helps children or teens request assistance removing their sexually explicit images or videos from the internet. This year, to increase adoption of this critical tool, it was translated into 25 languages.

2023 STATISTICS

NCMEC's CyberTipline received **36.2 million reports** of suspected child sexual exploitation online, with more than **99% of the reports involving suspected CSAM.**

Between 2021 and 2023, NCMEC saw an **increase of more than 300%** in reports concerning online enticement, which includes sextortion.

“Every report made to the CyberTipline is critical because it has the potential to help stop the sexual abuse of a child as well as the continued spread of abusive images and videos. Our hope is that we will be able to do more for the children, families and members of the public who come to us looking for help.”

**John Shehan,
Senior Vice President,
Exploited Children Division & International Engagement**

NCMEC IN ACTION:

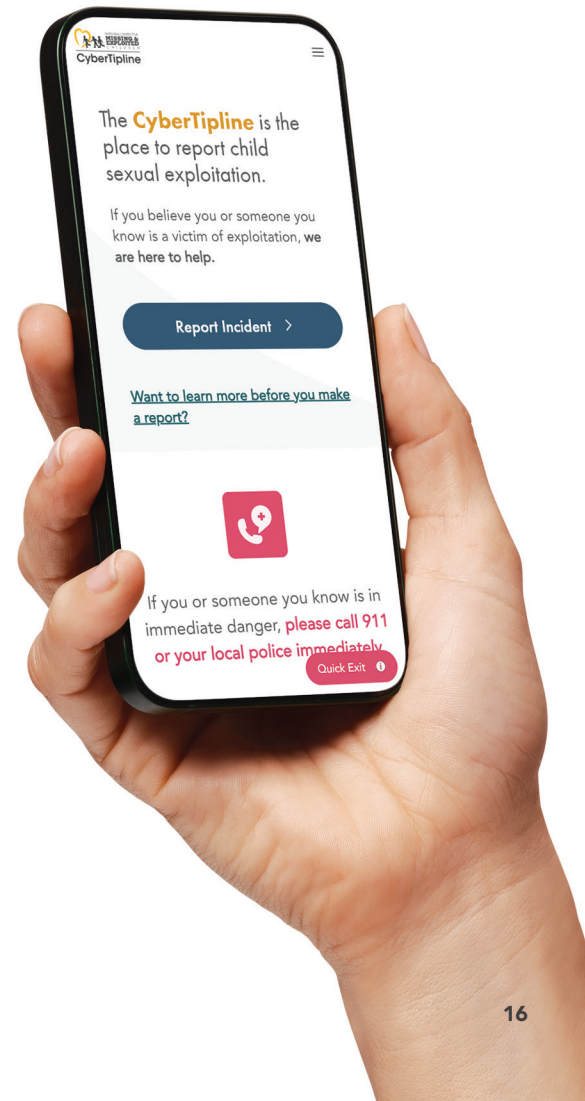
CyberTipline Report Leads to Arrest

During a review of child sexual abuse material, staff in NCMEC's Child Victim Identification Program (CVIP) became concerned about one image and seven videos that appeared unfamiliar. The imagery depicted the sexual exploitation of an infant by an unknown adult male.

Alarmed by what appeared to be newly created sexual abuse imagery of a baby, NCMEC staff immediately jumped into action and noticed a unique username embedded into the files. Staff conducted open-source queries on the username and identified a possible offender in Houston.

NCMEC immediately contacted the Houston Internet Crimes Against Children (ICAC) Taskforce. The ICAC quickly reviewed the information provided and were able to rescue the child. The male offender, determined to be a 21-year-old relative of the baby, was charged with super-aggravated sexual assault of a child and taken into custody.

Within just two days of receiving information from NCMEC, law enforcement was able to rescue this child victim.





2023 STATISTICS

Of the more than **28,800 children** reported missing to NCMEC who had run away in 2023, **1 in 6 were likely victims of child sex trafficking.**

Additionally, NCMEC provided recovery and safety planning for **1,083 children** who were likely victims of child sex trafficking.

»» Operations Assistance

As part of our work to identify and recover missing children and child sex trafficking victims, NCMEC provides support to critical law enforcement operations. This includes advanced analysis, information on missing children reported to NCMEC and leads related to these children's possible locations. We participated in several nationwide operations that were immensely successful, including Operation We Will Find You, led by the U.S. Marshals Service, which recovered 225 children; and the FBI's Operation Cross Country, which led to the recovery of 59 missing children and the identification or arrest of 126 suspects of child sexual exploitation.



An overhead photograph of two individuals sitting at a white table. One person is writing on a clipboard while the other looks on. The background is a light-colored wooden floor. A large orange graphic element is on the left side of the page.

Supporting Communities through Outreach & Education

NCMEC firmly believes that every child deserves a safe childhood, and we're constantly striving to build a network of people committed to that shared goal. We distribute our vital child protection resources through partnerships and training that empower people to take action in their own communities, and we also work to expand the pool of people who are here to support victims, survivors and their families. We know that none of this work can be done alone, and it takes all of us to succeed.

»» Connecting Professionals

NCMEC offers training for child-serving professionals including law enforcement, child welfare and others with insights on responding to cases of missing or exploited children and teaching online safety. NCMEC provided 42,761 training opportunities to these professionals in 2023, including in-person and virtual training through our online platform, NCMEC Connect.

NCMEC Connect added seven new courses to its curriculum over the year, including trainings such as “Sextortion: What It Is and Why You Need to Know About It” and “Working with Survivors and Victims of CSAM for Victim Advocates.” We also work to form partnerships and share resources with like-minded organizations. This year, we formalized new partnerships with national mission partners including the American Camp Association and the Human Rights Campaign.



2023 STATISTICS

NCMEC equipped **216 new professionals** to deliver internet safety presentations, providing lessons directly to **13,647 parents and caregivers** and **75,024 children**.

NCMEC ended the year with a total of **43 community education partners** and **13 national mission partners**.



2023 STATISTICS

NCMEC supported **2,896 new individuals** through Team HOPE.

At the end of the year, NCMEC had trained **320 mental health providers** who offer crucial services on a free or sliding fee scale.

NCMEC responded to **5,519 requests** for mental health assistance and victim advocacy supports.

»» Peer Support

NCMEC knows that coping with a traumatic experience can be a difficult journey for victims, survivors and their loved ones, and we have programs in place to ensure they have access to resources that can help. Team HOPE is a network of volunteers who have personal experience with the anguish of having a missing or exploited child or were missing or exploited at one point in their lives. They offer peer support to individuals and families who are suffering. Our Family Advocacy Network (FAON) is a voluntary network that connects victims, survivors and their families with mental health service providers to help families begin their healing journey. Team HOPE had its first in-person training since 2019 in April with 76 attendees, and in September, FAON hosted its first in-person training session in five years, with 42 attendees.

“One of the things that’s become apparent here at NCMEC is just how many amazing resources I now have at my disposal.”

Matthew Weiner,
FAON training attendee



Advocates for Children

2023 has been a monumental year for NCMEC as we expand our reach and our message of child protection. We are proud to share our mission whether it be through advocating for legislation, conducting media interviews or consulting on primetime television shows.

»» In The Media

In 2023, NCMEC leveraged our reach to bring more attention to our mission and to engage the public in the search for missing children. We now have more than three million followers across our social media platforms, including Facebook, Instagram, X, TikTok and LinkedIn.

As the nation's leading child protection organization, we were featured weekly on national news outlets to address policy, discuss specific cases and speak about other critical topics. We regularly joined our partner, REELZ, on their show "On Patrol: Live" to share our cases, and we are thrilled that NCMEC co-founder John Walsh's "America's Most Wanted" is back on the air, featuring missing children cases on every episode.



2023 STATISTICS

NCMEC's social media channels garnered more than **243 million impressions**, **11 million engagements** and **19 million video views**.

“There are serious challenges ahead, but we’re confident that with the strong leadership of the Senate Judiciary Committee, we’ll make strides toward better protecting our children online. NCMEC stands ready to support Congress as we move forward to address our current challenges together and ensure that child safety online is prioritized.”

**Michelle DeLaune,
President and CEO of NCMEC**

»» Taking Action

Throughout the year, NCMEC has been actively advocating for specific child protection legislation that will make a significant impact for victims and survivors. As part of that advocacy, NCMEC President and CEO Michelle DeLaune testified before Congress in February.

In November, NCMEC appeared in Congress to support five separate bills related to online child protection. In December, we launched a first-of-its-kind advocacy campaign. The campaign included the faces and voices of survivors of technology-facilitated child sexual abuse. We used targeted social media to amplify the experiences and advocacy of survivors to ensure that the survivor voice was central to our policy advocacy.

Child safety will always remain central in all of the work that NCMEC does.



Leadership

BOARD LEADERSHIP

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Senior
Retail Executive

Chairperson-Elect

**The Honorable
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Batelle Education

Vice Chair

Revé Walsh
Co-Founder,
NCMEC

Treasurer

Steve Salem
Cal Ripken,
Sr. Foundation

Secretary

Emily Vacher
Meta

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Chay Carter
Artists Equity

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Former Member of U.S.
House of Representatives

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Solutions LLC

Vincent P. Giuliano
Marketing Expert

William Gross
Boston Police
Department, Retired

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Former U.S. Senator

Sean Joyce
PwC

Richard Kolodziej*
Zenergy Advisors

Meghan Latcovich**
The McCain Institute

Leonard Pfeiffer IV
Leonard Pfeiffer & Company

Karen Quintos
Dell

Kristi Remington
West Front Strategies LLC

Karen Robb
Retired Congressional
Counsel and
Legislative Analyst

Royleen Ross, Ph.D.
Psychologist and Author

Robert E. Trono
Lockheed
Martin Corporation

Kenneth Valentine
Regions Bank

John Walsh
Co-Founder, NCMEC

* Former board chair
** On leave of absence

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Jeff Collins
Amazon Web Services

Torrie Dorrell
The Pokémon
Company International

Courtney Gregoire
Microsoft

Jennifer Huffstetler
Intel

Christine Lentz
Verisign

Chris Nelson
Old Navy

John Penn II
Adobe

Donors

"My team and I are proud to support NCMEC's mission. As a new mother, I feel more passionate and determined than ever to do everything in my power to protect children. By leveraging my audience, we are honored to assist in raising awareness for missing children as well as funds for NCMEC to continue providing services and resources that combat child exploitation."

Kendall Rae,
CEO of Mile Higher Media

Companies & Organizations

\$1,000,000+

Meta

\$250,000 – \$999,999

Amazon Web Services

Google

Intel Corporation

Kohl's

Microsoft Corporation

Old Navy

UK National Crime Agency

VeriSign

YUBO

\$100,000 – \$249,999

Australian Federal Police

Discord

Pioneer Natural Resources

The Pokémon
Company International

Securitas Security Services USA

Sony Interactive Entertainment

\$50,000 – \$99,999

Airbnb

NetClean

GeoComply

LexisNexis

Lifetouch/Shutterfly

Match Group

Pedal the Pacific

Pricewaterhouse Coopers

Ring

Twitch

Zoom

\$10,000 – \$49,999

ACG Advocacy

CameraForensics

CHRISTUS Health

CoreCivic of Tennessee

Discover Financial Services

Dropbox

G6 Hospitality

H-E-B

I Phasion

JP Morgan Chase

Magnet Forensics

OpenText

PenLink

Redner's Markets

Sato Construction

Snap

Spurrier Group

Sullivan Roofing, Inc.

Thomson Reuters

Total Defense

Vericast

Winston & Strawn

\$5,000 – \$9,999

BDS Connected Solutions

Bulkley Dunton

Casa Mechanical Services

Fleming & Fleming, PLLC

Griffeye

International Bank of Commerce

Jones Day

Multi Media

Sandler, Rosengarten,
Denis & Berger

Shull Interests LLC

Foundations & Other

\$500,000 – \$1,000,000+

James Annenberg La Vea

Charitable Foundation

The Oak Foundation

\$100,000 – \$499,999

Soloviev Foundation

Steward Family Foundation

\$5,000 – \$99,999

AHLA Foundation

Jeffery and Patricia Davis
Family Foundation

Haas Family Foundation

Paul Hughes Family Foundation

Nathan P. Jacobs Foundation

Jolson Family Foundation

Kling Family Foundation

Motorola Solutions Foundation

David & Linda

Patterson Foundation

Cal Ripken, Sr. Foundation

Robert E. & Marie Orr

Smith Foundation

The Van Metre
Family Foundation

Williams Family Foundation
of Georgia

Wilson Family Foundation

Winding Road Foundation

The Wollenberg Foundation

Individuals

\$100,000+

Barbara and Frank Rechterman
The Ellie, Al and Steven
Silver Memorial Fund
Scott Absher

\$25,000 – \$99,999

Dennis Atergut and
Jocelyn Kung
Jake and Brittany Arrieta
Carol Carter
Alexander Davis
Kristina Lackey
Deborah Miller
Amanda Norris
Nicholas Rauen
Carly Yoost

\$15,000 – \$24,999

Kathryn Gandal
Arlene Hillerson
Daniel and Kim Kozmetsky
Chris and Kathleen Nelson
Kaleb Tierce
C. Martin and Daphne Wood

\$10,000 – \$14,999

Robert Barley Charitable Fund

Patricia Bartlett Charitable
Remainder Trust
Daniel Catrambone
Dennis and Patty DeConcini
Michelle and Eric DeLaune
Timothy Dowd
Clint and Alice Fisher
Matthew and Terri Foosaner
Jim Frias
Vivek Goswami
Hansch Family Charitable Fund
Harry & Cindy Herington
Charitable Fund of the Douglas
County Community Foundation
Chuck Hughes
Richard Kolodziej
and Holly Bayne
Kenneth Levine
Albert Ng
Theresa Payton
Leonard Pfeiffer and
Anna Gunnarsson
Eric and Pamela Pride
Karen and Antonio Quintos
Kristi Remington
Stefan Schmidt
David and Elizabeth Wodlinger
Weston Yonge

\$5,000 – \$9,999

Ben Affleck
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Alex Barg
Paul Beriault
Jenifer Bond
Travis Bright
Amy Brubaker
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Eliot Cutler
Nicholas Edwards
Biff Farrell
Teri Fox
Alan Fudge
Jeremy Gavin
Dawn Harvey
Shannon Hines
Lance Hughes
Edward Ives
Sheila Jordan
Patti Klein
Joel Landis
Stephen Larson

Rob Lomeli
James Looker
Nancy Lynn
Michael and Erin Mand
Jason Martin
Michael McCabe
Susan McNealy
Lukas Nelson
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Dan Owen
Rick Papandrea
Jada Paul
Michael and Donna Preston
Scott Schwantes
Matthew Segal
Anthony Seta
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Michael and Pauline Slattery
Stephanie Soo
Michal Stepniak
JoAnn Stokes
Ivan Tachiev
Robert and Brigitte Trono
Dea and Beau Van Metre
Thomas Weil
Chris Wollenberg
Barbara Yale

Third Party Fundraisers

\$100,000+

Kendall Rae

\$10,000 – \$99,999

John Arnos

Malibu Boats National Dealers

Phagans' Cosmetology Colleges

\$5,000 – \$9,999

Christopher Bartels

Steven DelCostello

Will Gross

Gray Hughes Investigates

Ryan Keleher

Sigma Nu & Tri Delta UMD

Michael Slattery

SPICE NYC

True Crime Garage

Thomas Wolf

In-Kind

\$1,000,000+

Adobe

Amazon Web Services

Palantir Technologies

THORN

\$100,000 – \$999,999

CARFAX

K&L Gates

Kilpatrick Townsend Stockton

LexisNexis

Marinus Analytics

Sidley Austin

Thomson Reuters

Zoom

\$50,000 – \$99,999

Logikcull

NeuStar

Orrick, Herrington & Sutcliffe

TrafficCam

\$5,000 – \$49,999

Bryan Cave Leighton Paisner

Deep Sync

DT Professional Services

Ingenium Software

National Vehicle Service

TransUnion

Uncharted Software

X

Financials

Year ended December 31, 2023	Without donor Restrictions	With donor Restrictions	Total
Revenue and other support			
Government contracts and grants	\$50,151,912	\$ —	\$50,151,912
Contributions of cash and other financial assets	6,871,506	3,976,592	10,848,098
Contributions of nonfinancial assets and services	7,541,007	—	7,541,007
Special events, net of direct benefit costs of \$598,132	737,255	—	737,255
Other income	73,590	5,272	78,862
Net assets released from restrictions			
Satisfaction of program restrictions	3,289,356	(3,289,356)	—
Satisfaction of time restrictions	674,167	(674,167)	—
Total revenue and other support	69,338,793	18,341	69,357,134
Operating expenses			
Program services			
Community outreach and training	6,803,279	—	6,803,279
Missing child case management	13,684,573	—	13,684,573
Information and case analysis	18,483,199	—	18,483,199
Family advocacy and survivor services	2,694,391	—	2,694,391
Exploited child case management	21,702,809	—	21,702,809

Year ended December 31, 2023	Without donor Restrictions	With donor Restrictions	Total
Total program services	63,368,251	—	63,368,251
Supporting services			
Management and general	2,410,862	—	2,410,862
Fundraising	2,357,918	—	2,357,918
Total supporting services	4,768,780	—	4,768,780
Total operating expenses	68,137,031	—	68,137,031
Change in net assets from operations	1,201,762	18,341	1,220,103
Non-operating activities			
Investment return	5,043,620	—	5,043,620
Change in post-employment benefit liability	(108,550)	—	(108,550)
Change in net assets from non-operating activities	4,935,070	—	4,935,070
Total change in net assets	6,136,832	18,341	6,155,173
Net assets, beginning of year	62,440,368	4,177,303	66,617,671
Net assets, end of year	\$68,577,200	\$4,195,644	\$72,772,844

Every child deserves a safe childhood.



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