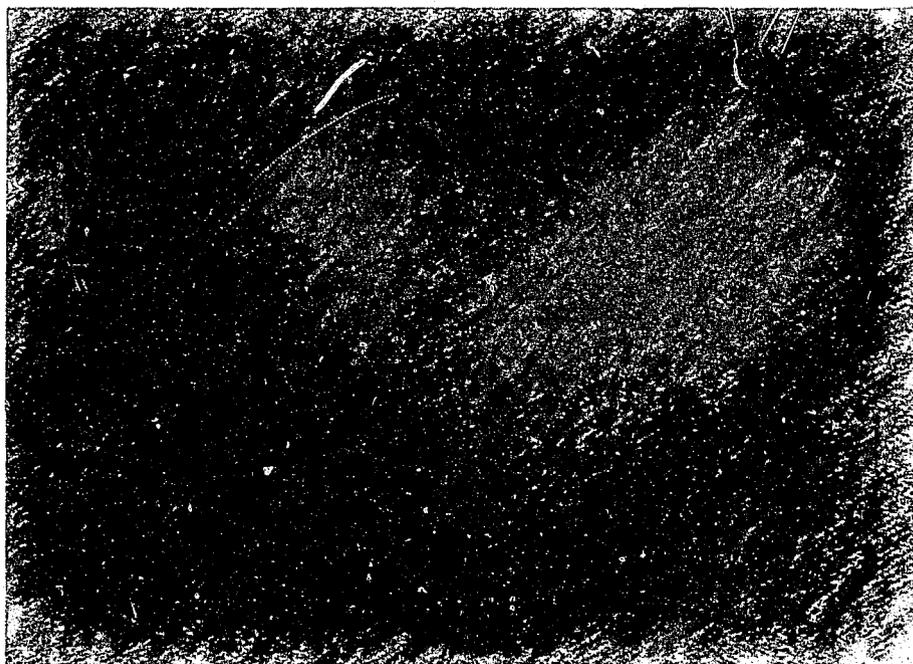




keeping children safe



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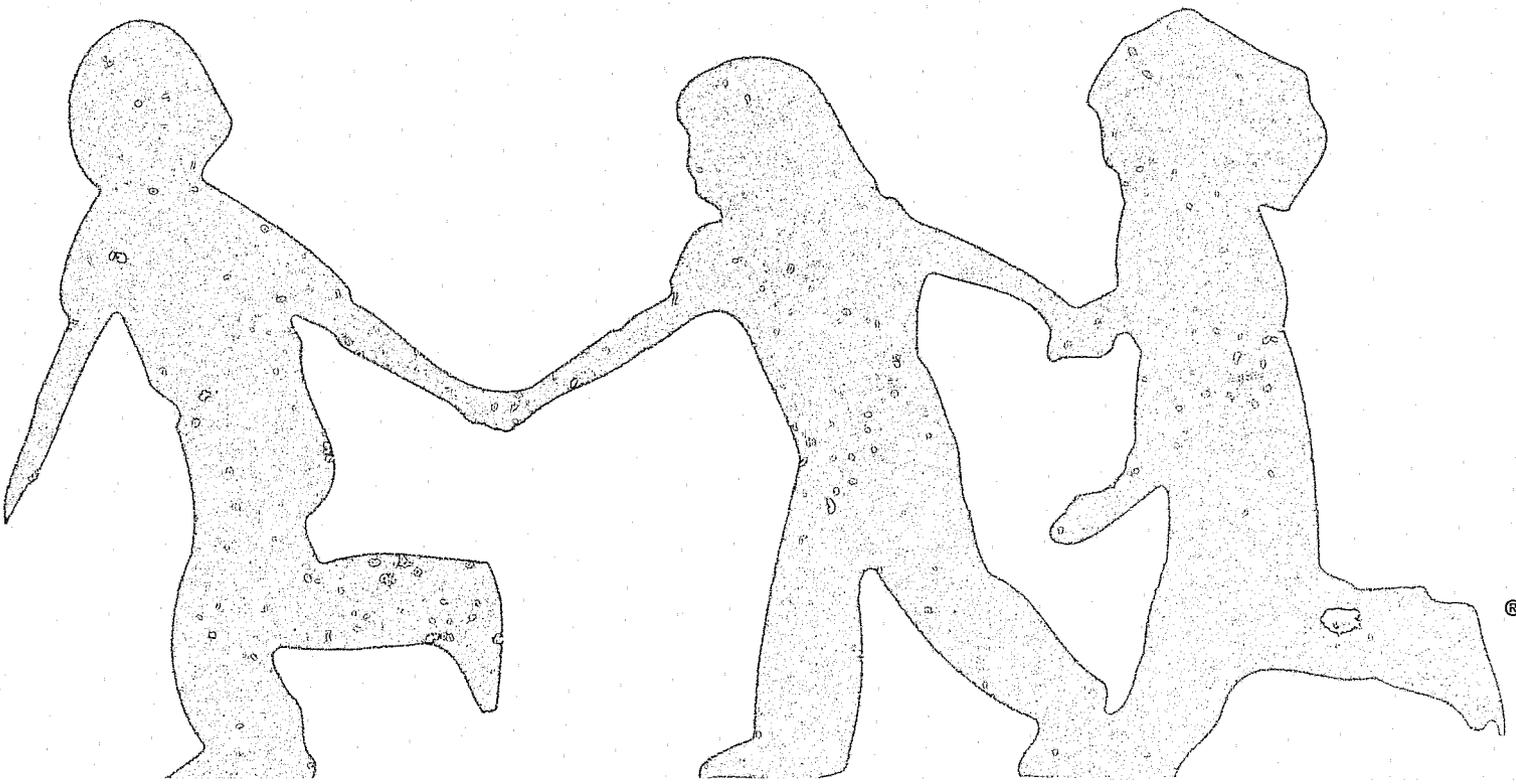
1992-1993 annual report



*national center
for missing and exploited children
and the adam walsh centers*

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foreword



Daniel D. Broughton, M.D.

In 1983 President Ronald Reagan proclaimed May 25 as National Missing Children's Day. In 1993, to commemorate that day, families across America were asked to keep their porch lights on all day and night as an expression of hope that all missing children will return home.

The porch light theme honors Johnny Gosch, last seen September 5, 1982, while preparing his newspaper delivery route. Before Johnny's disappearance, his family kept the porch light on each night until the last family member came home. Since then, keeping the porch light on has become a symbol of hope for the family. "We've changed a lot of bulbs," said Mrs. Gosch.

Although progress has been made in the past 10 years, the need for greater public awareness of missing children and child safety education has not diminished. Too often families feel they are insulated from tragedies like the one that struck the Gosch family. Mrs. Gosch points out, "The kids who are not taught are definitely at a disadvantage." One of the major goals of the National Center for Missing and Exploited Children (NCMEC) is to teach children that they have a right to be safe from victimization. Their best weapon is the ability to think, so we must teach them to use that skill so they will be able to respond to dangerous and threatening situations.

Although Johnny Gosch will be 24 years old this fall, his mother said, "The clock stopped at 12 years old. It's hard to think of Johnny as an adult. When you have a death you go through grief, and you heal, and then you go on. When there's no closure to a case or situation, you don't ever get to a point where you can grieve or go through a healing process. It's a wound that's left open." Despite the pain, the Gosches have no intentions of quitting until they know what happened to their son. Recently Fox Television's "America's Most Wanted" profiled Johnny's case, generating new leads and opening new avenues of hope. "We have a chance of solving it," said Mrs. Gosch. "I believe he is still alive."

Each week children are found, some who have been gone weeks, months, or even longer. Also, we receive hundreds of requests for safety and prevention literature. We have hope that one day all missing children will be safely home, and we are dedicated to ensuring that all children will learn what they can do to remain safe.



Ernest E. Allen, J.D.

Daniel D. Broughton

Daniel D. Broughton, M.D.
Chairman of the Board

Ernest E. Allen

Ernest E. Allen, J.D.
President/Chief Executive Officer

services

The Hotline That Helps Protect Our Children — On-Line With NCMEC

"A high-tech search network, electronic bloodhounds."

That's how "NBC Nightly News" referred to NCMEC in a June 1993 special report. Mandated by the U.S. Congress and brought into being in 1984, the private, nonprofit NCMEC has handled nearly 700,000 calls through its national, toll-free Hotline, 1-800-THE-LOST (1-800-843-5678). What's more, NCMEC has trained nearly 125,000 police and other professionals as well as printed 7.1 million publications. In fact, NCMEC has worked with law enforcement on more than 34,000 cases, resulting in the recovery of more than 23,000 children.

Today, thanks to unique, public-private partnerships, NCMEC provides more sophisticated, timely, and valuable services than ever before. The result? The current recovery rate has risen dramatically from 67% in 1989 to an impressive 80%.

Case Management

NCMEC's staff of case managers are former law enforcement and social service professionals who work directly with the family and law enforcement agency on the case to offer a wide range of resources. These include step-by-step instructions on how to conduct the investigation ... national distribution of a child's photograph ... legal and technical assistance in abductions by family members ... plus age-progression photographs of long-term missing children. NCMEC has designed a case management system to handle these important cases; several American law enforcement agencies, as well as the National Police Agency of Japan, have adopted it for use in their areas.

Mapping And Analyzing Information For Law Enforcement Agencies

NCMEC's Case Enhancement and Information Analysis Unit assesses leads and provides the most usable, relevant information possible to the law enforcement agency investigating the case. For example, the Unit graphically displays on a map specific locations where a child and/or abductor have been seen. The Case Enhancement and Information Analysis Unit has linked many cases in which one perpetrator has victimized children in different cities. Through identifying similarities in the offense or victim, NCMEC conducts a thorough, comprehensive investigation that helps lead to the arrest of abductors and the recovery of children.

After recognizing a picture of a missing child* and abductor published in a magazine, a St. Maries, Idaho, officer used the NCMEC Hotline to request more information. This exchange led to the arrest of the abductor, while the child was returned to her mother.

The recovery of Simon and Olivia Cvetkovich was made possible through NCMEC. After a Minnesota sheriff's office received a tip that the siblings' noncustodial father had been seen with the two, NCMEC was able to provide substantial details on the case to secure a warrant for the abductor's arrest.

*To protect the privacy of many of the families featured, we have not used their names.

Three brothers, missing for more than a year, were recovered in 1992. NCMEC, working closely with a U.S. Secret Service agent assigned to the case through his affiliation with a U.S. Senator, provided information that led to the brothers' recovery. The boys were returned to their mother.

Photo Distribution

Millions of photographs have been disseminated nationally through 400 current private-sector partners and 20 federal agencies. Among the best known programs are ADVO's "Have You Seen Me?" fliers that go into 54 million homes each week ... Montgomery Ward's photographs distributed in more than 50 million advertising pieces weekly ... PIP Printing's quick printing and distribution of missing-children fliers ... and photographs on U.S. Congressional mail. NCMEC believes that "somebody knows" — and wants to reach every home in America. One in seven children featured in this program is recovered.

Project ALERT

America's Law Enforcement Retiree Team (ALERT) forms a partnership of NCMEC with 13 national law enforcement associations, including the Fraternal Order of Police ... National Sheriff's Association ... National Trooper's Coalition ... National Organization of Black Law Enforcement Executives ... and the Society of Former Agents of the FBI. Together NCMEC and these Project ALERT volunteers, who are retired police officers, provide free, on-site assistance to hard-pressed state and local police in difficult missing or exploited child cases. Additionally, in less than a year, 45 Project ALERT volunteers have been trained and have provided key assistance to 30 law enforcement agencies throughout the country.

Taking Tips On Child Pornography

If a caller wishes to report a neighbor who has a collection of child pornography, NCMEC shares this information with the U.S. Postal Inspection Service and the U.S. Customs Service in its role as the Child Pornography Tipline.

When A Child Runs Away

A parent can call NCMEC's toll-free Hotline, 1-800-THE-LOST (1-800-843-5678), to request assistance in the search for their runaway child. NCMEC works in cooperation with the National Runaway Switchboard to help these families.

NCMEC received a lead from an anonymous caller who recognized a missing boy and his abductor featured on a television program. The caller said the two had been living in a rooming house for two years and that the child had not been attending school. This lead was transferred to Florida FBI agents, who recovered the child and arrested the abductor.

education and advocacy

NCMEC's educational efforts are as broad as the community it serves: a youngster learning personal safety ... a law enforcement officer learning how to investigate an abduction case ... a teacher learning how to recognize the signs of child abuse ... a parent learning how to select a proper daycare center ... or a healthcare professional learning how to prevent infant abduction.

NCMEC's advocacy concerns are focused on providing information that will help put an end to the abduction and sexual exploitation of children. For example, NCMEC strongly advocates nationwide sex offender registration. That's so a molester will be unable to slip into a child-care job despite a long record of convictions from another state or community.

After attending NCMEC's "Safeguard Their Tomorrows™" program, nurse Debbie Kemp, of Pecos County Memorial Hospital (Fort Stockton, Texas), recognized in a local woman the traits associated with an abductor of newborns. The suspect had carried on a ruse of pregnancy, informing her husband and employers that her doctor was going to "induce labor" soon. Aware that her hospital's maternity ward had no security locks or monitors, Kemp was concerned that this woman might abduct a newborn and try to pass it off as her own.

Kemp phoned NCMEC Vice President and Chief Operating Officer John Plabun; he provided consultation and advised her to phone her local police. A network of contacts ensured that the hospital and area daycare facilities were made aware of the suspect's description and her several aliases.

All involved agreed that between "Safeguard Their Tomorrows™" and Debbie Kemp's alertness, a potential newborn abduction was almost certainly averted.

Legal And Legislative Assistance

The NCMEC legal staff provides information to attorneys, families, and legislators. The results? They're many and diverse; however, all have the effect of helping to protect children. A case in point: NCMEC's *Selected State Legislation®* book provides model legislation for child protection. It's widely used across America as a resource for public officials wanting to know which states have done the best job. Working at both the national and state level, laws can be implemented that will better safeguard children, such as creating state clearinghouses on missing and exploited children ... implementing felony parental kidnapping laws ... protecting the privacy of child victims and their families ... mandating training for professionals dealing with these crimes ... and establishing educational and prevention programs for the school, parents, and community.

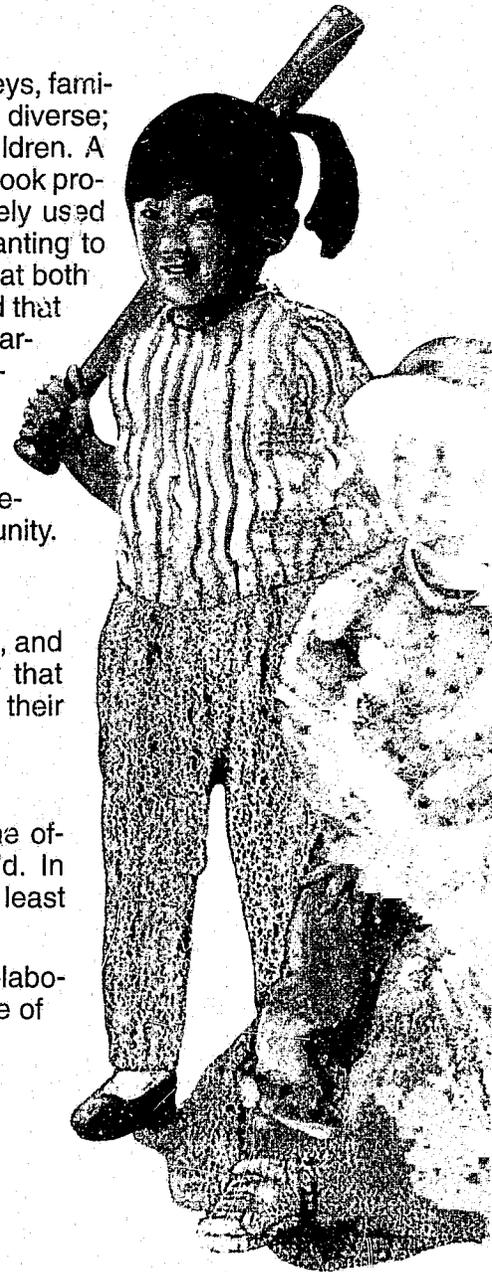
Giving Children Lessons For Life

From *A Lesson for Life*, by Daniel D. Broughton, M.D., and Ernest E. Allen, J.D., comes an enlightening study that shows how three traditional messages parents give their children are either incorrect or incomplete.

Message 1: "Don't take candy from strangers."

What's wrong: In at least two-thirds of the cases, the offender isn't seen as a "stranger" in the eyes of the child. In fact, victim and offender often know each other, at least casually.

Recommendation: NCMEC urges parents to either elaborate on or eradicate the word "stranger" from this type of



language, replacing it with a more realistic view of situations the child might face.

Message 2: "Don't be a tattletale."

What's wrong: "Tattletale" can be one of the most stigmatizing accusations that can be made against a child, and society consciously and unconsciously reinforces the message not to communicate. Since communication is the key to abuse prevention, children need to feel empowered to speak their minds.

Recommendation: Parents must impart a basic message of love, power, and support. Reinforcing language includes "I love you, I trust you, I believe you. If there is something that you do not feel right about, you can always come to me and I will help."

Message 3: "You're just a kid, you don't know much. When you're an adult, you'll have the answers. Be respectful to adults, they know what they're doing."

What's wrong: This idea of "do what the man says" presents basic contradictions. All parents want their children to be polite to adults, but at the same time we must teach them that they have the right to say NO.

Recommendation: Empowerment is the key. As educational consultant Stephanie Meeghan said, "We must make children aware that their safety is more important than good manners."

Teaching Children And Parents Together

NCMEC's central message to families is that they do not have to live in fear, but they need to be alert, cautious, and prepared. That can be accomplished by reaching children and families across America with the best, most complete messages to ensure child safety.

KIDS AND COMPANY: Together For Safety®

This personal safety curriculum for children in grades kindergarten through six was underwritten by the Digital Equipment Corporation and endorsed by the National Education Association and the Association of School Administrators. The curriculum presents information in a positive, age-appropriate, and constructive manner ... promotes self-esteem ... invites parental involvement ... teaches children how to handle potentially dangerous situations ... and moves well beyond the

"Digital is proud of its long-term relationship with NCMEC and pleased to continue to support its efforts in bringing KIDS AND COMPANY® to schools across the country."

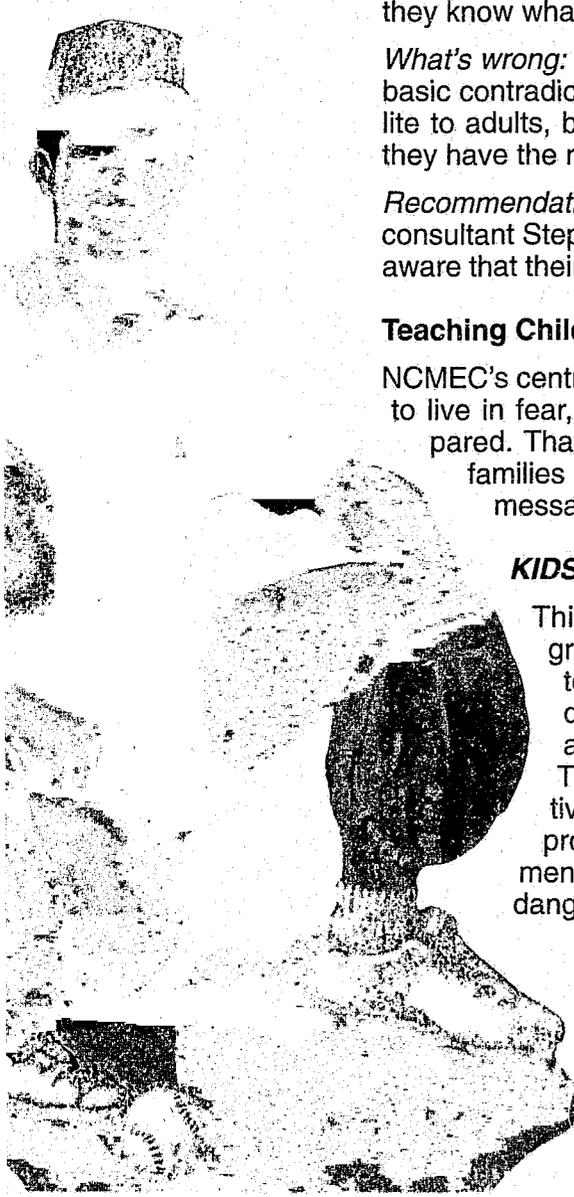
— Nancy A. Dube is Manager, Corporate Community Relations, Digital Equipment Corporation.

"In KIDS AND COMPANY® I learned about good touch and bad touch. That is if somebody touches you and you are not comfortable with the touch, it is a bad touch. I really like KIDS AND COMPANY®."

—Trent, a child who attended KIDS AND COMPANY® classes.

"You should never tell anyone that you are home alone. You should use the buddy system a lot. When you are home alone if somebody calls, say your mother is busy right now."

— Hannah, a child who attended KIDS AND COMPANY® classes.





outdated message of "don't take candy from strangers." Schools or organizations in 34 states now use *KIDS AND COMPANY*®. NCMEC's goal is to reach into every elementary school in America.

PROJECT KidCare™

This campaign provides each parent with a current, full-face photograph of their child, descriptive information, and safety tips in an attractive, passport-like booklet. In partnership with the Polaroid Corporation, Montgomery Ward & Co., and other leading corporations, NCMEC seeks to provide KidCare™ IDs at no cost to every family.

Kidprint®

Each year, during the month of August, the Blockbuster Entertainment Corporation conducts this simple, positive program in its stores nationwide. Kidprint® provides families with a free videotape of their child speaking and moving. This tape can be a vital tool should a child be lost or missing.

Multilingual Safety Rules

The response to NCMEC's publication of *My 8 Rules for Safety*® in 23 languages has been outstanding and continues to grow. It targets refugee and immigrant populations in the United States, encouraging communication about child safety between families and children in their most comfortable language — the one most likely to be spoken at home.

Helping A Nation Hold On To Its Infants

NCMEC was the first to bring the issue of infant abduction to national attention. Through the "Safeguard Their Tomorrows™" program, underwritten by Mead Johnson Nutritionals, NCMEC Vice President and Chief Operating Officer John Rabun has trained more than 35,000 healthcare professionals and consulted at approximately 500 hospitals. In addition, NCMEC's abductor profile research is now widely used to help apprehend the perpetrator and recover the infant. In 1992 a 55% reduction in this crime was observed.

A specialized identification photograph is required in this space. See details inside.

Place your updated special ID instant photo over one of these locations.

1 2 3 4 5 6 7 8 9 10 11 12

A specialized identification photograph is required in this space. See details inside.

Place your updated special ID instant photo over one of these locations.

1 2 3 4 5 6 7 8 9 10 11 12

Full Name _____
Date of Photo _____ Date of Birth _____
Weight _____ Height _____

Full Name _____
Date of Photo _____ Date of Birth _____
Weight _____ Height _____

Safety Tips

Share these 7 Rules for Safety with your children:

1. Before I go anywhere, I always check first with my parents or the person in charge. I ask them where I am going, how I get out there, who will be going with me, and when I'll be back.
2. I look first for myself when I'm outside before getting into a car or leaving with anyone. I always know, I check first before changing buses or accepting money, gifts, or things without my parent's knowledge.
3. It is safer for me to be with other people when going places or playing outside. I always use the "buddy system."
4. I say NO if someone tries to touch me in ways that make me feel frightened, uncomfortable or confused. Then I go and tell a grown-up I trust what happened.
5. I know it is not my fault if someone touches me in a way that is not O.K. I always have to keep secrets about those touches.
6. I trust my feelings and talk to grown-ups about problems that are bothering me or bothering my mom. A lot of people call about me and my system and believe me, I am not alone.
7. It is never too late to ask for help. I can keep asking until I get the help I need.

The National Center for Missing and Exploited Children (NCMEC) serves as a clearinghouse of information on missing and exploited children; provides national assistance in locating and law enforcement agencies; offers training and technical support; coordinates and provides advice and the parent sector manual to help individuals address missing and exploited children; and provides information and advice to attorneys and legislators to ensure the safety and protection of children.

A 24-hour toll free telephone line is open for those who have information on missing and exploited children: 1-800-THE-LOST. This number is available throughout the United States and Canada. The TOLL number for the hearing impaired is 1-800-828-7882. The NCMEC hotline number is (703) 528-9900.

If you would like to organize a KidCare event in your local area, call the NCMEC at (703) 528-9900.

Project KidCare has been jointly developed by Federal Officers and the National Center for Missing and Exploited Children. A portion of the proceeds from the KidCare Photo ID program are shared by National to support the ongoing activities of the NCMEC.

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National Center for Missing and Exploited Children™
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networking

A decade ago there was no coordinated national system for finding missing children and protecting them from victimization. Today, whether a police officer needs case assistance ... parents are seeking help in finding their child ... or a citizen is asking for information on child safety, all it takes is one call to 1-800-THE-LOST (1-800-843-5678) — America's High-Tech Search Network, the National Center for Missing and Exploited Children.

National Computer Network

Time is the enemy. The first 48 to 72 hours are the most critical in the successful recovery of a missing child. That's why NCMEC links, via computer, with state missing children's clearinghouses, allowing instant transmission of images and information across America. When a child disappears, a police officer, family member, or media outlet contacts NCMEC. As soon as a photograph and key case information can be obtained, NCMEC makes that information available to the state clearinghouses via a CompuServe forum. The clearinghouses can then provide this important information to every police department in their state.

NCIC: The National Crime Information Center

Since 1984, NCMEC's strongest partner has been the FBI, including the FBI's National Crime Information Center, which provides access to files regarding missing child cases and adult wanted persons.

Helping Law Enforcement Agencies Do Their Job

NCMEC's goal is to reach the approximately 17,000 law enforcement agencies throughout the country with information to help them better address the missing and exploited child problems within their jurisdictions. If a police officer is suspicious about a child, he or she contacts NCMEC with descriptive information and requests a database search. Through its networked database, NCMEC searches active missing child cases based on the identifiers for possible matches. NCMEC then provides the officer not only with information but also high-quality photographs for instant, on-site identification. In this way, NCMEC serves as a powerful investigative resource for local police.

Juan and Carlos Chavez, ages 7 and 6, were abducted by their noncustodial father and taken to Mexico. A lead phoned into the NCMEC Hotline provided information about the children; NCMEC passed the information on to the Illinois State Clearinghouse. Through a joint effort by the Illinois State Police, the Illinois Attorney General's Office, and the U.S. Embassy in Mexico, the children were located and reunited with their mother after almost four years of separation.

Crossing Borders To Keep Children Safe

NCMEC has become a focal point for requests for international assistance: British Home Office ... INTERPOL ... Asahi television (Tokyo) ... *Berlinske Tidene* (Copenhagen, Denmark) ... Chilean television ... *The Economist* ... London Weekend Television ... *Paris Match* ... Telemundo ... TVE Spain ... Univision. NCMEC is working to address the growing number of cases that cross national boundaries and to create an international network for responding to cases of child victimization. It's clear that more inroads must be made in the global community to help children worldwide.

Mis 8 Reglas de Seguridad

1. Antes de ir a cualquier lugar siempre compruebo primero con mis padres o con la persona que esté a mi cuidado. Les digo a dónde voy de qué modo llegaré allí, quién estará yendo conmigo, y a qué hora regresaré.
2. Compruebo primero con mis padres para recibir permiso, antes de entrar a cualquier automóvil o salir con cualquier persona— aún alguna persona a quien yo conozca. Compruebo primero antes de cambiar mis planes o de aceptar dinero, regalos o narcóticos sin el conocimiento de mis padres.
3. Es más seguro para mí el estar con otras personas al ir a cualquier lugar o al jugar de puertas afuera. Siempre uso el "sistema del compañerismo".
4. Digo que "NO" si alguien trata de tocarme de algún modo que me haga sentir temor, incomodidad o confusión. Entonces voy y le digo a alguna persona adulta en quien yo tenga confianza, lo que haya sucedido.
5. Sé que no tengo la culpa si alguien me toca o me trata de alguna manera que me haga sentir temor. No tengo que sentirme avergonzado. Siempre voy y le digo a alguna persona adulta en quien yo tenga confianza, lo que haya sucedido.

CONFIE ACERCA DE MIS PROBLEMAS Y PREOCUPACIONES.

NATIONAL CENTER FOR MISSING & EXPLOITED CHILDREN
 2101 Wilson Boulevard, Suite 400
 Arlington, Virginia 22201-3002

KIDS STAY TOGETHER AND COMPANY TOGETHER FOR SAFETY



That's why in July of 1993 NCMEC launched a new effort to raise awareness about cases of missing children believed to be transported to Mexico. Expanding the toll-free, 24-hour Hotline there helps facilitate the reporting of information that might lead to the recovery of those missing children. NCMEC has identified more than 80 cases of missing children whose whereabouts are unknown, yet evidence suggests that they may have been taken to Mexico. Photographs of those children will be circulated internationally to law enforcement and the media in an effort to locate and reunite the children with their parents in the United States.

branches

In the summer of 1981, 6-year-old Adam Walsh — son of Revé and John Walsh, host of Fox Television's "America's Most Wanted" and NCMEC board member — was abducted from a Florida shopping mall. After two weeks of one of the most intensive manhunts in that state's history, Adam's remains were found more than 100 miles from his family's home. Adam's death focused national attention on the tragic and frustrating situation faced by families of missing and exploited children each year.

The National Center for Missing and Exploited Children and its Adam Walsh Center branches provide a wide range of services to families of missing and exploited children. Together, they strengthen the network of services available to families needing assistance. In an effort to expand its reach and impact, NCMEC will increasingly look to the branches as program extensions of the national office in areas such as legislative advocacy and child safety education. Following are highlights of branch activities and their tremendous accomplishments.



"America's families have a high-tech partner in the National Center for Missing and Exploited Children."
— John Walsh, father of abduction victim Adam Walsh and host of Fox-TV's "America's Most Wanted."

The Adam Walsh Center/California

The Center has been aggressively interacting with the local media to bring missing children to the public's attention. As a result of the Center's persistent efforts, award-winning and thought-provoking public service announcements are now airing on major radio stations in the Los Angeles media market.

How To Receive Information From The Adam Walsh Center In Your Area

Our four Adam Walsh Center branches provide numerous services to the families in their states. To receive information on the full range of services and publications offered through the AWC branch in your area, please contact:

Adam Walsh Center/California
701 South Parker Street, Suite 4100
Orange, CA 92668-4720
Telephone: (714) 558-7812
FAX: (714) 558-8819

Adam Walsh Center/Florida
9176 Alternate A-1-A, Suite 100
Lake Park, FL 33403-1445
Telephone: (407) 848-1900
FAX: (407) 848-0308

Adam Walsh Center/New York
249 Highland Avenue
Rochester, NY 14620-3036
Telephone: (716) 242-0900
FAX: (716) 242-0717

Adam Walsh Center/South Carolina
1400 Pickens Street, Suite 102
Columbia, SC 29201-3465
Telephone: (803) 254-2326
FAX: (803) 765-2674

State government put a foot forward when April 13 was designated as California Missing Children's Day with the presentation of abduction legislation in the state legislature. The month of April was Child Abuse Awareness month. And daily safety fairs and public speaking engagements took place successfully, due in large part to the Center's involvement. The Center even drew from the resources of law enforcement retirees. Five former officers, graduates of the NCMEC Project ALERT training program, are in the Center's area and are working closely with local police departments in the search for missing children.

The Adam Walsh Center/Florida

In 1992, 110 complete sets of *KIDS AND COMPANY: Together for Safety*® were placed throughout Florida by the Florida branch of the Adam Walsh Center. The Center provided materials and teacher training system-wide for three school systems in Palm Beach, Martin, and Indian River counties. One hundred fifty-two (152) teachers received training to present the program, and at least 80,385 children will be taught the *KIDS AND COMPANY*® curriculum.

Also during 1992, the Adam Walsh Center/Florida handled 262 cases and was involved in 142 recoveries. Three hundred forty-five (345) child-care providers received child abuse and neglect training, focusing on their responsibilities under the law, disclosure of abuse, and rules and regulations in daycare settings. Furthermore, the Adam Walsh Center/Florida created and distributed more than 10,000 Halloween, Holiday, and Summer Safety Tips to schools, Boys and Girls Clubs, law enforcement, Jaycees, and child-care providers.

The Adam Walsh Center/South Carolina

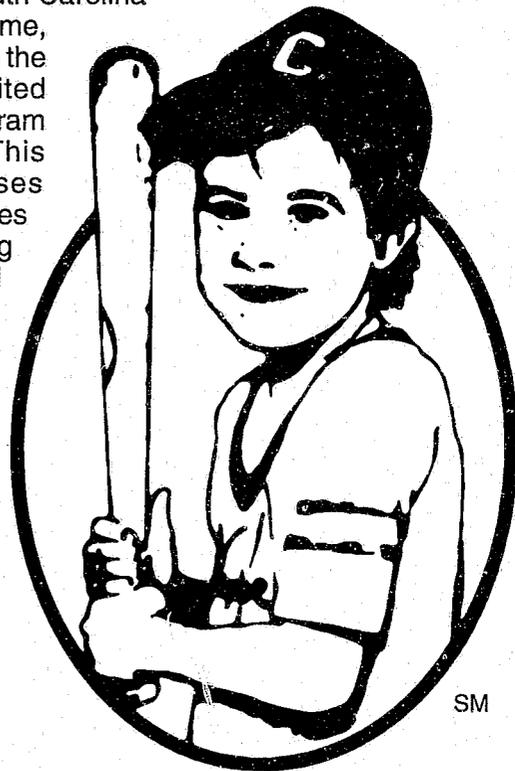
The Center placed special emphasis on the importance of preventing crimes against children following an attempted nonfamily abduction in an adjoining county. Working with the local sheriff's department, it provided safety prevention education to children in all elementary grades throughout the entire school district. In addition, the branch conducted a comprehensive training workshop for faculty members, focusing on the role of schools in the prevention of abuse, exploitation, and abduction. Meanwhile, in an effort to increase community awareness and promote the importance of child safety, the branch participated in several safety fairs as well. What's more,

the Center launched its annual purple ribbon campaign by distributing ribbons across South Carolina in honor of Missing Children's Day. In conjunction with the campaign, the Center teamed up with WOLO-TV (the local ABC affiliate) for the production of a two-part series on missing children.

In 1993 the Adam Walsh Center/South Carolina devoted a substantial portion of its time, resources, and efforts in establishing the first statewide Missing and Exploited Children Comprehensive Action Program (M/CAP) in the United States. This community-based program focuses on the utilization of existing resources to identify better means of serving missing and exploited children and their families.

The Adam Walsh Center/New York

The Adam Walsh Center/New York launched an "enhanced awareness" campaign this past year to increase recognition of the programs and services they offer to the community. The programs were many and varied. For example, the local media presented a series of public service announcements featuring John Walsh, Adam's father. The New York Center's Child Sexual Abuse Prevention Project, which conducts the programs that teach safety strategies and sexual abuse avoidance, was restructured to serve more people. By using adjunct staff, the New York Center anticipated reaching 10,000 people by the end of 1993 — which more than doubles the number of people who received the educational programs in 1992. There are programs for children from preschool through high school and for parents and school faculty. Also during 1993, new efforts were begun to establish legislative advocacy in New York State. This involves the development of a coalition of groups to work together to address child protection laws.



Adam Walsh Center

Jerad Peters, an abducted child, was the subject of TV's "Maury Povich Show," which also aired the NCMEC Hotline number. A viewer phoned the Hotline, indicating that he lived next door to a young couple with a child who fit Jerad's description. NCMEC contacted the local FBI, who arrested the abductor and recovered Jerad, whose hair had been dyed.

Making NCMEC And Its Work Well-Known

A mother wants to teach her child how to keep safe. A police officer investigating her first missing child case needs practical advice on leads. A reporter wants to do a story on a missing child. In each instance, NCMEC is there to help, reaching out to parents, police, media, and the general public to offer all types of information about the missing children issue. The more visible the National Center for Missing and Exploited Children becomes, the more people will know how NCMEC can help them.

NCMEC, Soul Asylum, And MTV

On National Missing Children's Day — May 25, 1993 — the rock group Soul Asylum, in partnership with Sony Music, released the music video of their hit single, "Runaway Train." The video incorporates photographs of missing children — including endangered runaways and abduction victims — to provide a powerful commentary on the exploitation and victimization of children on the streets. **The results have been remarkable: Seven of the children featured have contacted their families,** and three of the children returned home.

NCMEC received hundreds of calls, and the video was the subject of feature stories — on MTV, CNN, "Entertainment Tonight," and two segments on the "Today" show, as well as in print stories in *The Washington Post*, *Rolling Stone*, *People*, and many more. In addition, "Runaway Train" climbed to #1 on the rock video charts. It has been replicated in Australia, Canada, and Germany with the photographs of missing children from those countries.

Missing Child Alert

Increasing NCMEC's visibility stands as a top priority in order to ensure that more police, families, and citizens call NCMEC as soon as a child disappears because time becomes the

A child, age 11, was abducted at gunpoint in a southern state. NCMEC and the Florida Adam Walsh Center provided technical assistance, electronically transmitting a photograph of the child to a network television program to be broadcast the next night. The abductor saw that broadcast when he stopped at a motel on his way to another state; panicked, he dropped off the child near the spot where she was taken. The child was able to remember the car's license plate and her abductor's description. The abductor was arrested a short time later.



enemy. That's why NCMEC provides instant exposure in missing child cases via computer networks or through public service announcements, prepared by Fox Television's "America's Most Wanted," and distributed via satellite across the country. When a child is reported missing in an apparent nonfamily abduction, NCMEC obtains photographs or a video of the child and gathers case information from the local police investigator. This material is then provided to Fox Television, which prepares a public service announcement with John Walsh, host of "America's Most Wanted," narrating the description and showing the photograph of the missing child to the public. Working with NCMEC to determine optimum distribution areas, Fox then transmits the public service announcement via satellite for use by any media outlet. To date, such broadcasts have led to the recovery of six children.

NCMEC has launched a campaign to promote this Missing Child Alert. Its purpose is twofold. One, to increase public awareness about NCMEC and its Hotline; two, to emphasize the importance of "making two calls" — the first to the local police, the second to 1-800-THE-LOST (1-800-843-5678).

Imaging And Identification With Age-Progression

Using advanced technology provided by Sony, IBM, Intel, and Infotec, NCMEC is able to work what appears, at first glance, to be magic. The most dramatic examples of this are the "aging" of photographs of long-term missing children and the reconstruction of faces from morgue photographs of unidentified deceased children. Age-progression, an application used in cases where the child has been missing more than two years, is a blending of art and science that creates an image of what the child probably looks like today, enabling NCMEC to circulate the image through its photo distribution network, providing hope for families, generating new leads for law enforcement, and keeping cases alive. To date, NCMEC has completed more than 200 age-progressed photographs of long-term missing children, and more than 25 of those children have been located. At least two of those recoveries can be directly attributed to the distribution of their age-progressed photographs — resulting in the recovery of a boy missing six years and a girl missing six and one-half years. This remarkable technology also assists in creating composites from witness descriptions, helps identify facial images of children from confiscated child pornography, and is used in the training of forensic artists.



An age-progressed photograph of Lynn Oltremari on an ADVO card provided the key in locating this missing child. Another child recognized the face in the photo as Lynn, and contacted the NCMEC Hotline. Acting on this tip, the Sarasota (Florida) police department was able to track down the child's residence, and Lynn was recovered.



funding

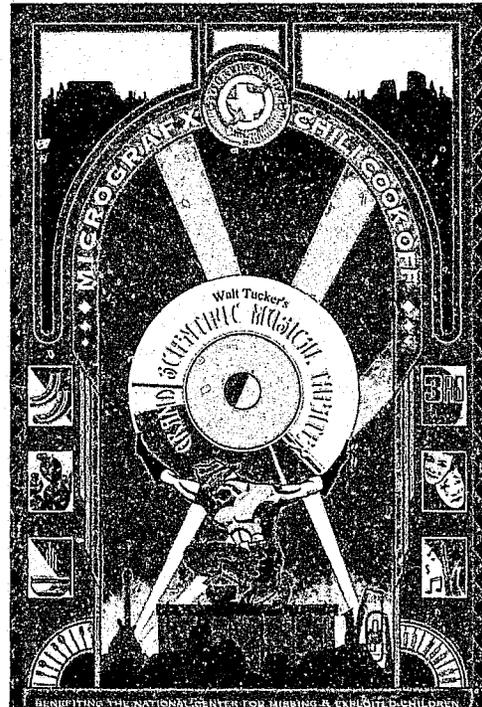
Ninety cents out of every dollar donated "gets to the streets" to help those families and law enforcement professionals who live the "missing" nightmare. Where does that dollar come from? Hundreds of people contribute each year to help NCMEC in its mission to find missing children and prevent the abduction and sexual exploitation of children. All of our many donors — from community service groups who care about children, to large corporations who are looking for yet another way to serve their employees and customers — are essential to the continuation of NCMEC services and programs to prevent crimes against children.

Give An Unrestricted Gift

These gifts are placed in the general fund and used each year at the discretion of the Board of Directors to address the most critical needs of the children and families we serve.

Support The National Hotline And Case Assistance

Gifts in this area support the expansion of services offered through our toll-free Hotline number, 1-800-THE-LOST (1-800-843-5678), and case assistance division. With your help we can implement new technological advances and expand the services offered to callers of our child pornography tipline as well as to victims of child sexual exploitation and international abductions.



Special Events

Several major events were held in 1992 and 1993 to benefit the National Center for Missing and Exploited Children.

In The Line Of Fire

Thanks to our friends at Sony and the efforts of Bob Snow — Project ALERT volunteer, NCMEC Law Enforcement Liaison, former Assistant Director of the Secret Service, and special con-

sultant on the movie — NCMEC hosted a Washington, DC, benefit premiere at the Kennedy Center of the Columbia Pictures film *In The Line Of Fire*, starring Clint Eastwood. Official sponsors of the event included the Sony Corporation of America and Sony Electronics, Inc.; Polaroid; Montgomery Ward; Ford Motor Company; Guardsmark; and Comsearch, Inc. Other companies that helped support the event included longtime corporate friends ADVO and Dynamark, as well as new friends Molson Breweries, Bechtel, and the Allegheny Hospital Foundation.

Cop And A Half

Special screenings of the Universal Pictures film *Cop And A Half*, starring Burt Reynolds, were held in Columbus, Ohio, and Chicago, Illinois, to benefit NCMEC.

Micrografx/COMDEX Chili Cook-Off

Micrografx, Inc., of Richardson, Texas, hosted the annual Chili Cook-Off at COMDEX 1992 on behalf of NCMEC. The fundraising efforts will help NCMEC locate missing children by directing funds to support search efforts through the use of innovative computer technology. Through the unprecedented support of rival computer corporations and the donation of monetary and computer resources, NCMEC now has the cutting-edge technology to make great advances in the search for missing children.

Montgomery Ward 1993 Tour of Olympic And World Champion Gymnasts

NCMEC vaulted into the spotlight as the Center's PROJECT KidCare™ became a beneficiary of the Montgomery Ward 1993 Tour of American Olympic and World Champion Gymnasts. The tour's all-star lineup included such names as 1984 Olympic gold medalist Mary Lou Retton and 1992 Olympic five-time medalist Shannon Miller. Other performers included Vitali Sherbo, Svetlana Boguinskaia, Kurt Thomas, Dominique Dawes, and Kerri Strug. Tour stops included Oklahoma City; Dallas; Washington, DC; Detroit; Milwaukee; Chicago; Cleveland; and Phoenix. In each city local gymnastic teams joined the stars to add some hometown excitement. A portion of the tour's ticket sales were donated by Montgomery Ward to benefit the PROJECT KidCare™ child protection system. Montgomery Ward is the first corporate sponsor to offer this identification program in connection with NCMEC.

Help Sustain Prolonged Searches — Direct Your Gift To Computer Age-Progression

These contributions support the completion of new age-progression pictures of the long-term missing child cases now on file at NCMEC. Through the update of a missing child's photograph, we offer the parent new hope in the search and increase chances of finding that child.

Keep Our Children Safe With Education — Steer Your Gift Into Educational Programs

These donations assist in the distribution of safety and prevention materials that will aid in the education of a new generation of children. Arming youngsters with commonsense safety tips will equip them with the skills they need to better protect themselves from abductors and sexual exploitation.



1992 Sponsors

Cattle Baron

Borland International, Inc.
CMP Publications, Inc.
IBM Corporation
Intel Corporation
The Interface Group
Lotus Development Corporation
Mathematica, Inc.
Merisel
Micrografx, Inc.
Microsoft
New Media magazine
Novell, Inc.
P. C. Letter
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The Walt Tucker Group
Ziff-Davis Publishing Company

Golden Spur

Future Domain
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IDG, International Data Group
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NCR
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Silver Saddle

Adobe
Alex. Brown & Sons
Canon
CompuAdd
Digital Equipment Corporation
Ingram Micro
Interval Research Corporation
McGraw-Hill
Moon Valley Software
Scriptel Corporation
Taligent

Thanks to the 1992 COMDEX sponsors listed to the left, we will be able to serve more families and hopefully recover even more missing children.

The Work Of The Adam Walsh Children's Fund

The Adam Walsh Children's Fund (AWCF), a division of NCMEC, raises funds to support current operations and is participating in the effort to build an endowment for long-term support of and service to America's children. The AWCF also serves as the educational division coordinating the placement of *KIDS AND COMPANY: Together for Safety*® in schools nationwide. The programs and fund-raising efforts that AWCF initiated during 1992 and 1993 were designated to provide child safety information and raise awareness for the issue of missing and sexually exploited children.

There were also a series of special events across the country. Some were conducted by members of the National Advisory Board, which has more than 100 members and is a vitally important part of the overall funding program and national effort to provide schools with *KIDS AND COMPANY*®. NCMEC is especially grateful to the National Advisory Board for their continued support. The AWCF continues to work with Major League Baseball on a tie-in promotion called Child Safety Awareness Day. The program includes a poster giveaway at the ballpark featuring star players and each player's tips on having fun and playing it safe. The program has been conducted with the Braves, Mets, Phillies, Rangers, and Yankees over the past two years. The AWCF once again joined with the Gold Coast Builder's Association in Palm Beach County, Florida, plus the Contractors and Builder's Association of Pinellas County, to build two Miracle Houses. These houses were then sold at public auction to help fund such programs as *KIDS AND COMPANY*® and raise money for the Helen F. Boehm Building. The AWCF's largest single annual special event is a Luncheon and Benefit Auction held at the Breakers Hotel. This has become the premier charity auction in the Palm Beach area.

January 15, 1994, marks a special day for NCMEC. That is the formal dedication of the Adam Walsh Center's and Adam Walsh Children Fund's permanent home in Palm Beach County, Florida. After years of searching for appropriate accommodations, this two-story office building in Lake Park was secured. Following some repair and restoration, the new center — called the Helen F. Boehm Building — will represent the first such purchase of an office building by a division of NCMEC.

Give A Gift That Will Give For Years To Come — Endowment

Gifts to the endowment fund are perpetual gifts. All contributions are placed in a special endowment trust fund, and only the income from this fund is used. Donors view this gift to the endowment as a "gift for life" that keeps on giving year after year.

To learn more about this exciting alternative, call us at (703) 235-3900.

Join A Growing List Of Inventive Corporations

Just recently, Polaroid and Montgomery Ward joined the growing number of businesses to become partners with NCMEC. Both played instrumental roles in PROJECT KidCare™, a national standardized child photo identification program devised by NCMEC and the Polaroid Corporation to educate families about child safety and encourage them to maintain current standardized photographs of each of their children in personal ID booklets. Polaroid launched PROJECT KidCare™ in commemoration of National Missing Children's Day on May 25; Montgomery Ward stepped in with its corporate sponsorship, kicking off the program nationally on Missing Children's Day at all of its 350 stores. To date, the program has provided more than 600,000 KidCare™ IDs to children throughout the country.

Besides being a solid addition to the organization's asset base, the new facility will house the two Florida divisions under one roof, cutting operating costs significantly and better coordinating Florida activity. The AWCF's new address is 9176 Alternate A-1-A, Suite 200, Lake Park, Florida 33403-1445. To contact them, call (407) 863-7900, or by facsimile, (407) 863-3111.

In the field of corporate relationships, many companies have been affiliated with AWCF on a long-term basis. Examples include the Dean Witter employee travel raffle — now in its sixth year and already generating more than \$100,000. In addition, G.V. National (formerly Gabriel Vending) promotes child safety and prevention by placing the AWCF's name on its more than 300,000 gum ball machines located throughout the country. They then make a monetary donation based on sales from the machines.

Changing The Lives Of Children In A Big Way — How Corporate Support Helps Keep Children Safe

Annual programs enhance the National Center for Missing and Exploited Children's efforts in many ways.

ADVO, Inc., continues to be the single largest distributor of missing children's photographs in NCMEC's history. Their "Have You Seen Me?" program has a tremendous record, featuring more than 360 missing children. Sixty children have been recovered as a direct result of this program.

Blockbuster Video's Kidprint® program, now in its fourth year, has videotaped more than 500,000 children, providing parents with a video record of their children in case they are ever missing. Thanks to Blockbuster Video and Kidprint®, public awareness about the missing children issue continues to increase.

The Corinthian Communications Company continues a generous holiday season gift program in honor of its clients. Cash donations are made in support of specific NCMEC programs, such as sponsoring a new publication ... placing NCMEC's safety and prevention curriculum in an elementary school classroom ... or sponsoring an age-progression photograph of a missing child.

Dynamark Security Centers, Inc., through franchisees from all over America, sponsor child safety day programs.

IBM continues to help NCMEC's work by testing and seeking new solutions through advanced technologies ... by sponsorship of

"More than 500,000 families have had their children KidPrinted® in our stores. Blockbuster is pleased to make available this annual, free service that could make a very positive contribution to a child's welfare in event of an emergency."
— Thomas A. Gruber, Senior Vice President of Blockbuster Entertainment Corporation.



"PROJECT KidCare™ has enabled our company to become the key national supplier of children's photographs. In partnership with NCMEC, now every American family can have a current photograph of good quality of their children to be used in case of an emergency."

—Jim Schmidt, Manager of the Polaroid Corporation's PROJECT KidCare™.

NCMEC events ... and by direct financial support.

Micrografx, Inc., converted its major annual event, the Chili Cook-Off, into a benefit for NCMEC and also provides direct financial support, including stock and product tie-ins.

PIP Printing, the world's largest business printing franchise and founder of the quick printing industry, has printed hundreds of thousands of fliers — free-of-charge — in support of children who are missing.

Sensormatic Electronics Corporation, the world leader in loss prevention technology, became a NCMEC sponsor to assist in the efforts to combat infant abduction nationwide.

The Sony Corporation of America continues to provide direct financial support and technology for NCMEC's imaging laboratory. They created CD-ROM discs with case photographs and information on missing children, as well as helped develop our photo age-enhancement program.

Contributions Help Create And Support America's High-Tech Search Network — Today And Tomorrow

Together we are equipping America's "high-tech search network" to bring more children home. The results? NCMEC's recovery rate of missing children has climbed to 80%.

A state-of-the-art computer imaging network that includes the rapid transmission of high-quality photographs with text records to any Group III fax machine worldwide enables NCMEC to forward leads on missing children immediately to law enforcement agencies. Qualified leads now reach law enforcement officials within 12 hours of receipt at NCMEC — rather than three to five days when they were mailed. State-of-the-art technology has also made possible NCMEC's new Bonny and Bill LeVine Missing Children's Photo Center. Named for the founders of PIP Printing, the LeVine Photo Center can produce posters of missing children in ten minutes and in any quantity. The posters used to take three weeks to prepare.

Despite generous support and technological advances, NCMEC still has much more to do to develop more sophisticated analytical tools and to build an endowment for the future. In this way, this ensures NCMEC can upgrade its technology as well as maintain and expand its services for families and children across America.

"Our child safety program has helped bring a message of crime prevention to communities nationwide. Both adults and children benefit from the education process."

—Bernard Brennan, Chairman and CEO of Montgomery Ward, initiated PROJECT KidCare™ in association with NCMEC.

"KIDS AND COMPANY"
—when I know things
do it again."



An Electronic Milk Carton

A multimedia kiosk, likened to an "electronic milk carton," made its debut on November 1, 1993, at the Washington, DC, National Airport. Donated by IBM, the kiosk uses full-motion video and interactive graphics to publicize late-breaking missing child cases. The presentation is in three parts. First, host John Walsh invites passersby to study pictures of missing children on the kiosk. A toll-free number is included. Next, viewers may interact by touching the screen to "call up" child protection information (in English or Spanish). Finally, Walsh appears again to thank participants for their interest.

The kiosk can also serve as a liaison between NCMEC and law enforcement agencies. In fact, the kiosk can be updated instantly right from NCMEC. Based on the kiosk's many uses, NCMEC is optimistic that other airports will follow National's lead. Should this program prove successful, NCMEC sees future kiosks in airports, bus terminals, and shopping malls coast-to-coast.

Fax On Demand

When fully developed, this interactive voice/fax package will offer NCMEC brochures and short publications via fax delivery. This gets the message out faster and reduces the amount of staff telephone time.

████████████████████
makes me feel good
feel safe. Please

—Amber
████████████████████

financial report-1992

Statement Of Revenues, Expenses, And Fund Balance December 31, 1992

Support And Revenue

U.S. Department of Justice \$3,530,193
 Contributions and Royalties 1,179,420
 Events, Net of Expenses 416,859
 Other Income 168,871
 Total Support and Revenue \$5,295,343

Expenses

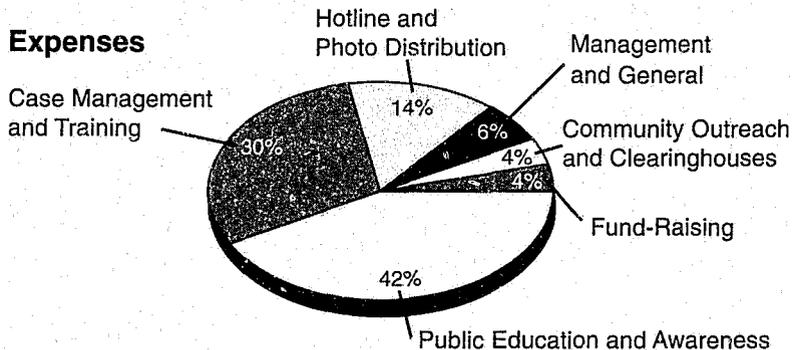
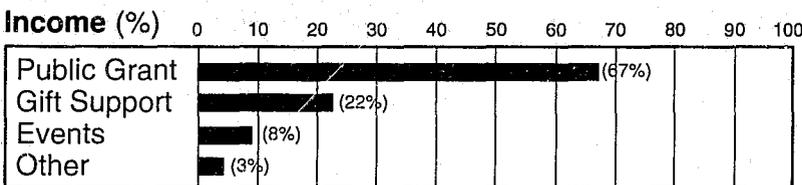
Program Services
 Public Education and Awareness \$2,229,137
 Case Management and Training 1,631,778
 Hotline and Photo Distribution 731,144
 Community Outreach and Clearinghouses 235,336

Total Program Services \$4,827,395

Management and General \$342,918
 Fund-Raising 202,392

Total Expenses \$5,372,705

Deficiency of Support and Revenue Over Expenses (\$77,362)
 Fund Balance, Beginning of Year \$1,085,878
 Fund Balance, End of Year \$1,008,516



This financial information was prepared from the unqualified audit opinion prepared by Price Waterhouse. Copies of the complete audit report are available upon request.

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LESTER A. WILSON
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Atlanta, Georgia

HENRY WINKLER
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Hollywood, California

Special Thanks

The National Center for Missing and Exploited Children gratefully acknowledges the support and cooperation of our partners in the U.S. Department of Justice, including John J. Wilson, Acting Administrator, Office of Juvenile Justice and Delinquency Prevention; Ronald C. Laney, Acting Director, Missing and Exploited Children's Program, Office of Juvenile Justice and Delinquency Prevention; and Robert O. Heck, Program Manager, Office of Juvenile Justice and Delinquency Prevention.

HOW CORPORATIONS CAN HELP SECURE A BETTER LIFE FOR OUR CHILDREN

By establishing partnerships with some of the nation's top corporate leaders, the National Center for Missing and Exploited Children is working to make a safer childhood for young Americans. As a society, our efforts to prevent crimes against children have not kept pace with the increasing vulnerability of our young citizens. That's why we ask for your support.

Show Your Heart To The World

If you own a business or are in a position to influence corporate decisions, consider letting your business do a portion of your giving.

NCMEC is a 501(c)(3) tax-exempt charity.

Use Your Imagination To Create A Corporate Giving Program

Many businesses encourage employees to give by matching all charitable gifts they make. If you're not already doing so, consider establishing a matching gifts program at your place of business. Of course there are many ways you can help. For instance, CompuServe has donated a private forum to link NCMEC with 43 state missing children clearinghouses as well as clearinghouses in the District of Columbia and Canada. Each has been equipped with a 386 SX computer provided by the U.S. Department of Justice ... a 9600 baud modem donated by Codex ... a CD-ROM drive donated by Sony ... as well as the CompuServe Information Manager.

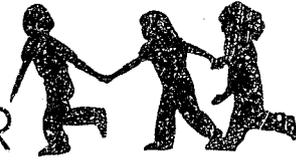
NCMEC's Missing and Exploited Children Image Database system was originally developed by Applied Multimedia Technologies working with IntelliBit Corporation. The prototype was donated to NCMEC.

QMA, a part of Infotec Development, Inc.; IBM; and Sony contributed extensive software and hardware to help make NCMEC's imaging/identification and age-progression photo capabilities a reality.

Quality Education Data, Inc., who has supported NCMEC since 1989, has donated additional data to further enhance the computer search capabilities of NCMEC's Case Enhancement and Information Analysis Unit.

Please call us with your corporate gift at
(703) 235-3900.

NATIONAL
CENTER FOR



**MISSING &
EXPLOITED**

C H I L D R E N



®