

# OUR MISSION

**Find Missing Children**

**Reduce Child Sexual Exploitation**

**Prevent Future Victimization**



Hope is why we're here.

The National Center for Missing & Exploited Children® was founded in 1984 by John and Revé Walsh after their 6-year-old son, Adam, was abducted from a shopping mall in Florida and murdered. His tragic death, and that of other missing children, inspired a movement to create a coordinated national response to the issues of missing and exploited children.

Our private, non-profit organization, based in Alexandria, Virginia, has been at the forefront of child protection for more than three decades. We work with victims, their families, private industry, law enforcement and many other stakeholders to achieve our mission.

A man with a beard is hugging a young child from behind. The image has a warm, yellowish tint.

## FINDING Missing Children

### Our work to find missing children includes:

- Operating a 24/7 national hotline, 1-800-THE-LOST® (1-800-843-5678) for tips and reports related to missing and sexually exploited children
- Creating and distributing billions of missing child posters
- Redistributing AMBER Alerts® to millions of people
- Rapidly deploying our team of retired law enforcement to assist in critical missing children cases
- Creating age-progressed photos to help search for children missing for 6 months or more
- Using forensic technology and facial reconstructions to search for the identities of deceased child victims
- Connecting victims' families to therapeutic and peer support

A group of hands of various skin tones are stacked together in a circle, symbolizing unity and support. The image has a teal tint.

## REDUCING Child Sexual Exploitation

### Our work to reduce child sexual exploitation includes:

- Operating the CyberTipline®, the centralized reporting system in the U.S. for child sexual exploitation
- Analyzing millions of reports and providing information to law enforcement that can help stop the victimization of a child
- Working with law enforcement to identify and rescue children in sexually abusive images and videos
- Helping locate victims of child sex trafficking and providing some of the essentials they need to begin their recovery
- Assisting law enforcement with tracking non-compliant sex offenders

A group of children are sitting on the floor in a classroom, looking towards the front. The image is in black and white.

## PREVENTING Future Victimization

### Our work to provide training and education includes:

- Creating safety education programs for children – KidSmartz® and NetSmartz® – based on our experience and data
- Training law enforcement and other safety and child-serving professionals who work on cases of missing and sexually exploited children
- Providing child safety tools, including Safety Central, a free digital Child ID app

MissingKids.org

