



NATIONAL CENTER FOR MISSING & EXPLOITED CHILDREN

2025 **IMPACT** Report

The National Center for Missing & Exploited Children is the largest and most influential child protection organization in the country.

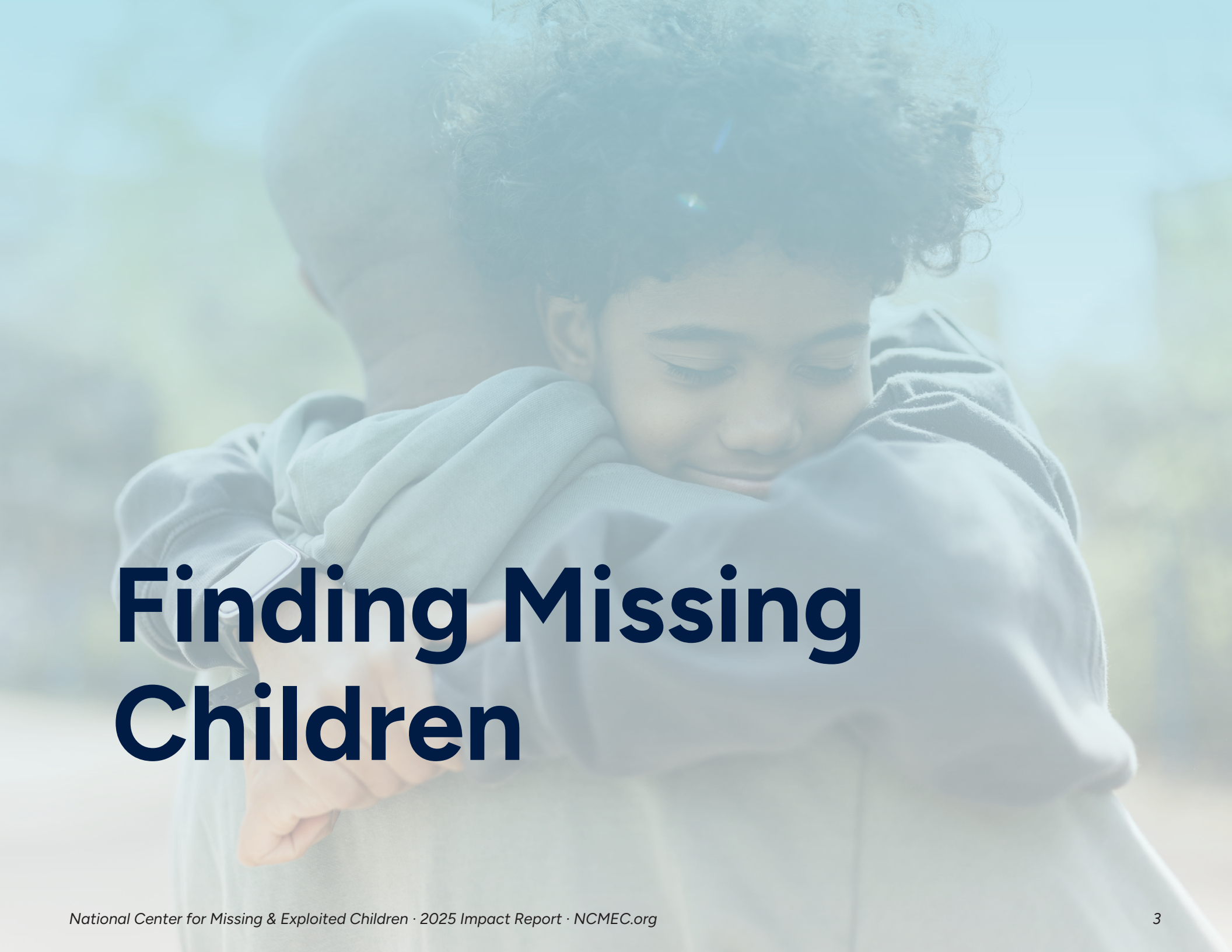
As a private, nonprofit 501(c)(3) corporation, we work with families, victims, law enforcement, child welfare, private industry and the public to provide free services to help find missing children, stop child sexual exploitation and prevent child victimization.

This data serves as a record and a reminder of why NCMEC is more relevant than ever, and that this work cannot stop.

**This report reflects
one year of that work.
Behind every number
is a child, a family or a
professional whose life
was changed because
these programs exist.**

In This Report

➤ Finding Missing Children	3
➤ Protecting Children from Sexual Exploitation	21
➤ Mental Health & Peer Support	43
➤ Prevention Resources	49

A young child with curly hair is resting their head on the shoulder of an adult, who is wearing a grey hoodie. The child's eyes are closed, and they appear to be sleeping or resting peacefully. The background is a soft-focus outdoor scene with trees and a clear sky. The overall tone is calm and protective.

Finding Missing Children

When a child goes missing, every hour matters.

NCMEC exists so that families, law enforcement and child welfare professionals never have to navigate that crisis without expert support. Since 1984, we have assisted with the recovery of more than 480,000 cases of missing children.

32,167

missing children cases
supported in 2025

From families, law enforcement & child welfare

90%

of those missing children
were recovered

29,013 cases resolved out of 32,167 reports

The 90% overall recovery rate reflects what is possible through law enforcement collaboration and dedicated resources converging around a child in danger. **The 3,154 cases still active are the reason the work does not stop.**



92%
of the total

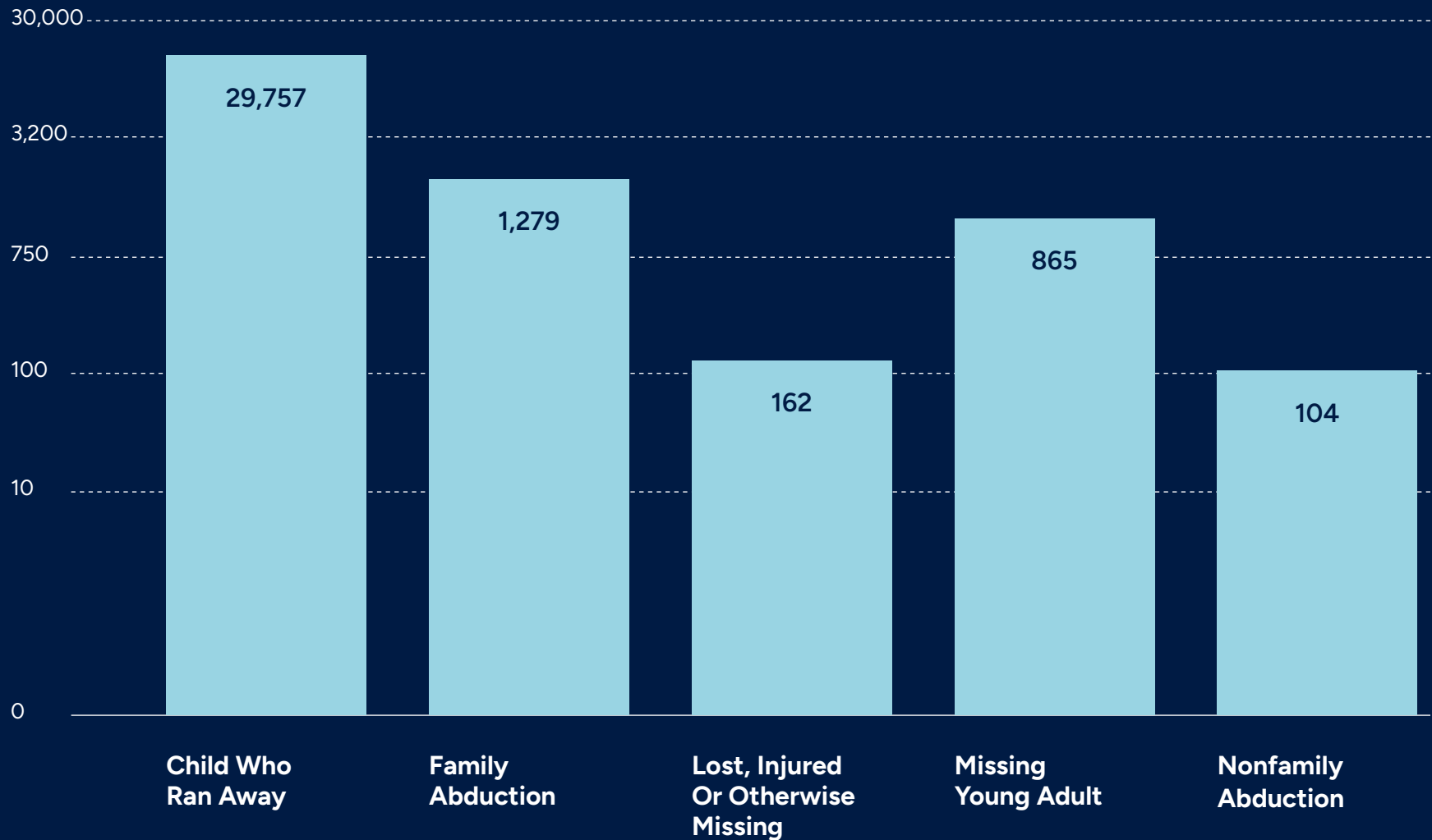
**Incidents involving children
who have run away account for
the overwhelming majority of
cases.**

These are children who face disproportionate risks of exploitation, trafficking, substance exposure and violence. This is why NCMEC treats each of these cases as involving a child in danger.

Reports by Type

Reports of missing children to NCMEC between 1/1/2025 and 12/31/2025

The data in this section includes all missing cases reported to us, including missing young adults, ages 18-20.



Missing Children by State

Missing children reported to NCMEC in 2025 came from all 50 states, Washington D.C. and Puerto Rico. Texas saw the largest single-year volume increase, driven by new state legislation around reporting requirements.

MISSING STATE	ACTIVE	RESOLVED	TOTAL
AK	2	42	44
AL	36	118	154
AR	15	157	172
AZ	158	1,306	1,464
CA	414	1,431	1,845
CO	52	501	553
CT	22	159	181
DC	6	78	84
DE	7	61	68
FL	135	2,000	2,135
GA	68	600	668
GU	0	0	0
HI	17	134	151
IA	10	78	88
ID	7	78	85
IL	80	851	931
IN	54	650	704

MISSING STATE	ACTIVE	RESOLVED	TOTAL
KS	52	776	828
KY	29	170	199
LA	21	198	219
MA	75	883	958
MD	88	706	794
ME	2	6	8
MI	40	329	369
MN	15	179	194
MO	79	1,381	1,460
MS	23	125	148
MT	5	61	66
NC	74	645	719
ND	4	57	61
NE	23	229	252
NH	2	113	115
NJ	22	206	228
NM	18	85	103

MISSING STATE	ACTIVE	RESOLVED	TOTAL
NV	47	356	403
NY	141	2,450	2,591
OH	161	1,560	1,721
OK	35	324	359
OR	35	470	505
PA	87	917	1,004
PR	16	20	36
RI	20	547	567
SC	40	212	252
SD	11	73	84
TN	79	331	410

MISSING STATE	ACTIVE	RESOLVED	TOTAL
TX	649	4,776	5,425
UT	18	112	130
VA	29	250	279
VT	1	34	35
WA	60	1,817	1,877
WI	15	234	249
WV	14	128	142
WY	1	6	7
Unknown	40	3	43
Total	3,154	29,013	32,167



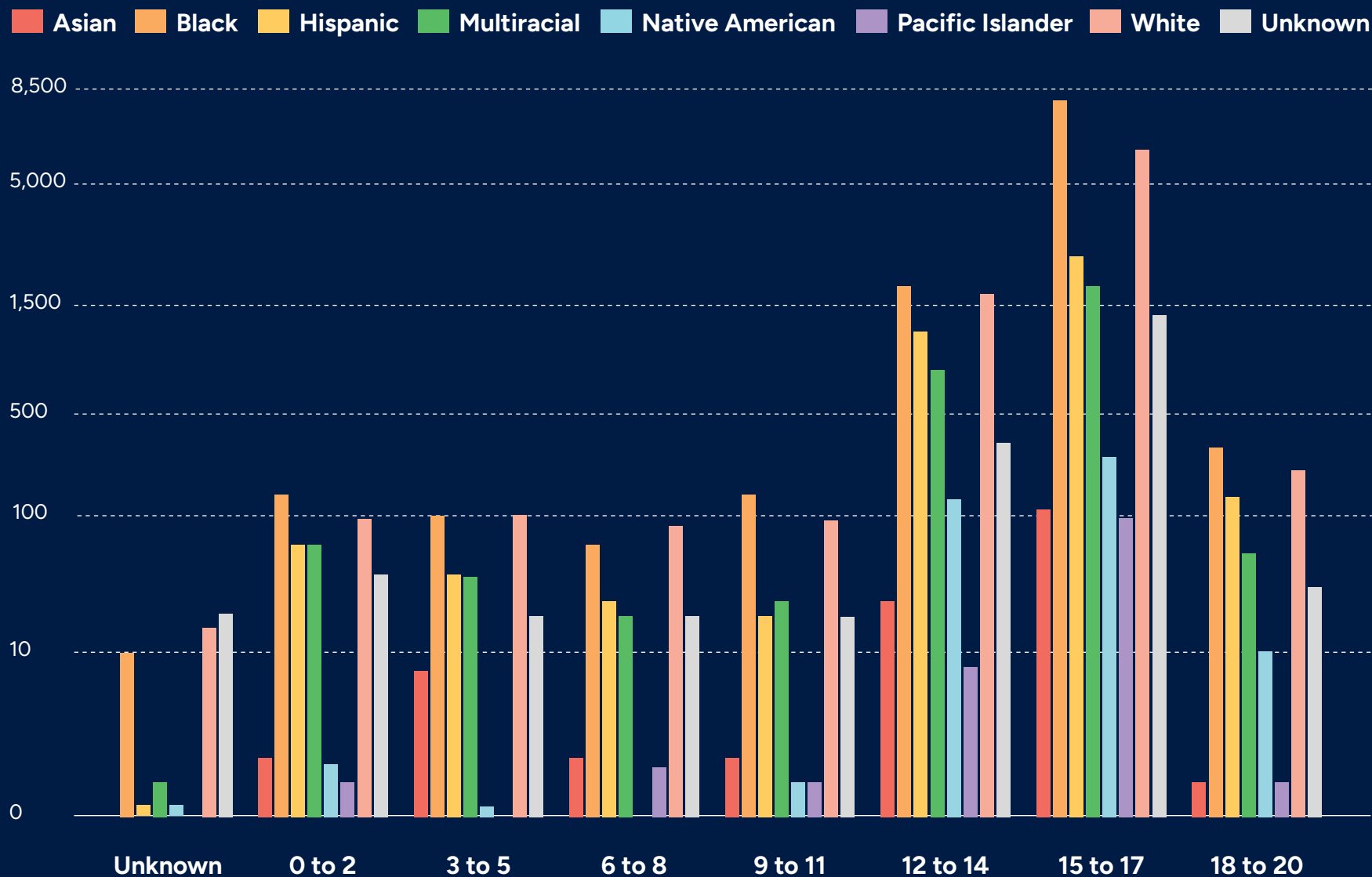
EMERGING TREND | Texas Reporting Legislation Increases Reporting of Missing Children

New state legislation in 2025 requires that every missing child reported to Texas law enforcement must also be reported to NCMEC within two hours of receipt.

This mandate significantly increased the volume of reports NCMEC received this year. The increase is not a sign that more children are going missing, but a reflection that more cases are being reported to NCMEC.

Missing Children by Age & Race/Ethnicity

Table: Missing children reported to NCMEC between 1/1/2025 and 12/31/2025



Missing Children by Age & Race/Ethnicity

Table: Missing children reported to NCMEC between 1/1/2025 and 12/31/2025

AGE GROUP	ASIAN	BLACK	HISPANIC	MULTIRACIAL	NATIVE AMERICAN	PACIFIC ISLANDER	WHITE	UNKOWN	TOTAL
0 to 2	5	138	68	70	3	2	98	56	440
3 to 5	8	100	58	52	1	0	101	33	353
6 to 8	5	69	44	30	0	4	89	30	271
9 to 11	5	184	58	45	2	2	96	42	434
12 to 14	41	2,806	1,014	824	123	8	2,004	450	7,270
15 to 17	107	8,069	3,481	2,652	399	98	6,756	936	22,498
18 to 20	2	351	121	69	10	2	262	49	866
Unknown	0	10	1	2	1	0	8	13	35
Total	173	11,727	4,845	3,744	539	116	9,414	1,609	32,167

22,498

ages 15 to 17

7,270

ages 12 to 14



CASE SPOTLIGHT | Aziz Khan: Found Safe After 7 Years

Aziz Khan was 7 years old when his non-custodial mother abducted him from Atlanta in 2017 and disappeared with him.

For more than seven years, NCMEC searched for Aziz alongside law enforcement, knowing that in family abduction cases, national attention often makes the difference. In February 2025, deputies responding to a burglary call at a vacant home in Colorado found Aziz, now 14, safe. His mother and her husband were arrested on felony kidnapping charges.

[Read the Full Story](#) ➤

Children Missing from Foster Care

Children who run away from foster care or other state custody placements face some of the most acute risks of any missing child population. They are already vulnerable and when they go missing that risk increases.

23,384

**reports of children missing
from foster care in 2025**

91%

of those children were recovered

Of the children missing from care who were reported to NCMEC in 2025, 17% were identified as likely victims of child sex trafficking. Children who run away from the foster care system are often the population that traffickers target and exploit: isolated youth struggling to meet basic needs such as shelter, food and belonging.

Call Center

1-800-THE-LOST

Our call center is often one of the first points of contact a terrified parent or caregiver speaks with after they've realized a child is missing. The call center can be contacted via phone, email or text.

NCMEC's national call center operates 24 hours a day, seven days a week, because every minute matters for families in crisis.

138,184
contacts received in 2025

That's a 5% increase from 2024. 5.7 million contacts responded to since the call center launched.

AMBER Alerts

Fast action is critical in a missing child case. The AMBER Alert system is activated by law enforcement in the most serious abduction cases when they believe they have information that could help the public in the search for the child. Once an alert is issued, NCMEC is responsible for redistributing the alerts to a network of secondary distributors. The moment law enforcement issues an alert, NCMEC redistributes it to the areas designated by law enforcement through that network, helping the alert reach phones, billboards and other locations where it can be seen by the people most likely to encounter the abducted child.

44

children recovered

via AMBER Alerts in 2025

1,312

children recovered

*via AMBER Alerts since program launch
as of December 31, 2025*



CASE SPOTLIGHT | Tamara Asher: AMBER Alert Recovery, NCMEC Board Member

At 16, Tamara Asher was abducted at gunpoint and held for nearly 24 hours.

A driver spotted the SUV she was abducted in after seeing the AMBER Alert on a highway sign, and law enforcement was able to reach her in time. Tamara

now serves on NCMEC's board of directors. In her own words: **"I wouldn't be here today. And so many other children have been saved because of your efforts, because of your willingness to be in those call centers, to be in those partnerships."**

[Read the Full Story](#) ➤

Team Adam

NCMEC's Team Adam program is a network of retired law enforcement professionals who provide support and, in some cases, deploy in response to critical missing child cases.

Team Adam brings investigative experience, NCMEC's analytical resources and an understanding of what families in crisis need.

For long-term cases that have gone cold, Team Adam provides a fresh set of expert eyes.



296
cases supported in 2025

Including 21 critical missing child cases & 275 long-term missing child cases

Age Progressions, Facial Reconstructions & Identifications

When a child has been missing for more than two years, a photograph may no longer reflect their current appearance. Because of this, NCMEC's forensic artists produce age-progression images that give the public a more accurate picture of what a missing child might look like today. In cases of unknown deceased children, NCMEC's forensic artists will create facial reconstructions to produce an image of what that child looked like to help identify them. NCMEC also facilitates the application of forensic genealogy and DNA analysis to cases that have gone cold for years, or even decades.

These tools reflect NCMEC's commitment to supporting unresolved cases, no matter how long it takes.

The tools we use to find them are only getting better.

Age Progressions, Facial Reconstructions & Identifications by the Numbers

187

age progressions in 2025

75

facial reconstructions in 2025

22

cases solved via forensic
genealogy in 2025

Every image updated, every
face reconstructed and every
DNA match pursued is a
declaration that the children
have not been forgotten.

Operational Support

NCMEC provides direct analytical support to law enforcement operations assisting with the recovery of missing children and victims of child sex trafficking. This is the work that happens to support law enforcement investigations, including **data analysis, lead development and identifying connections between cases that a single agency working alone might not be able to make.**

36

**law enforcement operations
supported by NCMEC in 2025**



CASE SPOTLIGHT | Rea Rassmussen: A 25-Year Mystery Solved

For 25 years, a deceased little girl found in a barrel near Bear Brook State Park in New Hampshire had no name.

NCMEC had supported investigators since 2008 by providing facial reconstructions, DNA analysis and national outreach that kept the search alive through decades of cold case work. In September 2025, the New Hampshire Department of Justice announced she had finally been identified as Rea Rassmussen.

[Read the Full Story](#) ➔

A child with a backpack is running on a sidewalk, viewed from behind. The child is wearing a light blue backpack, a grey long-sleeved shirt, and blue pants. The background shows a residential street with trees and a car. The text "Protecting Children from Sexual Exploitation" is overlaid in large, bold, dark blue letters.

Protecting Children from Sexual Exploitation

Child sexual exploitation is not a problem that only happens to vulnerable children in isolated places without anyone watching.

It has become a crisis on a massive scale, enabled and accelerated by technology. NCMEC sees the big picture of online child sexual exploitation across the reporting system, data analytics, law enforcement partnerships and policy discussions that together constitute a national response.

CyberTipline

NCMEC's CyberTipline is the nation's designated reporting system for suspected child sexual exploitation. **Electronic service providers are required by law to report suspected child sexual abuse material (CSAM), online enticement and child sex trafficking to NCMEC.** Members of the public can also report directly. **NCMEC makes reports available to domestic and international law enforcement agencies, adding valuable information where possible.** This report contains some data from the CyberTipline, but you can visit [NCMEC.org/CybertiplineData](https://www.ncmec.org/cybertiplineData) for deeper insights.

CyberTipline by the Numbers

21.3M

reports received in 2025

225 million+ reports since the CyberTipline launched in 1998



NCMEC makes CyberTipline reports and any additional information available to law enforcement while also monitoring the reports to better understand the ways that children may be vulnerable, and the trends NCMEC is tracking are moving fast.



EMERGING TREND | Online Enticement: 158% Increase in Reports in 2025

Reports regarding online enticement — where an offender uses the internet to solicit or coerce a child for sexual purposes — increased 158%

in 2025, going from 546,333 reports in 2024 to more than 1.4 million in 2025. Financial sextortion was one of the contributors to this increase along with the passage of the REPORT Act in 2024, which requires electronic service providers to report online enticement and child sex trafficking in the same way they report CSAM. NCMEC is monitoring this increase, equipping platforms with resources to detect and report this crime when it happens, and advocating for policies and new laws needed to respond to the scale of this problem.



EMERGING TREND | Generative AI: 182,000+ reports related to GAI CSAM in 2025

AI is playing an increasing role in the sexual exploitation of children.

For example, in 2025 alone, more than 182,000 reports involved people attempting to use AI to create CSAM or possessing AI-generated CSAM. This is one of the emerging threats against child safety that did not meaningfully exist five years ago. NCMEC is working with technology partners, law enforcement and policymakers to shape the national response. The CyberTipline is the infrastructure that makes that response possible.

[More About the Impact of AI](#) ➤

The CyberTipline Received

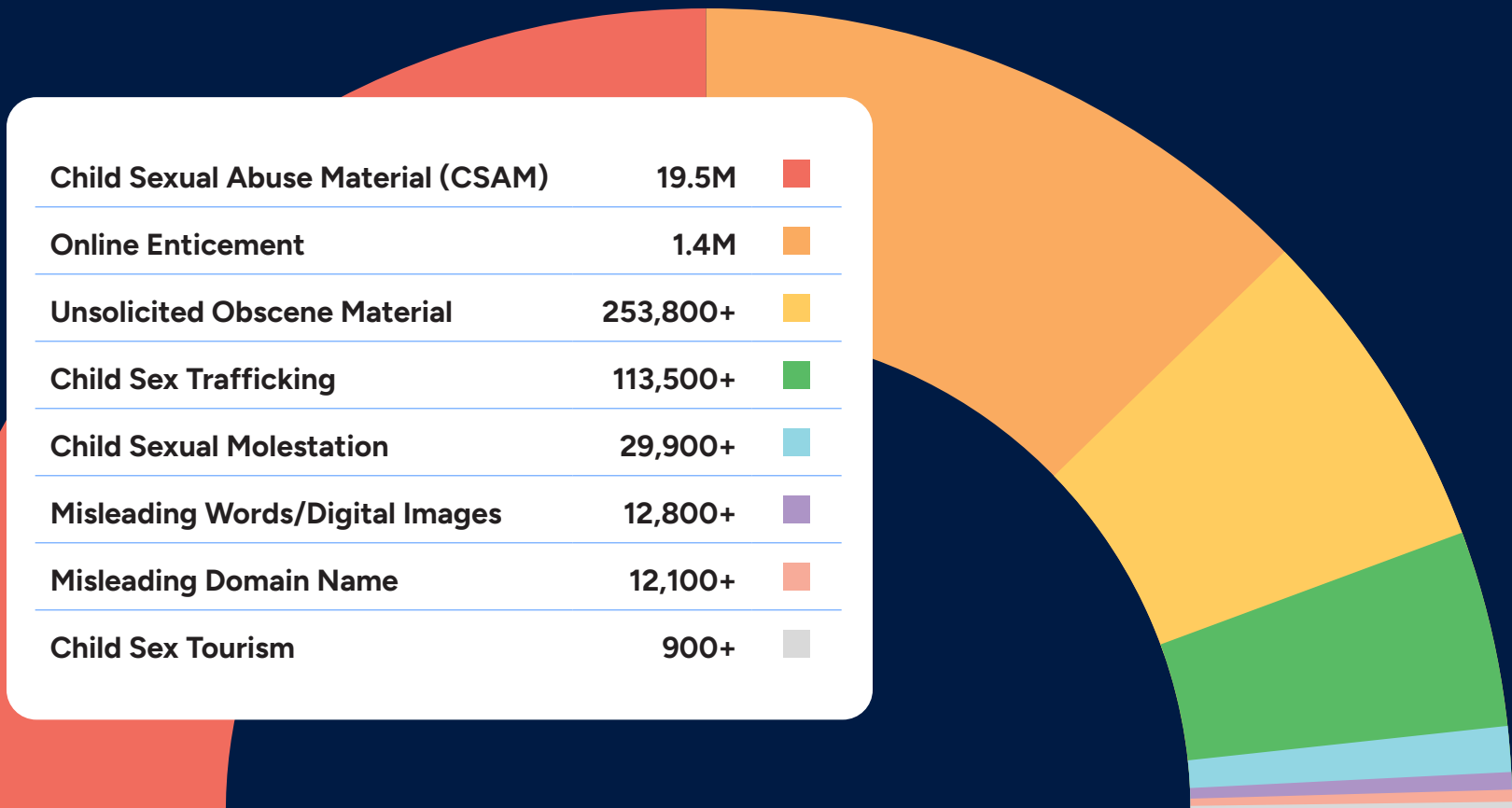


61.8M

total files included in reports of
suspected child sexual exploitation.

Types of Cases Reported to the CyberTipline in 2025

Reports of suspected child sexual exploitation made to NCMEC's CyberTipline between 1/1/2025 and 12/31/2025



Take Down

NCMEC's Take It Down program is a free service that helps minors remove nude, partially nude or sexually explicit images and videos of themselves that have been shared online.

The website works by generating a unique hash value for each image or video, which becomes a digital fingerprint that can be used by participating online platforms to remove the content and prevent it from circulating in the first place. Take It Down is available in 36 languages, which means it can serve young people in communities that English-language resources have historically not reached.

Each submission represents a young person who is facing the trauma of having explicit content shared online. Take It Down helps children regain control in what often feels like an uncontrollable situation.

130,000+

submissions in 2025

Containing images & videos submitted for removal

273,000+

hashes created

Unique digital fingerprints for each image and video enabling removal

36

languages supported

Available to young people worldwide



CASE SPOTLIGHT | Tamia Woods & James: Financial Sextortion

17-year-old James was financially sextorted over the course of 19½ hours before he took his own life.

His mother, Tamia Woods, testified about his death before the Senate Judiciary Committee in December

2025. Now, working as a NCMEC Lived Experience Consultant, she is helping to raise awareness about this devastating crime perpetrated against James and helping hone NCMEC's prevention education messages. NCMEC's CyberTipline is the reporting infrastructure that enabled analysts to identify financial sextortion as an emerging crisis, and that continues to generate the data driving legislative and law enforcement response.

[Read the Full Story](#) ➔

Child Victim Identification

When law enforcement seizes a device or receives a tip involving suspected child sexual abuse material, they frequently do not know who the child victim is. NCMEC's analysts help answer these questions. **Analysts piece together identifying details from imagery** — a background object, a brand label, a sliver of architecture — **and share findings with investigators to help find the child, stop the abuse and hold offenders accountable.** NCMEC is uniquely positioned to provide this crucial support.

6,230+

requests from law enforcement
agencies in 2025

Federal, state, local, military & international

27.7M

images and videos in
requests in 2025

460 million+ reviewed since CVIP launched in 2002

NCMEC collaborates directly with Federal, state, local, military and international law enforcement agencies to support child victim identification.

Breakdown of Law Enforcement Requests, Number of Images and Number of Videos by Agency

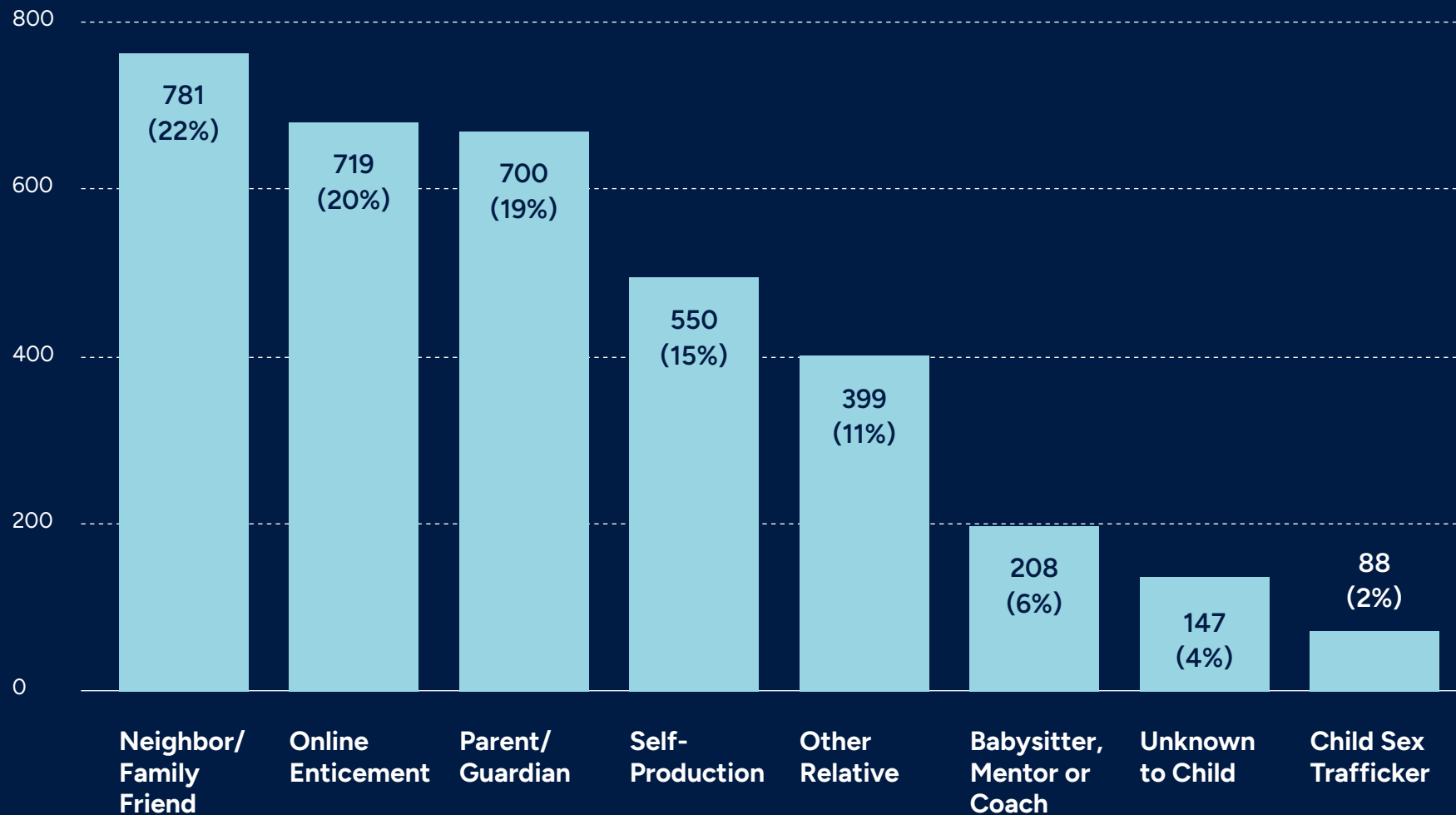
AGENCY	REQUESTS	IMAGES	VIDEOS
US Federal Law Enforcement	2,901	17,829,552	1,521,316
Local/State/ICAC	3,107	7,337,550	595,354
Military	216	401,632	96,845
International	12	47	4
Total	6,236	25,568,781	2,213,519

Of the more than 35,620 child victims identified by law enforcement to date, 3,591 are depicted in actively traded imagery — meaning their abuse is still in circulation.

Children Depicted in Actively Traded Imagery by Age and Gender

GENDER	INFANT/TODDLER	PREPUBESCENT	PUBESCENT	TOTAL
Male	110	733	515	1,358
Female	179	1,282	772	2,233
Total	289	2,015	1,287	3,591

Relationship of Offender to Child Depicted in Actively Traded Images and Videos



**Values reported are rounded to the nearest percentage and may not equal 100.*

RELATIONSHIP TYPE	NUMBER OF CASES	PERCENTAGE OF TOTAL
Parent/Guardian	700	19%
Other Relative	399	11%
Babysitter/Mentor or Coach	208	6%
Neighbor/Family Friend	781	22%
Self-Production	550	15%
Online Enticement	719	20%
Child Sex Trafficker	88	2%
Unknown to Child	147	4%

The data on the relationship between offenders and victims in actively traded imagery corrects a persistent misconception that child sexual abuse is primarily committed by strangers.

The majority of children depicted in sexually abusive imagery actively circulating online were abused by someone they knew, such as a parent, a relative, a neighbor, a family friend or a coach.

This means that impactful prevention must focus on building environments where abuse is harder to hide and easier to report, whether the child knows the offender or not.

Child Sex Trafficking

Child sex trafficking is not a problem confined to specific communities, regions or demographics. In 2025, NCMEC received reports from all 50 states, Washington D.C. and Puerto Rico, and from communities that are rural, suburban, urban and tribal. **Traffickers and buyers specifically target children who are vulnerable, including children who have run away, who need love, shelter and stability, but instead find someone who offers those things as a prelude to exploitation.**

NCMEC offers analytical support to law enforcement investigating these cases and resources for child welfare professionals to help build a plan for when the child returns. **Ensuring victims of child sex trafficking are located quickly and that their recovery includes a trauma-informed response is crucial to helping these children.**

1 in 7

missing children reported to NCMEC were likely sex trafficking victims

From more than 32,000 cases in 2025

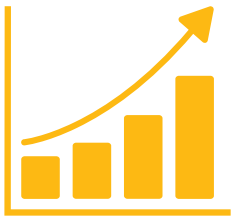
4,215

instances of support for children missing from child welfare who are likely victims of sex trafficking

Trauma-informed, victim-centered response plans

The connection between missing children and trafficking is undeniable. When a child disappears from foster care or runs away from home, the danger begins immediately and only compounds over time. **Knowing what vulnerabilities to exploit allows traffickers to target these children at a rate that outpaces law enforcement resources to respond.** NCMEC's dual role in responding to both missing and trafficked children recognizes that these two events are part of the same crisis, and acts as a resource multiplier, prioritizing this issue on a national level.

EMERGING TREND | Child Sex Trafficking: 323% Increase in Reports to the CyberTipline



In 2025, child sex trafficking reports to NCMEC's CyberTipline increased 323%, going from 26,823 in 2024 to 113,530 in 2025.

This increase reflects multiple factors, including the passage of the REPORT Act in 2024, which now requires electronic service providers to report online enticement and child sex trafficking in the same way they report CSAM; expanded platform compliance; and the growth of trafficking online. This is a number that demands attention from policymakers, platforms and communities.



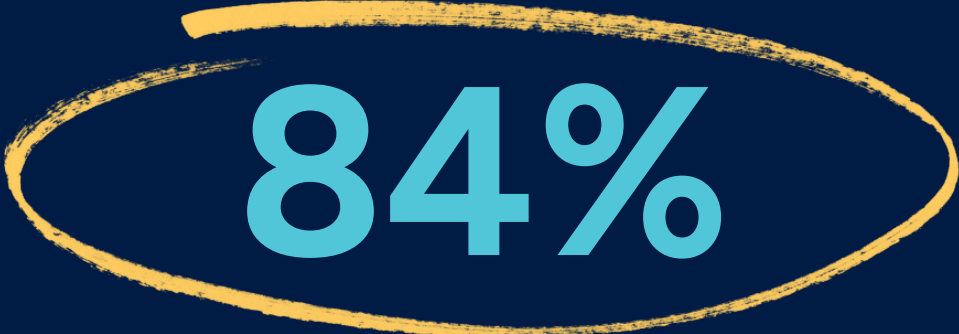
CASE SPOTLIGHT | A 14-Year-Old in Florida: Spotlight AI

A 14-year-old girl had been missing from foster care for more than two years, with few leads on her whereabouts.

NCMEC analysts used Spotlight, an AI tool that matches missing children data against online escort ads, and found a possible match. NCMEC contacted law enforcement, and **Miami-Dade Police located the child and arrested her 23-year-old trafficker.**

[Read the Full Story](#) ➤

Demographics of Child Sex Trafficking Victims Reported to NCMEC in 2025



84%

of likely child sex trafficking victims reported missing to NCMEC are ages 15–17

CST Victims by Age at Time Missing and Sex

AGE MISSING	FEMALE	MALE	UNKNOWN	TOTAL
10	1	0	0	1
11	3	0	0	3
12	26	0	0	26
13	152	15	0	167
14	335	14	0	349
15	799	44	1	844
16	1,208	153	0	1,361
17	1,409	110	1	1,520
18	118	5	0	123
19	17	1	0	18
20	14	0	0	14
Total	4,082	342	2	4,426

Child Sex Trafficking by the Numbers

92%

**female of likely child sex
trafficking victims in 2025**



8%

**male, a reminder that traffickers
and buyers target boys, a
population that remains under
identified**

CST Victims by Race/Ethnicity at Time Missing & Sex

RACE/ETHNICITY	FEMALE	MALE	UNKNOWN	TOTAL
Asian	14	1	0	15
Black	1,570	86	0	1,656
Hispanic	589	60	0	649
Multiracial	617	75	1	693
Native American	82	1	0	83
Pacific Islander	13	20	0	33
Unknown	60	5	0	65
White	1,137	94	1	1,232
Total	4,082	342	2	4,426

Sex Offender Tracking

A noncompliant sex offender is someone who has been convicted of a qualifying sex offense, but who has not complied with the requirements to register. Registration includes providing identifiers such as their name, address and employment information to law enforcement and keeping that information current. When a registered sex offender fails to do this, **NCMEC supports law enforcement's efforts to locate these individuals through analysis that creates new connections and location leads.**

Sex Offender Tracking by the Numbers

42,608

**law enforcement requests
to locate noncompliant sex
offenders in 2025**

2,903

**noncompliant sex offenders who
were included in requests were
located by law enforcement**

16

**local, state & national operations
supported in 2025**

**Each arrest is an offender
who is no longer in proximity
to children while evading
accountability. This is the
practical work of ensuring
that legal obligations to
protect children are enforced.**



Mental Health & Peer Support

The families who contact NCMEC are experiencing trauma, uncertainty about whether their loved one is safe, when they'll receive more information and when they'll reunite with their child. For the missing or exploited child, their experience is something that most people around them cannot understand.

NCMEC works to ensure that no one is left on their own in these moments.

Mental Health Services

NCMEC's child and family advocates are master's-level trained and provide direct support and guidance to families throughout their crisis. For families who need ongoing mental health services, NCMEC's Family Advocacy Outreach Network (FAON) provides a vetted network of licensed mental health professionals who provide services free of charge or on a sliding scale.

Mental Health Services by the Numbers

727

referrals for mental health support in missing child cases in 2025

Families impacted by a missing child

960

referrals for mental health support in exploited child cases in 2025

Children & families impacted by sexual exploitation



274

FAON member providers in 2025

Free or sliding-scale mental health services in local communities

Team HOPE

Healing often requires connecting with another person who has survived a similar experience.

Team HOPE is NCMEC's network of trained volunteers who are themselves family members of missing or exploited children, or adult survivors who were missing or exploited as children. They provide peer support and the comfort of someone who can genuinely understand what has happened.



2,564

peer support referrals in
missing child cases in 2025

65

peer support referrals in
exploited child cases in 2025



CASE SPOTLIGHT | Colleen Nick: Team HOPE Co-Founder

Colleen Nick's 6-year-old daughter Morgan disappeared while catching fireflies at a baseball game in Alma, Arkansas in 1995, and has never been found.

Following the abduction of her daughter, Colleen Nick became an advocate for other searching families and together with Patty Wetterling, mother of missing child Jacob Wetterling, she started NCMEC's Team HOPE.

[Read the Full Story >](#)

Lived Experience Consultants

Family members and adult survivors of missing and exploited child cases serve an instrumental role in helping NCMEC develop the resources, tools and programs we create. NCMEC's network of lived experience consultants brings firsthand knowledge to program design, policy advocacy and professional training.

43

**lived experience
consultants in 2025**

Survivors & family members shaping our work

38

**NCMEC projects and
events informed by their
expertise in 2025**

Program design, policy, training & advocacy

A close-up photograph of a child's arm and hand. The child is wearing a white shirt. An adult's hand is gently holding the child's hand. The child's wrist is adorned with a colorful, flexible wristband featuring a pattern of interlocking puzzle pieces in shades of blue, green, yellow, and red. The background is a soft-focus outdoor scene with green foliage.

Prevention Resources

Prevention enables someone to have access to the right resource at the right time, to keep a child safe from harm.

Its value is incalculable and crucial. This is why NCMEC continually builds, updates and makes globally available a wealth of prevention resources, all at no cost.



PROGRAM SPOTLIGHT | Generative AI Safety Education

This year, NCMEC's flagship online safety program, Into the Cloud,

launched a new episode that specifically addresses the misuse of generative AI. The video teaches kids language and tools to respond to the new threats that have recently emerged from this advance in technology.

Watch the Episode [➤](#)

Education & Training

NetSmartz and KidSmartz are NCMEC's free, age-appropriate educational resources for children, caregivers and child-serving professionals. These are videos, presentations, tip sheets and interactive tools that **address the specific risks children face in real-world and online communities, updated constantly to reflect emerging trends.**

In order to expand the reach of our prevention resources, NCMEC has built a network of partner organizations that are trained to deliver NCMEC's safety education messaging in communities across the country. **We also make all the resources available through our website where they were downloaded and viewed across 148 countries in 2025 reaching educators, law enforcement, parents and guardians and child welfare professionals.**

Education & Training by the Numbers

19,342

parents & caregivers

Reached through partner-delivered safety lessons in 2025

70,396

children

Reached directly through those same partner lessons in 2025

93,249

resource downloads in 2025

Across all 50 states & 148 countries

1.2M

safety video views in 2025

Free, always available & updated for today's threats

Professional Training

Professionals that interact with children on a daily basis are the frontline of child protection. NCMEC delivers training for teachers, law enforcement, social workers, healthcare providers and other child-serving roles, which helps them develop abilities to recognize, respond to and report what they may encounter in their work.



43,949
instances

of training delivered to child-serving professionals in 2025. Every trained professional carries that knowledge for the rest of their career.



Connect

NCMEC Connect is our free, on-demand training hub, which provides child-serving professionals access to NCMEC's courses, resources and best practices whenever they need them. In 2025, the platform added 8,474 new registered users, bringing total membership to 36,017 professionals.



Missing Kids Readiness Program

MKRP provides law enforcement and public safety agencies with NCMEC's best practices for responding to incidents of missing and exploited children. Officers and first responders complete a series of training courses and participate in a full policy review that equips them to effectively act when a child is exploited or goes missing.



373

active MKRP member agencies in 2025

Digital Reach

NCMEC's digital presence is one of the most direct lines between the organization and the people it serves. The website is where families in crisis find the call center, where law enforcement professionals access tools, where teens discover Take It Down and where donors learn what their support makes possible. Social media extends that reach by raising awareness, sharing missing children posts and meeting people in the spaces where they already spend time. NCMEC is active on Facebook, X, Instagram, TikTok, LinkedIn and YouTube.

Digital Reach by the Numbers

16.5M

visitors to NCMEC.org in 2025

36.6M page views

376M

social media impressions

21.3M engagements

34M

total video views

Across all social platforms



A NOTE FROM NCMEC

At NCMEC, **HOPE** is a strategy, and we see its power every day.

The world children are growing up in has never been more complex, and threats are evolving fast. Yet, we are more energized than we've ever been.

Coordinated, expert, relentless response and a committed community of partners is more relevant than ever.

Every number in this report reflects these crucial partnerships. Law enforcement agencies calling our call center. Tech platforms reporting to the CyberTipline. Professionals contributing to NCMEC Connect. Brave survivors sharing their stories. And wonderful supporters who power it all.



Every child deserves a safe childhood.



NCMEC.org

Copyright © 2026 National Center for Missing & Exploited Children. All rights reserved.