

# Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)

Department of the Treasury  
Internal Revenue Service

▶ The organization may have to use a copy of this return to satisfy state reporting requirements.

**A For the 2010 calendar year, or tax year beginning** 2010, **and ending** 20

<b>B</b> Check if applicable:	<table border="1" style="width: 100%;"> <tr> <td colspan="2"><b>C</b> Name of organization <b>THE NATIONAL CENTER FOR MISSING AND EXPLOITED CHILDREN</b></td> <td rowspan="2"><b>D</b> Employer identification number 52-1328557</td> </tr> <tr> <td colspan="2">Doing Business As</td> </tr> <tr> <td><input type="checkbox"/> Address change</td> <td>Number and street (or P.O. box if mail is not delivered to street address)</td> <td rowspan="2"><b>E</b> Telephone number (703) 224-2150</td> </tr> <tr> <td><input type="checkbox"/> Name change</td> <td>Room/suite</td> </tr> <tr> <td><input type="checkbox"/> Initial return</td> <td>699 PRINCE STREET</td> <td rowspan="2"><b>G</b> Gross receipts \$ 51,547,526.</td> </tr> <tr> <td><input type="checkbox"/> Terminated</td> <td>City or town, state or country, and ZIP + 4</td> </tr> <tr> <td><input type="checkbox"/> Amended return</td> <td>ALEXANDRIA, VA 22314-3175</td> <td rowspan="2"><b>H(a)</b> Is this a group return for affiliates? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</td> </tr> <tr> <td><input type="checkbox"/> Application pending</td> <td><b>F</b> Name and address of principal officer: ERNEST E. ALLEN 699 PRINCE STREET ALEXANDRIA, VA 22314</td> </tr> <tr> <td colspan="2"><b>I</b> Tax-exempt status: <input checked="" type="checkbox"/> 501(c)(3) <input type="checkbox"/> 501(c) ( ) (insert no.) <input type="checkbox"/> 4947(a)(1) or <input type="checkbox"/> 527</td> <td><b>H(b)</b> Are all affiliates included? <input type="checkbox"/> Yes <input type="checkbox"/> No</td> </tr> <tr> <td colspan="2"><b>J</b> Website: WWW.MISSINGKIDS.COM</td> <td>If "No," attach a list. (see instructions)</td> </tr> <tr> <td colspan="2"><b>K</b> Form of organization: <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Association <input type="checkbox"/> Other ▶</td> <td><b>H(c)</b> Group exemption number ▶</td> </tr> <tr> <td colspan="2"><b>L</b> Year of formation: 1984</td> <td><b>M</b> State of legal domicile: DC</td> </tr> </table>	<b>C</b> Name of organization <b>THE NATIONAL CENTER FOR MISSING AND EXPLOITED CHILDREN</b>		<b>D</b> Employer identification number 52-1328557	Doing Business As		<input type="checkbox"/> Address change	Number and street (or P.O. box if mail is not delivered to street address)	<b>E</b> Telephone number (703) 224-2150	<input type="checkbox"/> Name change	Room/suite	<input type="checkbox"/> Initial return	699 PRINCE STREET	<b>G</b> Gross receipts \$ 51,547,526.	<input type="checkbox"/> Terminated	City or town, state or country, and ZIP + 4	<input type="checkbox"/> Amended return	ALEXANDRIA, VA 22314-3175	<b>H(a)</b> Is this a group return for affiliates? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Application pending	<b>F</b> Name and address of principal officer: ERNEST E. ALLEN 699 PRINCE STREET ALEXANDRIA, VA 22314	<b>I</b> Tax-exempt status: <input checked="" type="checkbox"/> 501(c)(3) <input type="checkbox"/> 501(c) ( ) (insert no.) <input type="checkbox"/> 4947(a)(1) or <input type="checkbox"/> 527		<b>H(b)</b> Are all affiliates included? <input type="checkbox"/> Yes <input type="checkbox"/> No	<b>J</b> Website: WWW.MISSINGKIDS.COM		If "No," attach a list. (see instructions)	<b>K</b> Form of organization: <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Association <input type="checkbox"/> Other ▶		<b>H(c)</b> Group exemption number ▶	<b>L</b> Year of formation: 1984		<b>M</b> State of legal domicile: DC
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**Part I Summary**

<b>1</b>	Briefly describe the organization's mission or most significant activities: <u>OPERATE THE NATIONAL CLEARINGHOUSE AND SERVE AS A TECHNICAL CENTER IN THE AREA OF MISSING AND EXPLOITED CHILDREN</u>		
<b>2</b>	Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets.		
<b>3</b>	Number of voting members of the governing body (Part VI, line 1a)	<b>3</b>	38.
<b>4</b>	Number of independent voting members of the governing body (Part VI, line 1b)	<b>4</b>	34.
<b>5</b>	Total number of individuals employed in calendar year 2010 (Part VII, line 2a)	<b>5</b>	409.
<b>6</b>	Total number of volunteers (estimate if necessary)	<b>6</b>	3,248.
<b>7a</b>	Total gross unrelated business revenue from Part VIII, column (C), line 12	<b>7a</b>	
<b>7b</b>	Net unrelated business tax expense	<b>7b</b>	0.
		<b>Prior Year</b>	<b>Current Year</b>
<b>8</b>	Contributions and grants (Part VIII, line 1h)	47,448,042.	45,494,199.
<b>9</b>	Program service revenue (Part VIII, line 2g)	75,858.	448,610.
<b>10</b>	Investment income (Part VIII, column (A), lines 3, 4, and 7d)	312,151.	266,917.
<b>11</b>	Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	-41,407.	415,885.
<b>12</b>	Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)	47,794,644.	46,625,611.
<b>13</b>	Grants and similar amounts paid (Part IX, column (A), lines 1-3)		0.
<b>14</b>	Benefits paid to or for members (Part IX, column (A), line 4)		0.
<b>15</b>	Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)	29,299,442.	31,925,654.
<b>16a</b>	Professional fundraising fees (Part IX, column (A), line 11e)	177,141.	183,694.
<b>16b</b>	Total fundraising expenses (Part IX, column (D), line 25) ▶ 2,661,965.		
<b>17</b>	Other expenses (Part IX, column (A), lines 11a-11d, 11f-24f)	18,509,915.	15,962,868.
<b>18</b>	Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)	47,986,498.	48,072,216.
<b>19</b>	Revenue less expenses. Subtract line 18 from line 12	-191,854.	-1,446,605.
		<b>Beginning of Current Year</b>	<b>End of Year</b>
<b>20</b>	Total assets (Part X, line 16)	48,190,464.	47,023,421.
<b>21</b>	Total liabilities (Part X, line 26)	12,807,653.	13,072,479.
<b>22</b>	Net assets or fund balances. Subtract line 21 from line 20	35,382,811.	33,950,942.

Public Inspection Copy

**Part II Signature Block**

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

<b>Sign Here</b>	Signature of officer <u>Michael P Lynch</u>	Date <u>8-10-2011</u>
	Type or print name and title <u>Michael P Lynch, Assistant Treasurer</u>	

<b>Paid Preparer Use Only</b>	Print/Type preparer's name <u>MARY TORRETTA</u>	Preparer's signature <u>Mary Torretta</u>	Date <u>8-10-11</u>	Check if self-employed <input type="checkbox"/>	PTIN <u>P00847851</u>
	Firm's name ▶ <u>GRANT THORNTON LLP</u>	Firm's EIN ▶ <u>36-6055558</u>		Phone no. <u>703-847-7500</u>	
	Firm's address ▶ <u>2010 CORPORATE RIDGE, SUITE 400 MCLEAN, VA 22102</u>				

May the IRS discuss this return with the preparer shown above? (see instructions)  Yes  No

**Part III Statement of Program Service Accomplishments**

Check if Schedule O contains a response to any question in this Part III  X

1 Briefly describe the organization's mission:

THE MISSION OF THE NATIONAL CENTER FOR MISSING AND EXPLOITED CHILDREN IS TO HELP PREVENT CHILD ABDUCTION AND SEXUAL EXPLOITATION; HELP FIND MISSING CHILDREN; & ASSIST VICTIMS OF CHILD ABDUCTION AND SEXUAL EXPLOITATION, THEIR FAMILIES, & THE PROFESSIONALS WHO SERVE THEM.

2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ?  Yes  No

If "Yes," describe these new services on Schedule O.

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services?  Yes  No

If "Yes," describe these changes on Schedule O.

4 Describe the exempt purpose achievements for each of the organization's three largest program services by expenses.

Section 501(c)(3) and 501(c)(4) organizations and section 4947(a)(1) trusts are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported.

4a (Code: ) (Expenses \$ 12,584,688. including grants of \$ ) (Revenue \$ )

MISSING CHILD CASE MANAGEMENT: PROVIDE TECHNICAL ASSISTANCE TO LAW ENFORCEMENT AGENCIES, STATE AND LOCAL GOVERNMENTS, ELEMENTS OF THE CRIMINAL JUSTICE SYSTEM, AND PUBLIC AND PRIVATE AGENCIES TO ASSIST IN THE SEARCH FOR MISSING CHILDREN.

4b (Code: ) (Expenses \$ 11,602,622. including grants of \$ ) (Revenue \$ )

INFORMATION AND CASE ANALYSIS: DATABASE MAINTENANCE AND DATA ANALYSIS TO AIDE IN THE RECOVERY OF MISSING CHILDREN AND THE PREVENTION OF CHILD SEXUAL EXPLOITATION.

4c (Code: ) (Expenses \$ 7,413,297. including grants of \$ ) (Revenue \$ )

EXPLOITED CHILD CASE MANAGEMENT: RECEIVE AND PROCESS REPORTS OF CHILD SEXUAL EXPLOITATION FROM THE PUBLIC AND FROM INTERNET COMPANIES, ASSIST PROSECUTORS IN CASES INVOLVING THE POSSESSION, PRODUCTION, AND DISTRIBUTION OF CHILD-PORNOGRAPHY IMAGES USING NCMEC'S CHILD RECOGNITION AND IDENTIFICATION SYSTEM (CRIS). IDENTIFY UNKNOWN CHILD VICTIMS IN PORNOGRAPHIC IMAGES USING IMAGE ANALYSIS.

4d Other program services. (Describe in Schedule O.)

(Expenses \$ 13,228,576. including grants of \$ 0. ) (Revenue \$ 0. )

4e Total program service expenses ► 44,829,183.

**Part IV Checklist of Required Schedules**

	Yes	No
1 Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? If "Yes," complete Schedule A . . . . .	X	
2 Is the organization required to complete Schedule B, Schedule of Contributors? (see instructions) . . . . .	X	
3 Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I . . . . .		X
4 <b>Section 501(c)(3) organizations.</b> Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? If "Yes," complete Schedule C, Part II . . . . .		X
5 Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? If "Yes," complete Schedule C, Part III . . . . .		
6 Did the organization maintain any donor advised funds or any similar funds or accounts where donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? If "Yes," complete Schedule D, Part I . . . . .		X
7 Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? If "Yes," complete Schedule D, Part II . . . . .		X
8 Did the organization maintain collections of works of art, historical treasures, or other similar assets? If "Yes," complete Schedule D, Part III . . . . .	X	
9 Did the organization report an amount in Part X, line 21; serve as a custodian for amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services? If "Yes," complete Schedule D, Part IV . . . . .		X
10 Did the organization, directly or through a related organization, hold assets in term, permanent, or quasi-endowments? If "Yes," complete Schedule D, Part V . . . . .	X	
11 If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable.		
a Did the organization report an amount for land, buildings, and equipment in Part X, line 10? If "Yes," complete Schedule D, Part VI . . . . .	X	
b Did the organization report an amount for investments—other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VII . . . . .	X	
c Did the organization report an amount for investments-program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VIII . . . . .		X
d Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part IX . . . . .		X
e Did the organization report an amount for other liabilities in Part X, line 25? If "Yes," complete Schedule D, Part X . . . . .	X	
f Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? If "Yes," complete Schedule D, Part X . . . . .		X
12a Did the organization obtain separate, independent audited financial statements for the tax year? If "Yes," complete Schedule D, Parts XI, XII, and XIII . . . . .	X	
b Was the organization included in consolidated, independent audited financial statements for the tax year? If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI, XII, and XIII is optional . . . . .		X
13 Is the organization a school described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E . . . . .		X
14a Did the organization maintain an office, employees, or agents outside of the United States? . . . . .		X
b Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, and program service activities outside the United States? If "Yes," complete Schedule F, Parts I and IV . . . . .		X
15 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or assistance to any organization or entity located outside the United States? If "Yes," complete Schedule F, Parts II and IV . . . . .		X
16 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or assistance to individuals located outside the United States? If "Yes," complete Schedule F, Parts III and IV . . . . .		X
17 Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? If "Yes," complete Schedule G, Part I (see instructions) . . . . .	X	
18 Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? If "Yes," complete Schedule G, Part II . . . . .	X	
19 Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? If "Yes," complete Schedule G, Part III . . . . .		X
20a Did the organization operate one or more hospitals? If "Yes," complete Schedule H . . . . .		X
b If "Yes" to line 20a, did the organization attach its audited financial statements to this return? <b>Note.</b> Some Form 990 filers that operate one or more hospitals must attach audited financial statements (see instructions) . . . . .		X

**Part IV Checklist of Required Schedules (continued)**

	Yes	No
21 Did the organization report more than \$5,000 of grants and other assistance to governments and organizations in the United States on Part IX, column (A), line 1? <i>If "Yes," complete Schedule I, Parts I and II.</i> . . . . .		X
22 Did the organization report more than \$5,000 of grants and other assistance to individuals in the United States on Part IX, column (A), line 2? <i>If "Yes," complete Schedule I, Parts I and III.</i> . . . . .		X
23 Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? <i>If "Yes," complete Schedule J.</i> . . . . .	X	
24 a Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? <i>If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25.</i> . . . . .		X
b Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception? . . . . .		
c Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds? . . . . .		
d Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year? . . . . .		
25 a <b>Section 501(c)(3) and 501(c)(4) organizations.</b> Did the organization engage in an excess benefit transaction with a disqualified person during the year? <i>If "Yes," complete Schedule L, Part I.</i> . . . . .		X
b Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? <i>If "Yes," complete Schedule L, Part I.</i> . . . . .		X
26 Was a loan to or by a current or former officer, director, trustee, key employee, highly compensated employee, or disqualified person outstanding as of the end of the organization's tax year? <i>If "Yes," complete Schedule L, Part II.</i> . . . . .		X
27 Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor, or a grant selection committee member, or to a person related to such an individual? <i>If "Yes," complete Schedule L, Part III.</i> . . . . .		X
28 Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions):		
a A current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV.</i> . . . . .		X
b A family member of a current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV.</i> . . . . .	X	
c An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or indirect owner? <i>If "Yes," complete Schedule L, Part IV.</i> . . . . .		X
29 Did the organization receive more than \$25,000 in non-cash contributions? <i>If "Yes," complete Schedule M.</i> . . . . .		X
30 Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? <i>If "Yes," complete Schedule M.</i> . . . . .		X
31 Did the organization liquidate, terminate, or dissolve and cease operations? <i>If "Yes," complete Schedule N, Part I.</i> . . . . .		X
32 Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? <i>If "Yes," complete Schedule N, Part II.</i> . . . . .		X
33 Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? <i>If "Yes," complete Schedule R, Part I.</i> . . . . .		X
34 Was the organization related to any tax-exempt or taxable entity? <i>If "Yes," complete Schedule R, Parts II, III, IV, and V, line 1.</i> . . . . .	X	
35 Is any related organization a controlled entity within the meaning of section 512(b)(13)?		X
a Did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? <i>If "Yes," complete Schedule R, Part V, line 2.</i> . . . . . <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
36 <b>Section 501(c)(3) organizations.</b> Did the organization make any transfers to an exempt non-charitable related organization? <i>If "Yes," complete Schedule R, Part V, line 2.</i> . . . . .		X
37 Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? <i>If "Yes," complete Schedule R, Part VI.</i> . . . . .		X
38 Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11 and 19? <b>Note.</b> All Form 990 filers are required to complete Schedule O. . . . .	X	

Part V Statements Regarding Other IRS Filings and Tax Compliance

Check if Schedule O contains a response to any question in this Part V.

Table with columns for question number, description, and Yes/No checkboxes. Includes questions 1a through 14b regarding Form 1096, Form W-2G, Form W-3, Form 8886-T, Form 8899, Form 1098-C, Form 8282, Form 4966, Form 4947(a)(1), and Form 720.