



Help us **Picture** them home

Picture Them Home® Campaign

Since 1984, the **National Center for Missing & Exploited Children®** (NCMEC) has played an integral role in helping to locate and recover missing children. Missing children's posters are one of the tools NCMEC uses to aid the recovery process.

These posters bring widespread coverage to missing children's cases and provide NCMEC and law enforcement officials with indispensable leads. The **Picture Them Home Campaign** invites businesses and organizations, like yours, to become a part of this effort as **Photo Partners**.

What does it mean to be a Photo Partner?

NCMEC Photo Partners help reunite missing children with their families by displaying or distributing missing children's posters to their employees and the public. Posters featuring more than 82,000 individual children have been shared through June 2020, since the Picture Them Home Campaign began in 1985.¹

Through the **Photo Distribution Program**, NCMEC helps ensure companies receive posters in the manner most convenient for them. These posters contain photos and vital identification information about missing children and the circumstances surrounding their disappearance. When a child is recovered, Photo Partners are immediately notified and given a replacement photo, if needed.

How do Partners share photos?

NCMEC's Photo Partners reach millions of people by:

- Including photos in direct-mail ads.
- Displaying photos in local, regional, and national magazines and newspapers.
- Airing photos during network and syndicated television shows.
- Displaying photos in high-traffic areas, such as digital signage and store bulletin boards.
- Sharing photos through social media sites, such as Facebook, Instagram, and Twitter.
- Including photos in regular communications to constituents, customers, and members, such as in mailers and newsletters.



Copyright © 2001-2020 National Center for Missing & Exploited Children. All rights reserved.

This project was supported by Grant #2019-MU-MU-K012 awarded by the Office of Juvenile Justice and Delinquency Prevention, Office of Justice Programs, U.S. Department of Justice. The opinions, findings, and conclusions or recommendations expressed in this publication are those of the author and do not reflect those of the Department of Justice, National Center for Missing & Exploited Children®, 1-800-THE-LOST®, and Picture Them Home® are registered trademarks of the National Center for Missing & Exploited Children.

**Join NCMEC
and companies like those
noted below in bringing children home:**

- Advance Polybag[®], Inc.
- Facebook
- LexisNexis[®]
- News Distribution Network
- SurferQUEST[™]
- USA Today[™]
- Valassis[®]
- WABC-NY TV
- Walmart[®]

How does the Photo Partner Program help your business impact the community?

NCMEC's Photo Partner Program allows businesses and organizations to perform an essential public service, underscoring their commitment to their communities and enhancing the visibility of their products and programs. Photo Partners help reach a broad audience, increasing the likelihood of a quick and safe recovery as in the cases noted below:

- **A 16-year-old** Alabama girl was recovered after concerned individuals saw a missing child poster in a local Delaware courthouse and contacted law enforcement. This led to her safe return more than six months after she first went missing.
- **An 8-year-old** girl was abducted by her father and taken to Mexico. A U.S. citizen met them while on a trip there. Upon returning to the states, the woman saw the girl's poster in a Texas Walmart. She contacted law enforcement, and the girl was reunited with her mother.
- **A 17-year-old** Texas boy was missing for more than 10 months when a concerned individual recognized him from his poster distributed earlier that day. The boy was safely recovered as a direct result.

How does my business or organization get involved?

NCMEC's Photo Partner Program brings together businesses, organizations, employees, and the community to help bring missing children home. If your company or organization is interested in becoming a Photo Partner, contact the Photo Distribution Team at:

photodistribution@ncmec.org
1-800-THE-LOST[®] (1-800-843-5678)
www.MissingKids.org

¹As reported by Michelle DeLaune in *NCMEC Quarterly Program Progress Report Covering Activity through June 2020*, Alexandria, Virginia: National Center for Missing & Exploited Children, July 29, 2020, Page 3.



Copyright © 2001-2020 National Center for Missing & Exploited Children. All rights reserved.

This project was supported by Grant #2019-MU-MU-K012 awarded by the Office of Juvenile Justice and Delinquency Prevention, Office of Justice Programs, U.S. Department of Justice. The opinions, findings, and conclusions or recommendations expressed in this publication are those of the author and do not reflect those of the Department of Justice, National Center for Missing & Exploited Children[®], 1-800-THE-LOST[®], and Picture Them Home[®] are registered trademarks of the National Center for Missing & Exploited Children.