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August 28, 2017

Priti Derrick  
Director, Charity Services  
Global Impact  
1199 N. Fairfax Street, Suite 300  
Alexandria, VA 22314

Ms. Derrick,

Given the International Centre for Missing & Exploited Children (ICMEC)’s relative position in terms of workplace giving, we feel that joining Global Impact could be beneficial to ICMEC and Global Impact, both in terms of furthering our missions and expanding our networks of partners.

**Our mission:**

At ICMEC we are dedicated to building a global community of caring adults all working together to create a world where children can grow up free from abduction, sexual abuse and exploitation. We are committed to driving results that impact, influence and inspire our community to help build a safer world for all children. To realize our vision, we advocate for improved protections, provide the necessary tools and training to those on the front lines of child protection, and convene strategic partners to find solutions that protect children. We work side-by-side with global partners to give all children a chance to experience a safe and healthy childhood. Our work is sometimes behind-the-scenes, making sure systems, policies and procedures are in place and that those out front are prepared when they are needed most.

**Our core program areas can be summarized as follows:**

Child sexual abuse is a public health crisis, impacting the lives of millions of children around the world. Through our **Global Initiative for Child Health & Well-Being**, we are increasing the recognition, identification and treatment of child victims of sexual abuse and exploitation through research, advocacy and training.

A missing child is a vulnerable child regardless of the circumstances under which he or she went missing. Through **our Global Missing Children’s Center**, we aim to protect children around the world from going missing or being abducted by providing resources for law enforcement, families, NGOs, and government on prevention as well as the appropriate actions to take in the event a child does go missing.

Safeguarding children is a responsibility every one of us shares. Through our **Global Training Academy**, we provide first responders with the with the training, tools and technology they need to help keep children safe. Our customized training programs reach a broad base of child-serving professionals: from educators, parents and students, to law enforcement, healthcare providers, and other child-serving professionals.

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For lasting change, we must combat child abduction, sexual abuse and exploitation on multiple fronts. Through **The Koons Family Institute on International Law & Policy**, we conduct and commission original research into the status of child protection laws around the world, create replicable legal tools, promote best practices, build international coalitions, and collaborate with partners to identify and measure threats to children.

**Our current fundraising plan can be summarized as follows:**

1. Corporate and Foundation Giving
2. Individual Giving
3. Events

**Our workplace relationships can be summarized as follows:**

While we have a few long-term workplace giving relationships, the strength of those campaigns and our connection to the workplace leadership has remained fairly weak. We currently have a campaign presence at Microsoft, Facebook, Google, Hilton, Washington Gas and Northrop Grumman. In 2016 we participated in the Combined Federal Campaign for the first time, but with very limited success.

In 2016, we raised $9,357.57 from workplace giving. So far in 2017 we’ve raised $8,356.66. This increase is a result of our participation in the CFC.

We are eager to expand our presence in the workplace. The workplace offers us a great opportunity to connect with potential donors, but also allows us to expand our global community of caring aduls all working together to build a safer world for children. The more eyes and ears we have paying attention when a child goes missing, the more likely we are to see that child come home safely. We are dedicated to building these relationships and think partnering with Global Impact would be a huge success. ICMEC is ready and able to contribute – building relationships, attending events, creating and sharing collateral, and making sure donor feel acknowledged and thanked for their contribution. While we can’t attend every campaign, for those we cannot be a part of – we can find new and creative ways for being engaged. We’re hoping that Global Impact can provide us with resources that can help strengthen and expand our employee giving, making it a larger part of our fundraising and awareness building efforts.

We look forward to learning more about Global Impact following the vetting process. If you have any questions, your key contact will be Leah Fraley, Director of Marketing & Development. Leah can be reached by calling [703.837.6356](tel:(703)%20837-6356) or emailing [lgfraley@icmec.org](mailto:lgfraley@icmec.org).

Thank you for your time and consideration,

Leah Fraley

Director of Marketing & Development