



## Picture Them Home Campaign – A Partnership to bring missing children home



The Picture Them Home Campaign was started by the Morgan Nick Foundation as a weapon in the fight to bring missing children home. This campaign is an ongoing initiative to raise awareness about the power of pictures and their importance in the search for missing children. Since pictures are a proven, effective tool, it is our goal to have them featured in as many different outlets as possible. Over 2000 children are reported missing in the United States every day. We know that one-in-six of these children will come home as a result of someone recognizing their photo. It is our hope that with this campaign the recovery rate will increase significantly and more children will come safely home.

This campaign was kicked off with photos of missing children displayed on a local cement truck. Chief Greg Donaldson, of the Clarksville Police Department, saw this truck and soon after approached the Morgan Nick Foundation with an incredible vision. This concept was soon transferred to photos of missing children featured on the back windows of Chief Donaldson's Police Cruisers. The benefits of this became quickly apparent. Everyone looks at police cars; it sends a strong message to the community about the department's commitment to child safety; it sends a very strong message to would be abductors that this is the

wrong community to attempt an abduction; and helps facilitate ongoing safety/prevention discussions for families in the community every time they see one of these vehicles.

On May 2<sup>nd</sup>, 2008, the Clarksville Police Department held a ceremony to unveil 13 redesigned police cruisers with pictures of missing children on the back windshield, successfully becoming the first law enforcement agency in the nation to ever do this. The impact of this campaign was felt within hours of unveiling the very first police cruisers with an amazing recovery.

On April 17, 2008, a troubled 16 year old girl ran away from home. Her mother contacted the Morgan Nick Foundation for assistance and support during the search for her daughter. The decision was made to put this girl's photo, along with 24 other missing children's photos, on the backs of the Clarksville police cars. On hand during the ceremony to unveil these cars were several media outlets. Several hours later as the news reports began to air about this story, the adult male who was harboring the girl, saw her photo on one of the cars. The adult told her that he did not want to get into any trouble and that she needed to go home. This resulted in the child calling her mother and returning safely home. This was a direct result of her photo being seen.

This successful recovery led to Chief Donaldson being presented with the 2009 Morgan's Choice Award at the Arkansas Missing Children's Day, sponsored by the Arkansas Attorney General's Office. This award is given annually to a law enforcement officer who has facilitated the recovery of a missing child. It was bestowed to Chief Donaldson this year "in recognition of your dedication to the protection of children and the exemplary performance of duty in the safe recovery of Dixie Rogers." Colleen Nick, Executive Director of the Morgan Nick Foundation, gave him this award saying, "It's because of his passion, persistence and unwavering dedication that he is truly making a difference, one child at a time."

The recovery that this campaign quickly made has sparked a fire among police agencies in our region and across the nation. There are now 10 law enforcement agencies and 6 corporate partners in 4 different states featuring 118 different children. Of these, 65 have been successfully recovered.

Thanks to Chief Greg Donaldson, what started out as a small idea between two agencies, has become a great partnership between many organizations, giving encouragement and hope to hundreds of missing children and their families.



**For more information about this program please contact:  
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