A Child is Reported Missing Every 40 Seconds…

…but fortunately 99% of all missing children are found, according to the NYPD.

The problem is that finding a missing child can take some time – and the parents are going through hell every second of it. As a parent, you know how worrying it is if your child comes home late from school. How your heart skips a beat if you lose her for a moment in the bustle of the crowd. The horrible, sinking feeling in your stomach if she doesn't step off the bus she's supposed to be on. Those are just the minor, short delays…

But What If Your Child Really Does Go Missing?

Imagine waiting hours without sign or word of your child. Nightmare scenarios play on your mind. You remember all the child murder cases you saw on TV, fearing what might be happening to your child right now. Can you imagine calmly filling out forms to help the police find your child in such a situation?

That is why it's important to be prepared for such an event. The police need a lot of information to be able to find your child – are you sure that you will be able to remember everything? Will your child's teacher or child minder, in case you're not available?

Fortunately there is an easy solution. A Child's Desire has joined forces with KidSafe ID to bring you a special children's ID card that contains all the information necessary to find your child as quickly as possible. The ID cards are hard-wearing and made from top-quality materials to ensure durability. Children can choose from a variety of great backgrounds – they will be proud to have their very own (nearly grown-up) ID card!

And, as a little extra for added peace of mind, you'll also get ID tags with your phone number on them. No more worries that your child can't phone because he's forgotten the number! And any concerned adult, such as shopkeepers or security personnel can get hold of you immediately if your child is picked up. These tags fasten easily to shoes, backpacks or clothes, to make sure they'll always stay with your child.

A set of 3 ID cards and 2 ID tags can be yours for only $8 – and the money goes to a good cause! A Child's Desire is a 501 c3 non-profit organization that raises money to fund adoption grants. By keeping your child safe with these ID cards, you also help another child find a loving home – what could possibly be better?

A Child's Desire will be taking pictures for ID cards at

_____ on _____
Name of School or Daycare Date

Contact [contact name and number] today to book your place, for lasting peace of mind.

If you have any questions about the KidSafe ID cards, please contact [contact name and number]
If you would like to know more about A Child's Desire, please contact [contact name and number]