

Company no. 2814202

# **missing people**

Registered Charity No. 1020419

**Trustees' Annual Report and Accounts**

Year ended 31 March 2012

Missing People  
Trustees' Annual Report and Accounts Year ended 31 March 2012

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## Chairman's Statement

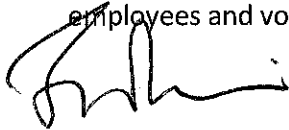
In common with most charities Missing People has found it difficult to increase its overall income during the last year but it has continued to spend on its charitable activities to the extent consistent with its reserves policy.

The year has been one of great progress for Missing People in achieving its strategic aims. It has increased its service levels following the decision of the Trustees to keep investing. It has begun a regional roll-out and committed heavily to preparation for 116 000, the new pan-European telephone number for missing children which launched successfully after the year end. Very significant has been its activity in offering our family guidance information service and in influencing public policy which is resulting in very positive outcomes.

We began the year 2012-13 with our budget substantially funded but for 2013-14 and beyond we need to broaden and deepen our long term sources of income in order to protect our scale of operation and strategy.

We look forward to our twentieth anniversary in 2013.

Our on-going progress would not be possible without the passion and commitment of our employees and volunteers including the Trustee board.



John L Reiss

Chairman

*12<sup>th</sup> September 2012*

## Trustees' Report

### 1. Reference and Administrative

Charity Name	Missing People
Charity Number	1020419
Company Number	2814202
Registered Office	Roebuck House 284 Upper Richmond Road West London SW14 7JE
Trustees	John Reiss - Chair Sally Cornish Doug D'Arcy Ben Houghton - Treasurer Jon Macintosh Andrew Morley Chris Rollings - Vice Chair Carole Easton (resigned 16 September 2011) David Meredith (resigned 14 July 2011) Caryl Agard (appointed 19 July 2012) Lisa White (appointed 19 July 2012)
Company Secretary	Douglas Parkhill
Chief Executive	Martin Houghton-Brown
Directors	Ross Miller, Director of Supporters and Communication Douglas Parkhill, Director of Finance and Resources Nicola Sharp, Director of Policy and Advocacy Jo Youle, Director of Services
Auditor	PKF (UK) LLP Farringdon Place 20 Farringdon Road London EC1M 3AP
Website	<a href="http://www.missingpeople.org.uk">www.missingpeople.org.uk</a>

## **2. Structure, Governance and Management**

### **Nature of governing document**

Missing People became a registered charity on 30 April 1993. It is a charitable company with no issued share capital being limited by guarantee. Its governing instrument is its Memorandum and Articles of Association dated 26 September 2007 and the Trustees are its members. Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The total number of such guarantees at 31 March was 9.

### **Structure**

Missing People is led by a diverse and experienced board of Trustees who together with the Chief Executive and Directors ensure that the charity delivers its aims. The Board of Trustees has overall responsibility for the activities of Missing People - governing the charity's strategy and finances, and monitoring its performance. Day to day activities are the responsibility of the Chief Executive and Directors. The Chief Executive reports to the Trustees and the Directors report to the Chief Executive.

### **Recruitment and appointment of Trustees**

Trustee vacancies are advertised in a range of media, and candidates are required to submit a CV and undergo an interview with the Chair. The Chair will then invite selected candidates to meet the Chief Executive, representatives of other Trustees, and the Directors. The procedure for the appointment of Trustees is set out in the Articles of Association.

### **Induction and training**

New Trustees are given a comprehensive briefing pack that includes information about the charity, their role within the charity and the issue of missing people. All Trustees are encouraged to attend a structured induction day and training, and are encouraged to attend charity training sessions with a view to increasing their understanding of their role within and knowledge of the charity, its activities and beneficiaries.

### **Statement of Trustees' Responsibilities**

The trustees are responsible for preparing the trustees' annual report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year. Under company law the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including its income and expenditure, of the charity for the year. In preparing those financial statements the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgments and accounting estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charity's transactions and disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the requirements of the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of the financial statements and other information included in annual reports may differ from legislation in other jurisdictions.

Each of the trustees has confirmed that, insofar as they are aware:

- there is no relevant audit information of which the charity's auditors are unaware;
- they have taken all the steps that they ought to have taken as Trustees in order to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

### **Risk management**

The Trustees review the major risks faced by the charity as part of their annual cycle of business. Systems of internal financial control have been put in place designed to safeguard the charity's assets, ensure that proper accounting records are maintained and provide reliable and timely financial information. The Trustees are satisfied with these arrangements.

The Trustees have identified a number of key risks including the following:

- The Trustees recognise the difficult and continuing economic climate from which to expand support from statutory, trust, corporate and individual sources; and
- Missing People is reliant on pro-bono support to continue its charitable activities

The Trustees monitor risks and act to minimise them at all times.

### **3. Purpose, Aims and Charitable Activities of Public Benefit**

#### **Vision**

That every missing child, adult and their families left behind might find help, hope and a safe way to reconnect.

#### **Mission**

Our Mission is to be a lifeline when someone disappears.

We are a non-judgemental, highly skilled team of staff and volunteers working around the clock for everyone who needs us; missing children, adults, their families and our partner organisations.

We provide free 24 hour confidential support, help, advice by phone, email, text and online, including the opportunity to reconnect. We also coordinate a UK wide network of people, businesses and media to join the search for the estimated 250,000 people who go missing each year.

#### **Aims**

- safeguard and support missing children and adults
- provide on-going support to families of missing people
- influence and campaign on 'Missing Rights'
- build a strong diverse and effective organisation

#### **Charitable Activities of Public Benefit**

The Trustees have paid due regard to the Charity Commission's guidance on public benefit in deciding which activities the charity should undertake.

Missing People offers a lifeline to the 250,000 people who go missing each year. For those left behind, the charity provides specialised support to help search for missing loved ones and end the heartache and confusion.

Missing children and young people can contact Missing People for free by phone, email and text. We provide confidential advice and support around the clock. Importantly we also enable young people, often living on the streets in danger or at risk of exploitation, to reconnect with their families or carers. An additional public benefit is that Missing People works in partnership with local and regional support projects for young runaways across the UK. These vital projects can often only provide 'face to face' support during office hours and they use us to provide cover at crucial times such as evenings and weekends.

For vulnerable missing adults, Missing People provides free, confidential, 24-hour advice and support, enabling callers to access support by phone and email. A key output of this dedicated service is that a missing adult can pass on a "safe and well" message to their family or carers, often leading them to reconnect directly.

When someone disappears it is vital that their family can access advice and support immediately and for as long as that person is missing. That is why Missing People provides emotional and practical support via a 24-hour confidential helpline. The charity can also signpost families to further information, providing clarity at a time of great distress, as well as making referrals to local sources of help. The charity also provides publicity services, including partnerships with national, regional and local media. These media appeals generate information and sightings from the public 24 hours a day. Increasingly, Missing People is taking an advocacy role for families, most often by liaising on behalf of, and between, families and the statutory sector. An increasingly important focus of the work of Missing People is research into the issue, its impacts and lobbying to improve the support available.

### **Volunteers**

Without volunteers Missing People could not be a lifeline when someone disappears. Donating time can be just as important as donating money and volunteering makes a huge difference to missing people and the families left behind. The charity's volunteers have the chance to get new experience within the voluntary sector, to learn from highly trained staff and to gain and develop new skills that will stay with them forever. Volunteers make a huge difference to Missing People at every level of our organisation, including services, fundraising and as Trustees.

## **4. Achievements and Performance**

### **Services Performance**

Over 75,000 calls for help were made around the clock to Missing People last year. Investment in our Services team has been aimed at providing the staff, training and infrastructure for the launch of 116 000 - the new European-wide phone number for missing children.

In addition, we have expanded the geographic reach of our services by recruiting Local Coordinators in a number of areas throughout the UK. This has allowed us to expand our support services for families, as well as to build local volunteer networks and raise awareness and funds.

This investment has allowed us to keep our helplines open 93% of the time in 2011/12.



### **Families of missing people**

- The charity reconnected 1,051 missing children and adults with their families.
- An estimated 742 disadvantaged families' lives were touched by Missing People.

Missing People has worked to provide support to the family members of missing people allowing them to feel less isolated by providing opportunities for them to meet others in similar situations. The charity held two large scale events to this end: December's Carol Service and Miles for Missing People, held in March, provided the opportunity for over 70 families to connect with one another. In addition, we launched the Family Connect Forum, providing an online space for families to get together and share their experiences of having a loved one go missing. Since its launch in November, 40 family members have used the forum with an overwhelmingly positive response from users.

Missing People launched a pilot programme of counselling, funded by the Big Lottery Fund entitled 'Living Better When Living in Limbo' which seeks to allow family members to understand their feelings and better cope with them. Since its launch, eight families have completed sessions at various locations throughout the country.

In December a range of family guidance was published on the Missing People website. This included easy to-follow advice on a range of issues including how to effectively work with the police, how to deal with the media, and advice on resolving financial and legal issues which may arise as a result of someone going missing. In 2011-12, over 8000 guidance sheets were downloaded from the Missing People website.

Additionally the charity received 17,020 calls from families affected when someone disappears, and those with information that could help the search.

### **Missing children and vulnerable adults**

- Last year Missing People gave 512 vulnerable adults who were missing or thinking of leaving the opportunity to reconnect with family/carers.
- More than 51,958 members of the public reached out to 'join the search' by viewing missing appeals at [www.missingpeople.org.uk](http://www.missingpeople.org.uk)
- Missing People supported an estimated 6,853 people in exploring their options.

In December 2011 The Turn2 Directory of organisations who provide services to young people who are missing or thinking of running away was launched. This database is available on the Missing People website and is searchable by location and type of service. The Directory currently contains the details of over 6,000 projects throughout the UK.

We sent out over 700 TextSafe messages. This service reaches out directly to missing children and adults on behalf of the police by sending them a text message informing them

of our services and of how to contact us. This targeted, pro-active safeguarding has proved vital in informing those who are most vulnerable about the services the charity offers.

Additionally, the charity received 35,658 calls for help from missing and runaway children, and 17,898 calls for help from vulnerable missing adults.

### Policy and Research Performance

Following the launch of the Missing Rights campaign in March 2011, the Policy and Research team has continued to build political and public support around the need for services for the families of missing people. Over the past year, the charity has played a pivotal role in two parliamentary inquiries. We have also worked with the Home Office to develop the first ever Cross-Government Strategy on Missing Children and Adults.

The All Party Parliamentary Group (APPG) Inquiry into Support for Families of Missing People took place from 13-23 June 2011 over four oral evidence sessions. These included: supporting families of missing people; presumption of death; guardianship and cross-matching unidentified bodies with missing person reports.

Evidence was given by public, private and voluntary sector representatives as well as families themselves. As Secretariat to the APPG for Runaway and Missing Children and Adults, Missing People wrote the inquiry report and recommendations on support for families of missing people. This was handed in to the Prime Minister at 10 Downing Street in July 2011.

Home Office Minister James Brokenshire responded to the inquiry report by announcing that the Government would develop a national missing persons strategy in autumn 2011. Missing People worked closely with the Home Office to identify strategic outcomes for inclusion in the strategy which was published in December 2011 and launched by the Minister at Missing People's offices.

The APPG inquiry was closely followed by a Justice Select Committee inquiry into presumption of death which reported in February 2012. The three recommendations made to the Ministry of Justice were in line with the campaign aims of Missing Rights and, in addition to recommending a Presumption of Death Act for England and Wales, also called for Guardianship Orders.

An Early Day Motion (2751) tabled by Ann Coffey MP in support of the report attracted 60 signatures and 258 individual MPs were reached via Missing People's online letter writing campaign (517 letters sent in total).

Missing People has continued to lead the research agenda on missing on behalf of the Strategic Oversight Group and has produced a scoping report setting out what work has already been undertaken on the issue and identifying gaps in research that need to be addressed. The charity is also exploring the possibility of setting up a joint research centre in partnership with a leading university in order to expand this area of work.

In addition, the Policy and Research team has launched *Missing News*, a quarterly sector newsletter. Alongside a series of information resources the team has published on the Missing People website, this has ensured that the charity continues to act as a central hub

of knowledge relating to the missing issue with an average of around 6,500 downloads of our information resources every month.

### **Fundraising Performance**

Missing People is an independent charity, funded by donations. The charity's income is sourced from individuals, partnerships and trusts.

Missing People continued to be supported by players of the People's Postcode Lottery, with players throughout the UK raising more than £1.5 million since the beginning of the partnership so the charity can continue to be a lifeline when someone disappears.

This year the charity secured a number of significant new funding awards both from major corporate partnerships and trust funders. These included £200k over three years from Comic Relief to launch a new project 'to expand our services to those at risk from child sexual exploitation' and £100k over three years from the City Bridge Trust for our project to safely reconnect more homeless missing adults in London. Missing People also received £90k of core funding over three years from the John Ellerman Foundation. In addition, the charity was a beneficiary from charity days held by BGC and Execution Noble respectively and on-going support from Tracesmart, Marsh and BDP.

This year funding has allowed the charity not only to expand our core area of work and fund new projects, but crucially to move away from our former reliance on central statutory income.

In addition to these funding awards the charity has forged further pro bono partnerships with a variety of organisations. These included advertising agency Bartle, Bogle, Hegarty (BBH London) to support the launch of the 116 000 hotline in 2012, itself made possible thanks to funding from ICAP.

In addition to maintaining and nurturing our growing individual supporter base, 'In Tribute' giving has been developed in partnership with MuchLoved. Our annual running event 'Miles for Missing People' was held in March and thanks to the efforts of more than 1,000 runners £55k was raised for the charity.

## **5. Financial Review**

Despite the challenging economic environment the charity again performed close to planned break-even (£41K deficit in this year compared with £44K surplus last year) as a result of continued careful financial management.

Total income at £1,991K showed a small increase on the previous year and the charity continues to see benefits from its investment in a long-term programme that will enable more diverse, robust and reliable income streams at a time of reductions in statutory funding.

Total expenditure at £2,032K was 7% higher than in the previous year and the increase was again applied to spending on charitable activities. The Trustees have a programme of further increased spending on charitable activities in the coming year, subject to achievement of planned income growth.

Volunteers and pro-bono supporters contributed significantly to the charity, far beyond the services recognised in these financial statements. Missing People is particularly grateful to Waitrose for providing full office accommodation and to the charity's solicitors Clifford Chance for their services, in addition to the supporters mentioned above.

### **Reserves**

The charity's reserves policy is that it should hold no less than three months' and no more than six months' current operating costs to safeguard against fluctuations that may arise in funding. At the end of the year the current level of cash reserves was four and a half months. This policy is intended to maximise the amount available for Missing People's charitable activities during the current economic climate.

### **Investments policies and objectives**

Missing People does not currently invest charity funds in stocks or shares. Trustees review this policy on an annual basis. The limited numbers of shares that have been generously donated to Missing People are sold to aid our charitable activities.

## **6. Plans for the Future**

Missing People recognises that there is much more we can do to help when someone disappears. We commenced a three year strategy last year, which we continued to deliver this year. Below are the details of our strategic aims.

### **Safeguard and support missing people**

- Extend our safeguarding services to increase the number of young runaways and vulnerable adults we reach;
- Implement the new 116000 helpline number as the single point of contact for our services in the UK, and ensure that it is fully supported, effective and well publicised;
- Deliver high quality services that are tailored to the needs, and meet the diversity of our service users; and
- Provide 24/7 access to support and help for vulnerable adults, children and young people.

**Family support**

- Develop, pilot and implement a comprehensive package of central and regional emotional support services;
- Provide families with comprehensive and accessible resources to alleviate financial and legal difficulties;
- Provide families with professional guidance and advocacy in dealing with statutory and other agencies; and
- Provide support to families of missing people and assist their search including publicity.

**Influence and Infrastructure**

- Influence legislation and policy to deliver improved outcomes for missing people and their families;
- Partner with police, government agencies and voluntary sector organisations at a local, regional and international level to deliver our mission;
- Build a network of political support throughout the UK to support the issue of missing;
- Mobilise parliamentarians and activists to champion the needs of families and missing people; and
- Increase engagement and awareness with the issues affecting missing people and their families, across all sectors of society.

**Strong, diverse and effective organisation**

- Extend our services to increase the number of children and vulnerable adults we reach and safeguard;
- Mobilise a diverse network of accredited central and regional volunteers to support services, fundraise and raise awareness of the charity;
- Implement a programme of stakeholder engagement to inform the operation and development of the charity;
- Ensure that our systems, processes and resources are planned, managed and protected to deliver maximum benefit to the charity; and
- Develop a motivated, diverse and skilled workforce, to bring maximum benefit to the charity and our service users.



John L Reiss  
On behalf of the Trustees

12<sup>th</sup> September 2012 12

## **Independent Auditor's Report to the Members of Missing People**

We have audited the financial statements of Missing People for the year ended 31 March 2012 which comprise the statement of financial activities, the balance sheet, and related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the charity's members, as a body, in accordance with Chapter 3 of part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charity's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's members as a body, for our audit work, for this report, or for the opinions we have formed.

### **Respective responsibilities of trustees and auditor**

As explained more fully in the statement of trustees' responsibilities, the trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view. We have been appointed as auditor under the Companies Act 2006 and report in accordance with that Act. Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

### **Scope of the audit of the financial statements**

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the charity's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the trustees; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the financial statements to identify material inconsistencies with the audited financial statements. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

### **Opinion on financial statements**

In our opinion the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31 March 2012 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

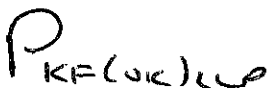
### **Opinion on other matter prescribed by the Companies Act 2006**

In our opinion the information given in the trustees' annual report for the financial year for which the financial statements are prepared is consistent with the financial statements.

### **Matters on which we are required to report by exception**

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept in respect of the charity, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements do not accord with the accounting records and returns; or
- certain disclosures of trustee's remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

PKF(UK)LLP

**Ian Mathieson** (Senior statutory auditor)  
for and on behalf of PKF (UK) LLP, Statutory auditor

London, UK

17 SEPTEMBER 2012

PKF (UK) LLP is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006

Missing People  
Trustees' Annual Report and Accounts Year ended 31 March 2012

**Statement of Financial Activities (incorporating an Income and Expenditure Account) for the year ended 31 March 2012**

	Note	Unrestricted Funds £	Restricted Funds £	Total Funds 2012 £	Total Funds 2011 £
<b>Incoming Resources</b>					
<b>Incoming resources from generated funds:</b>					
<i><b>Voluntary Income</b></i>					
Donations and gifts	15	512,988	1,370,954	1,883,942	1,334,820
Grants		-	-	-	500,000
<i><b>Activities for generating funds</b></i>					
Charity Shop Income		23,321	-	23,321	27,450
<i><b>Investment income</b></i>					
		8,616	-	8,616	5,152
<b>Incoming resources from charitable activities:</b>					
Missing Persons Helplines		-	9,500	9,500	5,300
Education, Research & Development		-	65,898	65,898	62,939
<b>Total Incoming Resources</b>		<u>544,925</u>	<u>1,446,352</u>	<u>1,991,277</u>	<u>1,935,661</u>
<b>Resources Expended</b>					
<b>Costs of generating funds:</b>					
Fundraising	5	278,820	121,418	400,238	413,654
Charity shops		23,175	-	23,175	78,806
<b>Total Costs of Generating Funds</b>		<u>301,995</u>	<u>121,418</u>	<u>423,413</u>	<u>492,460</u>
<b>Net income available for charitable activities</b>					
		<u>242,930</u>	<u>1,324,934</u>	<u>1,567,864</u>	<u>1,443,201</u>
<b>Charitable activities:</b>					
Service delivery		101,790	1,225,853	1,327,643	1,066,174
Policy & Research		143,014	87,738	230,752	282,800
<b>Total Charitable Activities</b>		<u>244,804</u>	<u>1,313,591</u>	<u>1,558,395</u>	<u>1,348,974</u>
Governance		38,871	11,343	50,214	50,089
<b>Total Resources Expended</b>		<u>585,670</u>	<u>1,446,352</u>	<u>2,032,022</u>	<u>1,891,523</u>
<b>Net (Outgoing)/Incoming Resources</b>	2	(40,745)	0	(40,745)	44,138
<b>Gains and losses on investment assets</b>	7	(26)	-	(26)	72
<b>Net Movement of Funds in year</b>		(40,771)	0	(40,771)	44,210
Fund balances brought forward at 1 April 2011		899,428	-	899,428	855,218
<b>Balance carried forward at 31 March 2012</b>		<u>858,657</u>	<u>0</u>	<u>858,657</u>	<u>899,428</u>

The notes on pages 17 to 23 form part of these financial statements.  
All amounts relate to continuing activities. There are no recognised gains or losses other than the net movement in the funds included above.




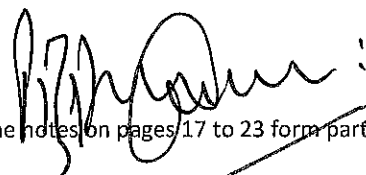
Missing People  
Trustees' Annual Report and Accounts Year ended 31 March 2012

**Balance sheet as at 31 March 2012**  
Company Registration Number 2814202

	Note	2012 £	2012 £	2011 £	2011 £
<b>Fixed Assets</b>					
Tangible assets	6		12,045		8,120
Investment	7		<u>-</u>		<u>397</u>
			12,045		8,517
<b>Current Assets</b>					
Debtors	8	399,335		119,622	
Cash at bank and in hand		<u>938,416</u>		<u>1,482,383</u>	
		1,337,751		1,602,005	
<b>Creditors: Amounts falling due</b>					
<b>within one year</b>	9	<u>(491,139)</u>		<u>(436,094)</u>	
<b>Net Current Assets</b>			<u>846,612</u>		<u>1,165,911</u>
<b>Total Assets less Current Liabilities</b>			858,657		1,174,428
<b>Creditors: amounts falling due in more than one year</b>	10		<u>-</u>		<u>(275,000)</u>
<b>Net Assets</b>			<u>858,657</u>		<u>899,428</u>
<b>Reserves</b>					
<b>Unrestricted Funds</b>					
Designated Funds	13		40,000		52,813
General Funds	13		<u>818,657</u>		<u>846,615</u>
			858,657		899,428
<b>Restricted Funds</b>					
			<u>-</u>		<u>-</u>
			<u>858,657</u>		<u>899,428</u>

The financial statements were approved and authorised for issue by the Board of Trustees on and signed on its behalf by:

*12<sup>th</sup> September 2012*

 } John Reiss  
 } Ben Houghton

The notes on pages 17 to 23 form part of these financial statements.

## Notes to the Financial Statements

### 1 Accounting Policies

#### a) Basis of preparation

The financial statements are prepared under the historical cost convention and include the results of the Charity's operations which are described in the Trustees' Report, all of which are continuing.

The accounts have been prepared in accordance with applicable accounting standards and the Companies Act 2006 and follow the recommendations in the Statement of Recommended Practice (SORP 2005) Accounting and Reporting by Charities, issued by the Charity Commission, the Charities Act 1993 and the requirements of the Charity's Memorandum & Articles.

#### b) Group accounts

The Charity owns the whole of the share capital of Missing Limited. The company is registered dormant and therefore consolidated accounts are not prepared.

#### c) Incoming resources

Voluntary income and donations are accounted for on an accruals basis. The income from fundraising ventures is shown gross, with the associated costs included in fundraising costs.

Grants are recognised in full in the statement of financial activities in the year in which they are receivable.

Sales of goods and services are recognised when the goods or services are delivered.

#### d) Deferred income

Deferred income comprises grants or donations which the donor has specified to be used in future accounting periods.

#### e) Resources expended

All expenses are accounted for on an accruals basis. Wherever possible costs are allocated directly to the appropriate activity; other costs common to all activities are apportioned between those activities on the basis of the proportion of staff time spent during each year in connection with each activity.

Fundraising expenditure comprises costs incurred in inducing people and organisations to contribute financially to the work. This includes the cost of advertising for donations and the staging of special fundraising events.

Expenditure incurred in connection with the specific objects of the charity is included under the heading Charitable Activities.

Expenditure on Governance includes all audit, accountancy and legal fees.

The irrecoverable element of VAT is included with the item of expense to which it relates.

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- f) **Tangible unrestricted fixed assets and depreciation**  
Fixed assets are recorded at cost or, in cases where assets have been donated to the charity, at valuation at the time of donation. All assets acquired for continuing use and costing more than £500 are capitalised.
- Provision is made for depreciation on all tangible assets, at rates calculated to write off the asset less estimated residual value over its expected life as follows:
- Leasehold improvements - over the remaining term of the lease  
Office Equipment - 25% to 33.33% per annum on a straight line basis
- g) **Funds**  
*General funds* are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objects of the charity and have not been designated for other purposes.
- Designated funds* comprise funds which have been set aside by the Trustees for particular purposes.
- Restricted funds* are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes.
- h) **Leased assets**  
Rentals payable under operating leases are charged to the Statement of Financial Activities as incurred.
- i) **Stock**  
The donated goods held in the Charity shops at the year end are not reflected in the accounts.
- j) **Direct taxation**  
The company is a registered charity, and is therefore not liable for income tax or corporation tax on its charitable activities, as it falls within the various exemptions available to registered charities.
- k) **Investments**  
Investments are stated at market value at the balance sheet date. Realised and unrealised gains or losses on revaluation are recognised in the Statement of Financial Activities.
- l) **Pension**  
The Charity contributes to a defined contribution group personal pension scheme. The assets of the scheme are held separately from those of the Charity in independently administered funds. The pension cost charge represents contributions payable under the scheme by the Charity to the funds. The Charity has no liability under the scheme other than for the payment of those contributions. Contributions are disclosed in note 4.

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**2 Net Incoming Resources**

The profit for the year is stated after charging:

	<b>2012</b>	<b>2011</b>
	<b>£</b>	<b>£</b>
Depreciation on tangible fixed assets	4,281	1,351
Auditor's remuneration		
For year	10,320	10,026

**3 Taxation**

The company is a registered charity and therefore not subject to corporation tax on its activities. The Charity is not registered for VAT and items are stated gross of value added tax where appropriate.

**4 Staff costs**

Staff costs were as follows:

	<b>2012</b>	<b>2011</b>
	<b>£</b>	<b>£</b>
Wages and salaries	1,350,254	1,175,265
Social Security costs	129,357	113,561
Pension	43,374	42,934
	1,522,985	1,331,760

One employee earned between £70,001 - £80,000 in the year (2011: £60,001 - £70,000 one)

The average weekly number of employees (full time equivalents) during the year was as follows:

	<b>2012</b>	<b>2011</b>
Charitable activities	38	34
Charity Shops	1	1
Fundraising	6	7
Governance	1	1
	46	43

**Trustees' remuneration**

The Trustees were neither paid nor voted any emoluments during the year (2011 - nil).

Two trustees were paid travel expenses totalling £397 during the year (2011 - two: £178).

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**5 Analysis of Total Resources Expended**

	Charitable Activities	Fundraising	Shops	Governance	2012 Total £	2011 Total £
Salaries	1,248,477	226,864	12,942	34,702	1,522,985	1,331,760
Other Staff Costs	56,099	12,931	47	362	69,439	41,191
Office Costs	129,179	17,247	10,186	2,436	159,048	151,098
Direct Costs	124,640	143,196	-	12,714	280,550	367,474
	<u>1,558,395</u>	<u>400,238</u>	<u>23,175</u>	<u>50,214</u>	<u>2,032,022</u>	<u>1,891,523</u>

**6 Tangible Fixed Assets**

	Office Equipment £	Total £
<b>Cost</b>		
At 1 April 2011	9,471	9,471
Additions	8,206	8,206
Disposals	-	-
<b>At 31 March 2012</b>	<u>17,677</u>	<u>17,677</u>
<b>Depreciation</b>		
At 1 April 2011	1,351	1,351
Charge for year	4,281	4,281
Disposals	-	-
<b>At 31 March 2012</b>	<u>5,632</u>	<u>5,632</u>
<b>Net book value</b>		
At 31 March 2012	<u>12,045</u>	<u>12,045</u>
At 31 March 2011	<u>8,120</u>	<u>8,120</u>

**7 Investments**

	2012 £	2011 £
<b>Listed Investments</b>		
Market value at 1 April 2011	397	325
Disposals at carrying value	(371)	-
Loss on disposal	(26)	-
Net gain at revaluation	-	72
At 31 March 2012	<u>0</u>	<u>397</u>

The investments, which are listed on a recognised stock exchange, were donated to the Charity.

**Subsidiary Company**

The Charity holds two ordinary £1 shares in Missing Ltd, a dormant company, being 100% of the issued share capital.

The entire profit of Missing Ltd is paid annually to Missing People Charity Ltd under Gift Aid.

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<b>8</b>	<b>Debtors</b>	<b>2012</b> £	<b>2011</b> £
	Debtors, prepayments and accrued income	<u>399,335</u>	<u>119,622</u>
		<u><u>399,335</u></u>	<u><u>119,622</u></u>
	All amounts shown under debtors fall due for payment within one year.		
<b>9</b>	<b>Creditors:</b> <b>Amounts falling due within one year</b>	<b>2012</b> £	<b>2011</b> £
	Other taxes and social security costs	38,272	33,410
	Other creditors	21,451	28,761
	Accruals and prepaid income	36,787	26,105
	Deferred Income (Note 11)	<u>394,629</u>	<u>347,818</u>
		<u><u>491,139</u></u>	<u><u>436,094</u></u>
<b>10</b>	<b>Creditors:</b> <b>Amounts falling due in more than one year</b>	<b>2012</b> £	<b>2011</b> £
	Deferred Income (Note 11)	<u>-</u>	<u>275,000</u>
		<u><u>-</u></u>	<u><u>275,000</u></u>
<b>11</b>	<b>Deferred Income</b>	<b>2012</b> £	<b>2011</b> £
	Balance at 1 April 2011	622,818	81,313
	Released in the year	(347,818)	(81,313)
	Amount deferred in the year	<u>119,629</u>	<u>622,818</u>
	Balance at 31 March 2012	<u><u>394,629</u></u>	<u><u>622,818</u></u>

Deferred income comprises grants or donations which the donor has specified to be used in future accounting periods.

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**12 Leasing Commitments**

At 31 March the Charity had annual commitments under non-cancellable operating leases on Charity shop premises and office equipment as set out below:

	Charity Shop buildings		Other	
	2012 £	2011 £	2012 £	2011 £
<b>Operating leases which expire:</b>				
Within one year	-	-	-	-
Between one and five years	14,040	14,040	6,599	6,599
After five years	-	-	-	-
	<u>14,040</u>	<u>14,040</u>	<u>6,599</u>	<u>6,599</u>

**13 Analysis of Net Assets**

	Tangible Fixed Assets £	Investments £	Bank & Cash £	Other Net Current Assets £	Creditors due over one year £	Total £
Restricted	-	-	31,153	(31,153)	-	-
Designated - Charity Shops	-	-	40,000	-	-	40,000
Unrestricted	<u>12,045</u>	<u>-</u>	<u>867,263</u>	<u>(60,651)</u>	<u>-</u>	<u>818,657</u>
	<u>12,045</u>	<u>-</u>	<u>938,416</u>	<u>(91,804)</u>	<u>-</u>	<u>858,657</u>

The Trustees have designated a sum to cover dilapidations and regulatory compliance with the closure of the remaining charity shop and have released to general funds the sum of £12,813 from last year's designation.

**14 Ultimate Controlling Party**

The Directors listed in the Trustees' Report are the ultimate controlling parties being members of the company.

All Charity policies and executive decisions are determined by the Trustees. The day to day running of the charitable company has been delegated to the Chief Executive and Directors.

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**15 Donations**

	Unrestricted Funds	Restricted Funds	Total 2012	Total 2011
General donations	344,946	1,370,954	1,715,900	1,171,587
Fundraising & promotional events	<u>168,042</u>	<u>-</u>	<u>168,042</u>	<u>163,233</u>
	<u>512,988</u>	<u>1,370,954</u>	<u>1,883,942</u>	<u>1,334,820</u>

**16 Restricted Funds**

The movement on restricted funds comprises the following donations and grants held on trust to be used for specific purposes:

	At 1st April 2011 £	Incoming Resources £	Resources Expended £	Total 2012 £
<b>Fund:</b>				
Service delivery				-
Big Lottery Fund	-	162,941	162,941	-
City Bridge Trust	-	17,070	17,070	-
Comic Relief	-	22,500	22,500	-
Department for Education	-	237,411	237,411	-
Lloyds TSB Foundation for England & Wales	-	6,025	6,025	-
Other	-	439,990	439,990	-
Regional funding	-	494,517	494,517	-
Policy & Research	-	25,898	25,898	-
Training	-	40,000	40,000	-
	<u>-</u>	<u>1,446,352</u>	<u>1,446,352</u>	<u>-</u>

Service delivery funds support the delivery of the charity's core services and include the funding amounts shown above. Regional funding enables the charity's work in specific geographic areas and includes funds from the Peoples' Postcode Lottery, the People's Postcode Trust and the Postcode Care Trust to support the charity's work in Scotland (£157,472), England (£249,813) and Wales (£86,332).

Policy and research funding represents donations and grants towards the charity's policy, research and advocacy work. Training funding relates to financial support for the provision of training in respect of the charity's services.