



2015/16 IMPACT REPORT



**missing
people**

A lifeline when someone disappears

Registered charity 1020419



Welcome from our Chief Executive

Being Future Minded.

We've worked hard to respond to legislative changes and deliver 'best practice' in our fundraising, following a difficult year under the spotlight for many charities.



Being Grounded.

We've delivered vital services to more missing people and their families than ever. We have launched 1,728 new appeals for missing people and have reached 45,642 people. Each one of these people represents a life affected by 'missing'.



Thank you for joining us for another year of innovation and growth at Missing People. We are a charity led by our values and our mission to be a lifeline when someone disappears. This year we have lived our values by:

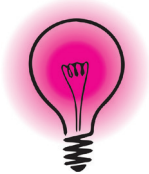
Letting Fly.

We launched 'Say Something' with NWG Network, providing a free, 24/7, confidential way for children and young people to report suspected child sexual exploitation.



Making Things Happen.

Returning from being missing can be a challenging journey. We've continued to expand our return home support in Wales, thanks to Big Lottery Fund Wales, and launched new local projects for children and young people across England in partnership with local authorities.



Being Human.

None of this would be possible without our ambitious, passionate team. In January, Missing People was ranked number 18 in the Sunday Times Top 100 Non-Profits to work for. I'm proud and inspired to lead our amazing team every day.



My thanks to you, our supporters, who make all of this possible. This report reflects that difference we can make together.

Jo Youle

Jo Youle - Chief Executive



A message from Nicki Durbin

Over the years, Missing People has made my quest to find my child less lonely than it was when I first reported Luke missing. For that I am eternally grateful.

In May 2006 I reported my 19 year old son Luke missing - that day was the start of the loneliest journey a parent can ever imagine.

Over the last decade Missing People has grown and developed beyond recognition. The staff have actively listened to their service users, be it the missing or the families left behind and implemented astounding changes in a very short space of time.

Back in 2006 the charity Missing People helped with publicity but due to limited resources was not in a position to support families like mine in other ways. Despite this, there were still key people working or volunteering for the charity who were phenomenal.

They continue to help me and thousands of other families who walk in my shoes to retain publicity for their missing loved one. They have campaigned tirelessly to change the law in several aspects of "missing" and created safe environments for families and friends of the missing to come together.

They are dynamic in changing to suit the needs of the missing and the families left behind.

The most important aspect for me is the continuity and compatibility with my designated caseworker. It's just knowing she's there when my grief is so overwhelming I'm not sure how I'm going to get through a day. She never forgets Luke's missing day or his birthday, she has been at the end of the line when I'm inconsolable, filled with rage or want advice on a particular issue.

Nicki Durbin

Our year in numbers

RETURN HOME SUPPORT SERVICES FOR YOUNG PEOPLE

provide intense 1 to 1 support to find out why a young person went missing, what happened while they were away, and what help they need to be safe and prevent them going missing again.

ACROSS SWINDON AND EAST SUSSEX WE DELIVERED:



**SAY
SOMETHING**

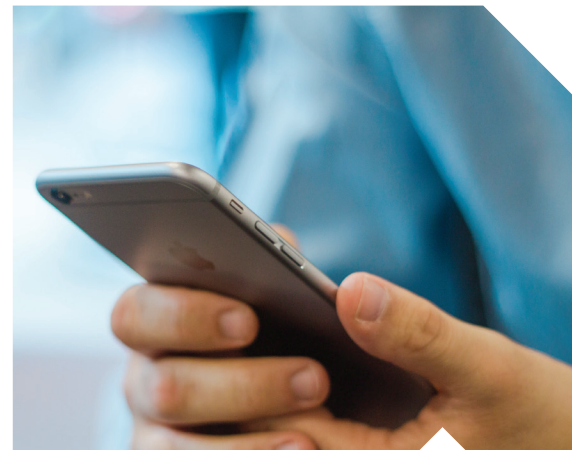
Going missing is a key indicator of sexual exploitation. In 2015, in partnership with NWG Network we launched the **Say Something campaign**, which aims to safeguard vulnerable children and young people by empowering them to identify sexual exploitation and by giving them a channel to report concerns for their own safety, or the safety of other young people anonymously.

Between July 2015 - March 2016 we answered 230 calls, texts and emails from young people at risk of, experiencing or reporting sexual exploitation.

**runaway
helpline**
call • txt
116 000
free • 24/7 • confidential

In October we launched our new Runaway Helpline website which provides advice and support for young people who are thinking about running away, already away or have returned from being missing.

The website had nearly 9,000 visits in the last six months of the year, including from **Anneke***, a missing young person who we were able to reconnect with her carers via a three way call and **Jasmine***, who found our website when she started thinking about running away as she was worried about telling her family she was gay.



A YOUNG PERSON

contacted us to say he had seen something on social media about a man assaulting a 14 year old girl. We passed this anonymously to the police, who arrested the man. He is now being investigated.

“
Seeing you has made me realise how worried people were when I ran away. Since we first met I've put more effort into talking to Dad and being honest with him about how I feel. That's helped and I'm back on track in school.
– Alexa* 14 year old, missing three times in November. She has not been missing since.

**ARE YOU
AWARE?**

#SaySomething



JASON*, 15 had a history of mental health issues and had recently been the victim of a very serious offence. To cope, he would regularly run away and attempt to take his own life. His father understandably found this incredibly hard to deal with and when Jason was sectioned for a second time and moved to a remote secure unit, his father struggled emotionally and financially. We provided emotional and practical Aftercare support through a keyworker, which helped Jason's father recognise how important being in regular contact with Jason was. We also advocated with social services to help with travel costs, allowing him to visit Jason more regularly.

A lifeline in every community

NATIONWIDE

- Facebook became a key Child Rescue Alert partner this year, providing a lifeline by publishing details of alerts in the news feeds of users within a designated area, on the rare occasion when an alert is issued



- More than 50 new Community Volunteers signed up in the first 6 months of our new Community Programme
- Our friends at ICAP supported the Big Tweet for Missing Children 2015, which achieved a record-breaking 96,000 retweets. 19 of the children featured have since been found
- A test of concept project was run to establish the viability of "OwnFone" for young people at risk of running away. These are credit card sized phones with preprogrammed emergency contacts
- Eight concerts performed by the opera quartet G4 raised over £1,500 for the charity
- Six Carol Services held as part of our Home for Christmas campaign to remember those missing at Christmas
- London**
A month long photography exhibition, "Home for Christmas" was held at St Martin in the Fields, featuring moving portraits of families missing a loved one

- Volunteers and staff marched at London Pride, shouting about our services and the re-launch of Runaway Helpline



- The Child Rescue Alert awards were held at the BT Tower to recognise companies and individuals who have made an outstanding contribution to the system since it launched
- The fifth annual Miles for Missing People run on Clapham Common raised over £25,000

ENGLAND

- Wiltshire and East Sussex**
Our Partnerships team was commissioned to deliver 1 to 1 support to children and young people who have returned from being missing
- West Midlands**
Memorandum of Understanding signed with West Midlands Police. This year the force made over 1,000 more requests for TextSafe® than it did in the previous year

SCOTLAND

- Edinburgh**
Nineteen supporters cycled from Edinburgh to London over five days, raising more than £50,000



Missing People's corporate supporters produced an eye-catching campaign encouraging the public to register for Child Rescue Alert. The campaign was bolstered by donated digital billboard space and resulted in over 40,000 new registrations to the system in just two weeks. The campaign also benefited from fantastic support from partners hosting sign up days in their offices around the UK.



Royal Mail Group, our 2016 Child Rescue Alert Funder, continued to find new ways to join the search for missing people this year. They implemented a national system to send missing appeals to their network of 123,000 postmen and women as well as giving us a new 'Freeport Missing People' address, creating a new way for people to access our services.

WALES

- We trained 10 new Community Champions and Community Volunteers who are now advocating for the charity and missing people in their communities
- 10 events promoting Child Rescue Alert were held through our volunteering partnership with DWP during our Child Rescue Alert campaign in February
- We secured our first funding from the Scottish Government to increase awareness and the use of our services throughout Scotland
- Events in Cardiff and Westminster promoted Child Rescue Alert to 47 MPs, Welsh Assembly Members and MEPs
- We launched our new Aftercare Service, made possible by Big Lottery Fund Wales, by holding launch events for each of the four Welsh police forces. The first year of the project saw us contacted by over 2,200 people affected by missing in Wales

Influencing policy and practice

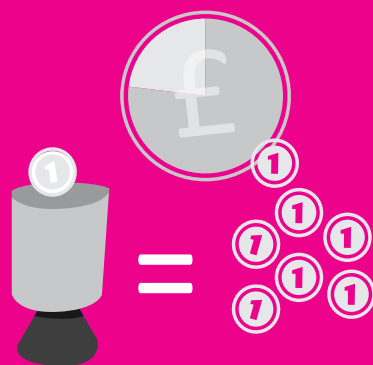
Research

- In partnership with Catch 22, we published 'Running the Risks', **ground-breaking new research on the links between gang-involvement and young people going missing**. The report has been shared widely with professionals across the UK, fed into revised Authorised Police Practice, and was mentioned by Ann Coffey MP in a House of Commons debate about Gangs and Serious Youth Violence.



- We contributed to an important new piece of research, commissioned by Railway Children, about the social return on investment of Return Home Interviews.

'The Value of Return Home Interviews' shows that, **for every £1 spent on providing Return Home Interviews and follow up support, social value is generated to the value of £3 - £7.**



- We have shared our research findings at national and international conferences across the UK, Belgium and Slovenia, on topics such as dementia, gang-involved young people and the impact on Police Search Advisors.



We hosted events in **Westminster** and the **Welsh Assembly** about **Child Rescue Alert**, with 47 MPs, MEPs and Welsh Assembly Members attending.

Policy

We influenced governments and politicians to improve the support for missing people and their families.



Political support for our **guardianship campaign** has grown significantly, with over 100 MPs voicing their support, and the government renewing its commitment to introducing a law enabling families to manage a missing loved one's finances and property.

We supported the Scottish Government's work leading the development of the first Scottish Strategy for Missing Persons. The draft strategy reflects the calls for action outlined in our Manifesto for Missing People and highlights the value of the charity's services in delivering the strategy's aims and objectives.

We influenced the All Party Parliamentary Group Inquiry into safeguarding absent children, by calling for a new approach to assessing the risks faced by a missing child and an enhanced, joined up approach from local agencies.



Our year in numbers

FAMILY SUPPORT

WE SUPPORTED

3,178

FAMILIES

of vulnerable missing people this year

96%

of families would recommend Missing People to someone in a similar situation

91%

of families said we had a positive impact on their personal wellbeing

85%

felt we had a positive impact on their social wellbeing

69%

families said our support made them feel more able to cope with practical challenges

PUBLICITY

5,671

appeals for 2,011 missing people shared in print, online, through broadcast media and digital billboards

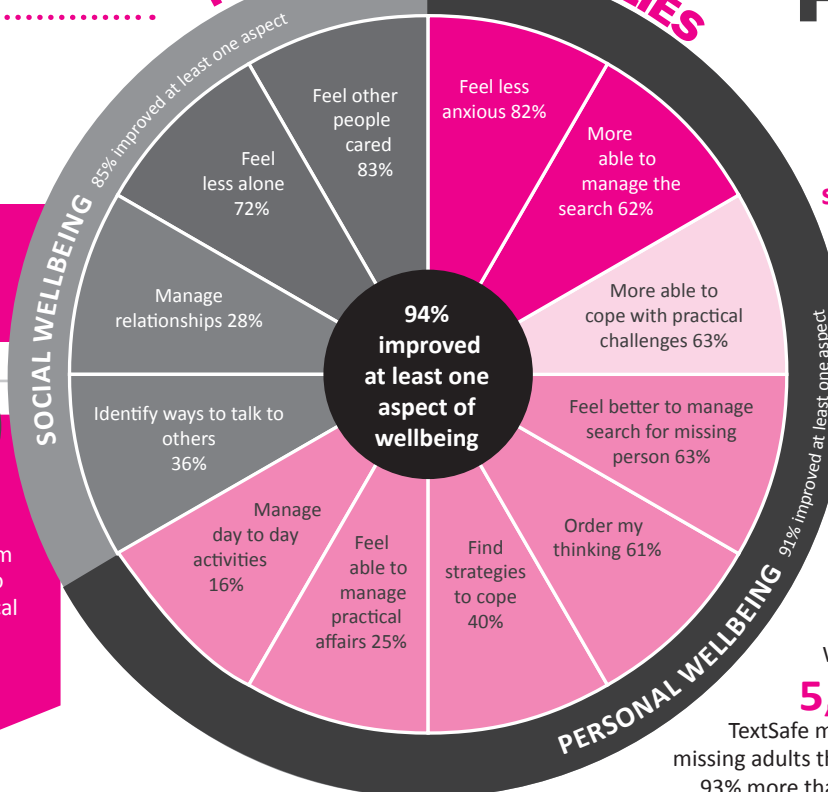
The annual Carol Service, a time of year my sister loved immensely, provides comfort and support in a way that is difficult to explain in words.

— Relative whose sister has been missing for more than 10 years.

The publicity campaign was really positive. You think that someone is trying. It was a really big deal because if she sees this appeal then at least she knows she is still cared about.

— Relative whose sister has been missing for more than two years

HOW WE HELP FAMILIES



SUPPORT FOR ADULTS

A vulnerable man called us in a tearful state after receiving a Textsafe.

He had left hospital after getting stressed about a treatment that he didn't want, had gone back home and barricaded himself in.

He said he had mental illnesses and talked about how difficult things were, how he missed his children and how he just needed a break. After 45 minutes on the phone, our helpline worker's suggestion of a 3-way call to police was welcomed. The caller said he would only talk if we were on the line as well. Police were supportive and happy to help reconnect him to treatment. At the end of the call, the caller said he felt "a bit less lost".

We sent **5,518**

TextSafe messages to missing adults this year, that's 93% more than last year

We helped **1,925**

adults through the helpline

We launched new appeals for **1,454**

missing adults

THE DIFFERENCE WE MAKE TO CHILDREN



TEXTSAFE®

messages are sent to a vulnerable missing child or adult to let them know that our helpline is here for them. We sent **9,395 TextSafe messages** to children and young people this year

We helped a total of **1,647** children and young people who call the helpline are already away from home



We launched new appeals for **873 missing children** and young people



Thank you to players of People's Postcode Lottery for being there

Sustained and generous support from players of People's Postcode Lottery and the Postcode Care Trust since 2009 has allowed us to be there, at the end of the phone and via text and email on the Missing People helpline, improving the lives of families and communities affected by missing.



This year, it's thanks to the support of players of People's Postcode Lottery that we were able to keep our 24/7 helpline open 97% of the time.

It was an immense help over the sad experience. Someone who could answer questions and enabled us to take control of the situation so that it didn't destroy us. ...Helped us understand what my dad must have been going through Have an idea what to do for us and him. Daughter whose dad was found safe after being missing for more than 6 months.



It's a constant. It's so important. I feel so much better knowing that there's somebody out there trying to find a solution. Nephew whose uncle has been missing for more than two years

I can call day and night, so in desperation and if I feel I can't cope, you know, I'll call. Dad looking for his daughter who has been missing for more than two years

My son can't talk to people unless he's physically moving around. He chose to stand on the dining room table during their first meeting – but he talked! The staff from Missing People were totally unfazed by this and were so skilled at communicating on his level

Mum of a missing 14 year old autistic boy receiving face to face support on his return from being missing



The experience was wonderful. I felt as though I was singing directly to my son and it was so healing for me and wonderful to do that.

Peter Boxell is a member of the Missing People Choir. His son Lee has been missing since 1988.

From the first moment I joined I felt like I was dedicating my time to something valuable that makes a visible difference. Every day you have the chance to come across a story that reflects the importance of the work this charity does. You feel like you are part of a family of highly dedicated professionals driven by the same goal - to help people in vulnerable positions and the families of those missing.

Kinga, volunteer



Two years in: our progress against our three year plan



“ At the end of year two of our three year plan, I’m pleased to provide an update on the charity’s progress. These four aims were developed to continue growing the charity in a solid and incremental way. The current external environment feels tough and turbulent for us, the sector and society. As trustees, we believe in accountability, transparency and see challenge as an opportunity to grow.

Missing People is an organisation that doesn’t stand still. It is constantly striving to find more innovative ways to be a lifeline when someone disappears. I’m proud to Chair an organisation that is ambitious about the number of people we can help, and the range of ways we provide that support.

Kate Adams, Chair of Trustees

AIM 1: SAFEGUARD AND SUPPORT MISSING PEOPLE

THIS YEAR WE:

- Consulted with young people, teachers and education professionals
- Relaunched our Runaway Helpline service with a new website for young people and new resources for young people and professionals

NEXT YEAR WE WILL:

- Pilot Live Chat as a new channel for children in crisis
- Deliver return home support projects for young people in four regions and pilot return home support projects for adults
- Develop a prevention campaign about the risks of running away
- Seek to expand our partnership with Samaritans for suicidal missing adults



AIM 2: SUPPORT FAMILIES OF MISSING PEOPLE

THIS YEAR WE:

- Brought together families of missing people to form the Missing People Choir
- Extended our support to include families of children who return from being missing
- Held Carol Services across England and Wales for families missing a loved one

NEXT YEAR WE WILL:

- Deliver a Carol Service for families of missing people in Scotland for the first time
- Increase the number of families referred to us for support via police forces



AIM 3: BE THE AUTHORITATIVE VOICE ADVOCATING FOR MISSING PEOPLE AND THEIR FAMILIES

THIS YEAR WE:

- Grew political support for a guardianship law to enable families to manage a missing loved one’s affairs
- Supported the Scottish Government to develop a Strategy for Missing Persons
- Influenced the All Party Parliamentary Group inquiry into safeguarding absent children

NEXT YEAR WE WILL:

- Continue to work towards our four manifesto calls; campaigning for a guardianship law, developing a joint campaign to ensure children have a safe place to stay, calling for better education around the risks of running away and gathering support for better help for adults returning from being missing
- Collaborate on research on trafficking and missing with ECPAT UK
- Begin research into people going missing and becoming victims of crime

AIM 4: TO BE A STRONG, DIVERSE AND EFFECTIVE ORGANISATION

THIS YEAR WE:

- Reached number 18 in the Sunday Times ‘Best Not for Profits to Work For’ list, including being ranked second for leadership and second overall for smaller organisations
- Launched a community volunteer programme
- Developed Theories of Change to inform how we continue to improve and evaluate our services

NEXT YEAR WE WILL:

- Launch a fundraising campaign
- Develop a new five year plan to commence 2017
- Develop further our position as an excellent charity to work and volunteer for

Income summary

**Raised
£2.8m**

We are pleased to report that the charity **raised £2.8 million in the year**, showing growth of 17% on the previous year. We continue to see benefits from our investment in a long-term programme focused on achieving diverse, robust and reliable income streams at a time of reductions in statutory funding.

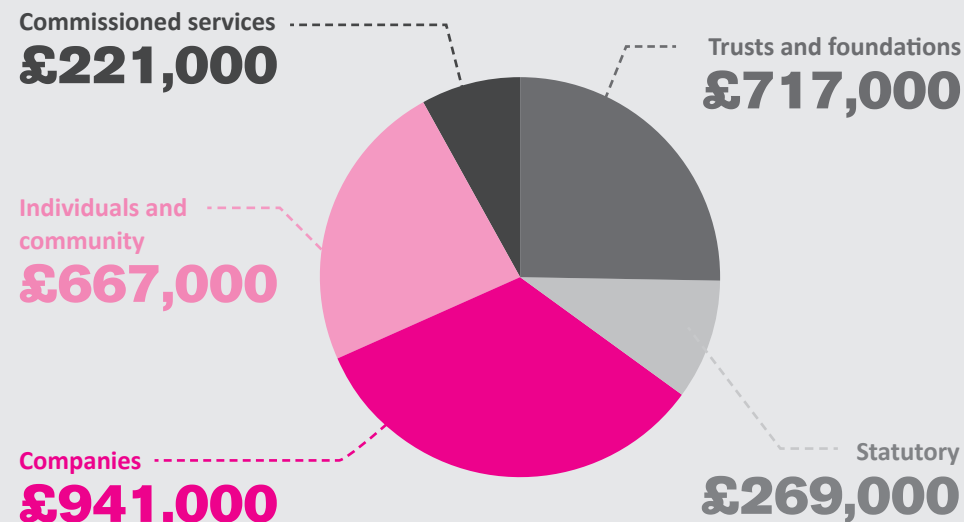
We achieved a **surplus of £162,000**, which can be invested in our charitable activities for the current year. This reflects another year of sound fundraising performance and continued careful financial management.

Missing People is a proud member of the Fundraising Standards Board. In a year where there has been unprecedented scrutiny of UK fundraising, we have continued to offer excellent supporter care, reviewing all fundraising policies to ensure they remain in line with new regulatory frameworks and our charity values. This has included implementing "The Code of Fundraising", beyond its requirements.

On average we **generate £5-6 of income for every £1 we spend on fundraising.**



Income: £2,815,000



Expenditure summary

**10%
increase**

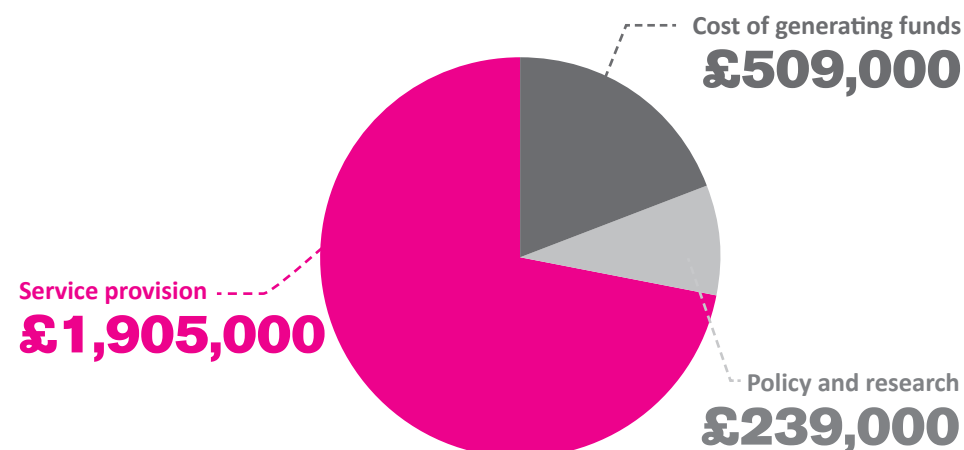
Total expenditure showed an increase of **10% on last year** and we have continued to focus our spending on front-line services. **Expenditure on charitable activities rose by 13%.**

Volunteers and pro-bono supporters again contributed significantly to the charity. We are particularly grateful to Waitrose for providing office accommodation and thank out of home media owners represented by Outsmart and JCDecaux, as well as our other print and digital partners who donate space. We are also grateful to Clifford Chance for their services.

Our free reserves policy is to hold three to six months' current operating costs to safeguard against fluctuations that may arise in funding. **At the end of the year the level of free reserves was £1.14 million, a little over four months' operating costs.**



Expenditure: £2,653,000



The Impact of Volunteering

Our volunteers help us to be a lifeline when someone disappears.

This year saw further growth in our volunteering activities. Our range of opportunities throughout the UK and new corporate volunteering activities meant a record number of people volunteered.

Our annual volunteer survey showed how far volunteering at Missing People positively impacts on our volunteers' lives.



Our friends at **Barclays** worked together to hold a series of cake sales throughout the summer, and a thrilling, ultra-endurance run, passing through 28 Barclays branches in one day!

Colleagues from **Primesight** worked together to organise three Appeal Days this year to raise awareness for people missing near their offices in Manchester, Glasgow and London. Two of the missing people they appealed for were found safe and well.

84%
of volunteers
said volunteering
has expanded
their knowledge.

THEY TOLD US THAT VOLUNTEERING HAS IMPACTED THEM BY:

Improving their employability or CV

Improving their confidence

Enabling them to meet new people

Improving their skills

Giving them greater awareness of issues facing our society and of the issue of "missing"

Improving their knowledge



Missing People offers good quality training which not only assists with how you carry out your voluntary role but helps with career progression and interpersonal relationships. I have nothing but good things to say about volunteering at Missing People, it has been an extremely positive and confidence building experience for me. Faith R, volunteer

Thank you to our partners for being a lifeline.

Supporters (£5,000+)

Anne Duchess of Westminster's Charity
Barclays
BHS
Big Lottery Fund
Big Lottery Fund Wales
Dept. for Education
Donald Forrester Trust
EBM Charitable Trust
Edith Murphy Fdtn
European Union
Facebook
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Harambee Trust
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PageGroup
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Philip Morris International
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Royal Mail Group
Saintbury Trust
Streetsmart
Stagecoach Group
St James' Place Fdtn
Swire Charitable Trust
Zochonis Charitable Trust

Benefactors

Jude & Simon
Adamsdale
Jod & Andrew Barker
Tic Bridgeman
Doug D'Arcy
Richard Davies
Monica Dolan
David & Linda
Heathcoat-Amory
John Reiss
John and Caroline
Shelford
Peter & Jane Thorne
David & Barbara
Woods

Major Benefactors

Nic Humphries

The following companies and individuals who have offered gifts in kind and resources

BDP
Big Issue
Catalyst
CIL Consulting
City AM
Clear Channel
Clifford Chance
Crime + Investigation
Daytona
Facebook
Go-Ahead London
Google
Grand Visual
Groupcall
Hopewiser
JCDcaux
Jetlogic
Kapow
LexisNexis Risk Solutions
Metro
Microsoft Azure
Mobile Broadband Group and its members

Outdoor Plus
Outsmart and its members
People Business
Primesight
Simon and Schuster
South West Trains
TEA
Telly Juice
Vodafone
Waitrose

Find Every Child Ambassadors

Richard Lockwood

Child Rescue Alert Patrons

Richard Youle
Selina & Paul Burdell
Stephen & Mandy
Winyard

Our Royal Patron

HRH The Duchess of Gloucester GCVO

Our Patrons

Sir Richard Branson
Stephen Fry
Lorraine Kelly
Sir Trevor McDonald
OBE
Amanda Redman MBE
John Stapleton

Ambassadors

Brenda Blethyn
Julie Etchingham
Amanda Lamb
Kate McCann
Kirsten O'Brien
Fiona Phillips
John Reiss
Alastair Stewart OBE
Martin Houghton-Brown

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Caryl Agard OBE
Doug D'Arcy
Stephanie Darroch (resigned November 2015)
Sarah Godwin
Jane Harwood
Ben Houghton
Justin McLaren
Simon Moss
John Reiss (Chair, resigned May 2015)
Chris Rollings
David Sole (resigned May 2015)
Lisa White

Development Board

Oliver Watson (Chair)
Alan Brydon
Richard Davies
Damien Devine
Peter Drummond
Katharine Hawkesbury
Victoria Jilla
Sarah Speake
Darren Topp
Tom Willett
Richard Youle

Family Representatives

Trish Cameron
Tricia Cooper
Vicki Derrick
Nicki Durbin
Rachel Edwards
Nadine Fudge
Sarah Godwin
Alexandra Hicks
Peter Lawrence
Ben Moore
Kerry Needham
Val Nettles
Elizabeth Templeton (who sadly died in April 2015)
Monique Tennant

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European Union



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Charity no: 1020419

A lifeline when someone disappears

missing people

Registered charity 1020419