



A lifeline when someone disappears



“They gave me hope”

“They don't forget about you”



# 2016/17 IMPACT REPORT



## missing people

A lifeline when someone disappears

Registered charity in England and Wales (1020419)  
and in Scotland (SC047419)



Nathan, winner of the Missing People Young Hero Award 2017, with his mother

## Nathan's Story

**I was 16 years old when I ran away from home.** A lot was going on in my life. Depression, a difficult relationship with my dad, and being wrongly accused of a serious crime. All this led to arguments with my mum until it felt like my only option was leaving.

For four months I slept on friends' sofas until I wasn't welcome any more. After that I would wander the streets and camp in fields. I had nowhere to go and I felt totally unwanted. My depression got worse and I eventually ended up in hospital after overdosing.

I didn't make it to school very often, but one day when I did, I found somebody from Missing People waiting to meet me. I remember how she spoke to me in a relaxed way, how she listened and understood, and never judged or wrote anything down. She made me feel comfortable enough to talk about everything that had happened.

With Missing People's help, I found the confidence to reconnect with mum. I phoned, and she picked up straight away, like she'd been waiting for my call. When I finally saw her, I burst into tears. I understood how much she cared about me, and what an amazing mum she was.

*“ Thanks to the ambition, care and professionalism of the team at Missing People, the past year has seen us launch essential new projects and services and heighten publicity and understanding around issues relating to missing. To do this effectively and sustainably, we have successfully grown income and as a direct result, have reached and helped more vulnerable, missing people and their families than ever before. – Kate Adams, Chair of trustees (left), and Jo Youle, Chief Executive (right) ”*



Missing People were the only ones there for me when I had nowhere else to turn and this year, they have reached and helped thousands more like me. They help you to explore options so you don't end up scared, in danger and alone.

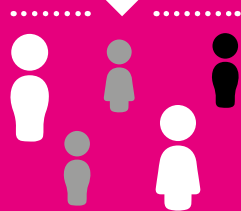
Now I'm back at home. My relationship with my mum is stronger than ever, I've finished school and have a great job. I've even started volunteering with the charity to use my experience to help others. By sharing my story, other people in the same situation know where to go for help.

I tell people that there is support out there. That Missing People can help. Whether it's over the phone, by email, or in person. They are there, and they can help make you safe. They can get you home.

This report lists all of the ways Missing People has changed lives in the last year, but it can't tell every single story, and there are thousands. Thank you for supporting this charity and helping them to be there for me and my mum, and people who are scared, alone and heartbroken all over the country.



## Our impact in numbers



### WE HELPED

**3,330**

children and young people this year:

**2,589**

accessed our 24-hour helpline whilst missing or thinking about running away

**741**

were supported after they had returned from being missing



### HOW WE HELPED

#### WE REACHED OUT...



- **1,033** new publicity appeals for missing children launched.
- **1,115** young people responded when we reached out to them directly with a text message after they were reported missing.
- **980** of the children and young people we searched for were found safe and well this year.
- Our dedicated online resources for young runaways and those thinking of going missing were accessed almost **18,000** times.

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

The main issues faced by children and young people contacting our helpline were:

#### WE LISTENED...



- The number of calls to our helpline increased by **115%**, resulting in **1,474** conversations with children and young people – **789** more than last year.
- Young people accessed live online support **387** times via **1-2-1 Chat** which was launched on the Runaway Helpline website in November.

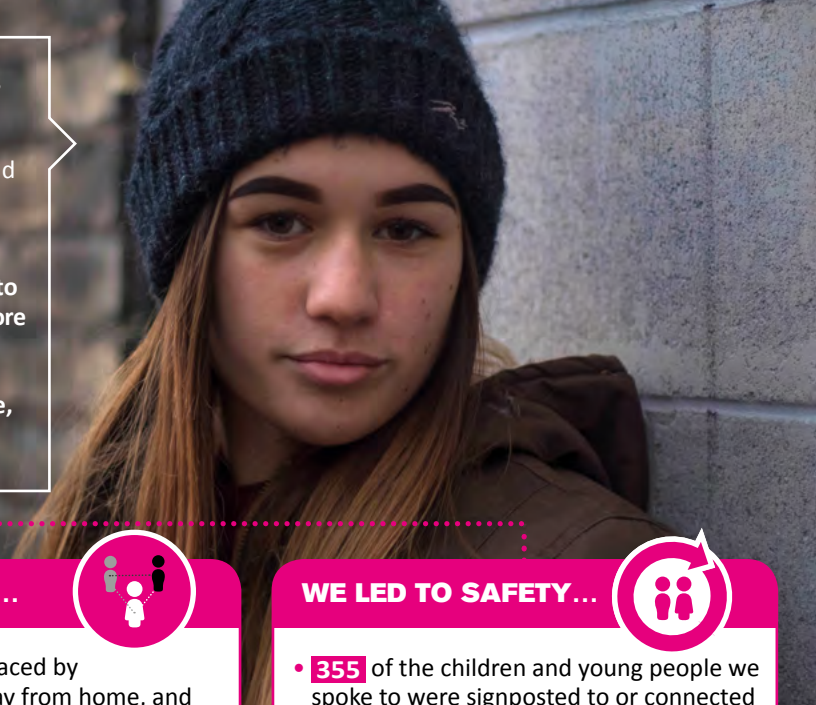
✓ **3 YEAR PLAN – AIM ACHIEVED**

**LIVING IN CARE RISK OF SELF-HARM RISK OF SUICIDE CHAOTIC OR DYSFUNCTIONAL HOME HOMELESSNESS REPEAT MISSING RELATIONSHIP BREAKDOWN MENTAL HEALTH PROBLEM AT RISK OF SEXUAL EXPLOITATION HISTORY OF ABUSE**

**HELPLINE**

## SARA\*

, who was sexually exploited for a number of years, left her violent groomer and was feeling lonely and scared. The safe and supportive space we provided allowed her to discuss issues and explore options, giving her the strength to disclose the abuse to the police, through us, when she was ready.



#### WE INFLUENCED...



- To address the risks faced by children who are away from home, and to educate professionals to effectively prevent and respond to missing episodes:
- **Heading back to harm - a study on trafficked and unaccompanied children going missing from care** was published in partnership with child trafficking experts ECPAT UK.



- An **APPG Ministerial Roundtable** meeting about links between missing and gangs was held.



#### WE LED TO SAFETY...



- **355** of the children and young people we spoke to were signposted to or connected with another service or organisation.
- At a local level, we helped prevent children and young people going missing again by addressing **1,375** missing incidents in Surrey, Sussex and Hertfordshire. Children were given a safe space to talk about their missing experiences face-to-face with us, or by telephone, following their return.

✓ **3 YEAR PLAN – AIM ACHIEVED**

#### 3 YEAR PLAN: STILL TO ACHIEVE

Additional funding is needed to launch our research into the link between missing and becoming victims of crime, and we hope to complete this by year 2018/19.

We have started, but not yet fully rolled out, our aim of improving education and developing a campaign about the risks of running away. This essential prevention work will continue at pace in the next year.



Our impact  
in numbers

## WE HELPED

2,613

vulnerable adults this year  
whilst they were thinking  
about going missing, away  
from home, or returning  
from a missing episode.



## HOW WE HELPED

## WE REACHED OUT...



- **1,269** new publicity appeals for missing adults launched.
- **328** adults responded when we reached out to them directly with a text message after they were reported missing.
- **1,579** of the adults we helped search for were found safe and well this year.
- We expanded and developed our partnerships with other agencies and services such as Samaritans so that we could reach more vulnerable adults including those at risk of suicide.



3 YEAR PLAN – AIM ACHIEVED

## WE LISTENED...



- The number of calls to our helpline increased by **26%**, resulting in **2,277** conversations with vulnerable adults – **473** more than last year.

MENTAL  
HEALTH PROBLEM  
HOMELESSNESS  
RISK OF SUICIDE  
LEARNING DISABILITY  
DEPRESSION DOMESTIC  
VIOLENCE SECTIONED  
UNDER MENTAL HEALTH  
ACT RISK OF SELF-  
HARM RELATIONSHIP  
BREAKDOWN  
MEDICATION NEEDS

HELPLINE

The main issues faced by  
vulnerable adults contacting  
our helpline were:

## WE LED TO SAFETY...



- **271** of the vulnerable adults we spoke to were signposted to or connected with another service or organisation.
- We launched a **pilot project** in Wales to help make adults safer after they had returned from being missing by talking to them over the telephone about their experiences, reasons for leaving, and future options.



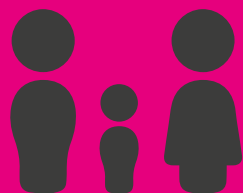
3 YEAR PLAN – AIM ACHIEVED

A neurological disease causing confusion and memory loss meant that **THERESA\*** was extremely vulnerable during her missing episode. Upon her return, our one-to-one session with Theresa identified the risk she was at, which resulted in weekly visits from Social Services, and a support plan for Theresa's partner. Theresa has not gone missing since.

*I can never thank you enough for helping me to get back home from such a dark and hopeless place, and my prayer is that you will continue to find and reunite people with their loved ones.*



## Our impact in numbers



**WE HELPED**  
**3,456**

families of missing loved ones this year

Thanks to our 24/7 helpline, **MICHAEL\*** was supported throughout the time his 13 year old daughter was missing. Frequent contact with a helpline advisor made Michael feel less alone and desperate, and helped him cope with the uncertainty and distress of the situation until his daughter was safely home.

## HOW WE HELPED

• **3,385**

families received support whilst their loved one was missing

• **71**

families were supported after their loved one had returned

• **2,302**

new publicity appeals launched for missing children and adults with loved ones left behind

• **2,559**

of the missing people we searched for were found safe and well this year

• We increased our provision of **digital support**.

• Over **10,000** people accessed the **family support pages** of our website.

• More than **3,000** people viewed our first two **Facebook Live** broadcasts for families, which included a walk to the Missing People Memory Tree during **Together to Remember**, a day dedicated to remembering missing loved ones.

• Our **guardianship** campaign, calling for families to have legal powers to manage a missing relative's affairs, received cross-party and Government support, leading to the introduction of a Private Members' Bill that passed successfully through Parliament and **received Royal Assent to become the Guardianship (Missing Persons) Act for England and Wales in April 2017**



Our research estimates that up to **2,500** families with missing loved ones may benefit from this Act now, as well as hundreds more each year going forwards.



**3 YEAR PLAN – AIM ACHIEVED**



**"WHERE WORDS FAIL, MUSIC SPEAKS"**



• The **Missing People Choir**, made up of families and friends with missing loved ones, continued to build momentum and ended the year with an appearance on **Britain's Got Talent**. The choir brings together those who have experienced a loved one going missing, giving them an opportunity to use music to share their emotions with others who understand what they are experiencing.

*Once the contact with Missing People had been made, progress happened really quickly. We were asked for photos and a description. Once the poster was made and sent out, within 48 hours, my nephew was found. – Family member of missing boy*

## WE GREW PARTNERSHIPS AND RELATIONSHIPS WITH POLICE FORCES AND PROFESSIONALS ACROSS THE UK.

As a result, more people understand the importance of services for people returning from being missing, more work is being done to prevent people from going missing and more people are aware of the support that we provide.

- We visited police from **27** forces.
- We delivered awareness sessions to every officer from the All-Wales School Liaison Core Programme, Schoolbeat.
- We trained **220** professionals to deliver better return home support to young people. One attendee said “staff reported that they now feel much more confident to carry out return interviews with young people and especially how to pitch the very important initial contact with a young person or their parent/carer.”

*Missing People does fantastic work to support the families and friends of those who go missing and I fully endorse the level of service and care they provide. This is a hugely important subject which needs to be moved up the agenda of all the relevant authorities, and there is always a need for greater partnership working, including with charities, to make sure we are doing everything we can to keep people safe. Missing People represents all that is good about keeping people safe and partnership working.* – Chief Constable Mike Veale, national policing lead for missing people

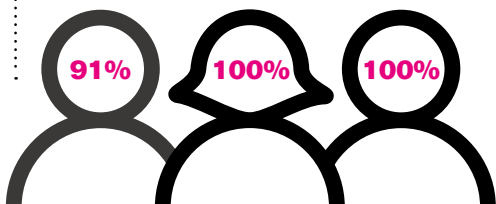


## WE CONTINUED TO DEVELOP OUR NETWORK OF VOLUNTEERS WHO ARE A LIFELINE TO THE CHARITY AND TO THOSE WE HELP.

- Our volunteers donated over **11,000** hours, **5,000** of which were dedicated to supporting our helpline and support services.
- Our annual survey showed us that volunteering continues to have a positive impact on people's lives...



- And that Missing People continues to be an excellent charity to volunteer for...



told us that volunteering increased and developed their skills

said that volunteering had expanded their knowledge

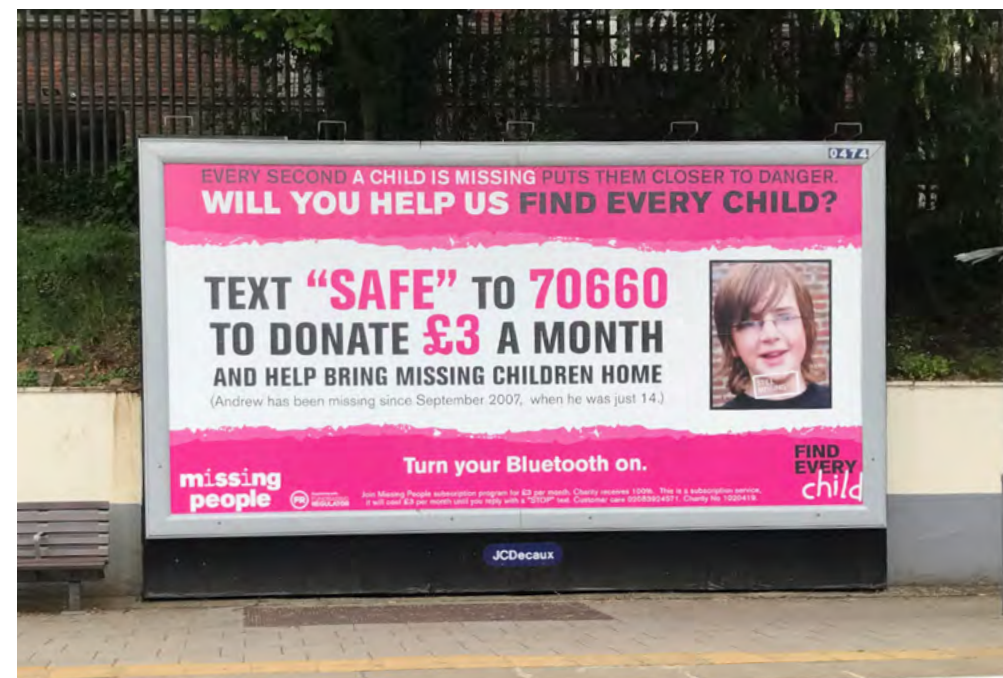
felt their role enabled them to make a positive contribution to society

felt supported within their role

felt appreciated by the charity

felt proud to be a Missing People volunteer

**3 YEAR PLAN – AIM ACHIEVED**



To deliver steady and sustainable growth of income from individual donors, we launched a major fundraising campaign, Find Every Child.

Through our network of out-of-home media partners and taking advantage of modern mobile technology, Find Every Child received national coverage and increased both the reach of appeals for missing children and text donations.

**3 YEAR PLAN – AIM ACHIEVED**

It's a fascinating and enlightening experience. I look forward to going to the office, both in terms of my role and also for the friendly, enjoyable environment. – Archivist Volunteer

**Our first ever funding from the Scottish Government** enabled us to build stronger partnerships and connect with more missing and vulnerable children and young people in Scotland.

**We continued to raise awareness of the impact of going missing on families and wider communities in the media this year.**

Highlights included working with BBC Panorama on *Britain's Missing Children* and BBC Radio 5 Live broadcasting an entire programme from Missing People HQ.

You feel a certain sense of vitality. It feels like a different world and you remember that it is not really, but you are there for them, if and when they need us. Rough or smooth. Good or bad. – Helpline Volunteer

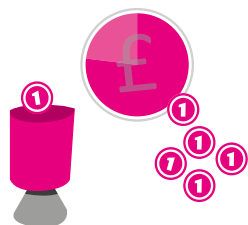


## Income summary

**WE RAISED**  
**£3 million**

We are pleased to report that the charity raised **£3 million** in the year, showing **growth of 10%** 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 £115,000**, reflecting another year of income growth, sound fundraising performance and careful financial management.



Missing People is a member of the new Fundraising Regulator. We continued to raise funds in accordance with our own Ethical Policy and Fundraising Promise, providing exceptional supporter care and ensuring that our fundraising practices exceeded regulatory requirements.

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

## Expenditure summary

**INCREASE OF**  
**12%**

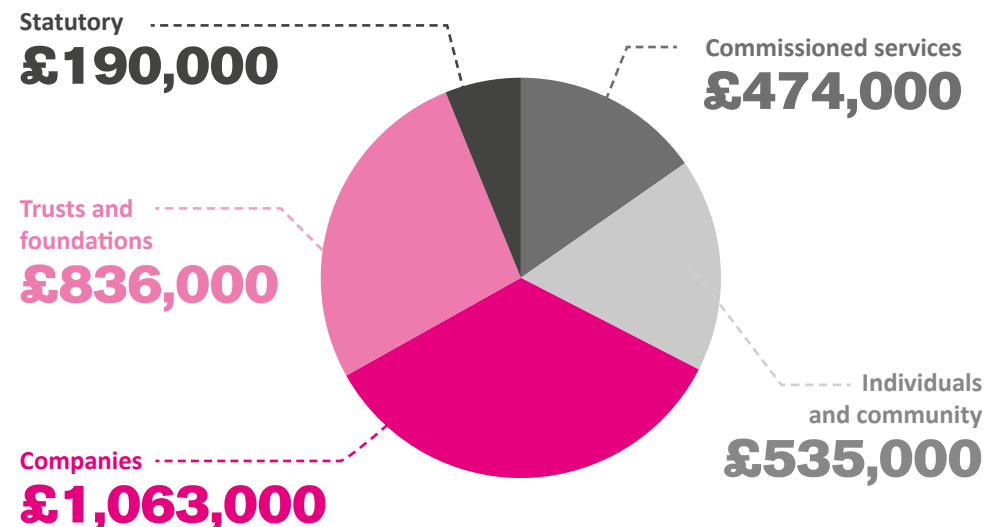
Total expenditure showed an increase of 12% on last year and we continued to focus our spending on front-line services. **Expenditure on charitable activities rose by 17%**. Fundraising costs at £473k represented **15%** of income.

We were able to make our resources go further thanks to significant contribution from volunteers and pro bono supporters. We're grateful to out of home media owners represented by **Outsmart** and **JCDcaux**, **Waitrose** for providing office accommodation, and **Clifford Chance** for their services.

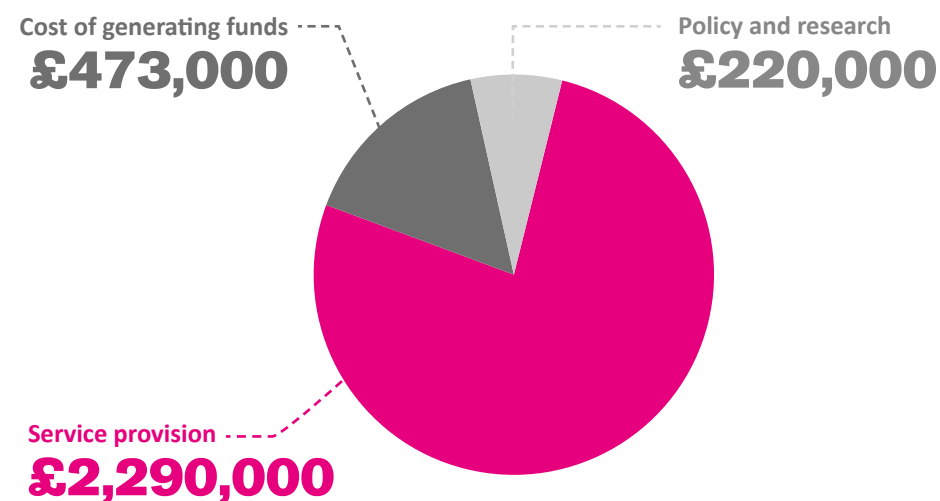
Our free reserves policy stands at no less than three months' and no more than six months' current operating costs, to safeguard against fluctuations that may arise in funding and maximise the amount available for charitable activities during the current economic climate. At the end of the year, the level of free reserves was **£1.26m** which was a little over four months' worth of charitable expenditure out of unrestricted funds.



## Income: £3,098,000



## Expenditure: £2,983,000





**WITH THE INCREDIBLE SUPPORT OF SO MANY PARTNERS AND FUNDERS, WE CAN CONTINUE TO BE A LIFELINE FOR MISSING PEOPLE AND THEIR FAMILIES.**

*They are so good at listening, it's as though they have been through the experience themselves. They help you on the journey and give you confidence. You know that you can ring them any time and get help and support – Mother whose child was missing for one week*

**We were fortunate to receive ongoing support from players of People's Postcode Lottery, who reached a milestone cumulative total of £4 million raised in November.**

Thanks to players, we were able to keep our 24/7 helpline open **96% of the time**, reach more than **70,000 vulnerable children, adults and families**, and make a direct impact on over **10,000 people affected** by missing in the UK.

*Whenever we make contact, it never feels like we are a bother. Everybody is ready to help and we are not made to feel awkward. The support is there to let off a bit of steam, and we are never judged. We know someone is always there.*  
– Son looking for his parent who is still missing after 10 years

**Thank you to our partners for being a lifeline:**

#### **Supporters**

Anne Duchess of Westminster's Charity  
Barclays  
BBC Children in Need  
Big Lottery Fund England  
Big Lottery Fund Wales  
Bloom Foundation  
Dulverton Trust  
EBM Charitable Trust  
Edith Murphy Foundation  
European Commission  
Facebook  
Garfield Weston Foundation  
Groupcall  
Haremead Trust  
Home Office  
ICAP  
John Coates Charitable Trust  
Leathersellers' Company Charity  
LexisNexis Risk Solutions  
Lockwood Charitable Foundation  
Mercers' Company Charity  
Microsoft Azure  
Mildred Duveen Charitable Trust  
Monument Trust  
Morrison Ward Associates  
Norton Rose Fulbright  
Palmer & Harvey  
People's Postcode Lottery  
Philip Morris International  
QBE Foundation  
Rayne Foundation  
Royal Mail Group  
Saintbury Trust  
Scottish Government  
Stagecoach Group

St James's Foundation  
Streetsmart  
Swire Charitable Trust  
White & Case  
Zochonis Charitable Trust

#### **Benefactors**

Jude & Simon Adamsdale  
Jod & Andrew Barker  
Tic Bridgeman  
Katja Butler  
Richard Davies  
Damien Devine  
Monica Dolan  
David & Linda Heathcoat-Amory  
Justin McLaren  
John Reiss  
John & Caroline Shelford  
Peter & Jane Thorne  
David & Barbara Woods

#### **Major Benefactors**

Selina & Paul Burdell  
Nic Humphries  
Tom & Polly Willett  
Stephen & Mandy Winyard  
Richard & Anna Youle

#### **Companies & Individuals**

BBH  
Big Issue  
BT  
BT Tower  
Catalyst  
CIL Consulting  
Clear Channel  
Clifford Chance  
Daytona  
EMCOR  
Go-Ahead London  
Google

Grand Visual  
Groupcall  
Phil Hodgkinson  
Hopewiser  
James Hawkins Music  
JCDecaux  
Kapow  
Metro  
Mobile Broadband Group  
Outsmart  
Palmer & Harvey  
People Business  
Primesight  
Trinity Mirror plc  
Waitrose  
White & Case  
Verifone  
Vodafone

#### **Find Every Child Ambassadors**

Richard Lockwood  
Nick Tubbs

#### **Royal Patron**

HRH The Duchess of Gloucester, GCVO

#### **Trustees**

Kate Adams (Chair)  
Caryl Agard  
Paul Boughton  
Doug D'Arcy  
Rachel Eyre  
Sarah Godwin  
Jane Harwood  
Ben Houghton  
Craig Ling  
Justin McLaren  
Simon Moss  
Chris Rollings  
Sam Waterfall  
Lisa White

#### **Development Board**

Oliver Watson – (Outgoing Chair)  
Selina Burdell (Incoming Chair)  
Alan Brydon  
Richard Davies  
Damien Devine  
Peter Drummond  
Katharine Hawkesbury  
Victoria Jilla  
Sarah Speake  
Darren Topp  
Tom Willett  
Richard Youle  
Spencer Berwin  
Emma Hallgren  
Alan Marriott

#### **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  
Monique Tennant



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[@missingpeople.uk](https://www.tiktok.com/@missingpeople)



Co-funded by the  
European Union



Registered office at the above address.  
Throughout this report we have used some stock  
imagery and changed details of the stories of  
missing people and their families to preserve  
their anonymity.

## A lifeline when someone disappears

# missing people

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and in Scotland (SC047419)