



2017/18 IMPACT REPORT

A lifeline when someone disappears

missing people

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

INTRODUCTION

BY BEK STRATFIELD

THERE HAS BEEN NOTHING IN MY LIFE MORE FRIGHTENING THAN THE REALITY OF MY SON GOING MISSING, AND THAT IS WHERE THIS STORY STARTS.



"On the 8 July 2017, Finn, who was only 17 at the time, went missing from Tintagel in Cornwall. The shock, trauma, disbelief and chaos of the loss are all consuming.

Every day is tough, but somehow over the months I have learnt to get up each day and carry on. Things such as Finn's birthday, the anniversary of him going missing, and Christmas have all been incredibly hard.

About a week after Finn went missing a close friend told me about Missing People. I was given a caseworker, Caroline, who has been by my side on this journey to help and advise me. To know that the help and support from the charity was there was like a lifeline. From that moment, Missing People have shown total compassion for our situation.

I have had a lot of involvement with Missing People, helping raise awareness of Finn and getting advice on so many different aspects of the situation. I have also wanted to give something back to the charity by raising awareness of them and the services that they provide.

I can honestly say that having the involvement with Missing People and meeting other people through the charity has really made a big difference in the time Finn has been missing. My family and friends are my anchors, but it can also be a very lonely place to be.

Finn's family, friends and I all love and miss him so much. I miss his beautiful, intelligent and inquisitive mind and ideas. I miss laughing and sitting in front of the fire listening to music with him, and I miss seeing him grow into a lovely young man with his whole exciting future in front of him."



“ *I don't know what families like mine with a missing person would do without special people like yourselves.* **”**

Mother of a missing person



THANK YOU

There are thousands of families and loved ones, like Bek, who are living with the unimaginable heartache of having a missing loved one. When people go missing they become more vulnerable to harm. Their families, friends and colleagues face unthinkable distress and anxiety as they try to cope with the emotional and practical difficulties of living without a loved one.

Without the continued support and generosity of our partners and supporters, we would not be able to offer the practical advice, guidance or emotional support to those who need it most.

We are extremely grateful to receive ongoing support from players of People's Postcode Lottery who have raised a cumulative total in excess of £5 million. This has meant we have been able to directly help over 10,000 people affected by a disappearance in the UK this year.

WITH THE DEDICATED SUPPORT AND GENEROSITY OF OUR PARTNERS AND SUPPORTERS, WE ARE ABLE TO BE A LIFELINE WHEN SOMEONE IS MISSING.

“ *I used the helpline last time I wanted to run away. I spoke to someone and I decided not to run away in the end. It was good to know there was someone there to talk to.* **”**

Child who was thinking of running away

OUR OUTCOMES THIS YEAR

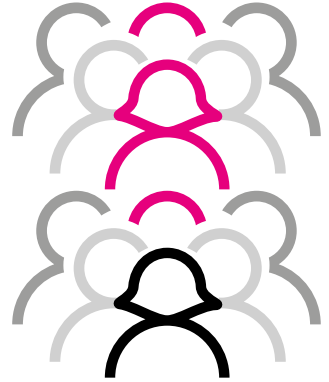
2017/18



This year we directly helped over

10,000

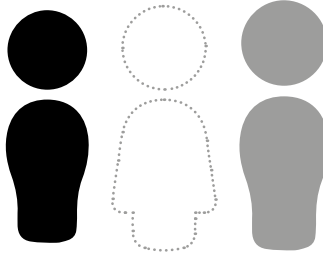
(10,400) children, young people, vulnerable adults and families



Of the children, young people and adults whom we searched for

2,438

were found safe and well



We have reached nearly

90,000

(89,500) people

Demand for our services (Helpline, 1-2-1 chat, TextSafe®, websites, Return Home Interviews, Publicity Appeals) has

DOUBLED

over the last three years.



HELPLINE IMPACT IN NUMBERS

These figures highlight the valuable work our Helpline team and volunteers do for missing children, young people and adults whether they are away from home or care, thinking of leaving, or returned from missing.

116 000

free • 24/7 • confidential

Via our Helpline
we listened to

2,566

children, young people
and adults



We emotionally
supported

2,159

children, young
people and adults

We explored
options with

1,866

children, young
people and adults



SUPPORT

We signposted

849

children, young
people and adults



We referred, passed
a message or set up
a 3-way call for

397

children, young
people and adults

**missing
people**

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CHILDREN AND YOUNG PEOPLE

OUR IMPACT:

61%

(120 out of 200)

of children and young people who took part in our post 1-2-1 Live Chat survey felt they were more able to make safe decisions.



65%

(117 out of 179)

said that the chat had helped them in some way.



94%

(33 out of 35)

surveyed after having a Return Home Interview with Missing People reported that it helped them with at least one outcome relating to wellbeing, resilience, strategies for coping with their problems and awareness of how to access our services.

WE LISTENED:

When a child is feeling confused, scared or isolated, the thought of speaking to someone can be a daunting prospect. Our free and confidential 24/7 Runaway Helpline provides a safe place for children to turn to when they need support.

- We listened to **836** children and young people through our Helpline.
- **1,095** young people accessed our 1-2-1 Chat service.
- **561** under-18s were signposted to an appropriate service or organisation.
- We instigated a 3-way call, passed on a message or referred **255** vulnerable children.

WE REACHED OUT:

- **951** children and young people who we searched for were found safe and well.

TextSafe® is a supportive message that we send explaining how a child who is missing can contact us.




- We issued TextSafe® messages to over **20,000** young people.
- **1,366** young people responded directly to the message.
- Our dedicated Runaway Helpline webpage was accessed **25,797** times over the last 12 months.
- In total, we reached almost **50,000** children and young people through our services, web resources and TextSafe®.

WE SUPPORTED:

Our Return Home Interview service provides an opportunity for a young person to talk with us confidentially following their return from being missing, to ensure their ongoing safety.

- In 2017/18, we conducted Return Home Interviews with **665 young people** in Surrey, Sussex and Hertfordshire.



“ They’re so helpful and listen really well, very supportive and non-judgmental. Go to them if you need anything at all and you’ll come out feeling so much better ”

SARA*, 14, first contacted 1-2-1 Live Chat when she was thinking of running away from her family home. Sara told us about the different pressures she was facing:

- Her parents had been arguing a lot and she blamed herself for the ongoing tensions at home.
- She was experiencing bullying at school and her boyfriend was pressuring her to engage in sexual activity she was not comfortable with.
- She was talking to an older man she had met online through a pro-bulimia website. He was offering her a place to stay and help to purchase a fake ID.

Sara was confused and experiencing feelings of shame and guilt, and was displaying low self-esteem.

Through regular chats and correspondence, Sara gradually became more assured of herself and more aware of harm that others could pose to her if she did decide to leave home. Over two months of ongoing contact, Sara was supported to make safer decisions and explore her feelings.

Throughout the contact we had with Sara she was listened to, supported emotionally and given options that would keep her safe. She was empowered to make informed decisions and given the opportunity to increase her self-belief and develop her self-esteem. By the end of our contact, Sara was readying herself to speak directly to social services and discuss the problems she was experiencing at home.

ADULTS

HOW WE HAVE HELPED:

535

vulnerable adults were signposted to another service or organisation to provide support and guidance.



793

adults explored their options and received emotional support via our Helpline.



1,487

of those that we searched for were found safe and well.



WE LISTENED:



Of the **180,000** people reported missing each year

in the UK, over **95,000** are adults. Our free Helpline is open 24/7 and is completely confidential, providing support to help vulnerable adults explore their options.

- Our 116 000 Helpline received **1,470** calls from vulnerable adults.
- **142** individuals were provided with a 3-way call, passed on a message of safety or referred to another service.

WE REACHED:

Our publicity team engage a range of channels to ensure missing appeals are as visible as possible. They work alongside a number of national press outlets, appeal to over **180,000** followers on social media and utilise a multitude of poster partners and support partners to increase the visibility of publicity appeals.

Outbound messages sent via our TextSafe® service in 2017/18 increased by **11%** from nearly **9,200**.

- **335** adults responded directly to a TextSafe® message.

WE SUPPORTED:

- Our dedicated support pages on the Missing People website were accessed **11,379** times: a **36%** increase in online engagement since 2016/17.

“ It helped to know that someone else was looking and someone else cared. It also meant that he (my son) could see that someone cared. ”

Mother of a missing person



JOANNE*, 47, had seemed fine when her partner had left for work. But he became worried when he returned home to find that Joanne had gone, leaving behind her travel card, bank cards, and mobile phone. Even more worrying was the fact that Joanne had also left her keys behind, indicating that she didn't plan to return.

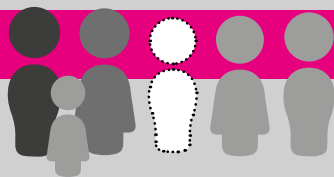
- Joanne had been the primary carer for her father prior to his death; and her siblings had also passed away, which intensified Joanne's depression: she was incredibly vulnerable.
- Joanne had not been offered support at work and felt she hadn't been listened to. This forced her to search for a new job, but her learning difficulties, and the fact that she wasn't IT literate, meant this was also proving stressful.

- Joanne was quite introverted and without much of a social circle to turn to for support.
- She had also left her antidepressants behind, making her partner concerned that she might end her own life.

Missing People sent out posters and placed her appeal on digital advertising boards within her home city and throughout areas where Joanne had been found when she had previously gone missing. We also spoke to Joanne's relatives to work out any other possible areas that might hold some significance for her. This led to a public sighting from one of our poster partners.

Shortly after, Joanne presented herself at a police station. The police were able to carry out a safe and well check and reconnect Joanne with her partner.

FAMILY, FRIENDS AND LOVED ONES



OUR IMPACT:

We measure the impact of our family support using our Family Feedback Survey. The survey focuses on two spheres of impact: personal and social, and functioning and emotional wellbeing.

92%

(146 out of 158)

of those surveyed
felt our support had
a positive impact.

88%

(139 out of 158)

of families felt an
improvement in their
personal wellbeing.

72%

(113 out of 158)

of families felt less alone
when trying to cope with
a missing relative.

WE LISTENED:

We work to ensure that families are supported whilst they live with not knowing what has happened to someone they love. We support families to find their missing loved one and also help them to develop their resilience to cope, however long their loved one remains missing.

- **3,266** families received support via our 24/7 Helpline and online services.

WE SUPPORTED:

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 we provide free emotional and practical support as well as a range of in-depth services such as telephone counselling and events for families.

- We listened to **1,604** families through the Helpline.
- We directly supported **25** families with aftercare following the return of their missing loved one.

Making publicity appeals for a missing person is a vital service for families. We searched for and helped to find, **2,438** people this year.





Kevin and Glenys
Gosden, parents
of missing son
Andrew

Our son, **ANDREW**, went missing just over 10 years ago when he was 14. He set out from our home in Doncaster on his way to school, dressed in his school uniform, but we found out later that he had returned home, got changed, and purchased a ticket to Kings Cross; and from that point, disappeared from the face of the earth.

In the house, there's no longer somebody listening to music or watching the TV. There's suddenly a huge hole there and it seems so much quieter.

One of the police officers who we spoke to when Andrew went missing mentioned Missing People, and within a week we had contact with them. Early on, we were able to get a proper missing poster produced: one that you can get printed which was really important. Something so simple, yet it made a huge difference.

Over time, the support we have received has been so helpful. I've lost count of the number of times we've emailed or called.

Events such as the Christmas Carol Service are an emotional occasion, but they are helpful and an opportunity to speak with other families who have been going through similar circumstances.

It has also been really helpful that Missing People have offered a number of opportunities to help with fundraising and increasing the visibility and awareness of the issue of missing. For us, the size of the issue was a complete revelation. Knowing that we have directly or indirectly helped to support the work of Missing People in some way has been helpful, as we want to make sure that no one else has to go through what we have.

IMPACTING COMMUNITIES

FUNDRAISING AND AWARENESS



“Delivering Hope”, a four-month campaign coordinated in conjunction with Palmer and Harvey, saw their delivery vehicles transformed into a fleet of mobile billboards. Eight appeals were publicised on 50 vehicles and **three missing people who were featured were reunited with their loved ones.**

Missing People and Lowland Rescue were awarded £1 million by People’s Postcode Lottery Dream Fund. This enabled both charities to launch **‘Search Dog Heroes’.**

This is a national project that will focus on training 100 trailing search dogs whilst providing those who care for people, including those living with dementia, with the knowledge and tools to act fast if their loved one was to go missing.

The Big Tweet for International Missing Children’s Day on 25 May received celebrity support from Stephen Fry, Alan Carr, Michael Sheen and Tamzin Outhwaite.

10 missing children who were featured on The Big Tweet were found safe and well.





In 2017, the **Missing People Choir** reached the final of *Britain's Got Talent*, reaching a combined audience of **20 million people**. The choir performed several times with appeals for missing people displayed on screens behind them. This led to two people being found, including a 14-year-old boy.

Missing People were delighted to be one of three charities chosen by The Telegraph to benefit from its **2017 Christmas Appeal**. Readers of The Telegraph were incredibly generous, with nearly £200,000 being donated.



Actor, and Missing People supporter, Jason Watkins presented an appeal on **BBC Radio 4** which raised over £12,000.

IMPACTING COMMUNITIES

VOLUNTEERS

**WITHOUT VOLUNTEERS,
MISSING PEOPLE COULD
NOT BE A LIFELINE WHEN
SOMEONE DISAPPEARS.**

Volunteers make a real difference to missing people and their families by, devoting time, assisting with events and offering support and expertise. Volunteers of all ages, experiences, and interests work across the organisation and play a significant role in embodying the charity's vision.

“ I would tell anyone thinking about volunteering for Missing People that it is the most rewarding thing I have ever done. You really feel like you are making a difference. ”

DEVELOPMENT AND PARTNERSHIPS

Missing People and the St. Giles Trust were jointly funded by the Home Office to deliver a project which scopes and tests new ways of working with young people who are criminally exploited to become drug mules. As a result, **SafeCall** was set up in November 2017 and will continue to support children, their families and professionals until 31 March 2019.

In January, we launched an innovative transformation project working in partnership with Sussex Police and Wiltshire Constabulary to pilot charity-led **Prevention Interviews**.

The pilot will directly evaluate how Prevention Interviews change the breadth, speed and frequency of other agencies' involvement after the return of the missing child or adult.



“The conferences we went to were very good, listening to the police, listening to how they’ve worked to get Guardianship passed through Parliament, there’s all these things we wouldn’t have known about.”



POLICY AND RESEARCH

The **Guardianship (Missing Persons) Act** was given Royal Assent at the beginning of 2017. Campaigning work has continued to ensure that the necessary secondary legislation is completed as soon as possible.

We led the All Party Parliamentary Group (APPG) for **Runaway and Missing Children and Adults inquiry** into safeguarding missing adults who have mental health issues. The inquiry began with a consultation with people who have been missing, their families and the professionals who work with them.

We continued to lead the conversation regarding the growing issue of Child Criminal Exploitation (CCE).

We worked with the **English Coalition for Runaway Children (ECRC)** to develop a briefing on good practice for return interviews. We had the opportunity to share the recommendations with the Department for Education.

MONITORING AND EVALUATION

Missing People are committed to the robust monitoring and evaluation of our activities, so that we can effectively identify and measure the impact on the lives of those we support.

We will continue to look to develop our evaluation and impact work, and be led by emerging thinking and innovation. Our priorities include:

- Improving how we seek feedback from our beneficiaries.
- Greater efficiency and efficacy in how we record and monitor data.
- Developing evaluation frameworks to support our participation and engagement with beneficiaries.
- Development of impact presentation and reporting results.
- Working towards NCVO's Inspiring Impact Hub as an 'Impact Champion'.

FINANCIAL INFO

INCOME SUMMARY

Missing People are pleased to report another successful year in which we raised **£3.4 million**, which represents a **9%** growth on the previous year. We also achieved a surplus of **£32,000**. On average we generate **£5-£6** for every £1 invested in fundraising. We continue to make long-term investment in sustainable and diverse income sources.

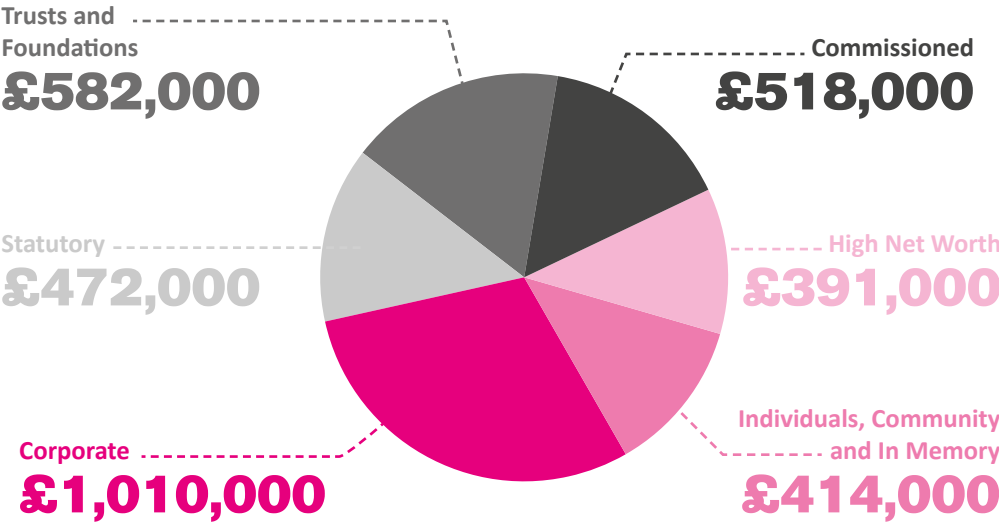
Missing People are a paying member of the Fundraising Regulator and raises funds in accordance with the charity's own Ethical



Policy and Fundraising Promise. We have guidelines in place to ensure we take extra care with supporters who may be vulnerable.

This year, we have continued to grow voluntary income and were delighted to welcome significant new supporters, and several new major donors. They joined long-term supporters including players of the People's Postcode Lottery. We couldn't continue to be a 24/7 lifeline without them.

Income: £3,387,000



EXPENDITURE SUMMARY

Our total expenditure showed an increase of **13%** on last year, and we have again focused our spending on front-line services. Expenditure on charitable activities rose by **11%** in the year, and the significant impact achieved with this expenditure is discussed elsewhere in this report.

We are grateful to our volunteers and pro bono supporters who again contributed significantly to the charity's activities. Missing People are particularly thankful to Waitrose for providing full office accommodation. We would also like to thank the out-of-home media owners represented by Outsmart for pro bono media space that means we can appeal



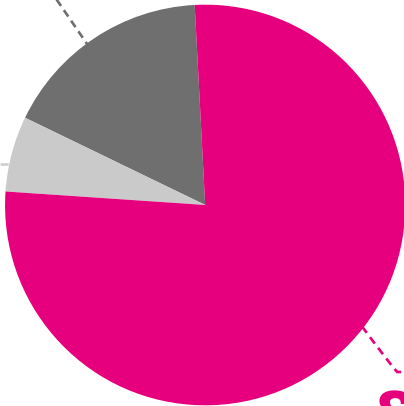
for missing people and raise more funds. We would also like to acknowledge the support of Clifford Chance for their ongoing services provided on a pro bono basis.

Our free reserves policy is to hold no less than three and no more than six months' current operating costs to safeguard against fluctuations that may arise in funding. This is intended to maximise the amount available for Missing People's charitable activities in the current economic climate. At the end of the year, the level of free reserves was £1.3 million, a little over four months' worth of current operating costs out of unrestricted funds.

Expenditure: £3,360,000

Cost of generating funds
£571,000

Policy and research
£205,000



Service provision
£2,584,000

A NOTE FROM OUR CHAIR OF TRUSTEES AND CEO.

**180,000 PEOPLE EACH
YEAR ARE REPORTED
MISSING IN THE UK,
MANY MORE THAN ONCE.**

For every missing person, there are loved ones waiting, hoping and despairing.

We estimate a total of one million people in the UK are affected by someone going missing each year.

We are determined to aim high for those the charity is here to serve, providing a service of the highest quality, and speaking up for people affected.

At a time when the current landscape is driving short-termism, we've challenged ourselves to play a longer game, with a five-year ambition to **double our impact by 2022**. Two years in, this report demonstrates our progress to date.

With sustained, careful growth, values-based leadership and strong governance, we continue to put our beneficiaries in the lead of shaping our services, and to grow the charity's capacity to help more people. A great example of this was seeing the



Missing People Choir, featuring loved ones affected by a disappearance, take to the stage on *Britain's Got Talent*. Their bravery and resilience moved us all. Their role in increasing public awareness of the issue has been game-changing.

On a daily basis, Missing People's staff and volunteers make sure the generosity of our supporters goes far. They live our values of being human, being grounded, making things happen, being future-minded and letting others fly.

As we commemorate the charity's 25th Anniversary we look forward to providing the oversight, challenge and supportive guidance throughout this exciting, yet ambitious era for the charity.

Kate Adams and Jo Youle
Chair of Trustees and CEO
of Missing People

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

Thank you

A FINANCIAL LIFELINE:

Trusts, Foundations, Lotteries and Statutory Funders*:

***Supporting with generous
donations of £10,000+**

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Katja Butler
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Nic Humphries
Justin McLaren
John Reiss
John & Caroline Shelford
Peter & Jane Thorne
Tom & Polly Willett
Stephen & Mandy
Winyard
David & Barbara Woods
Richard & Anna Youle

**And thank you
to our many
other donors;
we couldn't do
it without you!**

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Gloucester, GCVO

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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.

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