



2018/19 IMPACT REPORT

A lifeline when someone disappears

**missing
people**

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

INTRODUCTION

BY MOHAMED

WELCOME TO THE IMPACT REPORT.

WHEN MY WIFE FATIMA WENT MISSING AGED 52, I FELT AS IF THE WORLD HAD FALLEN APART.



Mohamed has been supported by Missing People since Fatima went missing nearly four years ago. "I would not be sat here talking to you if it wasn't for the charity," he said. "You feel so devastated, and my children were devastated too."

Learning to cope without Fatima, who was a strong figure at the heart of her family, was extremely hard and Mohamed is adamant that he could not have done it without Missing People's support.

Fatima disappeared from her home near Newhaven in East Sussex on a Friday evening in February, leaving her handbag and other personal items behind. This was completely out of character for

Fatima, who is devoted to her children and grandchildren, and kept everyone on the straight and narrow, Mohamed said.

One of the detectives who came to the house to interview Mohamed the day after Fatima's disappearance told him about Missing People, he added.

As time went on, Mohamed found it difficult to keep going and both his mental health and his ability to continue everyday activities suffered.



"I had to take time off work, and I stayed at home waiting for her, hoping she would come back and feeling very worried about her and what could have happened," Mohamed said.

"Missing People rang me regularly to make sure I was alright, and I was able to have counselling through the charity which helped me to cope," he said.

"It was very difficult for Fatima's family in Africa, who obviously did not have the same support."

Mohamed found the appeals which Missing People launched through different media, including the Daily Mirror, the Big Issue and regional

newspapers, to be very useful and encouraging for him and his family.

"As a result of this, I did not feel so alone and my children did not feel so alone," Mohamed said.

Becoming a Community Ambassador for Missing People and meeting and talking to other families in the same situation, has been very helpful for Mohamed.

Other involvement with the charity, including attending Family Days, and raising

“Missing People rang me regularly to make sure I was alright, and I was able to have counselling through the charity which helped me to cope.”

awareness of the support Missing People offers has become important for Mohamed since Fatima has gone missing.

“I have talked to my family and friends and we have come up with ideas to raise awareness, such as photographing people abroad with Missing People t-shirts to be shared on social media,” Mohamed said.

“You have to have hope – I am sure there is someone out there who knows something,” Mohamed said.

There are thousands of families and loved ones, like Mohamed, who are living with the heartache of having a missing loved one. When people go missing they become more vulnerable to harm. Their friends, families and colleagues face unthinkable distress and anxiety as they try to cope with the emotional and practical difficulties of dealing with a disappearance.

THANK YOU

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 that 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 £6.5m. This has meant we have been able to directly help 9,528 people affected by a disappearance in the UK this year.



Missing People's
CEO Jo Youle
with People's
Postcode Lottery
MD Lorna Menzies

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

OUR OUTCOMES THIS YEAR

2018/19



We reached

98,723

adults, children and families

We directly helped

9,528

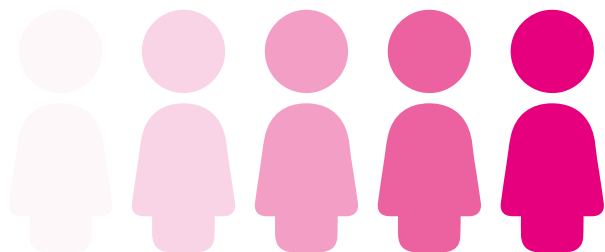
adults, children
and families



Of those we
searched for

2,075

were found
safe and well



HELPLINE IN NUMBERS

116 000

free • 24/7 • confidential

We listened to

2,548



children and young people
through our helpline, including
Livechat, e-mail and text services

1,963

adults were helped via
the phone, on e-mail
or through SMS



OTHER WAYS WE HELPED

2,692

families were
supported by
Missing People services

33

family members were
supported through
SafeCall, our gangs
and exploitation
support service

CHILDREN AND YOUNG PEOPLE



We helped
4,473
children and young people this year

WE LISTENED:

Speaking to someone can be a daunting prospect for a child or young person feeling confused, scared or isolated. Missing People's free and confidential 24/7 Runaway Helpline was set up to provide a safe place for children to use when they need support.

- We also provide a 121 chat service which children and young people can access via the Runaway Helpline website. We listened to **2,548** children and young people on our helpline, Livechat, e-mail and SMS services
- **71%** (146 of 206) of young people completing a post 121 Chat survey said that it had helped them
- **72%** (148 of 206) said that the chat had made them feel more able to make safe decisions

“ *It was amazing and it helped me release all my anger and not feel judged whilst doing so. Thank you.* **”**

WE REACHED OUT:

- **803** Children and young people who we searched for were found safe and well

Textsafe is a message of support that we send explaining how a child who is missing can contact us.

- Missing People reached out to missing children and young people via TextSafe to offer them support **21,778** times. More than **1,600** responded to this message
- **39,612** people viewed the Runaway Helpline website
- **64,406** children and young people were reached by Missing People

“ *The person was great and made me feel validated and safe.* **”**

Quotes from young people being supported through 121 chat

WE SUPPORTED:

Our Return Home Interview service allows a young person to talk with us confidentially following their return, to give them the chance to talk about their missing episode and any help they might need.

- We carried out **198** Return Home Interviews in England in 2018/19.
- Missing People has been running a Safe and Well check pilot project this year through the Police Transformation Fund and **109 children and young people** received these checks.

We also provide support for families affected by gangs and exploitation, including County Lines which involves children and young people being groomed by gangs to become involved in the drug trade. Our Safe Call service helped **10 children and young people** this year.

“ *You don't judge me - you just listen and try to help me.* **”**

Helpline volunteer **Jonathan**, 35, from Highbury in London, has found volunteering on Missing People's helpline has enriched his life in terms of skills and experience: "I was in my mid-20s and thought I might join the police, and their application form advised volunteering for a charity might help you be selected. At first I thought Missing People might be similar to police work because I was volunteering for the lost contact service, looking for people and finding lost relatives.

"One of my recent calls was from a young teenager. He had been thrown out of his home by his mum and didn't know what to do or where to go, and his phone battery had nearly run out. He had also made a suicide attempt and been the victim of a serious assault, so he was dealing with really difficult issues.

"We were on the phone for about an hour and talked through different options such as meeting his social worker, or another social worker if that wasn't possible, and talking to the police as he felt he couldn't go home and he was walking around in the park. I was very worried that his phone battery would run out before he got the help he needed.

"I think he just wanted someone to talk things through with, and in the end he did agree to talk to the police and we helped him to do that with a three way call. I was relieved that he had phoned again a couple of days later, so I knew that he was okay.

"Getting people to open up and connecting them with the right support is really satisfying. I feel very well-supported when I am volunteering and if I have had a difficult call, I have a debrief after the shift.

“ I feel the listening and related counselling skills I have learned have really helped me to develop as a person. ”



WE ARE THERE 24/7 TO PROVIDE SUPPORT

OUR HELPLINE
HELPS ADULTS
EXPLORE THEIR
OPTIONS WHEN
THEY ARE IN A
DIFFICULT PLACE.

This year we
have helped

2,330
adults

WE SUPPORTED:



The Missing People helpline is free, confidential

and open 24/7. It helps vulnerable adults to explore their options when they are in a difficult place.

This year we directly helped **2,330** adults.

1,963 adults received support through the helpline, via email or through text.



These messages, sent to missing adults'

phones, can help to keep people safe by encouraging them to get in touch and reminding them that people care about them.

357 adults responded to a TextSafe they were sent by Missing People when they were missing.

10 people received a Safe and Well check from Missing people.

Of the adults we searched for **1,272** were found safe and well.

10,976 adults were sent a TextSafe message while they were missing.

9,353 adults viewed Missing People's support pages online.

Our publicity team use a range of channels to make sure that our appeals are seen as widely as possible and have the most chance of being acted upon. Through national and regional media, plus poster partners and other supporters, they are shared regularly and are also used to appeal to our social media audience of just under **200,000**.



SAFE AND WELL CHECKS also known as prevention interviews, should be conducted with all missing people as soon as possible after they return. Missing People is developing new ways to work with the police and local authorities to keep people safe by carrying out these interviews.

The interviews take place with a missing person within three hours of them returning, while the missing incident is fresh in the mind of the person who has returned, so it is easier to gain information and report crime, or gather evidence.



Nikki from Missing People has managed the pilot project, which has been completed. It was funded by the Home Office.

“A third party has more time to do a Safe and Well check than the police. This was the case when I talked to a woman with a learning disability who felt isolated in her supported living accommodation because she was the only female, and had gone missing.

Because of her learning needs, she took more time to process information. I was able to spend more time with her to gather information than the police

would be able to, and we have found people are more likely to give confidential information to someone who isn't a police officer. I told staff how she was feeling and they arranged for her to attend women's arts and crafts groups, which was life-changing in terms

of her confidence and managing where she was living.

“I interviewed a woman with dementia after she had gone missing. She had driven her car into a ditch, and was going missing frequently.

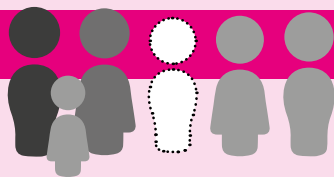
“She now has an Ownfone, which has four buttons – for a spouse, children, the helpline and 999, which can be worn around the neck. She only went missing once in six months after she had the phone, which was a huge reduction in missing incidents, helping both her family and the local police force.”



“ This pilot project has helped us to highlight the importance of responding to and supporting missing people as soon as possible. As a charity we hope to gain further funding for a second phase. ”

Nikki

FAMILY, FRIENDS AND LOVED ONES



WE SUPPORTED:

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 help them develop their resilience so that they can cope, as well as helping them to find their missing loved one.

- Making public appeals for a missing person is a vital service for families. This year out of those we searched for, **2,075** missing people were found safe and well.

WE REACHED:

- In total we reached **12,014** families, friends and loved ones
- **9,274** families, friends and loved ones accessed the Family Support Pages on the website





OUR CHALLENGES:

Missing People is committed to walking alongside those who need our support for as long as it takes. Increasingly, people need to access our services in new ways and as the only charity specialising in supporting those affected by a disappearance we want to extend our services to even more people in crisis. These are some of the key challenges we have been working through this year:

GROWTH IN AN UNCERTAIN CLIMATE

Our ambitious plans to double the amount of people we help require us to raise additional funds so we can meet the complex and changing needs of those we serve. This means investing in our infrastructure, digital assets, tailored services and staff. As a charity, we balance our expenditure on a mix of pledged income and donations from a broad range of funders in a highly competitive marketplace – this means stretching beyond our current service provision may take longer to develop than planned.

REFERRAL RATES

The majority of people with a missing loved one we support are referred by their local police force. The charity has made a long-term financial investment to enable this, engaging every force in the UK, though we

receive no funding from police forces to provide emotional and practical support to families. This year we refocused our efforts to diversify our referral partners, working with local authorities instead of solely police engagement work. However, this resulted in a drop in the numbers of missing people referred to us for support. In response, we are now focusing on increasing the number of missing people and their loved ones referred by police forces.

HELPLINE COVER

We are proud of being one of the few 24/7 charity crisis services in the UK – through our award winning helpline, available via phone, text and email. This requires significant staff resource and occasionally we have struggled to meet the demand to always be here 24/7. We need additional funding to ensure this happens as little as possible, investing in more digital solutions, recruiting and training volunteers to boost capacity.

IMPACTING COMMUNITIES

FUNDRAISING AND AWARENESS



#RIDETO FIND

In December Missing People launched its **#RideToFind** campaign with takeaway company Deliveroo.

Five hundred **Deliveroo** rider backpacks featured missing people across four UK cities: London, Bristol, Birmingham and Manchester.

The campaign has won three awards so far, the Business Charity Awards Marketing Partnership of the Year, the CIPR Corporate Social Responsibility Award and the Institute of Fundraising's National Award for Business Charity Partnership of the Year.

Deliveroo's 15,000 riders nationwide were encouraged to sign up to alerts and act as lookouts.

The Deliveroo app launched its first charity page which allowed donations to be made, and **more than £16,000 was raised through the campaign**.

Of the 17 appeals that were featured five people were found over the course of the campaign.

HELP US FIND

On average, the **Help us Find** pages on the Missing People website during the course of **the campaign had an increase of 171%** in traffic compared with the previous period before the campaign.

CHILD RESCUE ALERT

The Register to our **Child Rescue Alert** page on the website **received an increase of over 2,000%**, and accounted for over a quarter of the traffic to that page for the entire year.

The campaign received coverage in national press, including in The Sun, Metro and the Mail Online and Huffington Post, as well as Sky Breakfast, ITV and LBC radio, and achieved a reach of over 30m.

2018 BIG TWEET



'Tweet' for Missing Children, a 24-hour

tweetathon aiming to find children who had disappeared on International Missing Children's Day.

Led by Missing People, 'The Big Tweet' tweeted from the Twitter offices in Soho, London, joined by guests throughout the day, including Britain's Got Talent 2017 finalists the Missing People Choir.

Starting at midnight on 25 May, an appeal for a missing child was tweeted every 30 minutes, for 12 hours.

Celebrities including Stephen Fry, Alan Carr and Tamzin Outhwaite took part and since the campaign, **15 of the missing children featured have been found.**

Thousands of avid tweeters were joined online by big names from the world of film, music, TV and sport on **Friday 25th May 2018** for 'The Big



Tweet life: Peter Lawrence, Peter Boxell, Singer George Sampson, Emma Cullingford, TV personality Gail Porter, Denise Horvath-Allan



Picture this: crowds gather at the Missing People art exhibition

The Big Tweet 2018 was also supported by players of **People's Postcode Lottery, who have raised a combined total of over £6million for the charity since 2009.**

ART EXHIBITION

Missing People delivered an art exhibition which was conceived and curated by Ben Moore whose brother Tom has been missing since 2003 - part of the charity's ethos of putting people affected by a disappearance at the heart of what we do. In total there were 21 portraits and the project had a big impact on the artists, many of whom had never considered the issue of missing. The families who took

part saw a fresh image of a loved one who is no longer present, and the general public were moved by the knowledge that missing affects people from all walks of life.

Nicki Durbin, mother of missing Luke, said: "When your child goes missing, you don't get new photographs – all you have are your memories. When I first saw the beautiful, lifelike portrait of Luke it had such an impact on me and

my family; I felt like I was looking into Luke's eyes again. I will always be so grateful to Ru Knox, the artist who painted Luke's portrait and all involved in the Unmissable Exhibition."

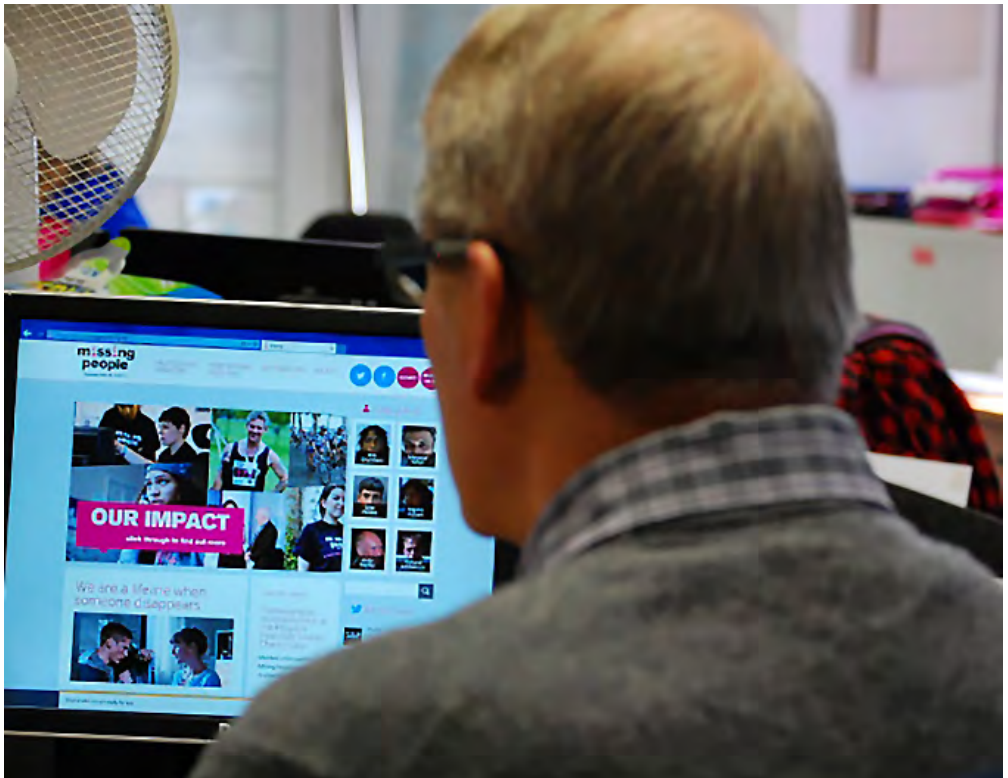
IMPACTING COMMUNITIES

**WITHOUT VOLUNTEERS,
MISSING PEOPLE COULD
NOT OPERATE EFFECTIVELY.**

Volunteers support people through the helpline, are central to sharing publicity appeals and making sure events take place. Volunteers make a real difference to people who have gone missing and their families by devoting their 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. This year volunteers spent 1,596 hours on the helpline supporting people.

“ Everything we do as volunteers is very much appreciated. I feel valued and I find it rewarding. There are many opportunities to get more involved too. ”

*Sarah Allan
helpline volunteer*



POLICY, RESEARCH AND IMPACT

In July 2018, through our role as co-secretariat to the All Party Parliamentary Group on **Runaway and Missing Children and Adults**, we published an inquiry into safeguarding vulnerable missing adults. Missing People has campaigned for the recommendations in the report to be adopted, including with MPs, senior civil services, and colleagues from police and health.

In Autumn 2018 we became a designated body within the new Police Super Complaints System, able to “raise issues on behalf of the public about harmful patterns or trends in policing”.



In partnership with University College, London, and ECPAT UK, the report **Still in Harm's Way** was published in December 2018, showing the scale of trafficked and unaccompanied children going missing from care in the UK.

Missing People is investigating **child criminal exploitation** and links with missing, and has conducted exploratory research into families' experiences of their children being exploited. The findings will be published in early 2019-20.

We are leading the development of understanding about missing children and the support they need when they return, and have researched the value of **Return Home Interviews**.

Robust monitoring and evaluation of our services allows us to identify and measure the impact on the lives of those we support. We completed an audit of our business analysis data collection tools and systems, and developed a number of project specific theories of change.

LEADING BEST PRACTICE

This year Missing People has held conferences covering issues connected with disappearances, such as County Lines and Child Criminal exploitation.

In the year 2018/19, 433 people attended conferences run by Missing People. The majority of delegates (53%) came from local authorities, the next largest group were from the police, (25%) and the rest from charities (14%) and the remaining 8% from schools.

Of the 84 people who took part in a survey after conferences in Birmingham and Reading, 97% (81 of 84) said attending the conference increased their knowledge, 97% said they would recommend it to other people, and 97% agreed it was value for money.

“ Words cannot express how overwhelmingly relieved I was to hear that Missing People were hosting conferences to address the need for children that are being criminally exploited to be protected and recognised as victims of this horrific crime. ”

parent whose child has been exploited

FINANCIAL INFO

INCOME SUMMARY

Missing People has had another successful year in which we raised **£3.6m**, which represents **8 percent** growth on 2017/2018. We also achieved a surplus of **£171,000**.

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.

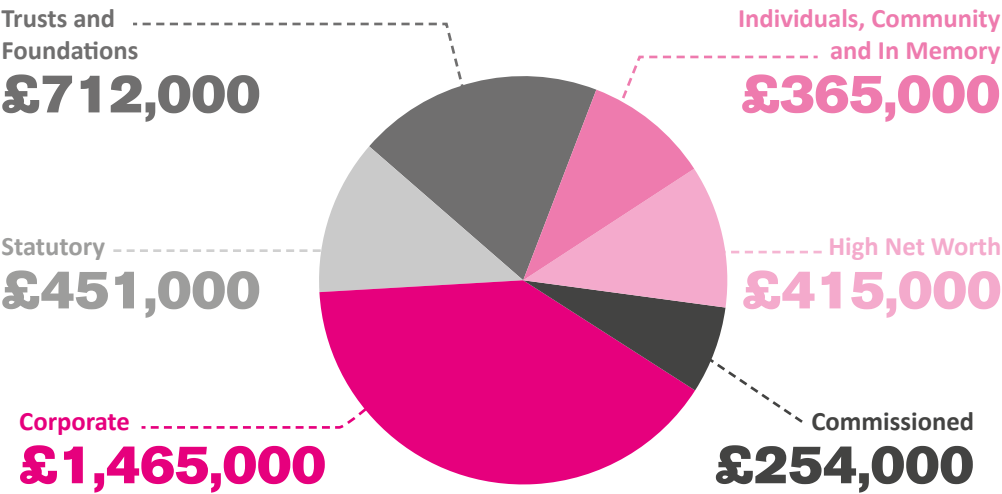
Missing People is a paying member of the Fundraising Regulator and raises funds in accordance with the charities own

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 we were delighted to welcome significant new supporters and several new major donors. They joined long-term supporters including players of People’s Postcode Lottery. We couldn’t continue to be a 24/7 lifeline without their help.



Income: £3,662,000



EXPENDITURE SUMMARY

Our total expenditure showed an increase of **4 percent** on 2017/2018, and we have continued to focus on our front-line services. Expenditure on charitable activities rose by **5 percent** during the year, and the significant impact achieved using this expenditure is discussed elsewhere in this report.

We are grateful to our volunteers and our pro bono supporters who have 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 law firm Clifford Chance for their ongoing services provided on a pro bono basis.

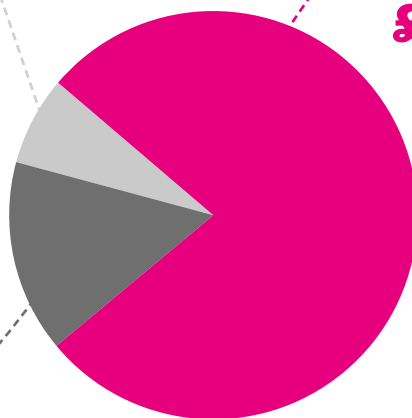
Our free reserves policy is to hold no less than three and no more than six months' current operating costs to safeguard against fluctuations that may arise in funding. This is intended to maximize the amount available for Missing People's charitable activities in the current economic climate. At the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

Expenditure: £3,499,000

Policy and research
£266,000
rounded up to £266,000

Cost of generating funds
£574,000

Service provision
£2,659,000



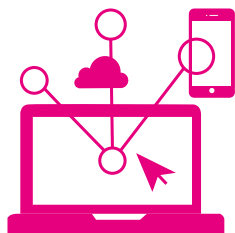
84%
Percentage spent
on charitable
activities

Reserves: £1.3m (last year £1.3m). Representing a little over four months' worth of charitable expenditure out of unrestricted funds.

PUTTING MISSING PEOPLE AT THE HEART OF WHAT WE DO

GETTING PEOPLE WITH EXPERIENCE OF A DISAPPEARANCE TO SHAPE OUR SERVICES IS THE WAY FORWARD

Missing People helps people dealing with a loved one being missing, people thinking of going missing, and those who are missing.



To enable us to increase the number of people we are able to help, this year we have focused on two key factors: digital

transformation, including building new digital capabilities, and ensuring people with lived experience shape the services we deliver.

By the time you read this, the Guardianship (Missing Persons) Act will have come into force, a welcome boost for families dealing with the trauma of a disappearance, and the result of an eight-year campaign. Similar to Power of Attorney, it allows families to manage the financial affairs of the missing person and avoid serious consequences like bankruptcy.

This year Missing People has been in a unique position to support those affected by missing and criminal exploitation.

As well as helping families dealing with this issue, we have hosted successful national conferences on the links with County Lines (the organised movement of drugs between cities and towns) attended by professionals from the police, social services and education. We are now planning further conferences in the UK.



A highlight of the year was not just retaining our position in the Sunday Times 'Best Not for Profit Organisation to Work for' in the UK, but moving from 19th position to 14th. A testament to how we deliver on our values across the entire staff and volunteer team to ensure the services we provide are to the highest standard. As a Board of Trustees we were recognised by the Charity Governance Awards 2018, winning the 'embracing opportunity and harnessing risk' category.

We are making progress against our five year plan objective to double our impact by 2022.

We are resolved to continue to grow the charity's capabilities to help people, while living the values of being human and grounded, making things happen, being future minded and letting fly.

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

Thank you to our partners and supporters for being a lifeline:

Thank you

A FINANCIAL LIFELINE:

**Trusts, Foundations,
Lotteries and Statutory
Funders*:**

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

Adint Charitable Trust
BBC Children in Need
Dulverton Trust
EBM Charitable Trust
Greater London Authority
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to our many
other donors,
we couldn't do
it without you!**

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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.

A lifeline when someone disappears

missing people

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and in Scotland (SC047419)