

Missing People Limited
Company no. 02814202



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

Trustees' Annual Report and Accounts
Year ended 31 March 2024

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Chair's Statement

When we published our latest long-term strategy in 2023, we deliberately named it From Crisis to Hope. This signifies not only a key focus of our mission in serving those who need the charity, but also, at a macro level where we saw our societal role after the years of the Pandemic.

The challenge of Crisis over the last few years remains critical and has given rise to existential threats that impact on us as a charity and us as a society. Firstly, the economic impact of the past few years has been severe across the charity sector. We have managed this well at Missing People, ensuring we remain both stable and able to weather tough times. But it has certainly temporarily curtailed some of our ability to do far more to meet the demand for our services. We end this financial year in a good place, thanks to incredible supporters and donors, and cost management by our expert team. But we want and need to do more to meet the growing need for our work.

Secondly, the societal impact of the Pandemic is still manifesting with direct correlations on our work; from the 'ghost generation' of pupils who have not returned to school, to those in their 50s who have left the workplace and find themselves unwilling, unable or unwanted to return. The impact on the mental health, self-confidence, physical health, finances, socialisation and well-being of those affected are directly in line with the factors that we know cause crisis moments in people's lives which lead them to go missing. Thus, the need for our services, our expertise and our campaigning with everyone impacted by the cause has never been stronger.

And this is where Hope comes in. As you will see throughout this report, the charity is rising to the challenge. We are helping more people at the right time: a 21% increase in those we directly helped this year compared to last. Our move to providing digital support is proving successful; both to meet people where they are, and as a more cost-effective mechanism for delivery.

Our work on preventing people from going missing is growing significantly. More UK Police forces are signposting people to our services than ever, with over 60,000 referrals in the past year. Our reach across the UK has grown spectacularly through fantastic partnerships with, for example, Stagecoach, Trainline and train operators, on advertising kindly donated by JCDcaux, and through media partners such as The Missing podcast and Channel 5 whose Vanished series has shed light on disappearances at prime time.

Our voice as a campaigning advocate has grown in its importance. There has continued to be a national conversation about the responsibilities of the police in missing incidents, including whether an investigation should be opened at all in some cases. We have played an active role in these conversations, championing the voices of previously missing people and families, advocating for a reduction in inappropriate reporting which can lead to over-policing, while being clear that the police must not step back from their safeguarding and public protection responsibilities. We shared our expertise with over 4,000 multi-agency professionals. We continued to influence the Police Race Action Plan to ensure a better response to missing black people is centred within their ongoing improvement plans. And our significance as a charity as a voice for Hope was recognised with an event at 10 Downing St to thank many of our supporters, partners and donors for their ongoing

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support and a Reception at Kensington Palace with our Royal Patron, HRH Duchess of Gloucester to mark the work of our volunteers and the bravery, courage and support of the communities we serve.

As a Board, we have continued to grow our expertise through the new Trustees recruited this year. We are fortunate to have volunteers in a variety of roles across the charity whose value is hugely significant and whose energy, commitment and drive are so important for the charity's future success. This year, our wonderful Vice Chair, Jane Harwood stood down after many exceptional years of service to the charity. Jane has been a brilliant colleague, supporter and source of wisdom across the charity, and we would all like to thank her for her excellent service.

The leadership team at the charity has remained consistent in their resilience, determination and professionalism across the year. We are fortunate to have an ideal mix of pragmatism, ambition, professional expertise and creativity across the team coupled with an utterly grounded approach to their work.

I would like to thank all our colleagues – volunteers, staff, Trustees – for their work over the year. And to pass our own combined thanks and gratitude to our partners, supporters, and donors such as the players of the Postcode Lottery, whose generosity makes the charity's work possible.

In reading this report and accounts, I very much hope that you will get an understanding both of how the charity operates, the reasons for its success and its influence which, I firmly believe, punches dramatically above its financial weight. We are conscious that every pound donated is a contribution that could have gone elsewhere; we thus ensure we use it to the best effect. Our ambition to do more is dependent on retaining our current supporters and growing new ones. We look forward to doing so and to bringing more organisations, companies, philanthropists and those who care into our fold so that, together, we can continue to meet the demands for the charity's specialist skills.

Justin McLaren

Chair of Trustees

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Trustees' Report

1. Reference and Administrative

Charity Name	Missing People
Registered Charity Company Number	England and Wales 1020419 / Scotland SC047419 02814202
Registered Office	Roebuck House 284 Upper Richmond Road West London SW14 7JE
Trustees	Justin McLaren – Chair Paul Boughton – Treasurer Caryl Agard - resigned 8 th September 2023 Sarah Godwin Jane Harwood – Vice Chair Sam Waterfall Andrew McKay Ebru Ilhan – appointed 25 April 2023 Caroline Rawes – appointed 25 April 2023 Nunziatina Rosenow – appointed 25 April 2023 Vijay Samtani – appointed 25 April 2023 Anindita Sarkar – appointed 22 May 2024 Louise Lloyd – appointed 22 May 2024 Rachel Murphy – appointed 22 May 2024 James Walker – appointed 22 May 2024
Company Secretary	David Stein
Chief Executive	Jo Youle OBE
Directors	Susannah Drury, Director of Policy and Development Zoe Hart, Director of People & Organisational Development Sophie Lapham, Director of Services Ross Miller, Director of Fundraising and Communication David Stein, Director of Finance
Auditor	Crowe UK LLP R+ Building 2 Blagrove Street Reading RG1 1AZ
Principal Bankers	CAF Bank 25 Kings Hill Avenue Kings Hill West Malling ME19 4TA
Website	www.missingpeople.org.uk

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2. Structure, Governance and Management

Nature of governing document

Missing People became a registered charity in England and Wales (charity number 1020419) on 30 April 1993, and in Scotland (charity number SC047419) on 16 May 2017. It is a charitable company with no issued share capital being limited by guarantee. Its governing instrument is its Articles of Association, dated 23 February 2017, and the Trustees are its members. Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The total number of such guarantees at the 31 March was 10. The objects as stated in the Articles of Association are:

- (a) to provide counselling and support to families in conditions of need, hardship or physical or mental distress as a result of a member of their family having disappeared without trace.
- (b) to provide help and support to persons who have left home without informing their family and friends or carers of their whereabouts and who are suffering conditions of need, hardship or physical or mental distress.
- (c) to educate the public in the social and economic problems resulting from the disruption to family life caused by the disappearance of a member of the family and the problems caused by individuals who have disappeared without trace.

Charitable Activity in Scotland

Missing People is registered with the Office of the Scottish Charity Regulator (OSCR) under charity number SC047419 with charitable status under the Charities and Trustee Investment (Scotland) Act 2005.

The charity provides its services, described under Achievements and Impact, to missing people and their loved ones in Scotland and carries out awareness and fundraising activities, as well as being commissioned by the Scottish Government to work with local agencies to implement the good practice approaches outlined in the National Missing Persons Framework.

Organisation

Missing People is led by a diverse and experienced Board of Trustees who, together with the Chief Executive and Directors, ensure the charity delivers its aims. The Board of Trustees has overall responsibility for governing the charity's strategy and finances and monitoring its performance. Day-to-day activities are the responsibility of the Chief Executive and Directors. The Chief Executive reports to the Trustees and the Directors report to the Chief Executive. The Board places particular emphasis on maintaining high standards of governance. It has considered the Charity Governance Code and will review it during the year with a view to full compliance.

Recruitment and appointment of Trustees

Most Trustee vacancies are advertised in a range of media, and candidates are required to submit a CV and undergo interviews with Trustees and a representative of Directors Group, and then the Chair and Chief Executive. The procedure for the appointment of Trustees is set out in the Articles of Association.

Induction and training

New Trustees are given a comprehensive briefing pack that includes information about the charity, their role, and the issue of missing people. All Trustees are invited to attend a structured induction day and training which aims to ground them in the cause and to enrich their understanding of the difference the charity makes.

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Pay policy

The aim of our pay policy, which applies to all employees, is to offer remuneration that is fair and appropriate for the roles they perform and the responsibilities they undertake to deliver our charitable aims. The Trustees consider the key management personnel of the charity to be the Chief Executive and all Directors.

In setting remuneration for all staff, including senior staff, a number of criteria are used including consideration of the nature and responsibilities of specific roles, local and national sector averages and other market factors.

Related parties and cooperation with other organisations

None of our Trustees receive remuneration or other benefit from their work with the charity.

In order to best serve people affected, the charity is committed to working in partnership with a range of organisations from the public, private and charity sectors. A multi-agency response to disappearances is critical to success and something we are proud to foster. We work in partnership with every police force across the UK to enable referrals of families with a missing loved one to our support services, and to offer our independent and confidential support to people who are reported missing.

As a recognised leader in the field of missing persons, the charity is a proud member of Missing Children Europe, the Global Missing Children's Network, and the International Centre for Missing and Exploited Children. Missing People has previously been accredited by the Helplines Partnership, the membership body for organisations that provide information, support or advice via phone, email, text or online.

We work with a range of charities working in connected areas - including mental health, homelessness, child sexual exploitation and suicide. This can include referrals, sharing best practice and piloting new ways to respond together.

The charity's wholly owned subsidiary Missing Limited remained dormant throughout the year.

3. Purpose, Aims and Charitable Activities of Public Benefit

Vision

Every missing person is found safe.

Mission

To be a lifeline when someone disappears.

Aims

- Going missing is understood as a crisis that can be a matter of life and death
- All missing people and their loved ones get the right help at the right time
- Fewer missing people come to harm

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Charitable Activities of Public Benefit

Trustees have complied with their duty in section 17 of the Charities Act 2011 to have paid due regard to the Charity Commission's guidance on public benefit in deciding which activities the charity should undertake.

Missing People aims to improve the wellbeing of missing people, and their loved ones. Around 170,000 people of all ages and backgrounds are reported missing to UK police each year, many more than once.

Missing People is one of a handful of charities providing an essential Helpline (text or call 116 000). This is assigned by Ofcom to 'protect the wellbeing of people in great difficulty'. Missing People offers free, confidential support every day of the year.

The charity works in collaboration with police forces across the UK to ensure that missing people and their loved ones can be referred to Missing People's support services.

Missing People's work is informed by original research, consultation, and evaluation of services. The charity actively influences the national government strategy for missing persons.

The charity helps missing children and young people in crisis, and those thinking of going missing. Providing confidential and non-judgemental advice and support, 365 days a year. Importantly, Missing People enables children and young people, often at risk of exploitation, to reconnect safely. Missing People also works in partnership with Local Authorities to ensure the safety of young people who return from being missing.

Mental health is the most significant reason for an adult to go missing. For vulnerable missing adults, Missing People provides free, confidential, advice and support every day of the year. A missing adult can pass on a 'safe and well' message to their family or carers, often leading them to reconnect.

Missing People supports people with a missing loved one to develop resilience to cope, to manage relationships with others, and to feel less alone. This support provides a sense of belonging to a community of people in a similar situation to help reduce isolation. Missing People provides free emotional and practical support as well as a range of in-depth support such as counselling and peer-to-peer support for loved ones to help one another, including a range of events like the annual Family Day. In addition, Missing People provides the free Lost Contact Service to help reunite family members who may have been estranged. This service is made possible thanks to the kind support of LexisNexis Risk Solutions.

Where appropriate, the charity enables free publicity opportunities to help find vulnerable missing people. This includes working in partnership with a wide range of companies such as Royal Mail Group and outdoor advertisers such as JCDecaux, on a pro bono basis. Missing People's team is then on hand to receive information and sightings from the public, as well as contact from the missing person, every day of the year.

Volunteers

Without volunteers, Missing People could not be a lifeline when someone disappears. Volunteers gain new rewarding experiences, learn from highly trained staff and gain and develop new skills.

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Volunteers make a real difference to the community of people affected by a disappearance. From raising vital funds, organising events, sharing appeals for missing people, to providing in-depth Helpline support. The financial statements do not recognise the significant financial value attributed to volunteer time.

Strategic Report

4. Achievements and Impact

Services Performance

In total, Missing People directly helped 9,748 missing children, adults and families this year, a 21% increase on the previous year. In addition, an estimated 38,267 people affected by a disappearance accessed our online guidance.

Missing People's operational partnerships with police forces are critical in reaching missing people. Every police force in the UK has the capacity to request Missing People send a TextSafe SMS message to a missing person offering the charity's confidential support. More than 58,000 TextSafe messages were requested by police and sent by the charity in 2023-24 to missing children and adults, thousands of whom then contacted the charity for support

We reached out to an additional 2,701 suicidal missing people offering them the support of both Missing People and Samaritans through our Missing & Suicidal TextSafe service. Up to 80% of people who receive a Missing & Suicidal TextSafe® message engage with either Samaritans or Missing People having received a message, showing the value of this service. This year we received funding from the Department of Health and Social Care to expand this valuable service, both in terms of the service operating hours and in the number of police forces making referrals to Missing & Suicidal Textsafe.

Families of missing people

Missing People helped 1,471 families with a missing loved one. This is an 18% increase on the previous year.

Our support includes tailored practical help for the search for a missing loved one and for emotional trauma, from our team of family support workers and counsellors. We supported families affected by County Lines exploitation, through our national SafeCall service, offering casework, advocacy, emotional support, and peer-to-peer support. We also support families through our Lost Contact Tracing Service to help them find loved ones who are not being searched for by the police.

"The charity was always there for me and my family, guiding us in the right direction with care, understanding and great knowledge". A family member supported by our Family Support team

"People responded to me quickly, were really empathetic and made me feel hopeful. They were really clear in explaining everything to me and made me feel like I wasn't alone" A family member supported by the Lost Contact Tracing Service

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In addition, 18,370 family members accessed our online family support resources.

Making appeals for a missing person is one of the practical ways the charity helps people with a missing loved one. This year 779 people we searched for were found safely.

Missing children and young people

This year, Missing People helped 5,623 children and young people, an increase of 22%. This included support given via our multi-channel Helpline, a chatbot and 1:1 online chat for young people at risk of exploitation, and theSafeCall service providing advocacy and support for young victims of County Lines exploitation. In addition, we continued to provide our Hertfordshire return home and intensive support service to young people who have been missing repeatedly. All our services for young people provide a confidential, non-judgemental space to share challenges and talk through options, as well as support to be safe.

"This service can help save people's lives." Young person accessing SafeCall service

"Having someone to listen and chat to when I felt I needed it. I don't always answer my phone but they didn't stop trying." – Young person receiving intensive support through our Hertfordshire service

"The person I spoke to was very kind and offered support." Young person using our Online Chat

In addition, an estimated 9,908 young people accessed our online guidance. This included advice and support on a range of topics linked to going missing, like bullying, exploitation and mental health.

Vulnerable missing adults

This year, Missing People helped 2,654 adults who had gone missing or who were thinking about disappearing, an increase of 23% on the previous year.

We provide adults with a confidential, non-judgemental space to think through their options, stay safe and access specialist support if needed via phone, text, email and online chat. Missing people can send a 'message home' to a family member via the charity if they are not ready to get in touch directly, and we can offer 3 ways calls to support a missing person to access support from the police and other services.

In addition, an estimated 9,990 adults accessed our online guidance. Providing information and support on topics for different stages of someone's missing journey, including people's rights, how to stay safe while away from home, and what to do if you are struggling with mental health issues.

"The conversation feels personal and trustworthy. They provide places for you to move onto when you've finished the conversation." An adult accessing Online Chat

"You might just think you are listening to me, but you might be saving my life." Adult accessing the Helpline

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Policy, Research and Development

This year, the charity shared our expertise with over 4,000 professionals through consultancy work, training, events and conferences for police forces, local authorities, NHS, care providers and third sector agencies. This equates to four times the number of professionals we engaged with the previous year, showing our growing reach and impact. This work aims to work with local agencies to identify their strengths and challenges in the response to missing people, and to improve their response in line with good practice.

"The workshop helped local partners working with children and young people to capture the multi-agency response to a variety of scenarios relating to when a child or young person goes missing. The facilitator encouraged partners to share local approaches and procedures and sought clarity when required. The workshop was a useful networking opportunity for Bexley partners and the exercise of unpicking how, when and why partners respond to missing children and young people drew out lots of detail. As a multi-agency team building exercise, highly recommended!" Commissioner from a London Borough Safeguarding Partnership

"We decided to get training from Missing People as there was not much out there and this looked the best. Improving return home interviews and how we think about missing children was a high priority for us. We had 20 staff on the training who have given really positive feedback and I feel confident it's made them rethink and do things differently. We have lot of plans now following the training on how we can improve things even more." Local Authority Children's Services professional

In Scotland, we delivered the fifth year of our National Framework Implementation Project, funded by the Scottish Government. This project aims to ensure that the good practice in responding to missing people, identified in Scotland's National Missing Persons Framework, is implemented in local areas. We worked in seven areas supporting local agencies to create effective multi-agency responses to missing, develop effective missing persons' protocols and deliver effective return discussion training. We also held the annual Scottish missing persons conference on good practice to share examples of good practice in preventing and responding effectively to missing incidents. Professionals we worked with in local areas in Scotland in 2023-24 provided the following feedback:

"We have really valued the input from Missing People, and it has helped us rethink our approaches to missing children and young people. Being aware of support available externally has also helped."

"Partners have now agreed a draft copy of a joint approach. This has been needed for a while and this project has spurred it on."

"It's made us think about the whole missing person cycle – i.e. what happens to the info once the person has returned - there was a gap that we are now addressing."

With the Children's Society we published new [guidance for professionals](#) on supporting unaccompanied children who arrive in the UK and are at risk of going missing. The guidance has been viewed over 3,000 times since it was launched with a webinar attended by 280 professionals.

We also published [2 public insights surveys](#) undertaken by the polling company Opinium with a representative sample of 2,000 UK adults. These provide valuable insights about public understanding of the cause, why people go missing, and how police should prioritise disappearances. The surveys showed that most people think the police should prioritise finding missing children and adults and

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missing people scored as the 2nd highest priority for the police, after responding to violent crime, but ahead of responding to burglaries, vehicle crime, anti-social behaviour, visible neighbourhood policing, public order policing and supporting people with mental health difficulties.

Monitoring and Evaluation

Missing People is committed to the robust monitoring and evaluation of its services, so that we can effectively identify and measure the impact on people's lives. We have embedded monitoring and evaluation processes throughout all our projects and have a dedicated impact team to undertake thorough evaluation. Our evaluation processes include assessing our progress against theories of change, alongside monitoring of detailed operational and management information. We produce an annual Impact Report that is freely available to everyone and provide quarterly updates on key cross-organisational measures to Directors Group and Trustees. In addition, we gather feedback from those using our services, which allows us to assess our impact on their lives and the varied issues that they face.

We also work with external evaluators including Crest Advisory which allows our work to be challenged, scrutinised and improved, through independent review. Overall, our evaluation processes are crucial in enabling organisational learning and helping us to adapt our service design and delivery in response to the changing needs of our beneficiaries.

Fundraising Statement

Missing People is reliant on donations and gifts in wills. Supporters of the cause send a powerful message that they care about people and the society we live in. Our fundraising staff and volunteers aim to provide our supporters with the same level of care and respect. We take extra care with supporters who may be vulnerable and have a policy in place to help protect them.

Missing People is focused on long-term sustainable support built on strong relationships. The charity has a diverse range of income streams. On average, Missing People raises £5-£6 for every £1 we spend on fundraising.

Missing People is a paying member of the Fundraising Regulator. The charity raises vital funds in accordance with our Fundraising Promise. Missing People has adopted the NCVO's Charity Ethical Principles and uses these principals to guide ethical considerations in relation to fundraising.

This year, we warmly welcomed new donors, supporters, partners, and Fundraising Board members. They included significant new funding from the National Lottery Community Fund, Richer Sounds Foundation, GTR, SWR and Trainline. They joined long-term supporters including: players of People's Postcode Lottery, Royal Mail Group, LexisNexis Risk Solutions, Stagecoach, Morrisons Foundation, Flutter, Bally's Foundation, RELX Group, Norton Rose Fulbright, Dulverton Trust, Alchemy Foundation, and CIL Management Consultants. We thank each of them, and everyone else, for enabling the charity to be a lifeline when someone disappears.

We received no (0) complaints regarding fundraising this year.

Missing People occasionally uses commercial participators to carry out fundraising services on our behalf.

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5. Financial Review

We enjoyed another successful financial year with some 13% growth in income.

The Charity recorded an unrestricted surplus for the year of £25k (last year £128k) against a budgeted deficit of £329k. The improvement of £354k against budget arose primarily from higher income than expected, whilst costs were maintained at budgeted levels. Last year's high surplus was a result of costs being delayed.

Total income for the year was £3,999k (last year £3,519k) against a budget of £3,689k, a positive variance of £310k – c8%. The main increases came from a very successful Gala night, additional income from a small number of major donors and funders, and increased challenge event activity.

Total costs rose from £3,397k last year to £4,006k - an increase of c18% - against a budget of £4,094. The main drivers of the increase were a 6% cost of living award to existing staff plus new planned recruitment.

Volunteers and pro bono supporters again contributed significantly to the charity, far beyond the income recognised in these financial statements. We thank Kapow for free text (SMS) messages, the out-of-home media owners, and many other print and digital partners for advertising space, and we are grateful to the charity's solicitors Clifford Chance for their ongoing services provided on a pro bono basis.

Reserves

The charity's free reserves policy is that it should hold no less than three months' and no more than six months' current operating costs to safeguard against fluctuations that may arise in funding. This policy is intended to maximise the amount available for Missing People's charitable activities during the current economic climate while also planning for a sustainable future. Free reserves are defined as unrestricted funds less fixed and intangible assets and designated funds.

At the end of the year, the level of free reserves was £1,246k (2022: £1,978k) which amounted to approximately four months' worth of charitable expenditure following a transfer of £700k from free reserves to designated reserves.

Going Concern

Missing People has had a steady track record financially over the last decade, making a small surplus in most years and gradually increasing the free reserves. As we had reached the top end of our reserves the Trustees approved the £700k referred to above to invest in projects over the next two financial years to generate growth, income, capacity and impact.

Our budget for 2024/25 shows a planned deficit of £330k against free reserves as we gradually build up our income whilst maintaining a strong cost base. In addition to this "business as usual" budget we will be applying some £400k of designated funds towards longer term projects.

The first quarter management accounts are broadly on budget.

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The budget has been followed by a projection for the following two years showing annual deficits of £185k and £22k respectively. Cash flows have been projected over the next three years in total. Whilst we expect cash resources to fall in the short term, our relatively high opening cash balances mean we do not anticipate cash flow difficulties in the foreseeable future. We would add that the costs of the designated fund projects have been designed with much flexibility such that they can easily be stopped if it becomes apparent that they will not be successful.

The future years (2025/26 and 2026/27) will be underpinned by increased activity arising from our new strategy and investment programme which we anticipate will add considerably to our financial sustainability. The impact of our new strategy and investment programme has not yet been reflected in these forecasts. Accordingly, they have been prepared on a cautious basis.

Therefore, the Trustees have concluded, based on the analysis above, that the adoption of a going concern basis in the preparation of these financial statements is appropriate.

6. Risk Management

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

Trustees are satisfied with these arrangements and the following are key risks which the charity faces and the related mitigation factors in place:

Risk	Mitigation
<u>Safeguarding</u> : The charity fails to prevent harm.	Our policies and procedures are reviewed regularly and there is a Safeguarding Panel in place to review practice. Staff and volunteer safeguarding training is compulsory and repeated annually. Services Managers provide on-call support for our frontline services teams and DBS checks are in place for relevant roles.
<u>Economic pressures Post Covid</u> : Changes in the economic/political environment impact negatively on voluntary income.	We continue to strengthen and diversify our income streams. We have in place rigorous processes for budgeting, management reporting and monitoring of financial performance.
<u>Fundraising</u> : Failure by us, or on the part of agencies we work with, to comply with fundraising regulation.	We have reviewed our fundraising policies and practices, and ensured those working on our behalf abide by our Fundraising Promise and the Fundraising Regulator, and we will regularly monitor their work. We have adopted the NCVO's Charity Ethical Principals and established a Fundraising Ethics Group comprising Trustees and executive team members.

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<p><u>Sector reputation</u>: The media, opinion formers or general public opinion may erode trust in charities, affect the sectors strong standing and may indirectly impact our ability to be trusted and to fundraise.</p>	<p>We will continue to be transparent and trustworthy and provide high quality accredited services in a cost-effective way. Trustees and Directors will continue to regularly monitor potential areas of vulnerability.</p>
<p><u>Pro bono support</u>: The charity receives significant pro bono support without which our ability to provide our existing level of service could be impacted.</p>	<p>We will continue to build positive relationships with pro bono suppliers to ensure support continues. In addition, we always seek a partnership agreement that outlines a minimum length of such support.</p>

7. Plans for the Future

Missing People's new long-term strategy is called 'From Crisis to Hope' and launched in 2023

The strategy highlights that people who go missing are often in a crisis and face great harm. More than one thousand people die whilst missing each year. Their families don't always get the right response from police, and they can face intense public and media speculation, on top of their emotional heartache. The goals of the new strategy are:

1. Going missing is understood as a crisis that can be a matter of life or death.
2. All missing people and their loved ones get the right help at the right time.
3. Fewer missing people come to harm.

The charity is calling for change so that someone going missing is viewed as a crisis, backed by a fair response by police and other agencies involved. The charity also aims to develop its existing helpline support to reach more of those impacted by mental health problems, exploitation and financial problems made worse by the cost-of-living crisis.

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8. Statement of Trustees' Responsibilities

The charity Trustees (who are also the directors of Missing People Limited for the purposes of company law) are responsible for preparing the Trustees' Annual report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period.

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently.
- make judgements and accounting estimates that are reasonable and prudent.
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements.
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

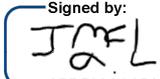
The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charity's transactions and disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities and Trustee Investment (Scotland) Act 2005, regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and with the requirements of the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Financial statements are published on the charitable company's website in accordance with legislation in the United Kingdom governing the preparation and dissemination of financial statements, which may vary from legislation in other jurisdictions. The maintenance and integrity of the charitable company's website is the responsibility of the Trustees. The Trustees' responsibility also extends to the ongoing integrity of the financial statements contained therein.

Each Trustee has confirmed that, insofar as they are aware:

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

Approved by the Trustees on 19 September 2024 and signed on their behalf by:

Signed by:

ABD5A8CAAB854E6...
Justin McLaren
Chair

Missing People Limited
Trustees' Annual Report and Accounts Year ended 31 March 2024

9. INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS AND TRUSTEES OF MISSING PEOPLE LIMITED

Opinion

We have audited the financial statements of Missing People Limited for the year ended 31 March 2024 which comprise the Statement of Financial Activities, Balance Sheet, Statement of cash flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2024 and of its incoming resources and application of resources, including its income and expenditure for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and Regulation 8 of the Charities Accounts (Scotland) Regulations 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information contained within the annual report. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Missing People Limited
Trustees' Annual Report and Accounts Year ended 31 March 2024

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS AND TRUSTEES OF MISSING PEOPLE LIMITED (CONTINUED)

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion based on the work undertaken in the course of our audit

- the information given in the trustees' report, which includes the directors' report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report included within the trustees' report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report included within the trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 require us to report to you if, in our opinion:

- adequate and proper accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement on page 15 the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Missing People Limited
Trustees' Annual Report and Accounts Year ended 31 March 2024

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS AND TRUSTEES OF MISSING PEOPLE LIMITED (CONTINUED)

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with the Acts and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Details of the extent to which the audit was considered capable of detecting irregularities, including fraud and non-compliance with laws and regulations are set out below.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Extent to which the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We identified and assessed the risks of material misstatement of the financial statements from irregularities, whether due to fraud or error, and discussed these between our audit team members. We then designed and performed audit procedures responsive to those risks, including obtaining audit evidence sufficient and appropriate to provide a basis for our opinion.

We obtained an understanding of the legal and regulatory frameworks within which the charitable company operates, focusing on those laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements. The laws and regulations we considered in this context were the Companies Act 2006, the Charities Act 2011 and The Charities and Trustee Investment (Scotland) Act 2005 together with the Charities SORP (FRS 102). We assessed the required compliance with these laws and regulations as part of our audit procedures on the related financial statement items.

In addition, we considered provisions of other laws and regulations that do not have a direct effect on the financial statements but compliance with which might be fundamental to the charitable company's ability to operate or to avoid a material penalty. We also considered the opportunities and incentives that may exist within the charitable company for fraud. The laws and regulations we considered in this context were General Data Protecting Regulations, taxation legislation, health and safety legislation and employment legislation

Auditing standards limit the required audit procedures to identify non-compliance with these laws and regulations to enquiry of the Trustees and other management and inspection of regulatory and legal correspondence, if any.

Missing People Limited
Trustees' Annual Report and Accounts Year ended 31 March 2024

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS AND TRUSTEES OF MISSING PEOPLE LIMITED (CONTINUED)

We identified the greatest risk of material impact on the financial statements from irregularities, including fraud, to be within the timing of recognition of certain income streams and the override of controls by management. Our audit procedures to respond to these risks included enquiries of management, and the Board about their own identification and assessment of the risks of irregularities, sample testing on the posting of journals and income, reviewing accounting estimates for biases, reviewing regulatory correspondence with the Charity Commission, and reading minutes of meetings of those charged with governance.

Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements, even though we have properly planned and performed our audit in accordance with auditing standards. For example, the further removed non-compliance with laws and regulations (irregularities) is from the events and transactions reflected in the financial statements, the less likely the inherently limited procedures required by auditing standards would identify it. In addition, as with any audit, there remained a higher risk of non-detection of irregularities, as these may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal controls. We are not responsible for preventing non-compliance and cannot be expected to detect non-compliance with all laws and regulations.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of part 16 of the Companies Act 2006, and to the charitable company's trustees, as a body, in accordance with Regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members and trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company, the charitable company's members as a body and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.



Janette Joyce
Senior Statutory Auditor
For and on behalf of
Crowe U.K. LLP
Statutory Auditor
Reading

Dated : 23 September 2024

Missing People Limited

Statement of Financial Activities (incorporating an Income and Expenditure Account)
for the year ended 31 March 2024

	Note	Unrestricted Funds 2024 £	Restricted Funds 2024 £	Total Funds 2024 £	Unrestricted Funds 2023 £	Restricted Funds 2023 £	Total Funds 2023 £
Income:							
Voluntary Income							
Donations, grants and legacies	15	2,655,138	939,688	3,594,826	2,259,542	867,255	3,126,797
Income from Charitable activities:							
Fees and grants for service provision		44,867	304,353	349,220	22,647	332,114	354,761
Policy & Research		-	17,826	17,826	-	20,832	20,832
Income from Investments		37,534	-	37,534	16,856	-	16,856
Total income		<u>2,737,539</u>	<u>1,261,867</u>	<u>3,999,406</u>	<u>2,299,045</u>	<u>1,220,201</u>	<u>3,519,246</u>
Expenditure:							
Expenditure on Raising funds							
Raising funds		763,889	12,500	776,389	622,583	25,000	647,583
Expenditure on Charitable activities:							
Service provision		1,628,112	1,263,157	2,891,269	1,294,446	1,180,209	2,474,655
Policy & Research		320,155	17,826	337,981	254,024	20,832	274,856
Total Charitable Activities		<u>1,948,267</u>	<u>1,280,983</u>	<u>3,229,250</u>	<u>1,548,470</u>	<u>1,201,041</u>	<u>2,749,511</u>
Total Expenditure	4	<u>2,712,156</u>	<u>1,293,483</u>	<u>4,005,639</u>	<u>2,171,053</u>	<u>1,226,041</u>	<u>3,397,094</u>
Net (loss)/income and net movement in funds for the year	2	25,383	(31,616)	(6,233)	127,992	(5,840)	122,152
Reconciliation of Funds							
Fund balances brought forward at 1 April 2023		2,204,896	36,361	2,241,257	2,076,904	42,201	2,119,105
Transfers							
Balance carried forward at 31 March 2024	16	<u>2,230,279</u>	<u>4,745</u>	<u>2,235,024</u>	<u>2,204,896</u>	<u>36,361</u>	<u>2,241,257</u>

The notes on pages 23 - 30 form part of these financial statements.

All amounts relate to continuing activities. There are no recognised gains or losses other than the net movement in the funds included above.

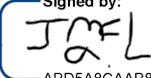
Missing People Limited

Balance Sheet as at 31 March 2024

Company Registration Number 02814202

	Note	2024 £	2024 £	2023 £	2023 £
Fixed Assets					
Tangible assets	6		21,751		6,655
Intangible assets	6		262,513		220,513
Current Assets					
Debtors	8	491,419		432,352	
Cash at bank and in hand		<u>1,739,853</u>		<u>1,948,786</u>	
		2,231,272		2,381,138	
Creditors: Amounts falling due within one year	9		<u>(280,512)</u>		<u>(367,049)</u>
Net Current Assets			<u>1,950,760</u>		<u>2,014,089</u>
Total Assets less Current Liabilities			<u>2,235,024</u>		<u>2,241,257</u>
Net Assets			<u><u>2,235,024</u></u>		<u><u>2,241,257</u></u>
Funds of the charity:					
Unrestricted Funds	16		1,530,279		2,204,896
Designated Funds	16		700,000		-
Restricted Funds	16		4,745		36,361
Total Funds			<u><u>2,235,024</u></u>		<u><u>2,241,257</u></u>

The financial statements were approved and authorised for issue by the Board of Trustees on 19 September 2024 and signed on its behalf by:

Signed by:  ABD5A8CAAB854E6...	}	Justin McLaren - Chair
Signed by:  25DDC6AF0EC549D...	}	Paul Boughton - Treasurer

The notes on pages 23 -30 form part of these financial statements.

Missing People Limited

Statement of Cash Flows for year ended 31 March 2024

	2024 £	2023 £
Cash flows from operating activities :		
Net cash provided by (used in) operating activities (see note (a))	<u>(185,675)</u>	<u>110,528</u>
Cash flows from investing activities		
Interest income	37,534	16,856
Purchase of property, plant and equipment and intangible assets	<u>(60,792)</u>	<u>(7,264)</u>
Net cash provided by (used in) investing activities	<u>(23,258)</u>	<u>9,592</u>
Change in cash and cash equivalents in the reporting period	<u>(208,933)</u>	<u>(191,978)</u>
Cash and cash equivalents at the beginning of the period	1,948,786	2,140,764
Cash and cash equivalents at the end of the reporting period	<u>1,739,853</u>	<u>1,948,786</u>

(a) Reconciliation of net loss/ income to net cash flow from operating activities

	2024 £	2023 £
Net loss/ income for the reporting period (as per statement of financial activities)	(6,233)	122,152
Adjustments for:		
Depreciation charges	3,696	5,232
Interest income	(37,534)	(16,856)
(Increase)/decrease in debtors	(59,067)	(280,451)
(Decrease) /increase in creditors	<u>(86,537)</u>	<u>(31,647)</u>
Net cash provided by (used in) operating activities	<u>(185,675)</u>	<u>(201,570)</u>

(b) Analysis of changes in net debt

	2024 £	Cash Flows £	2023 £
Cash and cash equivalents			
Cash	1,739,853	(208,933)	1,948,786
	<u>1,739,853</u>	<u>(208,933)</u>	<u>1,948,786</u>
Borrowings			
Debt due within one year	-	-	-
Debt due after one year	-	-	-
	<u>-</u>	<u>-</u>	<u>-</u>
Total changes in net debt	<u>1,739,853</u>	<u>(208,933)</u>	<u>1,948,786</u>

The notes on pages 23 - 30 form part of these financial statements.

Missing People Limited
Notes to the Financial Statements
Year ended 31 March 2024

The principal accounting policies applied in the preparation of the financial statements are as follows:

1 Accounting Policies

a) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Missing People Limited meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s). There are areas of critical estimate or significant judgement that affects the preparation of these financial statements. See note 1(j) for further details.

Going concern

The going concern assumption is based primarily on the healthy opening unrestricted reserves position (c £2.2m) followed by a two-year Investment Program of sustainability and growth projects of up to £700k which commenced in June 2024. The first financial year is nearly half way through , and financial performance is better than predicted in the Plan.

The next two financial years are expected to end with a deficit after accounting for the costs of the projects. However the Charity will remain in a positive net assets position owing to the size of its opening unrestricted reserves. Thereafter we expect the Charity to report consistent annual surpluses.

As a result of the above, based on budgets and cash flow forecasts, the Trustees consider the going concern basis to be appropriate.

b) Group accounts

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

c) Income

All income is recognised once the charity has entitlement to the income, it is probable that the income will be received, and the amount of income receivable can be measured reliably. In particular:

- Grants are accounted for once a formal offer of funding is received, subject to satisfying any performance-related conditions. In the event that a grant is subject to conditions that require a level of performance before the charity is entitled to the funds, the income is deferred and not recognised until either those conditions are fully met, or the fulfilment of those conditions is wholly within the control of the charity and it is probable that those conditions will be fulfilled in the reporting period;

- For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the charity that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

- Deferred income comprises grants which the donor has specified to be used in future accounting periods.
- Donations are accounted for on a cash basis.

The charity receives donated facilities and services in the form of free office accommodation and advertising. As the charity cannot reliably measure the value of these donations, they are excluded from income and expenditure in the Statement of Financial Activities.

d) Expenditure

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

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

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

Support costs, which are the costs of overall direction and administration of each activity, comprising the salary and overhead costs of the central function, are apportioned on the basis of staff costs attributable to each activity.

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

Missing People Limited
Notes to the Financial Statements
Year ended 31 March 2024

e) Tangible fixed assets and depreciation

Fixed assets are recorded at cost or, in cases where assets have been donated to the charity, at valuation at the time of donation. All assets acquired for continuing use and costing more than £500 are capitalised.

Provision is made for depreciation on all tangible assets, at rates calculated to write off the asset less estimated residual value over its expected life as follows:

Office Equipment - 25% to 33.33% per annum on a straight line basis

Intangible assets comprise the charity's new CRM system and software licences which are capitalised at cost and reflected within the financial statements at amortised historic cost. Amortisation is calculated by allocation of the balance sheet value of the asset, less any residual value, to the periods expected to benefit from its use on a straight-line basis over 5 years. Amortisation charges will be charged to service revenue accounts once asset is operational.

f) Funds

Unrestricted funds are funds which are available for use at the discretion of the Trustees in furtherance of the general objects of the charity and have not been designated for other purposes.

Designated Funds are funds set aside by Trustees for specific purposes - the £700k set aside at the end of the financial year is intended to cover the net cost of a range of projects which will be carried out over the next two years to strengthen the ongoing impact, income and sustainability of Missing People.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes.

g) Leased assets

Rentals payable under operating leases are charged to the Statement of Financial Activities as incurred.

h) Direct taxation

The company is a charity within the meaning of Para 1 Schedule 6 Finance Act 2010. Accordingly the company is potentially exempt from taxation in respect of income within categories covered by Chapter 3 of Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income is applied exclusively to charitable purposes. No tax charge arose in the period.

i) Pension

The Charity contributes to a defined contribution group personal pension scheme. The assets of the scheme are held separately from those of the Charity in independently administered funds. The pension cost charge represents contributions payable under the scheme by the Charity to the funds. The Charity has no liability under the scheme other than for the payment of those contributions. Contributions are disclosed in note 3.

j) Significant management judgements and key sources of estimation and uncertainty

The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the application of policies and reported amounts of assets and liabilities, income and expenses. Judgements are necessary when determining the recognition of income as per note 1(c).

Management do not consider there to be any material judgements or estimation and uncertainty requiring disclosure.

Missing People Limited

Notes to the Financial Statements

Year ended 31 March 2024

2 Income/(Expenditure)

The net income/(expenditure) for the year are stated after charging:

	2024	2023
	£	£
Depreciation on tangible fixed assets	3,696	5,232
Operating leases	22,323	17,947
Auditor's remuneration		
Audit services (excluding VAT)	16,000	15,000
Non-audit services	-	-
	-	-

3 Staff costs

Staff costs were as follows:

	2024	2023
	£	£
Wages and salaries	2,787,074	2,407,954
Social Security costs	268,122	242,806
Pension	134,935	114,104
	3,190,131	2,764,864

One employee earned between £110,001 - £120,000, one £70,001-£80,000, two £60,001-£70,000. (2023: one between £100,001 - £110,000, two £60,001-£70,000.)

There were no redundancy costs in the year (2023: none).

The average weekly number of employees (based on average headcount) during the year was as follows:

	2024	2023
Charitable activities	84	76
Fundraising	12	12
Governance	1	1
	97	89

The full time equivalent number of employees (including casual and temporary staff) during the year was 74. (2023: 68)

Trustees' remuneration and related party transactions

The Trustees neither were paid nor received any emoluments during the year (2023 - nil).

Two Trustees were reimbursed £577 travel expenses during the year (2023: One £454).

The key management personnel of the charity comprise the Chief Executive and the directors as noted on page 4. The emoluments of the Chief Executive and directors were:

	2024	2023
	£	£
Executive directors' emoluments (excluding pension)	453,360	412,225
Pension contributions	20,250	18,136
The Chief Executive was the highest paid director in 2023/24; total remuneration (excl employer's NI and pension contributions) for the year	112,175	102,775

The Chief Executive is a member of a group personal pension scheme and a contribution of £5,609 (2023: £5,099) was made to the scheme on her behalf. There are no enhanced or special terms that apply to the Chief Executive's pension scheme arrangements.

Missing People Limited
Notes to the Financial Statements
Year ended 31 March 2024

4 Analysis of Total Resources Expended

	Direct Costs Activities £	Support Costs (see note 5) £	2024 Total £	2023 Total £
Charitable Activities:				
Service Provision	2,330,708	560,561	2,891,269	2,474,655
Policy & Research	272,454	65,527	337,981	274,856
Cost of Raising Funds	625,863	150,526	776,389	647,583
	<u>3,229,025</u>	<u>776,614</u>	<u>4,005,639</u>	<u>3,397,094</u>

	Direct Costs Activities £	Support Costs (see note 5) £	2023 Total £	2022 Total £
Charitable Activities:				
Service Provision	1,989,776	484,879	2,474,655	2,283,268
Policy & Research	221,000	53,856	274,856	255,964
Cost of Raising Funds	520,697	126,886	647,583	613,796
	<u>2,731,473</u>	<u>665,621</u>	<u>3,397,094</u>	<u>3,153,028</u>

5 Support costs by activity

	Service Provision	Policy & Research	Cost of Raising Funds	2024 Total £	2023 Total £
Governance	38,075	4,451	10,224	52,750	44,149
Information technology	136,406	15,945	36,629	188,980	170,001
Central facilities	70,955	8,294	19,053	98,302	87,154
Finance	105,143	12,291	28,234	145,668	101,063
Human resources	116,067	13,568	31,167	160,802	138,300
Central management	93,915	10,978	25,219	130,112	124,954
	<u>560,561</u>	<u>65,527</u>	<u>150,526</u>	<u>776,614</u>	<u>665,621</u>

	Service Provision	Policy & Research	Cost of Raising Funds	2023 Total £	2022 Total £
Governance	32,161	3,572	8,416	44,149	40,696
Information technology	123,839	13,755	32,407	170,001	159,159
Central facilities	63,488	7,052	16,614	87,154	90,555
Finance	73,621	8,177	19,265	101,063	98,650
Human resources	100,746	11,190	26,364	138,300	125,040
Central management	91,024	10,110	23,820	124,954	118,876
	<u>484,879</u>	<u>53,856</u>	<u>126,886</u>	<u>665,621</u>	<u>632,976</u>

Support costs have been allocated on the basis of the charity's accounting policies and identified staff and direct costs for each category.

Missing People Limited
Notes to the Financial Statements
Year ended 31 March 2024

6	Fixed Assets			
		Office Equipment £	Intangible Assets £	Total £
	Cost			
	At 1 April 2023	74,781	220,513	295,294
	Additions	18,792	42,000	60,792
	Disposals	-	-	-
	At 31 March 2023	<u>93,573</u>	<u>262,513</u>	<u>356,086</u>
	Depreciation			
	At 1 April 2023	68,126	-	68,126
	Charge for year	3,696	-	3,696
	Disposals	-	-	-
	At 31 March 2024	<u>71,822</u>	<u>-</u>	<u>71,822</u>
	Net book value			
	At 31 March 2024	<u>21,751</u>	<u>262,513</u>	<u>284,264</u>
	At 31 March 2023	<u>6,655</u>	<u>220,513</u>	<u>227,168</u>

Intangible assets represents the charity's new CRM system which was funded from restricted funds. The final costs were transferred to general funds in June 2024 when the system became operational.

7 **Subsidiary Company**

The Charity holds two ordinary £1 shares in Missing Ltd, being 100% of the issued share capital. The entire profit of Missing Ltd is paid annually to Missing People under Gift Aid.

Results of Missing Ltd

	2024 £	2023 £
PROFIT & LOSS ACCOUNT		
Turnover	-	-
Cost of sales and administration expenses	-	-
Net profit for the year	<u>-</u>	<u>-</u>
Amount gift aided to the charity	-	-
Retained in subsidiary	<u>-</u>	<u>-</u>
BALANCE SHEET		
Debtors	2	2
Cash at bank and in hand	-	-
Creditors: Amounts falling due within one year	-	-
Total net assets	<u>2</u>	<u>2</u>
Capital and reserves		
Called up share capital	2	2
Profit and loss account	-	-
	<u>2</u>	<u>2</u>

Missing People Limited
Notes to the Financial Statements
Year ended 31 March 2024

8 Debtors

	2024	2023
	£	£
Accrued income	373,615	314,979
Prepayments	91,256	73,074
Other debtors	50	6,367
Trade debtors	26,498	37,932
Amount due from subsidiary	-	-
	<u>491,419</u>	<u>432,352</u>

All amounts shown under debtors fall due for payment within one year.

9 Creditors:**Amounts falling due within one year**

	2024	2023
	£	£
Other taxes and social security costs	88,833	59,400
Other creditors	20,886	28,273
Trade creditors	63,894	36,426
Accruals	58,546	44,281
Deferred Income (Note 10)	48,353	198,669
	<u>280,512</u>	<u>367,049</u>

10 Deferred Income

	2024	2023
	£	£
Balance at 1 April	198,669	190,226
Released in the year	(198,669)	(190,226)
Amount deferred in the year	48,353	198,669
Balance at 31 March	<u>48,353</u>	<u>198,669</u>

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

11 Leasing Commitments

At 31 March the Charity had minimum lease commitments under non-cancellable operating leases on office equipment as set out below:

	2024	2023
	£	£
Operating leases which expire:		
Within one year	22,905	9,570
Between one and five years	<u>29,221</u>	<u>4,057</u>

Missing People Limited

Notes to the Financial Statements

Year ended 31 March 2024

12 Analysis of Net Assets

	Assets £	Net Current Assets £	Total £
Year ended 31 March 2024			
Restricted	-	4,745	4,745
Designated	-	700,000	700,000
Unrestricted	284,264	1,246,015	1,530,279
	<u>284,264</u>	<u>1,950,760</u>	<u>2,235,024</u>
Year ended 31 March 2023			
Restricted	-	36,361	36,361
Unrestricted	227,168	1,977,728	2,204,896
	<u>227,168</u>	<u>2,014,089</u>	<u>2,241,257</u>

13 Ultimate Controlling Party

The Directors listed in the Trustees' Report are the ultimate controlling parties being members of the company. All Charity policies and executive decisions are determined by the Trustees. The day to day running of the charitable company has been delegated to the Chief Executive and Directors.

14 Related Party Transactions

There were no transactions with related parties during the year or the preceding year. The Charity received £3,676 donations from Trustees' (2023 £31,532)

15 Donations, Grants and Legacies

	Unrestricted Funds £	Restricted Funds £	Total 2024 £	Total 2023 £
General donations	2,078,465	939,688	3,018,153	2,670,735
Legacies	42,894	-	42,894	38,466
Fundraising & promotional events	533,779	-	533,779	417,596
	<u>2,655,138</u>	<u>939,688</u>	<u>3,594,826</u>	<u>3,126,797</u>

16 Movements in funds

	Brought forward £	Income £	Expenditure £	Transfers £	Carried forward £
Restricted funds					
The movement on restricted funds comprises the following donations and grants held on trust to be used for specific purposes:					
Service delivery grants	-	1,201,525	(1,201,525)	-	-
Service delivery grants - Fidelity Four	30,742	-	(30,742)	-	-
Missing People Choir	5,619	2,410	(3,284)	-	4,745
Computer systems development	-	7,106	(7,106)	-	-
Regional funding	-	20,500	(20,500)	-	-
Policy & Research	-	17,826	(17,826)	-	-
Fundraising grants	-	12,500	(12,500)	-	-
Total restricted funds	<u>36,361</u>	<u>1,261,867</u>	<u>(1,293,483)</u>	<u>-</u>	<u>4,745</u>
Designated funds	<u>-</u>	<u>-</u>	<u>-</u>	<u>700,000</u>	<u>700,000</u>
Unrestricted funds	<u>2,204,896</u>	<u>2,737,539</u>	<u>(2,712,156)</u>	<u>(700,000)</u>	<u>1,530,279</u>
Total funds	<u>2,241,257</u>	<u>3,999,406</u>	<u>(4,005,639)</u>	<u>-</u>	<u>2,235,024</u>

Missing People Limited
Notes to the Financial Statements
Year ended 31 March 2024

	Brought forward £	Income £	Expenditure £	Transfers £	Carried forward £
Movements in funds - previous year			-		
Restricted funds					
Service delivery grants	-	1,131,757	(1,131,757)	-	-
Service delivery grants - Fidelity Foundation	30,742	-	-	-	30,742
Missing People Choir	11,459	795	(6,635)	-	5,619
Computer systems development	-	12,817	(12,817)	-	-
Regional funding	-	29,000	(29,000)	-	-
Policy & Research	-	20,832	(20,832)	-	-
Fundraising grants	-	25,000	(25,000)	-	-
Total restricted funds	<u>42,201</u>	<u>1,220,201</u>	<u>(1,226,041)</u>	<u>-</u>	<u>36,361</u>
Unrestricted funds	<u>2,076,904</u>	<u>2,299,045</u>	<u>(2,171,053)</u>	<u>-</u>	<u>2,204,896</u>
Total funds	<u><u>2,119,105</u></u>	<u><u>3,519,246</u></u>	<u><u>(3,397,094)</u></u>	<u><u>-</u></u>	<u><u>2,241,257</u></u>

Any expenditure on restricted projects not covered by restricted donations is met from unrestricted funds.

Purposes of restricted funds

Service delivery grants: delivery of specific services, projects or programmes in line with funders grant conditions.

Fidelity UK Foundation funds the charity's CRM project system that is being purchased and installed between 20/21 and 23/24.

Missing People Choir fundraising is to support their ongoing costs

Computer systems development funding supports software enhancement of the charity's services.

Regional funding enables the charity's work in specific geographic areas.

Policy and research funding represents donations and grants to support the charity's policy, research and advocacy work.

Fundraising grants: funding towards the costs of a specific fundraising role

The funding above includes generous donations from the following:

	£
The Dulverton Trust	30,000
Bally's Foundation	146,711
LexisNexis Risk Solutions	40,000
Home Office	380,633
Mayor of London Violence Reduction Unit	104,093
Missing People Choir	1,910
The Alchemy Foundation	12,500
Scottish Government	197,500
Department for Health and Social Care	20,786
The National Lottery Community Fund (RC England Wide)	37,861

Purpose of designated funds

Designated Funds are intended to cover the net cost of a range of projects which will be carried out over the next two years to strengthen the ongoing impact, income and sustainability of Missing People.