

ANNUAL REPORT

2016-2017

For over 30 years, MCSC has been partnering with police and community to protect children through innovative technology and collaborative partnerships.



The Missing Children Society of Canada was established in 1986 to help families with missing children. Since then, our unique and comprehensive programs have assisted police and families in active and ongoing searches for missing children.



MISSING
CHILDREN
SOCIETY OF CANADA

STRENGTHENING NETWORKS AND CONTINUING THE SEARCH

SOME HIGHLIGHTS FROM OUR 2016/17 FISCAL YEAR

2016

The search for Mekayla Bali continued with an expanded Child Search Alert across Alberta, Saskatchewan and Manitoba. The teen has been missing since April 12, 2016. We continue to work with law enforcement to generate attention and new information to locate Mekayla.

We were thrilled to continue to receive support from the Calgary Police Rodeo Association. For over 12 years, MCSC has been one of the benefiting charities of this event which has raised over \$100,000 for our work in that time.

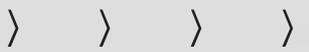
Microsoft Canada held a “Hackathon” event with MCSC, Calgary Police Service, and the City of Calgary. This hack event aimed to use technology to enhance the safety of the large number of vulnerable youth reported missing each year.

MCSC participated in the annual #GivingTuesday Campaign. In partnership with Canadian Border Crossing and WestJet we greeted travelling passengers with holiday decorations and shared information on our services and supports.





Our team travelled to Microsoft Canada HQ in Vancouver to give a presentation on the use of technology and corporate people-power to help keep Canadian children and communities safe. We presented to business and community leaders with our friends from Microsoft and Google.



We were honoured to take part in a candlelight vigil for Desmond Peter and support his family and friends in their continued search. The event marked the 10th anniversary of Desmond's disappearance from Duncan, BC on March 12, 2007



MCSC was honoured to be invited to join the Global Missing Children's Network (GMCN) - making MCSC one of the first NGOs to be recognized on this international network. This designation will provide unprecedented access for our investigative team to build on their existing international networks. The GMCN is made up of 25 member countries across 5 continents that actively collaborate, sharing tools and research related to missing children and child abduction.



In the 10 days leading up to International Missing Children's Day on May 25, we highlighted 10 cases - many of them long-term cases - generating renewed attention and new information.

On May 25, we held our annual Raise Hope event in Calgary to raise funds and bring together over 200 supporters of our important work.



MILLIONS OF CANADIANS CONNECTED

Using technology to engage and connect in real-time, our Search Program engages millions of Canadians - individuals, corporate Canada and the media - in the search for missing children. When a child is abducted or goes missing, MCSC can activate our network to support investigations and push out AMBER and Child Search Alert notifications. With the help of our corporate and technology partners like **Microsoft and Google**, our technology network is expanding every day.

SOCIAL

Our Most Valuable Network™ asks individuals to **'donate' their social media feeds**, allowing MCSC to push missing children alerts to their networks - reaching hundreds of thousands of viewers in moments.

MOBILE

MCSC's Smartphone App, developed by **RallyEngine**, is supported by our corporate partners. We can push geo-targeted Alerts to thousands of partner employees like **WestJet** and **VIA Rail** to engage them in the search.

MEDIA

Our partnership with **MarketWired** allows us to quickly connect with every online and traditional media outlet in the country to disseminate critical, time sensitive Child Search Alerts.

**WORKING WITH
PARTNERS AND
TECHNOLOGY - TO
CONNECT POLICE
AND COMMUNITIES**





EMERGENCY RESPONSE

The first hours after a child goes missing are crucial to locating them safely. Our Search Program can be activated to assist law enforcement with quickly spreading accurate information and updates to a vast yet targeted audience.

IN 2016/17, MCSC ASSISTED LAW ENFORCEMENT WITH 13 AMBER ALERT CASES.

296

MCSC assisted law enforcement with our Most Valuable Network and CodeSearch support on 296 cases during our 2016/17 fiscal year.

222

Our Investigation Team worked on 222 cases, closing 140 - that's the equivalent of one closed file every 2.6 days.

800

MCSC receives nearly 800 calls every year - searching families, anonymous tipsters, law enforcement partners, government contacts - all asking for help.

518

MCSC worked on a total of 518 cases - including our CodeSearch support and our hands-on Investigations team - during the 2016/17 fiscal year.

In the spring of 2017, an AMBER Alert was issued by police in Quebec. A 4 year old child had been taken by one of his parents and was considered to be in grave danger.

We rebroadcasted the alert using our Search Program including CodeSearch and the Most Valuable Network - achieving a total reach of 1,463,452 people in the area.

We monitored and sent updates throughout the duration of the AMBER Alert and we were happy to notify our online search party that the child had been safely located in Ontario within hours of the initial push of information.

VULNERABLE YOUTH

Working in conjunction with police to determine the most effective uses for our Search Program (Most Valuable Network, CodeSearch and Marketwired), our team works to generate new tips and assist with following up on leads to locate vulnerable youth and return them to safety.

MCSC ASSISTED LAW ENFORCEMENT WITH OUR MOST VALUABLE NETWORK AND CODESEARCH SUPPORT ON **OVER 800 CASES** DURING OUR 2016/17 FISCAL YEAR.

Our ongoing search for Mekayla Bali is just one example of our work to return vulnerable youth to safety. The teen has been missing since April 12, 2016. Mekayla was last seen leaving the STC Bus Depot in Yorkton, SK.

Utilizing our Most Valuable Network and Marketwire broadcast, our active investigation continued with an expanded Child Search Alert across Alberta, Saskatchewan and Manitoba in July 2016. As of December 2017, the efforts have generated several new tips and the Child Search Alert has been expanded in Canada and the United States as a result.

We continue to work with law enforcement to generate attention and new information to locate Mekayla.





HANDS-ON INVESTIGATIONS

MCSC is the only non-profit organization in Canada that utilizes an in-house team of former law enforcement to actively search for missing children. Our team of investigators work closely with federal and municipal police agencies around the world while conducting frontline investigation and advocacy.

OUR INVESTIGATION TEAM WORKED ON 222 CASES, CLOSING 140 - THAT'S THE EQUIVALENT OF ONE CLOSED FILE EVERY 2.6 DAYS.

A reunification in March 2017, which required our team to engage several networks and resources, was one of those closed cases.

MCSC was contacted in January 2017 by a searching parent in Saudi Arabia who needed assistance locating their missing 2 year old child. The child was abducted by the noncustodial parent in December 2016, and the searching parent had learned their child was now in Canada.

Our Investigators worked closely with lawyers, language translators, and the Toronto Fugitive Squad to see this case successfully closed.

In March 2017, the searching parent and child were joyfully reunited. MCSC, the Toronto Fugitive Squad and the searching parent's lawyer met the searching parent at the airport to support them through the reunification process.



500+

Number of businesses in Edmonton, Calgary and Toronto participating in our Bottle Program

173K

Funds raised by Bottle Program in 2016/17 fiscal year

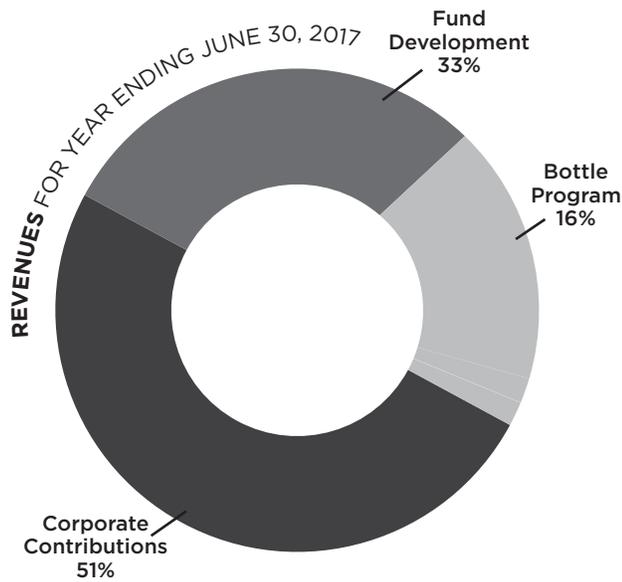
16

Percentage of Bottle Program contribution to MCSC's total revenue in 2016/17 fiscal year

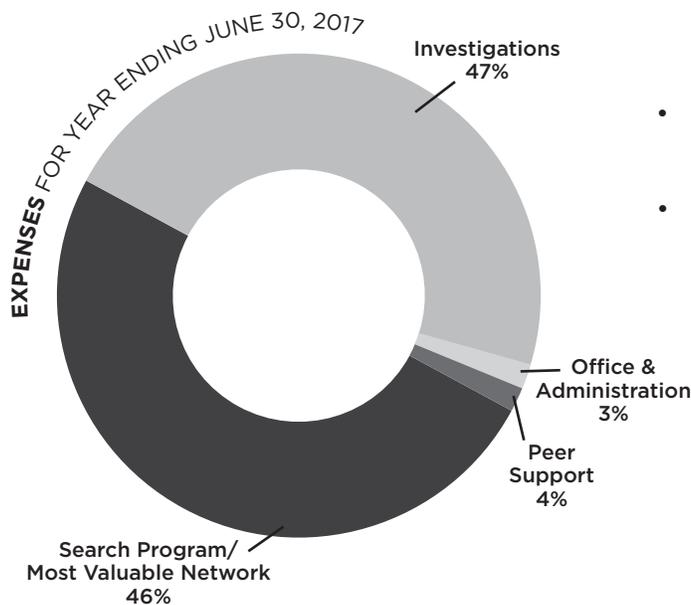
555K

Funds raised through Bottle Program since taking over the program in 2014

FINANCIAL RESPONSIBILITY AND SUSTAINABILITY



- Total revenues were \$1,068,529 in 2016/17 fiscal year
- Bottle Program revenues continued to be a significant source of earned revenue
- Contributions from individuals and corporations remained critical funding sources to support our work



- Total expenses were \$1,012,531 in 2016/17 fiscal year
- Search Program expenses remained comparable to previous year

Please visit us at www.mcsc.ca/donate to learn more about how you can support us today.



MISSING
CHILDREN
SOCIETY OF CANADA

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