

We Reunite Families

NEWSLETTER

FALL 2017

International Reunification brings together many MCSC networks

In the past year, our Investigations Team closed 140 cases – the equivalent of one closed case every two and half days. An international reunification in March 2017, which required our team to engage several networks and resources, was just 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 had been abducted by the non-custodial parent in December 2016, and the searching parent had learned their child was now in Canada. After a quick investigation, the searching parent and child were joyfully reunited in March 2017.

In that short period of time, our Investigators worked closely with several contacts to see this case successfully closed. The searching parent was originally connected to our organization thanks to the guidance of a legal association in Prince Edward Island. From there, our team worked with our contacts to translate the custody order and other documents into English, connected with a lawyer to review the order, and collaborated with the Toronto Fugitive Squad to have the custody order enforced in Canada.

MCSC CEO Amanda Pick, the Toronto Fugitive Squad and the searching parent's lawyer were able

to meet the searching parent at the airport to support them through the reunification process.

"It was an incredibly moving experience to personally witness this reunification," said Pick. "The reunited parent and child were so overwhelmed with emotion, and so was every one of us in that room. It inspires us with renewed hope for each and every searching family we serve."

Thank you to our many partners and contacts in law enforcement, the legal community and other service agencies for the important role you play in each and every missing child case.

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.



Microsoft Canada and Microsoft Global build on MCSC partnership

For the past 3 years, MCSC has been partnering with Microsoft Canada to support our Most Valuable Network. This past year also saw the partnership extend to include the Microsoft Global Team. The following timeline shows a look back at the exciting developments with Microsoft:

April 2016 - Microsoft Canada completed their first big project with MCSC; the rebuild of our Most Valuable Network. The system was completely overhauled and moved onto Microsoft's cloud, Azure, to ensure scalability of the program and allow MCSC the capacity to involve all Canadian's in the program.

July 2016 - The re-build project with Microsoft Canada caught the

attention of the Microsoft Global team and they wanted to look at how they could support MCSC further through their #CloudForGood campaign. Also, our CEO, Amanda Pick, was asked to present on stage at the Microsoft Global Partners Conference with Judson Althoff, Executive Vice President, Worldwide Commercial Business for Microsoft Global.

October 2016 - 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.

April 2017 - The project was selected for the Microsoft Global Build Conference in Seattle, Microsoft's internal conference for over 5,000 developers and coders. The "Build 2017" attendees would work together to complete a #Cloud4Good project during the 3 day conference.

May 2017 - A joint team from Microsoft Canada and US worked together to continue the project that was started in October 2016.

Moving forward, MCSC will continue to work with Microsoft and law enforcement partners like the Canadian Association of Chiefs of Police to ensure that this technology can effectively serve children nationwide.

Partner Profile: WestJet Cares for Kids celebrates 10 Years

In February 2017, our long-time corporate partner WestJet celebrated the 10th anniversary of their WestJet Cares for Kids initiative. Since 2007, WestJet Cares for Kids has supported 8 national charities that positively impact the health and wellbeing of children and youth by donating over 65,000 flights! MCSC is honoured to be one of those benefiting organizations, and their support has been critical to our work to reunite searching families.

In fact, our partnership with WestJet goes back even farther than the launch of their WestJet Cares for Kids initiative. Since 2004, our partnership with WestJet has assisted in many

reunifications of families, as well as providing flights to allow MCSC investigators travel to the frontline of an investigation and conduct our hands-on search activities. Without WestJet's partnership in the search for missing children, we simply could not assist the hundreds of families we work with every year.

To mark the program's 10 year anniversary, WestJet put together a video highlighting the positive impact of their gift of flight. We invite you to watch it at this link: <https://youtu.be/dY1CwGY8HUE>



To learn more about WestJet's support of MCSC, visit: <https://www.westjet.com/en-ca/about-us/community-investment/cares-for-kids/missing-children>

On behalf of all our searching families, we extend our deepest gratitude to WestJet for their incredible support.

MCSC invited to join the Global Missing Children's Network

In March 2017, 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 and contacts.

The GMCN is made up of 25 member countries across 5 continents that actively collaborate, sharing best practices, tools and research related to missing children and child abduction. The GMCN has one goal: to unite and mobilize the global community to find missing children. To do this, GMCN builds global awareness of issues and coordinates a community of professionals working together to change the way the world responds when a child goes missing.

The GMCN is an initiative led by the International Centre for Missing & Exploited Children (ICMEC), an organization that was created in 1999 to provide support for searching families and law enforcement organizations on an international scale. The ICMEC aims to protect children around the world from going missing or being abducted by providing resources for governments, law enforcement, NGOs, and families on prevention as well as the appropriate measures to take in the event a child goes missing. One of the key components of ICMEC's strategy is an investment in the collaborative work accomplished through the GMCN.

"Having the Missing Children Society of Canada join our Network will strengthen our global response and community to protect children around the world," said



International Centre
FOR MISSING & EXPLOITED CHILDREN

Ambassador Maura Harty, President & CEO of ICMEC in the partnership announcement.

MCSC's Chief Executive Officer, Amanda Pick, also spoke to importance of the new collaboration. "The Missing Children Society of Canada is honored to join the GMCN and partner with colleagues from around the world in the shared mission of protecting children. Every child deserves no less than a global effort to ensure their safety and we are proud to be able to contribute to that effort."

To learn more about the GMCN or ICMEC please visit www.globalmissingkids.org

Bottle Program contributes to MCSC's financial sustainability

Since 2014, our Bottle Program has generated monthly funds which are critical to our ongoing operations.

Companies participating in the Bottle Program are provided with bottle recycle bins and an MCSC representative assists them with all inquiries, requested & scheduled pick-ups, monthly bottle donation reports and receipts.

The Bottle Program also supports companies with major events by providing additional receptacles at

company functions and celebrations.

The program has quickly become a fundraising success story for our organization. The funds generated through the program now represent over 20% of our annual revenue.

Our bottle program is currently available in Calgary, Edmonton and Toronto. It's a perfect fit for any company that is looking to support our work while also making a positive impact on the environment.

If you are interested in learning more about the Missing Children Society of Canada Bottle Program, please email bottling@mcsc.ca.



500+

Number of participating businesses in Edmonton, Calgary and Toronto

170K

Funds raised by Bottle Program in 2016/17 fiscal year

20

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



MISSING CHILDREN
SOCIETY OF CANADA

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