



MISSING
CHILDREN
SOCIETY OF CANADA

We Reunite Families

Annual Report
2013-2014



For nearly 30 years, we've provided help and support for families with missing children.

The Missing Children Society of Canada was established in 1986 to help these families.

Since then, our unique and comprehensive programs have assisted police and families in active and ongoing searches for missing children, helping to bring answers and reuniting missing children with their families.

Our Mission

To reunite missing children with their searching families through professional investigations, emergency response, public awareness and family support programs.

Our Vision

All missing children reunited with their families and the elimination of child abduction in Canada.

2013/2014 Board of Directors

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We also wish to acknowledge the following Directors who retired from our Board during the past fiscal year.

Jeff Davison John Dooks
Matt Gillespie Craig Latimer
Karen Pickles

Message from the Executive Director

The past year has been filled with many successes in our communities across the country – and recognition from around the globe.

I have been honoured to travel across the country to meet with government, law enforcement and corporate leaders who are interested in our work.

Internationally, we shared our expertise at an invite-only conference in October 2014 at the European Parliament in Brussels. We received a personal invite from the founder of AMBER Alert Europe to highlight our one-of-a-kind emergency response network, the Search Program. It was a huge honour to have a seat at this conference and highlight our innovative programs.

And back at home, we were also thrilled to hear news from two young siblings who were reunited in the spring with their searching family after 16 long years. Since the beginning, we had been actively investigating their abduction, following

up on tips and connecting with the searching family. Nearly 16 years exactly to the day, we were thrilled to be able to successfully close this active investigation.

The siblings, now young adults, are living back at home in BC and doing very well – reconnecting with their loved ones and updating their education. And this was just one of many reunification stories from this past year.

I reflect on these great successes – both abroad and at home – and I am humbled to know that none of it would be possible without our supporters. Everyone from our corporate and law enforcement leaders, to our dedicated Board of Directors, to our individual donors make our work possible. You are all with us every step of the way. Thank you for being on this journey with us.



Amanda Pick, Executive Director

A Voice for our Searching Families

In July 2013, we were invited to attend a roundtable meeting in Edmonton with The Honourable Peter MacKay, Minister of Justice and Attorney General of Canada, as part of his cross-country consultations for the development of a Victims Bill of Rights.

The consultations were held to hear directly from victims of crime, victims' advocates, and those who work in the criminal justice system on how to best address victims' rights through legislation.

After the formal meeting, our Executive Director, Amanda Pick, found an opportunity to speak one-on-one with the Minister about MCSC's work, our CodeSearch program and our searching families. It was incredibly powerful to speak on behalf of our searching families and to bring the Minister's attention to the specific issues and experiences of our families and our missing children.

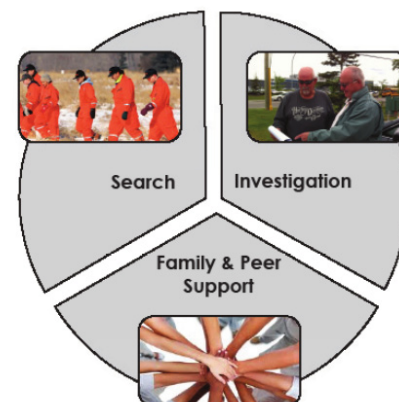
Programming that Completes the Circle

When a child first goes missing, the police, the media and the community rally together to help search. But as time goes by, that involvement gradually decreases, leaving the family to continue their search – seemingly alone. The Missing Children Society of Canada was established in 1986 to help these families.

Fast Facts

The Missing Children Society of Canada:

- receives 2-3 calls per day with requests for assistance
- closes an average of 3 registered files per week
- works with all types of families at no charge
- works alongside all types of government agencies including municipal and provincial police, RCMP, Central Authority, the National Centre for Missing and Exploited Children, Foreign Affairs, consulates and American Fugitive Squad



We are committed to:

- Assisting law enforcement and families in the active and ongoing search for missing children;
- Utilizing cutting-edge technology to provide first-responder support to law enforcement agencies when a child goes missing;
- Continuing the search for as long as there are missing children;
- Enlisting the help of other professionals in the search and recovery of missing children;
- Creating public awareness of missing children cases through both traditional and online/social media;
- Providing affected families with emotional support, knowledge and resources throughout the search and recovery process;
- Ensuring that all of our programs – including professional investigations, active searches and family support programs – are delivered free of charge to searching families.

Investigation Team: Professionals on the Frontline

Our team of former police officers work alongside law enforcement in active hands-on support investigation – helping to drive leads and assist with developments. Our Investigators work with families, some for over 15 years, in order to bring answers. Every case, no matter how old, is a priority.

In our 2013/14 fiscal year, our Investigators worked on a total of 178 registered files, closing 108 of them.

That's one child located, one family with answers, or one law enforcement partner with new information to take action on a case – every 3 days, all year long.

Before a case even becomes an active registration, each and every call we receive requires our team to assess the case, examine documentation, and review with law enforcement partners.

Our investigators receive nearly 800 calls every year to help find missing children. Searching families, anonymous tipsters, law enforcement partners, government contacts – all asking for our help to bring missing children home.

Family & Peer Support Program: Specialized and Comprehensive

No family should have to deal with the trauma of a missing child alone. Our Family & Peer Support program provides specialized and comprehensive support for families with missing children through one-on-one support, group sessions, peer-led conversations and seminars.

Our program offers help to all searching families including:

- Providing support throughout the reunification process
- Helping to identify counseling and practical resources in families' local areas
- Helping to develop coping skills to deal with the stress associated with an investigation
- Helping to develop strategies for maintaining families' privacy and confidentiality

"The difficult times that I went through while my daughter was abducted were highly emotional and it wasn't easy to focus on the most important aspects of my daily life. The Missing Children Society of Canada's Family & Peer Support has been great, helping me understand what is really happening with the left-behind parents, and how to cope with the pain."

- Reunited Parent

One Closed File was 16 Years in the Making

In May 2014, two young siblings were reunited with their searching family in BC after 16 long, difficult years. The brother and sister were abducted by their non-custodial mother on May 12, 1998. At the tender ages of 5 and 2, the young children were stolen away to the US, beginning what would be a very long and damaging ordeal. Since the beginning, we had been actively investigating their abduction, following up on tips and connecting with the searching family.

With the hope of creating a neutral mediator, the family was hesitant to have direct police involvement and approached us for help. Our law enforcement partners were open to working with us in this way, and as a result we were able to move the investigation forward and successfully reunite this family.

Nearly 16 years to the day, we were thrilled to be able to close this active investigation and bring these youth home to safety. Now young adults, they are both back in Canada renewing their relationship with their fathers and other left behind family members. Both siblings are updating their education and doing very well after being on the run with their mother for 16 years.

This inspiring case speaks to the strong working relationship we have built with our law enforcement partners over nearly 3 decades. It is an example of the full circle of support we offer to searching families - and it is yet another example of how we never give up our search for a missing child.



The Search Program in Action

In the summer of 2013, a teenage girl went missing from her community. She was classified by law enforcement as an 'Endangered Runaway' and was known to be in the company of a man with a violent criminal history. Investigating police officers believed that her physical safety was in great danger. They requested that our Search Program be activated, pushing critical, time-sensitive alerts out to individuals in specific geographic areas across two different provinces.

Here is what happened next:

- 1,308,306 people were alerted of the girl's disappearance via **CodeSearch** and the **Most Valuable Project**;
- A media release was distributed to 1,000 traditional and non-traditional media sources via our partner, **Marketwired**; and,
- 61,624 more people learned about the case through MCSC's social media efforts.

Due to the reach of the information and the level of community engagement, the man felt pressured to safely return the girl. Law enforcement officers were able to successfully reunite the girl with her searching family.



Search Program: Engaging Individuals, Companies and the Media

Our Search program was created to accomplish one goal: to develop a rapid response network with the ability to immediately locate a missing or abducted child. Ultimately it will be a deterrent against child abduction in our country.

When law enforcement activates our Search program, MCSC can quickly issue geographically-specific alerts to an ever-growing network of supporters; targeting individuals in locations where an abduction may have occurred, sharing critical, time-sensitive information and mobilizing groups of volunteers as needed in the immediate area.

Using technology to engage and connect in real-time, our Search program engages three distinct channels: the media, individual Canadians and corporate Canada.



In March 2014, our Search Program received official endorsement from the Canadian Association of Chiefs of Police (CACAP).

The CACP now encourages policing leadership across Canada to evaluate and consider our Search program within their respective jurisdictions.

"Every minute counts when a child goes missing and anybody would want as many people searching as possible if it was their child. By embracing these new technological advancements we are effectively growing our search capacity in exponential ways."

- Chief William Blair, Toronto Police Service

"We believe that this program has the potential to improve traditional search and investigation methods and offer law enforcement resources which, given budget restraints, prove challenging for all agencies within the police community."

- Inspector Cliff O'Brien, Major Crimes Section, Calgary Police Service

MEDIA

Marketwired alerts harness the reach of traditional and digital media by rapidly disseminating critical, time sensitive Child Search Alerts to thousands of news media outlets throughout Canada to ensure that the widest possible audience hears and views information regarding an active missing children case.

INDIVIDUALS

The **World's Most Valuable Project™**, created and donated by Grey Canada, leverages the power of social media to instantly spread awareness and alert the public of a missing child. Dubbed "Milk Carton 2.0" - Valuable Project allows individuals to 'donate' their social feeds, which in turn allows the Missing Children Society of Canada to notify users via Facebook, Twitter, Foursquare and Pinterest of missing children in their area, effectively creating the world's first online search party. Visit www.valuableproject.ca to learn more.



BlackBerry®'s World's Most Valuable Instant Messaging Application™ allows individuals to connect directly with information about a missing child in their area using BlackBerry®'s cross-platform BBM Channels. The MCSC BBM Channel brings critical information about a missing child to the right people, at the right place at the right time. Individual Canadians can download BBM Channels on any smartphone device and join our community today at Missing Children Society of Canada, BBM Channel Number C0012598C.

CORPORATE CANADA

CodeSearch™ is an app-based rapid response program that engages corporate Canada in partnership with MCSC and law enforcement in the search for missing children. It gives corporations the opportunity to make a difference in the communities where they operate by supporting law enforcement with their resources and people power. CodeSearch partner employees download a smartphone app to be notified in the event a child goes missing. We can then send geo-targeted alerts to users in areas where a child has gone missing or any abduction has occurred. Visit www.mcsc.ca/search-program/codesearch to learn more.



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THE CALGARY
FOUNDATION
FOR CALGARY FOREVER

Financial Responsibility and Sustainability

Statement of Revenues and Expenditures Year Ended June 30, 2014

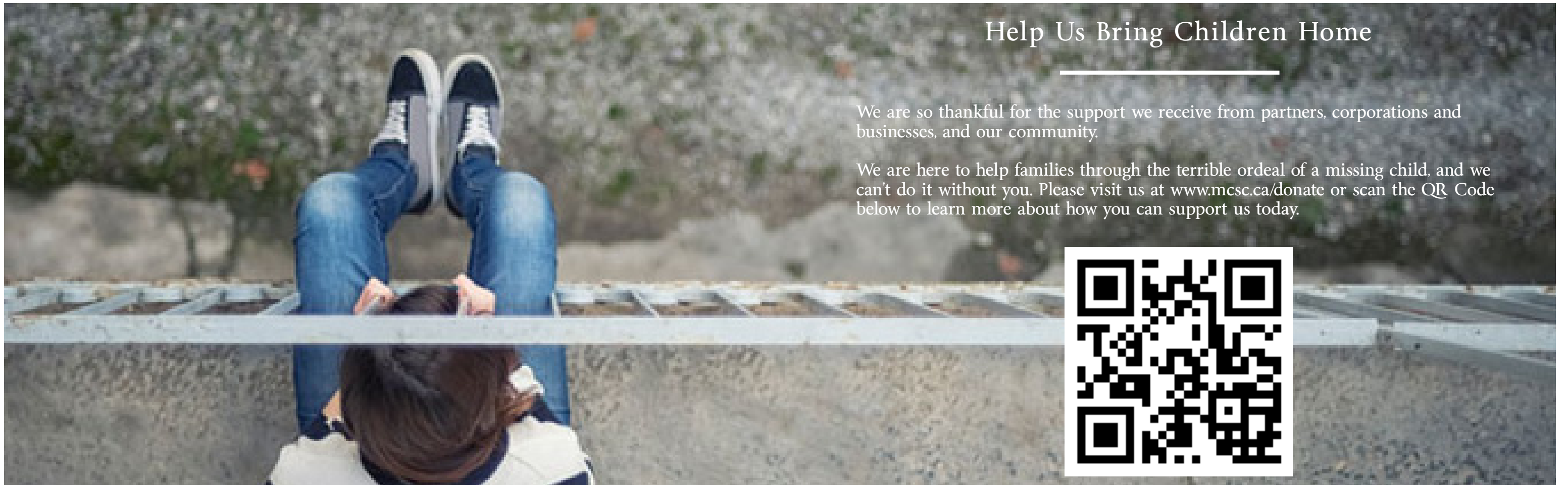
	2014	2013
Revenue		
Special Events	\$ 226,568	203,152
Grants	40,000	136,430
Casino	13,708	67,923
Contributions		
In-Kind	16,349	21,358
General	168,528	241,428
Corporate	353,704	200,549
Telecanvassing	-	20,644
	<u>818,857</u>	<u>891,484</u>
Expenses		
Investigations	456,070	473,676
CodeSearch	317,641	358,799
Office and Administration	45,241	93,500
Peer Support	8,649	17,405
	<u>827,601</u>	<u>943,380</u>
Deficiency of Revenue over Expenses	\$ (8,744)	(51,896)

* Financial statements are available upon request.

Help Us Bring Children Home

We are so thankful for the support we receive from partners, corporations and businesses, and our community.

We are here to help families through the terrible ordeal of a missing child, and we can't do it without you. Please visit us at www.mcsc.ca/donate or scan the QR Code below to learn more about how you can support us today.





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National Head Office

Suite 219, 3501 - 23 St. NE, Calgary, Alberta, Canada, T2E 6V8

P: 403-291-0705 F: 403-291-9728 E: info@mcsc.ca W: www.mcsc.ca

**If you have any information about a missing child, please contact tips@mcsc.ca
or call our 24 hour confidential tip line: 1-800-661-6160**

Registered Charity Number: 10770 6392 RR0001



www.facebook.com/MissingChildrenSocietyofCanada

www.twitter.com/MCSCanada

www.youtube.com/MissingChildCanada