



MISSING  
CHILDREN  
SOCIETY OF CANADA

# A YEAR IN REVIEW 2015 - 2016



Partnering with police – both nationally and locally



Working with partners and technology – to connect police and communities



Providing investigative and family support services



## Message from our Chief Executive Officer



In January of 1983 six-year-old Tania Murrell from Edmonton, Alberta, disappeared while walking home from school. Her case

was one of the first high profile cases of a missing child in Canada. The search for Tania received national media attention and inspired the first non-profit agencies to open their doors to help missing children and their families. The mandate of these first searching agencies was understandably focused on public awareness and prevention programs but with the exception of poster distributions, very little attention was put on the actual search for missing children. The Missing Children Society of

Canada (MCSC) was founded in November 1986 to take a more hands-on role in the search for missing children; staffed with former Police Officers a comprehensive investigative program was developed to assist police services and parents in the active and ongoing search for missing children.

**2016 marks the 30th year that MCSC has been serving missing children and their families through active, innovative and collaborative efforts.** MCSC's vision of "all missing children returned to a safe haven and the elimination of child abduction in Canada" is the foundation of every effort and support we provide for the safety of children nationwide. Our Investigation program continues to provide a unique support to our

police partners and families while our one of a kind Most Valuable Network harnesses technology allowing all Canadians to stand together as digital volunteers ready to find a missing child. **When our communities are connected, they are protected.**

As the CEO of MCSC and a mother of two wonderful daughters, I find it difficult to completely express how grateful I am to all of the amazing people who have contributed to MCSC's ability in the last 30 years to find missing children and return them to a safe haven. However, what I know in my heart is that if we continue to work together in the MCSC model of active, innovative and collaborative effort, we truly will have the opportunity to keep all children safe.

- Amanda Pick



**45K** children go missing in Canada every year

**+30K** are classified as vulnerable youth - many who are runaways in great potential danger

**150** of these missing children are abductions - of these, only **6** last year were AMBER Alerts.

There are very strict criteria for an AMBER Alert to be issued. MCSC uses all of our tools to assist police with AMBER Alerts, but what about those missing children who don't meet the AMBER Alert criteria?

**Whether a child has been missing for 15 minutes or 15 years - we are here for them.**



## Working with Police Partners and Technology Leaders to build the largest search network for missing children

MCSC's Most Valuable Network™ uses technology to connect police with community. 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, Google, BlackBerry and Kijiji**, our technology network is expanding every day. We have multiple ways to broadcast information to the public and can geo-target alerts to a city, province or across the country.



### Social

Our social media channels like Facebook and Twitter are powerful tools to magnify our Alerts. Additionally, our Most Valuable Network™ allows individuals to 'donate' their social media feeds, allowing MCSC to automatically push missing children alerts to their network for their followers, fans and friends to view. The viral power of social media enables us to reach hundreds of thousands of Canadians within moments.

### Mobile

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

### Media

Our partnership with **MarketWired** allows us to connect with every online and traditional media outlet in the country. We are able to disseminate 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 child case.

## Moving cases forward with Investigative and Family Support initiatives

MCSC has our own in-house investigative team of former law enforcement who work alongside police in active hands-on support investigation – helping to drive leads and assist with developments to bring missing children home.

Our specialized investigators offer the full range of support services involved in investigating a missing child case, from the date of disappearance to the reunification process. We work with municipal, provincial, national and international law enforcement agencies to support and advance investigative efforts.

We also provide support for the families of missing children. By connecting them to local community support and collaborating with partnering agencies, we provide families with an essential support network and resources in their time of need.

339

MCSC assisted law enforcement with our CodeSearch mobile app on 339 cases.

208

Our Investigation Team worked on 208 cases, closing 143 - that's the equivalent of one closed file every 2.5 days.

800

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

547

MCSC worked on a total of 547 cases including our CodeSearch support and our hands-on Investigations team.

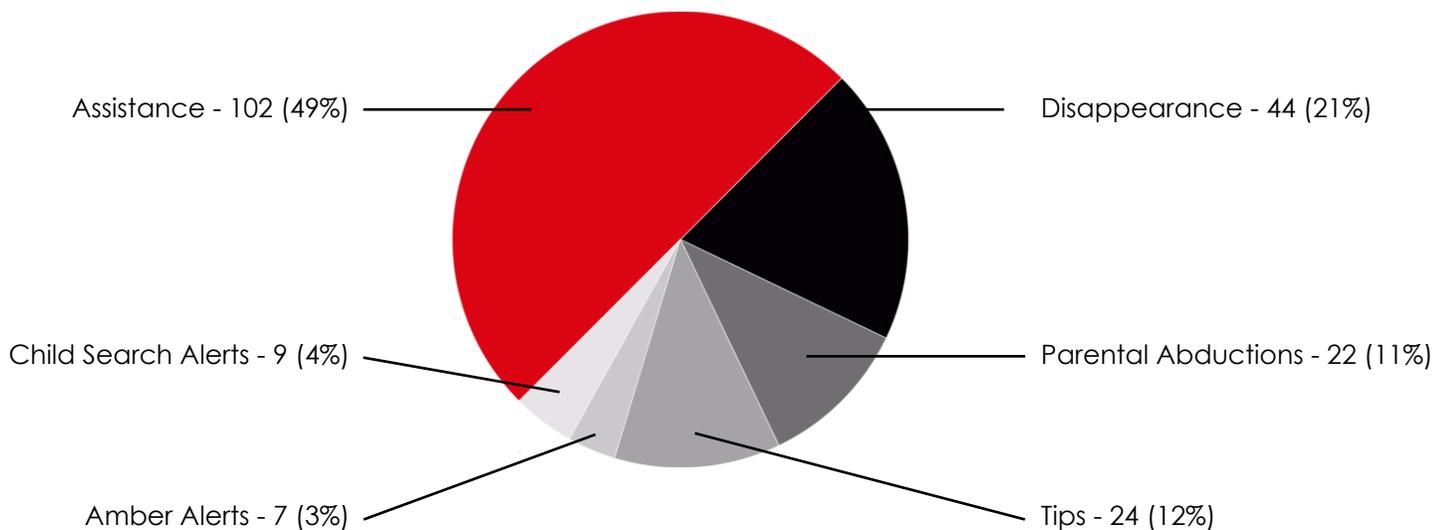
## CASE STUDY: The search continues for missing Saskatchewan teen

A 16 year old girl was reported missing in April 2016 from Yorkton, Saskatchewan. Shortly after her disappearance, MCSC began working with law enforcement and the girl's family to assist with locating the teen. After several months of ongoing investigation, MCSC received a request from the Yorkton RCMP to issue a Child Search Alert for the provinces of SK, AB, and MB. Information was pushed out through our social media networks and our Marketwired media partner. The girl's case received a new flood of media coverage, resulting in numerous new tips to support the investigation. On August 9, again at the request of the RCMP, we escalated the Alert to include the province of BC.

By September, a total reachable audience of 324,131 individuals were engaged in this case through our social search tools. Additional metrics for this case included over 150 traditional media sources accessed through MarketWired, with the largest coverage in SK and MB and an estimated audience of over a million individuals.

The girl, now 17 years old, is still missing and our search continues. **Her case is a heart-wrenching example of the many missing children cases that do not qualify for an AMBER Alert.** We continue to work with our policing partners and her family to safely locate this vulnerable youth.

## MCSC Investigative Case Statistics: July 1, 2015 to June 30, 2016



## CASE STUDY: 5 year International Abduction case successfully closed

In August 2015, MCSC was happy to report that a five year international search for two abducted children had come to an end in Hamilton, Ontario. Since April 2010, MCSC had been working closely with the Greater Manchester Police in England, the Toronto Police Service and other law enforcement agencies on the disappearance of two brothers from Manchester, England.

The boys, who were ages 4 and 6 at the time of their disappearance, had been abducted by their mother. There was also a history of concern for their safety. Their father had been desperately searching ever since.

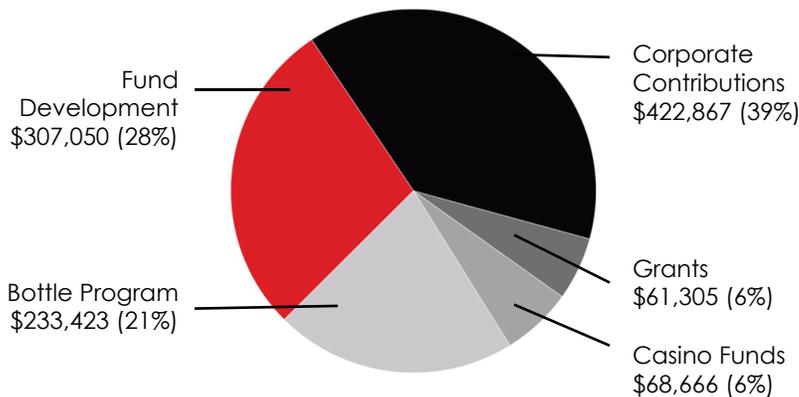
In addition to our investigation work, MCSC issued multiple Child Search Alerts to the public via our MarketWired media partner and our social media channels. In 2011, we also employed our geo-targeted push notification system to alert individuals in Toronto and other specific locations where the mother may have been residing with known contacts. The Alerts resulted in numerous tips and new leads including some internationally.

In August 2015, our team uncovered new information in the case and immediately connected with the Toronto Police Fugitive Squad. On the morning of August 13, 2015 the boys were recovered safely and their mother was taken into custody.

MCSC next assisted the boys' father by providing emotional support and helping to raise funds for airfare to reunite the family. **The case stands as a proud example of the full circle of service that MCSC provides to our searching families and police partners.**

## Revenues

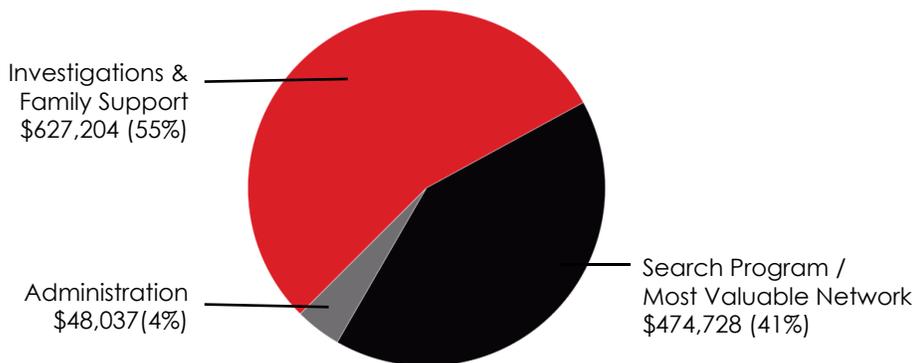
for year ending June30, 2016



- Total revenues were \$1,093,311 in 2015/16
- Bottle Program revenues increased to \$233,423, up from \$148,869 the previous year
- Contributions from individuals and corporations remained strong but show a decline from previous year likely due to poor economic conditions
- Grant revenues experienced a decline from the previous year

## Expenses

for year ending June30, 2016



- Total expenses were \$1,149,969 in 2015/16
- Investigations and Family Support expenses remained comparable to previous year
- Search Program expenses saw a reduction to \$474,728, down from \$614,052 the previous year which incurred more set up costs associated with developing the program

\* Financial statements are available upon request.

## CASE STUDY: Bottle Program

Early 2014 saw the closure of our long time partner organization, Child Find Alberta – and the handing over of their local Bottle Program concept to our organization. The program is an easy and free way for companies to make a difference in their local communities. We supply participating organizations with a bin for collecting empty bottles and cans, which are picked up by our drivers. In return they receive a tax receipt for their donations and an environmental impact statement of their donation.

Since taking over the program in 2014, MCSC has expanded the program to over 500 businesses in Edmonton, Calgary and Toronto. It also now supports companies with major events by providing additional receptacles at company functions and celebrations.

This program generates monthly funds which are critical to our ongoing operations. **In fact, this fundraising success story now represents 21% of our total revenue.**



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**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**