MISSING CHILDREN
SOCIETY OF CANADA

Building a Brighter Future,
Sustaining Hope

Annual Report
2014-2015
As we close on our 29th year serving children and families from coast to coast in Canada, we are pleased to look back on our efforts over the past year which are best described by two words: building and sustainability.

Over the past year, we have benefitted greatly from the generosity of our individual donors, corporate partners and government support which have contributed to the financial and in-kind giving that sustains our operations. We celebrate all our donors and partnerships that provide critical support of our efforts including our investigations and our ability to build out the robust and stable technology platforms fueling our one-of-a-kind Search Program.

Additionally, we have worked to grow the reach of our online rapid response network and programs such as our Family Support Program that provides access to local resources for families throughout the process of searching for missing children.

Just as we look back, we look forward to the work still to be done to help find the more than 41,000 children reported missing annually in Canada, including endangered youth and runaways who face incredible risks of homelessness and exploitation.

Our team is dedicated to continuing to build on the amazing foundation we have built over the many years we have been operating which includes adapting to the changing landscape that technology provides us in creating the largest rapid response network that connects communities in the search for missing children.

We continue to stand with families in their journeys – our efforts that are built on the generosity of our supporters that sustains hope for them and builds the possibility of a child being found.

Best regards,

Amanda Pick, Chief Executive Officer
Missing Children Society of Canada

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Director, Wealth Management & Portfolio Manager, Richardson GMP Limited

Our Mission
To return missing children to a safe haven through professional investigations, emergency response, public awareness and family support programs.

Our Vision
All missing children returned to a safe haven and the elimination of child abduction in Canada.

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;
- Creating public awareness of missing children cases through innovative technology;
- 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, so that every family who needs help receives it, regardless of their financial situation.
“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.

-- William Blair, Former Chief, Toronto Police Service

Building on the foundation of our CodeSearch™ program

Working with the Calgary Police Service, we were able to identify key operational requirements and to map a comprehensive manual that can be drawn upon and deployed by CodeSearch™ partners in addressing operations, network, IT and privacy requirements. The comprehensive manual makes the adoption of CodeSearch™ scalable, and also includes a full communications toolkit including employee email communications and social media alerts that can be pushed via corporate, marketing and community outreach channels.

The operational toolkit will act as a critical resource for other law enforcement and first responder organizations currently on-board to adopt MCSC’s search technology to help in their efforts to locate missing children safely.

After three years of piloting, improving and promoting this innovative emergency response program, with the support and assistance our founding law enforcement partner, the Calgary Police Service, we were able to identify other key police partners who would be critical to the expansion and implementation of the Search Program nationally.

We are now partnering with police across the country and are honoured to report that not only does the program continue to be endorsed and supported federally but it is also being implemented in major metropolitan police forces such as the Toronto Police Service.

Our continuing Investigations support

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 2014-15 fiscal year, our investigators worked on a total of 190 registered files, closing 132 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 2 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 help to bring missing children home.

INVESTIGATION

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MCSC’s Search Program was created to unleash the power of technology and social media in the effort to locate missing children.

In our 2014-2015 year, BlackBerry joined our innovative technology-driven rapid response network, Milk Carton 2.0™. They enhanced and extended the reach of the Search Program tools by creating BlackBerry®’s World’s Most Valuable Instant Messaging Application BBM Channel™ which allows individuals to connect directly with information about a missing child in their area using BlackBerry®’s cross-platform BBM Channels.

Download BBM Channels on any smartphone device and join our community today, Missing Children Society of Canada, BBM Channel Number C0012598C.

In addition to supporting emergency alerts across our country, MCSC has also enhanced our efforts to help bring awareness to vulnerable youth cases. Utilizing social media and our Search program network, in the last year we were able to engage tens of thousands of Canadians in the search by highlighting over 600 vulnerable missing youth.

The outreach by the community in the last year has been staggering and heartwarming. Because Canadians are eager to play a role in helping to keep their communities and children safe, the Search Program now has a total reachable audience of millions of Canadians. In fact, when the Search Program was utilized recently in September 2015 over 5 million Canadians were engaged. Join Canada’s largest online search party and rapid response network at www.valuableproject.ca

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Often so much focus can be placed on the missing child that the families’ well-being can be lost in the shuffle. We believe it is important to focus on the emotional stability of the family dynamic of the missing child in the hope that the child can be returned to a healthy family.

MCSC offers family driven, individualized support to families so that they are better able to cope with the stress of a missing child, both during the investigation as well as after reunification.

We provide families with access to local resources including legal, counseling and financial supports via phone, Skype or in-person. Among other things, the program can help by:

- 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.

Sustaining hope and wellbeing through our Family Support Program

Building awareness of missing children and our work to find them

Our world renowned work to bring missing children home has established MCSC as a go-to source on the issues surrounding missing children and searching families. Over the past year, MCSC has been featured in many media interviews and conference presentations. This profile further builds our ability to continue our work and ultimately reunite more families. Some highlights of the past year include:

- In October 2014, MCSC was invited to the European Parliament to share our experience of building our globally-innovative Search Program, Milk Carton 2.0™. It was an honour to have a seat at this conference and an indication of just how innovative our program is for the way the world searches for missing children.
- In September 2014, our CEO Amanda Pick was recognized as one of “Canada’s Top 12 Innovators at Work” by the Globe and Mail for her efforts to lead the development of Milk Carton 2.0™. The recognition provided national exposure for our unique programs and efforts to help law enforcement and families in the search for missing children. Our technology continues to evolve and stabilize, and leads the way as a critical tool deployed in the efforts to find missing children.

“...What I saw [in the Search program] was that this project isn’t just about business, but innovation in the way we deliver better community.

– Dan Debow, senior vice-president of emerging technologies at Salesforce.com and judge for Globe and Mail’s Innovators at Work contest.

Building financial sustainability for our efforts to reunite families

Our success over the past years is rooted in the hard work of our team, the commitment of our partners, and the generosity of our donors both individuals and businesses committed to helping us on our journey to support families and bring missing children home.

**Bottle Program**

Early in our year, MCSC formally took over Child Find Alberta’s Bottle Program. The program allows businesses to donate their recyclables to us, and we supply a bin for the collection of empty bottles and cans. Participating businesses receive a tax receipt form their donations which are picked up by our volunteer drivers, and also an environmental impact statement of their donation.

This program generates monthly funds which are critical to our ongoing operations. More than **400 businesses** throughout Alberta currently participate in the program.

**Raise Hope Gala**

In May 2015, MCSC welcomed close to **150 guests** at our annual Raise Hope Gala at Hotel Arts in Calgary, Alberta. The evening featured a silent auction and an exciting live auction packed full of great lifestyle packages.

The crowd was inspired by the moving speech given by Judy Peterson. Judy’s daughter - Lindsey Nicholls - went missing over 20 years ago on August 2, 1993. Since then Judy has worked tirelessly advocating for public policy that responds to the needs of families who find themselves in the devastating situation of trying to find a missing child and bring them home.

We are grateful to all of those who joined us that evening, sponsors and generous donors who helped us raise funds to support our ongoing work to find answers for families and, ultimately, bring their children home.

Thank You to Our Gala Event supporters including

<table>
<thead>
<tr>
<th>Proud Presenter</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
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<tbody>
<tr>
<td>Richardson GMP</td>
<td>Burnett, Duckworth &amp; Palmer</td>
<td>Pason Systems</td>
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**Statement of Revenues and Expenditures**

**Year Ended June 30, 2015**

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2014</th>
</tr>
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<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grants</td>
<td>$200,000</td>
<td>$40,000</td>
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<tr>
<td>Special events</td>
<td>188,994</td>
<td>226,568</td>
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<td>Bottling program</td>
<td>148,569</td>
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<tr>
<td>Casino</td>
<td>63,280</td>
<td>13,708</td>
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<tr>
<td>Contributions</td>
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<tr>
<td>- Corporate</td>
<td>527,262</td>
<td>353,704</td>
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<tr>
<td>- General</td>
<td>190,731</td>
<td>168,528</td>
</tr>
<tr>
<td>- In-kind (Note 7)</td>
<td>23,176</td>
<td>16,349</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td>1,342,292</td>
<td>818,857</td>
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<table>
<thead>
<tr>
<th><strong>Expenses (Schedule 1)</strong></th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investigations</td>
<td>620,521</td>
<td>456,070</td>
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<tr>
<td>Program Search</td>
<td>614,052</td>
<td>317,641</td>
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<tr>
<td>Office and administration</td>
<td>57,489</td>
<td>45,241</td>
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<tr>
<td>Peer Support</td>
<td>2,050</td>
<td>8,649</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td>1,294,112</td>
<td>827,601</td>
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</tbody>
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**Excess (deficiency) of revenue over expenses for the year**

$48,180 $(8,744)

* Financial statements are available upon request.
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

www.twitter.com/MCSCCanada

www.facebook.com/MissingChildrenSocietyofCanada

www.youtube.com/MissingChildCanada

Registered Charity Number: 10770 6392 RR0001