

MISSING PEOPLE LIMITED

England & Wales · Charity number 1020419

Details

Other names	NATIONAL MISSING PERSONS HELPLINE, THE NATIONWIDE MISSING PERSONS HELPLINE LIMITED, MESSAGE HOME, MISSING FROM CARE, MISSING PERSONS CHARITY, MISSING YOU, RUNAWAY HELPLINE
Status	Registered
Legal form	Charitable company
Company number	02814202
Registered	1993-04-30
Register	View on the Charity Commission register

Contact

Address	Roebuck House 284 Upper Richmond Road West London SW14 7JE
Phone	02083924590
Email	info@missingpeople.org.uk
Website	www.missingpeople.org.uk

Activities

Objects: (A)TO PROVIDE COUNSELLING AND SUPPORT TO FAMILIES IN CONDITIONS OF NEED HARDSHIP OR PHYSICAL OR MENTAL DISTRESS AS A RESULT OF A MEMBER OF THEIR FAMILY HAVING DISAPPEARED WITHOUT TRACE; (B)TO PROVIDE HELP AND SUPPORT TO YOUNG PERSONS AND ADULTS WHO HAVE LEFT HOME WITHOUT INFORMING THEIR FAMILY AND FRIENDS OF THEIR WHEREABOUTS AND WHO ARE SUFFERING CONDITIONS OF NEED HARDSHIP OR PHYSICAL OR MENTAL DISTRESS AND (C)TO EDUCATE THE PUBLIC IN THE SOCIAL AND ECONOMIC PROBLEMS RESULTING FROM THE DISRUPTION TO FAMILY LIFE CAUSED BY THE DISAPPEARANCE OF A MEMBER OF THE FAMILY AND THE PROBLEMS CAUSED BY INDIVIDUALS WHO HAVE DISAPPEARED WITHOUT TRACE.

Activities: Every 90 seconds in the UK, someone is reported missing. Missing People is an independent charity and is a lifeline to the 170,000 people who are reported missing each year, and to their families and friends left behind. The charity operates a free and confidential helpline daily from 10am to 10pm to provide non-judgemental advice and guidance to anybody affected by the issue of missing on 116000

Classification

- **How:** Provides Services, Provides Advocacy/advice/information, Sponsors Or Undertakes Research
- **What:** General Charitable Purposes, Other Charitable Purposes
- **Who:** Children/young People, The General Public/mankind

Geography

- Northern Ireland
- Scotland
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£3,812,872	£4,577,970	£1,469,926	106
2024-03-31	£3,999,406	£4,005,639	£2,235,024	95
2023-03-31	£3,519,246	£3,397,094	£2,241,257	89
2022-03-31	£3,641,765	£3,153,028	£2,119,105	82
2021-03-31	£3,480,751	£3,223,822	£1,630,368	84

Trustees

Name	Role	Appointed
Caroline Rachel Rawes		2023-04-25
James Walker		2024-05-22
Lisa Jones		2025-11-26
Louise Lloyd		2024-05-22
Nunziatina Rosenow		2023-04-25
Paul Victor Boughton		2017-10-03
Rachel Murphy		2024-05-22
Samuel Kenneth Waterfall		2017-10-03
Sarah Godwin		2015-02-03
Vijay Samtani		2023-04-25

MISSING PEOPLE LIMITED

England & Wales - Charity number 1020419

Accounts

Missing People Limited
Company no. 02814202



Registered charity in England and Wales (1020419)
and in Scotland (SC047419)

Trustees' Annual Report and Accounts
Year ended 31 March 2025

Missing People Limited
Trustees’ Annual Report and Accounts Year ended 31 March 2025

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Chair's Statement

In this my sixth and final Chair's introduction to our annual accounts, I want to particularly thank everyone who has donated to Missing People in this and other years.

Every charity is dependent on its supporters to fund the vital work that it undertakes. It doesn't matter how amazing a charity is, how brilliant its impact, how essential its services, how committed its people, if no-one is prepared to fund it. During my tenure as Chair since January 2020, we faced head on the significant financial challenges of Covid, the post-Covid recovery, the cost-of-living crisis and now, significant increases in operating costs such as Employers' National Insurance contributions. Without funding, charities close.

I would therefore like to mark our appreciation, gratitude and awe at the generosity of so many who support Missing People. From the players of People's Postcode Lottery, Scottish Government and Home Office to philanthropists, corporate partners, trusts, foundation and all those raising or donating vital funds. We are extremely fortunate to have long-standing relationships which allow us to make the difference we do. We welcome new supporters of all kinds to join us so we can continue to be there to support even more people who need us.

We never take for granted nor are we complacent about the generosity of those who fund us nor the enormity of the issues we seek to address. We realise that there are many other worthy uses for every single pound donated and that somewhere in the process, this income has been earned by donors directly or by the taxpayer. Whenever we spend, therefore, we are driven to demonstrate significant impact in addressing the charity's mission and delivering on our strategy.

I am therefore extremely pleased that, yet again, Missing People has outperformed itself in building awareness of the cause, reducing the risk of those who are missing coming to harm and providing the assistance, support and lifeline that many families across the country rely on in addressing this issue. In particular, partnerships with organisations and charities including Listen Up, the Mirror and Metro helped us draw attention to the importance of the cause, the pain and harm of those involved and the need for greater public awareness and support.

12 years ago, when I first became a Trustee, I was continually struck by the faces, stories and circumstances of those we were supporting. Sadly, so many of the people missing then remain unresolved now and have been joined by hundreds more. Whilst closure – let alone the joy of a safe return - remains elusive for so many of those we serve, I know that the amazing team of staff and volunteers across the charity stay relentless in their support, action and hope.

Thank you to everyone who supports the Charity in any way. There is always more to do. But Missing People remains committed and ambitious to do so.

Justin McLaren

Chair of Trustees

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Trustees' Report

1. Reference and Administrative

Charity Name	Missing People
Registered Charity Company Number	England and Wales 1020419 / Scotland SC047419 02814202
Registered Office	Roebuck House 284 Upper Richmond Road West London SW14 7JE
Trustees	Justin McLaren – Chair Sam Waterfall – Vice Chair Nunziatina Rosenow – Vice Chair Paul Boughton – Treasurer Sarah Godwin Louise Lloyd – appointed 22 May 2024 Andrew McKay Rachel Murphy – appointed 22 May 2024 Ebru Ilhan – resigned 22 May 2024 Caroline Rawes Vijay Samtani Anindita Sarkar – appointed 22 May, resigned 20 November 2024 James Walker – appointed 22 May 2024
Company Secretary	Retnadevi Thevarajah – appointed 12 February 2025 David Stein – resigned 12 February 2025
Chief Executive	Jo Youle OBE
Directors	Susannah Drury, Director of Policy and Development Zoe Hart, Director of People & Organisational Development Sophie Lapham, Director of Services Ross Miller, Director of Fundraising and Communication David Stein, Director of Finance – resigned 12 February 2025 Retnadevi Thevarajah, Director of Finance – appointed 6 January 2025
Auditor	Crowe UK LLP R+ Building, 2 Blagrove Street Reading, RG1 1AZ
Principal Bankers	CAF Bank 25 Kings Hill Avenue, Kings Hill West Malling, ME19 4TA
Website	www.missingpeople.org.uk

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2. Structure, Governance and Management

Nature of governing document

Missing People became a registered charity in England and Wales (charity number 1020419) on 30 April 1993, and in Scotland (charity number SC047419) on 16 May 2017. It is a charitable company with no issued share capital being limited by guarantee. Its governing instrument is its Articles of Association, dated 23 February 2017, and the Trustees are its members. Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The total number of such guarantees as at 31 March 2025 was 12.

The objects as stated in the Articles of Association are:

- (a) to provide counselling and support to families in conditions of need, hardship or physical or mental distress as a result of a member of their family having disappeared without trace.
- (b) to provide help and support to persons who have left home without informing their family and friends or carers of their whereabouts and who are suffering conditions of need, hardship or physical or mental distress.
- (c) to educate the public in the social and economic problems resulting from the disruption to family life caused by the disappearance of a member of the family and the problems caused by individuals who have disappeared without trace.

Charitable Activity in Scotland

Missing People is registered with the Office of the Scottish Charity Regulator (OSCR) under charity number SC047419 with charitable status under the Charities and Trustee Investment (Scotland) Act 2005.

The charity provides its services, described under Achievements and Impact, to missing people and their loved ones in Scotland. This includes awareness and fundraising activities, as well as being commissioned by the Scottish Government to work with local agencies to implement the good practice approaches outlined in the National Missing Persons Framework.

Organisation

Missing People is led by a diverse and experienced Board of Trustees who, together with the Chief Executive and Directors, ensure the charity delivers its aims. The Board of Trustees has overall responsibility for governing the charity's strategy and finances and monitoring its performance. Day-to-day activities are the responsibility of the Chief Executive and Directors.

The Chief Executive reports to the Trustees and the Directors report to the Chief Executive. The Board places particular emphasis on maintaining high standards of governance. It has considered the Charity Governance Code and will review it during the year with a view to full compliance.

Recruitment and appointment of Trustees

Trustee vacancies are advertised in a range of media, and candidates are required to submit a CV and undergo interviews with Trustees and a representative of Directors Group, then the Chair and Chief Executive. The procedure for the appointment of Trustees is set out in the Articles of Association.

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Induction and training

New Trustees are given a comprehensive briefing pack that includes information about the charity, their role, and the cause. All Trustees are invited to attend a structured induction day and training to ground them in the cause and to enrich their understanding of the difference the charity makes.

Pay policy

The aim of Missing People's pay policy, which applies to all employees, is to offer remuneration that is fair and appropriate for the roles they perform and the responsibilities they undertake to deliver our charitable aims. The Trustees consider the key management personnel of the charity to be the Chief Executive and all Directors.

In setting remuneration for all staff, including senior staff, several criteria are used including consideration of the nature and responsibilities of specific roles, local and national sector averages and other market factors.

Related parties and cooperation with other organisations

None of our Trustees receive remuneration or other benefit from their work with the charity.

To best serve people affected, the charity is committed to working in partnership with a range of organisations from the public, private and charity sectors. A multi-agency response to disappearances is critical to success and something we are proud to foster. We work in partnership with every police force across the UK to enable referrals of families with a missing loved one to our support services, and to offer independent and confidential support to people who are reported missing.

As a recognised leader in the field of missing persons, the charity is a proud member of Missing Children Europe, the Global Missing Children's Network, and the International Centre for Missing and Exploited Children. Missing People has previously been accredited by the Helplines Partnership, the membership body for organisations that provide information, support or advice via phone, email, text or online.

Missing People works with a range of charities working in connected areas - including mental health, homelessness, child sexual exploitation and suicide. This can include referrals, sharing best practice and piloting new ways to respond together.

The charity's wholly owned subsidiary, Missing Limited, remained dormant throughout the year.

3. Purpose, Aims and Charitable Activities of Public Benefit

Vision

Every missing person is found safe.

Mission

To be a lifeline when someone disappears.

Aims

- Going missing is understood as a crisis that can be a matter of life and death.
- All missing people and their loved ones get the right help at the right time.
- Fewer missing people come to harm.

Missing People Limited Trustees' Annual Report and Accounts Year ended 31 March 2025

Charitable Activities of Public Benefit

Trustees have complied with their duty in section 17 of the Charities Act 2011 to have paid due regard to the Charity Commission's guidance on public benefit in deciding which activities the charity should undertake.

Missing People aims to improve the wellbeing of missing people, and their loved ones. Around 170,000 people of all ages and backgrounds are reported missing to UK police each year, many more than once.

Missing People is one of a handful of charities providing an essential Helpline (text or call 116 000). This is assigned by Ofcom to 'protect the wellbeing of people in great difficulty'. Missing People offers free, confidential support every day of the year.

The charity works in collaboration with police forces across the UK to ensure that missing people and their loved ones can be referred to Missing People's support services.

Missing People's work is informed by original research, consultation, and evaluation of services. The charity actively influences national and local policy and practice in the response to people going missing.

The charity helps missing children and young people in crisis, and those thinking of going missing. Providing confidential and non-judgemental advice and support, 365 days a year. Importantly, Missing People enables children and young people, often at risk of exploitation, to reconnect safely. Missing People also works in partnership with local authorities to ensure the safety of young people who return from being missing.

Mental health is the most significant reason for an adult to go missing. For vulnerable missing adults, Missing People provides free, confidential, advice and support every day of the year. A missing adult can pass on a 'safe and well' message to their family or carers, often leading them to reconnect.

Missing People supports people with a missing loved one to develop resilience to cope, to manage relationships with others, and to feel less alone. This support provides a sense of belonging to a community of people in a similar situation to help reduce isolation. Missing People provides free emotional and practical support as well as a range of in-depth support such as counselling and peer-to-peer support for loved ones to help one another, including a range of events like an annual Family Day. In addition, Missing People provides the free Lost Contact Service to help reunite family members who may have been estranged. This service is made possible thanks to the kind support of LexisNexis Risk Solutions.

Where appropriate, the charity enables free publicity opportunities to help find vulnerable missing people. This includes working in partnership with a wide range of companies such as Royal Mail Group and outdoor advertisers such as JCDecaux, on a pro bono basis. Missing People also makes discrete enquiries via a network of safeguarding partners who may be in contact with the missing person.

Volunteers

The Trustees would like to thank all volunteers and supporters at Missing People for their invaluable contributions throughout the year.

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Volunteers enable Missing People to be a lifeline when someone disappears. Volunteers gain rewarding experiences, learn from highly trained staff and gain and develop new skills.

Volunteers make a real difference to the community of people affected by a disappearance. From raising vital funds, organising events, sharing appeals for missing people, to providing in-depth Helpline support.

Missing People receives more than 11,000 volunteer hours each year from volunteering support. In accordance with charity reporting standards, the financial statements do not recognise the significant financial value attributed to volunteer time.

Equity, Diversity and Inclusion

Missing People is committed to being actively inclusive and anti-discriminatory in all areas of our work. As such, we take an organisation-wide approach to exploring and challenging inequality and bias. We aim to be continually reflective of our practice, and we have areas of accountability related to equity, diversity and inclusion in every team to best support our service users, volunteers and staff.

Our EDI Forum is represented by staff across all teams in the charity. Together they support the development and sharing of good EDI practices, including recognising and celebrating diversity. The Forum highlight areas for further development and the co-Chairs meet the Executive Team regularly as part of our approach to proactively lead EDI in the charity.

In 2024/25, we introduced a refreshed EDI training programme for staff and more than 90% have completed the training. We conducted an independent survey for staff of colour which has provided valuable insights with recommendations being taken forward in the coming year.

We know many of our staff and volunteers hold intersecting identities and have different lived experiences, some shaped by marginalisation or exclusion. In recognition of this, we are currently assessing the appetite for and developing peer support networks to enable greater connection, wellbeing, and voice across the charity.

We know many missing people and families face discrimination, including in terms of responses from different agencies. We are determined to identify and raise awareness of this discrimination, and work with other agencies on tackling it. In July 2024, we published new research undertaken with the national training and research organisation 'Listen Up' on the experiences of black missing children and their parents. The report is summarised on page 11 and the full report downloadable from our website.

Safeguarding

We regularly review our safeguarding practices to ensure they continue to reflect best practice and meet the evolving needs of our beneficiaries. Safeguarding training is compulsory for all new staff, volunteers and trustees, with refresher training provided annually to all.

Managers and staff who work directly with beneficiaries receive enhanced safeguarding training on established safeguarding policies and processes and escalation of safeguarding concerns. An open and learning culture is fostered to support reporting of incidents and concerns within the charity.

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Internal leads, including the Director of Services work closely with the Safeguarding Panel. The Panel includes members from the Board and external experts in safeguarding who are responsible for overseeing best practice safeguarding policies and procedures. It meets regularly and provides scrutiny, challenge and support to staff in the charity on a mix of operational matters and strategic developments, including safeguarding risk. The Panel submits an annual report to Trustees which gives an overview of the work undertaken during the year and any incidents, including any serious incidents reported to the Charity Commission, or notifiable events reported to the Office of the Scottish Charity Regulator.

Strategic Report

4. Achievements and Impact

SERVICES

In total, Missing People directly helped **10,683 missing children, adults and families this year, a 10% increase on the previous year**. In addition, an estimated 34,806 people affected by a disappearance accessed our free online guidance and support information.

Missing People's operational partnerships with police forces are critical in reaching missing people. Every police force in the UK has the capacity to request Missing People send a TextSafe SMS message to a missing person offering the charity's confidential support. **More than 58,000 TextSafe messages were requested by police and sent by the charity in 2024-25 to missing children and adults**, thousands of whom then contacted the charity for support

The charity **reached out to an additional 3,186 suicidal people reported missing to the police**, offering them the support of both Missing People and Samaritans through Suicide Risk TextSafe. Many who receive the text message are at an immediate risk to life and decide to engage with either Samaritans or Missing People, showing the potential to save lives. This year Missing People received funding from the Department of Health and Social Care to expand this valuable intervention, both to pilot different Helpline opening hours and to engage more police forces to make referrals.

Missing People's partnership with Samaritans for Suicide Risk TextSafe won the Charity Partnership of the Year at the [2024 Third Sector Awards](#).

Families of missing people

Missing People **helped 3,388 families with a missing loved one. This is a 130% increase** on the previous year. In addition, 18,645 family members accessed our online family support resources.

Making appeals for a missing person is one of the practical ways the charity helps people with a missing loved one. **This year 602 people we searched for were found safely.**

"You have been very patient and taken the time to support me in every possible way you can. It has helped greatly speaking to you, someone outside of my circle of friends and family, along with your caring and empathetic nature, which again I fully appreciate. I've felt at ease and comfortable

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***“talking with you. You are amazing people who do an amazing job. Thank you for your support.”
Family member accessing family support service***

Support offered includes information and guidance, Helpline, long-term emotional support from a case worker and practical help with the search for a missing loved one, and peer-to-peer support activities. Our support is focused on building resilience to cope. This year we also supported 189 families affected by County Lines exploitation, through our national SafeCall service, offering casework, advocacy, emotional support, and peer-to-peer support. Other families were also assisted through our Lost Contact Tracing Service, helping them to find estranged loved ones.

“The SafeCall support worker was amazing because she would help me to communicate with professionals related to my daughter. It relieved some of the pressure” Parent supported by SafeCall

Missing children and young people

This year, Missing People **helped 4,780 children and young people**. This included support given via our multi-channel Helpline, a chatbot and online chat for young people at risk of exploitation, and the SafeCall service providing advocacy and support for young victims of County Lines exploitation. In addition, we continued to provide our Hertfordshire return home and intensive support service to young people who have been missing repeatedly. All our services for young people provide a confidential, non-judgemental space to share challenges and talk through options with a trusted adult, as well as support to be safe.

In addition, an estimated 9,182 young people accessed our online guidance. This included advice and support on a range of topics linked to going missing, like bullying, exploitation and mental health.

“This has helped me find a safer decision than running away. Thank you!” Young person, who used our online chat service

“I am so pleased that you are here. I love our meetings you really listen to me and help me think things through.” Young person supported through our Hertfordshire service

Vulnerable missing adults

This year, Missing People **helped 2,515 adults** who had gone missing or who were thinking about disappearing. In addition, an estimated 7,999 adults accessed our online advice and guidance. Providing support on topics for different stages of someone's missing journey, including people's rights, how to stay safe while away from home, and what to do if you are struggling with mental health issues.

We provide adults with a confidential, non-judgemental space to think through their options, stay safe and access specialist support if needed via phone, text, email and online chat. Missing People can send a 'message home' to a family member via the charity if they are not ready to get in touch directly, and we can offer 3 ways calls to support a missing person to access support from the police and other services.

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“Upon my return from being missing, Missing People were the only organisation and the only people that made me feel truly understood and free from judgement. Receiving this treatment has motivated me to reciprocate their positive impact however I can”. Adult who has been missing

Policy, Research and Development

In 2024-25, the charity **shared our expertise with over 5,500 professionals** through consultancy work, training, events and conferences for police forces, local authorities, NHS, care providers and third sector agencies. This equates to a 40% increase on the number of professionals engaged with the previous year, showing our growing reach and impact. This work aims to help local agencies to identify their strengths and challenges in the response to missing people, and to improve in line with good practice.

“Missing People have supported us to strengthen our response to missing children in Surrey, moving from process to good quality practice” Assistant Director, Local Authority

“The workshop helped local partners working with children and young people to capture the multi-agency response to a variety of scenarios relating to when a child or young person goes missing. The facilitator encouraged partners to share local approaches and procedures and sought clarity when required. Although online, the workshop was a useful networking opportunity for partners and the exercise of unpicking how, when and why partners respond to missing children and young people drew out lots of detail. As a multi-agency team building exercise, highly recommended!” Local Authority Programme Manager

In Scotland, Missing People delivered the sixth year of our National Framework Implementation Project, funded by the Scottish Government. This project aims to ensure that the good practice in responding to missing people, identified in Scotland’s National Missing Persons Framework, is implemented in local areas. We worked in seven areas supporting local agencies to create effective multi-agency responses to missing, develop effective missing persons’ protocols and deliver effective return discussion training. We also held the annual Scottish missing persons conference on good practice to share examples of good practice in preventing and responding effectively to missing incidents. Professionals we worked with in local areas in Scotland provided the following feedback:

“Missing People helped bring our pre-existing guidance up to date with national standards. We will be taking forward the recommendations to further develop this (guidance) to a protocol.”

“I learned a lot and increased my awareness of issues that affect missing people and those who are missing them.”

“Great practical help given by Missing People again.”

We also started to identify some of the longer-term impacts of this project on reducing missing incidents and harm through a more joined up response to missing people. Three areas we worked in between 2021 and 2023 noted reductions in missing incidents, including repeat missing incidents of between 33% and 42% in the 1-2 years after our support compared to the year before our support.

A senior representative of one of these areas noted that since Missing People’s support to develop multi-agency practice in their area: ***“Agency representatives report not only a decrease in numbers, but improved risk assessment and support is now in place for those frequently reported missing, resulting in improved service delivery and safety of our young and vulnerable people.”***

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In July, Missing People published research in partnership with Listen Up into the experiences of Black missing children and their parents titled *"We're told not to make everything about race, but it is about race."* This research aimed to understand why Black children are more likely to go missing than other children, remain missing for longer, and what response they and their families receive from the police and other professionals. The research found that a lack of belonging, feelings of being undervalued and wider experiences of racism increased Black children's risk of going missing. Black children and their families shared how racial biases affected risk assessments and safeguarding responses and prevented access to vital support. Their experiences fed into often existing low trust in services especially the police. In response to this research, Missing People secured further funding to work with Black young people and families with lived experience to develop a toolkit for the police on identifying and responding to racial bias and providing the right help to Black missing children.

Monitoring and Evaluation

Missing People is committed to the robust monitoring and evaluation of its services, to effectively identify and measure the impact on people's lives. We have embedded monitoring and evaluation processes throughout all our projects and have a dedicated impact team to undertake thorough evaluation.

Our evaluation processes include assessing our progress against theories of change, alongside monitoring of detailed operational and management information. We produce an annual Impact Report that is freely available to everyone and provide quarterly updates on key cross-organisational measures to Directors Group and Trustees. In addition, the charity gathers feedback from those using our services, to assess the impact on their lives and the issues that they face.

Missing People also works with external evaluators, including Crest Advisory, to allow our work to be challenged, scrutinised and improved, through independent review. Evaluation processes are crucial in enabling organisational learning and helping the charity to adapt service design and delivery in response to the changing needs of beneficiaries.

Fundraising Statement

Missing People's work is only possible thanks to kind donations and Gifts in Wills. Supporters of the cause send a powerful message that they care about people and the society we live in. Our fundraising staff and volunteers aim to provide our supporters with the same level of care and respect. We take extra care with supporters who may be vulnerable and have a policy in place to help protect them.

Missing People is focused on long-term sustainable support built on strong relationships. The charity has a diverse range of income streams. On average, Missing People raises £4 for every £1 we spend on fundraising.

Missing People is a paid member of the Fundraising Regulator. The charity raises vital funds in accordance with our Fundraising Promise. Missing People has adopted the NCVO's Charity Ethical Principles and uses these to guide ethical considerations in relation to fundraising.

This year, Missing People warmly welcomed new donors, partners, and Fundraising Board members. They included significant new funding from BBC Children in Need, St James's Place Foundation, the Underwood Trust, Richer Sounds Foundation, GTR, SWR and Trainline. They joined long-term supporters including: players of People's Postcode Lottery, Richard Lockwood, Royal Mail Group,

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LexisNexis Risk Solutions, Stagecoach, Morrisons Foundation, Flutter, RELX Group, Norton Rose Fulbright, National Lottery Community Fund, Dulverton Trust, Alchemy Foundation, and CIL Management Consultants. We thank each of them, and everyone else, for enabling the charity to be a lifeline when someone disappears.

Missing People received one formal complaint regarding fundraising this year. We have reviewed and made improvements to our internal processes for handling any future complaints.

Missing People occasionally uses commercial participators to carry out fundraising services on the charity's behalf.

5. Financial Review

The financial statements for the year ended 31 March 2025 are set out in the Statement of Financial Activities, balance sheet, cash flow statement and notes to the accounts from page 22 onwards.

The Charity recorded a deficit of £765k for the year (last year deficit £6k) against a budgeted deficit of £795k. The budgeted deficit of £795k included planned investments in new activities to support the growth, impact and sustainability of Missing People which was made possible by the charity's strong reserves position throughout 2024/25.

These strategic investments have created new revenue streams in mass fundraising and enlarged its commissioned products generating income for the charity, particularly in the last quarter of the year. The rate of growth has continued to increase in the first half of 2025/26 in line with similar new opportunities, in future years these revenue streams will strengthen the financial resilience of the charity.

Total income for the year was £3,813k (last year £3,999k) representing a reduction of £186k, c4.7% against last year's income; and a shortfall of £337k, c8% against budgeted income of £4,150k. Voluntary income from donations, grants and legacies raised £3,337k, a reduction of £258k from prior year's income of £3,595k. The charity continues to retain the support from many regular corporate and major donors, combined with a successful Gala night in March 2025, however the continuing cost of living crisis has resulted in lower general donations received in the year (note 15 of financial accounts), a notable trend in the wider charity sector. Restricted voluntary funding of £962k includes funding from the Home Office and Scottish Government used towards the provision of our core services.

Income from charitable activities totalled £449k, an increase of £82k, c22% over last year's income of £367k. It includes commissioned work with Hertfordshire police for young people and funding from the Scottish Government for projects in Scotland.

Total expenditure rose from £4,006k last year to £4,578k, an increase of c14% against a budget of £4,945k. The main drivers of the increase were a 4% cost of living award to existing staff and improved technological and digital offering to create efficiencies and enhanced impact reporting. A further £250k, c6% was spent on a programme of activities to support growth, impact and sustainability of the charity as agreed with Trustees. These projects which have a focus on income generation are expected to benefit the charity in future years.

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Volunteers and pro bono supporters contributed significantly to the charity, far beyond the income recognised in these financial statements. We thank Kapow for free text (SMS) messages, out-of-home media owners like JCDecaux, and other print and digital partners for advertising space. The charity is grateful to our solicitors Clifford Chance and Norton Rose Fulbright for their pro bono services. Alongside pro bono support, Missing People takes advantage of charity pricing whenever possible, and we use office space provided by John Lewis Partnership which keeps our running costs lower.

Reserves

The charity's free reserves policy is that it should hold no less than three months' and no more than six months' current operating costs to safeguard against fluctuations that may arise in funding. This policy is intended to maximise the amount available for Missing People's charitable activities during the ongoing economic climate while also planning for a sustainable future. Free reserves are defined as unrestricted funds less fixed and intangible assets and designated funds.

At the end of the year, the level of free reserves was £1,234k (2024: £1,246k) which amounted to 3.5 months of reserves cover, comfortably above the minimum level of the charity's reserves policy.

Going Concern

Missing People has had a steady track record financially over the last decade, making a small surplus in many years and gradually increasing its free reserves. In the last financial year, 2024/25, the Trustees had designated funds towards investments to generate growth, income and charitable impact. During 2024/25, the charity spent a total of £250k from designated funds (note 16 of financial accounts) and the Trustees approved the transfer of £468k back to unrestricted funds.

The financial plans for 2025/26 shows a likely deficit of c£275k, this includes c£250k allocated towards income diversification projects to increase future years' revenue streams. The longer-term financial forecasts have been developed based on prudent growth and incorporates a more affordable and sustainable operating model, which will enable the charity to move into a surplus position by March 2027 and beyond.

The overall reserve position is expected to always remain at around 3 months. Cash position remains strong with a closing balance in March 2025 of c£1.2million, the reduction in cash from prior year due to the planned investments described earlier. In the coming years, the overall cash position will improve as a result of additional cash generated from new opportunities and donors.

Cash flow forecasts up to March 2027 and beyond demonstrate strong liquidity with two months operating expenditure cash cover for a minimum of 18 months and improving further after March 2027. Both rolling long term budgets and cash flow forecasts are regularly scrutinised by Trustees at Finance Committee and Board meetings.

Based on the above factors, the Trustees have concluded that the adoption of a going concern basis in the preparation of these financial statements is appropriate.

Missing People Limited
Trustees' Annual Report and Accounts Year ended 31 March 2025

6. Risk Management

Trustees review the major risks faced by the charity as part of their annual cycle of business. Systems of internal financial control have been put in place, which are designed to safeguard the charity's assets, ensure that proper accounting records are maintained, and provide reliable and timely financial information.

Trustees are satisfied with these arrangements, and the following are key risks which the charity faces and the related mitigation factors in place:

Risk	Mitigation
<u>Safeguarding</u> : The charity fails to prevent harm.	Policies and procedures are reviewed regularly and there is a Safeguarding Panel in place to review practice. Staff and volunteer safeguarding training is compulsory and repeated annually. Services Managers provide on-call support for our frontline services teams and DBS checks are in place for relevant roles.
<u>Financial</u> : Changes in the economic/political environment impact negatively on voluntary income.	We continue to strengthen and diversify our income streams with a focus to maximise return on all income streams. We have in place rigorous processes for budgeting, reforecasting and reporting of financial performance to key management, Finance Committee and Board of Trustees.
<u>Reputational risk due to external factors</u> : The media, opinion formers or public opinion may erode trust in charities, affect the sectors strong standing and may indirectly impact our ability to be trusted and to fundraise.	We will continue to be transparent and trustworthy and provide high quality accredited services in a cost-effective way. Policies and training to comply with Charity Commission guidance and best practice. We have adopted NCVO's Charity Ethical Principles. Trustees and Directors will continue to regularly monitor potential areas of vulnerability.
<u>Employment risks including gaps in key roles and functions</u> : Impacts the charity's ability to deliver services and generate impact.	We have adopted and invest in progressive approaches to employment. We have in place policies for good employment practices. The HR Committee and external advisors support with new and complex areas of employment law.

Missing People Limited
Trustees' Annual Report and Accounts Year ended 31 March 2025

7. Plans for the Future

Missing People's new long-term strategy is called 'From Crisis to Hope' and was launched in 2023.

The strategy highlights that people who go missing are often in a crisis and face great harm. Around one thousand people die whilst missing each year in the UK. Their families don't always get the right response from police, and they can face intense public and media speculation, on top of their emotional heartache.

The goals of the new strategy are:

1. Going missing is understood as a crisis that can be a matter of life or death.
2. All missing people and their loved ones get the right help at the right time.
3. Fewer missing people come to harm.

The charity is calling for change so that someone going missing is viewed as a crisis, backed by a fair response by police and other agencies involved. The charity also aims to develop its existing helpline support to reach more of those impacted by mental health problems, exploitation and financial problems made worse by the cost-of-living crisis.

As with many charities, the ongoing pressures with cost of living including the impact of increases in National Insurance contributions has required the charity to review its operating model to deliver its services in a sustainable manner.

We will be leading Missing People over the coming year and beyond with a focus on delivering positive impact for people affected by missing, in ways that are sustainable and continually adapting to an external economic environment that is changing and has changed considerably in recent years. We will work with our senior leaders across the charity on a clear plan for impact, sustainability and innovation, ensuring we also continue to provide new solutions for deep societal issues affecting missing people and their families.

8. Statement of Trustees' Responsibilities

The charity Trustees (who are also the directors of Missing People Limited for the purposes of company law) are responsible for preparing the Trustees' Annual report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period.

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently.

Missing People Limited
Trustees' Annual Report and Accounts Year ended 31 March 2025

- make judgements and accounting estimates that are reasonable and prudent.
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements.
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

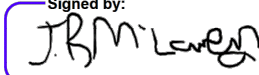
The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charity's transactions and disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities and Trustee Investment (Scotland) Act 2005, regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and with the requirements of the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Financial statements are published on the charitable company's website in accordance with legislation in the United Kingdom governing the preparation and dissemination of financial statements, which may vary from legislation in other jurisdictions. The maintenance and integrity of the charitable company's website is the responsibility of the Trustees. The Trustees' responsibility also extends to the ongoing integrity of the financial statements contained therein.

Each Trustee has confirmed that, insofar as they are aware:

- there is no relevant audit information of which the charity's auditors are unaware.
- they have taken all the steps, that as Trustees they ought to have taken, to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

Approved by the Trustees on 17 September 2025 and signed on their behalf by:

Signed by:

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 Justin McLaren
 Chair

Missing People Limited
Trustees' Annual Report and Accounts Year ended 31 March 2025

9. INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS AND TRUSTEES OF MISSING PEOPLE LIMITED

Opinion

We have audited the financial statements of Missing People Limited for the year ended 31 March 2025 which comprise the Statement of Financial Activities, Balance Sheet, Statement of cash flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2025 and of its incoming resources and application of resources, including its income and expenditure for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and Regulation 8 of the Charities Accounts (Scotland) Regulations 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Missing People Limited
Trustees' Annual Report and Accounts Year ended 31 March 2025

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS AND TRUSTEES OF MISSING PEOPLE LIMITED (CONTINUED)

Other information

The trustees are responsible for the other information contained within the annual report. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion based on the work undertaken in the course of our audit

- the information given in the trustees' report, which includes the directors' report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report included within the trustees' report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report included within the trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 require us to report to you if, in our opinion:

- adequate and proper accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit

Missing People Limited
Trustees' Annual Report and Accounts Year ended 31 March 2025

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS AND TRUSTEES OF MISSING PEOPLE LIMITED (CONTINUED)

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement on page 15 the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with the Acts and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Details of the extent to which the audit was considered capable of detecting irregularities, including fraud and non-compliance with laws and regulations are set out below.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Extent to which the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We identified and assessed the risks of material misstatement of the financial statements from irregularities, whether due to fraud or error, and discussed these between our audit team members. We then designed and performed audit procedures responsive to those risks, including obtaining audit evidence sufficient and appropriate to provide a basis for our opinion.

We obtained an understanding of the legal and regulatory frameworks within which the charitable company operates, focusing on those laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements. The laws and regulations we considered in this context were the Companies Act 2006, the Charities Act 2011 and

Missing People Limited
Trustees' Annual Report and Accounts Year ended 31 March 2025

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS AND TRUSTEES OF MISSING PEOPLE LIMITED (CONTINUED)

The Charities and Trustee Investment (Scotland) Act 2005 together with the Charities SORP (FRS 102). We assessed the required compliance with these laws and regulations as part of our audit procedures on the related financial statement items.

In addition, we considered provisions of other laws and regulations that do not have a direct effect on the financial statements but compliance with which might be fundamental to the charitable company's ability to operate or to avoid a material penalty. We also considered the opportunities and incentives that may exist within the charitable company for fraud. The laws and regulations we considered in this context were General Data Protecting Regulations, taxation legislation, health and safety legislation and employment legislation.

Auditing standards limit the required audit procedures to identify non-compliance with these laws and regulations to enquiry of the Trustees and other management and inspection of regulatory and legal correspondence, if any.

We identified the greatest risk of material impact on the financial statements from irregularities, including fraud, to be within the timing of recognition of certain income streams and the override of controls by management. Our audit procedures to respond to these risks included enquiries of management, and the Board about their own identification and assessment of the risks of irregularities, sample testing on the posting of journals and income, reviewing accounting estimates for biases, reviewing regulatory correspondence with the Charity Commission, and reading minutes of meetings of those charged with governance.

Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements, even though we have properly planned and performed our audit in accordance with auditing standards. For example, the further removed non-compliance with laws and regulations (irregularities) is from the events and transactions reflected in the financial statements, the less likely the inherently limited procedures required by auditing standards would identify it. In addition, as with any audit, there remained a higher risk of non-detection of irregularities, as these may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal controls. We are not responsible for preventing non-compliance and cannot be expected to detect non-compliance with all laws and regulations.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of part 16 of the Companies Act 2006, and to the charitable company's trustees, as a body, in accordance with Regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members and trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company, the charitable company's members as a body and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Missing People Limited
Trustees' Annual Report and Accounts Year ended 31 March 2025



Janette Joyce
Senior Statutory Auditor
For and on behalf of
Crowe U.K. LLP
Statutory Auditor
Reading

Dated : 18 September 2025

Missing People Limited

Statement of Financial Activities (incorporating an Income and Expenditure Account)
for the year ended 31 March 2025

	Note	Unrestricted Funds 2025 £	Restricted Funds 2025 £	Total Funds 2025 £	Unrestricted Funds 2024 £	Restricted Funds 2024 £	Total Funds 2024 £
Income:							
Voluntary Income							
Donations, grants and legacies	15	2,375,306	962,136	3,337,442	2,655,138	939,688	3,594,826
Income from Charitable activities:							
Fees and grants for service provision		11,272	356,579	367,851	44,867	304,353	349,220
Policy & Research & Partnerships		-	81,136	81,136	-	17,826	17,826
Income from Investments		26,443	-	26,443	37,534	-	37,534
Total income		<u>2,413,021</u>	<u>1,399,851</u>	<u>3,812,872</u>	<u>2,737,539</u>	<u>1,261,867</u>	<u>3,999,406</u>
Expenditure:							
Expenditure on Raising funds							
Raising funds		859,570	13,750	873,320	763,889	12,500	776,389
Expenditure on Charitable activities:							
Service provision		1,964,422	1,305,565	3,269,987	1,628,112	1,263,157	2,891,269
Policy & Research		353,527	81,136	434,663	320,155	17,826	337,981
Total Charitable Activities		<u>2,317,949</u>	<u>1,386,701</u>	<u>3,704,650</u>	<u>1,948,267</u>	<u>1,280,983</u>	<u>3,229,250</u>
Total Expenditure	4	<u>3,177,519</u>	<u>1,400,451</u>	<u>4,577,970</u>	<u>2,712,156</u>	<u>1,293,483</u>	<u>4,005,639</u>
Net (loss)/income and net movement in funds for the year	2	(764,498)	(600)	(765,098)	25,383	(31,616)	(6,233)
Reconciliation of Funds							
Fund balances brought forward at 1 April 2024		2,230,279	4,745	2,235,024	2,204,896	36,361	2,241,257
Transfers		-	-	-	-	-	-
Balance carried forward at 31 March 2025	16	<u>1,465,781</u>	<u>4,145</u>	<u>1,469,926</u>	<u>2,230,279</u>	<u>4,745</u>	<u>2,235,024</u>

The notes on pages 25 - 32 form part of these financial statements.

All amounts relate to continuing activities. There are no recognised gains or losses other than the net movement in the funds included above.

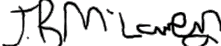
Missing People Limited

Balance Sheet as at 31 March 2025

Company Registration Number 02814202

	Note	2025 £	2025 £	2024 £	2024 £
Fixed Assets					
Tangible assets	6		17,834		21,751
Intangible assets	6		213,786		262,513
Current Assets					
Debtors	8	452,957		491,419	
Cash at bank and in hand		<u>1,176,426</u>		<u>1,739,853</u>	
		1,629,383		2,231,272	
Creditors: Amounts falling due within one year	9	<u>(391,077)</u>		<u>(280,512)</u>	
Net Current Assets			<u>1,238,306</u>		<u>1,950,760</u>
Total Assets less Current Liabilities			<u>1,469,926</u>		<u>2,235,024</u>
Net Assets			<u><u>1,469,926</u></u>		<u><u>2,235,024</u></u>
Funds of the charity:					
Unrestricted Funds	16		1,465,781		1,530,279
Designated Funds	16		-		700,000
Restricted Funds	16		4,145		4,745
Total Funds			<u><u>1,469,926</u></u>		<u><u>2,235,024</u></u>

The financial statements were approved and authorised for issue by the Board of Trustees on 17 September 2025 and signed on its behalf by:

Signed by:

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} Justin McLaren - Chair

Signed by:

 25DDC6AF0EC549D...

} Paul Boughton - Treasurer

The notes on pages 25 -32 form part of these financial statements.

Missing People Limited

Statement of Cash Flows for year ended 31 March 2025

	2025 £	2024 £
Cash flows from operating activities :		
Net cash provided by (used in) operating activities (see note (a))	<u>(582,040)</u>	<u>(185,675)</u>
Cash flows from investing activities		
Interest income	26,443	37,534
Purchase of property, plant and equipment and intangible assets	<u>(7,830)</u>	<u>(60,792)</u>
Net cash provided by (used in) investing activities	<u>18,613</u>	<u>(23,258)</u>
Change in cash and cash equivalents in the reporting period	<u>(563,427)</u>	<u>(208,933)</u>
Cash and cash equivalents at the beginning of the period	1,739,853	1,948,786
Cash and cash equivalents at the end of the reporting period	<u>1,176,426</u>	<u>1,739,853</u>

(a) Reconciliation of net loss/ income to net cash flow from operating activities

	2025 £	2024 £
Net (loss)/ income for the reporting period (as per statement of financial activities)	(765,098)	(6,233)
Adjustments for:		
Depreciation and amortisation charges	60,474	3,696
Interest income	(26,443)	(37,534)
Decrease/ (increase) in debtors	38,462	(59,067)
Increase /(decrease) in creditors	110,565	(86,537)
Net cash provided by (used in) operating activities	<u>(582,040)</u>	<u>(185,675)</u>

(b) Analysis of changes in net debt

	2025 £	Cash Flows £	2024 £
Cash and cash equivalents			
Cash	1,176,426	(563,427)	1,739,853
	<u>1,176,426</u>	<u>(563,427)</u>	<u>1,739,853</u>
Borrowings			
Debt due within one year	-	-	-
Debt due after one year	-	-	-
	<u>-</u>	<u>-</u>	<u>-</u>
Total changes in net debt	<u>1,176,426</u>	<u>(563,427)</u>	<u>1,739,853</u>

The notes on pages 25 - 32 form part of these financial statements.

Missing People Limited

Notes to the Financial Statements

Year ended 31 March 2025

The principal accounting policies applied in the preparation of the financial statements are as follows:

1 Accounting Policies

a) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Missing People Limited meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s). There are areas of critical estimate or significant judgement that affects the preparation of these financial statements. See note 1(j) for further details.

Going concern

The going concern assumption is based primarily on the strong opening unrestricted reserves position (c£1.5m) and cash balance (c£1.2m). The financial plans for 2025/26 shows a likely deficit of c£275k, this includes c£250k allocated towards income diversification projects to increase future years' revenue streams. The longer-term financial forecasts have been developed based on prudent growth and incorporates a more affordable and sustainable operating model, which will enable the charity to move into a surplus position by March 2027 and beyond. The overall reserves position is expected to remain at approximately 3 months from March 2026/27 onwards.

The cash position remains strong and the reduction in cash from prior year is due to planned investments in new projects. In the coming years, the overall cash position will improve as a result of additional cash generated from new opportunities and donors. Cash flow forecasts up to March 2027 and beyond demonstrate strong liquidity with at least two months operating expenditure cash cover for 18 months and improving further beyond March 2027. Both rolling long term budgets and cash flow forecasts are regularly scrutinised by Trustees at Finance Committee and Board meetings.

As a result of the above factors, the Trustees consider the adoption of the going concern basis in the preparation of these accounts to be appropriate.

b) Group accounts

The Charity owns the whole of the share capital of Missing Limited. The company was dormant during the year and therefore consolidated accounts are not prepared.

c) Income

All income is recognised once the charity has entitlement to the income, it is probable that the income will be received, and the amount of income receivable can be measured reliably. In particular:

- Grants are accounted for once a formal offer of funding is received, subject to satisfying any performance-related conditions. In the event that a grant is subject to conditions that require a level of performance before the charity is entitled to the funds, the income is deferred and not recognised until either those conditions are fully met, or the fulfilment of those conditions is wholly within the control of the charity and it is probable that those conditions will be fulfilled in the reporting period;

- For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the charity that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

- Deferred income comprises grants which the donor has specified to be used in future accounting periods.

- Donations are accounted for on a cash basis.

The charity receives donated facilities and services in the form of free office accommodation and advertising. As the charity cannot reliably measure the value of these donations, they are excluded from income and expenditure in the Statement of Financial Activities.

d) Expenditure

All expenses are accounted for on an accruals basis. Wherever possible costs are allocated directly to the appropriate activity; other costs common to all activities are apportioned between those activities on the basis of the proportion of staff time spent during each year in connection with each activity.

Cost of Raising Funds comprises costs incurred in inducing people and organisations to contribute financially to the work. This includes the cost of advertising for donations and the staging of special fundraising events.

Expenditure incurred in connection with the specific objects of the charity is included under the heading Charitable Activities.

Support costs, which are the costs of overall direction and administration of each activity, comprising the salary and overhead costs of the central function, are apportioned on the basis of staff costs attributable to each activity.

The irrecoverable element of VAT is included with the item of expense to which it relates.

Missing People Limited
Notes to the Financial Statements
Year ended 31 March 2025

e) Tangible fixed assets and depreciation

Fixed assets are recorded at cost or, in cases where assets have been donated to the charity, at valuation at the time of donation. All assets acquired for continuing use and costing more than £500 are capitalised.

Provision is made for depreciation on all tangible assets, at rates calculated to write off the asset less estimated residual value over its expected life as follows:

Office Equipment - 25% to 33.33% per annum on a straight line basis

Intangible assets comprise the charity's new CRM system and software licences which are capitalised at cost and reflected within the financial statements at amortised historic cost. Amortisation is calculated by allocation of the balance sheet value of the asset, less any residual value, to the periods expected to benefit from its use on a straight-line basis over 5 years. Amortisation charges will be charged to service revenue accounts once asset is operational.

f) Funds

Unrestricted funds are funds which are available for use at the discretion of the Trustees in furtherance of the general objects of the charity and have not been designated for other purposes.

Designated funds are funds set aside by Trustees for specific purposes. In the last financial year, c£700k was set aside towards investments to generate growth, income and charitable impact. In 2024/25, the charity spent a total of £250k from designated funds and the Trustees approved the total transfer of £468k back to unrestricted reserves (note 16 of financial accounts).

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes.

g) Leased assets

Rentals payable under operating leases are charged to the Statement of Financial Activities as incurred.

h) Direct taxation

The company is a charity within the meaning of Para 1 Schedule 6 Finance Act 2010. Accordingly the company is potentially exempt from taxation in respect of income within categories covered by Chapter 3 of Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income is applied exclusively to charitable purposes. No tax charge arose in the period.

i) Pension

The Charity contributes to a defined contribution group personal pension scheme. The assets of the scheme are held separately from those of the Charity in independently administered funds. The pension cost charge represents contributions payable under the scheme by the Charity to the funds. The Charity has no liability under the scheme other than for the payment of those contributions. Contributions are disclosed in note 3.

j) Significant management judgements and key sources of estimation and uncertainty

The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the application of policies and reported amounts of assets and liabilities, income and expenses. Judgements are necessary when determining the recognition of income as per note 1(c).

Management do not consider there to be any material judgements or estimation and uncertainty requiring disclosure.

Missing People Limited

Notes to the Financial Statements

Year ended 31 March 2025

2 Income/(Expenditure)

The net income/(expenditure) for the year are stated after charging:

	2025	2024
	£	£
Depreciation/amortisation on fixed assets	60,474	3,696
Operating leases	24,991	22,323
Auditor's remuneration		
Audit services (excluding VAT)	17,040	16,000
Non-audit services	-	-
	<u> </u>	<u> </u>

3 Staff costs

Staff costs were as follows:

	2025	2024
	£	£
Wages and salaries	3,132,300	2,787,074
Social Security costs	311,081	268,122
Pension	151,183	134,935
	<u> </u>	<u> </u>
	<u>3,594,564</u>	<u>3,190,131</u>

One employee earned between £110,001 - £120,000, one £70,001-£80,000, three £60,001-£70,000. (2024: one between £100,001 - £110,000, one £70,001-£80,000 two £60,001-£70,000.)

There were no redundancy costs in the year (2024: none).

The average weekly number of employees (based on average headcount) during the year was as follows:

	2025	2024
Charitable activities	90	84
Fundraising	15	12
Governance	1	1
	<u> </u>	<u> </u>
	<u>106</u>	<u>97</u>

The full time equivalent number of employees (including casual and temporary staff) during the year was 79. (2024: 74)

Trustees' remuneration and related party transactions

The Trustees neither were paid nor received any emoluments during the year (2024 - nil).

One Trustee was reimbursed £251 travel expenses during the year (2024: Two £577).

The key management personnel of the charity comprise the Chief Executive and the directors as noted on page 4

The emoluments of the Chief Executive and directors were:

	2025	2024
	£	£
Executive directors' emoluments (excluding pension)	494,971	453,360
Pension contributions	22,083	20,250
The Chief Executive was the highest paid director in 2024/25;		
total remuneration (excl employer's NI and pension contributions) for the year	<u>116,670</u>	<u>112,175</u>

The Chief Executive is a member of a group personal pension scheme and a contribution of £5,833 (2024: £5,609) was made to the scheme on her behalf. There are no enhanced or special terms that apply to the Chief Executive's pension scheme arrangements.

Missing People Limited

Notes to the Financial Statements

Year ended 31 March 2025

4 Analysis of Total Resources Expended

	Direct Costs Activities £	Support Costs (see note 5) £	2025 Total £	2024 Total £
Charitable Activities:				
Service Provision	2,664,561	605,426	3,269,987	2,891,269
Policy & Research	354,187	80,476	434,663	337,981
Cost of Raising Funds	711,628	161,692	873,320	776,389
	<u>3,730,376</u>	<u>847,594</u>	<u>4,577,970</u>	<u>4,005,639</u>

	Direct Costs Activities £	Support Costs (see note 5) £	2024 Total £	2023 Total £
Charitable Activities:				
Service Provision	2,330,708	560,561	2,891,269	2,474,655
Policy & Research	272,454	65,527	337,981	274,856
Cost of Raising Funds	625,863	150,526	776,389	647,583
	<u>3,229,025</u>	<u>776,614</u>	<u>4,005,639</u>	<u>3,397,094</u>

5 Support costs by activity

	Service Provision	Policy & Research	Cost of Raising Funds	2025 Total £	2024 Total £
Governance	45,304	6,022	12,099	63,425	52,750
Information technology	130,010	17,282	34,722	182,014	188,980
Central facilities	78,601	10,448	20,992	110,041	98,302
Finance	133,940	17,804	35,772	187,516	145,668
Human resources	126,291	16,787	33,729	176,807	160,802
Central management	91,280	12,133	24,378	127,791	130,112
	<u>605,426</u>	<u>80,476</u>	<u>161,692</u>	<u>847,594</u>	<u>776,614</u>

	Service Provision	Policy & Research	Cost of Raising Funds	2024 Total £	2023 Total £
Governance	38,075	4,451	10,224	52,750	44,149
Information technology	136,406	15,945	36,629	188,980	170,001
Central facilities	70,955	8,294	19,053	98,302	87,154
Finance	105,143	12,291	28,234	145,668	101,063
Human resources	116,067	13,568	31,167	160,802	138,300
Central management	93,915	10,978	25,219	130,112	124,954
	<u>560,561</u>	<u>65,527</u>	<u>150,526</u>	<u>776,614</u>	<u>665,621</u>

Support costs have been allocated on the basis of the charity's accounting policies and identified staff and direct costs for each category.

Missing People Limited
Notes to the Financial Statements
Year ended 31 March 2025

6	Fixed Assets			
		Office Equipment £	Intangible Assets £	Total £
	Cost			
	At 1 April 2024	93,573	262,513	356,086
	Additions	7,830	-	7,830
	Disposals	<u>(38,436)</u>	<u>-</u>	<u>(38,436)</u>
	At 31 March 2025	<u>62,967</u>	<u>262,513</u>	<u>325,480</u>
	Depreciation			
	At 1 April 2024	71,822	-	71,822
	Charge for year	11,747	48,727	60,474
	Disposals	<u>(38,436)</u>	<u>-</u>	<u>(38,436)</u>
	At 31 March 2025	<u>45,133</u>	<u>48,727</u>	<u>93,860</u>
	Net book value			
	At 31 March 2025	<u>17,834</u>	<u>213,786</u>	<u>231,620</u>
	At 31 March 2024	<u>21,751</u>	<u>262,513</u>	<u>284,264</u>

Intangible assets represents the charity's new CRM system which was funded from restricted funds. The final costs were transferred to general funds in June 2024 when the system became operational.

7 **Subsidiary Company**

The Charity holds two ordinary £1 shares in Missing Ltd, being 100% of the issued share capital. The entire profit of Missing Ltd is paid annually to Missing People under Gift Aid.

Results of Missing Ltd	2025 £	2024 £
PROFIT & LOSS ACCOUNT		
Turnover	-	-
Cost of sales and administration expenses	-	-
Net profit for the year	<u>-</u>	<u>-</u>
Amount gift aided to the charity	<u>-</u>	<u>-</u>
Retained in subsidiary	<u>-</u>	<u>-</u>
BALANCE SHEET		
Debtors	2	2
Cash at bank and in hand	-	-
Creditors: Amounts falling due within one year	<u>-</u>	<u>-</u>
Total net assets	<u>2</u>	<u>2</u>
Capital and reserves		
Called up share capital	2	2
Profit and loss account	<u>-</u>	<u>-</u>
	<u>2</u>	<u>2</u>

Missing People Limited

Notes to the Financial Statements

Year ended 31 March 2025

8 Debtors

	2025	2024
	£	£
Accrued income	314,666	373,615
Prepayments	79,403	91,256
Other debtors	489	50
Trade debtors	58,399	26,498
Amount due from subsidiary	-	-
	<u>452,957</u>	<u>491,419</u>

All amounts shown under debtors fall due for payment within one year.

9 Creditors:

Amounts falling due within one year

	2025	2024
	£	£
Other taxes and social security costs	71,084	88,833
Other creditors	26,692	20,886
Trade creditors	92,084	63,894
Accruals	52,039	58,546
Deferred Income (Note 10)	149,178	48,353
	<u>391,077</u>	<u>280,512</u>

10 Deferred Income

	2025	2024
	£	£
Balance at 1 April	48,353	198,669
Released in the year	(48,353)	(198,669)
Amount deferred in the year	149,178	48,353
Balance at 31 March	<u>149,178</u>	<u>48,353</u>

Deferred income comprises grants which the donor has specified to be used in future accounting periods.

11 Leasing Commitments

At 31 March the Charity had minimum lease commitments under non-cancellable operating leases on office equipment as set out below:

	2025	2024
	£	£
Operating leases which expire:		
Within one year	21,828	22,905
Between one and five years	8,288	29,221
	<u>30,116</u>	<u>52,126</u>

Missing People Limited

Notes to the Financial Statements

Year ended 31 March 2025

12 Analysis of Net Assets

	Assets £	Net Current Assets £	Total £
Year ended 31 March 2025			
Restricted	-	4,145	4,145
Designated	-	0	-
Unrestricted	231,620	1,234,161	1,465,781
	<u>231,620</u>	<u>1,238,306</u>	<u>1,469,926</u>
Year ended 31 March 2024			
Restricted	-	4,745	4,745
Designated	-	700,000	700,000
Unrestricted	284,264	1,246,015	1,530,279
	<u>284,264</u>	<u>1,950,760</u>	<u>2,235,024</u>

13 Ultimate Controlling Party

The Directors listed in the Trustees' Report are the ultimate controlling parties being members of the company. All Charity policies and executive decisions are determined by the Trustees. The day to day running of the charitable company has been delegated to the Chief Executive and Directors.

14 Related Party Transactions

There were no transactions with related parties during the year or the preceding year. The Charity received £8,695 donations from Trustees' (2024 £3,676)

15 Donations, Grants and Legacies

	Unrestricted Funds £	Restricted Funds £	Total 2025 £	Total 2024 £
General donations	1,770,316	962,136	2,732,452	3,018,153
Legacies	12,918	-	12,918	42,894
Fundraising & promotional events	592,072	-	592,072	533,779
	<u>2,375,306</u>	<u>962,136</u>	<u>3,337,442</u>	<u>3,594,826</u>

The charity has been bequeathed a property which is subject to a life interest and consequently no reliable value can currently be placed on it. It therefore does not meet the SORP income recognition criteria and has been excluded from these financial statements.

16 Movements in funds

	Brought forward £	Income £	Expenditure £	Transfers £	Carried forward £
Restricted funds					
The movement on restricted funds comprises the following donations and grants held on trust to be used for specific purposes:					
Service delivery grants	-	1,273,065	(1,273,065)	-	-
Missing People Choir	4,745	-	(600)	-	4,145
Regional funding	-	31,900	(31,900)	-	-
Policy & Research & Partnerships	-	81,136	(81,136)	-	-
Fundraising grants	-	13,750	(13,750)	-	-
Total restricted funds	<u>4,745</u>	<u>1,399,851</u>	<u>(1,400,451)</u>	<u>-</u>	<u>4,145</u>
Designated funds	<u>700,000</u>	<u>18,457</u>	<u>(250,390)</u>	<u>(468,067)</u>	<u>-</u>
Unrestricted funds	<u>1,530,279</u>	<u>2,394,564</u>	<u>(2,927,129)</u>	<u>468,067</u>	<u>1,465,781</u>
Total funds	<u>2,235,024</u>	<u>3,812,872</u>	<u>(4,577,970)</u>	<u>-</u>	<u>1,469,926</u>

Missing People Limited
Notes to the Financial Statements
Year ended 31 March 2025

	Brought forward £	Income £	Expenditure £	Transfers £	Carried forward £
Movements in funds - previous year					
			-		
Restricted funds					
Service delivery grants	-	1,201,525	(1,201,525)	-	-
Service delivery grants - Fidelity Foundation	30,742	-	(30,742)	-	-
Missing People Choir	5,619	2,410	(3,284)	-	4,745
Computer systems development	-	7,106	(7,106)	-	-
Regional funding	-	20,500	(20,500)	-	-
Policy & Research	-	17,826	(17,826)	-	-
Fundraising grants	-	12,500	(12,500)	-	-
Total restricted funds	<u>36,361</u>	<u>1,261,867</u>	<u>(1,293,483)</u>	<u>-</u>	<u>4,745</u>
Designated funds	-	-	-	700,000	700,000
Unrestricted funds	<u>2,204,896</u>	<u>2,737,539</u>	<u>(2,712,156)</u>	<u>(700,000)</u>	<u>1,530,279</u>
Total funds	<u><u>2,241,257</u></u>	<u><u>3,999,406</u></u>	<u><u>(4,005,639)</u></u>	<u><u>-</u></u>	<u><u>2,235,024</u></u>

Any expenditure on restricted projects not covered by restricted donations is met from unrestricted funds.

Purposes of restricted funds

Service delivery grants: delivery of specific services, projects or programmes in line with funders grant conditions.
Fidelity UK Foundation funds the charity's CRM project system was installed between 20/21 and 23/24.
Missing People Choir fundraising is to support their ongoing costs
Computer systems development funding supports software enhancement of the charity's services.
Regional funding enables the charity's work in specific geographic areas.
Policy and research funding represents donations and grants to support the charity's policy, research and advocacy work.
Fundraising grants: funding towards the costs of a specific fundraising role
The funding above includes generous donations from the following:

	£
Bally's Foundation	26,000
BBC Children in Need	20,000
Department for Health and Social Care	116,217
Hertfordshire Constabulary	142,709
Home Office	401,443
LexisNexis Risk Solutions	41,600
Mayor of London Violence Reduction Unit	17,102
Scottish Government	197,500
St James's Place Charitable Foundation	60,000
The Alchemy Foundation	13,750
The Dulverton Trust	30,000
The National Lottery Community Fund (RC England Wide)	132,667

Purpose of designated funds

Designated Funds were created in 2023/24 to fund a range of investment projects to strengthen the ongoing impact, income and sustainability of Missing People. In 2024/25, the charity spent £250k on these projects and the Trustees approved the transfer of remaining designated funds of £468k to unrestricted funds.

MISSING PEOPLE LIMITED

England & Wales - Charity number 1020419

Accounts

Missing People Limited
Company no. 02814202



Registered charity in England and Wales (1020419)
and in Scotland (SC047419)

Trustees' Annual Report and Accounts
Year ended 31 March 2024

Missing People Limited
Trustees’ Annual Report and Accounts Year ended 31 March 2024

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Chair's Statement

When we published our latest long-term strategy in 2023, we deliberately named it From Crisis to Hope. This signifies not only a key focus of our mission in serving those who need the charity, but also, at a macro level where we saw our societal role after the years of the Pandemic.

The challenge of Crisis over the last few years remains critical and has given rise to existential threats that impact on us as a charity and us as a society. Firstly, the economic impact of the past few years has been severe across the charity sector. We have managed this well at Missing People, ensuring we remain both stable and able to weather tough times. But it has certainly temporarily curtailed some of our ability to do far more to meet the demand for our services. We end this financial year in a good place, thanks to incredible supporters and donors, and cost management by our expert team. But we want and need to do more to meet the growing need for our work.

Secondly, the societal impact of the Pandemic is still manifesting with direct correlations on our work; from the 'ghost generation' of pupils who have not returned to school, to those in their 50s who have left the workplace and find themselves unwilling, unable or unwanted to return. The impact on the mental health, self-confidence, physical health, finances, socialisation and well-being of those affected are directly in line with the factors that we know cause crisis moments in people's lives which lead them to go missing. Thus, the need for our services, our expertise and our campaigning with everyone impacted by the cause has never been stronger.

And this is where Hope comes in. As you will see throughout this report, the charity is rising to the challenge. We are helping more people at the right time: a 21% increase in those we directly helped this year compared to last. Our move to providing digital support is proving successful; both to meet people where they are, and as a more cost-effective mechanism for delivery.

Our work on preventing people from going missing is growing significantly. More UK Police forces are signposting people to our services than ever, with over 60,000 referrals in the past year. Our reach across the UK has grown spectacularly through fantastic partnerships with, for example, Stagecoach, Trainline and train operators, on advertising kindly donated by JCDecaux, and through media partners such as The Missing podcast and Channel 5 whose Vanished series has shed light on disappearances at prime time.

Our voice as a campaigning advocate has grown in its importance. There has continued to be a national conversation about the responsibilities of the police in missing incidents, including whether an investigation should be opened at all in some cases. We have played an active role in these conversations, championing the voices of previously missing people and families, advocating for a reduction in inappropriate reporting which can lead to over-policing, while being clear that the police must not step back from their safeguarding and public protection responsibilities. We shared our expertise with over 4,000 multi-agency professionals. We continued to influence the Police Race Action Plan to ensure a better response to missing black people is centred within their ongoing improvement plans. And our significance as a charity as a voice for Hope was recognised with an event at 10 Downing St to thank many of our supporters, partners and donors for their ongoing

Missing People Limited
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support and a Reception at Kensington Palace with our Royal Patron, HRH Duchess of Gloucester to mark the work of our volunteers and the bravery, courage and support of the communities we serve.

As a Board, we have continued to grow our expertise through the new Trustees recruited this year. We are fortunate to have volunteers in a variety of roles across the charity whose value is hugely significant and whose energy, commitment and drive are so important for the charity's future success. This year, our wonderful Vice Chair, Jane Harwood stood down after many exceptional years of service to the charity. Jane has been a brilliant colleague, supporter and source of wisdom across the charity, and we would all like to thank her for her excellent service.

The leadership team at the charity has remained consistent in their resilience, determination and professionalism across the year. We are fortunate to have an ideal mix of pragmatism, ambition, professional expertise and creativity across the team coupled with an utterly grounded approach to their work.

I would like to thank all our colleagues – volunteers, staff, Trustees – for their work over the year. And to pass our own combined thanks and gratitude to our partners, supporters, and donors such as the players of the Postcode Lottery, whose generosity makes the charity's work possible.

In reading this report and accounts, I very much hope that you will get an understanding both of how the charity operates, the reasons for its success and its influence which, I firmly believe, punches dramatically above its financial weight. We are conscious that every pound donated is a contribution that could have gone elsewhere; we thus ensure we use it to the best effect. Our ambition to do more is dependent on retaining our current supporters and growing new ones. We look forward to doing so and to bringing more organisations, companies, philanthropists and those who care into our fold so that, together, we can continue to meet the demands for the charity's specialist skills.

Justin McLaren

Chair of Trustees

Missing People Limited
Trustees' Annual Report and Accounts Year ended 31 March 2024

Trustees' Report

1. Reference and Administrative

Charity Name	Missing People
Registered Charity Company Number	England and Wales 1020419 / Scotland SC047419 02814202
Registered Office	Roebuck House 284 Upper Richmond Road West London SW14 7JE
Trustees	Justin McLaren – Chair Paul Boughton – Treasurer Caryl Agard - resigned 8 th September 2023 Sarah Godwin Jane Harwood – Vice Chair Sam Waterfall Andrew McKay Ebru Ilhan – appointed 25 April 2023 Caroline Rawes – appointed 25 April 2023 Nunziatina Rosenow – appointed 25 April 2023 Vijay Samtani – appointed 25 April 2023 Anindita Sarkar – appointed 22 May 2024 Louise Lloyd – appointed 22 May 2024 Rachel Murphy – appointed 22 May 2024 James Walker – appointed 22 May 2024
Company Secretary	David Stein
Chief Executive	Jo Youle OBE
Directors	Susannah Drury, Director of Policy and Development Zoe Hart, Director of People & Organisational Development Sophie Lapham, Director of Services Ross Miller, Director of Fundraising and Communication David Stein, Director of Finance
Auditor	Crowe UK LLP R+ Building 2 Blagrove Street Reading RG1 1AZ
Principal Bankers	CAF Bank 25 Kings Hill Avenue Kings Hill West Malling ME19 4TA
Website	www.missingpeople.org.uk

Missing People Limited
Trustees' Annual Report and Accounts Year ended 31 March 2024

2. Structure, Governance and Management

Nature of governing document

Missing People became a registered charity in England and Wales (charity number 1020419) on 30 April 1993, and in Scotland (charity number SC047419) on 16 May 2017. It is a charitable company with no issued share capital being limited by guarantee. Its governing instrument is its Articles of Association, dated 23 February 2017, and the Trustees are its members. Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The total number of such guarantees at the 31 March was 10. The objects as stated in the Articles of Association are:

- (a) to provide counselling and support to families in conditions of need, hardship or physical or mental distress as a result of a member of their family having disappeared without trace.
- (b) to provide help and support to persons who have left home without informing their family and friends or carers of their whereabouts and who are suffering conditions of need, hardship or physical or mental distress.
- (c) to educate the public in the social and economic problems resulting from the disruption to family life caused by the disappearance of a member of the family and the problems caused by individuals who have disappeared without trace.

Charitable Activity in Scotland

Missing People is registered with the Office of the Scottish Charity Regulator (OSCR) under charity number SC047419 with charitable status under the Charities and Trustee Investment (Scotland) Act 2005.

The charity provides its services, described under Achievements and Impact, to missing people and their loved ones in Scotland and carries out awareness and fundraising activities, as well as being commissioned by the Scottish Government to work with local agencies to implement the good practice approaches outlined in the National Missing Persons Framework.

Organisation

Missing People is led by a diverse and experienced Board of Trustees who, together with the Chief Executive and Directors, ensure the charity delivers its aims. The Board of Trustees has overall responsibility for governing the charity's strategy and finances and monitoring its performance. Day-to-day activities are the responsibility of the Chief Executive and Directors. The Chief Executive reports to the Trustees and the Directors report to the Chief Executive. The Board places particular emphasis on maintaining high standards of governance. It has considered the Charity Governance Code and will review it during the year with a view to full compliance.

Recruitment and appointment of Trustees

Most Trustee vacancies are advertised in a range of media, and candidates are required to submit a CV and undergo interviews with Trustees and a representative of Directors Group, and then the Chair and Chief Executive. The procedure for the appointment of Trustees is set out in the Articles of Association.

Induction and training

New Trustees are given a comprehensive briefing pack that includes information about the charity, their role, and the issue of missing people. All Trustees are invited to attend a structured induction day and training which aims to ground them in the cause and to enrich their understanding of the difference the charity makes.

Missing People Limited
Trustees' Annual Report and Accounts Year ended 31 March 2024

Pay policy

The aim of our pay policy, which applies to all employees, is to offer remuneration that is fair and appropriate for the roles they perform and the responsibilities they undertake to deliver our charitable aims. The Trustees consider the key management personnel of the charity to be the Chief Executive and all Directors.

In setting remuneration for all staff, including senior staff, a number of criteria are used including consideration of the nature and responsibilities of specific roles, local and national sector averages and other market factors.

Related parties and cooperation with other organisations

None of our Trustees receive remuneration or other benefit from their work with the charity.

In order to best serve people affected, the charity is committed to working in partnership with a range of organisations from the public, private and charity sectors. A multi-agency response to disappearances is critical to success and something we are proud to foster. We work in partnership with every police force across the UK to enable referrals of families with a missing loved one to our support services, and to offer our independent and confidential support to people who are reported missing.

As a recognised leader in the field of missing persons, the charity is a proud member of Missing Children Europe, the Global Missing Children's Network, and the International Centre for Missing and Exploited Children. Missing People has previously been accredited by the Helplines Partnership, the membership body for organisations that provide information, support or advice via phone, email, text or online.

We work with a range of charities working in connected areas - including mental health, homelessness, child sexual exploitation and suicide. This can include referrals, sharing best practice and piloting new ways to respond together.

The charity's wholly owned subsidiary Missing Limited remained dormant throughout the year.

3. Purpose, Aims and Charitable Activities of Public Benefit

Vision

Every missing person is found safe.

Mission

To be a lifeline when someone disappears.

Aims

- Going missing is understood as a crisis that can be a matter of life and death
- All missing people and their loved ones get the right help at the right time
- Fewer missing people come to harm

Missing People Limited
Trustees' Annual Report and Accounts Year ended 31 March 2024

Charitable Activities of Public Benefit

Trustees have complied with their duty in section 17 of the Charities Act 2011 to have paid due regard to the Charity Commission's guidance on public benefit in deciding which activities the charity should undertake.

Missing People aims to improve the wellbeing of missing people, and their loved ones. Around 170,000 people of all ages and backgrounds are reported missing to UK police each year, many more than once.

Missing People is one of a handful of charities providing an essential Helpline (text or call 116 000). This is assigned by Ofcom to 'protect the wellbeing of people in great difficulty'. Missing People offers free, confidential support every day of the year.

The charity works in collaboration with police forces across the UK to ensure that missing people and their loved ones can be referred to Missing People's support services.

Missing People's work is informed by original research, consultation, and evaluation of services. The charity actively influences the national government strategy for missing persons.

The charity helps missing children and young people in crisis, and those thinking of going missing. Providing confidential and non-judgemental advice and support, 365 days a year. Importantly, Missing People enables children and young people, often at risk of exploitation, to reconnect safely. Missing People also works in partnership with Local Authorities to ensure the safety of young people who return from being missing.

Mental health is the most significant reason for an adult to go missing. For vulnerable missing adults, Missing People provides free, confidential, advice and support every day of the year. A missing adult can pass on a 'safe and well' message to their family or carers, often leading them to reconnect.

Missing People supports people with a missing loved one to develop resilience to cope, to manage relationships with others, and to feel less alone. This support provides a sense of belonging to a community of people in a similar situation to help reduce isolation. Missing People provides free emotional and practical support as well as a range of in-depth support such as counselling and peer-to-peer support for loved ones to help one another, including a range of events like the annual Family Day. In addition, Missing People provides the free Lost Contact Service to help reunite family members who may have been estranged. This service is made possible thanks to the kind support of LexisNexis Risk Solutions.

Where appropriate, the charity enables free publicity opportunities to help find vulnerable missing people. This includes working in partnership with a wide range of companies such as Royal Mail Group and outdoor advertisers such as JCDecaux, on a pro bono basis. Missing People's team is then on hand to receive information and sightings from the public, as well as contact from the missing person, every day of the year.

Volunteers

Without volunteers, Missing People could not be a lifeline when someone disappears. Volunteers gain new rewarding experiences, learn from highly trained staff and gain and develop new skills.

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Volunteers make a real difference to the community of people affected by a disappearance. From raising vital funds, organising events, sharing appeals for missing people, to providing in-depth Helpline support. The financial statements do not recognise the significant financial value attributed to volunteer time.

Strategic Report

4. Achievements and Impact

Services Performance

In total, Missing People directly helped 9,748 missing children, adults and families this year, a 21% increase on the previous year. In addition, an estimated 38,267 people affected by a disappearance accessed our online guidance.

Missing People's operational partnerships with police forces are critical in reaching missing people. Every police force in the UK has the capacity to request Missing People send a TextSafe SMS message to a missing person offering the charity's confidential support. More than 58,000 TextSafe messages were requested by police and sent by the charity in 2023-24 to missing children and adults, thousands of whom then contacted the charity for support

We reached out to an additional 2,701 suicidal missing people offering them the support of both Missing People and Samaritans through our Missing & Suicidal TextSafe service. Up to 80% of people who receive a Missing & Suicidal TextSafe® message engage with either Samaritans or Missing People having received a message, showing the value of this service. This year we received funding from the Department of Health and Social Care to expand this valuable service, both in terms of the service operating hours and in the number of police forces making referrals to Missing & Suicidal Textsafe.

Families of missing people

Missing People helped 1,471 families with a missing loved one. This is an 18% increase on the previous year.

Our support includes tailored practical help for the search for a missing loved one and for emotional trauma, from our team of family support workers and counsellors. We supported families affected by County Lines exploitation, through our national SafeCall service, offering casework, advocacy, emotional support, and peer-to-peer support. We also support families through our Lost Contact Tracing Service to help them find loved ones who are not being searched for by the police.

"The charity was always there for me and my family, guiding us in the right direction with care, understanding and great knowledge". A family member supported by our Family Support team

"People responded to me quickly, were really empathetic and made me feel hopeful. They were really clear in explaining everything to me and made me feel like I wasn't alone" A family member supported by the Lost Contact Tracing Service

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In addition, 18,370 family members accessed our online family support resources.

Making appeals for a missing person is one of the practical ways the charity helps people with a missing loved one. This year 779 people we searched for were found safely.

Missing children and young people

This year, Missing People helped 5,623 children and young people, an increase of 22%. This included support given via our multi-channel Helpline, a chatbot and 1:1 online chat for young people at risk of exploitation, and theSafeCall service providing advocacy and support for young victims of County Lines exploitation. In addition, we continued to provide our Hertfordshire return home and intensive support service to young people who have been missing repeatedly. All our services for young people provide a confidential, non-judgemental space to share challenges and talk through options, as well as support to be safe.

"This service can help save people's lives." Young person accessing SafeCall service

"Having someone to listen and chat to when I felt I needed it. I don't always answer my phone but they didn't stop trying." – Young person receiving intensive support through our Hertfordshire service

"The person I spoke to was very kind and offered support." Young person using our Online Chat

In addition, an estimated 9,908 young people accessed our online guidance. This included advice and support on a range of topics linked to going missing, like bullying, exploitation and mental health.

Vulnerable missing adults

This year, Missing People helped 2,654 adults who had gone missing or who were thinking about disappearing, an increase of 23% on the previous year.

We provide adults with a confidential, non-judgemental space to think through their options, stay safe and access specialist support if needed via phone, text, email and online chat. Missing people can send a 'message home' to a family member via the charity if they are not ready to get in touch directly, and we can offer 3 ways calls to support a missing person to access support from the police and other services.

In addition, an estimated 9,990 adults accessed our online guidance. Providing information and support on topics for different stages of someone's missing journey, including people's rights, how to stay safe while away from home, and what to do if you are struggling with mental health issues.

"The conversation feels personal and trustworthy. They provide places for you to move onto when you've finished the conversation." An adult accessing Online Chat

"You might just think you are listening to me, but you might be saving my life." Adult accessing the Helpline

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Policy, Research and Development

This year, the charity shared our expertise with over 4,000 professionals through consultancy work, training, events and conferences for police forces, local authorities, NHS, care providers and third sector agencies. This equates to four times the number of professionals we engaged with the previous year, showing our growing reach and impact. This work aims to work with local agencies to identify their strengths and challenges in the response to missing people, and to improve their response in line with good practice.

"The workshop helped local partners working with children and young people to capture the multi-agency response to a variety of scenarios relating to when a child or young person goes missing. The facilitator encouraged partners to share local approaches and procedures and sought clarity when required. The workshop was a useful networking opportunity for Bexley partners and the exercise of unpicking how, when and why partners respond to missing children and young people drew out lots of detail. As a multi-agency team building exercise, highly recommended!" Commissioner from a London Borough Safeguarding Partnership

"We decided to get training from Missing People as there was not much out there and this looked the best. Improving return home interviews and how we think about missing children was a high priority for us. We had 20 staff on the training who have given really positive feedback and I feel confident it's made them rethink and do things differently. We have lot of plans now following the training on how we can improve things even more." Local Authority Children's Services professional

In Scotland, we delivered the fifth year of our National Framework Implementation Project, funded by the Scottish Government. This project aims to ensure that the good practice in responding to missing people, identified in Scotland's National Missing Persons Framework, is implemented in local areas. We worked in seven areas supporting local agencies to create effective multi-agency responses to missing, develop effective missing persons' protocols and deliver effective return discussion training. We also held the annual Scottish missing persons conference on good practice to share examples of good practice in preventing and responding effectively to missing incidents. Professionals we worked with in local areas in Scotland in 2023-24 provided the following feedback:

"We have really valued the input from Missing People, and it has helped us rethink our approaches to missing children and young people. Being aware of support available externally has also helped."

"Partners have now agreed a draft copy of a joint approach. This has been needed for a while and this project has spurred it on."

"It's made us think about the whole missing person cycle – i.e. what happens to the info once the person has returned - there was a gap that we are now addressing."

With the Children's Society we published new [guidance for professionals](#) on supporting unaccompanied children who arrive in the UK and are at risk of going missing. The guidance has been viewed over 3,000 times since it was launched with a webinar attended by 280 professionals.

We also published [2 public insights surveys](#) undertaken by the polling company Opinium with a representative sample of 2,000 UK adults. These provide valuable insights about public understanding of the cause, why people go missing, and how police should prioritise disappearances. The surveys showed that most people think the police should prioritise finding missing children and adults and

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missing people scored as the 2nd highest priority for the police, after responding to violent crime, but ahead of responding to burglaries, vehicle crime, anti-social behaviour, visible neighbourhood policing, public order policing and supporting people with mental health difficulties.

Monitoring and Evaluation

Missing People is committed to the robust monitoring and evaluation of its services, so that we can effectively identify and measure the impact on people's lives. We have embedded monitoring and evaluation processes throughout all our projects and have a dedicated impact team to undertake thorough evaluation. Our evaluation processes include assessing our progress against theories of change, alongside monitoring of detailed operational and management information. We produce an annual Impact Report that is freely available to everyone and provide quarterly updates on key cross-organisational measures to Directors Group and Trustees. In addition, we gather feedback from those using our services, which allows us to assess our impact on their lives and the varied issues that they face.

We also work with external evaluators including Crest Advisory which allows our work to be challenged, scrutinised and improved, through independent review. Overall, our evaluation processes are crucial in enabling organisational learning and helping us to adapt our service design and delivery in response to the changing needs of our beneficiaries.

Fundraising Statement

Missing People is reliant on donations and gifts in wills. Supporters of the cause send a powerful message that they care about people and the society we live in. Our fundraising staff and volunteers aim to provide our supporters with the same level of care and respect. We take extra care with supporters who may be vulnerable and have a policy in place to help protect them.

Missing People is focused on long-term sustainable support built on strong relationships. The charity has a diverse range of income streams. On average, Missing People raises £5-£6 for every £1 we spend on fundraising.

Missing People is a paying member of the Fundraising Regulator. The charity raises vital funds in accordance with our Fundraising Promise. Missing People has adopted the NCVO's Charity Ethical Principles and uses these principals to guide ethical considerations in relation to fundraising.

This year, we warmly welcomed new donors, supporters, partners, and Fundraising Board members. They included significant new funding from the National Lottery Community Fund, Richer Sounds Foundation, GTR, SWR and Trainline. They joined long-term supporters including: players of People's Postcode Lottery, Royal Mail Group, LexisNexis Risk Solutions, Stagecoach, Morrisons Foundation, Flutter, Bally's Foundation, RELX Group, Norton Rose Fulbright, Dulverton Trust, Alchemy Foundation, and CIL Management Consultants. We thank each of them, and everyone else, for enabling the charity to be a lifeline when someone disappears.

We received no (0) complaints regarding fundraising this year.

Missing People occasionally uses commercial participators to carry out fundraising services on our behalf.

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5. Financial Review

We enjoyed another successful financial year with some 13% growth in income.

The Charity recorded an unrestricted surplus for the year of £25k (last year £128k) against a budgeted deficit of £329k. The improvement of £354k against budget arose primarily from higher income than expected, whilst costs were maintained at budgeted levels. Last year's high surplus was a result of costs being delayed.

Total income for the year was £3,999k (last year £3,519k) against a budget of £3,689k, a positive variance of £310k – c8%. The main increases came from a very successful Gala night, additional income from a small number of major donors and funders, and increased challenge event activity.

Total costs rose from £3,397k last year to £4,006k - an increase of c18% - against a budget of £4,094. The main drivers of the increase were a 6% cost of living award to existing staff plus new planned recruitment.

Volunteers and pro bono supporters again contributed significantly to the charity, far beyond the income recognised in these financial statements. We thank Kapow for free text (SMS) messages, the out-of-home media owners, and many other print and digital partners for advertising space, and we are grateful to the charity's solicitors Clifford Chance for their ongoing services provided on a pro bono basis.

Reserves

The charity's free reserves policy is that it should hold no less than three months' and no more than six months' current operating costs to safeguard against fluctuations that may arise in funding. This policy is intended to maximise the amount available for Missing People's charitable activities during the current economic climate while also planning for a sustainable future. Free reserves are defined as unrestricted funds less fixed and intangible assets and designated funds.

At the end of the year, the level of free reserves was £1,246k (2022: £1,978k) which amounted to approximately four months' worth of charitable expenditure following a transfer of £700k from free reserves to designated reserves.

Going Concern

Missing People has had a steady track record financially over the last decade, making a small surplus in most years and gradually increasing the free reserves. As we had reached the top end of our reserves the Trustees approved the £700k referred to above to invest in projects over the next two financial years to generate growth, income, capacity and impact.

Our budget for 2024/25 shows a planned deficit of £330k against free reserves as we gradually build up our income whilst maintaining a strong cost base. In addition to this "business as usual" budget we will be applying some £400k of designated funds towards longer term projects.

The first quarter management accounts are broadly on budget.

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The budget has been followed by a projection for the following two years showing annual deficits of £185k and £22k respectively. Cash flows have been projected over the next three years in total. Whilst we expect cash resources to fall in the short term, our relatively high opening cash balances mean we do not anticipate cash flow difficulties in the foreseeable future. We would add that the costs of the designated fund projects have been designed with much flexibility such that they can easily be stopped if it becomes apparent that they will not be successful.

The future years (2025/26 and 2026/27) will be underpinned by increased activity arising from our new strategy and investment programme which we anticipate will add considerably to our financial sustainability. The impact of our new strategy and investment programme has not yet been reflected in these forecasts. Accordingly, they have been prepared on a cautious basis.

Therefore, the Trustees have concluded, based on the analysis above, that the adoption of a going concern basis in the preparation of these financial statements is appropriate.

6. Risk Management

Trustees review the major risks faced by the charity as part of their annual cycle of business. Systems of internal financial control have been put in place, which are designed to safeguard the charity's assets, ensure that proper accounting records are maintained, and provide reliable and timely financial information.

Trustees are satisfied with these arrangements and the following are key risks which the charity faces and the related mitigation factors in place:

Risk	Mitigation
<u>Safeguarding</u> : The charity fails to prevent harm.	Our policies and procedures are reviewed regularly and there is a Safeguarding Panel in place to review practice. Staff and volunteer safeguarding training is compulsory and repeated annually. Services Managers provide on-call support for our frontline services teams and DBS checks are in place for relevant roles.
<u>Economic pressures Post Covid</u> : Changes in the economic/political environment impact negatively on voluntary income.	We continue to strengthen and diversify our income streams. We have in place rigorous processes for budgeting, management reporting and monitoring of financial performance.
<u>Fundraising</u> : Failure by us, or on the part of agencies we work with, to comply with fundraising regulation.	We have reviewed our fundraising policies and practices, and ensured those working on our behalf abide by our Fundraising Promise and the Fundraising Regulator, and we will regularly monitor their work. We have adopted the NCVO's Charity Ethical Principles and established a Fundraising Ethics Group comprising Trustees and executive team members.

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<u>Sector reputation</u> : The media, opinion formers or general public opinion may erode trust in charities, affect the sectors strong standing and may indirectly impact our ability to be trusted and to fundraise.	We will continue to be transparent and trustworthy and provide high quality accredited services in a cost-effective way. Trustees and Directors will continue to regularly monitor potential areas of vulnerability.
<u>Pro bono support</u> : The charity receives significant pro bono support without which our ability to provide our existing level of service could be impacted.	We will continue to build positive relationships with pro bono suppliers to ensure support continues. In addition, we always seek a partnership agreement that outlines a minimum length of such support.

7. Plans for the Future

Missing People's new long-term strategy is called 'From Crisis to Hope' and launched in 2023

The strategy highlights that people who go missing are often in a crisis and face great harm. More than one thousand people die whilst missing each year. Their families don't always get the right response from police, and they can face intense public and media speculation, on top of their emotional heartache. The goals of the new strategy are:

1. Going missing is understood as a crisis that can be a matter of life or death.
2. All missing people and their loved ones get the right help at the right time.
3. Fewer missing people come to harm.

The charity is calling for change so that someone going missing is viewed as a crisis, backed by a fair response by police and other agencies involved. The charity also aims to develop its existing helpline support to reach more of those impacted by mental health problems, exploitation and financial problems made worse by the cost-of-living crisis.

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8. Statement of Trustees' Responsibilities

The charity Trustees (who are also the directors of Missing People Limited for the purposes of company law) are responsible for preparing the Trustees' Annual report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period.

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently.
- make judgements and accounting estimates that are reasonable and prudent.
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements.
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

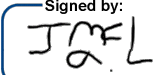
The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charity's transactions and disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities and Trustee Investment (Scotland) Act 2005, regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and with the requirements of the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Financial statements are published on the charitable company's website in accordance with legislation in the United Kingdom governing the preparation and dissemination of financial statements, which may vary from legislation in other jurisdictions. The maintenance and integrity of the charitable company's website is the responsibility of the Trustees. The Trustees' responsibility also extends to the ongoing integrity of the financial statements contained therein.

Each Trustee has confirmed that, insofar as they are aware:

- there is no relevant audit information of which the charity's auditors are unaware.
- they have taken all the steps, that as Trustees they ought to have taken, to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

Approved by the Trustees on 19 September 2024 and signed on their behalf by:

Signed by:

 ABD5A8CAAB854E6...
 Justin McLaren
 Chair

Missing People Limited
Trustees' Annual Report and Accounts Year ended 31 March 2024

9. INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS AND TRUSTEES OF MISSING PEOPLE LIMITED

Opinion

We have audited the financial statements of Missing People Limited for the year ended 31 March 2024 which comprise the Statement of Financial Activities, Balance Sheet, Statement of cash flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2024 and of its incoming resources and application of resources, including its income and expenditure for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and Regulation 8 of the Charities Accounts (Scotland) Regulations 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information contained within the annual report. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Missing People Limited
Trustees' Annual Report and Accounts Year ended 31 March 2024

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS AND TRUSTEES OF MISSING PEOPLE LIMITED (CONTINUED)

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion based on the work undertaken in the course of our audit

- the information given in the trustees' report, which includes the directors' report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report included within the trustees' report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report included within the trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 require us to report to you if, in our opinion:

- adequate and proper accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement on page 15 the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

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INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS AND TRUSTEES OF MISSING PEOPLE LIMITED (CONTINUED)

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with the Acts and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Details of the extent to which the audit was considered capable of detecting irregularities, including fraud and non-compliance with laws and regulations are set out below.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Extent to which the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We identified and assessed the risks of material misstatement of the financial statements from irregularities, whether due to fraud or error, and discussed these between our audit team members. We then designed and performed audit procedures responsive to those risks, including obtaining audit evidence sufficient and appropriate to provide a basis for our opinion.

We obtained an understanding of the legal and regulatory frameworks within which the charitable company operates, focusing on those laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements. The laws and regulations we considered in this context were the Companies Act 2006, the Charities Act 2011 and The Charities and Trustee Investment (Scotland) Act 2005 together with the Charities SORP (FRS 102). We assessed the required compliance with these laws and regulations as part of our audit procedures on the related financial statement items.

In addition, we considered provisions of other laws and regulations that do not have a direct effect on the financial statements but compliance with which might be fundamental to the charitable company's ability to operate or to avoid a material penalty. We also considered the opportunities and incentives that may exist within the charitable company for fraud. The laws and regulations we considered in this context were General Data Protecting Regulations, taxation legislation, health and safety legislation and employment legislation

Auditing standards limit the required audit procedures to identify non-compliance with these laws and regulations to enquiry of the Trustees and other management and inspection of regulatory and legal correspondence, if any.

Missing People Limited
Trustees' Annual Report and Accounts Year ended 31 March 2024

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS AND TRUSTEES OF MISSING PEOPLE LIMITED (CONTINUED)

We identified the greatest risk of material impact on the financial statements from irregularities, including fraud, to be within the timing of recognition of certain income streams and the override of controls by management. Our audit procedures to respond to these risks included enquiries of management, and the Board about their own identification and assessment of the risks of irregularities, sample testing on the posting of journals and income, reviewing accounting estimates for biases, reviewing regulatory correspondence with the Charity Commission, and reading minutes of meetings of those charged with governance.

Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements, even though we have properly planned and performed our audit in accordance with auditing standards. For example, the further removed non-compliance with laws and regulations (irregularities) is from the events and transactions reflected in the financial statements, the less likely the inherently limited procedures required by auditing standards would identify it. In addition, as with any audit, there remained a higher risk of non-detection of irregularities, as these may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal controls. We are not responsible for preventing non-compliance and cannot be expected to detect non-compliance with all laws and regulations.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of part 16 of the Companies Act 2006, and to the charitable company's trustees, as a body, in accordance with Regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members and trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company, the charitable company's members as a body and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.



Janette Joyce
Senior Statutory Auditor
For and on behalf of
Crowe U.K. LLP
Statutory Auditor
Reading

Dated : 23 September 2024

Missing People Limited

Statement of Financial Activities (incorporating an Income and Expenditure Account) for the year ended 31 March 2024

	Note	Unrestricted Funds 2024 £	Restricted Funds 2024 £	Total Funds 2024 £	Unrestricted Funds 2023 £	Restricted Funds 2023 £	Total Funds 2023 £
Income:							
Voluntary Income							
Donations, grants and legacies	15	2,655,138	939,688	3,594,826	2,259,542	867,255	3,126,797
Income from Charitable activities:							
Fees and grants for service provision		44,867	304,353	349,220	22,647	332,114	354,761
Policy & Research		-	17,826	17,826	-	20,832	20,832
Income from Investments		37,534	-	37,534	16,856	-	16,856
Total income		<u>2,737,539</u>	<u>1,261,867</u>	<u>3,999,406</u>	<u>2,299,045</u>	<u>1,220,201</u>	<u>3,519,246</u>
Expenditure:							
Expenditure on Raising funds							
Raising funds		763,889	12,500	776,389	622,583	25,000	647,583
Expenditure on Charitable activities:							
Service provision		1,628,112	1,263,157	2,891,269	1,294,446	1,180,209	2,474,655
Policy & Research		320,155	17,826	337,981	254,024	20,832	274,856
Total Charitable Activities		<u>1,948,267</u>	<u>1,280,983</u>	<u>3,229,250</u>	<u>1,548,470</u>	<u>1,201,041</u>	<u>2,749,511</u>
Total Expenditure	4	<u>2,712,156</u>	<u>1,293,483</u>	<u>4,005,639</u>	<u>2,171,053</u>	<u>1,226,041</u>	<u>3,397,094</u>
Net (loss)/income and net movement in funds for the year	2	25,383	(31,616)	(6,233)	127,992	(5,840)	122,152
Reconciliation of Funds							
Fund balances brought forward at 1 April 2023		2,204,896	36,361	2,241,257	2,076,904	42,201	2,119,105
Transfers							
Balance carried forward at 31 March 2024	16	<u>2,230,279</u>	<u>4,745</u>	<u>2,235,024</u>	<u>2,204,896</u>	<u>36,361</u>	<u>2,241,257</u>

The notes on pages 23 - 30 form part of these financial statements.

All amounts relate to continuing activities. There are no recognised gains or losses other than the net movement in the funds included above.

Missing People Limited

Balance Sheet as at 31 March 2024

Company Registration Number 02814202

	Note	2024 £	2024 £	2023 £	2023 £
Fixed Assets					
Tangible assets	6		21,751		6,655
Intangible assets	6		262,513		220,513
Current Assets					
Debtors	8	491,419		432,352	
Cash at bank and in hand		<u>1,739,853</u>		<u>1,948,786</u>	
		2,231,272		2,381,138	
Creditors: Amounts falling due within one year	9	<u>(280,512)</u>		<u>(367,049)</u>	
Net Current Assets			<u>1,950,760</u>		<u>2,014,089</u>
Total Assets less Current Liabilities			<u>2,235,024</u>		<u>2,241,257</u>
Net Assets			<u><u>2,235,024</u></u>		<u><u>2,241,257</u></u>
Funds of the charity:					
Unrestricted Funds	16		1,530,279		2,204,896
Designated Funds	16		700,000		-
Restricted Funds	16		4,745		36,361
Total Funds			<u><u>2,235,024</u></u>		<u><u>2,241,257</u></u>

The financial statements were approved and authorised for issue by the Board of Trustees on 19 September 2024 and signed on its behalf by:

Signed by:

 ABD5A8CAAB854E6...

} Justin McLaren - Chair

}
 Signed by:

 25DDC6AF0EC549D...
 } Paul Boughton - Treasurer

The notes on pages 23 -30 form part of these financial statements.

Missing People Limited

Statement of Cash Flows for year ended 31 March 2024

	2024 £	2023 £
Cash flows from operating activities :		
Net cash provided by (used in) operating activities (see note (a))	<u>(185,675)</u>	<u>110,528</u>
Cash flows from investing activities		
Interest income	37,534	16,856
Purchase of property, plant and equipment and intangible assets	<u>(60,792)</u>	<u>(7,264)</u>
Net cash provided by (used in) investing activities	<u>(23,258)</u>	<u>9,592</u>
Change in cash and cash equivalents in the reporting period	<u>(208,933)</u>	<u>(191,978)</u>
Cash and cash equivalents at the beginning of the period	1,948,786	2,140,764
Cash and cash equivalents at the end of the reporting period	<u>1,739,853</u>	<u>1,948,786</u>

(a) Reconciliation of net loss/ income to net cash flow from operating activities

	2024 £	2023 £
Net loss/ income for the reporting period (as per statement of financial activities)	(6,233)	122,152
Adjustments for:		
Depreciation charges	3,696	5,232
Interest income	(37,534)	(16,856)
(Increase)/decrease in debtors	(59,067)	(280,451)
(Decrease) /increase in creditors	<u>(86,537)</u>	<u>(31,647)</u>
Net cash provided by (used in) operating activities	<u>(185,675)</u>	<u>(201,570)</u>

(b) Analysis of changes in net debt

	2024 £	Cash Flows £	2023 £
Cash and cash equivalents			
Cash	<u>1,739,853</u>	<u>(208,933)</u>	<u>1,948,786</u>
	<u>1,739,853</u>	<u>(208,933)</u>	<u>1,948,786</u>
Borrowings			
Debt due within one year	-	-	-
Debt due after one year	<u>-</u>	<u>-</u>	<u>-</u>
	<u>-</u>	<u>-</u>	<u>-</u>
Total changes in net debt	<u>1,739,853</u>	<u>(208,933)</u>	<u>1,948,786</u>

The notes on pages 23 - 30 form part of these financial statements.

Missing People Limited

Notes to the Financial Statements

Year ended 31 March 2024

The principal accounting policies applied in the preparation of the financial statements are as follows:

1 Accounting Policies

a) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Missing People Limited meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s). There are areas of critical estimate or significant judgement that affects the preparation of these financial statements. See note 1(j) for further details.

Going concern

The going concern assumption is based primarily on the healthy opening unrestricted reserves position (c £2.2m) followed by a two-year Investment Program of sustainability and growth projects of up to £700k which commenced in June 2024. The first financial year is nearly half way through , and financial performance is better than predicted in the Plan.

The next two financial years are expected to end with a deficit after accounting for the costs of the projects. However the Charity will remain in a positive net assets position owing to the size of its opening unrestricted reserves. Thereafter we expect the Charity to report consistent annual surpluses.

As a result of the above, based on budgets and cash flow forecasts, the Trustees consider the going concern basis to be appropriate.

b) Group accounts

The Charity owns the whole of the share capital of Missing Limited. The company was dormant during the year and therefore consolidated accounts are not prepared.

c) Income

All income is recognised once the charity has entitlement to the income, it is probable that the income will be received, and the amount of income receivable can be measured reliably. In particular:

- Grants are accounted for once a formal offer of funding is received, subject to satisfying any performance-related conditions. In the event that a grant is subject to conditions that require a level of performance before the charity is entitled to the funds, the income is deferred and not recognised until either those conditions are fully met, or the fulfilment of those conditions is wholly within the control of the charity and it is probable that those conditions will be fulfilled in the reporting period;

- For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the charity that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

- Deferred income comprises grants which the donor has specified to be used in future accounting periods.
- Donations are accounted for on a cash basis.

The charity receives donated facilities and services in the form of free office accommodation and advertising. As the charity cannot reliably measure the value of these donations, they are excluded from income and expenditure in the Statement of Financial Activities.

d) Expenditure

All expenses are accounted for on an accruals basis. Wherever possible costs are allocated directly to the appropriate activity; other costs common to all activities are apportioned between those activities on the basis of the proportion of staff time spent during each year in connection with each activity.

Cost of Raising Funds comprises costs incurred in inducing people and organisations to contribute financially to the work. This includes the cost of advertising for donations and the staging of special fundraising events.

Expenditure incurred in connection with the specific objects of the charity is included under the heading Charitable Activities.

Support costs, which are the costs of overall direction and administration of each activity, comprising the salary and overhead costs of the central function, are apportioned on the basis of staff costs attributable to each activity.

The irrecoverable element of VAT is included with the item of expense to which it relates.

Missing People Limited
Notes to the Financial Statements
Year ended 31 March 2024

e) Tangible fixed assets and depreciation

Fixed assets are recorded at cost or, in cases where assets have been donated to the charity, at valuation at the time of donation. All assets acquired for continuing use and costing more than £500 are capitalised.

Provision is made for depreciation on all tangible assets, at rates calculated to write off the asset less estimated residual value over its expected life as follows:

Office Equipment - 25% to 33.33% per annum on a straight line basis

Intangible assets comprise the charity's new CRM system and software licences which are capitalised at cost and reflected within the financial statements at amortised historic cost. Amortisation is calculated by allocation of the balance sheet value of the asset, less any residual value, to the periods expected to benefit from its use on a straight-line basis over 5 years. Amortisation charges will be charged to service revenue accounts once asset is operational.

f) Funds

Unrestricted funds are funds which are available for use at the discretion of the Trustees in furtherance of the general objects of the charity and have not been designated for other purposes.

Designated Funds are funds set aside by Trustees for specific purposes - the £700k set aside at the end of the financial year is intended to cover the net cost of a range of projects which will be carried out over the next two years to strengthen the ongoing impact, income and sustainability of Missing People.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes.

g) Leased assets

Rentals payable under operating leases are charged to the Statement of Financial Activities as incurred.

h) Direct taxation

The company is a charity within the meaning of Para 1 Schedule 6 Finance Act 2010. Accordingly the company is potentially exempt from taxation in respect of income within categories covered by Chapter 3 of Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income is applied exclusively to charitable purposes. No tax charge arose in the period.

i) Pension

The Charity contributes to a defined contribution group personal pension scheme. The assets of the scheme are held separately from those of the Charity in independently administered funds. The pension cost charge represents contributions payable under the scheme by the Charity to the funds. The Charity has no liability under the scheme other than for the payment of those contributions. Contributions are disclosed in note 3.

j) Significant management judgements and key sources of estimation and uncertainty

The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the application of policies and reported amounts of assets and liabilities, income and expenses. Judgements are necessary when determining the recognition of income as per note 1(c).

Management do not consider there to be any material judgements or estimation and uncertainty requiring disclosure.

Missing People Limited

Notes to the Financial Statements

Year ended 31 March 2024

2 Income/(Expenditure)

The net income/(expenditure) for the year are stated after charging:

	2024	2023
	£	£
Depreciation on tangible fixed assets	3,696	5,232
Operating leases	22,323	17,947
Auditor's remuneration		
Audit services (excluding VAT)	16,000	15,000
Non-audit services	-	-
	<u>-</u>	<u>-</u>

3 Staff costs

Staff costs were as follows:

	2024	2023
	£	£
Wages and salaries	2,787,074	2,407,954
Social Security costs	268,122	242,806
Pension	134,935	114,104
	<u>3,190,131</u>	<u>2,764,864</u>

One employee earned between £110,001 - £120,000, one £70,001-£80,000, two £60,001-£70,000. (2023: one between £100,001 - £110,000, two £60,001-£70,000.)

There were no redundancy costs in the year (2023: none).

The average weekly number of employees (based on average headcount) during the year was as follows:

	2024	2023
Charitable activities	84	76
Fundraising	12	12
Governance	1	1
	<u>97</u>	<u>89</u>

The full time equivalent number of employees (including casual and temporary staff) during the year was 74. (2023: 68)

Trustees' remuneration and related party transactions

The Trustees neither were paid nor received any emoluments during the year (2023 - nil).

Two Trustees were reimbursed £577 travel expenses during the year (2023: One £454).

The key management personnel of the charity comprise the Chief Executive and the directors as noted on page 4. The emoluments of the Chief Executive and directors were:

	2024	2023
	£	£
Executive directors' emoluments (excluding pension)	453,360	412,225
Pension contributions	20,250	18,136
The Chief Executive was the highest paid director in 2023/24;		
total remuneration (excl employer's NI and pension contributions) for the year	<u>112,175</u>	<u>102,775</u>

The Chief Executive is a member of a group personal pension scheme and a contribution of £5,609 (2023: £5,099) was made to the scheme on her behalf. There are no enhanced or special terms that apply to the Chief Executive's pension scheme arrangements.

Missing People Limited
Notes to the Financial Statements
Year ended 31 March 2024

4 Analysis of Total Resources Expended

	Direct Costs Activities £	Support Costs (see note 5) £	2024 Total £	2023 Total £
Charitable Activities:				
Service Provision	2,330,708	560,561	2,891,269	2,474,655
Policy & Research	272,454	65,527	337,981	274,856
Cost of Raising Funds	625,863	150,526	776,389	647,583
	<u>3,229,025</u>	<u>776,614</u>	<u>4,005,639</u>	<u>3,397,094</u>

	Direct Costs Activities £	Support Costs (see note 5) £	2023 Total £	2022 Total £
Charitable Activities:				
Service Provision	1,989,776	484,879	2,474,655	2,283,268
Policy & Research	221,000	53,856	274,856	255,964
Cost of Raising Funds	520,697	126,886	647,583	613,796
	<u>2,731,473</u>	<u>665,621</u>	<u>3,397,094</u>	<u>3,153,028</u>

5 Support costs by activity

	Service Provision	Policy & Research	Cost of Raising Funds	2024 Total £	2023 Total £
Governance	38,075	4,451	10,224	52,750	44,149
Information technology	136,406	15,945	36,629	188,980	170,001
Central facilities	70,955	8,294	19,053	98,302	87,154
Finance	105,143	12,291	28,234	145,668	101,063
Human resources	116,067	13,568	31,167	160,802	138,300
Central management	93,915	10,978	25,219	130,112	124,954
	<u>560,561</u>	<u>65,527</u>	<u>150,526</u>	<u>776,614</u>	<u>665,621</u>

	Service Provision	Policy & Research	Cost of Raising Funds	2023 Total £	2022 Total £
Governance	32,161	3,572	8,416	44,149	40,696
Information technology	123,839	13,755	32,407	170,001	159,159
Central facilities	63,488	7,052	16,614	87,154	90,555
Finance	73,621	8,177	19,265	101,063	98,650
Human resources	100,746	11,190	26,364	138,300	125,040
Central management	91,024	10,110	23,820	124,954	118,876
	<u>484,879</u>	<u>53,856</u>	<u>126,886</u>	<u>665,621</u>	<u>632,976</u>

Support costs have been allocated on the basis of the charity's accounting policies and identified staff and direct costs for each category.

Missing People Limited
Notes to the Financial Statements
Year ended 31 March 2024

6

Fixed Assets

	Office Equipment £	Intangible Assets £	Total £
Cost			
At 1 April 2023	74,781	220,513	295,294
Additions	18,792	42,000	60,792
Disposals	-	-	-
At 31 March 2023	<u>93,573</u>	<u>262,513</u>	<u>356,086</u>
Depreciation			
At 1 April 2023	68,126	-	68,126
Charge for year	3,696	-	3,696
Disposals	-	-	-
At 31 March 2024	<u>71,822</u>	<u>-</u>	<u>71,822</u>
Net book value			
At 31 March 2024	<u>21,751</u>	<u>262,513</u>	<u>284,264</u>
At 31 March 2023	<u>6,655</u>	<u>220,513</u>	<u>227,168</u>

Intangible assets represents the charity's new CRM system which was funded from restricted funds. The final costs were transferred to general funds in June 2024 when the system became operational.

7

Subsidiary Company

The Charity holds two ordinary £1 shares in Missing Ltd, being 100% of the issued share capital. The entire profit of Missing Ltd is paid annually to Missing People under Gift Aid.

Results of Missing Ltd

	2024 £	2023 £
PROFIT & LOSS ACCOUNT		
Turnover	-	-
Cost of sales and administration expenses	-	-
Net profit for the year	<u>-</u>	<u>-</u>
Amount gift aided to the charity	<u>-</u>	<u>-</u>
Retained in subsidiary	<u>-</u>	<u>-</u>
BALANCE SHEET		
Debtors	2	2
Cash at bank and in hand	-	-
Creditors: Amounts falling due within one year	<u>-</u>	<u>-</u>
Total net assets	<u>2</u>	<u>2</u>
Capital and reserves		
Called up share capital	2	2
Profit and loss account	<u>-</u>	<u>-</u>
	<u>2</u>	<u>2</u>

Missing People Limited
Notes to the Financial Statements
Year ended 31 March 2024

8 Debtors

	2024	2023
	£	£
Accrued income	373,615	314,979
Prepayments	91,256	73,074
Other debtors	50	6,367
Trade debtors	26,498	37,932
Amount due from subsidiary	-	-
	<u>491,419</u>	<u>432,352</u>

All amounts shown under debtors fall due for payment within one year.

9 Creditors:**Amounts falling due within one year**

	2024	2023
	£	£
Other taxes and social security costs	88,833	59,400
Other creditors	20,886	28,273
Trade creditors	63,894	36,426
Accruals	58,546	44,281
Deferred Income (Note 10)	48,353	198,669
	<u>280,512</u>	<u>367,049</u>

10 Deferred Income

	2024	2023
	£	£
Balance at 1 April	198,669	190,226
Released in the year	(198,669)	(190,226)
Amount deferred in the year	48,353	198,669
Balance at 31 March	<u>48,353</u>	<u>198,669</u>

Deferred income comprises grants which the donor has specified to be used in future accounting periods.

11 Leasing Commitments

At 31 March the Charity had minimum lease commitments under non-cancellable operating leases on office equipment as set out below:

	2024	2023
	£	£
Operating leases which expire:		
Within one year	22,905	9,570
Between one and five years	<u>29,221</u>	<u>4,057</u>

Missing People Limited

Notes to the Financial Statements

Year ended 31 March 2024

12 Analysis of Net Assets

	Assets £	Net Current Assets £	Total £
Year ended 31 March 2024			
Restricted	-	4,745	4,745
Designated	-	700,000	700,000
Unrestricted	284,264	1,246,015	1,530,279
	<u>284,264</u>	<u>1,950,760</u>	<u>2,235,024</u>
Year ended 31 March 2023			
Restricted	-	36,361	36,361
Unrestricted	227,168	1,977,728	2,204,896
	<u>227,168</u>	<u>2,014,089</u>	<u>2,241,257</u>

13 Ultimate Controlling Party

The Directors listed in the Trustees' Report are the ultimate controlling parties being members of the company. All Charity policies and executive decisions are determined by the Trustees. The day to day running of the charitable company has been delegated to the Chief Executive and Directors.

14 Related Party Transactions

There were no transactions with related parties during the year or the preceding year. The Charity received £3,676 donations from Trustees' (2023 £31,532)

15 Donations, Grants and Legacies

	Unrestricted Funds £	Restricted Funds £	Total 2024 £	Total 2023 £
General donations	2,078,465	939,688	3,018,153	2,670,735
Legacies	42,894	-	42,894	38,466
Fundraising & promotional events	533,779	-	533,779	417,596
	<u>2,655,138</u>	<u>939,688</u>	<u>3,594,826</u>	<u>3,126,797</u>

16 Movements in funds

	Brought forward £	Income £	Expenditure £	Transfers £	Carried forward £
Restricted funds					
The movement on restricted funds comprises the following donations and grants held on trust to be used for specific purposes:					
Service delivery grants	-	1,201,525	(1,201,525)	-	-
Service delivery grants - Fidelity Four	30,742	-	(30,742)	-	-
Missing People Choir	5,619	2,410	(3,284)	-	4,745
Computer systems development	-	7,106	(7,106)	-	-
Regional funding	-	20,500	(20,500)	-	-
Policy & Research	-	17,826	(17,826)	-	-
Fundraising grants	-	12,500	(12,500)	-	-
Total restricted funds	<u>36,361</u>	<u>1,261,867</u>	<u>(1,293,483)</u>	<u>-</u>	<u>4,745</u>
Designated funds	<u>-</u>	<u>-</u>	<u>-</u>	<u>700,000</u>	<u>700,000</u>
Unrestricted funds	<u>2,204,896</u>	<u>2,737,539</u>	<u>(2,712,156)</u>	<u>(700,000)</u>	<u>1,530,279</u>
Total funds	<u>2,241,257</u>	<u>3,999,406</u>	<u>(4,005,639)</u>	<u>-</u>	<u>2,235,024</u>

Missing People Limited
Notes to the Financial Statements
Year ended 31 March 2024

	Brought forward £	Income £	Expenditure £	Transfers £	Carried forward £
Movements in funds - previous year					-
Restricted funds					
Service delivery grants	-	1,131,757	(1,131,757)	-	-
Service delivery grants - Fidelity Foundation	30,742	-	-	-	30,742
Missing People Choir	11,459	795	(6,635)	-	5,619
Computer systems development	-	12,817	(12,817)	-	-
Regional funding	-	29,000	(29,000)	-	-
Policy & Research	-	20,832	(20,832)	-	-
Fundraising grants	-	25,000	(25,000)	-	-
Total restricted funds	<u>42,201</u>	<u>1,220,201</u>	<u>(1,226,041)</u>	<u>-</u>	<u>36,361</u>
Unrestricted funds	<u>2,076,904</u>	<u>2,299,045</u>	<u>(2,171,053)</u>	<u>-</u>	<u>2,204,896</u>
Total funds	<u><u>2,119,105</u></u>	<u><u>3,519,246</u></u>	<u><u>(3,397,094)</u></u>	<u><u>-</u></u>	<u><u>2,241,257</u></u>

Any expenditure on restricted projects not covered by restricted donations is met from unrestricted funds.

Purposes of restricted funds

Service delivery grants: delivery of specific services, projects or programmes in line with funders grant conditions.
Fidelity UK Foundation funds the charity's CRM project system that is being purchased and installed between 20/21 and 23/24.
Missing People Choir fundraising is to support their ongoing costs
Computer systems development funding supports software enhancement of the charity's services.
Regional funding enables the charity's work in specific geographic areas.
Policy and research funding represents donations and grants to support the charity's policy, research and advocacy work.
Fundraising grants: funding towards the costs of a specific fundraising role
The funding above includes generous donations from the following:

	£
The Dulverton Trust	30,000
Bally's Foundation	146,711
LexisNexis Risk Solutions	40,000
Home Office	380,633
Mayor of London Violence Reduction Unit	104,093
Missing People Choir	1,910
The Alchemy Foundation	12,500
Scottish Government	197,500
Department for Health and Social Care	20,786
The National Lottery Community Fund (RC England Wide)	37,861

Purpose of designated funds

Designated Funds are intended to cover the net cost of a range of projects which will be carried out over the next two years to strengthen the ongoing impact, income and sustainability of Missing People.

MISSING PEOPLE LIMITED

England & Wales - Charity number 1020419

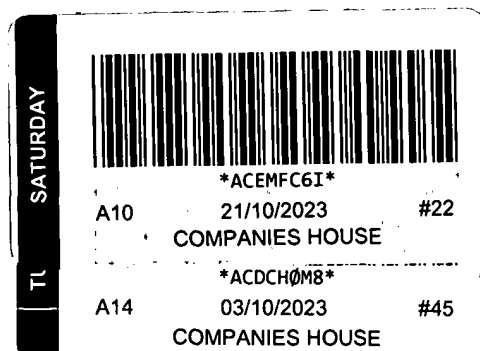
Accounts

Missing People Limited
Company no. 2814202



Registered charity in England and Wales (1020419)
and in Scotland (SC047419)

Trustees' Annual Report and Accounts
Year ended 31 March 2023



Missing People
Trustees' Annual Report and Accounts Year ended 31 March 2023

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Missing People
Trustees' Annual Report and Accounts Year ended 31 March 2023

Chair's Statement

As we enter our 30th year as a charity, we have many reasons to be proud of what Missing People has achieved since its founders, Janet Newman and Mary Asprey used their tremendous skills and energy to establish us following the disappearance of Suzy Lamplugh.

This year has been a combination of consolidation and advance. Having come through the challenges of the Pandemic and then the body blow that hit the entire charitable sector, which was the cost-of-living crisis, the charity has maintained its position, developed its thinking and continued to make a bigger difference to the status and awareness of missing in the UK.

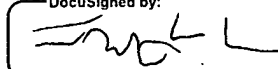
Consolidation has come through a strong financial position, once again ending the year with a respectable surplus and with a team of staff, volunteers and supporters emboldened by the prospect of the opportunities ahead. Bedding in our digital strategy has proved successful, so that we are best placed for assisting those who need us through the platforms most relevant to people today. Likewise, the continued development of new relationships and partnerships such as with Missing Black People have given us the means to support and work alongside communities we have previously struggled to reach or properly be there for.

Advance has come through the successful development of our next Five-Year Strategy; a vital and comprehensive look at what we are really here for, how we best meet our aims in an ever-changing world and how we ensure we are properly there both for those we know we already serve well and for those whom we have failed to represent, reach or sufficiently be there for in the past. With a simplified 3-pronged strategy for the next five years, we have developed a plan that continues to be ambitious in our purpose, straightforward in our vision but also exemplary in our delivery.

As a Trustee Board, we have continued to develop with the departure of two outstanding Trustees, Rachel Eyre and Radha Chakraborty, compensated by the arrival of four incredibly impressive individuals to complement our existing team. We have likewise seen the propulsion of our Fundraising Board through the Chairmanship of Mark Pumfrey and a renewed sense of impetus from those generous individuals.

As Chair, I would like to thank not only the Trustees for their tireless work and input to the Charity but also to the entire team of staff, volunteers and donors who make Missing People more than just a charity; a genuine lifeline for when someone goes missing.

At the heart of what we do are the lives of those who go missing and those they leave behind. How we serve those affected by the subject of missing may change but our core purpose remains the same. The dignity, respect, support and hope that we try to offer all of those we engage with must always underpin everything we do. I am confident that, as this report shows, the charity is achieving this and is set to continue to do so for the next 30 years.

DocuSigned by:

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Justin McLaren

Chair of Trustees

Missing People
Trustees' Annual Report and Accounts Year ended 31 March 2023

Trustees' Report

1. Reference and Administrative

Charity Name	Missing People
Registered Charity Company Number	England and Wales 1020419 / Scotland SC047419 2814202
Registered Office	Roebuck House 284 Upper Richmond Road West London SW14 7JE
Trustees	Justin McLaren – Chair Paul Boughton – Treasurer Caryl Agard Sarah Godwin Jane Harwood – Vice Chair Rachel Eyre – resigned 5 December 2022 Sam Waterfall Andrew McKay Radha Chakraborty – resigned 7 th February 2023 Ebru Ilhan – appointed 25 April 2023 Caroline Rawes – appointed 25 April 2023 Nunziatina Rosenow – appointed 25 April 2023 Vijay Samtani – appointed 25 April 2023
Company Secretary	Chris Trotter resigned 22 April 2022 David Stein appointed 03 May 2022
Chief Executive	Jo Youle OBE
Directors	Susannah Drury, Director of Policy and Development Zoe Hart, Director of People & Organisational Development Sophie Lapham, Director of Services Ross Miller, Director of Fundraising and Communication Chris Trotter, Director of Finance – resigned 22 April 2022 David Stein, Director of Finance – appointed 03 May 2022
Auditor	Crowe UK LLP Aquis House 49-51 Blagrove Street Reading RG1 1PL
Principal Bankers	CAF Bank 25 Kings Hill Avenue Kings Hill West Malling ME19 4TA
Website	www.missingpeople.org.uk

Missing People
Trustees' Annual Report and Accounts Year ended 31 March 2023

2. Structure, Governance and Management

Nature of governing document

Missing People became a registered charity in England and Wales (charity number 1020419) on 30 April 1993, and in Scotland (charity number SC047419) on 16 May 2017. It is a charitable company with no issued share capital being limited by guarantee. Its governing instrument is its Articles of Association, dated 23 February 2017, and the Trustees are its members. Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The total number of such guarantees at the 31 March was 10. The objects as stated in the Articles of Association are:

- (a) to provide counselling and support to families in conditions of need, hardship or physical or mental distress as a result of a member of their family having disappeared without trace.
- (b) to provide help and support to persons who have left home without informing their family and friends or carers of their whereabouts and who are suffering conditions of need, hardship or physical or mental distress.
- (c) to educate the public in the social and economic problems resulting from the disruption to family life caused by the disappearance of a member of the family and the problems caused by individuals who have disappeared without trace.

Charitable Activity in Scotland

Missing People is registered with the Office of the Scottish Charity Regulator (OSCR) under charity number SC047419 with charitable status under the Charities and Trustee Investment (Scotland) Act 2005.

The charity provides its services, described under Achievements and Impact, to missing people and their families in Scotland and carries out awareness and fundraising activities.

Organisation

Missing People is led by a diverse and experienced Board of Trustees who, together with the Chief Executive and Directors, ensure the charity delivers its aims. The Board of Trustees has overall responsibility for governing the charity's strategy and finances and monitoring its performance. Day-to-day activities are the responsibility of the Chief Executive and Directors. The Chief Executive reports to the Trustees and the Directors report to the Chief Executive. The Board places particular emphasis on maintaining high standards of governance. It has considered the Charity Governance Code and will review it during the year with a view to full compliance.

Recruitment and appointment of Trustees

Most Trustee vacancies are advertised in a range of media, and candidates are required to submit a CV and undergo an interview with the Chair. The Chair will then invite selected candidates to meet the Chief Executive, representatives of other Trustees, and the Directors. The procedure for the appointment of Trustees is set out in the Articles of Association.

Induction and training

New Trustees are given a comprehensive briefing pack that includes information about the charity, their role, and the issue of missing people. All Trustees are invited to attend a structured induction day and training which aims to ground them in the cause and to enrich their understanding of the difference the charity makes.

Missing People
Trustees' Annual Report and Accounts Year ended 31 March 2023

Pay policy

The aim of our pay policy, which applies to all employees, is to offer remuneration that is fair and appropriate for the roles they perform and the responsibilities they undertake to deliver our charitable aims. The Trustees consider the key management personnel of the charity to be the Chief Executive and all Directors.

In setting remuneration for all staff, including senior staff, a number of criteria are used including consideration of the nature and responsibilities of specific roles, local and national sector averages and other market factors.

Related parties and cooperation with other organisations

None of our Trustees receive remuneration or other benefit from their work with the charity.

In order to best serve people affected, the charity is committed to working in partnership with a range of organisations from the public, private and charity sectors. A multi-agency response to disappearances is critical to success and something we are proud to foster. We work in partnership with every police force across the UK to enable referrals of families with a missing loved one to our support services, and to offer our independent and confidential support to people who are reported missing.

As a recognised leader in the field of missing persons, the charity is a proud member of Missing Children Europe, the Global Missing Children's Network, and the International Centre for Missing and Exploited Children. Missing People has previously been accredited by the Helplines Partnership, the membership body for organisations that provide information, support or advice via phone, email, text or online.

We work with a range of charities working in connected areas - including mental health, homelessness, child sexual exploitation and suicide. This can include referrals, sharing best practice and piloting new ways to respond together.

The charity's wholly owned subsidiary Missing Limited remained dormant throughout the year.

3. Purpose, Aims and Charitable Activities of Public Benefit

Vision

Every missing person is found safe.

Mission

To be a lifeline when someone disappears.

Aims

- To provide help, hope and a safe way to reconnect for missing children, adults, and families.
- To put people with lived experience at the heart of our work, amplifying their voices to achieve change.
- To build networks of support for and with missing children, adults, and families.

Missing People
Trustees' Annual Report and Accounts Year ended 31 March 2023

Charitable Activities of Public Benefit

Trustees have complied with their duty in section 17 of the Charities Act 2011 to have paid due regard to the Charity Commission's guidance on public benefit in deciding which activities the charity should undertake.

Missing People aims to improve the wellbeing of people with a missing loved one, and of the missing people themselves. Around 170,000 people of all ages and backgrounds are reported missing to UK police each year, many more than once.

Missing People is one of a handful of charities providing an essential Helpline (text or call 116 000). This is assigned by Ofcom to 'protect the wellbeing of people in great difficulty'. Missing People offers free, confidential support every day of the year.

The charity works in collaboration with police forces across the UK to ensure that missing people and their loved ones can be referred to Missing People's support services.

Missing People's work is informed by original research, consultation, and evaluation of services. The charity actively influences the national government strategy for missing persons.

The charity helps missing children and young people in crisis, and those thinking of going missing. Providing confidential and non-judgemental advice and support, 365 days a year. Importantly, Missing People enables children and young people, often at risk of exploitation, to reconnect safely. Missing People also works in partnership with Local Authorities to ensure the safety of young people who return from being missing.

Mental health is the most significant reason for an adult to go missing. For vulnerable missing adults, Missing People provides free, confidential, advice and support every day of the year. A missing adult can pass on a 'safe and well' message to their family or carers, often leading them to reconnect directly.

Missing People supports people with a missing loved one to develop resilience to cope and to manage relationships with others, so they feel less alone. This support provides a sense of belonging to a community of people in a similar situation to help reduce isolation. Missing People provides free emotional and practical support as well as a range of in-depth support such as counselling and peer-to-peer support for loved ones to help one another, including a range of events like the annual Family Day. In addition, Missing People provides the free Lost Contact Service to help reunite family members who may have been estranged. This service is made possible thanks to the support of LexisNexis Risk Solutions.

Where appropriate, the charity provides free publicity services to help find vulnerable missing people. This includes working in partnership with a wide range of companies such as Royal Mail Group and outdoor advertisers such as JCDecaux, on a pro bono basis. Missing People's team is then on hand to receive information and sightings from the public, as well as contact from the missing person, every day of the year.

Volunteers

Without volunteers, Missing People could not be a lifeline when someone disappears. Volunteers gain new rewarding experiences, learn from highly trained staff and gain and develop new skills.

Missing People
Trustees' Annual Report and Accounts Year ended 31 March 2023

Volunteers make a real difference to the community of people affected by a disappearance. From raising vital funds, organising events, sharing appeals for missing people, to providing in-depth Helpline support. The financial statements do not recognise the significant financial value attributed to volunteer time.

Strategic Report

4. Achievements and Impact

Services Performance

Missing People estimates that over a million people each year in the UK are directly affected by a disappearance – based on the 170,000 people who disappear each having at least five loved ones. That number is shockingly high. As the only national charity supporting missing children, adults, and their loved ones, Missing People is determined to increase the number of people helped, focused on greatest need.

Missing People provides an award-winning Helpline for children and adults who are missing and who are thinking about going missing, as well as for their loved ones. In addition, for families who need ongoing support, the charity offers access to specialist support workers and counselling.

We support police and family searches for missing people through our Safeguarding Briefing Network and public appeals. We use our Safeguarding Briefing Network of over 1,400 charities and other support services around the UK to share non-public briefings about missing people. This network was set up in response to previously missing people telling us about the challenges they sometimes experience with public appeals. They told us that public appeals, can leave a digital footprint and can in some cases can have a negative impact on their wellbeing, especially in the first few days of a disappearance.

We now use our valued public appeals partners to raise awareness of longer-term missing people where the initial investigation has not found them through other means, and for the highest risk missing people, whose lives are in danger.

"I have checked the Missing Person Investigation for W. His family have advised that he is no longer missing. Many thanks for all the assistance by Missing People, we had a few positive sightings for W following your help." – Feedback from a Police Officer after an appeal was shared via our Safeguarding Briefing Network

Families of missing people

We directly supported 1,244 families this year, both whilst a loved one was missing and after their return. Our support includes tailored practical help for families' searching for a missing loved one and emotional trauma support from our team of family support workers and counsellors. We also

Missing People Trustees' Annual Report and Accounts Year ended 31 March 2023

supported families affected by County Lines exploitation, through our national SafeCall service, offering casework and advocacy support, emotional support, and peer-to-peer support.

"The charity was always there for me and my family, guiding us in the right direction with care, understanding and great knowledge".

A family member supported by our Family Support team

In addition, 18,679 family members accessed our online family support resources. These provide advice and support for different stages of the 'missing' journey, how to work with the media, and how the police and Missing People can help search for a missing person. We continued to deliver and develop our new family support online forum as a safe space for families to support each other, share advice and find out about opportunities to get involved with the charity.

Making publicity appeals for a missing person is one of the practical ways that the charity helps people with a missing loved one. This year 865 people we searched for were found safe through our public and non-public appeals.

"From the recent information provided by the missing persons charity and sightings by members of the public, we have managed to locate Michael safe and well and we have now closed the missing investigation. Can I thank you for your help in this matter."* – A police officer in April 2022, following a sighting from our website of someone who went missing in 2018

Missing children and young people

This year, we directly supported 4,626 children and young people. This included support by Runaway Helpline including 1:1 chat, Is This OK? chatbot and 1:1 chat service for young people at risk of exploitation, and SafeCall service providing advocacy and support for young victims of County Lines. All our services for young people provide a confidential, non-judgemental space for them to share their challenges and talk through their options, as well as support to get safe if they need it.

'Thanks to Laura I now feel as though I will get support for the situation ahead young person using our 1:1 chat service

'Very good and professional. The conversation feels personal and trustworthy, and they provide places for you to move on to when you've finished the conversation' Young person using our 1:1 chat service

In addition, an estimated 5,483 young people accessed our online support resources. This included advice and support on a range of topics linked to going missing, such as bullying, exploitation and mental health.

Vulnerable missing adults

This year, we directly supported 2,163 adults who had gone missing or who were thinking about going missing. We provide adults with a confidential, non-judgemental space to think through their options, stay safe and access specialist support if needed. We offer a message home service where we can pass on a message to a family member if they are not ready to get in touch with them directly.

Missing People

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In addition, an estimated 8,879 adults accessed our online support resources. These provide information and support on topics for different stages of someone's missing journey, including people's rights, how to stay safe while away from home, and what to do if you are struggling with mental health issues.

"You might just think you are listening to me, but you might be saving my life" adult accessing the helpline

Totals helped

In total, we directly supported 8,033 missing people and families, and estimate that 33,041 missing children, adults and families accessed our online support and information.

Policy, Research and Development

In 2022-23, we shared our expertise with over 1,000 professionals through the delivery of consultancy projects, training and conferences for police forces, local authorities, and other agencies to improve policy and practice responses to missing people. This work included local conferences to develop effective multi-agency responses to missing people, training courses on children missing from care, person centred approaches and return home interview good practice, as well as the development of a Wales wide toolkit in partnership with Llamau and Claire Sands to ensure care experienced children are better supported.

"The passion shown by the presenters and other staff members is intoxicating and good to see, it is contagious." Police delegate after attending Missing People training.

In May 2022 the National Police Chiefs' Council (NPCC) and the College of Policing published a draft of the Police Race Action Plan. This document sets out steps towards achieving their vision for 'a police service that is anti-racist and trusted by Black people'. For the first time on a national scale, the response to missing people from Black communities was specifically identified as an area for improvement in police practice. This followed campaigning from the charity alongside others like Missing Black People and Black Lives Matter UK, alongside our research into the experiences of families reporting people from ethnic minority communities as missing. We submitted a response to consultation on the plan and have since worked with the team responsible for its development to try and ensure meaningful changes are implemented. We also joined the Independent Office for Police Conduct's Race Discrimination National Advisory Group.

Missing People's operational partnerships with police forces enables us to reach missing people in crisis. Our TextSafe® service, where we send a missing person a supportive text message offering the charity's confidential helpline support, was requested over 47,000 times by police officers for over 35,000 missing children and adults. We also reached out to 2,960 suicidal missing people through our Suicide Risk TextSafe® service. This service involves a police officer requesting that we send a supportive message to a missing person who is known to be at risk of suicide, offering our support as well as support from Samaritans. When we send the message, we also alert Samaritans who make a proactive call to the missing person. Our data shows that around 80% of people who receive a Suicide Risk TextSafe® message engage with either Missing People or Samaritans, showing its significant value as a safeguarding tool.

In Scotland, we delivered the fourth year of our National Framework Implementation Project, funded by the Scottish Government. This project aims to ensure that the good practice in responding to missing people, identified in Scotland's National Missing Persons Framework, is implemented in local

Missing People Trustees' Annual Report and Accounts Year ended 31 March 2023

areas. We worked in seven areas supporting local agencies to create effective multi-agency responses to missing, develop effective missing persons' protocols and deliver effective return discussion training. We also held the third Scottish missing persons conference on good practice to share examples of good practice in preventing and responding effectively to missing incidents.

In 2022-23, we published the following research reports:

- The ethnicity of missing people. This research found that people from Black and Asian communities were less likely to be marked as at risk of harm, more likely to be missing for longer and less likely to be found by the police. This report drew significant media and professional interest, and we will be reviewing the impact of the recommendations in 2023-24.
- "My world was falling apart". This research examined the experiences of missing adults – including the reasons why they go missing, and their experiences of crime and harm while they are away. It found that 75% of missing adults come to harm, and that 42% of adults attempt to take their own life while missing.
- "When harm remains" this joint research with ECPAT UK into trafficked and unaccompanied children going missing found that 31% of trafficked children and 13% of unaccompanied children went missing from care in the UK in 2020. These children are particularly vulnerable to exploitation and modern slavery, and at high risk of coming to harm.
- Experiences of reporting a child or adult missing to the police. The report found that most people had a positive experience when reporting someone as missing, that there is often more that non-police professionals can do when someone is missing, and that it was vital that the police always listened to the concerns of the person reporting someone missing, as they often know the missing person's needs best.

Monitoring and Evaluation

Missing People is committed to the robust monitoring and evaluation of its services, so that we can effectively identify and measure the impact on people's lives. We have embedded monitoring and evaluation processes throughout all our projects and have a dedicated impact team to undertake thorough evaluation. Our evaluation processes include assessing our progress against theories of change, alongside monitoring of detailed operational and management information. We produce an annual Impact Report that is freely available to everyone and provide quarterly updates on key cross-organisational measures to Directors Group and Trustees. In addition, we gather feedback from those using our services, which allows us to assess our impact on their lives and the varied issues that they face.

We also work with external evaluators including the University of Liverpool and Crest Advisory which allows our work to be challenged, scrutinised and improved, through independent review. Overall, our evaluation processes are crucial in enabling organisational learning and helping us to adapt our service design and delivery in response to the changing needs of our beneficiaries.

Missing People

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Fundraising Statement

Missing People is reliant on donations and gifts in Wills to be a lifeline when someone disappears. Supporters of the cause send a powerful message that they care about people and the society we live in. Our fundraising staff and volunteers aim to provide all our supporters with the same level of care and respect. We take extra care with supporters who may be vulnerable and have a policy in place to help protect them.

Missing People is focused on long-term sustainable support built on strong relationships. The charity has a diverse range of income streams. On average, Missing People raises £5-£6 for every £1 we spend on fundraising.

Missing People is a paying member of the Fundraising Regulator. The charity raises vital funds in accordance with our Fundraising Promise. Missing People has adopted the NCVO's Charity Ethical Principles and uses these principals to guide ethical considerations in relation to fundraising.

This year, we welcomed several new supporters, Leading Lights, Luminaries, members of our Fundraising Board and Enterprise Board, and partners who generously raised or donated major funds and awareness. They included significant funding from The Barratt Foundation, Stagecoach and The Morrisons Foundation and Garfield Weston Foundation. They joined long-term supporters including: players of People's Postcode Lottery, Royal Mail Group, LexisNexis Risk Solutions, Flutter, Bally's Foundation, RELX Group, Norton Rose Fulbright, Dulverton Trust, St James's Place Charitable Foundation, Alchemy Foundation, and CIL Management Consultants. We thank each of them, and everyone else, for enabling us to be a lifeline when someone disappears. We received no complaints regarding fundraising this year.

Missing People occasionally uses commercial participators to carry out fundraising services on our behalf.

5. Financial Review

Missing People continued to show financial resilience during the year despite the uncertain financial climate in the country. The charity recorded a surplus of £122k in the year (2022: £559k) against a budgeted deficit of £384k. The positive variance of £506k against budget comprised:

- Income £11k primarily higher interest rates from bank deposits
- Expenditure £495k expenditure on various projects deferred into 2023/24

Total income of £3,519k was £122k (3%) down on last year. A key reason for the reduction was a donation of £160k which arrived in early 2023/24 rather than towards the end of the current year as had occurred previously. With that in mind, we are pleased to have maintained our income at this level in the current challenging economic climate.

We continued to maintain strong controls over our costs which increased by £244k from £3,153k in 2022 to £3,397k. This represents a 7% increase which was mainly the result of inflation.

Volunteers and pro bono supporters again contributed significantly to the charity, far beyond the income recognised in these financial statements. We thank Kapow for free text (SMS) messages, the

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out-of-home media owners, and many other print and digital partners for advertising space, and we are grateful to the charity's solicitors Clifford Chance for their ongoing services provided on a pro bono basis.

Reserves

The charity's free reserves policy is that it should hold no less than three months' and no more than six months' current operating costs to safeguard against fluctuations that may arise in funding. This policy is intended to maximise the amount available for Missing People's charitable activities during the current economic climate while also planning for a sustainable future. Free reserves are defined as unrestricted funds less fixed and intangible assets and designated funds.

At the end of the year, the level of free reserves was £1,978k (2022: £1,852k) which amounted to approximately six months' worth of charitable expenditure.

Going Concern

Missing People has had a steady track record financially over the last decade, making a small surplus in most years and gradually increasing the free reserves. The financial year finished with the charity in a comfortable reserves position, in line with its reserves policy.

Our budget for 2023/24 shows a planned deficit of £329k. Essentially the underspend on 2022/23 projects is being carried forward into next year. The first quarter management accounts were ahead of budget and the current projections are that we will perform on or ahead of budget in 2023/24. If we continue on target, we expect our reserves to fall to around five months' worth of charitable expenditure. The budget has been followed by a projection for the following two years showing an annual deficit and surplus of £92k and £247k respectively. Cash flows have been projected over the next three years in total. Whilst we expect cash resources to fall in the short term, our relatively high opening cash balances mean we do not anticipate cash flow difficulties in the foreseeable future.

The future years (2024/25 and 2025/26) will be underpinned by increased activity arising from our new strategy which we anticipate will add considerably to our financial sustainability. The impact of our new strategy has not yet been reflected in these forecasts. Accordingly, they have been prepared on a cautious basis.

Therefore, the Trustees have concluded, based on the analysis above, that the adoption of a going concern basis in the preparation of these financial statements is appropriate.

6. Risk Management

Trustees review the major risks faced by the charity as part of their annual cycle of business. Systems of internal financial control have been put in place, which are designed to safeguard the charity's assets, ensure that proper accounting records are maintained, and provide reliable and timely financial information.

Trustees are satisfied with these arrangements and the following are key risks which the charity faces and the related mitigation factors in place:

Missing People
Trustees' Annual Report and Accounts Year ended 31 March 2023

Risk	Mitigation
<u>Safeguarding</u> : The charity fails to prevent harm.	Our policies and procedures are reviewed regularly and there is a Safeguarding Panel in place to review practice. Staff and volunteer safeguarding training is compulsory and repeated annually. Services Managers provide on-call support for our frontline services teams and DBS checks are in place for relevant roles.
<u>Economic pressures Post Covid</u> : Changes in the economic/political environment impact negatively on voluntary income.	We continue to strengthen and diversify our income streams. We have in place rigorous processes for budgeting, management reporting and monitoring of financial performance.
<u>Fundraising</u> : Failure by us, or on the part of agencies we work with, to comply with fundraising regulation.	We have reviewed our fundraising policies and practices, and ensured those working on our behalf abide by our Fundraising Promise and the Fundraising Regulator, and we will regularly monitor their work. We have adopted the NCVO's Charity Ethical Principals and established a Fundraising Ethics Group comprising Trustees and executive team members.
<u>Sector reputation</u> : The media, opinion formers or general public opinion may erode trust in charities, affect the sectors strong standing and may indirectly impact our ability to be trusted and to fundraise.	We will continue to be transparent and trustworthy and provide high quality accredited services in a cost-effective way. Trustees and Directors will continue to regularly monitor potential areas of vulnerability.
<u>Pro bono support</u> : The charity receives significant pro bono support without which our ability to provide our existing level of service could be impacted.	We will continue to build positive relationships with pro bono suppliers to ensure support continues. In addition, we always seek a partnership agreement that outlines a minimum length of such support.

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7. Plans for the Future

In its 30th anniversary year, Missing People published its new strategy: From Crisis to Hope

The strategy highlights that people who go missing are often in a crisis and face great harm. More than one thousand people die whilst missing each year. Their families don't always get the right response from police, and they can face intense public and media speculation, on top of their emotional heartache. The goals of the new strategy which will be the focus from 2023-24 are:

1. Going missing is understood as a crisis that can be a matter of life or death.
2. All missing people and their loved ones get the right help at the right time.
3. Fewer missing people come to harm.

The charity is calling for change so that someone going missing is viewed as a crisis, backed by a fair response by police and other agencies involved. The charity also aims to develop its existing helpline support to reach more of those impacted by mental health problems, exploitation and financial problems made worse by the cost-of-living crisis.

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8. Statement of Trustees' Responsibilities

The charity Trustees (who are also the directors of Missing People Limited for the purposes of company law) are responsible for preparing the Trustees' Annual report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period.

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently.
- make judgements and accounting estimates that are reasonable and prudent.
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements.
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

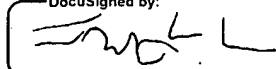
The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charity's transactions and disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities and Trustee Investment (Scotland) Act 2005, regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and with the requirements of the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Financial statements are published on the charitable company's website in accordance with legislation in the United Kingdom governing the preparation and dissemination of financial statements, which may vary from legislation in other jurisdictions. The maintenance and integrity of the charitable company's website is the responsibility of the Trustees. The Trustees' responsibility also extends to the ongoing integrity of the financial statements contained therein.

Each Trustee has confirmed that, insofar as they are aware:

- there is no relevant audit information of which the charity's auditors are unaware.
- they have taken all the steps, that as Trustees they ought to have taken, to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

Approved by the Trustees on 19 September 2023 and signed on their behalf by:

DocuSigned by:

ABD5A8CAAB854E6...
Justin McLaren
Chair

Missing People
Trustees' Annual Report and Accounts Year ended 31 March 2023

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS AND TRUSTEES OF MISSING PEOPLE LIMITED

Opinion

We have audited the financial statements of Missing People Limited for the year ended 31 March 2023 which comprise the Statement of Financial Activities, Balance Sheet, Statement of cash flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2023 and of its incoming resources and application of resources, including its income and expenditure for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and Regulation 8 of the Charities Accounts (Scotland) Regulations 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate. Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue. Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Missing People
Trustees' Annual Report and Accounts Year ended 31 March 2023

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS AND TRUSTEES OF MISSING PEOPLE LIMITED (CONTINUED)

Other information

The trustees are responsible for the other information contained within the annual report. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion based on the work undertaken in the course of our audit

- the information given in the trustees' report, which includes the directors' report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report included within the trustees' report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report included within the trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 require us to report to you if, in our opinion:

- adequate and proper accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement on page 6 the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Missing People
Trustees' Annual Report and Accounts Year ended 31 March 2023

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS AND TRUSTEES OF MISSING PEOPLE LIMITED (CONTINUED)

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with the Acts and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Details of the extent to which the audit was considered capable of detecting irregularities, including fraud and non-compliance with laws and regulations are set out below.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Extent to which the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We identified and assessed the risks of material misstatement of the financial statements from irregularities, whether due to fraud or error, and discussed these between our audit team members. We then designed and performed audit procedures responsive to those risks, including obtaining audit evidence sufficient and appropriate to provide a basis for our opinion.

We obtained an understanding of the legal and regulatory frameworks within which the charitable company operates, focusing on those laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements. The laws and regulations we considered in this context were the Companies Act 2006, the Charities Act 2011 and The Charities and Trustee Investment (Scotland) Act 2005 together with the Charities SORP (FRS 102). We assessed the required compliance with these laws and regulations as part of our audit procedures on the related financial statement items.

In addition, we considered provisions of other laws and regulations that do not have a direct effect on the financial statements but compliance with which might be fundamental to the charitable company's ability to operate or to avoid a material penalty. We also considered the opportunities and incentives that may exist within the charitable company for fraud. The laws and regulations we considered in this context were General Data Protecting Regulations, taxation legislation, health and safety legislation and employment legislation.

Auditing standards limit the required audit procedures to identify non-compliance with these laws and regulations to enquiry of the Trustees and other management and inspection of regulatory and legal correspondence, if any.

Missing People
Trustees' Annual Report and Accounts Year ended 31 March 2023

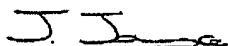
**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS AND TRUSTEES OF
MISSING PEOPLE LIMITED (CONTINUED)**

We identified the greatest risk of material impact on the financial statements from irregularities, including fraud, to be within the timing of recognition of certain income streams and the override of controls by management. Our audit procedures to respond to these risks included enquiries of management, and the Board about their own identification and assessment of the risks of irregularities, sample testing on the posting of journals and income, reviewing accounting estimates for biases, reviewing regulatory correspondence with the Charity Commission, and reading minutes of meetings of those charged with governance.

Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements, even though we have properly planned and performed our audit in accordance with auditing standards. For example, the further removed non-compliance with laws and regulations (irregularities) is from the events and transactions reflected in the financial statements, the less likely the inherently limited procedures required by auditing standards would identify it. In addition, as with any audit, there remained a higher risk of non-detection of irregularities, as these may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal controls. We are not responsible for preventing non-compliance and cannot be expected to detect non-compliance with all laws and regulations.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of part 16 of the Companies Act 2006, and to the charitable company's trustees, as a body, in accordance with Regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members and trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company, the charitable company's members as a body and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.



Janette Joyce
Senior Statutory Auditor
For and on behalf of
Crowe U.K. LLP
Statutory Auditor
Reading

Dated : 20 September 2023

Missing People

Statement of Financial Activities (incorporating an Income and Expenditure Account)
for the year ended 31 March 2023

	Note	Unrestricted Funds 2023 £	Restricted Funds 2023 £	Total Funds 2023 £	Unrestricted Funds 2022 £	Restricted Funds 2022 £	Total Funds 2022 £
Income:							
Voluntary Income							
Donations, grants and legacies	15	2,259,542	867,255	3,126,797	2,303,923	1,010,589	3,314,512
Covid related exceptional funding		-	-	-	-	597	597
Income from Charitable activities:							
Fees and grants for service provision		22,647	332,114	354,761	-	302,139	302,139
Policy & Research		-	20,832	20,832	-	21,042	21,042
Income from Investments		16,856	-	16,856	3,475	-	3,475
Total Income		<u>2,299,045</u>	<u>1,220,201</u>	<u>3,519,246</u>	<u>2,307,398</u>	<u>1,334,367</u>	<u>3,641,765</u>
Expenditure:							
Expenditure on Raising funds							
Raising funds		622,583	25,000	647,583	589,796	24,000	613,796
Expenditure on Charitable activities:							
Service provision		1,294,446	1,180,209	2,474,655	923,843	1,359,425	2,283,268
Policy & Research		254,024	20,832	274,856	234,922	21,042	255,964
Total Charitable Activities		<u>1,548,470</u>	<u>1,201,041</u>	<u>2,749,511</u>	<u>1,158,765</u>	<u>1,380,467</u>	<u>2,539,232</u>
Total Expenditure	4	<u>2,171,053</u>	<u>1,226,041</u>	<u>3,397,094</u>	<u>1,748,561</u>	<u>1,404,467</u>	<u>3,153,028</u>
Net income and net movement in funds for the year	2	127,992	(5,840)	122,152	558,837	(70,100)	488,737
Reconciliation of Funds							
Fund balances brought forward at 1 April 2022		2,076,904	42,201	2,119,105	1,518,067	112,301	1,630,368
Balance carried forward at 31 March 2023	16	<u>2,204,896</u>	<u>36,361</u>	<u>2,241,257</u>	<u>2,076,904</u>	<u>42,201</u>	<u>2,119,105</u>

The notes on pages 23 - 30 form part of these financial statements.

All amounts relate to continuing activities. There are no recognised gains or losses other than the net movement in the funds included above.

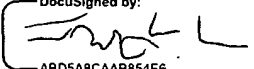
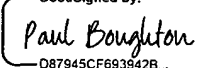
Missing People

Balance Sheet as at 31 March 2023

Company Registration Number 2814202

	Note	2023 £	2023 £	2022 £	2022 £
Fixed Assets					
Tangible assets	6		6,655		4,623
Intangible assets	6		220,513		220,513
Current Assets					
Debtors	8	432,352		151,901	
Cash at bank and in hand		<u>1,948,786</u>		<u>2,140,764</u>	
		2,381,138		2,292,665	
Creditors: Amounts falling due within one year	9	<u>(367,049)</u>		<u>(398,696)</u>	
Net Current Assets			<u>2,014,089</u>		<u>1,893,969</u>
Total Assets less Current Liabilities			<u>2,241,257</u>		<u>2,119,105</u>
Net Assets			<u>2,241,257</u>		<u>2,119,105</u>
Funds of the charity:					
Unrestricted Funds	16		2,204,896		2,076,904
Restricted Funds	16		36,361		42,201
Total Funds			<u>2,241,257</u>		<u>2,119,105</u>

The financial statements were approved and authorised for issue by the Board of Trustees on 19 September 2023 and signed on its behalf by:

DocuSigned by:	}	Justin McLaren - Chair
		
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The notes on pages 23 -30 form part of these financial statements.

Missing People

Statement of Cash Flows for year ended 31 March 2023

	2023 £	2022 £
Cash flows from operating activities :		
Net cash provided by (used in) operating activities (see note (a))	<u>(201,570)</u>	<u>299,655</u>
Cash flows from investing activities		
Interest income	16,856	3,475
Purchase of property, plant and equipment	<u>(7,264)</u>	<u>(16,477)</u>
Net cash provided by (used in) investing activities	<u>9,592</u>	<u>(13,002)</u>
Change in cash and cash equivalents in the reporting period	<u>(191,978)</u>	<u>286,653</u>
Cash and cash equivalents at the beginning of the period	2,140,764	1,854,111
Cash and cash equivalents at the end of the reporting period	<u>1,948,786</u>	<u>2,140,764</u>

(a) Reconciliation of net income to net cash flow from operating activities

	2023 £	2022 £
Net income for the reporting period (as per statement of financial activities)	122,152	488,737
Adjustments for:		
Depreciation charges	5,232	12,609
Interest income	(16,856)	(3,475)
(Increase)/decrease in debtors	(280,451)	34,919
Increase/(decrease) in creditors	<u>(31,647)</u>	<u>(233,135)</u>
Net cash provided by (used in) operating activities	<u>(201,570)</u>	<u>299,655</u>

(b) Analysis of changes in net debt

	2023 £	Cash Flows £	2022 £
Cash and cash equivalents			
Cash	1,948,786	(191,978)	2,140,764
	<u>1,948,786</u>	<u>(191,978)</u>	<u>2,140,764</u>
Borrowings			
Debt due within one year	-	-	-
Debt due after one year	-	-	-
	<u>-</u>	<u>-</u>	<u>-</u>
Total changes in net debt	<u>1,948,786</u>	<u>(191,978)</u>	<u>2,140,764</u>

The notes on pages 23 - 30 form part of these financial statements.

Missing People

Notes to the Financial Statements

Year ended 31 March 2023

The principal accounting policies applied in the preparation of the financial statements are as follows:

1 Accounting Policies

a) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The Trustees considered various scenarios based on a risk based review of the level of likelihood of various streams of income, and it was considered even if only the highly probable income were to be received Missing People would continue to operate. A financial forecasting model has been prepared for the financial year 2022/23 with revised income forecasts and a break-even budget with underlying cash-flow projections. Therefore the Trustees have concluded on the basis of the analysis above that the adoption of a going concern basis in the preparation of these financial statements is appropriate.

Missing People Limited meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s). There are areas of critical estimate or significant judgement that affects the preparation of these financial statements. See note 1(j) for further details.

b) Group accounts

The Charity owns the whole of the share capital of Missing Limited. The company was dormant during the year and therefore consolidated accounts are not prepared.

c) Income

All income is recognised once the charity has entitlement to the income, it is probable that the income will be received, and the amount of income receivable can be measured reliably. In particular:

- Grants are accounted for once a formal offer of funding is received, subject to satisfying any performance-related conditions. In the event that a grant is subject to conditions that require a level of performance before the charity is entitled to the funds, the income is deferred and not recognised until either those conditions are fully met, or the fulfilment of those conditions is wholly within the control of the charity and it is probable that those conditions will be fulfilled in the reporting period;

- For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the charity that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

- Deferred income comprises grants which the donor has specified to be used in future accounting periods.

- Donations are accounted for on a cash basis.

The charity receives donated facilities and services in the form of free office accommodation and advertising. As the charity cannot reliably measure the value of these donations, they are excluded from income and expenditure in the Statement of Financial Activities.

d) Expenditure

All expenses are accounted for on an accruals basis. Wherever possible costs are allocated directly to the appropriate activity; other costs common to all activities are apportioned between those activities on the basis of the proportion of staff time spent during each year in connection with each activity.

Cost of Raising Funds comprises costs incurred in inducing people and organisations to contribute financially to the work. This includes the cost of advertising for donations and the staging of special fundraising events.

Expenditure incurred in connection with the specific objects of the charity is included under the heading Charitable Activities.

Support costs, which are the costs of overall direction and administration of each activity, comprising the salary and overhead costs of the central function, are apportioned on the basis of staff costs attributable to each activity.

The irrecoverable element of VAT is included with the item of expense to which it relates.

Missing People
Notes to the Financial Statements
Year ended 31 March 2023

- e) **Tangible fixed assets and depreciation**
Fixed assets are recorded at cost or, in cases where assets have been donated to the charity, at valuation at the time of donation. All assets acquired for continuing use and costing more than £500 are capitalised.
- Provision is made for depreciation on all tangible assets, at rates calculated to write off the asset less estimated residual value over its expected life as follows:
- Office Equipment - 25% to 33.33% per annum on a straight line basis
- Intangible assets comprise the charity's new CRM system and software licences which are capitalised at cost and reflected within the financial statements at amortised historic cost. Amortisation is calculated by allocation of the balance sheet value of the asset, less any residual value, to the periods expected to benefit from its use on a straight-line basis over 5 years. Amortisation charges will be charged to service revenue accounts once asset is operational.
- f) **Funds**
Unrestricted funds are funds which are available for use at the discretion of the Trustees in furtherance of the general objects of the charity and have not been designated for other purposes.
- Restricted funds* are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes.
- g) **Leased assets**
Rentals payable under operating leases are charged to the Statement of Financial Activities as incurred.
- h) **Direct taxation**
The company is a charity within the meaning of Para 1 Schedule 6 Finance Act 2010. Accordingly the company is potentially exempt from taxation in respect of income within categories covered by Chapter 3 of Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income is applied exclusively to charitable purposes. No tax charge arose in the period.
- i) **Pension**
The Charity contributes to a defined contribution group personal pension scheme. The assets of the scheme are held separately from those of the Charity in independently administered funds. The pension cost charge represents contributions payable under the scheme by the Charity to the funds. The Charity has no liability under the scheme other than for the payment of those contributions. Contributions are disclosed in note 3.
- j) **Significant management judgements and key sources of estimation and uncertainty**
The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the application of policies and reported amounts of assets and liabilities, income and expenses. Judgements are necessary when determining the recognition of income as per note 1(c).
Management do not consider there to be any material judgements or estimation and uncertainty requiring disclosure.

Missing People

Notes to the Financial Statements

Year ended 31 March 2023

2 Income/(Expenditure)

The net income/(expenditure) for the year are stated after charging:

	2023	2022
	£	£
Depreciation on tangible fixed assets	5,232	12,609
Operating leases	17,947	16,531
Auditor's remuneration		
Audit services (excluding VAT)	15,000	11,925
Non-audit services	-	-
	<u> </u>	<u> </u>

3 Staff costs

Staff costs were as follows:

	2023	2022
	£	£
Wages and salaries	2,407,954	2,193,989
Social Security costs	242,806	208,534
Pension	114,104	105,973
Temporary Staff costs	-	4,050
	<u> </u>	<u> </u>
	<u>2,764,864</u>	<u>2,512,546</u>

One employee earned between £100,001 - £110,000 (2022: £90,000 - £100,000 one) in the year and two between £60,001 - £70,000 (2022: one)

Redundancy costs of £396 arose from restructuring one team (2021: none).

The average weekly number of employees (based on average headcount) during the year was as follows:

	2023	2022
Charitable activities	76	70
Fundraising	12	11
Governance	1	1
	<u> </u>	<u> </u>
	<u>89</u>	<u>82</u>

The full time equivalent number of employees (including casual and temporary staff) during the year was 68. (2022: 64)

Trustees' remuneration and related party transactions

The Trustees neither were paid nor received any emoluments during the year (2022 - nil).

One Trustee was reimbursed £454 travel expenses during the year (2022: nil).

The key management personnel of the charity comprise the Chief Executive and the directors.

The emoluments of the Chief Executive and directors were:

	2023	2022
	£	£
Executive directors' emoluments (excluding pension)	412,225	389,306
Pension contributions	18,136	17,427
The Chief Executive was the highest paid director in 2022/23;		
total remuneration (excl employer's NI and pension contributions) for the year	102,775	98,988

The Chief Executive is a member of a group personal pension scheme and a contribution of £5,099 (2022: £4,949) was made to the scheme on her behalf. There are no enhanced or special terms that apply to the Chief Executive's pension scheme arrangements.

Missing People

Notes to the Financial Statements

Year ended 31 March 2023

4 Analysis of Total Resources Expended

	Direct Costs Activities £	Support Costs (see note 5) £	2023 Total £	2022 Total £
Charitable Activities:				
Service Provision	1,989,776	484,879	2,474,655	2,283,268
Policy & Research	221,000	53,856	274,856	255,964
Cost of Raising Funds	520,697	126,886	647,583	613,796
	<u>2,731,473</u>	<u>665,621</u>	<u>3,397,094</u>	<u>3,153,028</u>

	Direct Costs Activities £	Support Costs (see note 5) £	2022 Total £	2021 Total £
Charitable Activities:				
Service Provision	1,824,896	458,372	2,283,268	2,498,245
Policy & Research	204,579	51,385	255,964	216,854
Cost of Raising Funds	490,577	123,219	613,796	508,723
	<u>2,520,052</u>	<u>632,976</u>	<u>3,153,028</u>	<u>3,223,822</u>

5 Support costs by activity

	Service Provision	Policy & Research	Cost of Raising Funds	2023 Total £	2022 Total £
Governance	32,161	3,572	8,416	44,149	40,696
Information technology	123,839	13,755	32,407	170,001	159,159
Central facilities	63,488	7,052	16,614	87,154	90,555
Finance	73,621	8,177	19,265	101,063	98,650
Human resources	100,746	11,190	26,364	138,300	125,040
Central management	91,024	10,110	23,820	124,954	118,876
	<u>484,879</u>	<u>53,856</u>	<u>126,886</u>	<u>665,621</u>	<u>632,976</u>

	Service Provision	Policy & Research	Cost of Raising Funds	2022 Total £	2021 Total £
Governance	29,470	3,304	7,922	40,696	40,633
Information technology	115,255	12,921	30,983	159,159	193,360
Central facilities	65,576	7,351	17,628	90,555	123,847
Finance	71,438	8,008	19,204	98,650	101,389
Human resources	90,548	10,151	24,341	125,040	127,156
Central management	86,085	9,650	23,141	118,876	117,373
	<u>458,372</u>	<u>51,385</u>	<u>123,219</u>	<u>632,976</u>	<u>703,758</u>

Support costs have been allocated on the basis of the charity's accounting policies and identified staff and direct costs for each category.

Missing People

Notes to the Financial Statements

Year ended 31 March 2023

6	Assets			
		Office Equipment £	Intangible Assets £	Total £
	Cost			
	At 1 April 2022	67,517	220,513	288,030
	Additions	7,264	-	7,264
	Disposals	-	-	-
	At 31 March 2023	74,781	220,513	295,294
	Depreciation			
	At 1 April 2022	62,894	-	62,894
	Charge for year	5,232	-	5,232
	Disposals	-	-	-
	At 31 March 2023	68,126	-	68,126
	Net book value			
	At 31 March 2023	6,655	220,513	227,168
	At 31 March 2022	4,623	220,513	225,136

Intangible asset is the charity's new CRM which is funded from restricted funds and will be completed in the following financial year and transferred to general funds once operational.

7 Subsidiary Company

The Charity holds two ordinary £1 shares in Missing Ltd, being 100% of the issued share capital. The entire profit of Missing Ltd is paid annually to Missing People under Gift Aid.

Results of Missing Ltd

	2023 £	2022 £
PROFIT & LOSS ACCOUNT		
Turnover	-	-
Cost of sales and administration expenses	-	-
Net profit for the year	-	-
Amount gift aided to the charity	-	-
Retained in subsidiary	-	-
BALANCE SHEET		
Debtors	2	2
Cash at bank and in hand	-	-
Creditors: Amounts falling due within one year	-	-
Total net assets	2	2
Capital and reserves		
Called up share capital	2	2
Profit and loss account	-	-
	2	2

Missing People

Notes to the Financial Statements

Year ended 31 March 2023

8 Debtors

	2023	2022
	£	£
Accrued income	314,979	85,338
Prepayments	73,074	57,111
Other debtors	6,367	162
Trade debtors	37,932	9,290
Amount due from subsidiary	-	-
	<u>432,352</u>	<u>151,901</u>

All amounts shown under debtors fall due for payment within one year.

9 Creditors:

Amounts falling due within one year

	2023	2022
	£	£
Other taxes and social security costs	59,400	60,937
Other creditors	64,699	97,635
Accruals	44,281	49,898
Deferred Income (Note 10)	198,669	190,226
	<u>367,049</u>	<u>398,696</u>

10 Deferred Income

	2023	2022
	£	£
Balance at 1 April	190,226	385,505
Released in the year	(190,226)	(385,505)
Amount deferred in the year	198,669	190,226
Balance at 31 March	<u>198,669</u>	<u>190,226</u>

Deferred income comprises grants which the donor has specified to be used in future accounting periods.

11 Leasing Commitments

At 31 March the Charity had minimum lease commitments under non-cancellable operating leases on office equipment as set out below:

	2023	2022
	£	£
Operating leases which expire:		
Within one year	9,570	17,949
Between one and five years	<u>4,057</u>	<u>14,150</u>

Missing People

Notes to the Financial Statements

Year ended 31 March 2023

12 Analysis of Net Assets

	Fixed Assets £	Net Current Assets £	Total £
Year ended 31 March 2023			
Restricted	0	36,361	36,361
Unrestricted	227,168	1,977,728	2,204,896
	<u>227,168</u>	<u>2,014,089</u>	<u>2,241,257</u>
Year ended 31 March 2022			
Restricted	0	42,201	42,201
Unrestricted	225,136	1,851,768	2,076,904
	<u>225,136</u>	<u>1,893,969</u>	<u>2,119,105</u>

13 Ultimate Controlling Party

The Directors listed in the Trustees' Report are the ultimate controlling parties being members of the company. All Charity policies and executive decisions are determined by the Trustees. The day to day running of the charitable company has been delegated to the Chief Executive and Directors.

14 Related Party Transactions

There were no transactions with related parties during the year other than with the subsidiary company as set out in Note 7 (2022: none). The Charity received £31,532 donations from Trustees' (2022 £52,570)

15 Donations, Grants and Legacies

	Unrestricted Funds £	Restricted Funds £	Total 2023 £	Total 2022 £
General donations	1,803,480	867,255	2,670,735	2,970,587
Legacies	38,466	-	38,466	10,590
Fundraising & promotional events	417,596	-	417,596	333,335
	<u>2,259,542</u>	<u>867,255</u>	<u>3,126,797</u>	<u>3,314,512</u>

16 Movements in funds

	Brought forward £	Income £	Expenditure £	Transfers £	Carried forward £
Restricted funds					
The movement on restricted funds comprises the following donations and grants held on trust to be used for specific purposes:					
Service delivery grants	-	1,131,757	(1,131,757)	-	-
Service delivery grants - Fidelity Four	30,742	-	-	-	30,742
Missing People Choir	11,459	795	(6,635)	-	5,619
Computer systems development	-	12,817	(12,817)	-	-
Regional funding	-	29,000	(29,000)	-	-
Policy & Research	-	20,832	(20,832)	-	-
Fundraising grants	-	25,000	(25,000)	-	-
Total restricted funds	<u>42,201</u>	<u>1,220,201</u>	<u>(1,226,041)</u>	<u>-</u>	<u>36,361</u>
Unrestricted funds	<u>2,076,904</u>	<u>2,299,045</u>	<u>(2,171,053)</u>	<u>-</u>	<u>2,204,896</u>
Total funds	<u>2,119,105</u>	<u>3,519,246</u>	<u>(3,397,094)</u>	<u>-</u>	<u>2,241,257</u>

Missing People
Notes to the Financial Statements
Year ended 31 March 2023

	Brought forward £	Income £	Expenditure £	Transfers £	Carried forward £
Movements in funds - previous year					
Restricted funds					
Service delivery grants	-	1,198,809	(1,198,809)	-	-
Service delivery grants - WCIT	66,643	-	(66,643)	-	-
Service delivery grants - Fidelity Foundation	45,658	-	(14,916)	-	30,742
Missing People Choir	-	13,644	(2,185)	-	11,459
Computer systems development	-	56,775	(56,775)	-	-
Regional funding	-	19,500	(19,500)	-	-
Policy & Research	-	21,042	(21,042)	-	-
Covid related exceptional funding	-	597	(597)	-	-
Fundraising grants	-	24,000	(24,000)	-	-
Total restricted funds	<u>112,301</u>	<u>1,334,367</u>	<u>(1,404,467)</u>	<u>-</u>	<u>42,201</u>
Unrestricted funds	<u>1,518,067</u>	<u>2,307,398</u>	<u>(1,748,561)</u>	<u>-</u>	<u>2,076,904</u>
Total funds	<u><u>1,630,368</u></u>	<u><u>3,641,765</u></u>	<u><u>(3,153,028)</u></u>	<u><u>-</u></u>	<u><u>2,119,105</u></u>

Any expenditure on restricted projects not covered by restricted donations is met from unrestricted funds.

Purposes of restricted funds

Service delivery grants: delivery of specific services, projects or programmes in line with funders grant conditions.

WCIT Charity grant funds the charity's ongoing One Safe Click project for the charity's digital transformation.

Missing People Choir fundraises to support the Choir's ongoing costs

Fidelity UK Foundation funds the charity's CRM project system that is being purchased and installed between 20/21 and 22/23

Computer systems development funding supports software enhancement of the charity's services.

Regional funding enables the charity's work in specific geographic areas.

Policy and research funding represents donations and grants towards the charity's policy, research and advocacy work.

Office improvements: grant for installing new ceiling lights in the charity's office

Covid related exceptional funding: represents exceptional grants made to help the organisation through Covid.

Fundraising grants: funding towards the costs of the Individual Giving Officer

The funding above includes generous donations from the following:

	£
The Dulverton Trust	22,500
Bally's Foundation	180,411
LexisNexis Risk Solutions	40,000
St James's Place Charitable Foundation	29,167
Home Office	431,092
Mayor of London Violence Reduction Unit	38,317
Missing People Choir	795
Welsh Government	7,700
The Alchemy Foundation	25,000
Scottish Government	203,888

MISSING PEOPLE LIMITED

England & Wales - Charity number 1020419

Accounts

Missing People Limited
Company no. 2814202



Registered charity in England and Wales (1020419)
and in Scotland (SC047419)

Trustees' Annual Report and Accounts
Year ended 31 March 2022



Missing People
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Chair's Statement

After the anxiety and turbulence of 2020/21, this year has been no less complex for charities and for those whom Missing People serve. Despite our amazing team continuing to work predominantly from home and facing the ongoing impact of Covid-19, we were able to rely on our well-established esprit de corps and face head-on the challenges and opportunities presented.

As a Board of Trustees, we took the decision in March 2020, that we wanted the charity to emerge from the Pandemic in as strong a financial position as possible. We were always clear that the Pandemic's impact on the economy would last far longer than many anticipated and we wanted to arrive post-Pandemic focused on growth and delivery rather than fighting to survive.

This process has not been easy and has meant us taking difficult decisions; but we are confident that we made the right decisions at the right time to future-proof our services. It has also meant that we have accelerated longer term initiatives, such as our Digital Transformation, which moved more of our service provision towards online and chat channels. In doing so, we are not only able to deliver more cost-effectively, but we are also able to reach many people for whom more traditional forms of communication are not relevant.

We are extremely fortunate to benefit from the generosity and support of a number of key funders: corporates, foundations, government, individual donors and players of People's Postcode Lottery. It is vitally important to us that they know that not only is every pound they donate spent wisely, and with due regard to its origin, but also that our prudence in planning is in place to ensure that we are a financially and operationally secure home for such generosity and investment.

I am very pleased, therefore, and pay tribute to Jo Youle, the Director Team and all the staff and volunteers, that we have ended this year, as last, with a surplus and with stronger reserves for the challenging economic times ahead.

With our planning well underway for our next strategy to begin in 2023, our focus is on building on our existing services, better reaching communities of people who are adversely affected by missing and currently least served, facilitating peer-to-peer support, and continuing to be a voice and advocate for everyone affected. During this year, we have made substantial progress in these areas, with the voice, thoughts, wishes and needs of those with lived experience shaping the future strategy.

Within our charity we firmly believe in hope and in finding positivity to cling to when it is seemingly hard to find. We celebrate every achievement, and we mark every piece of good news. So, we continue to be hugely grateful to every supporter who donates, runs a marathon, fundraises, volunteers, shares our appeals, or has joined one of our online events, for the inspiration, motivation, and encouragement they give us. As the financial year ended, we were able to hold our first in-person Gala for three years which raised more than £240,000.

To continue to provide hope to those affected by a disappearance, we continue to rely on our growing number of donors and supporters. And, through their generosity and foresight, we continue to be an essential lifeline for those most in need and those around them.

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I am delighted that our Chief Executive, Jo Youle, has been awarded an OBE by Her Majesty The Queen in the Birthday 2022 Honours List. Jo receives this award for her services to the families of missing people. This recognition of the cause and the charity's work is so gratefully received. Jo has accepted the award to help shine a light on all those affected by missing.

Chris Trotter, Missing People's Finance Director, retired in April 2022. I'd like to thank him for his work, and am pleased that David Stein joined as Finance Director in May.

Justin McLaren

Chair of Trustees

Missing People
Trustees' Annual Report and Accounts Year ended 31 March 2022

Trustees' Report

1. Reference and Administrative

Charity Name	Missing People
Registered Charity	England and Wales 1020419 / Scotland SC047419
Company Number	2814202
Registered Office	Roebuck House 284 Upper Richmond Road West London SW14 7JE
Trustees	Justin McLaren – Chair Paul Boughton – Treasurer Caryl Agard Sarah Godwin Jane Harwood Rachel Eyre Sam Waterfall Andrew McKay Radha Chakraborty
Company Secretary	Chris Trotter resigned 22 April 2022 David Stein appointed 03 May 2022
Chief Executive	Jo Youle
Directors	Susannah Drury, Director of Policy, Development and Research Zoe Hart, Director of People & Organisational Development Sophie Lapham, Director of Services Ross Miller, Director of Fundraising and Communication Chris Trotter, Director of Finance – resigned 22 April 2022 David Stein, Director of Finance – appointed 03 May 2022
Auditor	Crowe U.K. LLP 55 Ludgate Hill London EC4M 7JW
Principal Bankers	CAF Bank 25 Kings Hill Avenue Kings Hill West Malling ME19 4TA
Website	www.missingpeople.org.uk

Missing People
Trustees' Annual Report and Accounts Year ended 31 March 2022

2. Structure, Governance and Management

Nature of governing document

Missing People became a registered charity in England and Wales (charity number 1020419) on 30 April 1993, and in Scotland (charity number SC047419) on 16 May 2017. It is a charitable company with no issued share capital being limited by guarantee. Its governing instrument is its Articles of Association, dated 23 February 2017, and the Trustees are its members. Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The total number of such guarantees at the 31 March was 10. The objects as stated in the Articles of Association are:

- (a) to provide counselling and support to families in conditions of need, hardship or physical or mental distress as a result of a member of their family having disappeared without trace;
- (b) to provide help and support to persons who have left home without informing their family and friends or carers of their whereabouts and who are suffering conditions of need, hardship or physical or mental distress;
- (c) to educate the public in the social and economic problems resulting from the disruption to family life caused by the disappearance of a member of the family and the problems caused by individuals who have disappeared without trace.

Charitable Activity in Scotland

Missing People is registered with the Office of the Scottish Charity Regulator (OSCR) under charity number SC047419 with charitable status under the Charities and Trustee Investment (Scotland) Act 2005.

The charity provides its services, described under Achievements and Impact, to missing people and their families in Scotland and carries out awareness and fundraising activities.

Organisation

Missing People is led by a diverse and experienced Board of Trustees who, together with the Chief Executive and Directors, ensure the charity delivers its aims. The Board of Trustees has overall responsibility for governing the charity's strategy and finances and monitoring its performance. Day-to-day activities are the responsibility of the Chief Executive and Directors. The Chief Executive reports to the Trustees and the Directors report to the Chief Executive. The Board places particular emphasis on maintaining high standards of governance. It has considered the Charity Governance Code and will review it during the year with a view to full compliance.

Recruitment and appointment of Trustees

Most Trustee vacancies are advertised in a range of media, and candidates are required to submit a CV and undergo an interview with the Chair. The Chair will then invite selected candidates to meet the Chief Executive, representatives of other Trustees, and the Directors. The procedure for the appointment of Trustees is set out in the Articles of Association.

Induction and training

New Trustees are given a comprehensive briefing pack that includes information about the charity, their role, and the issue of missing people. All Trustees are invited to attend a structured induction day and training which aims to ground them in the cause and to enrich their understanding of the difference the charity makes.

Missing People
Trustees' Annual Report and Accounts Year ended 31 March 2022

Pay policy

The aim of our pay policy, which applies to all employees, is to offer remuneration that is fair and appropriate for the roles they perform and the responsibilities they undertake to deliver our charitable aims. The Trustees consider the key management personnel of the charity to be the Chief Executive and all Directors.

In setting remuneration for all staff, including senior staff, a number of criteria are used including consideration of the nature and responsibilities of specific roles, local and national sector averages and other market factors.

Related parties and cooperation with other organisations

None of our Trustees receive remuneration or other benefit from their work with the charity.

In order to best serve people affected, the charity is committed to working in partnership with a range of organisations from the public, private and charity sectors. A multi-agency response to disappearances is critical to success and something we are proud to foster. We work in partnership with every police force across the UK to enable referrals of families with a missing loved one to our support services, and to offer our independent and confidential support to people who are reported missing.

As a recognised leader in the field of missing persons, the charity is a proud member of Missing Children Europe, the Global Missing Children's Network, and the International Centre for Missing and Exploited Children. Missing People has previously been accredited by the Helplines Partnership, the membership body for organisations that provide information, support or advice via phone, email, text or online.

We work with a range of charities working in connected areas - including mental health, homelessness, child sexual exploitation and suicide. This can include referrals, sharing best practice and piloting new ways to respond together.

The charity works in formal partnerships with a number of Local Authorities to support children who return from being missing.

The charity's wholly owned subsidiary Missing Limited remained dormant throughout the year.

Missing People
Trustees' Annual Report and Accounts Year ended 31 March 2022

3. Purpose, Aims and Charitable Activities of Public Benefit

Vision

Every missing person is found safe.

Mission

To be a lifeline when someone disappears.

Aims

In 2020-21, we developed a one-year Operational Plan due to the need to respond urgently to the Covid-19 pandemic. We continued these aims into 2021-22:

- Ensuring sustainability to protect support for missing people and families
- To stay grounded in the needs of missing people and families
- To deliver our digital transformation to improve access to services and information

Charitable Activities of Public Benefit

Trustees have complied with their duty in section 17 of the Charities Act 2011 to have paid due regard to the Charity Commission's guidance on public benefit in deciding which activities the charity should undertake.

Missing People aims to improve the wellbeing of people with a missing loved one, and of the missing people themselves. Around 170,000 people of all ages and backgrounds are reported missing to UK police each year, many more than once.

Missing People is one of a handful of charities providing an essential Helpline using a 116 prefix – ours is 116 000 - assigned by Ofcom to indicate we protect the wellbeing of people in great difficulty. We offer free, confidential support every day of the year.

We work in collaboration with police forces across the UK to ensure that missing people and their families can be referred to our support services.

Our work is informed by original research, consultation, and evaluation of our services. We actively influence the national government strategy for missing persons.

The charity helps missing children and young people in crisis, and those thinking of going missing. We provide confidential advice and support seven days a week. Importantly, we also enable young people, often living on the streets in danger or at risk of exploitation, to reconnect with their families or carers. We also work in partnership with Local Authorities to ensure the safety of young people who return from being missing.

Mental health is the single biggest reason for an adult to go missing. For vulnerable missing adults, Missing People provides free, confidential, advice and support every day of the year. A missing adult can pass on a 'safe and well' message to their family or carers, often leading them to reconnect directly.

Our support ensures relatives with a missing loved one develop resilience to cope and to manage relationships with others, so they feel less alone. We provide a sense of belonging to a community of people in a similar situation to reduce isolation. Missing People provides free emotional and

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Trustees' Annual Report and Accounts Year ended 31 March 2022

practical support as well as a range of in-depth support such as counselling and peer-to-peer support for families to help one another, including carol services in England and Scotland and our annual 'Family Day' event. In addition, we provide a free 'Lost Contact' service to reunite family members who may have been estranged. This service is made possible thanks to the support of LexisNexis Risk Solutions.

Where appropriate, the charity provides free publicity services to help find vulnerable missing people. To achieve this, we work in partnership with a wide range of companies such as Royal Mail Group and outdoor advertisers such as JCDecaux who provide pro bono media space. Our team is then on hand to receive information and sightings from the public, as well as contact from the missing person, every day of the year.

Volunteers

Without volunteers, Missing People could not be a lifeline when someone disappears. Volunteers gain new rewarding experiences, learn from highly trained staff and gain and develop new skills that we hope will stay with them forever.

Volunteers make a real difference to missing people and their families by giving their time in a range of ways. From raising vital funds, organising events, sharing appeals for missing people, to providing in-depth Helpline support. The financial statements do not recognise the financial value attributed to volunteer time.

Strategic Report

4. Achievements and Impact

Services Performance

We estimate that over a million people each year in the UK are directly affected by a disappearance – based on the 170,000 people who disappear each having at least five loved ones who live in limbo. That number is shockingly high. As the only national charity supporting missing children, adults, and their families, we are determined to increase the number of people we can help, focused on those who need our help the most.

To achieve this goal whilst operating within financial constraints, we launched our new model of support in April 2021.

This model increases our focus on digital and peer-to-peer support as important ways of increasing our reach and meeting the expressed needs of people affected by a disappearance. The new model includes peer-to-peer support forums and meetings for families, and online resources and guidance developed with people with lived experience.

We continue to provide an award-winning Helpline for children and adults who are missing and who are thinking about going missing, as well as for families. In addition, for families who need ongoing support, the charity offers access to specialist family support workers and counselling.

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Trustees' Annual Report and Accounts Year ended 31 March 2022

We launched a new approach to finding missing people through appeals following consultation with young people and adults who have previously been missing. They told us that public appeals, especially in the early days of a disappearance, can leave a digital footprint which in some cases can have a negative impact on their wellbeing. We have therefore moved to a focus on sharing appeals through our non-public, Safeguarding Briefing Network of organisations with a safeguarding role.

We now use our valued public appeals partners to raise awareness of longer-term missing people where the initial investigation has not found them, and for the highest risk missing people, whose lives are in danger.

Families of missing people

We directly supported 1,521 families this year, both whilst a loved one was missing and after their return. Our support includes tailored practical help for families' searching for a missing loved one and emotional trauma support from our team of family support workers and counsellors. We also supported families affected by County Lines exploitation through our national SafeCall service, offering casework and advocacy support, emotional support, and peer-to-peer support.

In addition, 17,249 family members accessed our online family support resources. These provide advice and support for different stages of the 'missing' journey, how to work with the media, and how the police and Missing People can help search for a missing person. We continued to deliver and develop our new family support online forum as a safe space for families to support each other, share advice and find out about opportunities to get involved with the charity.

Making publicity appeals for a missing person is one of the practical ways that the charity helps people with a missing loved one.

This year 1,059 people we searched for were found safe through our public and non-public appeals.

Missing children and young people

This year, we directly supported 3,832 children and young people. This included our Runaway Helpline, one-to-one chat, the Is This OK? chatbot pilot for young people at risk of exploitation, and our SafeCall service that provides advocacy and support for young victims of County Lines. All our services for young people provide a confidential, non-judgemental space for them to share their challenges and talk through their options, as well as support to get safe if they need it.

In addition, an estimated 6,478 young people accessed our online support resources. Our Runaway Helpline website offers advice and support on a range of topics linked to running away, such as bullying, exploitation and mental health.

Vulnerable missing adults

This year, we directly supported 2,102 adults who had gone missing or who were thinking about going missing. We provide adults with a confidential, non-judgemental space to think through their options, stay safe and access specialist support if needed. We offer a message home service where we can pass on a message to a family member if they are not ready to get in touch with them directly.

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Trustees' Annual Report and Accounts Year ended 31 March 2022

In addition, an estimated 7,735 adults accessed our online support resources. These provide information and support on topics for different stages of someone's missing journey, including people's rights, how to stay safe while away from home, and what to do if you are struggling with mental health issues.

Totals helped

In total, we directly supported 7,455 missing people and families, and estimate that 31,462 missing children, adults and families accessed our online support and information.

Development and Partnerships

In 2021-22, we delivered a wide range of consultancy and training projects for police forces, local authorities, and government agencies to improve policy and practice responses to missing people. This work included a comprehensive review of policy, procedures, and practice for missing people in one police force area, delivering local multi-agency learning events on missing and exploitation, and creating new training for police officers on person-centred responses to missing people, co-produced and delivered with people with lived experience.

Our partnership work with police forces has enabled us to reach more missing people in crisis than ever before. Our TextSafe® service, where we send a missing person a supportive text message offering the charity's confidential helpline support, was requested over 48,000 times by police officers for over 36,000 missing children and adults. This means the service reached 21% of people who were missing in 2021-22. Last year, for the first time, we also reached out to over 2,000 suicidal missing people through our Suicide Risk TextSafe® service. This service involves a police officer requesting that we send a supportive message to a missing person who is known to be at risk of suicide, offering our support as well as support from Samaritans. When we send the message, we also alert Samaritans who make a proactive call to the missing person. Our data shows that around 80% of people who receive a Suicide Risk TextSafe® message engage with either Missing People or Samaritans, showing its significant value as a safeguarding tool.

In Scotland, we delivered the third year of our National Framework Implementation Project, funded by the Scottish Government. This project aims to ensure that the good practice in responding to missing people, identified in Scotland's National Missing Persons Framework, is implemented in local areas. We worked in Aberdeen City and Aberdeenshire, Dumfries and Galloway, East Dunbartonshire, North Ayrshire, and Edinburgh, supporting local agencies to create effective multi-agency responses to missing, develop effective missing persons' protocols and deliver effective return discussion training. We also held the second Scottish missing persons conference on good practice to share examples of good practice in preventing and responding effectively to missing incidents, with over 80 participants.

Our Search Dog Heroes Project in partnership with Lowland Rescue was completed this year with ground-scenting search dogs trained, qualified and already proving an invaluable asset to Lowland Rescue search teams in four police forces and six areas. The dogs have been successfully deployed 11 times, all of which resulted in the missing person being found safe and well. Thanks to funding from players of People's Postcode Lottery, this Dreamfund project continued to train search dogs around the UK and to produce and share education and awareness materials and scent kits for high-risk groups and their carers so that they are well prepared to respond in the event of a disappearance.

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Policy and Research

In 2021-22, we published our report into experiences of racial discrimination against missing people and families. This report compiled people of colour's experiences of discrimination from the police and other statutory agencies when they reported a loved one missing. Families told us they felt they were not listened to, that their missing loved one was not seen as a high priority by the police and did not receive the same level of media attention as other missing people. This work has led to Missing People being invited onto the Independent Office for Police Conduct (IOPC) advisory group on race discrimination, and to work with police forces to review their response to missing persons to assess whether direct or indirect discrimination is taking place.

In April 2021, we published a report compiling children's views on being reported missing from care. The report aimed to understand care-experienced children's experiences of being reported missing, because national police data shows that a care-experienced child is 20 times more likely to be reported missing than other children. Many children told us about negative experiences of being reported as missing to the police, linked to how the police responded, leading to the child being or feeling criminalised. The report led to the development of training webinars for professionals on how to provide a person-centred response to care-experienced children around missing, highlighting good practice from around the country.

Monitoring and Evaluation

Missing People is committed to the robust monitoring and evaluation of its services, so that we can effectively identify and measure the impact on people's lives. We have embedded monitoring and evaluation processes throughout all our projects and have a dedicated impact team to undertake thorough evaluation. Our evaluation processes include assessing our progress against theories of change, alongside monitoring of detailed operational and management information. We produce an annual Impact Report that is freely available to everyone, and provide quarterly updates on key cross-organisational measures to Directors Group and Trustees. In addition, we gather feedback from those using our services, which allows us to assess our impact on their lives and the varied issues that they face.

We also work with external evaluators which allows our work to be challenged, scrutinised and improved, through independent review. Overall, our evaluation processes are crucial in enabling organisational learning and helping us to adapt our service design and delivery in response to the changing needs of our beneficiaries.

Fundraising Statement

Supporters enable Missing People to be a lifeline when someone disappears thanks to generous donations and legacies. They fund our search to find vulnerable missing people and make it possible for us to help thousands of people in crisis. Our supporters send a powerful message that they care about people and the society we live in. Our fundraising staff and volunteers aim to provide all our supporters with the same level of care and respect. We take extra care with supporters who may be vulnerable and have a policy in place to protect them.

Missing People

Trustees' Annual Report and Accounts Year ended 31 March 2022

As an independent charity we rely on donations and legacies. We focus on long-term sustainable support built on strong relationships with a wide range of individuals, trusts, and corporate partners. On average we return £5-£6 for every £1 we spend on fundraising.

Missing People is a paying member of the Fundraising Regulator. We raise vital funds in accordance with our Fundraising Promise. Missing People has adopted the NCVO's Charity Ethical Principles and uses these principals to guide ethical considerations in relation to fundraising.

This year, we welcomed several new supporters, Leading Lights, Luminaries, members of our Fundraising Board and Enterprise Board, and partners who generously raised or donated major funds and awareness. They included Bally's Foundation, RELX and Flutter. They joined long-term supporters including: players of People's Postcode Lottery, Royal Mail Group, Marguerite Foundation, Worshipful Company of Information Technologists (WCIT) Charity, LexisNexis Risk Solutions, Norton Rose Fulbright, BBC Children in Need, Dulverton Trust, St James's Place Charitable Foundation, Alchemy Foundation, and CIL Management Consultants. We thank each of them, and everyone else, for enabling us to be a lifeline when someone disappears.

We received two informal complaints regarding fundraising this year, both of which were resolved.

Missing People occasionally uses commercial participators to carry out fundraising services on our behalf.

5. Financial Review

The charity recorded a surplus of £489k in the year (2021: £257k) against a budgeted deficit of £155k. This represents excellent performance in terms of fundraising and cost controls, but also resulted from a cautious budget set during the Covid pandemic.

Total income of £3,642k was £161k (5%) up on last year. A significant proportion of this increase came from corporate partners and our Night of Light Gala which took place just before the year end.

We continued to maintain strong controls over our costs which fell from £3,224k in 2021 to £3,153k.

Volunteers and pro bono supporters again contributed significantly to the charity, far beyond the income recognised in these financial statements. We thank Kapow for free text (SMS) messages, the out-of-home media owners, and many other print and digital partners for advertising space, and we are grateful to the charity's solicitors Clifford Chance for their ongoing services provided on a pro bono basis.

Reserves

The charity's free reserves policy is that it should hold no less than three months' and no more than six months' current operating costs to safeguard against fluctuations that may arise in funding. This policy is intended to maximise the amount available for Missing People's charitable activities during the current economic climate while also planning for a sustainable future. Free reserves are defined as unrestricted funds less fixed and intangible assets and designated funds.

At the end of the year, the level of free reserves was £1,852k (2021: £1,297k) which was six months' worth of charitable expenditure.

Missing People
Trustees' Annual Report and Accounts Year ended 31 March 2022

Going Concern

Missing People has had a steady track record financially over the last decade, making a small surplus in most years and gradually increasing the free reserves. The financial year finished with the charity in a comfortable reserves position, in line with its reserves policy.

We plan to invest in additional charitable activities in 2022/23 and our budget estimates that our year-end free reserves will amount to five months' worth of reserves. The first quarter management accounts were ahead of budget and the current projections are that we will perform on or ahead of budget in 2022/23.

Therefore, the Trustees have concluded, based on the analysis above, that the adoption of a going concern basis in the preparation of these financial statements is appropriate.

Investment policies and objectives

Missing People does not currently invest charity funds in stocks or shares and Trustees review this policy on an annual basis. The limited numbers of shares that may be generously donated to Missing People are sold to aid our charitable activities.

6. Risk Management

Trustees review the major risks faced by the charity as part of their annual cycle of business. Systems of internal financial control have been put in place, which are designed to safeguard the charity's assets, ensure that proper accounting records are maintained, and provide reliable and timely financial information.

Trustees are satisfied with these arrangements and the following are key risks which the charity faces and the related mitigation factors in place:

Risk	Mitigation
<u>Safeguarding</u> : The charity fails to prevent harm.	Our policies and procedures are reviewed regularly and there is a Safeguarding Panel in place to review practice. Staff and volunteer safeguarding training is compulsory and repeated annually. Services Managers provide on-call support for the our frontline services teams and DBS checks are in place for relevant roles.
<u>Economic pressures Post Covid</u> : Changes in the economic/political environment impact negatively on voluntary income.	We continue to strengthen and diversify our income streams. We have in place rigorous processes for budgeting, management reporting and monitoring of financial performance. A sustainability plan was enacted by the year-end to deliver services on a reduced cost basis – with a focus on digital support - against an anticipated lower turnover in 2021/22.

Missing People
Trustees' Annual Report and Accounts Year ended 31 March 2022

<u>Fundraising</u> : Failure by us, or on the part of agencies we work with, to comply with fundraising regulation.	We have reviewed our fundraising policies and practices, and ensured those working on our behalf abide by our Fundraising Promise and the Fundraising Regulator, and we will regularly monitor their work. We have adopted the NCVO's Charity Ethical Principles and established a Fundraising Ethics Group comprising Trustees and executive team members.
<u>Sector reputation</u> : The media, opinion formers or general public opinion may erode trust in charities, affect the sectors strong standing and may indirectly impact our ability to be trusted and to fundraise.	We will continue to be transparent and trustworthy and provide high quality accredited services in a cost-effective way. Trustees and Directors will continue to regularly monitor potential areas of vulnerability.
<u>Pro bono support</u> : The charity receives significant pro bono support without which our ability to provide our existing level of service could be impacted.	We will continue to build positive relationships with pro bono suppliers to ensure support continues. In addition, we always seek a partnership agreement that outlines a minimum length of such support.

7. Plans for the Future

We are now delivering the second year of our current strategy, focused on the following aims:

- To provide help, hope and a safe way to reconnect for missing children, adults, and families
- To put people with lived experience at the heart of our work, amplifying their voices to achieve change
- To build networks of support for and with missing children, adults, and families.

To achieve this plan, we will:

- Ensure the charity is sustainable in the long term
- Ensure the charity is a great place to work and volunteer
- Build and maintain partnerships to support missing people and families

At the same time, we have started the development of our new strategy which will launch in 2023 – our 30th Anniversary. The development phase includes extensive consultation with people with lived experience of missing and related issues including mental health, exploitation, and care experience. And we will review the charity's role in responding to missing people and how we develop and create new communities and networks to ensure missing people and their families get the help they need.

Missing People
Trustees' Annual Report and Accounts Year ended 31 March 2022

8. Statement of Trustees' Responsibilities

The charity Trustees (who are also the directors of Missing People Limited for the purposes of company law) are responsible for preparing the Trustees' Annual report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period.

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

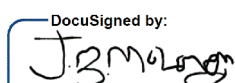
The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charity's transactions and disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities and Trustee Investment (Scotland) Act 2005, regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and with the requirements of the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Financial statements are published on the charitable company's website in accordance with legislation in the United Kingdom governing the preparation and dissemination of financial statements, which may vary from legislation in other jurisdictions. The maintenance and integrity of the charitable company's website is the responsibility of the Trustees. The Trustees' responsibility also extends to the ongoing integrity of the financial statements contained therein.

Each Trustee has confirmed that, insofar as they are aware:

- there is no relevant audit information of which the charity's auditors are unaware;
- they have taken all the steps, that as Trustees they ought to have taken, to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

Approved by the Trustees on 21.09.2022 and signed on their behalf by:

DocuSigned by:

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Justin McLaren
Chair

Missing People

Trustees' Annual Report and Accounts Year ended 31 March 2022

Independent Auditor's Report to the Members and the Trustees of Missing People Limited

Independent Auditor's Report to the Members and the Trustees of Missing People Limited
Opinion

We have audited the financial statements of Missing People Limited for the year ended 31 March 2022 which comprise the Statement of Financial Activities (incorporating income and expenditure account), Balance Sheet, Statement of Cash Flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2022 and of its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities and Trustee Investment (Scotland) Act 2005 and Regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (amended).

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information contained within the annual report. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

Missing People Trustees' Annual Report and Accounts Year ended 31 March 2022

In our opinion based on the work undertaken in the course of our audit

- the information given in the trustees' report, which includes the directors' report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report included within the trustees' report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In light of the knowledge and understanding of the charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the directors' report included within the trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 requires us to report to you if, in our opinion:

- adequate and proper accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on page 15, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with the Acts and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Details of the extent to which the audit was considered capable of detecting irregularities, including fraud and non-compliance with laws and regulations are set out below.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Extent to which the audit was considered capable of detecting irregularities, including fraud
Irregularities, including fraud, are instances of non-compliance with laws and regulations. We identified and assessed the risks of material misstatement of the financial statements from irregularities, whether due to fraud or error, and discussed these between our audit team members. We then designed and performed audit procedures responsive to those risks, including obtaining audit evidence sufficient and appropriate to provide a basis for our opinion.

Missing People

Trustees' Annual Report and Accounts Year ended 31 March 2022

We obtained an understanding of the legal and regulatory frameworks within which the charitable company operates, focusing on those laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements. The laws and regulations we considered in this context were the Companies Act 2006, the Charities Act 2011 and The Charities and Trustee Investment (Scotland) Act 2005 together with the Charities SORP (FRS 102). We assessed the required compliance with these laws and regulations as part of our audit procedures on the related financial statement items.

In addition, we considered provisions of other laws and regulations that do not have a direct effect on the financial statements but compliance with which might be fundamental to the charitable company's ability to operate or to avoid a material penalty. We also considered the opportunities and incentives that may exist within the charitable company for fraud. The laws and regulations we considered in this context for the UK operations were GDPR, taxation legislation, health & safety legislation and employment legislation.

Auditing standards limit the required audit procedures to identify non-compliance with these laws and regulations to enquiry of the Trustees and other management and inspection of regulatory and legal correspondence, if any.

We identified the greatest risk of material impact on the financial statements from irregularities, including fraud, to be within the timing of recognition of income and the override of controls by management. Our audit procedures to respond to these risks included enquiries of management and the Board about their own identification and assessment of the risks of irregularities, sample testing on the posting of journals, analytical procedures and sample testing of income, reviewing accounting estimates for biases, reviewing regulatory correspondence, and reading minutes of meetings of those charged with governance.

Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements, even though we have properly planned and performed our audit in accordance with auditing standards. For example, the further removed non-compliance with laws and regulations (irregularities) is from the events and transactions reflected in the financial statements, the less likely the inherently limited procedures required by auditing standards would identify it. In addition, as with any audit, there remained a higher risk of non-detection of irregularities, as these may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal controls. We are not responsible for preventing non-compliance and cannot be expected to detect non-compliance with all laws and regulations.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, and to the charitable company's trustees, as a body, in accordance with Regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.



Julia Poulter
Senior Statutory Auditor
For and on behalf of
Crowe U.K. LLP
Statutory Auditor
London
Date 6th October 2022

Missing People

Statement of Financial Activities (incorporating an Income and Expenditure Account)
for the year ended 31 March 2022

	Note	Unrestricted Funds 2022 £	Restricted Funds 2022 £	Total Funds 2022 £	Unrestricted Funds 2021 £	Restricted Funds 2021 £	Total Funds 2021 £
Income:							
Voluntary Income							
Donations, grants and legacies	15	2,303,923	1,010,589	3,314,512	1,607,188	1,046,577	2,653,765
Covid related exceptional funding		-	597	597	56,565	472,457	529,022
Income from Charitable activities:							
Fees and grants for service provision		-	302,139	302,139	-	273,224	273,224
Policy & Research		-	21,042	21,042	-	18,703	18,703
Income from Investments		3,475	-	3,475	6,037	-	6,037
Total income		2,307,398	1,334,367	3,641,765	1,669,790	1,810,961	3,480,751
Expenditure:							
Expenditure on Raising funds							
Raising funds		589,796	24,000	613,796	492,293	16,430	508,723
Expenditure on Charitable activities:							
Service provision		923,843	1,359,425	2,283,268	456,827	2,041,418	2,498,245
Policy & Research		234,922	21,042	255,964	198,151	18,703	216,854
Total Charitable Activities		1,158,765	1,380,467	2,539,232	654,978	2,060,121	2,715,099
Total Expenditure	4	1,748,561	1,404,467	3,153,028	1,147,271	2,076,551	3,223,822
Net income and net movement in funds for the year	2	558,837	(70,100)	488,737	522,519	(265,590)	256,929
Reconciliation of Funds							
Fund balances brought forward at 1 April 2021		1,518,067	112,301	1,630,368	995,548	377,891	1,373,439
Balance carried forward at 31 March 2022	16	2,076,904	42,201	2,119,105	1,518,067	112,301	1,630,368

The notes on pages 23 - 29 form part of these financial statements.

All amounts relate to continuing activities. There are no recognised gains or losses other than the net movement in the funds included above.

Missing People

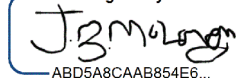
Balance Sheet as at 31 March 2022

Company Registration Number 2814202

	Note	2022 £	2022 £	2021 £	2021 £
Fixed Assets					
Tangible assets	6		4,623		17,232
Intangible assets	6		220,513		204,036
Current Assets					
Debtors	8	151,901		186,820	
Cash at bank and in hand		<u>2,140,764</u>		<u>1,854,111</u>	
		2,292,665		2,040,931	
Creditors: Amounts falling due within one year	9	<u>(398,696)</u>		<u>(631,831)</u>	
Net Current Assets			<u>1,893,969</u>		<u>1,409,100</u>
Total Assets less Current Liabilities			<u>2,119,105</u>		<u>1,630,368</u>
Net Assets			<u>2,119,105</u>		<u>1,630,368</u>
Funds of the charity:					
Unrestricted Funds	16		2,076,904		1,518,067
Restricted Funds	16		42,201		112,301
Total Funds			<u>2,119,105</u>		<u>1,630,368</u>

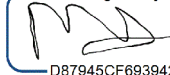
The financial statements were approved and authorised for issue by the Board of Trustees on 22.09.2022 and signed on its behalf by:

DocuSigned by:


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} Justin McLaren - Chair

DocuSigned by:


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} Paul Boughton - Treasurer

The notes on pages 22 - 28 form part of these financial statements.

Missing People

Statement of Cash Flows for year ended 31 March 2022

	2022 £	2021 £
Cash flows from operating activities :		
Net cash provided by (used in) operating activities (see note (a))	<u>299,655</u>	<u>450,041</u>
Cash flows from investing activities		
Interest income	3,475	6,037
Purchase of property, plant and equipment	<u>(16,477)</u>	<u>(211,549)</u>
Net cash provided by (used in) investing activities	<u>(13,002)</u>	<u>(205,512)</u>
Change in cash and cash equivalents in the reporting period	<u>286,653</u>	<u>244,529</u>
Cash and cash equivalents at the beginning of the period	1,854,111	1,609,582
Cash and cash equivalents at the end of the reporting period	<u>2,140,764</u>	<u>1,854,111</u>

(a) Reconciliation of net income to net cash flow from operating activities

	2022 £	2021 £
Net income for the reporting period (as per statement of financial activities)	488,737	256,929
Adjustments for:		
Depreciation charges	12,609	15,311
Interest income	(3,475)	(6,037)
(Increase)/decrease in debtors	34,919	(52,283)
Increase/(decrease) in creditors	<u>(233,135)</u>	<u>236,121</u>
Net cash provided by (used in) operating activities	<u>299,655</u>	<u>450,041</u>

(b) Analysis of changes in net debt

	2022 £	Cash Flows £	2021 £
Cash and cash equivalents			
Cash	2,140,764	286,653	1,854,111
	<u>2,140,764</u>	<u>286,653</u>	<u>1,854,111</u>
Borrowings			
Debt due within one year	-	-	-
Debt due after one year	<u>-</u>	<u>-</u>	<u>-</u>
	<u>-</u>	<u>-</u>	<u>-</u>
Total changes in net debt	<u>2,140,764</u>	<u>286,653</u>	<u>1,854,111</u>

The notes on pages 22 - 28 form part of these financial statements.

Missing People

Notes to the Financial Statements

Year ended 31 March 2022

The principal accounting policies applied in the preparation of the financial statements are as follows:

1 Accounting Policies

a) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The Trustees considered various scenarios based on a risk based review of the level of likelihood of various streams of income, and it was considered even if only the highly probable income were to be received Missing People would continue to operate. A financial forecasting model has been prepared for the financial year 2021/22 with revised income forecasts and a break-even budget with underlying cash-flow projections. Therefore the Trustees have concluded on the basis of the analysis above that the adoption of a going concern basis in the preparation of these financial statements is appropriate.

Missing People Limited meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s). There are areas of critical estimate or significant judgement that affects the preparation of these financial statements. See note 1(j) for further details.

b) Group accounts

The Charity owns the whole of the share capital of Missing Limited. The company was dormant during the year and therefore consolidated accounts are not prepared.

c) Income

All income is recognised once the charity has entitlement to the income, it is probable that the income will be received, and the amount of income receivable can be measured reliably. In particular:

- Grants are accounted for once a formal offer of funding is received, subject to satisfying any performance-related conditions. In the event that a grant is subject to conditions that require a level of performance before the charity is entitled to the funds, the income is deferred and not recognised until either those conditions are fully met, or the fulfilment of those conditions is wholly within the control of the charity and it is probable that those conditions will be fulfilled in the reporting period;
- For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the charity that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

- Deferred income comprises grants which the donor has specified to be used in future accounting periods.
- Donations are accounted for on a cash basis.

d) Expenditure

All expenses are accounted for on an accruals basis. Wherever possible costs are allocated directly to the appropriate activity; other costs common to all activities are apportioned between those activities on the basis of the proportion of staff time spent during each year in connection with each activity.

Cost of Raising Funds comprises costs incurred in inducing people and organisations to contribute financially to the work. This includes the cost of advertising for donations and the staging of special fundraising events.

Expenditure incurred in connection with the specific objects of the charity is included under the heading Charitable Activities.

Support costs, which are the costs of overall direction and administration of each activity, comprising the salary and overhead costs of the central function, are apportioned on the basis of staff costs attributable to each activity.

The irrecoverable element of VAT is included with the item of expense to which it relates.

Missing People

Notes to the Financial Statements

Year ended 31 March 2022

- e) **Tangible fixed assets and depreciation**
Fixed assets are recorded at cost or, in cases where assets have been donated to the charity, at valuation at the time of donation. All assets acquired for continuing use and costing more than £500 are capitalised.
- Provision is made for depreciation on all tangible assets, at rates calculated to write off the asset less estimated residual value over its expected life as follows:
- Office Equipment - 25% to 33.33% per annum on a straight line basis
- Intangible assets comprise the charity's new CRM system and software licences which are capitalised at cost and reflected within the financial statements at amortised historic cost. Amortisation is calculated by allocation of the balance sheet value of the asset, less any residual value, to the periods expected to benefit from its use on a straight-line basis over 5 years. Amortisation charges will be charged to service revenue accounts once asset is operational.
- f) **Funds**
Unrestricted funds are funds which are available for use at the discretion of the Trustees in furtherance of the general objects of the charity and have not been designated for other purposes.
- Restricted funds* are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes.
- g) **Leased assets**
Rentals payable under operating leases are charged to the Statement of Financial Activities as incurred.
- h) **Direct taxation**
The company is a charity within the meaning of Para 1 Schedule 6 Finance Act 2010. Accordingly the company is potentially exempt from taxation in respect of income within categories covered by Chapter 3 of Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income is applied exclusively to charitable purposes. No tax charge arose in the period.
- i) **Pension**
The Charity contributes to a defined contribution group personal pension scheme. The assets of the scheme are held separately from those of the Charity in independently administered funds. The pension cost charge represents contributions payable under the scheme by the Charity to the funds. The Charity has no liability under the scheme other than for the payment of those contributions. Contributions are disclosed in note 3.
- j) **Significant management judgements and key sources of estimation and uncertainty**
The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the application of policies and reported amounts of assets and liabilities, income and expenses. Judgements are necessary when determining the recognition of income as per note 1(c).
Management do not consider there to be any material judgements or estimation and uncertainty requiring disclosure.

Missing People

Notes to the Financial Statements

Year ended 31 March 2022

2 Income/(Expenditure)

The net income/(expenditure) for the year are stated after charging:

	2022	2021
	£	£
Depreciation on tangible fixed assets	12,609	15,311
Operating leases	16,531	10,850
Auditor's remuneration		
Audit services	14,175	11,250
Non-audit services	-	-
	<u>14,175</u>	<u>11,250</u>

3 Staff costs

Staff costs were as follows:

	2022	2021
	£	£
Wages and salaries	2,193,989	2,330,286
Social Security costs	208,534	219,563
Pension	105,973	109,601
Temporary Staff costs	4,050	7,489
	<u>2,512,546</u>	<u>2,666,939</u>

One employee earned between £90,001 - £100,000 (2021: one) in the year and one between £60,001 - £70,000 (2021: one)

No redundancy costs in 2021-22 (2021: £27,479 from restructuring the staff team).

The average weekly number of employees (based on average headcount) during the year was as follows:

	2022	2021
		Number
Charitable activities	70	74
Fundraising	11	9
Governance	1	1
	<u>82</u>	<u>84</u>

The full time equivalent number of employees (including casual and temporary staff) during the year was 64. (2021: 68)

Trustees' remuneration and related party transactions

The Trustees neither were paid nor received any emoluments during the year (2021 - nil).

There were no Trustee expenses during the year (2021: nil).

The key management personnel of the charity comprise the Chief Executive and the directors.

The emoluments of the Chief Executive and directors were:

	2022	2021
	£	£
Executive directors' emoluments (excluding pension)	389,306	376,608
Pension contributions	17,427	16,832
The Chief Executive was the highest paid director in 2020/21;		
total remuneration (excl employer's NI and pension contributions) for the year	98,988	98,000

The Chief Executive is a member of a group personal pension scheme and a contribution of £4,949 (2021: £4,900) was made to the scheme on her behalf. There are no enhanced or special terms that apply to the Chief Executive's pension scheme arrangements.

Missing People

Notes to the Financial Statements

Year ended 31 March 2022

4 Analysis of Total Resources Expended

	Direct Costs Activities £	Support Costs (see note 5) £	2022 Total £	2021 Total £
Charitable Activities:				
Service Provision	1,824,896	458,372	2,283,268	2,498,245
Policy & Research	204,579	51,385	255,964	216,854
Cost of Raising Funds	490,577	123,219	613,796	508,723
	<u>2,520,052</u>	<u>632,976</u>	<u>3,153,028</u>	<u>3,223,822</u>

5 Support costs by activity

	Service Provision	Policy & Research	Cost of Raising Funds	2022 Total £	2021 Total £
Governance	29,470	3,304	7,922	40,696	40,633
Information technology	115,255	12,921	30,983	159,159	193,360
Central facilities	65,576	7,351	17,628	90,555	123,847
Finance	71,438	8,008	19,204	98,650	101,389
Human resources	90,548	10,151	24,341	125,040	127,156
Central management	86,085	9,650	23,141	118,876	117,373
	<u>458,372</u>	<u>51,385</u>	<u>123,219</u>	<u>632,976</u>	<u>703,758</u>

Support costs have been allocated on the basis of the charity's accounting policies and identified staff and direct costs for each category.

6 Assets

	Office Equipment £	Intangible Assets £	Total £
Cost			
At 1 April 2021	116,878	204,036	320,914
Additions	-	16,477	16,477
Disposals	<u>(49,361)</u>	<u>-</u>	<u>(49,361)</u>
At 31 March 2021	<u>67,517</u>	<u>220,513</u>	<u>288,030</u>
Depreciation			
At 1 April 2021	99,646	-	99,646
Charge for year	12,609	-	12,609
Disposals	<u>(49,361)</u>	<u>-</u>	<u>(49,361)</u>
At 31 March 2022	<u>62,894</u>	<u>-</u>	<u>62,894</u>
Net book value			
At 31 March 2022	<u>4,623</u>	<u>220,513</u>	<u>225,136</u>
At 31 March 2021	<u>17,232</u>	<u>204,036</u>	<u>221,268</u>

Intangible asset is the charity's new CRM which is funded from restricted funds and will be completed in the following financial year and transferred to general funds once operational.

Missing People

Notes to the Financial Statements

Year ended 31 March 2022

7 Subsidiary Company

The Charity holds two ordinary £1 shares in Missing Ltd, being 100% of the issued share capital. The entire profit of Missing Ltd is paid annually to Missing People under Gift Aid.

Results of Missing Ltd

	2022 £	2021 £
PROFIT & LOSS ACCOUNT		
Turnover	-	-
Cost of sales and administration expenses	-	-
Net profit for the year	-	-
Amount gift aided to the charity	-	-
Retained in subsidiary	-	-
BALANCE SHEET		
Debtors	2	2
Cash at bank and in hand	-	204
Creditors: Amounts falling due within one year	-	(204)
Total net assets	2	2
Capital and reserves		
Called up share capital	2	2
Profit and loss account	-	-
	2	2

8 Debtors

	2022 £	2021 £
Accrued income	85,338	104,693
Prepayments	57,111	57,711
Other debtors	162	92
Trade debtors	9,290	24,120
Amount due from subsidiary	-	204
	151,901	186,820

All amounts shown under debtors fall due for payment within one year.

9 Creditors:

Amounts falling due within one year	2022 £	2021 £
Other taxes and social security costs	60,937	69,237
Other creditors	97,635	138,217
Accruals	49,898	38,872
Deferred Income (Note 10)	190,226	385,505
	398,696	631,831

Missing People

Notes to the Financial Statements

Year ended 31 March 2022

	2022 £	2021 £
10 Deferred Income		
Balance at 1 April	385,505	181,677
Released in the year	(385,505)	(181,677)
Amount deferred in the year	190,226	385,505
Balance at 31 March	<u>190,226</u>	<u>385,505</u>

Deferred income comprises grants which the donor has specified to be used in future accounting periods.

11 Leasing Commitments

At 31 March the Charity had minimum lease commitments under non-cancellable operating leases on office equipment as set out below:

	2022 £	2021 £
Operating leases which expire:		
Within one year	17,949	14,846
Between one and five years	14,150	18,403
	<u>32,099</u>	<u>33,249</u>

12 Analysis of Net Assets

	Assets £	Bank & Cash £	Debtors £	Current Liabilities £	Total £
Year ended 31 March 2022					
Restricted	220,513	232,427	60,349	(190,226)	323,063
Unrestricted	4,623	1,908,337	91,552	(208,470)	1,796,042
	<u>225,136</u>	<u>2,140,764</u>	<u>151,901</u>	<u>(398,696)</u>	<u>2,119,105</u>
Year ended 31 March 2021					
Restricted	204,036	763,396	97,498	(385,505)	679,425
Unrestricted	17,232	1,090,715	89,322	(246,326)	950,943
	<u>221,268</u>	<u>1,854,111</u>	<u>186,820</u>	<u>(631,831)</u>	<u>1,630,368</u>

13 Ultimate Controlling Party

The Directors listed in the Trustees' Report are the ultimate controlling parties being members of the company. All Charity policies and executive decisions are determined by the Trustees. The day to day running of the charitable company has been delegated to the Chief Executive and Directors.

14 Related Party Transactions

There were no transactions with related parties during the year other than with the subsidiary company as set out in Note 7 (2021: none).

15 Donations, Grants and Legacies

	Unrestricted Funds £	Restricted Funds £	Total 2022 £	Total 2021 £
General donations	1,959,998	1,010,589	2,970,587	2,531,983
Legacies	10,590	-	10,590	13,959
Fundraising & promotional events	333,335	-	333,335	164,388
	<u>2,303,923</u>	<u>1,010,589</u>	<u>3,314,512</u>	<u>2,710,330</u>

Missing People
Notes to the Financial Statements
Year ended 31 March 2022

16 Movements in funds

	Brought forward £	Income £	Expenditure £	Transfers £	Carried forward £
Restricted funds					
The movement on restricted funds comprises the following donations and grants held on trust to be used for specific purposes:					
Service delivery grants	-	1,198,809	(1,198,809)	-	-
Service delivery grants - WCIT	66,643	-	(66,643)	-	-
Service delivery grants - Fidelity Foundation	45,658		(14,916)	-	30,742
Missing People Choir		13,644	(2,185)	-	11,459
Computer systems development	-	56,775	(56,775)	-	-
Regional funding	-	19,500	(19,500)	-	-
Policy & Research	-	21,042	(21,042)	-	-
Covid related exceptional funding	-	597	(597)	-	-
Fundraising grants	-	24,000	(24,000)	-	-
Total restricted funds	<u>112,301</u>	<u>1,334,367</u>	<u>(1,404,467)</u>	<u>-</u>	<u>42,201</u>
		-			
Unrestricted funds	<u>1,518,067</u>	<u>2,307,398</u>	<u>(1,748,561)</u>	<u>-</u>	<u>2,076,904</u>
Total funds	<u><u>1,630,368</u></u>	<u><u>3,641,765</u></u>	<u><u>(3,153,028)</u></u>	<u><u>-</u></u>	<u><u>2,119,105</u></u>

Movements in funds - previous year**Restricted funds**

Service delivery grants	-	1,220,121	(1,220,121)	-	-
Service delivery grants - WCIT	135,165	60,000	(128,522)	-	66,643
Service delivery grants - Fidelity Foundation	242,726	-	(197,068)	-	45,658
Computer systems development	-	10,750	(10,750)	-	-
Regional funding	-	7,500	(7,500)	-	-
Policy & Research	-	18,703	(18,703)	-	-
Office improvements	-	5,000	(5,000)	-	-
Covid related exceptional funding	-	472,457	(472,457)	-	-
Fundraising grants	-	16,430	(16,430)	-	-
Total restricted funds	<u>377,891</u>	<u>1,810,961</u>	<u>(2,076,551)</u>	<u>-</u>	<u>112,301</u>

Unrestricted funds	<u>995,548</u>	<u>1,669,790</u>	<u>(1,412,861)</u>	<u>-</u>	<u>1,252,477</u>
Total funds	<u><u>1,373,439</u></u>	<u><u>3,480,751</u></u>	<u><u>(3,489,412)</u></u>	<u><u>-</u></u>	<u><u>1,364,778</u></u>

Any expenditure on restricted projects not covered by restricted donations is met from unrestricted funds.

Purposes of restricted funds

Service delivery grants: delivery of specific services, projects or programmes in line with funders grant conditions.

WCIT Charity grant funds the charity's ongoing One Safe Click project for the charity's digital transformation.

Missing People Choir fundraises to support the Choir's ongoing costs

Fidelity UK Foundation funds the charity's CRM project system that is being purchased and installed between 20/21 and 21/22.

Computer systems development funding supports software enhancement of the charity's services.

Regional funding enables the charity's work in specific geographic areas.

Policy and research funding represents donations and grants towards the charity's policy, research and advocacy work.

Office improvements: grant for installing new ceiling lights in the charity's office

Covid related exceptional funding: represents exceptional grants made to help the organisation through Covid.

Fundraising grants: funding towards the costs of the Individual Giving Officer

The funding above includes generous donations from the following:

	£
BBC Children in Need	140,390
Bally's Foundation	153,000
LexisNexis Risk Solutions	40,000
St James's Place Charitable Foundation	50,000
Home Office	362,382
Postcode Dream Trust	24,129
Missing People Choir	13,644
ICAP	56,250
The Alchemy Foundation	24,000
Scottish Government	160,883

MISSING PEOPLE LIMITED

England & Wales - Charity number 1020419

Accounts

Missing People Limited
Company no. 2814202



Registered charity in England and Wales (1020419)
and in Scotland (SC047419)

Trustees' Annual Report and Accounts
Year ended 31 March 2021



Missing People
Trustees' Annual Report and Accounts Year ended 31 March 2021

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Chair's Statement

At Missing People, we have always prided ourselves on being flexible; adept at adapting to the highly personal needs of those we serve whilst always being cognisant of the challenges and opportunities that the wider world presents.

Never has this ability to be flexible been more needed than in the past year. As every organisation, business and charity has found, demands have changed, working practices have had to adapt, systems of support that we have all relied on have been shaken, and many have fallen by the wayside through no fault of their own. But, I am pleased to report, as these accounts demonstrate, our charity has taken on the challenge of immediate change, has addressed the threats head on and our leadership team, staff, volunteers and supporters have acted with a resilience, determination and indefatigability that lives up to our reputation.

This year we have learnt about how, when the world seems to stop, demand for our services goes on, undiminished. How the individuals and families we support worry, miss, grieve and are missed no less than in any other time. We have been reminded, as if this was ever needed, of the value of people, communities and life.

At Missing People we are concerned about how the Covid-19 pandemic's impact on mental health issues, financial pressures, and the economic picture will continue to affect people. We have already seen an increase in the vulnerability of people who are going missing, the isolation and worries for families left behind, and the pressures on young people.

Going missing indicates a crisis in the lives of the 170,000 people reported missing each year in the UK. Missing People wants to be able to help as many of those people as possible as well as the loved ones they leave behind – through direct professional support, online resources, and building networks of support.

Missing children and adults face risks of harm, isolation and stigma – new issues on top of the original reasons many went in the first place. The majority are not offered or aware of the support that is available whilst missing, or after they return. This leads to many people going missing again. We want and need to stop this.

The increases in mental health issues and financial pressures together with support services being closed or harder to access means more people are likely to be reported missing and be at greater level of risk, long after restrictions ease.

There is an urgent need to help people affected by missing, and the issues that are most pressing to them right now. We will be responding to that need by focusing one to one professional support where it is needed most, creating online resources and forums to inform and connect people affected by missing, and working in partnership to improve the response to mental health and missing at a key moment.

Throughout this work we will be driven by the diverse needs and experiences of people with lived experience of missing. We will build on our success to date in being there for any person; making sure that age, gender, race, life choices, economic situation or location are no impediment to accessing our support and ensuring that all voices are heard and represented in what we do and how we do it.

Missing People
Trustees' Annual Report and Accounts Year ended 31 March 2021

During a year like no other, I thank those who make our work possible – the donors who generously keep giving, the businesses who partner with us despite their own challenges, the volunteers who give time remotely (and in person when restrictions allow), the grant givers who have stepped up, the community of people who help share appeals for missing people, the people with lived experience who bravely share their stories and in doing so make change possible for others affected. We could not be a lifeline without you. On behalf of the Board of Trustees, I think each and every one of you for being part of our community. That backing and support has seen us through the toughest of years, and will go on being needed and appreciated.

Lastly, I give thanks to the staff at Missing People who have led, delivered and lived by our values during a year when we have had to sadly say goodbye to a number of valued colleagues as we addressed a challenging fundraising landscape and have successfully restructured to meet future demands. They and our volunteers make Missing People a lifeline when someone disappears, and continue the legacy started by our Founders Janet Newman OBE and Mary Asprey OBE. Mary sadly died this year, and her spirit and drive continue to inspire us in everything the charity achieves.

Justin McLaren

Chair of Trustees

Missing People
Trustees' Annual Report and Accounts Year ended 31 March 2021

Trustees' Report

1. Reference and Administrative

Charity Name	Missing People
Registered Charity	England and Wales 1020419 / Scotland SC047419
Company Number	2814202
Registered Office	Roebuck House 284 Upper Richmond Road West London SW14 7JE
Trustees	Justin McLaren – Chair Paul Boughton – Treasurer Caryl Agard Sarah Godwin Jane Harwood Rachel Eyre Sam Waterfall Andrew McKay Radha Chakraborty
Company Secretary	Chris Trotter
Chief Executive	Jo Youle
Directors	Susannah Drury, Director of Policy, Development and Research Zoe Hart, Director of People & Organisational Development Sophie Lapham, Director of Services Ross Miller, Director of Fundraising and Communication Douglas Parkhill, Director of Finance (resigned 22 April 2020) Chris Trotter, Director of Finance
Auditor	Crowe U.K. LLP 55 Ludgate Hill London EC4M 7JW
Principal Bankers	CAF Bank 25 Kings Hill Avenue Kings Hill West Malling ME19 4TA
Website	www.missingpeople.org.uk

Missing People
Trustees' Annual Report and Accounts Year ended 31 March 2021

2. Structure, Governance and Management

Nature of governing document

Missing People became a registered charity in England and Wales (charity number 1020419) on 30 April 1993 and in Scotland (charity number SC047419) on 16 May 2017. It is a charitable company with no issued share capital being limited by guarantee. Its governing instrument is its Articles of Association dated 23 February 2017 and the Trustees are its members. Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The total number of such guarantees at 31 March was 10. The objects as stated in the Articles of Association are:

- (a) to provide counselling and support to families in conditions of need hardship or physical or mental distress as a result of a member of their family having disappeared without trace;
- (b) to provide help and support to persons who have left home without informing their family and friends or carers of their whereabouts and who are suffering conditions of need hardship or physical or mental distress;
- (c) to educate the public in the social and economic problems resulting from the disruption to family life caused by the disappearance of a member of the family and the problems caused by individuals who have disappeared without trace.

Charitable Activity in Scotland

Missing People is registered with the Office of the Scottish Charity Regulator (OSCR) under charity number SC047419 with charitable status under the Charities and Trustee Investment (Scotland) Act 2005.

The charity provides its services, described under Achievements and Impact, to missing people and their families in Scotland and carries out awareness and fundraising activities.

Organisation

Missing People is led by a diverse and experienced Board of Trustees who, together with the Chief Executive and Directors, ensure the charity delivers its aims. The Board of Trustees has overall responsibility for governing the charity's strategy and finances and monitoring its performance. Day to day activities are the responsibility of the Chief Executive and Directors. The Chief Executive reports to the Trustees and the Directors report to the Chief Executive. The Board places particular emphasis on maintaining high standards of governance. It has considered the Charity Governance Code and will review during the year with a view to full compliance.

Recruitment and appointment of Trustees

Most Trustee vacancies are advertised in a range of media, and candidates are required to submit a CV and undergo an interview with the Chair. The Chair will then invite selected candidates to meet the Chief Executive, representatives of other Trustees, and the Directors. The procedure for the appointment of Trustees is set out in the Articles of Association.

Induction and training

New Trustees are given a comprehensive briefing pack that includes information about the charity, their role and the issue of missing people. All Trustees are invited to attend a structured induction day and training which aims to ground them in the cause and to enrich their understanding of the difference the charity makes.

Missing People
Trustees' Annual Report and Accounts Year ended 31 March 2021

Pay policy

The aim of our pay policy, which applies to all employees, is to offer remuneration that is fair and appropriate for the roles they perform and the responsibilities they undertake to deliver our charitable aims. The Trustees consider the key management personnel of the charity comprise the Chief Executive and all Directors.

In setting remuneration for all staff, including senior staff, a number of criteria are used including consideration of the nature and responsibilities of specific roles, local and national sector averages and other market factors.

Related parties and cooperation with other organisations

None of our Trustees receive remuneration or other benefit from their work with the charity.

In order to best serve people affected, the charity is committed to working in partnership with a range of organisations from the public, private and charity sectors. A multi-agency response to disappearances is critical to success and something we are proud to foster. We work in partnership with every police force across the UK to enable referrals of families with a missing loved one to our support services, and to offer our independent and confidential support to people who are reported missing.

As a recognised leader in the field of missing persons, the charity is a proud member of Missing Children Europe, the Global Missing Children's Network and the International Centre for Missing and Exploited Children. Missing People has previously been accredited by the Helplines Partnership, the membership body for organisations that provide information, support or advice via phone, email, text or online.

We work with a range of charities working in connected areas - including mental health, homelessness, child sexual exploitation and suicide. This can include referrals, sharing best practice and piloting new ways to respond together.

The charity works in formal partnerships with a number of Local Authorities to support children who return from been missing.

The charity's wholly owned subsidiary Missing Limited remained dormant throughout the year.

Missing People
Trustees' Annual Report and Accounts Year ended 31 March 2021

3. Purpose, Aims and Charitable Activities of Public Benefit

Vision

Every missing person is found safe.

Mission

To be a lifeline when someone disappears.

Aims

In 2020-21 we developed a one year Operational Plan due to the need to respond urgently to the Covid-19 pandemic. The aims of this plan were

- Ensuring sustainability to protect support for missing people and families
- To stay grounded in the needs of missing people and families
- To deliver our digital transformation to improve access to services and information

Charitable Activities of Public Benefit

Trustees have complied with their duty in section 17 of the Charities Act 2011 to have paid due regard to the Charity Commission's guidance on public benefit in deciding which activities the charity should undertake.

Missing People aims to improve the wellbeing of people with a missing loved one, and of the missing people themselves. Around 170,000 people of all ages and backgrounds are reported missing to UK police each year, many more than once.

Missing People is one of a handful of charities providing an essential Helpline using a 116 prefix – ours is 116 000 - assigned by Ofcom to indicate we protect the wellbeing of people in great difficulty. We offer free, confidential support every day of the year.

We work in collaboration with police forces across the UK to ensure that missing people and their families can be referred to our support services.

Our work is informed by original research, consultation and evaluation of our services. We actively influence the national government strategy for missing persons.

The charity helps missing children and young people in crisis, and those thinking of going missing. We provide confidential advice and support seven days a week. Importantly, we also enable young people, often living on the streets in danger or at risk of exploitation, to reconnect with their families or carers. We also work in partnership with Local Authorities to ensure the safety of young people who return from being missing.

Mental health is the single biggest reason for an adult to go missing. For vulnerable missing adults, Missing People provides free, confidential, advice and support every day of the year. A missing adult can pass on a 'safe and well' message to their family or carers, often leading them to reconnect directly.

Our support ensures relatives with a missing loved one develop resilience to cope and to manage relationships with others, so they feel less alone. We provide a sense of belonging to a community of people in a similar situation to reduce isolation. Missing People provides free emotional and

Missing People

Trustees' Annual Report and Accounts Year ended 31 March 2021

practical support as well as a range of in-depth support such as counselling and peer to peer support for families to help one another, including carol services in England and Scotland and our annual 'Family Day' event. In addition, we provide a free 'Lost Contact' service to reunite family members who may have been estranged. This service is made possible thanks to the support of LexisNexis Risk Solutions.

Where appropriate, the charity provides free publicity services to help find vulnerable missing people. To achieve this we work in partnership with a wide range of companies such as Royal Mail Group and outdoor advertisers such as JCDecaux who provide pro bono media space. Our team is then on hand to receive information and sightings from the public, as well as contact from the missing person, every day of the year.

Volunteers

Without volunteers, Missing People could not be a lifeline when someone disappears. Volunteers gain new rewarding experiences, learn from highly-trained staff and gain and develop new skills that we hope will stay with them forever.

Volunteers make a real difference to missing people and their families by giving their time in a range of ways. From raising vital funds, organising events, sharing appeals for missing people, to providing in depth Helpline support.

During the restrictions created by the Covid-19 pandemic, sadly many Helpline volunteer roles had to be paused. Having successfully ensured staff can provide support remotely we now look forward to bringing our brilliant volunteers back online too.

Strategic Report

4. Achievements and Impact

Services Performance

We estimate that over a million people each year in the UK are directly affected by a disappearance – based on the 170,000 people who disappear each having 5 loved ones who live in limbo. That number is shockingly high and as the only national charity supporting missing children, adults and their families we are determined to increase the number of affected people we help each year, focused on those who need our help the most. To achieve this goal whilst operating within financial constraints, we have been focusing on a digital transformation to provide more support and advice online. We therefore have introduced a new measure for how many affected people accessed our online support pages; and in autumn 2020, we launched a new website with a wider range of support, advice and information available online.

Families of missing people

Ange¹ called us asking for help after her son had disappeared in worrying circumstances. We were able to liaise with the police and quickly launch a publicity appeal, as well as providing emotional support through a very difficult time. Ange called us the next day to say that her son had been found, and to thank us for our support.

³ Name changed to protect anonymity

Missing People

Trustees' Annual Report and Accounts Year ended 31 March 2021

We directly supported 1,757 families this year, both whilst a loved one was missing or after their return. Our support includes tailored practical help with families' search for their missing loved one as well as providing emotional support through the trauma of a disappearance from our team of specialist family support workers and from our specialist counselling service. + specialist support from SafeCall team (Child criminal exploitation)

In addition, 14,190 family members accessed our online family support resources, which provide advice and support for different stages of the missing journey, how to work with the media and how the police and Missing People can help search for a missing person. We also launched our new family support online community as a safe space for families to support each other, share advice and find out about opportunities to get involved with the charity.

In the first lockdown we piloted a weekly online family support group and this has continued, and we used the learning from it to set up a support group for parents of children who are being criminally exploited, as part of our SafeCall service.

Making publicity appeals for a missing person is one of the practical ways that the charity helps people with a missing loved one. This year 1,460 people we searched for were found safe.

Missing children and young people

In April 2020, in the first Covid-19 lockdown, we got a call from Lorna² who had been kicked out of home by her parents after a big argument and didn't know what to do or where she could go that was safe. We were able to liaise with the local authority and police and find her somewhere safe to stay

This year we directly supported 4,068 children and young people through our Runaway Helpline, our one to one chat service, and our specialist services including SafeCall that provides advocacy and support for young people affected by County Lines and missing. All of our services for young people provide a confidential, non-judgemental space for them to share their challenges and talk through their options, as well as support to get safe if they need it.

In addition, an estimated 7,520 young people accessed our online support resources through our Runaway Helpline website that offer advice and support on a range of topics linked to running away, such as bullying, exploitation and mental health.

Vulnerable missing adults

Mark³ called our helpline after receiving a TextSafe message from us. He had been in mental health crisis when he was reported missing, and when he contacted our helpline, we were able to provide emotional support and link him in with emergency services. He got in touch afterwards to tell us "I wanted to say thank u for last week ...I'm working on it, not easy but trying. Thank u"

This year we directly supported 2,747 adults who had gone missing or who were thinking about going missing. We provide them with a confidential, non-judgemental space to think through their options, stay safe and access specialist support if needed. We offer a message home service where we can pass on a message to a family member if they are not ready to get in touch with them directly.

² Name changed to protect anonymity

³ Name changed to protect anonymity

Missing People

Trustees' Annual Report and Accounts Year ended 31 March 2021

In addition, an estimated 8,067 adults accessed our online support resources on the Missing People website, which provide information and support on topics for different stages of the missing journey, including missing adults rights, how to stay safe while away from home and what to do if you are struggling with mental health issues.

Totals helped

In total, we directly supported 8,571 missing people and families, and estimate that just under 30,000 missing children, adults and families accessed support and information on our websites.

Development and Partnerships

Our Search Dog Heroes Project in partnership with Lowland Rescue continued this year– with ground scenting search dogs trained, qualified and already proving an invaluable asset to Lowland Rescue search teams in four police forces and six areas. The dogs have been successfully deployed nine times for far, and in all cases the missing person has been found safe. Thanks to funding from players of People's Postcode Lottery, we continued to train search dogs around the UK and also produce and disseminate education and awareness materials and scent kits to high risk groups and their carers so that they are well prepared to respond in the event of a disappearance. The project has been extended to March 2022 so that more dogs can be trained, and more people can be informed about the project after the project had to pause several times in 2020-21 due to Covid-19 restrictions.

In Scotland, we delivered the second year of our National Framework Implementation Project, funded by the Scottish Government. This project aims to ensure the good practice in responding to missing people identified in Scotland's National Missing Persons Framework is implemented in local areas. We worked in Moray, North Lanarkshire and Renfrewshire, supporting local agencies to create effective multi-agency responses to missing, develop effective missing persons protocols and deliver effective return discussion training. We also held the first Scottish missing persons conference on good practice to share examples of good practice in preventing and responding effectively to missing incidents, with over 100 participants.

In 2020-21 the charity started to provide bespoke consultancy support to police forces and local authorities on missing. Through this work, we have been commissioned to deliver local multi-agency events on good practice in missing persons, conduct consultation with young people about their experiences of being missing, and review one police force's approach to engaging with returned missing people.

Policy and Research

In autumn 2020, we published the National Framework for adults missing from hospital or care settings in England. This framework was created by Missing People in consultation with a Task and Finish Group including the National Policing Lead for Missing Persons, NHS England, Care Quality Commission, Public Health England, the National Crime Agency and the Local Government Association. The Framework outlines good practice in the multi-agency response to adults going missing, outlining the roles that different agencies can play to prevent missing incidents, and to find safeguard and support missing and returned adults. We are now working to ensure the good practice approach in the Framework gets implemented in local areas across England.

Children who are looked after in the care system are disproportionately likely to be reported missing. One in ten looked after children is reported missing, compared to one in 200 children generally. During 2020-21 we fed into the development of new national guidance for children missing from care placements, which has been led by the police and care providers. We undertook consultation with young people who were living in care, or were care experienced to gather their views to feed into the guidance. Young people told us that they want carers to focus on building

Missing People

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positive relationships with them and getting to know them better to try to prevent children going missing, and to prevent carers making assumptions about them. Young people told us that they understood that the police needed to be contacted when they are missing and at risk of harm, but that the police should not be automatically contacted when a young person is simply not where they are supposed to be. The guidance is due to be published later in 2021.

Monitoring and Evaluation

Missing People is committed to the robust monitoring and evaluation of its services, so that we can effectively identify and measure the impact on people's lives. We have embedded monitoring and evaluation processes throughout all our projects, and have a dedicated impact team to undertake thorough evaluation. Our evaluation processes include assessing our progress against theories of change, alongside monitoring of detailed operational and management information. We produce an annual Impact Report that is freely available to everyone, and provide quarterly updates on key cross organisational measures to Directors Group and trustees. In addition, we gather feedback from those using our services, which allows us to assess our impact in their lives and the varied issues that they face.

We also work with external evaluators which allow our work to be challenged, scrutinised and improved, through independent review. Overall, our evaluation processes are crucial in enabling organisational learning and helping us to adapt our service design and delivery in response to the changing needs of our beneficiaries.

In 2020-21 our Impact team reviewed the impact of Covid-19 on the people we support. They identified that families with loved ones who were missing long term or repeatedly went missing were facing additional challenges of isolation and an inability to access their usual support services and networks. As a result, the Services team set up a weekly online support group for families with a missing loved one, which was been well attended and valued by families through the year. The team also surveyed adults and young people with experience of being missing, with 67% stating that the pandemic and associated restrictions had made their mental health worse, and 50% stating that their access to support had got worse.

Fundraising Statement

Supporters enable Missing People to be a lifeline when someone disappears thanks to generous donations and legacies. They fund our search to find vulnerable missing people and make it possible for us to help thousands of people affected, often in crisis. In supporting the issue, supporters send a powerful message that they care about people and the society we live in. Our fundraising staff and volunteers aim to provide supporters with the same level of care and respect. We take extra care with supporters who may be vulnerable, and have a policy in place to protect them.

As an independent charity we rely on donations. We focus on long-term sustainable support built on strong relationships with a wide range of individuals, trusts and corporate partners. On average we return £5-£6 for every £1 we invest in fundraising.

Missing People is a paying member of the Fundraising Regulator and raises funds in accordance with our Fundraising Promise. Missing People has adopted the NCVO's Charity Ethical Principles and use these principals to guide ethical considerations in relation to fundraising.

This year we welcomed several new supporters, Leading Lights, members of our Fundraising Board and Young Professionals Board, and partners who generously raised or donated major funds and awareness. They included the National Lottery Community Fund, London Sock Company, Paddy

Missing People

Trustees' Annual Report and Accounts Year ended 31 March 2021

Power, and the Alchemy Foundation. They joined long-term supporters including players of People's Postcode Lottery, Royal Mail Group, Marguerite Foundation, Worshipful Company of Information Technologists (WCIT) Charity, LexisNexis Risk Solutions, Norton Rose Fulbright, Scottish Government, BBC Children in Need, Dulverton Trust, St James's Place Charitable Foundation, and CIL Management Consultants. We thank each of them, and everyone else, for enabling us to be a lifeline when someone disappears.

We received no complaints regarding fundraising this year. Missing People occasionally uses commercial participators to carry out services on our behalf. This year this included the use of an agency to make calls to donors on the charity's behalf, as well as an agency for printed donor mailings.

5. Financial Review

The charity recorded a surplus of £257K in the year (2020: £98K deficit), as we monitored costs closely in what was clearly going to be a challenging year and this was complemented by the success of several funding applications for exceptional funding. The Trustees had initially approved a deficit budget in April 2020 due to concerns about the impact of Covid-19 on income and were pleased that such a strong financial performance was achieved.

Our total income at £3,481K was less than of last year (£3,716K) as the charity was impacted by the Covid pandemic. However while several income sources were down on the prior year some £529k of exceptional funding was secured which ensured a respectable financial outcome

Total expenditure at £3,224K showed a significant decrease on last year (£3,815K) as the savings plan enacted in late 2019-20 had full year impact. The charity also saw a reduction in travel and office costs as a result of the pandemic regulations and fundraising costs were less as various events and activities were curtailed.

Volunteers and pro-bono supporters again contributed significantly to the charity, far beyond the income recognised in these financial statements. We thank the out-of-home media owners and many other print and digital partners for advertising space, Kapow for free text (SMS) messages, and we are grateful to the charity's solicitors Clifford Chance for their ongoing services provided on a pro bono basis.

Reserves

The charity's free reserves policy is that it should hold no less than three months' and no more than six months' current operating costs to safeguard against fluctuations that may arise in funding. This policy is intended to maximise the amount available for Missing People's charitable activities during the current economic climate while also planning for a sustainable future. Free reserves are defined as unrestricted funds less fixed and intangible assets and designated funds.

At the end of the year, the level of free reserves was £1,300k (2020: £1m) which was a little over five months' worth of charitable expenditure. The current forecasting of operating costs from 2021/22 onwards is that they will be c£3-3.5m per annum so the Trustees wish to maintain a minimum reserve of £750-900k.

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Trustees' Annual Report and Accounts Year ended 31 March 2021

Going Concern

Missing People has had a steady track record financially over the last decade, making a small surplus in most years and gradually increasing the free reserves. The financial year finished with the charity in a comfortable reserves position, in line with its reserves policy.

A budget has been approved for the financial year 2021/22 with revised income forecasts and a small deficit budget with underlying cash-flow projections showing that cash balances in line with free reserve levels throughout the year. The first quarter management accounts were ahead of budget and the current projections are that a break-even position will be recorded for 2021/22.

A financial forecasting model has been prepared to 31 March 2023 with a revised income forecast and a break-even budget with underlying cash-flow projections.

Therefore the Trustees have concluded on the basis of the analysis above that the adoption of a going concern basis in the preparation of these financial statements is appropriate.

Investment policies and objectives

Missing People does not currently invest charity funds in stocks or shares and Trustees review this policy on an annual basis. The limited numbers of shares that may be generously donated to Missing People are sold to aid our charitable activities.

6. Risk Management

Trustees review the major risks faced by the charity as part of their annual cycle of business. Systems of internal financial control have been put in place, which are designed to safeguard the charity's assets, ensure that proper accounting records are maintained and provide reliable and timely financial information.

Trustees are satisfied with these arrangements and the following are key risks which the charity faces and the related mitigation factors in place:

Risk	Mitigation
<u>Safeguarding</u> : The charity fails to prevent harm.	Our policies and procedures are reviewed regularly and there is a Safeguarding Panel in place to review practice. Staff and volunteer safeguarding training is compulsory and repeated annually. Services Managers provide on call support for services frontline team and DBS checks are in place for relevant roles.
<u>Economic pressures Post Covid</u> : Changes in the economic/political environment impact negatively on voluntary income.	We continue to strengthen and diversify our income streams and have accessed Covid related and other emergency funds. We have in place rigorous processes for budgeting, management reporting and monitoring of financial performance. A sustainability plan was enacted by the year-end to deliver services on a reduced cost basis – with a focus on digital support - against an anticipated lower turnover in 2021/22.

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<u>Fundraising</u> : Failure by us, or on the part of agencies we work with, to comply with fundraising regulation.	We have reviewed our fundraising policies and practices, and ensured those working on our behalf abide by our Fundraising Promise and the Fundraising Regulator and will regularly monitor their work. We have adopted the NCVO's Charity Ethical Principals and established a Fundraising Ethics Group comprising trustees and executive team members.
<u>Sector reputation</u> : The media, opinion formers or general public opinion may erode trust in charities, affect the sectors strong standing and may indirectly impact our ability to be trusted and to fundraise.	We will continue to be transparent and trustworthy and provide high quality accredited services in a cost effective way. Trustees and Directors will continue to regularly monitor potential areas of vulnerability.
<u>Pro bono support</u> : The charity receives significant pro bono support without which our ability to provide our existing level of service could be impacted.	We will continue to build positive relationships with pro bono suppliers to ensure support continues. In addition, we always seek a partnership agreement that outlines a minimum length of such support.

7. Plans for the Future

Missing People is an organisation that is focused on sustainability and one of our key values is to be future minded. The charity expects that the next 12-24 months will be financially challenging but it has robust plans to deliver value for money as a £3m+ turnover organisation embracing a digital transformation and acknowledging the ongoing financial support of its loyal supporters.

Looking forwards, during January to March 2021, we developed a new two year strategy that commenced in April 2021. Our new strategic aims are:

- To provide help, hope and a way to reconnect for missing children, adults and families
- To put people with lived experience at the heart of our work, amplifying their voices to achieve change
- To build networks of support for and with missing children, adults and families.

To achieve this plan, we will

- Ensure the charity is sustainable in the long term
- Ensure the charity is a great place to work and volunteer
- Build and maintain partnerships to support missing people and families

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8. Statement of Trustees' Responsibilities

The charity Trustees (who are also the directors of Missing People Limited for the purposes of company law) are responsible for preparing the Trustees' Annual report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period.

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charity's transactions and disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities and Trustee Investment (Scotland) Act 2005, regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and with the requirements of the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

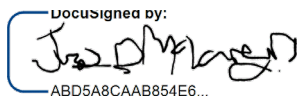
Financial statements are published on the charitable company's website in accordance with legislation in the United Kingdom governing the preparation and dissemination of financial statements, which may vary from legislation in other jurisdictions. The maintenance and integrity of the charitable company's website is the responsibility of the Trustees. The Trustees' responsibility also extends to the on-going integrity of the financial statements contained therein.

Each Trustee has confirmed that, insofar as they are aware:

- there is no relevant audit information of which the charity's auditors are unaware;
- they have taken all the steps, that as Trustees they ought to have taken, to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

Approved by the Trustees on 25.10.2021 and signed on their behalf by:

Justin McLaren
Chair

DocuSigned by:

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Missing People

Trustees' Annual Report and Accounts Year ended 31 March 2021

Independent Auditor's Report to the Members and the Trustees of Missing People Limited

Opinion

We have audited the financial statements of Missing People Limited for the year ended 31 March 2021 which comprise the Statement of Financial Activities (incorporating income and expenditure account), Balance Sheet, Statement of Cash Flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2021 and of its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities and Trustee Investment (Scotland) Act 2005 and Regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (amended).

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information contained within the annual report. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion based on the work undertaken in the course of our audit

Missing People

Trustees' Annual Report and Accounts Year ended 31 March 2021

- the information given in the trustees' report, which includes the directors' report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report included within the trustees' report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In light of the knowledge and understanding of the charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the directors' report included within the trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 requires us to report to you if, in our opinion:

- adequate and proper accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on page 15, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with the Acts and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Details of the extent to which the audit was considered capable of detecting irregularities, including fraud and non-compliance with laws and regulations are set out below.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Extent to which the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We identified and assessed the risks of material misstatement of the financial statements from irregularities, whether due to fraud or error, and discussed these between our audit team members. We then designed and performed audit procedures responsive to those risks, including obtaining audit evidence sufficient and appropriate to provide a basis for our opinion.

We obtained an understanding of the legal and regulatory frameworks within which the charitable company operates, focusing on those laws and regulations that have a direct effect on the

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Trustees' Annual Report and Accounts Year ended 31 March 2021

determination of material amounts and disclosures in the financial statements. The laws and regulations we considered in this context were the Companies Act 2006, the Charities Act 2011 and The Charities and Trustee Investment (Scotland) Act 2005 together with the Charities SORP (FRS 102). We assessed the required compliance with these laws and regulations as part of our audit procedures on the related financial statement items.

In addition, we considered provisions of other laws and regulations that do not have a direct effect on the financial statements but compliance with which might be fundamental to the charitable company's ability to operate or to avoid a material penalty. We also considered the opportunities and incentives that may exist within the charitable company for fraud. The laws and regulations we considered in this context for the UK operations were GDPR, taxation legislation, health & safety legislation and employment legislation.

Auditing standards limit the required audit procedures to identify non-compliance with these laws and regulations to enquiry of the Trustees and other management and inspection of regulatory and legal correspondence, if any.

We identified the greatest risk of material impact on the financial statements from irregularities, including fraud, to be within the timing of recognition of income and the override of controls by management. Our audit procedures to respond to these risks included enquiries of management and the Board about their own identification and assessment of the risks of irregularities, sample testing on the posting of journals, analytical procedures and sample testing of income, reviewing accounting estimates for biases, reviewing regulatory correspondence, and reading minutes of meetings of those charged with governance.

Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements, even though we have properly planned and performed our audit in accordance with auditing standards. For example, the further removed non-compliance with laws and regulations (irregularities) is from the events and transactions reflected in the financial statements, the less likely the inherently limited procedures required by auditing standards would identify it. In addition, as with any audit, there remained a higher risk of non-detection of irregularities, as these may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal controls. We are not responsible for preventing non-compliance and cannot be expected to detect non-compliance with all laws and regulations.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, and to the charitable company's trustees, as a body, in accordance with Regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.



Julia Poulter
Senior Statutory Auditor
For and on behalf of
Crowe U.K. LLP
Statutory Auditor

London
Date: 15 November 2021

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Statement of Financial Activities (incorporating an Income and Expenditure Account)
for the year ended 31 March 2021

	Note	Unrestricted Funds 2021 £	Restricted Funds 2021 £	Total Funds 2021 £	Unrestricted Funds 2020 £	Restricted Funds 2020 £	Total Funds 2020 £
Income:							
Voluntary Income							
Donations, grants and legacies	15	1,607,188	1,046,577	2,653,765	1,822,156	1,628,437	3,450,593
Covid related exceptional funding		56,565	472,457	529,022	-	-	-
Income from Charitable activities:							
Fees and grants for service provision		-	273,224	273,224	-	226,224	226,224
Policy & Research		-	18,703	18,703	-	30,367	30,367
Income from Investments		6,037	-	6,037	9,029	-	9,029
Total income		1,669,790	1,810,961	3,480,751	1,831,185	1,885,028	3,716,213
Expenditure:							
Expenditure on Raising funds							
Raising funds		492,293	16,430	508,723	588,248	-	588,248
Expenditure on Charitable activities:							
Service provision		456,827	2,041,418	2,498,245	1,375,761	1,594,270	2,970,031
Policy & Research		<u>198,151</u>	<u>18,703</u>	<u>216,854</u>	<u>226,215</u>	<u>30,367</u>	<u>256,582</u>
Total Charitable Activities		654,978	2,060,121	2,715,099	1,601,976	1,624,637	3,226,613
Total Expenditure	4	1,147,271	2,076,551	3,223,822	2,190,224	1,624,637	3,814,861
Net income and net movement in funds for the year	2	522,519	(265,590)	256,929	(359,039)	260,391	(98,648)
Reconciliation of Funds							
Fund balances brought forward at 1 April 2020		995,548	377,891	1,373,439	1,354,587	117,500	1,472,087
Balance carried forward at 31 March 2021	16	1,518,067	112,301	1,630,368	995,548	377,891	1,373,439

The notes on pages 22 - 28 form part of these financial statements.

All amounts relate to continuing activities. There are no recognised gains or losses other than the net movement in the funds included above.

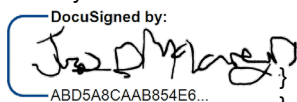
Missing People

Balance Sheet as at 31 March 2021

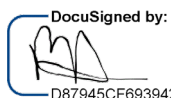
Company Registration Number 2814202

	Note	2021 £	2021 £	2020 £	2020 £
Fixed Assets					
Tangible assets	6		17,232		25,030
Intangible assets	6		204,036		-
Current Assets					
Debtors	8	186,820		134,537	
Cash at bank and in hand		<u>1,854,111</u>		<u>1,609,582</u>	
		2,040,931		1,744,119	
Creditors: Amounts falling due within one year	9	<u>(631,831)</u>		<u>(395,710)</u>	
Net Current Assets			<u>1,409,100</u>		<u>1,348,409</u>
Total Assets less Current Liabilities			<u>1,630,368</u>		<u>1,373,439</u>
Net Assets			<u>1,630,368</u>		<u>1,373,439</u>
Funds of the charity:					
Unrestricted Funds	16		1,518,067		995,548
Restricted Funds	16		112,301		377,891
Total Funds			<u>1,630,368</u>		<u>1,373,439</u>

The financial statements were approved and authorised for issue by the Board of Trustees on 25.10.2021 and signed on its behalf by:

DocuSigned by:

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Justin McLaren - Chair

DocuSigned by:

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Paul Boughton - Treasurer

The notes on pages 22 - 28 form part of these financial statements.

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Statement of Cash Flows for year ended 31 March 2021

	2021 £	2020 £
Cash flows from operating activities :		
Net cash provided by (used in) operating activities (see note (a))	<u>450,041</u>	<u>189,777</u>
Cash flows from investing activities		
Interest income	6,037	9,029
Purchase of property, plant and equipment	<u>(211,549)</u>	<u>(7,410)</u>
Net cash provided by (used in) investing activities	<u>(205,512)</u>	<u>1,619</u>
Change in cash and cash equivalents in the reporting period	<u>244,529</u>	<u>191,396</u>
Cash and cash equivalents at the beginning of the period	1,609,582	1,418,186
Cash and cash equivalents at the end of the reporting period	<u>1,854,111</u>	<u>1,609,582</u>

(a) Reconciliation of net income to net cash flow from operating activities

	2021 £	2020 £
Net income for the reporting period (as per statement of financial activities)	256,929	(98,648)
Adjustments for:		
Depreciation charges	15,311	12,460
Interest income	(6,037)	(9,029)
(Increase)/decrease in debtors	(52,283)	314,363
Increase/(decrease) in creditors	<u>236,121</u>	<u>(29,369)</u>
Net cash provided by (used in) operating activities	<u>450,041</u>	<u>189,777</u>

(b) Analysis of changes in net debt

	2021 £	Cash Flows £	2020 £
Cash and cash equivalents			
Cash	<u>1,854,111</u>	<u>244,529</u>	<u>1,609,582</u>
	<u>1,854,111</u>	<u>244,529</u>	<u>1,609,582</u>
Borrowings			
Debt due within one year	-	-	-
Debt due after one year	<u>-</u>	<u>-</u>	<u>-</u>
	<u>-</u>	<u>-</u>	<u>-</u>
Total changes in net debt	<u>1,854,111</u>	<u>244,529</u>	<u>1,609,582</u>

The notes on pages 22 - 28 form part of these financial statements.

Missing People

Notes to the Financial Statements

Year ended 31 March 2021

The principal accounting policies applied in the preparation of the financial statements are as follows:

1 Accounting Policies

- a) **Basis of preparation**
The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The Trustees considered various scenarios based on a risk based review of the level of likelihood of various streams of income, and it was considered even if only the highly probable income were to be received Missing People would continue to operate. A financial forecasting model has been prepared for the financial year 2021/22 with revised income forecasts and a break-even budget with underlying cash-flow projections. Therefore the Trustees have concluded on the basis of the analysis above that the adoption of a going concern basis in the preparation of these financial statements is appropriate.

Missing People Limited meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s). There are areas of critical estimate or significant judgement that affects the preparation of these financial statements. See note 1(j) for further details.

- b) **Group accounts**
The Charity owns the whole of the share capital of Missing Limited. The company was dormant during the year and therefore consolidated accounts are not prepared.
- c) **Income**
All income is recognised once the charity has entitlement to the income, it is probable that the income will be received, and the amount of income receivable can be measured reliably. In particular:
- Grants are accounted for once a formal offer of funding is received, subject to satisfying any performance-related conditions. In the event that a grant is subject to conditions that require a level of performance before the charity is entitled to the funds, the income is deferred and not recognised until either those conditions are fully met, or the fulfilment of those conditions is wholly within the control of the charity and it is probable that those conditions will be fulfilled in the reporting period;
 - For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the charity that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.
 - Deferred income comprises grants which the donor has specified to be used in future accounting periods.
 - Donations are accounted for on a cash basis.
- d) **Expenditure**
All expenses are accounted for on an accruals basis. Wherever possible costs are allocated directly to the appropriate activity; other costs common to all activities are apportioned between those activities on the basis of the proportion of staff time spent during each year in connection with each activity.

Cost of Raising Funds comprises costs incurred in inducing people and organisations to contribute financially to the work. This includes the cost of advertising for donations and the staging of special fundraising events.

Expenditure incurred in connection with the specific objects of the charity is included under the heading Charitable Activities.

Support costs, which are the costs of overall direction and administration of each activity, comprising the salary and overhead costs of the central function, are apportioned on the basis of staff costs attributable to each activity.

The irrecoverable element of VAT is included with the item of expense to which it relates.

Missing People

Notes to the Financial Statements

Year ended 31 March 2021

- e) **Tangible fixed assets and depreciation**
Fixed assets are recorded at cost or, in cases where assets have been donated to the charity, at valuation at the time of donation. All assets acquired for continuing use and costing more than £500 are capitalised.
- Provision is made for depreciation on all tangible assets, at rates calculated to write off the asset less estimated residual value over its expected life as follows:
- Office Equipment - 25% to 33.33% per annum on a straight line basis
- Intangible assets comprise the charity's new CRM system and software licences which are capitalised at cost and reflected within the financial statements at amortised historic cost. Amortisation is calculated by allocation of the balance sheet value of the asset, less any residual value, to the periods expected to benefit from its use on a straight-line basis over 5 years. Amortisation charges will be charged to service revenue accounts once asset is operational.
- f) **Funds**
Unrestricted funds are funds which are available for use at the discretion of the Trustees in furtherance of the general objects of the charity and have not been designated for other purposes.
- Restricted funds* are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes.
- g) **Leased assets**
Rentals payable under operating leases are charged to the Statement of Financial Activities as incurred.
- h) **Direct taxation**
The company is a charity within the meaning of Para 1 Schedule 6 Finance Act 2010. Accordingly the company is potentially exempt from taxation in respect of income within categories covered by Chapter 3 of Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income is applied exclusively to charitable purposes. No tax charge arose in the period.
- i) **Pension**
The Charity contributes to a defined contribution group personal pension scheme. The assets of the scheme are held separately from those of the Charity in independently administered funds. The pension cost charge represents contributions payable under the scheme by the Charity to the funds. The Charity has no liability under the scheme other than for the payment of those contributions. Contributions are disclosed in note 3.
- j) **Significant management judgements and key sources of estimation and uncertainty**
The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the application of policies and reported amounts of assets and liabilities, income and expenses. Judgements are necessary when determining the recognition of income as per note 1(c).
Management do not consider there to be any material judgements or estimation and uncertainty requiring disclosure.

Missing People

Notes to the Financial Statements

Year ended 31 March 2021

2 Income/(Expenditure)

The net income/(expenditure) for the year are stated after charging:

	2021	2020
	£	£
Depreciation on tangible fixed assets	15,311	12,460
Operating leases	10,850	1,649
Auditor's remuneration		
Audit services	11,250	11,000
Non-audit services	-	-
	<u>-</u>	<u>-</u>

3 Staff costs

Staff costs were as follows:

	2021	2020
	£	£
Wages and salaries	2,330,286	2,584,817
Social Security costs	219,563	248,276
Pension	109,601	125,114
Temporary Staff costs	7,489	18,518
	<u>2,666,939</u>	<u>2,976,725</u>

One employee earned between £90,001 - £100,000 (2020 between £80,000-£90,000: one) in the year and one between £60,001 - £70,000 (2020: one)

Total redundancy costs of £27,479 arose from restructuring the staff team (2020: £666).

The average weekly number of employees (based on average headcount) during the year was as follows:

	2021	2020
		Number
Charitable activities	74	84
Fundraising	9	10
Governance	1	1
	<u>84</u>	<u>95</u>

The full time equivalent number of employees (including casual and temporary staff) during the year was 68. (2020: 78)

Trustees' remuneration and related party transactions

The Trustees neither were paid nor received any emoluments during the year (2020 - nil).

There were no Trustee expenses during the year (2020: two Trustees £3,234).

The key management personnel of the charity comprise the Chief Executive and the directors.

The emoluments of the Chief Executive and directors were:

	2021	2020
	£	£
Executive directors' emoluments (excluding pension)	376,608	354,497
Pension contributions	16,832	13,960
The Chief Executive was the highest paid director in 2020/21;		
total remuneration (excl employer's NI and pension contributions) for the year	98,000	98,000

The Chief Executive is a member of a group personal pension scheme and a contribution of £4,900 (2020: £4,900) was made to the scheme on her behalf. There are no enhanced or special terms that apply to the Chief Executive's pension scheme arrangements.

Missing People

Notes to the Financial Statements

Year ended 31 March 2021

4 Analysis of Total Resources Expended

	Direct Costs Activities £	Support Costs (see note 5) £	2021 Total £	2020 Total £
Charitable Activities:				
Service Provision	1,952,879	545,366	2,498,245	2,970,031
Policy & Research	169,515	47,339	216,854	256,582
Cost of Raising Funds	397,670	111,053	508,723	588,248
	<u>2,520,064</u>	<u>703,758</u>	<u>3,223,822</u>	<u>3,814,861</u>

5 Support costs by activity

	Service Provision	Policy & Research	Cost of Raising Funds	2021 Total £	2020 Total £
Governance	31,488	2,733	6,412	40,633	50,568
Information technology	149,841	13,007	30,512	193,360	153,318
Central facilities	95,973	8,331	19,543	123,847	104,135
Finance	78,570	6,820	15,999	101,389	153,658
Human resources	98,538	8,553	20,065	127,156	146,342
Central management	90,956	7,895	18,522	117,373	121,296
	<u>545,366</u>	<u>47,339</u>	<u>111,053</u>	<u>703,758</u>	<u>729,317</u>

Support costs have been allocated on the basis of the charity's accounting policies and identified staff and direct costs for each category.

6 Assets

	Office Equipment £	Intangible Assets £	Total £
Cost			
At 1 April 2020	109,365	-	109,365
Additions	7,513	204,036	211,549
Disposals	-	-	-
At 31 March 2021	<u>116,878</u>	<u>204,036</u>	<u>320,914</u>
Depreciation			
At 1 April 2020	84,335	-	84,335
Charge for year	15,311	-	15,311
Disposals	-	-	-
At 31 March 2021	<u>99,646</u>	<u>-----</u>	<u>99,646</u>
Net book value			
At 31 March 2021	<u>17,232</u>	<u>204,036</u>	<u>221,268</u>
At 31 March 2020	<u>25,030</u>	<u>-----</u>	<u>25,030</u>

Intangible asset is the charity's new CRM which is funded from restricted funds and will be completed in the following financial year and transferred to general funds once operational.

Missing People

Notes to the Financial Statements

Year ended 31 March 2021

7 Subsidiary Company

The Charity holds two ordinary £1 shares in Missing Ltd, being 100% of the issued share capital. The entire profit of Missing Ltd is paid annually to Missing People under Gift Aid.

Results of Missing Ltd

	2021 £	2020 £
PROFIT & LOSS ACCOUNT		
Turnover	-	-
Cost of sales and administration expenses	-	-
Net profit for the year	<u>-</u>	<u>-</u>
Amount gift aided to the charity	<u>-</u>	<u>-</u>
Retained in subsidiary	<u><u>-</u></u>	<u><u>-</u></u>
BALANCE SHEET		
Debtors	2	2
Cash at bank and in hand	204	204
Creditors: Amounts falling due within one year	<u>(204)</u>	<u>(204)</u>
Total net assets	<u><u>2</u></u>	<u><u>2</u></u>
Capital and reserves		
Called up share capital	2	2
Profit and loss account	<u>-</u>	<u>-</u>
	<u><u>2</u></u>	<u><u>2</u></u>

8 Debtors

	2021 £	2020 £
Accrued income	104,693	46,484
Prepayments	57,711	53,093
Other debtors	92	7,646
Trade debtors	24,120	27,110
Amount due from subsidiary	<u>204</u>	<u>204</u>
	<u><u>186,820</u></u>	<u><u>134,537</u></u>

All amounts shown under debtors fall due for payment within one year.

9 Creditors:

Amounts falling due within one year	2021 £	2020 £
Other taxes and social security costs	69,237	66,137
Other creditors	138,217	118,110
Accruals	38,872	29,786
Deferred Income (Note 10)	<u>385,505</u>	<u>181,677</u>
	<u><u>631,831</u></u>	<u><u>395,710</u></u>

Missing People

Notes to the Financial Statements

Year ended 31 March 2021

	2021 £	2020 £
10 Deferred Income		
Balance at 1 April	181,677	230,291
Released in the year	(181,677)	(230,291)
Amount deferred in the year	<u>385,505</u>	<u>181,677</u>
Balance at 31 March	<u><u>385,505</u></u>	<u><u>181,677</u></u>

Deferred income comprises grants which the donor has specified to be used in future accounting periods.

11 Leasing Commitments

At 31 March the Charity had minimum lease commitments under non-cancellable operating leases on office equipment as set out below:

	2021 £	2020 £
Operating leases which expire:		
Within one year	14,846	741
Between one and five years	<u>18,403</u>	<u>590</u>
	<u><u>33,249</u></u>	<u><u>1,331</u></u>

The increase is due to computers being purchased on leases rather than outright purchase

12 Analysis of Net Assets

	Assets £	Bank & Cash £	Debtors £	Current Liabilities £	Total £
Year ended 31 March 2021					
Restricted	204,036	763,396	97,498	(385,505)	679,425
Unrestricted	<u>17,232</u>	<u>1,090,715</u>	<u>89,322</u>	<u>(246,326)</u>	<u>950,943</u>
	<u><u>221,268</u></u>	<u><u>1,854,111</u></u>	<u><u>186,820</u></u>	<u><u>(631,831)</u></u>	<u><u>1,630,368</u></u>
Year ended 31 March 2020					
Restricted	-	514,416	45,152	(181,677)	377,891
Unrestricted	<u>25,030</u>	<u>1,095,166</u>	<u>89,385</u>	<u>(214,033)</u>	<u>995,548</u>
	<u><u>25,030</u></u>	<u><u>1,609,582</u></u>	<u><u>134,537</u></u>	<u><u>(395,710)</u></u>	<u><u>1,373,439</u></u>

13 Ultimate Controlling Party

The Directors listed in the Trustees' Report are the ultimate controlling parties being members of the company. All Charity policies and executive decisions are determined by the Trustees. The day to day running of the charitable company has been delegated to the Chief Executive and Directors.

14 Related Party Transactions

There were no transactions with related parties during the year other than with the subsidiary company as set out in Note 7 (2020: none).

15 Donations, Grants and Legacies

	Unrestricted Funds £	Restricted Funds £	Total 2021 £	Total 2020 £
General donations	1,485,406	1,046,577	2,531,983	3,121,506
Legacies	13,959	-	13,959	7,050
Fundraising & promotional events	<u>164,388</u>	<u>-</u>	<u>164,388</u>	<u>322,037</u>
	<u><u>1,663,753</u></u>	<u><u>1,046,577</u></u>	<u><u>2,710,330</u></u>	<u><u>3,450,593</u></u>

Missing People
Notes to the Financial Statements
Year ended 31 March 2021

16 Movements in funds

	Brought forward £	Income £	Expenditure £	Transfers £	Carried forward £
Restricted funds					
The movement on restricted funds comprises the following donations and grants held on trust to be used for specific purposes:					
Service delivery grants	-	1,220,121	(1,220,121)	-	-
Service delivery grants - WCIT	135,165	60,000	(128,522)	-	66,643
Service delivery grants - Fidelity Foundation	242,726	-	(197,068)	-	45,658
Computer systems development	-	10,750	(10,750)	-	-
Regional funding	-	7,500	(7,500)	-	-
Policy & Research	-	18,703	(18,703)	-	-
Office improvements	-	5,000	(5,000)	-	-
Covid related exceptional funding	-	472,457	(472,457)	-	-
Fundraising grants	-	16,430	(16,430)	-	-
Total restricted funds	<u>377,891</u>	<u>1,810,961</u>	<u>(2,076,551)</u>	<u>-</u>	<u>112,301</u>
Unrestricted funds	<u>995,548</u>	<u>1,669,790</u>	<u>(1,147,271)</u>	<u>-</u>	<u>1,518,067</u>
Total funds	<u><u>1,373,439</u></u>	<u><u>3,480,751</u></u>	<u><u>(3,223,822)</u></u>	<u><u>-</u></u>	<u><u>1,630,368</u></u>

Movements in funds - previous year

Restricted funds					
Service delivery grants	-	1,199,369	(1,199,369)	-	-
Service delivery grants - WCIT	117,500	100,000	(82,335)	-	135,165
Service delivery grants - Fidelity Foundation	-	242,726	-	-	242,726
Computer systems development	-	251,068	(251,068)	-	-
Regional funding	-	61,498	(61,498)	-	-
Policy & Research	-	30,367	(30,367)	-	-
Total restricted funds	<u>117,500</u>	<u>1,885,028</u>	<u>(1,624,637)</u>	<u>-</u>	<u>377,891</u>
Unrestricted funds	<u>1,354,587</u>	<u>1,831,185</u>	<u>(2,190,224)</u>	<u>-</u>	<u>995,548</u>
Total funds	<u><u>1,472,087</u></u>	<u><u>3,716,213</u></u>	<u><u>(3,814,861)</u></u>	<u><u>-</u></u>	<u><u>1,373,439</u></u>

Any expenditure on restricted projects not covered by restricted donations is met from unrestricted funds.

Purposes of restricted funds

Service delivery grants: delivery of specific services, projects or programmes in line with funders grant conditions.

WCIT Charity grant funds the charity's ongoing One Safe Click project for the charity's digital transformation.

Fidelity UK Foundation funds the charity's CRM project system that is being purchased and installed between 20/21 and 21/22.

Computer systems development funding supports software enhancement of the charity's services.

Regional funding enables the charity's work in specific geographic areas.

Policy and research funding represents donations and grants towards the charity's policy, research and advocacy work.

Office improvements: grant for installing new ceiling lights in the charity's office

Covid related exceptional funding: represents exceptional grants made to help the organisation through Covid.

Fundraising grants: funding towards the costs of the Individual Giving Officer

The funding above includes generous donations from the following:

	£
BBC Children in Need	215,775
The Dulverton Trust	30,000
LexisNexis Risk Solutions	40,000
The Worshipful Company of Information Technologists' (WCIT) Charity	60,000
St James's Place Charitable Foundation	50,000
Home Office	601,881
National Lottery Community Fund	45,547
ICAP Charity Day	18,750
Postcode Dream Trust	65,794
Postcode Innovation Trust	140,000
National Crime Agency	42,500
The Alchemy Foundation	16,430
Scottish Government	<u>153,011</u>