

Missing People Limited
Company no. 2814202

missing people

Registered Charity No. 1020419

Trustees' Annual Report and Accounts
Year ended 31 March 2014

Missing People
Trustees' Annual Report and Accounts Year ended 31 March 2014

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Chairman's Statement

Our twentieth anniversary year was one of great progress and achievement for Missing People. We have reviewed our long term strategy and defined our vision which is that "every missing person is found safe". We have continued to work towards achievement of our strategic goals by improving service delivery and continuing to influence public policy.

An important milestone was our first national conference for the families of missing people which was also attended by the UK Missing Persons Bureau and the Association of Chief Police Officers lead on the subject. This provided great insight to all involved.

A key project was the development of the enhanced UK wide Child Rescue Alert system which was launched after the year end in May. Our partners in this are CEOP, a command of the National Crime Agency and technical partners Groupcall. This will enable critically rapid live alerts via a network of signed up individuals to be made following an abduction. At the time of writing over 40,000 members of the public have subscribed to the scheme.

We need to continue to broaden and deepen our long term sources of income to finance the insatiable demand for our services. Funding highlights of the year have been our partnership with BHS, our funding award from the Peoples Postcode Lottery Dreamfund to launch Child Rescue Alert, funding from the European Commission and the success of our Anniversary Fundraising Gala at the V&A. There remains much more to do.

Working in the context of a multi-year plan we had budgeted for a deficit of £0.25m in 2013-14. In the event the outturn was some 65% better enabling a more robust carry through to the next year.

Our progress owes so much to the passion and commitment of so many people – especially our employees and volunteers including the trustee board. We are extremely grateful to the many individuals, companies, grant making bodies and statutory agencies that have supported us.



John L Reiss

Chairman

21 August 2014

Trustees' Report

1. Reference and Administrative

Charity Name	Missing People
Charity Number	1020419
Company Number	2814202
Registered Office	Roebuck House 284 Upper Richmond Road West London SW14 7JE
Trustees	John Reiss - Chair Caryl Agard Doug D'Arcy Ben Houghton - Treasurer Jon Macintosh (resigned 15 May 2014) Chris Rollings - Vice Chair Lisa White Kate Adams (appointed 6 February 2014) Sally Cornish (resigned 6 October 2013) Simon Moss (appointed 6 February 2014) Jane Harwood (appointed 6 February 2014) Stephanie Darroch (appointed 15 May 2014)
Company Secretary	Douglas Parkhill
Chief Executive	Jo Youle
Directors	Susannah Drury, Director of Policy and Advocacy Brian Higgins, Director of Services (resigned 29 July 2014) Ross Miller, Director of Fundraising and Communication Douglas Parkhill, Director of Finance and Resources
Auditor	BDO LLP 55 Baker Street London W1U 7EU
Website	www.missingpeople.org.uk

2. Structure, Governance and Management

Nature of governing document

Missing People became a registered charity on 30 April 1993. It is a charitable company with no issued share capital being limited by guarantee. Its governing instrument is its Memorandum and Articles of Association dated 26 September 2007 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.

Structure

Missing People is led by a diverse and experienced board of Trustees who together with the Chief Executive and Directors ensure that the charity delivers its aims. The Board of Trustees has overall responsibility for the activities of Missing People - 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.

Recruitment and appointment of Trustees

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 within the charity and the issue of missing people. All Trustees are encouraged to attend a structured induction day and training, and are encouraged to attend charity training sessions with a view to increasing their understanding of their role within and knowledge of the charity, its activities and beneficiaries.

Risk management

The 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 designed to safeguard the charity's assets, ensure that proper accounting records are maintained and provide reliable and timely financial information. The Trustees are satisfied with these arrangements.

The Trustees have identified a number of key risks including the following:

- The Trustees recognise the difficult and continuing economic climate from which to expand support from statutory, trust, corporate and individual sources; and
- Missing People is reliant on pro-bono support to continue its charitable activities.

The Trustees monitor risks and act to minimise them at all times.

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 safeguard and support missing people
- provide tailored and effective family support
- be the authoritative voice advocating for missing people and families
- be a strong, diverse and effective organisation

Charitable Activities of Public Benefit

The Trustees have paid due regard to the Charity Commission's guidance on public benefit in deciding which activities the charity should undertake.

Missing People offers a lifeline to the 250,000 people who go missing each year. For those left behind, the charity provides specialised support to help search for missing loved ones and end the heartache and confusion.

In May 2014, the charity launched Child Rescue Alert alongside CEOP, a command of the National Crime Agency (NCA) and Groupcall. The charity is responsible for its promotion and operation. To date we have 40,000 people signed up to receive alerts, including 18,000 who signed up in store at BHS. We estimate we would currently reach 5% of the UK population if we issued an Alert thanks to media partners.

Since May 2012 we have operated the 116 000 European number for missing children in the UK. Missing children and young people can contact Missing People for free by phone, email and text. We provide confidential advice and support around the clock. 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.

Missing People
Trustees' Annual Report and Accounts Year ended 31 March 2014

An additional public benefit is that Missing People works in partnership with local and regional support projects for young runaways across the UK. These vital projects can often only provide support during regular office hours and in order to support their service, we enable them to divert their calls to us to provide cover at crucial times such as evenings, nights and weekends.

For vulnerable missing adults, Missing People provides free, confidential, 24-hour advice and support, enabling callers to access support by phone and email. A key output of this dedicated service is that a missing adult can pass on a "safe and well" message to their family or carers, often leading them to reconnect directly.

When someone disappears it is vital that their family can access advice and support immediately and for as long as that person is missing. That is why Missing People provides emotional and practical support via a 24-hour confidential helpline (Phone, Text and Email). The charity can also signpost families to further information, providing clarity at a time of great distress, as well as making referrals to local sources of help.

The charity also provides publicity services, including partnerships with national, regional and local media. These media appeals generate information and sightings from the public 24 hours a day. Increasingly, Missing People is taking an advocacy role for families, most often by liaising on behalf of, and between, families and the statutory sector. An important focus of the work of Missing People is research into the issue and its impacts, and lobbying to improve the support available.

In Wales, with the support of a three year grant from Big Lottery Wales BIG Innovation fund, worth almost £500k, the charity will be delivering a new and innovative service to people for whom the missing episode is over. We will provide support to people who have returned from a period of missing and to their families and also to families where their loved one has been found deceased.

Volunteers

Without volunteers Missing People could not be a lifeline when someone disappears. Donating time makes a huge difference to missing people and the families left behind. The charity's volunteers have the chance to get new experience within the voluntary sector, to learn from highly trained staff and to gain and develop new skills that will stay with them forever. Volunteers make a huge difference at every level of our organisation, and across the whole of the UK.

The charity has also embedded its local volunteering across the UK and at the end of 2013/14 had active volunteering in 6 police force regions, with a further 14 in development. This infrastructure has supported community and corporate partnerships; resulted in awareness and coverage for local disappearances across 57 Appeal Days taking place around the country.

4. Achievements and Performance

Services Performance

Over **56,367** contacts for help, via calls, emails and texts were made around the clock to Missing People during the year.

Families of missing people

- The charity reconnected **1,126** missing children and adults with their families.
- Missing People supported the families of **3,308** missing people, **1,524** for the first time.

With support from the Big Lottery Fund, Missing People has continued to develop services for the family members of missing people, in particular supporting them to feel less isolated by providing opportunities to meet others in similar situations. The main events were the Family Conference and the annual Christmas Carol Service at St Martin in the Fields. Several families gave readings and many more came to remember their missing relative.

In September 2013 we delivered the first national conference for the families of missing people with over 50 family members attending an interactive day of knowledge sharing, experience sharing and group discussions. We were very fortunate to have had participation from our partners at the UK Missing Persons Bureau and Chief Constable Pat Geenty, the Association of Chief Police Officers lead for missing persons.

In November, families of missing people and staff joined our Founders, Mary Asprey and Janet Newman, to plant a memory tree for their missing loved ones.

Forty six individuals have been had support from our counselling service throughout the year and the online Family Forum currently has 59 members participating.

In August 2013, Senior Services Manager for Family Support, Helen Alves won the Marsh Trust Award for Outstanding Achievement in the Work with Children and Families.

We have extended the range of family guidance available on the Missing People website. This includes 36 easy-to-follow advice sheets on a range of issues including how to work effectively with the police, how to deal with interest from the media, and advice on resolving financial and legal issues which may arise as a result of someone going missing. In 2013-14 the guidance was downloaded from the Missing People website more than 67,000 times. In addition our staff provided direct practical advice or advocacy to families on 932 occasions.

Searching for Missing Children and Adults

In 2013-14 Missing People launched publicity appeals for 860 new missing people, including 303 for children under 18.

In July 2012 Missing People launched a new partnership with the Outdoor Media Centre, the trade body for outdoor media owners including Clear Channel, JC Decaux, Admedia and Amscreen. This partnership means that we can circulate appeals for missing people to a wide public audience via digital screens for free. Since the launch of the partnership 371 missing people have been publicised, and 141 have been found.

Publications including the Big Issue, the Metro, and the Mirror continue to provide valuable free print media space for missing people appeals.

The "Big Tweet" for Missing Children is now an annual event taking place on International Missing Children's Day – May 25. Forty eight different missing children appeals are circulated on Twitter, with support from celebrities including Simon Cowell. 2013's Big Tweet resulted in 58,000 retweets and 2 featured children being found. In 2014 there were 83,000 retweets, with 5 featured children being found at time of going to press.

On the day of the campaign the Missing People web site had 38,883 visits compared with a typical daily average of 1,600.

The Big Tweet for Missing Children and our ongoing social media activity have developed a unique community of people committed to searching when someone disappears. By the end of the year we had around 60,000 followers on Facebook and Twitter.

We continue to offer a free Lost Contact tracing service for families with a missing adult, and in 2013 – 14 we conducted new searches for 402 people and successfully traced 129 people.

Safeguarding missing children and vulnerable adults

TextSafe® allows us to reach out directly to missing children and adults on behalf of the police by sending the missing person a text message with details of our free services and how to contact us. This targeted, pro-active safeguarding has proved vital in informing those who are most vulnerable about the services the charity offers. This year we used TextSafe® over 1,741 times to help safeguard vulnerable missing people, an annual increase of 158%.

By the end of the year 42 police forces were using TextSafe®.

Our 24 hour helpline is available for anyone who is missing or thinking of running away. During the year Missing People safeguarded 4,105 people, of these, an estimated 1,992 were under 25, and 1,535 were children under the age of 18.

In 2012/13 TextSafe® was enhanced with a pilot partnership between the charity, the Samaritans and ACPO to deliver a message when a missing adult is believed to be suicidal. The pilot launched in November 2013 with five Samaritans branches and seven police forces taking part.

Policy and Research Performance

The Policy and Research team have started the development of a Manifesto on Missing, to be disseminated to Parliamentarians before the next general election. This will include calls for action on issues affecting missing children, vulnerable missing adults and their families. This process is grounded in the view of families', and young people and adults who have been missing.

We have continued to have an influential role in the drafting of the Ministry of Justice's proposals for guardianship, which are due to be published for public consultation in summer 2014. We have worked to ensure the proposals are developed in a way that would meet families' needs, and reflect experience from other countries where guardianship laws are in place. This role has enabled us to consolidate our relationships with civil servants, with Clifford Chance and with financial sector colleagues such as the British Bankers' Association and the Association of British Insurers. We were highly commended at the Third Sector Excellence Awards 2013 for the Presumption of Death aspect of our Missing Rights Campaign.

The team also continued to expand and consolidate our network of influence by sitting on the English Coalition for Runaway Children (with a member of the team holding the Vice Chair position), the Missing Children's Advisory Board and Missing Adults Advisory Board.

We were commissioned by the Association of Independent Chairs of Local Safeguarding Children's Boards (LSCBs) to produce guidance on how LSCBs can scrutinise local agencies' responses to missing children. We also organised the first All Party Parliamentary Group (APPG) meeting on vulnerable adults in February, co-hosted by the APPG on Missing Children and Adults, together with the APPG on Suicide and Self-Harm Prevention.

In terms of research, this year's publications include *Living in Limbo, Five Years On* highlighting progress made in improving the support available to families since the original *Living in Limbo* report was published in 2008. *Research on Reconnections – exploring how people are linked back in with family or services when they are missing –* is due to be published in September 2014. 'Missing persons: a handbook of research' is due to be published by Ashgate in 2014/15 and will include a number of chapters by Missing People staff.

In addition, the Policy and Research team has continued to produce its quarterly sector newsletter, *Missing News*. Further to this, it contributed 19 new resources to the Missing People website. These publications contributed to the 62,216 information product downloaded from the website in 2013/14.

Fundraising Performance

Missing People is an independent charity, funded by donations. In 2013/14 our income was £2.23million, 70% of which was unrestricted (£1.55million).

The charity's income is mainly sourced from individuals, partnerships and trusts. However, this year we received a one year grant from the Home Office worth £220k and European Commission funding for Child Rescue Alert.

In 2013/14 the charity held its first gala to mark our 20th anniversary. The event raised more than £180k of vital funds. The event was only made possible with the support of the charity's Development Board, Tom Willett and Victoria Jilla in particular.

Missing People refocused its fundraising efforts to two major campaigns: Home for Christmas and Forget Me Not Month. Home for Christmas raised £43k through a combination of Carol Services; Rock Choir, Waitrose, BHS and Barclays fundraising; LBC Radio Appeal; and Direct Marketing. Not only did Barclays London and South Branches raise over £28k, a very vulnerable missing man was found after seeing his 'missing poster' in a Barclay's branch.

We raised more than £620k of unrestricted income from our corporate partners, including £500k from Peoples Postcode Lottery. This financial year we additionally received more than £150k from the People's Postcode Lottery Dreamfund for Child Rescue Alert.

This year the charity secured a number of significant new funding awards both from major corporate partnerships and trust funders. These included £500k from Big Lottery Fund Wales. In the first year of our partnership with BHS they raised £71,345 and held 57 appeal days in stores around the country.

In addition to these funding awards the charity has benefited from pro bono partnerships with a variety of organisations. These included Waitrose who continue to provide office space, Clifford Chance and the Outdoor Media Centre.

5. Financial Review

We reported last year that trustees and executives had agreed that the surplus for that year would be invested for the benefit of the charity's activities for 2013/14. On this basis and working in the context of a multi-year plan we budgeted for a deficit of some £0.25m in 2013/14.

We are pleased to report that, in the event, the outturn was a smaller deficit of £86K (2013: surplus £228K), enabling a more robust carry through to next year.

Total income at £2,225K showed a decrease on the previous year (£2,511K), primarily as a result of an exceptional gift in that year, but we hope to see benefits from our continuing

investment in a long-term programme designed to enable more diverse, robust and reliable income streams at a time of reductions in statutory funding.

Total expenditure at £2,312K was slightly higher than last year (£2,283K). Fundraising costs at £567K include £82K expenditure in respect of the 20th Anniversary Gala which, thanks to the generosity of our supporters, generated a net surplus of £100K for the charity. The organisation's charity shop closure programme was completed during the year and closure costs of £26K are included in costs of generating funds.

Volunteers and pro-bono supporters again contributed significantly to the charity, far beyond the services recognised in these financial statements. Missing People is particularly grateful to Waitrose for providing full office accommodation and to the charity's solicitors Clifford Chance for their services, in addition to the supporters mentioned above.

Reserves

The charity's 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. At the end of the year the level of unrestricted cash reserves at £1.0m was a little over four and half months.

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 have been generously donated to Missing People are sold to aid our charitable activities.

6. Plans for the Future

Missing People launched its new strategic plan in April 2014 for the coming three years. Missing People recognises that there is much more we can do to help when someone disappears, and also that development will need to be supported with sustainable income.

For Families:

- Give tailored support to 1,500 families of missing people per year by 2016-17
- Provide online guidance to 150,000 families of people missing by 2016 -17

For The Search:

- Search for 1,300 people per year by 2016-17
- Community of 100,000 searching for missing people by 2016-17

For Missing People:

- Safeguard 1,500 children and young people per year by 2016-17
- Reconnect 750 children and young people per year by 2016-17
- Reconnect 750 adults per year by 2016-17

Advocacy:

- Influence policy to improve services and support for missing people and their families across the nations of the UK
- Achieve legislation on guardianship
- Secure continued support for improving support and services for missing people and their families following the 2015 general election

To meet these aims, we have set ourselves the challenging goal of increasing income to £3 million per year by 2017.

7. Statement of Trustees' Responsibilities

The trustees 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. 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 charity and of the incoming resources and application of resources, including its income and expenditure, of the charity for the year. In preparing those financial statements the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgments and accounting estimates that are reasonable and prudent;
- 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 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.

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The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of the financial statements and other information included in annual reports may differ from legislation in other jurisdictions.

Each of the trustees 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 they ought to have taken as Trustees in order to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.



John L Reiss
On behalf of the Trustees

21 August 2014

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

We have audited the financial statements of Missing People Limited for the year ended 31 March 2014 which comprise the Statement of Financial Activities, the Balance Sheet, and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the charity's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charity'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 charity and the charity's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of trustees and auditor

As explained more fully in the Statement of Trustees' Responsibilities, the trustees (who are also the directors of the 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.

Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Financial Reporting Council's (FRC's) Ethical Standards for Auditors.

Scope of the audit of the financial statements

A description of the scope of an audit of financial statements is provided on the FRC's website at www.frc.org.uk/auditscopeukprivate.

Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31 March 2014 and of its outgoing 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.

Opinion on other matters prescribed by the Companies Act 2006

In our opinion the information given in the trustees' report for the financial year for which the financial statements are prepared is consistent with the financial statements.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; 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;
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime, take advantage of the small companies exemption in preparing the directors' report or the exemption from the requirements to prepare a strategic report.

Ian Mathieson

Ian Mathieson Senior Statutory Auditor
for and on behalf of BDO LLP, Statutory Auditor
London
United Kingdom

21 AUGUST 2014

BDO LLP is a limited liability partnership registered in England and Wales (with registered number OC305127)

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Statement of Financial Activities (incorporating an Income and Expenditure Account) for year ended 31 March 2014

	Note	Unrestricted Funds £	Restricted Funds £	Total Funds 2014 £	Total Funds 2013 £
Incoming Resources					
Incoming resources from generated funds:					
<i>Voluntary Income</i>					
Donations and gifts	14	1,310,554	592,211	1,902,765	2,130,450
Grants		220,000	-	220,000	220,000
<i>Activities for generating funds</i>					
Charity Shop Income		14,385	-	14,385	22,435
Commercial trading operations	7	-	-	-	26,649
<i>Investment Income</i>					
		7,535	-	7,535	14,555
Incoming resources from charitable activities:					
Missing Persons Helplines		-	-	-	500
Policy & Research		-	80,472	80,472	96,322
Total Incoming Resources		1,552,474	672,683	2,225,157	2,510,911
Resources Expended					
Costs of generating funds:					
Fundraising	5	567,320	-	567,320	430,416
Commercial trading operations		-	-	-	22,826
Charity shops		42,323	-	42,323	29,446
Total Costs of Generating Funds		609,643	-	609,643	482,688
Net income available for charitable activities		942,831	672,683	1,615,514	2,028,223
Charitable activities:					
Service delivery		844,156	592,211	1,436,367	1,497,222
Policy & Research		139,138	80,472	219,610	250,647
Total Charitable Activities		983,294	672,683	1,655,977	1,747,869
Governance		46,205	-	46,205	52,271
Total Resources Expended		1,639,142	672,683	2,311,825	2,282,828
Net (Outgoing) / Incoming Resources	2	(86,668)	-	(86,668)	228,083
Gains and Losses on investment assets	7	-	-	-	-
Net Movement of Funds in year		(86,668)	-	(86,668)	228,083
Fund balances brought forward at 1 April 2013		1,086,740	-	1,086,740	858,657
Balance carried forward at 31 March 2014	15	1,000,072	-	1,000,072	1,086,740

The notes on pages 18 to 24 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.

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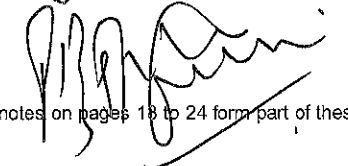
Balance Sheet as at 31 March 2014

Company Registration Number 2814202

	Note	2014 £	2014 £	2013 £	2013 £
Fixed Assets					
Tangible assets	6		11,138		14,497
Current Assets					
Debtors	8	192,407		183,118	
Cash at bank and in hand		<u>1,170,542</u>		<u>1,181,682</u>	
		1,362,949		1,364,800	
Creditors: Amounts falling due within one year	9	<u>(374,015)</u>		<u>(292,557)</u>	
Net Current Assets			<u>988,934</u>		<u>1,072,243</u>
Total Assets less Current Liabilities			1,000,072		1,086,740
Net Assets			<u>1,000,072</u>		<u>1,086,740</u>
Reserves					
Unrestricted Funds					
Designated Funds	12		-	20,000	
General Funds	12		<u>1,000,072</u>	<u>1,066,740</u>	
			1,000,072	1,086,740	
Restricted Funds					
			<u>-</u>	<u>-</u>	
			<u>1,000,072</u>	<u>1,086,740</u>	

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

21 August 2014

 } John Reiss - Chair
 } Ben Houghton - Treasurer

The notes on pages 18 to 24 form part of these financial statements.

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Notes to the Financial Statements

1 Accounting Policies

- a) **Basis of preparation**
The financial statements are prepared under the historical cost convention and include the results of the Charity's operations which are described in the Trustees' Report, all of which are continuing.

The accounts have been prepared in accordance with applicable accounting standards and the Companies Act 2006 and follow the recommendations in the Statement of Recommended Practice (SORP 2005) Accounting and Reporting by Charities, issued by the Charity Commission, the Charities Act 2011 and the requirements of the Charity's Memorandum & Articles.

- 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) **Incoming resources**
Voluntary income and donations are accounted for on an accruals basis. The income from fundraising ventures is shown gross, with the associated costs included in fundraising costs.

Grants are recognised in full in the statement of financial activities in the year in which they are receivable.

Sales of goods and services are recognised when the goods or services are delivered.

- d) **Deferred income**
Deferred income comprises grants or donations which the donor has specified to be used in future accounting periods.

- e) **Resources expended**
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

Fundraising expenditure 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.

Expenditure on Governance includes all audit, accountancy and legal fees.

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

- f) **Tangible unrestricted 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

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- g) Funds
General funds are unrestricted funds which are available for use at the discretion of the Trustees in

Designated funds comprise funds which have been set aside by the Trustees for particular 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.
- h) Leased assets
Rentals payable under operating leases are charged to the Statement of Financial Activities as incurred.
- i) Direct taxation
The company is a registered charity, and is therefore not liable for income tax or corporation tax on its charitable activities, as it falls within the various exemptions available to registered charities.
- j) 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 4.

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2 Net Incoming/(Outgoing) Resources

The net incoming/(outgoing) resources for the year are stated after charging:

	2014	2013
	£	£
Depreciation on tangible fixed assets	9,491	7,974
Operating leases	6,106	11,700
Auditor's remuneration		
Audit services	10,896	10,632
Non-audit services	2,700	3,000
	<u>2,700</u>	<u>3,000</u>

3 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.

4 Staff costs

Staff costs were as follows:

	2014	2013
	£	£
Wages and salaries	1,517,364	1,515,033
Social Security costs	146,352	145,729
Pension	47,950	49,989
	<u>1,711,666</u>	<u>1,710,751</u>

One employee earned between £70,001 - £80,000 in the year (2013: none)

The average weekly number of employees (full time equivalents) during the year was as follows:

	2014	2013
Charitable activities	39	41
Charity Shops	1	1
Fundraising	8	7
Governance	1	1
	<u>49</u>	<u>50</u>

Trustees' remuneration and related party transactions

The Trustees were neither paid nor voted any emoluments during the year (2013 - nil).

Two Trustees were paid travel expenses totalling £106 during the year (2013 - one: £222).

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5 Analysis of Total Resources Expended

	Charitable Activities	Fundraising	Shops	Governance	2014 Total £	2013 Total £
Salaries	1,355,238	310,089	15,625	30,714	1,711,666	1,710,751
Other Staff Costs	25,078	13,366	-	524	38,968	55,580
Office Costs	123,956	22,086	8,089	2,039	156,170	171,061
Direct Costs	151,705	221,779	18,609	12,928	405,021	345,436
	<u>1,655,977</u>	<u>567,320</u>	<u>42,323</u>	<u>46,205</u>	<u>2,311,825</u>	<u>2,282,828</u>

6 Tangible Fixed Assets

	Office Equipment £	Total £
Cost		
At 1 April 2013	27,854	27,854
Additions	6,132	6,132
Disposals	-	-
At 31 March 2014	<u>33,986</u>	<u>33,986</u>
Depreciation		
At 1 April 2013	13,357	13,357
Charge for year	9,491	9,491
Disposals	-	-
At 31 March 2014	<u>22,848</u>	<u>22,848</u>
Net book value		
At 31 March 2014	<u>11,138</u>	<u>11,138</u>
At 31 March 2013	<u>14,497</u>	<u>14,497</u>

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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

	2014 £	2013 £
PROFIT & LOSS ACCOUNT		
Turnover	-	26,649
Cost of sales and administration expenses	-	(22,826)
Net profit for the year	-	3,823
Amount gift aided to the charity	-	(3,823)
Retained in subsidiary	-	-
BALANCE SHEET		
Debtors	2	2
Cash at bank and in hand	3,234	8,607
Creditors: Amounts falling due within one year	(3,234)	(8,607)
Total net assets	2	2
Capital and reserves		
Called up share capital	2	2
Profit and loss account	-	-
	2	2

8 Debtors

	2014 £	2013 £
Debtors, prepayments and accrued income	189,173	176,070
Amount due from subsidiary	3,234	7,048
	192,407	183,118

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

9 Creditors:

	2014 £	2013 £
Other taxes and social security costs	40,457	40,158
Other creditors	109,601	19,785
Accruals	20,963	61,952
Deferred Income (Note 10)	202,994	170,662
	374,015	292,557

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	2014 £	2013 £
10 Deferred Income		
Balance at 1 April 2013	170,662	394,629
Released in the year	(170,662)	(394,629)
Amount deferred in the year	<u>202,994</u>	<u>170,662</u>
Balance at 31 March 2014	<u><u>202,994</u></u>	<u><u>170,662</u></u>

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

11 Leasing Commitments

At 31 March the Charity had annual commitments under non-cancellable operating leases on Charity shop premises and office equipment as set out below:

	Charity Shop buildings		Other	
	2014 £	2013 £	2014 £	2013 £
Operating leases which expire:				
Within one year	-	7,246	-	2,604
Between one and five years	-	-	2,049	-
After five years	-	-	-	-
	<u>-</u>	<u>7,246</u>	<u>2,049</u>	<u>2,604</u>

12 Analysis of Net Assets

	Tangible Fixed Assets £	Bank & Cash £	Other Net Current Assets £	Total £
Restricted	-	167,062	(167,062)	-
Designated - Charity Shops	-	-	-	-
Unrestricted	<u>11,138</u>	<u>1,003,480</u>	<u>(14,546)</u>	<u>1,000,072</u>
	<u><u>11,138</u></u>	<u><u>1,170,542</u></u>	<u><u>(181,608)</u></u>	<u><u>1,000,072</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.

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14 Donations and Gifts

	Unrestricted Funds £	Restricted Funds £	Total 2014 £	Total 2013 £
General donations	979,372	592,211	1,571,583	2,008,694
Legacies	2,000	-	2,000	1,000
Fundraising & promotional events	329,182	-	329,182	120,756
	<u>1,310,554</u>	<u>592,211</u>	<u>1,902,765</u>	<u>2,130,450</u>

15 Movements in funds

	Brought forward £	Incoming Resources £	Resources Expended £	Transfers £	Carried forward £
Restricted funds					
The movement on restricted funds comprises the following donations and grants held on trust to be used for specific purpose					
Service delivery	-	513,077	(513,077)	-	-
Computer systems development	-	5,445	(5,445)	-	-
Regional funding	-	73,689	(73,689)	-	-
Policy & Research	-	80,472	(80,472)	-	-
Total restricted funds	<u>-</u>	<u>672,683</u>	<u>(672,683)</u>	<u>-</u>	<u>-</u>
Unrestricted funds					
<i>Designated funds</i>					
Charity Shops	20,000	-	(20,000)	-	-
Total designated funds	<u>20,000</u>	<u>-</u>	<u>(20,000)</u>	<u>-</u>	<u>-</u>
<i>General funds</i>	<u>1,066,740</u>	<u>1,552,474</u>	<u>(1,619,142)</u>	<u>-</u>	<u>1,000,072</u>
Total funds	<u>1,086,740</u>	<u>2,225,157</u>	<u>(2,311,825)</u>	<u>-</u>	<u>1,000,072</u>

Purposes of restricted funds

Service delivery funds support the delivery of the charity's core services .
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.

The funding above includes generous donations from the following:

BBC Children in Need	23,597
Big Lottery Fund	128,146
City Bridge Trust	35,690
Comic Relief	35,690
Esmee Fairbairn Foundation	75,000
Lloyds TSB Foundation for England & Wales	18,375
Oak Foundation	94,632
The Dulverton Trust	25,000
The Sylvia Adams Charitable Trust	15,000
Tesco Charity Trust	<u>9,000</u>

Purposes of designated funds

The designated fund brought forward from last year related to dilapidations and regulatory compliance costs with the closure of the remaining charity shop. These were expended during the year.