

...because the search must continue

# Forward Motion

2009 / 2010 Annual Report



# The Year at a Glance

Since 1986, the Missing Children Society of Canada (MCSC) has been reuniting missing children with their searching families through professional investigations, public awareness and family support programs. MCSC's team of former police detectives and trained investigators work closely with law enforcement while conducting frontline, hands-on investigative and search activities.

- During the 2009/2010 fiscal year, MCSC investigators managed a total of 122 registered cases:
  - 64 cases were carried forward from the previous fiscal year
  - 58 additional cases were registered with MCSC during the fiscal year
  - MCSC investigators closed 81 cases during the fiscal year
  - 41 cases remained active and were carried forward to the 2010/2011 fiscal year
- MCSC investigators dedicated a total of 5,967 hours in our ongoing search for missing children.
- During 2009/2010, MCSC was supported by 99 volunteers who provided a total of 640 hours of their time to assist us with special events, general administration and investigation support.
- Small or large every contribution combined to made a huge impact for MCSC. The average gift we received during 2009/2010 was \$44.75.

## Our Vision

All missing children reunited with their families.

## Our Mission

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

# Our Guiding Principles

- As long as there are missing children, our search must continue.
- Assist the police and searching families in the active and ongoing search for missing children.
- Create public awareness through photo and poster distributions, the media, website and other forms of communication.
- Enlist the help of other professionals to assist us in the search and recovery of missing children.
- Provide searching families with emotional support, knowledge and resources throughout the search and recovery process.
- All programs and services including our professional investigations, ground searches and parent support programs are delivered free of charge to ensure that every family who needs help, receives it.

"Change is the law of life. Those who look only to the past or present are certain to miss the future." - John F. Kennedy

# Message from the Executive Director

A year in review... a future in the making....

Almost one year ago I joined the team at MCSC and what a year it has been. As I look back, I feel an immense sense of pride and accomplishment. It was a challenging year but one that saw our organization experience enormous growth. As a team we conducted an intensive internal audit, examining how we were serving our searching families. It was those processes which lead us to design and implement a more comprehensive scope of service.

We embraced technology and all that it enables us to achieve in bringing awareness to our missing children and our organization. We built new relationships and re-energized past ones. Most importantly, we fulfilled our mission of reuniting searching families with their missing children.

As I look to the future and the coming year, there is one driving vision that myself and my team share and it is simply this: "all missing children should be reunited with their families".



It is difficult for me to put into words the passion, commitment, and overwhelming emotion that I feel towards the children, and parents that we serve. I am a mother of two amazing young women and I know how my days and nights are filled with love because of them. But I can say this - everyone who is involved with the Missing Children Society of Canada, whether it is the staff, board of directors, volunteers or donors, will never give up in bringing our children home.

Amanda Pick
Executive Director

# Message from the Board Chair

The past year has been a time of very significant change for MCSC. While difficult at times, the changes we experienced were necessary for the future of our organization's continued success.

In January, we marked the transition of leadership from Ms. Rhonda Morgan, MCSC's founder and previous Executive Director, to our new Executive Director Amanda Pick. With fresh energy and direction, MCSC has made incredible strides forward this year – while respecting the proud history of serving our searching families over the past 24 years. The change of leadership has affected rejuvenation and renewal throughout the organization, and the result has created a professional organization which is moving forward in a very positive way. MCSC is now an organization that is innovative and forward thinking in its delivery of service.

As a business man and professional engineer, I have come to appreciate and respect the talents of the Executive Director Amanda Pick and the entire team at MCSC. I have witnessed their enthusiasm and passion for the important work that they do. I firmly believe that their efforts will continue to reunite searching families across Canada with their missing children.

The fiscal year ahead will see our organization mark its 25th year of continuing the search for missing children. On behalf of the Board of Directors, I am proud to say that MCSC is committed to honouring our proud history, our searching families, and our missing children by realizing our future.

# **Investigation Unit**

In keeping with the year's theme of 'Forward Motion', the past fiscal year was a period of transformation and progress for the Investigation Unit at MCSC.

The year saw the team conduct a comprehensive review and audit of the Investigation Unit's policies and procedures. After nearly a quarter century of operations, it was appropriate to review and update our process for registering cases and documenting our caseload. Through the process, the way we register, categorize and document our missing child cases changed slightly as compared to previous years.

The audit resulted in our organization's ability to more accurately present

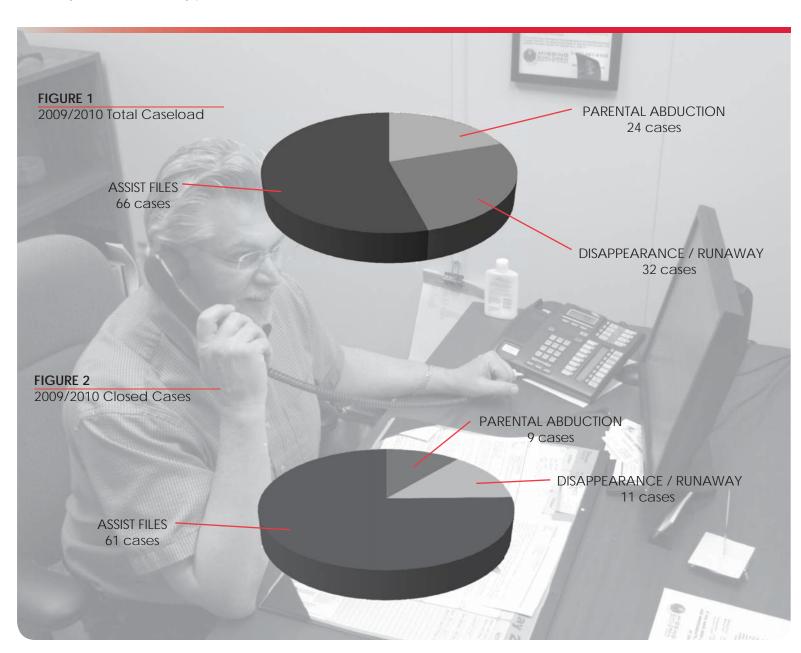
caseload figures and outcomes, and rejuvenated our mandate and focus. The team is in the process of formally documenting our tracking process by creating a formal Polices & Procedures manual that will be critical in guiding MCSC's investigation work moving forward.

The past year also saw the Investigation Unit working diligently to strengthen our networks within the law enforcement community across Canada and around the world. We are proud to work with local police and RCMP contacts across Canada, and internationally recognized partners such as the National Center for Missing & Exploited Children in the United States, the RCMP Forensics Unit in Ottawa, and Interpol.

During 2009/2010, MCSC investigators dedicated a total of 5,967 hours in our ongoing search for missing children.

Our investigators managed a total of 122 registered cases, closing 81 of them. (see Figure 1 and 2 below.)

- 64 cases were carried forward from the previous fiscal year
- 58 additional cases were registered with MCSC during the 2009/2010 fiscal year
- 81 cases were closed during the year
- 41 cases remain active and were carried forward to next fiscal year



# Continuing the Search: Our 'I-PACK' of Investigative Services



age 17





Age Enhanced Photo to age 35

MCSC issued a Child Search Alert in March 2010 on the 17th anniversary of the disappearance of Steven O'Brien from Charlottetown, PEI.

The Alert advised the public of our targeted poster campaign in Toronto and PEI with a photo age enhancement, and announced a \$10,000 reward for information in Steven's case.

The Child Search Alert generated a flood of media attention and credible tips through our 24-hour tip line. MCSC investigators continue to follow up on the new leads in Steven's disappearance.

MCSC thanks our partners at the National Centre for Missing and Exploited Children in Alexandria, Virginia for Steven's photo age enhancement.





Age Enhanced Photo to age 20

Together with the family of Jeffrey Stuart Surtel, MCSC conducted a ground search for the missing teen in the Mission, BC area over the weekend of August 15, 2009.

Ground crews and volunteers from the Canadian Search Dog Association from Edmonton covered several wooded areas in the Mission region. The search resulted in new media attention for Jeff's case, and covered off a key area of question.

MCSC would like to acknowledge Westminster Savings Foundation for their generous contribution towards this search and other investigations in the lower mainland region.

Jeffrey Surtel has been missing since April 29, 2007. MCSC investigators continue to push for leads in Jeff's case.

#### **INFORMATION**

arch Alerts: We partner with MarketWire to quickly distribute our Child Search Alerts to media, online communities and other contacts across the country. Child Search Alerts are targeted as narrowly or as broadly in a geographic area as required.

Targeted Poster Distribution: We produce missing child posters and target distribution locally or nation-wide to our network of contacts.

#### **INCENTIVE**

wards: We can facilitate the posting of Rewards for information from the public leading to the location and secure recovery or resolution of missing/abducted children.

#### **INVESTIGATION**

Investigations Unit: Our in-house team of trained investigators offer the full scope of services involved in investigating a missing child case. Our investigators travel nationally and internationally to conduct investigations or to follow-up credible tips. Surveillance, witness inquiries, hypnosis and taped interviews form part of our investigative mandate.

24 Hour Tip Line: We operate a 24 hour toll-free tip line for the public to provide confidential information leading to the location of a missing child. Our tip line is monitored by trained investigators with the experience to evaluate, prioritize and disseminate the information accordingly.

Email Tip Line: We offer an online method for the public to provide confidential information.

Forensics: MCSC works with partner organizations, such as the National Center for Missing & Exploited Children in the United States and with the RCMP Forensics Unit in Ottawa, to develop Photo Age Progression, Comprehensive Composite Drawings & Human-Remain Composites.

Ground Search / Dog Teams: We partner with the Canadian Dog Search Association and Search & Rescue Organizations to coordinate immediate ground searches.

Social Media Scans: We conduct information searches on Social Media Networks such as Facebook and Twitter to assist investigations.

# **Family Support Program**

In our ongoing search for missing children, MCSC strives to offer emotional and practical support to our searching families.



MCSC provided reunification support to the Nordgren family in December 2009.

Nine months earlier, the Nordgren boys had been taken into the care of Montreal Children's Services, where it was discovered they had been abducted by their mother

five years before from Kelowna, BC.

On December 18, 2009, after months of costly court proceedings, a Quebec judge ordered the children be returned to the custody of their father and step-mother. The decision ended a long nine months in which the boys' father had to travel to Montreal three times for court hearings, retain lawyers to represent them, and purchase clothing for the boys while they were in foster care.

While the family was ecstatic to have the boys back, their mounting financial debts left them unable to afford flights to bring the boys back in time for the holiday season. They were a family "reunited", but still a country apart.

MCSC quickly arranged flights for the family through WestJet, who has been providing MCSC with the gift of flight since 2004. The action ensured the family would be able to begin the healing process by enjoying the holiday season together.

On December 20, 2009, the Nordgren family was reunited at their home in Kelowna, with the new year - and a new future together - ahead of them.

#### **Reunification Support**

When a child is located, the recovery and reunification process begins. Often complicated and emotional, reunifications must be well-planned as a first step in the famiy's healing process.

MCSC offers support and guidance to families and law enforcement contacts through the pivotal reunification process. Our team and resources are called upon to coordinate travel arrangements, connect with appropriate authorities, and accompany families and children during the initial meeting.

MCSC's publication "Recovery & Reunification Assistance: A Guide for Professionals" continued to be a valued resource for our searching partners and families. The resource is available online in French and English, and printed copies can be provided upon request.

#### **Family Peer Support Network**

MCSC has a network of searching parents who volunteer to be available to offer peer support to other searching families.

Together, these searching families can offer support and a shared understanding to each other. This is a powerful and meaningful support to families who can draw strength from the knowledge that they are not alone in this experience.

Work has been initiated to develop this informal network into a formal program at MCSC. Further steps will be taken in the year ahead to secure funding and launch the program.

# Statistics: Missing Children reported in Canada in 2009

The following table displays a breakdown of the reported cases of missing children from 2005 to 2009 by province. These statistics are not cumulative and do not reflect the actual number of children currently missing in our country. These statistics are provided by the RCMP National Missing Children Services.

YEAR	YT	NT	NU	BC	AB	SK	MB	ON	QC	NB	PE	NS	NL	Total
2009	5	19	0	10,348	5,172	2,993	4,246	17,859	7.415	686	27	1,474	248	50,492
2008	6	57	1	12,045	5,943	3,113	4,072	20,526	8,196	795	51	1,136	161	56,102
2007	6	133	0	13,575	10,853	2,782	3,376	21,293	7,360	538	51	421	194	60,582
2006	5	173	0	13,523	12,149	2,219	2,862	20,874	7,317	533	42	594	170	60,461
2005	4	147	7	16,320	12,958	2,377	2,891	22,503	7,866	666	29	533	247	66,548

# **Education & Awareness**

#### Website (www.mcsc.ca)

MCSC's website is often our first point of contact with the public, our searching families and our law enforcement networks. The site houses an array of information and offers opportunities to interact with our organization. It also features an online directory of our active cases.

With a focus on moving our work forward, the website will be an area of development in the year ahead. Work is underway to develop a more professional, informative and interactive site.

#### Newsletter

MCSC's newsletter provides information about important case updates and announcements about our organization.

As one of our main tools for keeping in touch with our supporters and searching families, our newsletter was produced each quarter - reaching over 4,000 contacts by mail and and 3,500 by email each issue. It was also posted on our website and linked on our Facebook page.

#### **Media Relations**

In the spring of 2010, MCSC inked a unique partnership with newswire leader Marketwire, whose news distribution and content sharing solutions are supporting our search for missing children. The unique partnership with Marketwire equipped MCSC with the ability to move our "Child Search Alerts" into

the age of social media – reaching media and the vast online community with breaking investigation updates in an instant.

As a result, MCSC's media and online presence has increased significantly. It has also resulted in a surge of new tips and awareness for several of our ongoing cases. The year ahead will see our organization continue to hone this critical method of communicating.

#### 'Light the Way Home' Campaign

Our Light the Way Home (LTWH) campaign marked its 15th year, focusing on the month of May leading up to National Missing Children's Day on May 25th.

This May, we aimed to show our searching families that we all stand with them in their hopeful search. Our LTWH campaign reached out to Canadians with some opportunites to personally connect with the continued search for missing children.

The public was invited to join the country in lighting a candle at 8:00pm on the evening of May 25th, National Missing Children's Day. Through this simple act, all Canadians and their families could make a personal connection with the hope we share with searching families everywhere. Hundreds of supporters visited us on our website and Facebook page to officially pledge to light a candle.

Our 2010 LTWH campaign also included an opportunity for the public to directly show their support for our

searching families. Through our direct mail and online campaigns, Canadians were asked to send a personal "Message of Hope" to our searching families.

We were thrilled with the response - receiving over 100 heartfelt Messages of Hope. These messages will be shared with our searching families in a variety of ways over the year ahead. A selection of the messages we received are displayed below.

We were also excited to once again have WestJet take part in our LTWH campaign. On May 25th, WestJet featured our LTWH images and messages through their TV monitors and their on-hold phone system - helping us to reach thousands of people across the country. Thank you to WestJet for supporting LTWH 2010!

#### **Volunteers**

Our efforts would not be possible without the support and dedication of our volunteers.

During 2009/2010, 99 volunteers donated a total of 640 hours to our organization. Volunteers supported our organization through administrative work, assisting with special events, supporting search activities and providing a variety of professional services.

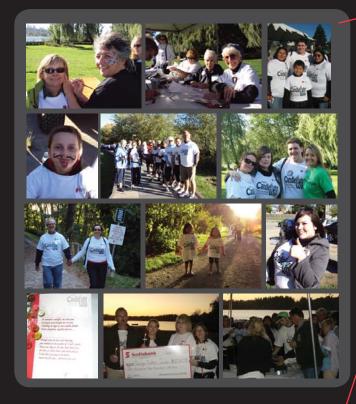
Thank you to everyone who gave their time and energy to our organization this year.

I hope that someday soon all the kids that are missing will be found safe and returned back to their families. My thoughts and prayers are with those who have missing loved ones, I know personally how NEVER GIVE UP. heartwrenching it is. We are praying for your child's safe return. We hope and pray your child will find their way home. I pray that your missing child will be with you again very soon. Do not lose hope. Please know that many, many people send prayers and loving thoughts to all of you for a very quick recovery of your loved-one. No mountain, no river, no border nor divides can separate a parent from their child ... their love is ever so strong. We hope & pray every day that your precious child will find their way home. Believe positively that someday you will find your child. We share your pain. I hope with all my heart that your child will return home. Please don't ever give up hope finding your precious child! I'm sure your heart aches not knowing where your child is and if they are ok. Keep the home fires burning. Life is so tender, so fragile, so very precious. It must be so hard, but I do wish you strength and courage to carry on. My heart is filled with hope that your child will be returned to you soon. I am praying to St. Anthony, who is the patron saint of everything 'lost', for the safe return of your beloved child. Words cannot fully express my sincere sympathy during these frustrating days and sleepless nights wondering where your child.

I hope that a memory of a past shared happiness will bring your child back to you soon. I am sure hundreds, possibly thousands are thinking and praying for these young people and their parents and families. Please know that in your journey, you are not alone and whether we are near or far, our prayers are with you. The love you have for your child is true and alive and that will never change. I pray your courage will be as strong as your love.

# **Our Special Events**







#### · 2009 MCSC Charity Golf Tournament

The 9th annual MCSC Charity Golf Tournament was held at Springbank Links Golf & Country Club on July 23, 2009. Through the generous support of Magna IV Engineering, tournament sponsors, players, and donors, over \$24,000 was raised in support of MCSC.

After a beautiful day on the course, our 72 golfers and 10 volunteers attended the banquet where Judy Peterson delivered a powerful account of her journey searching for her daughter, Lindsey Nicholls, who went missing August 2,1993 at the young age of 14. Thank you Judy for your courage in sharing Lindsey's story with our guests.

#### 2009 Candlelight Walk for Missing Children

Our first Candlelight Walk took place on September 26, 2009, at Deer Lake Park in Burnaby, BC. Approximately 200 people walked together, then gathered afterwards at a sunset vigil to light a candle in honour of Canada's missing children. It was an incredibly moving experience, and we thank the families in attendance for opening all of us to your personal journeys.

The event was coordinated with the help of an inspiring committee of searching families in the local area. With their incredible support, and the assistance of 15 event volunteers, the 2009 Candlelight Walk raised \$45,000 in pledges. Thanks also to Save On Foods for their generous sponsorship of the event.

#### 2010 Candlelight Gala

Our newly branded Candlelight Gala, sponsored by NorthGate Aviation, was held at Calgary's Fairmont Palliser Hotel on May 27, 2010 in commemoration of National Missing Children's Day. With the help of 10 volunteers, the evening was a great success, raising \$54,000. Thank you to Dave Rutherford for serving as our warm and welcoming MC for the evening.

Our 160 attendees were presented with an emotional video tribute created by Stacy Stalman, sister of Brittney Stalman who has been missing since November 13, 2007. Stacey's incredible video allowed everyone in the room to personally feel her family's experience and gain a glimpse into how their lives have been affected by Brittany's disappearance. Thank you to Britany's family and friends for their honesty and courage. The video can be viewed on our Facebook page and on YouTube.

#### **Partnership Events**

We are grateful for the support of organizations and individuals that raised funds on our behalf. With their generosity, over \$15,000 was raised in support of ongoing and active investigative search for missing children.

- Nutty's Bar & Billiards, Woodstock, Ontario
- Canadian Adventure Rally, Montreal to Calgary
- · Leanne Christie, oil paint artist
- Canada Border Services, Light the Way Home campaign, Calgary International Airport
- The Calgary Police Rodeo, Airdrie Rodeo Grounds
- Alberta Sherrif's Golf Tournaments, Calgary and Edmonton, Alberta

# Our Financial Statements

# Statement of Financial Position June 30, 2010

3.54 (1) (1) (1) (1) (1) (1) (1) (1) (1) (1)	2010	2009
ASSETS		
Current Assets		
Cash	\$ 153,649	\$ 240,123
Restricted Cash		10,000
Accounts Receivable	37,521	42,517
Prepaid Expenses	9,656	10,722
	200,826	303,362
Capital Assets	31,757	31,269
	\$ 232,583	\$ 334,631
LIABILITIES		
Current Liabilities		
Accounts Payable & Accrued Liabilities	12,079	\$ 81,257
Deferred Revenue		7,800
	12,079	89,057
Deferred Operating Contributions	14,052	17,270
Deferred Contriutions Related to Capital	35,959_	32,222
	62,090	138,549
FUND BALANCES		
Invested in Capital Assets	(4,202)	(953)
Internally Restricted for Acquisition of Capital Assets	9,000	9,000
Internally Restricted for Rewards		10,000
Unrestricted	165,695_	178,035
	170,493_	196,082
Safter College Mark Salar	\$ 232,583	\$334,631
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Statement of Operations
Year Ended June 30, 2010

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REVENUE	2010	2007
Casino	\$ 62,056	\$ 36,818
Contributions		
Corporate	69,464	63,263
General	100,855	114,286
In-Kind	19,042	21,518
Telecanvassing	834,683	619,421
Grants	177,315	104,646
Interest & Other Income	264	2,590
Special Events	213,914	269,009
	1,477,593	1,231,551
EXPENSES		
Education	2,195	6,690
Fund Development	889,682	664,349
Investigation	423,204	488,031
Marketing & Communication	6,391	2,704
Office & Administration	180,981	171,777
	1,502,453	1,333,551
Deficiency of revenue over expenses before the following:	(24,860)	(102,000)
Loss on disposal of capital assets	(729)	(4,366)
Deficiency of revenue over expenses	\$ (25,589)	\$ (106,366)

# Thank You to Our Supporters

#### **Our Search Partners**

We are so thankful and fortunate to be supported by our corporate Search Partners. By supporting our work in their own unique ways, they are making very real contributions in the search for missing children.



WestJet has provided the gift of flight for over seven years to MCSC.

These flights allow MCSC investigators to travel to the frontline of an investigation and conduct our hands-on search activities. Without WestJet's partnership in the search for missing children, we simply could not assist the hundreds of families we work with every year.



Budget drives our investigators to the fronlines of the search for missing children.

Offering a practical yet essential support, Budget's car and truck rentals allow our

team and volunteers to travel to investigation and search locations.



Newswire leader Marketwire's news distribution and content sharing solutions are helping to play a role in the search for missing children.

Marketwire has equipped MCSC with the ability to move our "Child Search Alerts" and posters into the age of social media - reaching media and the vast online community with breaking investigation updates in an instant.



Canadian oil and gas producer Apache has committed their resources and energy to MCSC.

Going above and beyond their donation of cold, hard cash, Apache Canada has worked with MCSC to develop "CODE: Search" - an immediate protocol that will see Apache manpower and resources in the field step up to assist MCSC search efforts across Canada.

#### **Our Donors**

Thank you to all our generous donors. Your support makes our work possible. On behalf of the hundreds of searching families MCSC helps every year, we thank you for your support.

Over \$50,000 Anonymous Donor

Over \$20,000

Government of the Province of Alberta

\$10,000 to \$19,999

Calgary Sheriff's Social Club

Scotiabank

The Rotary Club of Calgary Millennium

\$5,000 to \$9,999

Calgary Police Association

Sobeys Olds Sobeys Royal Oak William Doherty

\$2,500 to \$4,999

7-Eleven Canada Inc. Calgary Office

Market

7- Eleven Canada Inc.

Canadian Natural Resources Limited

Dawn Surtel

**EnCana Corporation** Magnus Bayne

Sobeys Bridlewood

Sobeys Lakeview

Sobeys Riverbend

Sobeys Tuscany

Zulu Nyala

\$1,000 to \$2,499

Atco Epic

Beaners Fun Cuts For Kids West Springs

Bonnie Patrick

Calgary Family Golf Centre

Canadian North Airlines

Concorde Maintenance

Deerfoot Mechanical Ltd.

Don Tape

Eagle Investigations

**Elevate Auctions** 

FirstEnergy Foundation

George Goodburn

Harley Hotchkiss

Husky Energy

Joe Nygren Kazuko Callow

Leanne Christie

Leslie Reinke

Louise Nolin

Manulife Financial - United Way Admin

Maritz Canada Inc

Max Blitt

Mega Tech Metro Ford Sales Ltd.

Mike Stalman

Nandor Kerek

**Nucleus Information Service** 

Pam Alloway

Quality Transmission

Ross Glen

Sam Love

Sandborn Roofs Inc.

Save On Foods - Metrotown

Shelly Nowell

Sobeys Country Hills

Sobeys Deerpoint

Sobeys Millrise

Suzanne Graham

Vancouver City Savings North

Burnaby

Vancouver City Savings Credit Union

WestJet

Westminster Savings Credit Union

# 1 child every 10 minutes is reported missing in Canada

#### STILL MISSING



#### BRYAN JEFFREY BRAUMBERGER

Date of Birth August 14, 1988 Hair....Light Brown Eyes.....Blue/Grey

Missing Since June 1, 2007

Missing From Burnaby, BC



#### BRIANNE RUTH WOLGRAM

Missing Since Sept. 5, 1998

Missing From Revelstoke, BC



## MARIAM

Date of Birth
Oct. 27, 1991
Eyes.....Brown
Hair.....Brown

Missing Since Sept. 14, 2009

Missing From Toronto, ON



SHANNON ALEXANDER

Date of Birth March 29,1991 Eyes.....Brown Hair.....Brown

Missing Since Sept 6, 2008

Missing From Mani<u>waki, QC</u>



#### MAISY ODJIC

Date of Birth November 6, 1991 Eyes.....Brown Hair.....Brown

Missing Since Sept 6, 2008

Missing From Maniwaki, QC



# LUCAS JAMES DEGERNESS

Date of Birth
January 29, 1993
Eyes.....Brown
Hair.....Brown

Missing Since June 7, 2007

Missing From Prince George, BC



LINDSEY JIL NICHOLLS

Date of Birth Sept. 12, 1978 Hair.....Blonde Eyes......Green

Missing Since August 2, 1993

Missing From Comox Valley, BC



#### alexander Watkins

Date of Birth June 7, 2001 Hair.....Brown Eyes.....Blue

Missing Since March 6, 2009

Missing From Toronto, ON



# CHRISTOPHE

Date of Birth April 1, 2004 Eyes...... Blue / Grey Hair... Sandy Blonde

Missing Since March 6, 2009

Missing From Toronto, ON

# Help us bring the children home.

If you have any information about these or any missing children, please contact us at tips@mcsc.ca or toll-free at 1-800-661-6160.





...because the search must continue.