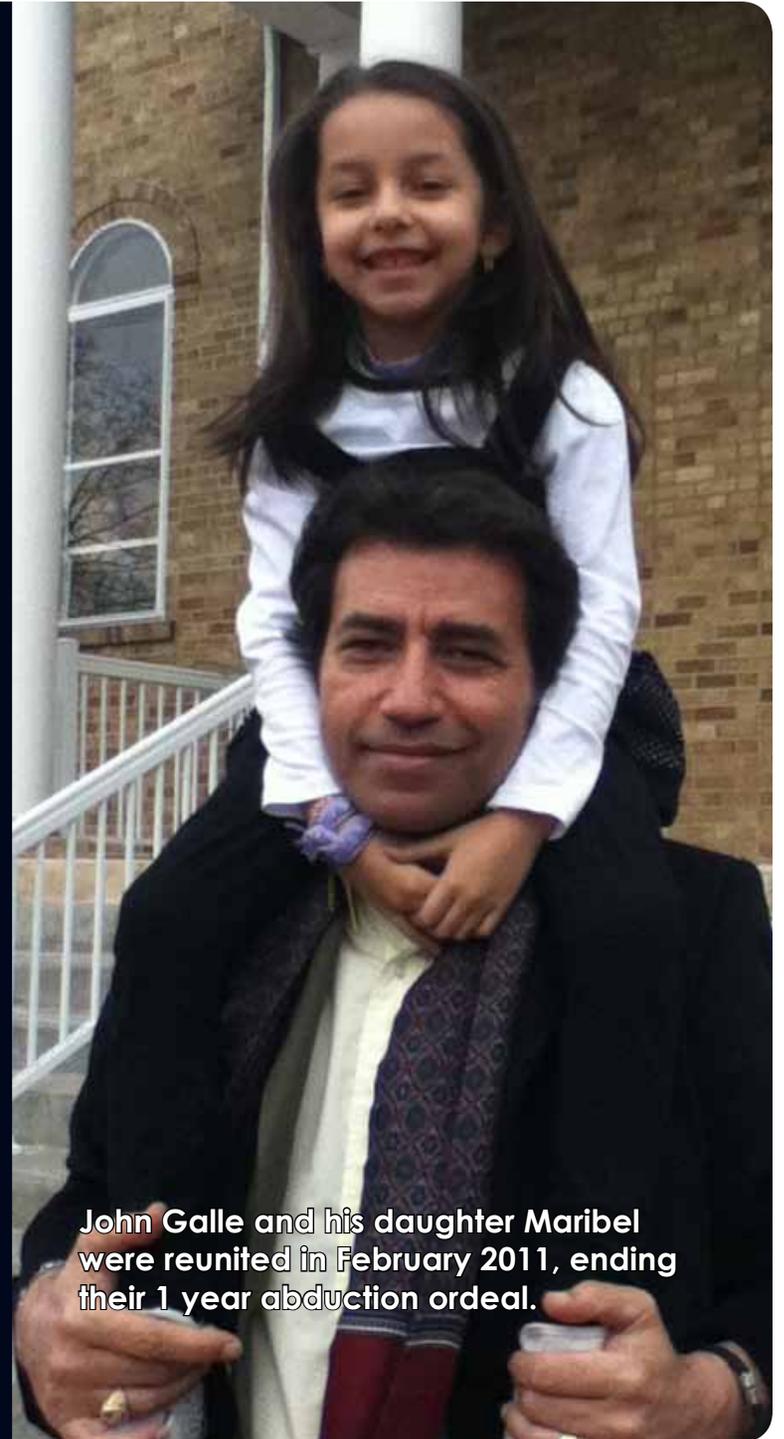




Reuniting families since 1986

2010 / 2011
ANNUAL REPORT



John Galle and his daughter Maribel were reunited in February 2011, ending their 1 year abduction ordeal.



This year was focused on honouring our past and building our future.

We realized many achievements and faced many challenges. And we had a lot of help along the way.

Let's take a look back at what we learned in our 25th year.

2010 / 2011 Board of Directors

CHAIR

Harold Lissel
President, Woods Edward Engineering Ltd.

TREASURER

Cheryl Kean
President, MollyFinn Consulting Ltd.

DIRECTORS

Matt Gillespie
President & CEO, Joe Media Group

Neil Gregory
Director Wealth Management, Richardson GMP Limited

Marlowe Janke
Stepper Custom Homes

Craig Latimer
VP Sales, Spira Data Corp

Karen Pickles
VP Screen-Based Entertainment, Joe Media Group

Michelle Sklar
Marketing and Communications Advisor, Poynt Corporation

Darcy Tuer
President, Spira Data Corp

Stanley Wei
Associate Portfolio Manager, Richardson GMP Limited

We also wish to acknowledge the contributions of the following individuals who retired from our Board during the 2010/2011 fiscal year:

Diane Benoit- Hill
Shelly Nowell
Rita Prasad

Message from the Executive Director

In the last 25 years MCSC has assisted and supported thousands of families. Typically when an organization talks about 25 years of service, it is in a celebratory sense. Normally it would be a time to celebrate the accomplishments of the organization and all that it means to those involved. While as an organization we feel an immense sense of pride in how we have impacted and changed the lives of the families that we have served, this 25th anniversary made us want to ask a very hard question: "What will the next 25 years of our organization look like?" It is an imposing question.

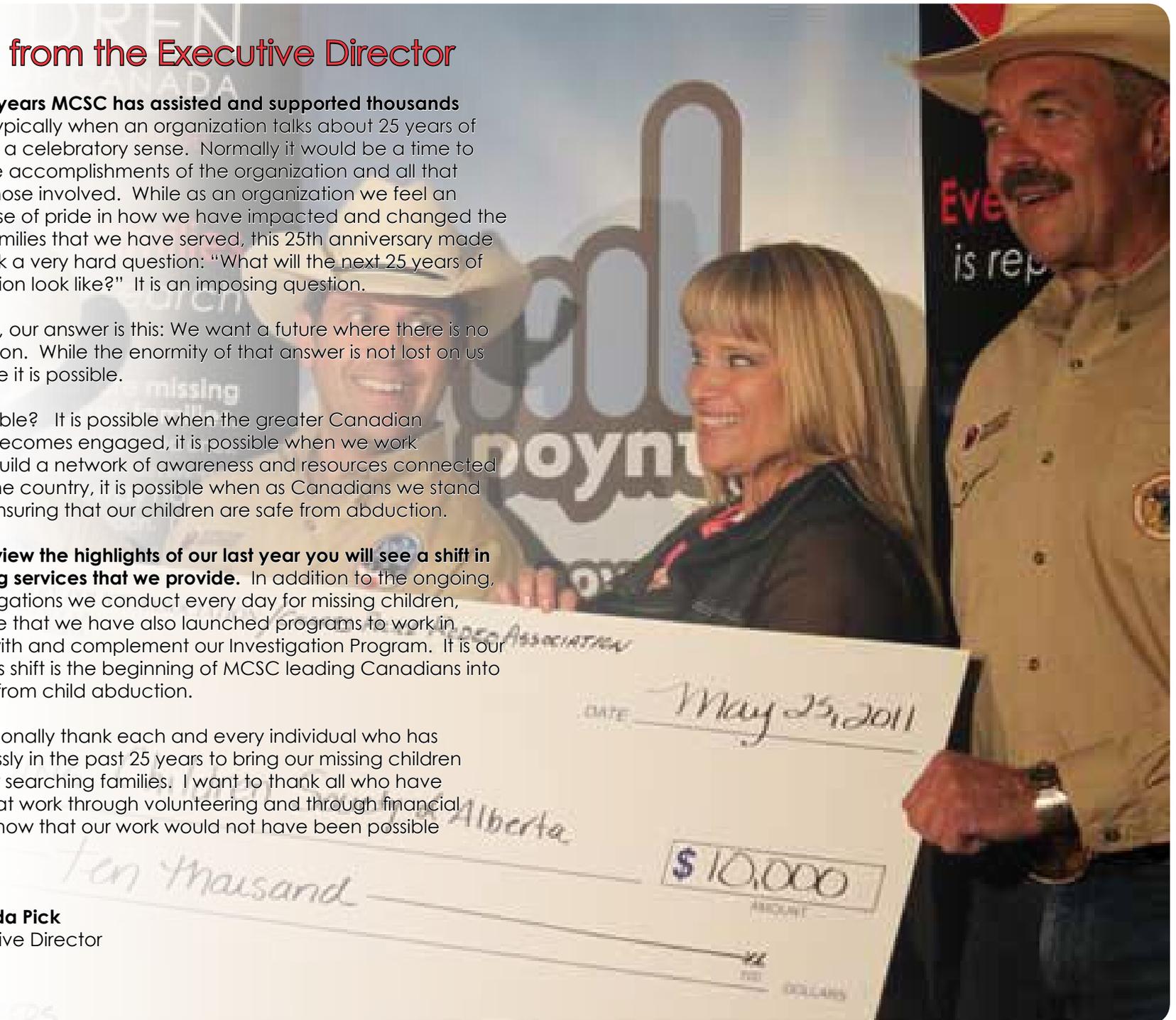
Simply stated, our answer is this: We want a future where there is no child abduction. While the enormity of that answer is not lost on us we do believe it is possible.

How is it possible? It is possible when the greater Canadian community becomes engaged, it is possible when we work together to build a network of awareness and resources connected throughout the country, it is possible when as Canadians we stand together in ensuring that our children are safe from abduction.

When you review the highlights of our last year you will see a shift in the supporting services that we provide. In addition to the ongoing, active investigations we conduct every day for missing children, you will notice that we have also launched programs to work in partnership with and complement our Investigation Program. It is our belief that this shift is the beginning of MCSC leading Canadians into a future free from child abduction.

I want to personally thank each and every individual who has worked tirelessly in the past 25 years to bring our missing children home to their searching families. I want to thank all who have supported that work through volunteering and through financial support we know that our work would not have been possible without you.

Amanda Pick
Executive Director



25 Key Results

In honour of our 25th anniversary, here's a glance at 25 of the key results we achieved this year.

#1 Our investigators worked a total caseload of 231 registered files, and 141 of those files were closed. That's one closed file every 2.5 days!

#2 We got serious about our Social Media presence. Our Facebook page launched on December 1, quickly followed by our presence on Twitter, YouTube and our blog. Our friends and followers have steadily grown, connecting us with the public in an exciting and interactive new way.

#3 Poynt put us on the map with their technology expertise. Not only did Poynt Corporation step forward to completely redesign our website and create a mobile website, they also began work on integrating a geo-targeted push system into their Poynt App to aid in the timely recovery of missing children. With this new technology, we will be able to quickly notify Poynt's 10 million users with our Child Search Alerts, pinpointing users in targeted geographic areas.

#4 Marketwire helped us reach more Canadians than ever before and continue to establish our profile around the world. Our partnership with Marketwire enabled us to quickly distribute our news releases and effectively reach media and social media networks across Canada and around the world.

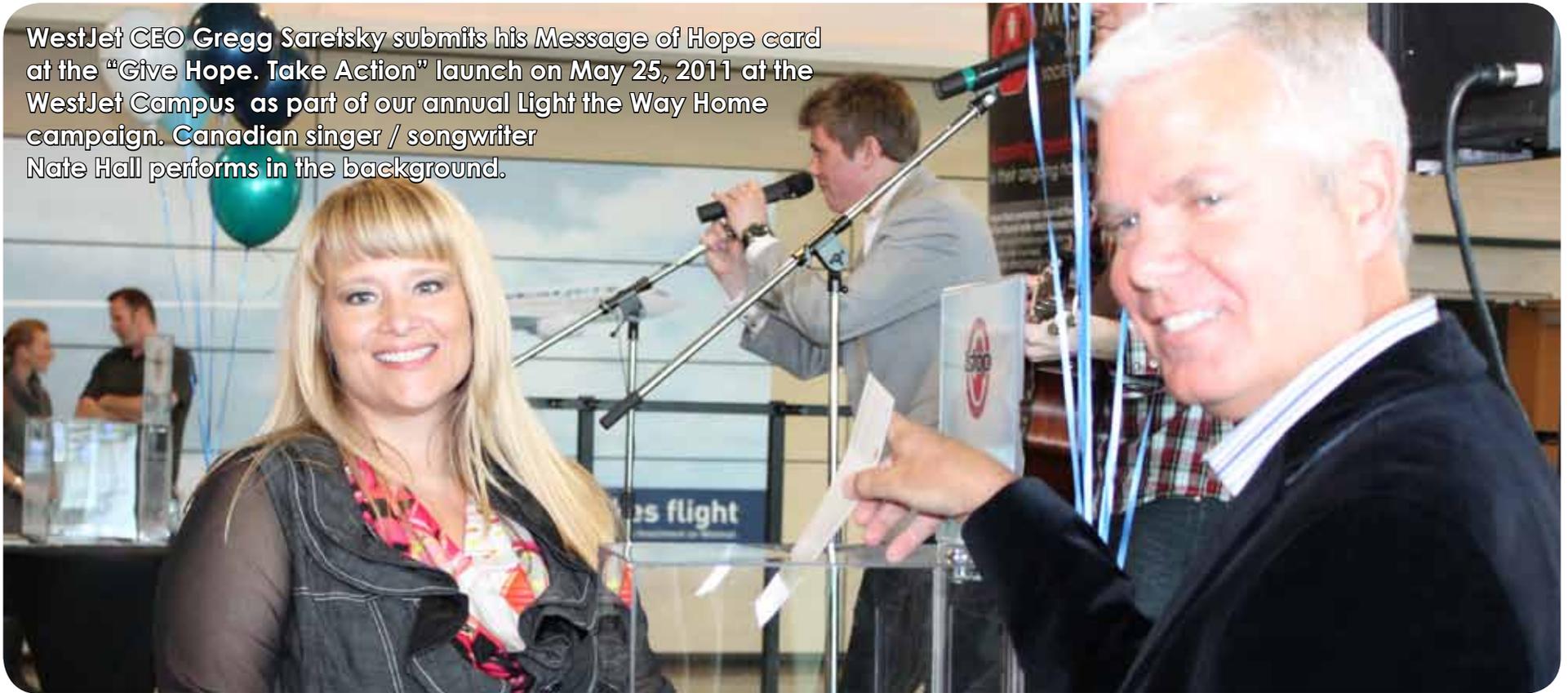
#5 We received over 200 media hits and contacts, showing our increased profile as a go-to source for information on missing children. Our media presence increased this year significantly - largely due to high profile media events such as the joint press conference with the Toronto Police Service in September 2010 on the 1 year anniversary of Mariam Makhniashvili's disappearance.

#6 We issued 9 Child Search Alerts™. First introduced in March 2010, our Child Search Alerts inform the public about critical investigation updates on our ongoing, active cases. Whether a child has been missing for 15 minutes, or 15 years, our Child Search Alerts aim to bring critical information to the public's attention in what could be that particular case's breakthrough moment. Child Search Alerts can be issued through traditional media sources as a press release, shared with the audience of our social media properties, and pushed out to users of the Poynt app.

#7 Our partnership with Apache Canada led to the creation of CODE: Search. Together we developed the ground-work for a new rapid response system that will make use of MCSC's national network of corporate partners to assist with our active investigations for missing children. Through CODE: Search, our partners and their employees can be engaged to help by either broadcasting time sensitive information to their networks, or becoming part of an active search team for a missing child.

#8 Our partnership with ChildFind Alberta breaks new ground. A landmark partnership in the search for missing children in Canada was forged between MCSC and Child Find Alberta this year. The new partnership will see the two organizations officially collaborate in reaching their common goals.

WestJet CEO Gregg Saretsky submits his Message of Hope card at the "Give Hope. Take Action" launch on May 25, 2011 at the WestJet Campus as part of our annual Light the Way Home campaign. Canadian singer / songwriter Nate Hall performs in the background.



#9 Our relationship with WestJet reached new heights. WestJet continued to support us through the gift of flight which enabled us to travel to the frontlines of our investigations. They also enabled us to fly families to be reunited with their located children - going above and beyond such as in the Valor Howell case in May 2011.

#10 We received nearly 3,000 Messages of Hope from across Canada. Our Light the Way Home campaign in May 2011 asked Canadians to submit a Message of Hope to share with our searching families as a show of support. This year blew us away - largely due to the incredible support from WestJet which coordinated a month-long campaign for their inflight guests - helping us reach 1 million Canadians with info about MCSC. We will share the messages with our families in the year ahead.

#11 Craig Conroy is drafted for our Board of Directors. We are incredibly fortunate to have a diverse Board of Directors comprised of leaders in our community that bring their strengths, talents and passion to our work. For example, we were thrilled to begin the process of signing Calgary Flames alumni Craig Conroy to our Board at the end of this fiscal year.

#12 Our Family & Peer Support Program takes first steps toward becoming a formal program. For years, we have offered support to our families through an informal system of peer support and referrals. This past year we observed an increased need for support, so we began work on establishing a formal support program. Our Family & Peer Support Program will include one-on-one counselling services, and will be a no fee service to our families and friends of a missing child.

#13 We strengthened our networks with other searching organizations around the world. In addition to working with our important networks in Canada like the RCMP and government agencies, we also continued to build strong relationships with key international players such as the Association for Missing & Exploited Children's Organizations (AMECO) and the National Centre for Exploited & Missing Children (NCMEC).

#14 Joe Media gets behind us with their cameras. For much of the year, Joe Media has been following us with their video cameras. Thanks to their support, we will boast a series of compelling videos and professional PSAs for broadcasting in the years ahead.

#14 The RCMP invites us to the table to discuss unsolved cases of Missing Persons and Unidentified Remains. In June 2011, we were invited to attend a consultation workshop coordinated by the RCMP to provide input on what can be done to better support the investigation of Missing Person cases and Unidentified Remains cases across our country. We were encouraged by talk of establishing a national DNA databank of missing persons and unidentified remains - a goal of long-time supporter Judy Peterson, mother of Lindsey Nicholls and the driving force behind "Lindsey's Law".

#15 Judy Peterson - mother of Lindsey Nicholls - shares her daughter's story with guests at our Candlelight Gala. With a courage and honesty that characterizes Judy, she opened herself to our 220 guests and shared her journey in the search for her daughter Lindsey. The evening raised over \$65,000 in support of our investigations, and allowed everyone to make an emotional connection to Lindsey. Like you Judy, we will never stop searching for Lindsey.

#16 Young girl reunited with her father in Calgary, ending a 2 year abduction nightmare. In November 2010, a Calgary father was reunited with his little girl who was abducted by her mother in December 2008. To protect the child's identity, her name and her family's names have been withheld. We were proud to support the reunification process, working alongside the Department of Foreign Affairs, the Calgary Police Service, and INTERPOL.

#17 Alberta Sherriffs follow through with generous support. In the summer of 2010, the Alberta Sheriffs raised \$11,500 through two charity golf tournaments in support of MCSC. The support from the Alberta Sherriffs represents the long-standing working relationships that MCSC has with law enforcement across Canada and around the world.

#18 Victoria gives us a warm welcome. The fall of 2010 saw us take part in our first GoodLife Fitness Victoria Marathon as a benefiting charity. Our Executive Director recalls fondly crossing the finish line with one of our searching families in the area. We were also honoured by the support we received from the Sidney North Saanich Yacht Club who held a pre-fundraiser on our behalf.

#19 Calgary Police Rodeo Association shows support once again. On May 25th, the CPRA presented MCSC with \$10,000 raised at their 2010 Calgary Police Rodeo. We are honoured to be supported by the CPRA for the past several years.

#20 Ground search conducted in Lucas Degerness case. In November 2010, MCSC spear-headed a search of the Hudson's Bay slough in Prince George, BC as part of our investigation into the disappearance of Lucas Degerness who went missing on June 7, 2007. MCSC's coordinated effort brought together several partners including the Prince George RCMP.

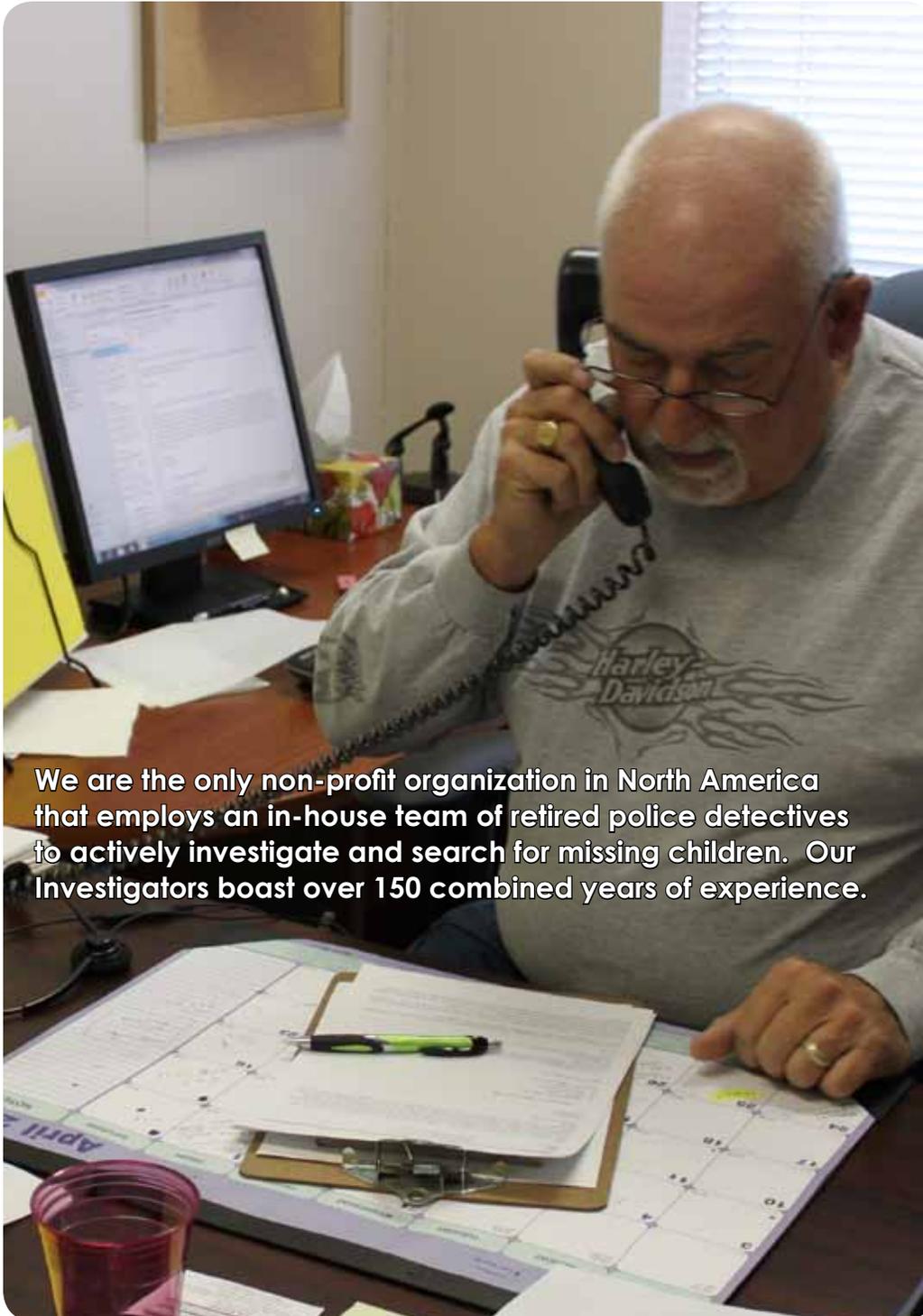
#21 Reward offer in Pearl Gavaghan Da Massa case yields new information and attention. On April 6th - Pearl's 7th birthday - we announced a reward of \$10,000 for information leading to Pearl's whereabouts. The announcement and related media with the Toronto Police resulted in significant awareness about Pearl's case. With this heightened awareness, Pearl would be located in September 2011 during a routine traffic check in Montreal.

#22 Our joint-press conference with the Toronto Police and CrimeStoppers generates new attention for Mariam Makhniashivilli's case. On Sept 14, 2010 - the 1 year anniversary of Mariam's disappearance - we partnered with the Toronto Police and CrimeStoppers at a press conference in Toronto where we announced a \$10,000 reward. The event generated an outpouring of support and media for the missing girl.

#23 Rising singer/songwriter Nate Hall leads the way to engaging 1 million Canadians through our I STOP campaign. In January 2011 in honour of our 25th year, we announced the launch of "I STOP" - our grassroots campaign which aims to engage 1 million Canadians in taking a personal action to end abduction. Nate Hall, a rising recording artist, stepped forward as the first face - and voice - of I STOP. Nate is donating to MCSC 100% of proceeds from iTunes downloads of his debut single "Things", recorded at the Calgary-based studio Ear Candy.

#24 We continued to receive strong donor support from the community. We received over \$1.4 million in donations, grants and gifts-in-kind from generous individuals and corporations.

#25 Our investigators received over 650 calls with new requests for help. With increased awareness, that number is expected to double this year.



We are the only non-profit organization in North America that employs an in-house team of retired police detectives to actively investigate and search for missing children. Our Investigators boast over 150 combined years of experience.

Statement of Operations
Year Ended June 30, 2011

	2011	2010
Revenue		
Casino	\$ 56,070	\$ 62,056
Contributions		
Corporate	74,467	79,464
General	147,689	100,855
In-kind	16,800	19,042
Telecanvassing	826,071	834,683
Grants	75,500	177,315
Interest and other income	-	264
Special events	295,786	203,914
	<u>1,492,383</u>	<u>1,477,593</u>
Expenses		
Awareness and development programs	1,008,161	903,924
Investigation programs	343,934	423,204
Office and administration	198,269	175,325
	<u>1,550,364</u>	<u>1,502,453</u>
Deficiency of revenue over expenses	(57,981)	(24,860)
Loss on disposal of capital assets	-	(729)
Deficiency of revenue over expenses	<u>\$(57,981)</u>	<u>\$(25,589)</u>

Statement of Financial Position
June 30, 2011

	2011	2010
Assets		
Current assets		
Cash	\$ 83,225	\$ 130,569
Restricted cash	24,086	14,080
Accounts receivable	28,291	37,521
Prepaid expenses	6,149	9,656
	<u>141,751</u>	<u>191,826</u>
Restricted cash	9,000	9,000
Capital assets	23,741	31,757
	<u>\$ 174,492</u>	<u>\$ 232,583</u>
Liabilities		
Current liabilities		
Accounts payable and accrued liabilities	\$ 8,698	\$ 12,079
Deferred operating contributions	24,086	14,052
Deferred contributions related to capital assets	29,196	35,959
	<u>\$ 61,980</u>	<u>\$ 62,090</u>
Net Assets		
Invested in capital assets	(5,455)	(4,202)
Internally restricted for acquisition of capital assets	9,000	9,000
Unrestricted	108,967	165,695
	<u>112,512</u>	<u>170,493</u>
	<u>\$ 174,492</u>	<u>\$ 232,583</u>

Thank you to our search partners



25 Ways to Help

In honour of our 25th anniversary, here's a quick list of 25 ways you can help us in the year ahead.

- #1 Donate online at www.mcsc.ca.**
- #2** Make an even bigger impact by being a Monthly Donor.
- #3 Join us on Facebook.**
- #4** Follow us on Twitter.
- #5** View our online directory of missing children.
- #6** Look into employer donation matching.
- #7** Submit a Message of Hope.
- #8** Pledge an IStop action.
- #9** Host a fundraiser.
- #10 Download the free Poynt app.**
- #11** Sign the online petition for "Lindsey's Law" at www.gopetition.com/petition/41301.html.
- #12** Subscribe to our e-newsletter.
- #13** Invite your friends to follow us on Facebook.
- #14** Share a link on Facebook.
- #15** Consider how your company can become a Search Partner.
- #16** Attend our Gala event in March 2012.
- #17** Visit our website to learn more.
- #18 Talk to your kids about trusting their gut.**
- #19** Update personal profiles for your kids.
- #20 Contact us confidentially at 1-800-661-6160 if you have any information about a missing child.**
- #21** Consider how your company can contribute as a CODE: Search partner.
- #22** Contact our Search Partners and tell them thank you for supporting us
- #23** If you know a searching or re-united family that needs emotional support, tell them about our Family & Peer Support program
- #24** Read our blog.
- #25 Contact us with your ideas to help!**

The Missing Children Society of Canada is a national non-profit organization dedicated to the active search for abducted and missing children.

Since 1986, MCSC has assisted law enforcement and searching families through professional investigations, public awareness and family support programs.

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