



CRIME STOPPERS/ÉCHEC AU CRIME

*National Capital Area Crime Stoppers
Échec au Crime de la région de la capitale nationale*

WWW.CRIMESTOPPERS.CA

TIPS: 613-233-TIPS (8477)

WWW.ECHECAUCRIME.CA

April 18, 2016

Councillor Eli El-Chantiry
Chair
Ottawa Police Services Board
Champlain Room
110 Laurier Avenue West
Ottawa, Ontario
K1P 1J1

Subject: NATIONAL CAPITAL AREA CRIME STOPPERS: SEMI ANNUAL REPORT

Dear Councillor El-Chantiry;

Thank you for the opportunity to provide the Ottawa Police Services Board with our Semi-Annual Report. We look forward to providing you with our semi-annual update on our progress and outline some of the initiatives being worked on.

Our report will outline the following:

Board Governance

Crime Stoppers continues to have a dedicated board of directors that contribute time and expertise to our program. Monthly board meetings are well attended and very productive. Our Annual General Meeting will be held in June and this will mark the end of my three year term as president. We expect to have all of our directors continue to serve on our board.

The annual Ontario Association of Crime Stoppers conference is being held on June 2, 2016 in Sudbury, Ontario. This year we are pleased to have two of our youth volunteers join Sgt. Wong and myself at this four day conference. Our Youth Awareness Initiatives have been very successful and we have been invited to share some of our best practices with other programs.

In December 2015, we had the opportunity to meet with the Quebec Provincial Crime Stoppers program in Montreal to share some of our initiatives. They were very interested in our youth engagement and how we have developed our board. Greater collaboration continues to be an area of focus for our board

Crime Stoppers pays cash rewards for anonymous tips that help police solve crimes.

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Statistics

Sharing of our statistics continues to demonstrate the success and positive impact of Crime Stoppers. We are pleased to enclose our most recent statistics detailing our TIP volume and outcomes. TIP volume decreased by approximately 4% in 2015; however the successful outcomes almost doubled in every reported category. 15 firearms were recovered in 2015, up from 5 in 2014. Arrests in 2014 were 36 versus 74 in 2015. Recovered property and seized narcotics also had significant increases in 2015. We continue to see dramatic improvement to the quality of the tip information. In many cases, we can provide investigators with valuable identification details, including address and other information.

Not surprisingly, tip payouts rose from \$6,740.00 in 2014 to \$13,750.00 in 2015. This further demonstrates the impact Crime Stoppers tips have in our community.

NATIONAL CAPITAL AREA (OTTAWA) CRIME STOPPERS - MONTHLY STATS ECHEC AU CRIME

December 2015	2014 Same Month	2014 Year to Date	2015 This Month	2015 Year to Date	Program Start March 1985 To Date
ARRESTS ARRESTATION	1	36	1	74	4,779
CRIMINAL CASES CLEARED INFRACTION CLASSES	1	38	1	45	5,117
CRIMINAL CHARGES CHARGES CRIMINELLE	2	150	2	291	8,691
\$ RECOVERED PROPERTY PROPRIETE RECUPEREE	\$0	\$2625	\$0	\$81,123	11,852,740
\$ NARCOTICS SEIZED SAISIS DE NARCOTIQUE STREET VALUE	0	\$104,617	\$0	\$179,389	80,590,955
\$ MISC (ARSON, FRAUD) DIVERS (INCENDIE, FRAUD)	0	\$3,180	\$0	\$20,000	1,662,353
RECOVERED ARMS ARMES RECOUVERT	0	5	0	15	447
CALLS IN ¹ APPELS ENTRE	404(101)	4069(601)	350(31)	3900(402)	50,614
\$ AWARDS APPROVED PRIX DOES NOT INC. REARRANGEMENTS	\$350	\$6,740	\$300	\$11,340	\$785,815
\$ AWARDS Paid OUT FROM PREVIOUS MONTH	\$	\$0	\$0	\$2,410	N/A

FORM REV. 02/2007

¹ web tips value already included in total

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Community Outreach

We are confident that much of our success can be attributed to our increase in community outreach and engagement. Crime Stoppers have been fortunate to attract and retain committed volunteers that allow us to participate in a variety of community events.

January marked Crime Stoppers month across the country and we were fortunate to participate at a number of events throughout the month to celebrate and acknowledge the good work we do in the community. We were honoured to have a celebration to mark Crime Stoppers month at Ottawa Police Headquarters in January. It was especially nice to have Minister Naqvi; Chair El-Chantiry; Chief Bordeleau; Ontario Association of Crime Stoppers President Forester and OPP Inspector Patterson join us to celebrate. We also took the opportunity to present Chief Bordeleau with a plaque to acknowledge the thirty-year partnership between Ottawa Police and Crime Stoppers.

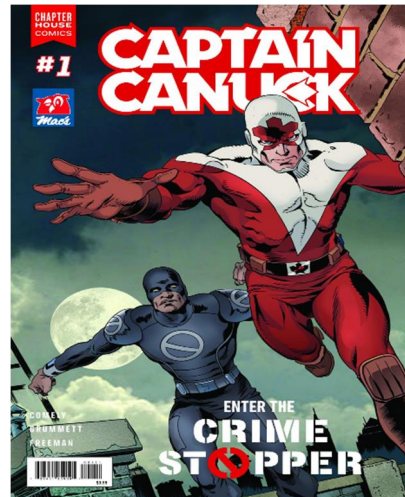


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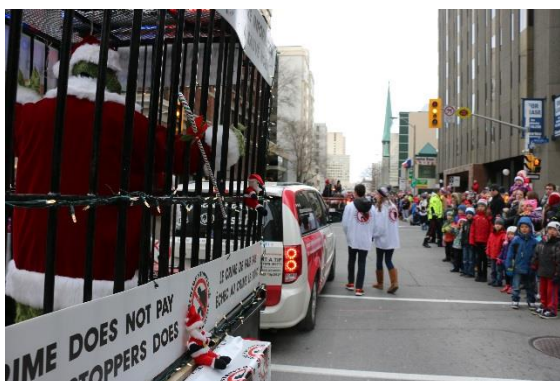
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Our Crime Stoppers month events included eight public venues with table top displays at local shopping malls, Algonquin College, Carleton University as well as the Civic Campus of The Ottawa Hospital. Connecting with the public proves to be a great way to reinforce awareness about Crime Stoppers in our community. These events were also opportunities to connect with our partners at Ottawa By-Law; OC Transpo Transit Law as well as the post secondary education Special Constables and security teams.

We were pleased to introduce Issue No. 1 of the Captain Canuck comic book series highlighting Crime Stoppers. This comic was a national initiative in partnership with Mac's Convenience Stores. These very popular full colour comics have been distributed to youth at our events and presentations.



Community parades are always a high point for our volunteers. Again in 2015, Crime Stoppers participated in the Ottawa Help Santa Toy Parade and the Parade of Lights in Orleans. Our decorated float, including our iconic incarcerated Grinch was a success again for 2015. .



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This March we participated in the Ottawa St. Patrick's Day Parade. This was a fun event to connect with the public.



Crime Stoppers Youth Volunteers participated during a bullying awareness event hosted by Councilor Hubley at Ottawa City Hall on February 9th, 2016. Many community organizations participated at this well attended event to raise awareness about bullying in our community.



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2015 was an opportunity to increase our engagement with the public. We participated in 23 public presentations; 67 community meetings and 40 information table top displays. Crime Stoppers volunteers contributed 942 hours to these activities to raise awareness about our program. This does not include the regular board activities and volunteer opportunities at our golf tournament.

Community engagement and awareness continues to be a priority for our program. Reinforcing the benefit of our iconic brand has demonstrated positive results. We will continue to reach out to community groups, business and youth to see how we can assist law enforcement solve, prevent and resolve crime. We have recently provided presentations to several school groups. These have been excellent venues to connect with young people in our city.

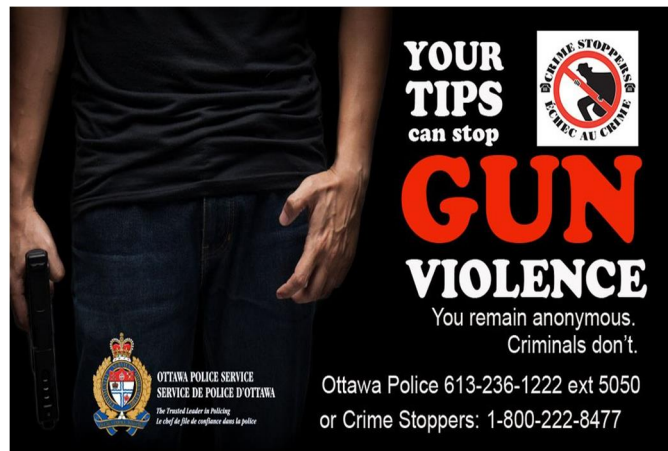
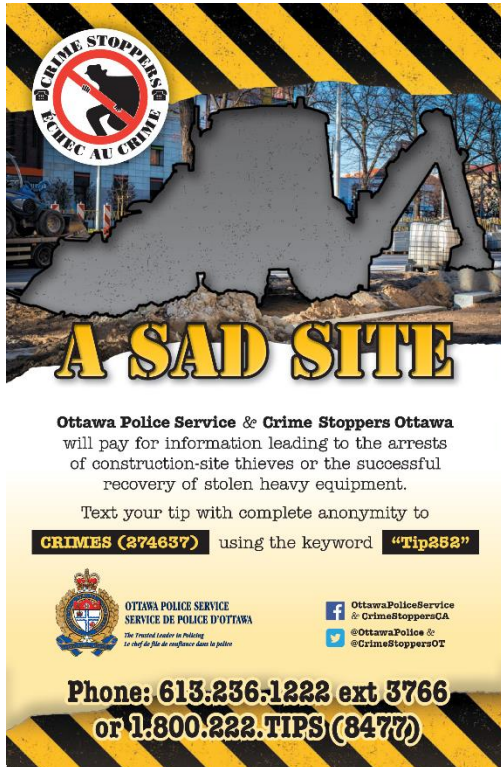
Crime Stoppers participated in a community awareness event in Vanier on March 15, 2016 to promote our program. The event focused on community engagement and security.



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Collaboration and partnerships with stakeholders continues to develop positive results. Two such examples are the posters produced with Ottawa Police Service Guns and Gangs Unit and Auto Theft Unit, targeting thefts from construction sites. Both posters have been shared on social media and with the community. We are looking forward to providing the Ottawa Construction Association and Ottawa Heavy Equipment Association with presentations.



Partner Update

Ottawa Police Service support is instrumental to our program. Sgt. Arthur Wong continues to provide outstanding leadership and support for Crime Stoppers. His Assistant Coordinator, Ms. Janice Danschinko is supporting our program very well.

We partnered with the National Coalition Against Contraband Tobacco to promote an awareness campaign and successful media launch last May. This May will see us focus on a second campaign to reinforce our program to the community. Once again, several transit shelter advertisements will promote the campaign to the public. All of this was arranged at no cost to Crime Stoppers.

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Media Update

Social media continues to be an important tool for Crime Stoppers. With over 1700 Twitter followers, Facebook and our active websites, we continue to capitalize on these cost effective tools. We have re-connected with our Youth Focused Twitter account to engage with youth.

Our websites continue to draw significant traffic and more importantly, allow us to share crimes and information with the public. 2015 has seen an increase from 13,000 individual page views to over 15,000 per month.

Traditional media outlets mentioning of Crime Stoppers and our contact number has an impact on our TIP volume. We are encouraged to see an increase in the use of our Crime Stoppers 1-800-222-8477 telephone number by local media. OPS press release information continues to reinforce ~~for~~ anonymously contact Crime Stoppers at 1-800-222-8477+. This messaging results in direct TIPS that help police solve, prevent and deter crime.

We produced a series of radio announcements with the assistance of local media personality, Steve Gregory. These aired during Crime Stoppers month in January on many local radio stations.

Financial

The financial position of Crime Stoppers continues to be good. Our expenses are very reasonable and we continue to attract donations and support. More important, we have continued to thrive and deliver services to the community.

Crime Stoppers was fortunate to receive a three year funding grant of \$50,000.00 from Economical Insurance in 2016. Many private donors, local organizations and service clubs continue to provide us with financial support. This financial support allows us to continue to provide services across the region.

Looking Forward

We continue to grow and develop this community based program. Crime Stoppers offers much to the community we serve and we are encouraged by the advancements we have made. Please be assured that we will continue to assist law enforcement solve crimes and aid in the prevention of crime.

Look for Crime Stoppers at events across our region as we continue to connect with the community. I hope you can participate at our upcoming Golf Tournament on Tuesday, July 19th, 2016 at Pine View Golf Course.

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On behalf of the board of directors of Crime Stoppers, please accept our thanks for your continued support and encouragement. We look forward to sharing our success with you during your next invitation. In the meantime, please feel free to contact me directly if you have any questions or require any further information.

Yours respectfully,

NATIONAL CAPITAL AREA CRIME STOPPERS



Richard McMullen

President