



# CRIME STOPPERS/ÉCHEC AU CRIME

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

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October 19, 2015

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 an informative update on our progress and outline 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 was held in June and was an opportunity to acknowledge the contribution by many of our past directors and past-presidents. We were especially pleased to have Deputy Chief Skinner join us for the AGM. The continued support from Ottawa Police Service members and leadership is much appreciated.

Eastern Ontario Crime Stoppers programs continue to meet to share best practices and we are pleased to collaborate on many initiatives. Greater collaboration with other programs continues to be a focus for our board. An example of this collaboration is the sharing of our successful Youth Awareness video with programs in Niagara, Sudbury and Peel.

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*Échec aux Crimes paient des récompenses pour les renseignements anonymes qui aident la police à résoudre les crimes*

We attended the Ontario Association of Crime Stoppers annual conference in June, hosted by the London-Elgin-Middlesex region. This four day event included workshops and presentations on a variety of topics. These included human trafficking; tip management; fundraising as well as a popular social media workshop. We also benefited from presentations on strategies to protect children from sexual abuse and exploitation on the internet; national security enforcement team activities; MNRF enforcement program and high risk youth and gang strategies. These conferences are also an excellent opportunity to network with other Crime Stoppers programs.

### 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 continues to steadily rise along with 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. This year, Crime Stoppers TIPS have contributed to 48 arrests; 32 criminal cases being cleared; 239 criminal charges and we assisted in the recovery of 13 firearms. Over \$130,000.00 in narcotics have been seized and we are pleased to have been instrumental in the direct recovery of \$78,583.00 worth of property.

Since 1985, Crime Stoppers have processed almost 50,000 TIPS from the public. These TIPS have resulted in the recovery of property valued at \$11,850,200.00 and over \$80 million in narcotics.

### Community Outreach

Much of our success can be attributed to our engagement with the community. We continue to participate at events throughout our region. This year we provided our volunteers with branded shirts, jackets and an event tent. Many of these events have a youth focus and we provide tattoos, colouring books and other hand-out material targeting youth.

Crime Stoppers participated at 2015 Police Week events held throughout Ottawa. These community focused events provide us with an opportunity to share our contact information and encourage the use of our program with residents. Volunteers worked with our policing partners, OC Transpo Transit Law and others to add to the success of these events.

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The Navan Fair Parade in August was an opportunity to engage with youth and families while promoting our brand. Our volunteers provided candy and tattoos to the youth.



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Councilor Tim Tierney coordinated a recent community BBQ event in the Jasmine Crescent community. The event was a successful way to connect directly with the community and followed two stabbing deaths. Crime Stoppers was able to help reinforce the need for the community to engage in the prevention and solving of crime.



Crime Stoppers enjoyed a successful fundraiser Golf Tournament again this year. We were very pleased to have Champ help us at the event where we raised over \$14,000.00



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Crime Stoppers partnered with Freshco in Vanier to provide a fundraising BBQ and awareness tabletop display on Saturday, June 27, 2015. This was followed by a fundraising opportunity at several of the Sobey's and Freshco stores. Customers donated cash at check out to Crime Stoppers.



The Carlington Community hosted their Family Fun Day Event and Crime Stoppers volunteers participated with many organizations. Our volunteer, Trevor Bristow took the opportunity to join the local youth in a basketball game.



Crime Stoppers continues to provide information sessions with many local groups and agencies such as Pinecrest Queensway Community group, Vanier Service group, and No Communities Left Behind (NCLB). These opportunities help provide residents in especially vulnerable communities with our contact information. This past summer has been especially busy with numerous Ottawa Community Housing events, elder and senior awareness presentations. We have also been active in providing information on anonymous reporting to service providers involved with the fight against human trafficking

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The Riverside Park Community and Recreation Association invited Crime Stoppers to their community event and fireworks display held at Mooney Bay on May 18th. This was an opportunity to use our new tent and share information with the community.



### 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 continues to learn and develop in her role with Crime Stoppers.

We partnered with the National Coalition Against Contraband Tobacco to promote an awareness campaign and successful media launch in May. The media launch resulted in appearances on local radio, television and several print stories highlighting the campaign and reinforcing our program to the community. Several transit shelter advertisements promoted the campaign to the public. All of this was arranged at no cost to Crime Stoppers.

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Crime Stoppers also partnered with the Ottawa Champions Baseball club to help raise awareness for our program. The team posted our decals at their ballpark and we were pleased to participate at their successful First Responders Day game. Our jail cell and information table was set up during the game to encourage awareness about Crime Stoppers. We were very pleased to have some of our sponsors support this well attended event. We used this opportunity as a volunteer recognition and had many board members and volunteers enjoy the game from a suite. All of this was made possible with no cost to Crime Stoppers. We look forward to the 2016 season ahead with the Ottawa Champions Baseball organization.

### Media Update

Social media continues to develop as an excellent tool for Crime Stoppers. With over 1600 Twitter followers, Facebook and our active websites, we continue to capitalize on these cost effective tools.

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 13000 individual page views to over 15000 per month.

Traditional media outlets mentioning of Crime Stoppers and our contact number has an impact on our TIP volume. We are committed to improve relationships with our media partners in 2015. Moving forward, we will explore opportunities to connect and partner with all elements of traditional media. OPS press release information continues to reinforce ~~or~~ anonymously contact Crime Stoppers at 1-800-222-8477+. This messaging results in direct TIPS that help police solve, prevent and deter crime.

### Financial

The financial position of Crime Stoppers is much improved. 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.

June 22<sup>nd</sup>, 2015 marked our 30<sup>th</sup> Annual Golf Tournament. This year's event was hosted at Pine View Golf Course and helped us raise awareness and funds to support our program. Over \$14,000.00 was raised this year.

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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 in crime.

Look for Crime Stoppers at events across our region as we continue to connect with the community. Once again, we are excited to participate in the upcoming Help Santa parades and the popular Orleans Parade of Lights.

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

Enclosure