

## LONDON-ELGIN-MIDDLESEX CRIME STOPPERS REPORT FOR 2009

This report on the activities of London Elgin Middlesex Crime Stoppers is a follow-up to our Business Plan which was established January 2009. We have had a very successful year in fulfilling the plan to date. The program undertook measures and activities that fit our mission statement. These activities enhance our primary mandate of receiving and rewarding tips, and our other goals of community outreach and education, sponsorships/partnerships, governance and revenue production to finance our initiatives. As we moved through 2009 we assessed our position and assigned some activities to more favourable timeframes.

As you know Crime Stoppers is run by a volunteer board and receives no government subsidies and relies on fund raising and other means such as special onetime grants to maintain our operating budgets. Our board is responsible for the plan.

For all of our activities we thank our police and media partners, sponsors, regular members, and resources for helping to make our Crime Stoppers Program a most successful one. To our larger community we want to express our appreciation for your continuing assistance in ensuring that Crime Stoppers has a primary role in safe communities.

### REVENUE PRODUCTION

Our two main fund raisers were very successful. Our annual Jailathon at Masonville Place in May raised almost \$55,000. We had great participation from our jailbirds, sponsors and community partners. Our other Jailathon in Strathroy during Turkeyfest was successful in reinforcing our presence and was successful in raising \$2,400. The Jailathons are our major source of revenue and this year we hired a professional event coordinator to assist us in re-establishing our Jailathon goals, expanding our contact list and re-organizing and simplifying our project work for these two events.

Our second primary fundraiser, our annual golf tournament was also successful. Our first annual *London Elgin Middlesex Crime Stoppers/OPP Det. Sgt. Dean Morrissey Tournament* at Forest City raised almost \$7,000. We had a full slate of golfers and participation from around the province. We thank all of our police partners for their assistance in making this event a very successful

one. This tournament will be held again at Forest City in August 2010. We thank all of our Crime Stopper regular members, their friends and others who volunteered to make this a great event. Our prize donors, hole sponsors and silent auction donors deserve recognition for their assistance. The silent auction raised over \$4,000. We thank the Morrissey family for allowing us to align our new tournament in memory of Dean, a supporter of Crime Stoppers.

Our other revenue producer, selling Nevada, or break open tickets ended in early 2009. The company supplying the tickets and administrative work went into bankruptcy. Unfortunately about fifty non profits were affected by this and the Alcohol and Gaming Commission of Ontario undertook a legal application against this company. We expect to recover some of our proceeds from this undertaking.

## COMMUNITY OUTREACH AND EDUCATION

Our annual Student Symposium in October was attended by over 170 high school participants from the area school boards. We sourced out relevant speakers who spoke about real world topics. Real time/online presentations on bullying, school safety, internet safety, workplace safety and web tips were presented. Presenters included serving police personnel who presented on web tips and internet security, a retired police chief who is Director of Employee Safety for Suncor, and Stand Up Now, a company geared to presenting on bullying. This event is our primary one stop event for students.

Our coordinators play a key role and continued to go out to high schools and community groups speaking about Crime Stoppers. We have seen the emergence of Student Crime Stoppers programs in our high schools.

We have participated in Racing Against Drugs events, First Nations community presentations, OPP Western Region Family Day, Strathroy Caradoc Emergency Services Day and talks to other groups, reinforcing the importance of a community based Crime Stoppers program.

We developed a plan to bring Crime Stoppers to all communities of Elgin Middlesex. A longer term project initiated in 2009, it involved going throughout these communities and placing posters and flyers in businesses to bring our name and 1-800-222-TIPS number to the people. Additionally, we are working

with communities, townships and counties to place appropriate signage along our roads to tell the public that they are in a Crime Stoppers area.

We have struck a Diversity Committee to reach those whose first language may not be English. We have engaged people on our board and as resources who are multi-lingual to help us. This was our first step in broadening our reach and in producing multi language material.

We introduced a Crime Stoppers pilot into the Elgin Middlesex Detention Centre. The intent was to raise the number of tips received and to market Crime Stoppers to those who have knowledge of crimes happening in our community. The January launch, during Crime Stoppers month, brought the Tip component into the facility for a six month term. Working with the staff of EMDC we supplied the jail with logoed paper, pencils, basketballs and playing cards. These were made available for use by inmates. All items had the 1-800 - 222-TIPS number. We are pleased that this initiative has resulted in a large number of calls with high value information coming forward. We are continuing this initiative with EMDC. We presented to the regional jail superintendants early in 2009 and some other detention centres have started their own relationships with their area Crime Stoppers programs. We are pleased that this "First in Ontario" initiative has turned into a continuing relationship.

## SPONSORSHIPS/PARTNERSHIPS

Throughout the year we had various sponsors assist us in reaching our goals. Whether through in kind donations or cash contributions these businesses verified their ongoing support of Crime Stoppers. Staples - Wellington Road branch, Dale Downie Motors and Positive Identity are businesses that continually support our initiatives in this way. Other businesses and individuals provided support for our golf tournament, student symposium and other events and were recognized on our website for those.

We grew our relationships with our police partners in London Elgin Middlesex. The communities and people of our area continued their support of Crime Stoppers in various ways. Our local media partners continue to support our operations with Crimes of the Week, re-enactments, public service announcements, event listings, meeting space and local news inclusion of our logo and phone numbers. These groups were critical to the maintenance of our mission statement.

## GOVERNANCE/FINANCIAL

London Elgin Middlesex Crime Stoppers reviewed their bylaws and brought them into the standards of today's environment. After approval from our legal counsel they were passed at our AGM in November. An audit committee was struck to assist the treasurer and to make recommendations to the board. As vacancies occurred on the board we attempted to replace them with people possessing the complimentary skill sets that are needed on today's boards. We liaised with our external auditors to maintain compliance with the applicable acts that govern Canadian charities and our own bylaws. We implemented expense allowance and other policies that were comparable to our environment.

Our assets include two vehicles used by our coordinators. We delayed the replacement of the higher kilometre unit until 2010. We purchased new technology for our coordinators and board, allowing for better time and project utilization, and the support of Tip Soft, the program used by coordinators. We took advantage of substantial software discounts for non profits.

## STATISTICS

Our stats show that we continued to be a positive influence in fostering safe communities. In concert with our police and media partners these numbers show that citizens are concerned about their community and are willing to use our anonymous phone and web tip processes to report crime.

Tips Received	2,347	Stolen Property Recovered	\$197,800
Arrests	90	Narcotics Seized	\$4,665,377
Cases Cleared	107	Weapons Seized	108
Charges	200	Cash Seized	\$61,545
Rewards Paid	\$24,850		

Our website **[www.londoncrimestoppers.com](http://www.londoncrimestoppers.com)** logged thousands of worldwide hits per month with average viewing times of more than two minutes in various queues.

Thanks to all who helped make Crime Stoppers work in our community.