

SAFE CITY MISSISSAUGA 2020 ANNUAL IMPACT REPORT



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Message from our President

Despite living in unprecedented and uncertain times, we are incredibly proud of the progress we have made this year. Safe City Mississauga has been supporting and working toward advancing safety and crime prevention efforts within the city for the last 28 years and will continue to do so, even amidst these difficult times. As the pandemic continues to evolve and impact our city, we want you to know that our commitment to community-focused impact, innovation and drive to serve Mississauga residents remains unwavering.

Though this year presented many challenges, it also presented many opportunities. Here is a snapshot of what we've been able to accomplish in the realm of community crime prevention leadership in 2020:

- Hosted Chief Guillermo Cespedes, Violence Prevention Department, City of Oakland, California.
- Created Steering Committees for a new Business Watch program and a new School Watch program.
- Received generous support from the Region of Peel, Ontario Trillium Foundation and the Government of Canada through the Community Foundation of Mississauga and the United Way of Greater Toronto to address issues caused by COVID-19 in delivering crime prevention programs.

We would be remiss to highlight our accomplishments without expressing our sincere gratitude to our supporters without whom our success this year would not be possible. The invaluable contributions of our donors, sponsors, volunteers and partners have once again provided a powerful example of how our community is stronger together.

Also, we are optimistic about the future and will continue to drive innovation while creating and fostering key partnerships aimed at reducing crime and criminal victimization in Mississauga.

Linden King
President of Safe City Mississauga

Our Response to COVID-19

Safety and our community have always been at the core of everything we do and now is no different.

Despite the uncertainty and constantly changing environment COVID-19 has brought forth, we have remained steadfast in our work toward making Mississauga a safe city for all. This pandemic has shown us that in the face of difficulty, our team, volunteers, stakeholders and community will come together and rise to resilience.

The last few months have also been a true testament to the idea that crisis can drive innovation. In the interest of protecting the health and safety of our team and participants while doing our part to stop the spread of COVID-19, we decided to shift our programs online. This challenged us to evaluate our current service offering to determine how to adapt it to the context of the pandemic without sacrificing value and quality. The pandemic has also fuelled our ability to innovate by surfacing gaps and opportunities that exist for our organization and allowing us to address them.

We are thrilled to highlight some significant accomplishments, moments and milestones we've achieved this year despite the rapidly changing environment we have all been navigating since March. As the situation continues to evolve, we will continue to relentlessly pursue our goals, serve our community and keep the health, safety and wellbeing of our stakeholders our top priority.

Teresa Burgess-Ogilvie
Executive Director of Safe City Mississauga



Our Mission

Community leadership for crime prevention through **education, research, collaboration, and citizen engagement.**

2020 at a Glance

TOTAL PROGRAM PARTICIPANTS

5970

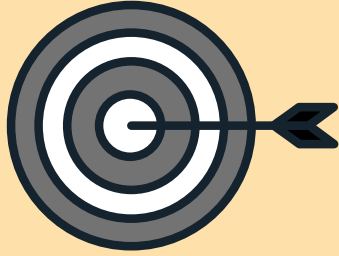
TOTAL VOLUNTEER HOURS

244

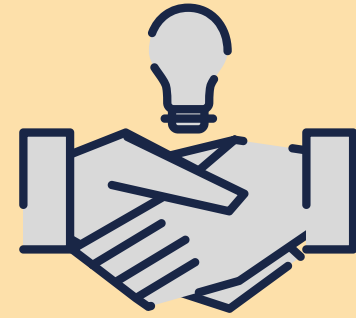
*Programs were suspended with the exception of Neighbourhood Watch. We found ways to support our clients in other programs, within COVID-19 restrictions, as much as possible. Though our in-person programming had to be halted to protect the health and safety of our team and clients, we are pivoting by focusing on safely supporting clients through the development of our online Crime Prevention Management System (CPMS).



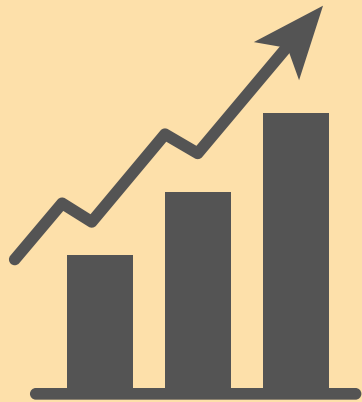
Our Strategic Priorities



DEMONSTRATING
LEADERSHIP IN
CRIME PREVENTION



FOSTERING
PARTNERSHIP FOR
IMPACT



ENSURING
SUSTAINABILITY



ENHANCING RELEVANCE
TO DIVERSE
COMMUNITIES

Our Core Programs

YOUTH SERVICES



ASPIRE
TUTORING



SCHOOL
WATCH



YOUTH
CABINET

NEIGHBOURHOOD SERVICES



NEIGHBOURHOOD
WATCH



BUSINESS
WATCH



COUNTER-ACT:
VANDALISM
PREVENTION

Neighbourhood Services

Neighbourhood Services consists of crime prevention programs pertinent to organizing and mobilizing neighbourhoods across Mississauga. In 2020, Neighbourhood Services consisted of the long running and ever successful Neighbourhood Watch program, the return of Operation Clean Sweep, and the development of the new Business Watch program. The following section details the many successes of Neighbourhood Services across 2020.



PROGRAM HIGHLIGHT

Neighbourhood Watch

New Developments

- **Introduction of Quarterly Team Lead Engagement Meetings** - In 2020, the Neighbourhood Watch program began implementing Quarterly Team Lead Engagement Meetings. The purpose of these meetings is to keep Team Leads updated on the status and development of the NW program and the organization as a whole. Additionally, these meetings provide an opportunity for Team Leads to network and brainstorm with each other on ways to continually improve program execution within their own Watches and throughout the city as a whole.
- **Return of Operation Clean Sweep** - Thanks to the help of our Team Leads, Neighbourhood Watch was able to create a set of step-by-step guidelines for Neighbourhood Watches to organize their own Operation Clean Sweeps in nearby city parks. Using these guidelines, Neighbourhood Watch was able to execute an Operation Clean Sweep pilot event in September to clean graffiti and litter at Stonebrook Park. The pilot was a great success and Operation Clean Sweep is expected to run throughout the city in the near future.
- **Activation of 16 New Watches in 2020** - The pandemic could not hold back Neighbourhood Watch! In 2020, we activated 16 new Watches across Mississauga and brought in nearly 600 new Watch members.

PROGRAM HIGHLIGHT

Neighbourhood Watch

COVID-19 Highlights

- Applewood Road 650lb Food Drive** - One of our newest Watches took the initiative to organize a community food drive to help those in need in such a difficult time. The food drive gathered an amazing 650lbs of food to donate to The Compass!
- Sombrero Way Graduation Parade** - In the summer, the Sombrero Way Neighbourhood Watch organized a graduation car parade to drive through the neighbourhood and celebrate the academic achievements of their children despite such a tumultuous year.
- White Ribbon Campaign - Centertown Way and Credit Mills** - The pandemic is believed to promote an increase in domestic and intimate partner violence occurrences. As such, Safe City Mississauga launched an online White Ribbon Campaign to encourage awareness during the pandemic. Team Leads in Centertown Way and Credit Mills stepped up and tied white ribbons to light posts and trees in their communities to increase awareness.



PROGRAM HIGHLIGHT

Neighbourhood Watch

Success Stories

Neighbourhood Watches are the eyes and ears of the community. One of the key components of the program is collaboration with Peel Regional Police to report suspicious and criminal activity. In doing so, the Neighbourhood Watches are able to alert Peel Regional Police to where the issues are and allow them to direct their attention and resources accordingly. This collaboration has resulted in several high profile arrests across 2020:

- **Nayper Tagger** - A graffiti tagger going by the name “Nayper” vandalized properties across Ward 3 throughout the winter of 2019 and into the spring of 2020. Neighbourhood Watches in Ward 3 helped to report sightings of the Nayper tag in their community. This helped Peel Regional Police’s investigation which led to the eventual arrest of the vandal.
- **Carjacker at Marquee Townhomes** - In September, a stolen vehicle chase ended at the Marquee Townhomes Neighbourhood Watch in Mississauga. The Marquee Townhomes Neighbourhood Watch Team Lead observed the stolen vehicle speed into the neighbourhood and saw the suspect flee the scene. Thanks to training received as part of the Neighbourhood Watch program, the incident was reported immediately, allowing for Peel Regional Police to arrive on the scene and eventually capture the suspect.
- **Vehicle Theft in 11 Division** - Vehicle break-ins and thefts saw an increase in the fall of 2020. Neighbourhood Watches all across 11 Division mobilized to ensure they were doing their part in protecting their vehicles and reporting all criminal activity pertaining to vehicles immediately. Combined with crime prevention education provided by Peel Regional Police, the Neighbourhood Watches of 11 Division have helped to improve the situation, which has even led to the arrest of an organized vehicle theft ring in November.

PROGRAM HIGHLIGHT

Business Watch

Premise

Business Watch is an adaptation of the Neighbourhood Watch program, in which organized communities of business owners look out for one another, and each other's business properties. The program focuses on community transparency, and encourages business owners to be aware of crime and suspicious activity that may be happening around them.

The Business Watch program will also offer helpful crime prevention educational material so that business owners can learn how to keep their businesses safe from crime. In a Business Watch, the objective is that incidents are reported, not only to police, but also among fellow business owners. By participating in the Watch, everyone is alert and working together to maintain safety in their respective business communities.



PROGRAM HIGHLIGHT

Business Watch

Planning Committee

The Business Watch program was developed by a planning committee made up of representatives from City Council, Mississauga Board of Trade, Peel Regional Police, International Society of Crime Prevention Practitioners, and the Streetsville, Port Credit and Malton BIAs.

The Planning Committee began convening in April 2020 after receiving approval of our Charter by the SCM Board of Directors. The Planning Committee analyzed stats and survey findings to build a case for support for the program, developed Good, Better and Best program models and accompanying timelines, working budgets, and preliminary program content.



PROGRAM HIGHLIGHT

Business Watch

Next Steps

With the planning process completed, the program will be launching in early 2021. The program will be rolled out through the Streetsville, Port Credit, and Malton BIAs across 2021. New Watch members will be required to register on the Crime Prevention Management System in order to access Business Watch educational materials, webinars, and a community alerts forum. Signage and window stickers will be distributed throughout the BIAs in order to mark the community as a Business Watch community that is working to prevent crime together.



PROGRAM HIGHLIGHT

Business Watch

Testimonials

The Business Watch program is a program made for the community, by the community. Here are testimonials from community leaders participating on the Planning Committee illustrating the need and value of the incoming program:

“More than ever, we are counting on each other as communities, to keep each other safe and to support each other by shopping local. Safe City Mississauga and the Business Watch program are just one aspect of how important a connected community is to a thriving village like Malton. Our economic recovery depends on a safe and secure main street.”

- Natalie Hart, General Manager, Malton BIA

“The Streetsville BIA is proud to work with Safe City Mississauga, our fellow Mississauga BIAs, Peel Regional Police, and several other local partners on this new Business Watch program. This initiative empowers our small businesses to be proactive against crime through educational tools and a user-friendly platform that will engage businesses to be a part of a real-time crime prevention community.”

- Amber Pajtasz, General Manager, Streetsville BIA

Youth Services

Youth Services consists of crime prevention programs which serve youth across Mississauga. In 2020, Youth Services consisted of the Aspire Tutoring program, Youth Cabinet, and the development of the new School Watch program.



PROGRAM HIGHLIGHT

Aspire Program

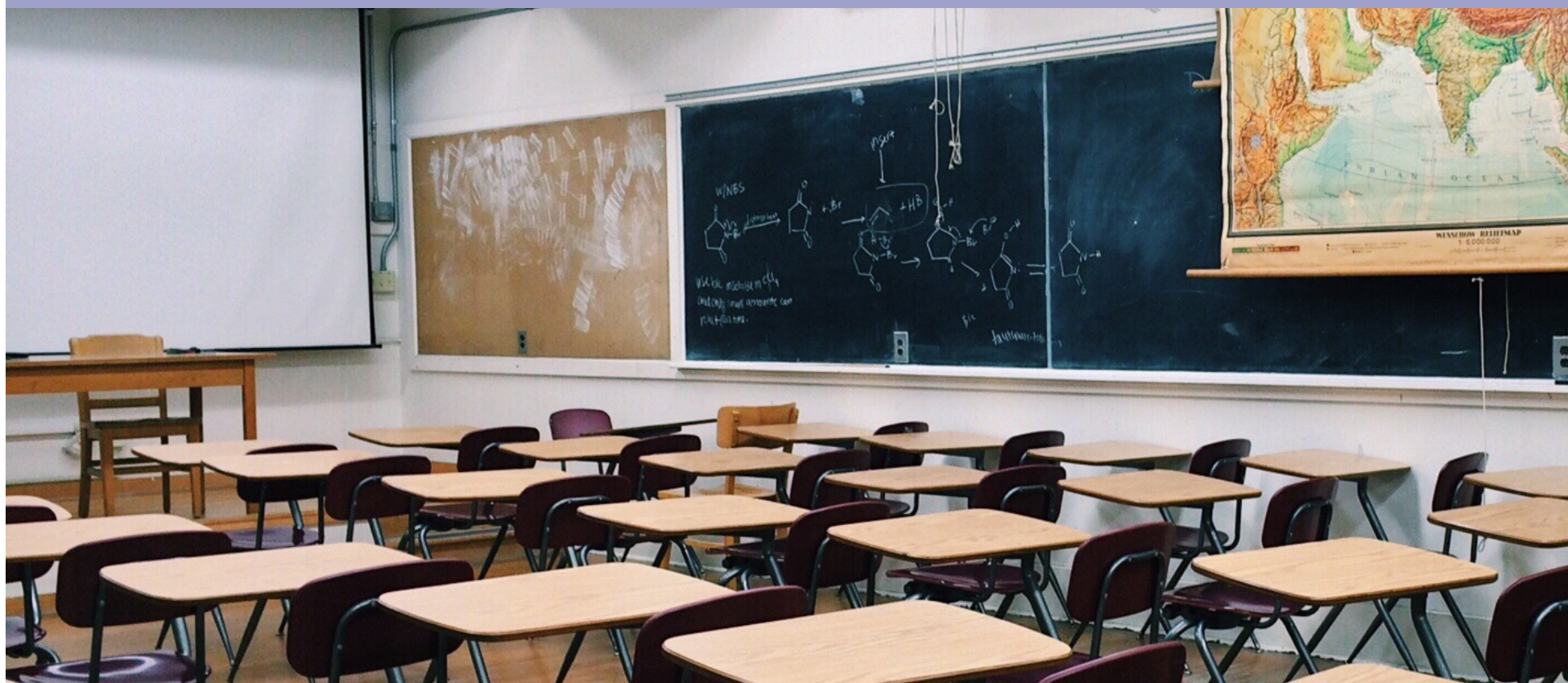
- The Aspire tutoring program face-to-face tutoring was suspended in March due to COVID-19. The students enrolled in the program and on the waitlist were provided with educational resources to support summer learning and successful re-entry into the school system.
 - Complete Canadian Curriculum workbooks were distributed in the summer. These integrated curriculum workbooks cover key subject areas by grade level.
- Back-To-School Kits were distributed in September. The kits included a backpack filled with school supplies and a reusable face mask.
- Safe City Mississauga staff and volunteers had a wonderful experience safely interacting with families and seeing the joy on Aspire students' faces when they came to choose their backpack.
- Toronto Zoo Virtual Tour - The holiday season learning journey offered a 40-minute interactive virtual tour of the African Rainforest Pavilion at the Toronto Zoo. The tour was hosted on Zoom and concluded with a Q&A session when Aspire students asked the tour guide all of their questions about the animals and habitats.



PROGRAM HIGHLIGHT

School Watch

School Watch is an adaptation of the Neighbourhood Watch and Business Watch programs, in which secondary school students look out for one another and their school. The program will aim to identify local issues, educate students on crime prevention, increase reporting of suspicious activity, improve student safety and wellbeing, and decrease the high school drop-out rate. Safe City Mississauga's School Watch program is currently in the planning phase. A Planning Committee made up of a diverse group of individuals from Peel Region was formed in October 2020. Meetings are being held monthly to discuss the high level planning and strategy for program delivery.



EVENT HIGHLIGHT

Bell Hero Awards

Safe City Mississauga's annual Hero Awards sponsored by Bell honour an SCM adult volunteer, SCM youth volunteer and SCM group that has made an extraordinary contribution to crime prevention through their involvement in our programs and services.

The Hero Awards acknowledge the simple fact that not all heroes wear spandex or have secret identities. Oftentimes, those who make the biggest difference in our neighbourhoods are the people we share our lives with on a regular basis. The truth of the matter is that crime prevention is everyone's responsibility, and we humbly gather to honour those efforts. Together, we can attack the root causes that generate crime, victimization, and other causes of insecurity.

2020 WINNERS

Adult Volunteer - Ritu Dhupar

Youth Volunteer - Erica D'Souza

Group - Cooksville Neighbourhood Watch Team Leads (Carol Filippone, Elisabeth Munro, Victoria Lee)

Every City Needs A Hero... Like You.



EVENT HIGHLIGHT

Meet the Chief Event

On December 3rd, 2020, Safe City Mississauga hosted Chief of Violence Prevention for the City of Oakland, Guillermo Cespedes to speak with local leaders in Mississauga across all levels of government, law enforcement and the non-profit sector.

Chief Cespedes came to communicate the message that violence prevention is a public health issue, and the medicine needs to be targeted. He explained that the principles of a public health model approach to violence prevention mean that the “medicine” — the social interventions — must be as data driven and as specific as possible. Those involved in violence prevention must use public data to determine who is in need, where, during what month, on what days, and at what times of day.

Safe City Mississauga will look forward to implementing the valuable knowledge provided by Chief Cespedes in order to enhance violence prevention initiatives in Mississauga.



Guillermo Cespedes

Chief of Violence Prevention
City of Oakland, California



Memorandum of Understanding between Safe City Mississauga and Peel Regional Police

The purpose of this MoU is to allow Peel Regional Police to share with Safe City Mississauga non-identifiable crime-related data for the City of Mississauga only, on a regular and recurring basis for the duration of this agreement. Safe City Mississauga will utilize the data provided for the following purposes:

- Informing and designing community programs and services
- Strategic planning
- Policy formation
- Decision-making
- Evaluation and assessment of crime prevention projects, programs and processes



Other Projects

CRIME PREVENTION MANAGEMENT SYSTEM

Safe City Mississauga is developing a new online Crime Prevention Management System (CPMS) to bring our programs into the virtual landscape. The system will offer new and innovative solutions to our service delivery and client, data, and volunteer management. Safe City Mississauga would like to thank the Government of Canada, Ontario Trillium Foundation, Community Foundation of Mississauga and United Way of Greater Toronto for providing the funding for the Crime Prevention Management System through the Emergency Community Support Fund and the Resilient Communities Fund.

GANG PREVENTION RESEARCH PROJECT

Safe City Mississauga has completed a research report exploring the causes of gang entry across Canada as well as best practices in gang prevention that have been successfully implemented around the world.

Safe City Mississauga aims to use this report to guide the creation and implementation of new crime prevention programs in the future. Safe City Mississauga would like to thank the Community Foundation of Mississauga for providing the funding for this research project through the Smart and Caring Children and Youth Fund. Safe City Mississauga would also like to thank Dr. Feihong Nan for collaborating with us on this project.



United Way
Greater Toronto



Canada

Ontario
Trillium Foundation



Community Safety and Well Being Plan

REGION OF PEEL

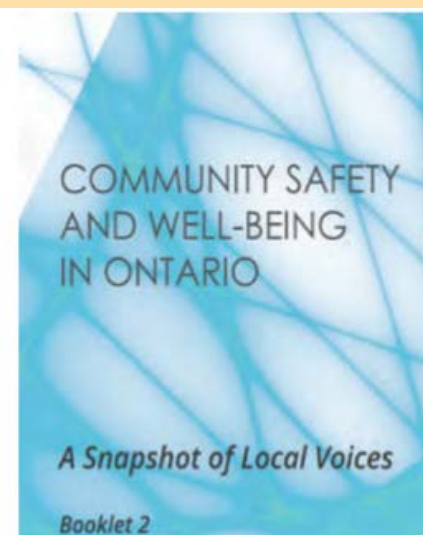


The Region of Peel's Community Safety and Well-being Plan for 2020-2024 was approved in 2020. Safe City Mississauga's programs have been provincially recognized since 2014 for their contributions to community safety and well-being.

We look forward to continuing to be leaders of community crime prevention through the next four years and beyond.

Ministry Recognition

In November 2014, Safe City Mississauga's Aspire program was awarded the distinction of being recognized as a 'Promising Practice' within the Ministry of Community Safety and Correctional Services 'Crime Prevention in Ontario: Community Analysis and Programs' booklet. Aspire has been found to align with at least one of six foundational principles of community safety and well-being outlined in the Crime Prevention in Ontario: A Framework for Action booklet, including community leadership, integrated, multi-sectoral, multi-disciplinary partnerships, knowledge and information sharing, evidence/evaluation, sustainable responses, and diversity. More specifically after the assessment, our Aspire program has been determined to have the strongest attributes under the sustainability principle.



Our Volunteers

We're fortunate to have a diverse group of volunteers from across Mississauga all sharing one common goal; to make Mississauga a safe city for all. This year, despite the changes our programming and services faced, our volunteers rose to the challenge and supported our work with the same passion, drive and dedication.

We want to take this opportunity to extend our immense gratitude to these incredible individuals whose dedicated efforts to our mission played a key role in our achievements.



Our Board

Safe City Mississauga's Board of Directors is a team of highly experienced leaders who are committed to our vision, mission and strategic priorities.

Linden King - President
Luz Del Rosario - Past President
Paul Renwick - Vice-President
Mary Ellen Bench - Secretary
Mohammad Alzatmah - Treasurer
Joseph Chaung - Director
Lilian Kwok – Director
Sarah Ramsook – Director
Maqbool Walji – Director
Lou Lisi – Director

Appointees

Councillor Sue McFadden – City of Mississauga
Councillor Stephen Dasko – City of Mississauga
Rad Rose – Peel Regional Police
Brad Butt – Mississauga Board of Trade



Our Team

Our team is the heart and soul of Safe City Mississauga. Though they come from different backgrounds, they are united in their singular passion for making Mississauga a safer city for every single person who calls this beautiful city home.

Teresa Burgess-Ogilvie - Executive Director
Gerald Adad - Neighbourhood Services Manager
Lauren Kinne - Youth Services Manager

Other Team Members

Sanjeev Bagha
Ivanka Barakova
Sonia Dheer
Sneha Menon
Maria Reyes



Professional Development

INTERNATIONAL CRIME PREVENTION SPECIALIST (ICPS) TRAINING

In November, Neighbourhood Services Manager, Gerald Adad, and Youth Services Manager, Lauren Kinne, attended the virtual pilot for the International Crime Prevention Specialist (ICPS) training. They both completed the course scoring at the top of the class, and received the ICPS designation.

UNITED WAY RECOGNITION

Gerald Adad and Lauren Kinne were proudly recognized by the United Way Greater Toronto in their Community Workers Recognition Initiative. The initiative aimed to highlight the stories of workers who have been on the frontlines of community response during the pandemic, working on key issue areas and meeting the needs of people in Peel.



How is Safe City Mississauga Funded?

Crime prevention is a municipal mandate within the city of Mississauga and has been provided by Safe City Mississauga since 1992. The majority of Safe City Mississauga's funding comes from the City of Mississauga and the Region of Peel, through grants and through contracts for service. Additional funding comes from granting bodies presented below and from the generous support of community sponsors and donors.

Our Supporters

STAKEHOLDERS



SPONSORS & DONORS



Erin Court Co-Operative
Homes Inc.