



SafeCity Mississauga

CRIME PREVENTION

2011

ANNUAL REPORT



SERVICES

Community Mobilization
Awareness & Education
Information Provision
Strategic Leadership & Support





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Board Chair's Message



How do you stop a bullet without even touching it? By making sure you never have to.

At the very core of everything we do at Safe City Mississauga is making the city safer – not by *reacting*, but by *taking action*. As a leader in the crime prevention sector, Safe City Mississauga conducts research into the causes of crime in the city, develops evidence-based ways to approach them, and pilots new projects and program offerings to prevent them.

The past year was very exciting for our organization. We held our very first Justice Luncheon, where community leaders learned from the Chief of the Peel Regional Police about the challenges and successes of policing in the Region. We watched our peer-tutoring program for children in a priority neighbourhood, Aspire, continue to grow and flourish. And, we piloted a new personal safety program for women and girls.

All of this was made possible by the tireless efforts of Safe City Mississauga staff and volunteers, by program participants, and by financial support from the City of Mississauga, the Region of Peel, the Ontario Trillium Foundation, corporate sponsors, and donors. Their commitment to building a safer city is inspiring, and makes me certain that we can make even greater strides in this area in the future.

As you'll read in the highlights from our most recent Safest City Report, Mississauga is the safest large city in Canada. However, our work isn't done – far from it. There are still hundreds of break-ins, thefts, and assaults every year. Young people are still becoming involved in crimes and gangs, compromising their futures.

Safe City is working to change this, but we can't do it alone. Crime prevention is at its most effective when everyone – from a five-year-old child to an 80-year-old woman – does their part to make a difference. It could mean making sure your child has the support he or she needs at school. It could mean encouraging your neighbourhood to join Neighbourhood Watch. It could mean something as simple as always remembering to lock your car.

Together, we can work towards making Mississauga a crime-free city for all – one where everyone has the freedom to explore every neighbourhood, sleep soundly at night, and know that they'll never have to stop that bullet.

Victor Oh

MISSION

Safe City Mississauga will lead and partner to deliver crime prevention services and initiatives for a safe city.

VISION

Mississauga will be a crime-free city for all.

STRATEGIC GOALS

- Effective Service Delivery
- Recognized as a Leader in Crime Prevention
- Relevant and Adequate Research Capacity
- Relevant Measurement & Evaluation Framework
- Strong, Capable Organization

OUR OPERATING PRINCIPLES

- Everyone has the responsibility to protect himself/herself against being a victim of crime; when provided with proper training and information, individuals will take steps to protect themselves against being victimized.
- Ongoing two-way communication with our stakeholders and customers will ensure the continuing relevance and effectiveness of our programs and services.
- Crime prevention is everybody's business; good citizenship means reporting suspicious activity to the police; neighbours working together can achieve more than they otherwise would working alone; and Safe City Mississauga must work cooperatively with other crime prevention organizations to fulfill our mandate.
- Our programs, services and business processes must be reviewed regularly to keep them relevant and ensure continuous improvement.



Safe City Mississauga:

Puts evidence into practice

Research doesn't make a difference unless it's implemented. Safe City Mississauga ensures that our programming is evidence-based, rooted in the most current and credible information on effective crime prevention.

Not your average Neighbourhood Watch

Evidence shows that Neighbourhood Watch is an effective crime deterrent. Nearly all studies find that Neighbourhood Watch areas are associated with lower levels of crime. ("Crime Prevention Research Review No. 3 Does Neighbourhood Watch Reduce Crime?" Katy Holloway, Trevor Bennett, David P. Farrington) Implementing a Neighbourhood Watch can reduce neighbourhood crimes by up to 26%.

There are a number of reasons why Safe City Mississauga's Neighbourhood Watch increases neighbourhood safety. The program rallies neighbours together around the common cause of protecting themselves, their families, and their property. At Neighbourhood Watch set-up meetings, residents learn simple, effective home security tips from a Peel Regional Police officer. Watch neighbourhoods also benefit from a community liaison to the police, improving their relationship with this important group.

"Since joining NW, criminal activity related to theft and robbery has stopped. Though not everyone in our area is a member, it is all good in the hood:) NW members need to respect the different ideas of neighbourly relations, diversity, and levels of integration into Canadian society that are practiced by neighbours within their watch area. Bystander apathy has been minimized by most homes taking part in the program. NW is about being a team player for the sake of all. All who live in our area have benefited from the window and street signage that warn potential offenders of the street's vigilance. Truly, NW is a great, pro-active community program."

**– Rahila,
Neighbourhood Watch Participant**





"To put it succinctly, Neighbourhood Watch has been terrific. During the kickoff meeting, Brittany Wakefield, the Program Coordinator, gave us practical tips on how to make both our individual homes and the street as a whole much safer. Many residents have also mentioned how much they appreciate receiving updates about specific issues, which recently included a warning about coyotes in our area and information on how best to handle the situation. Best of all, Neighbourhood Watch has helped us develop a greater sense of community."

**– Glen,
Neighbourhood Watch Participant**



Safe City Mississauga:

Helps children fall in love with school

It is one thing to send a child to school, and entirely another for that child to actively look forward to each day's classes. Research suggests that getting a good education can protect young people from becoming involved in criminal activity. But without strong academic skills and a positive, self-confident attitude, the temptation to drop out of school may become too great.

In 2007, the Region of Peel identified Mississauga's Collegeway and Colonial Drive neighbourhood as a "priority neighbourhood" for community support. Safe City Mississauga felt that this was an area where education could make a real difference in the long term.

Aspire, a peer-tutoring program for students in grades K-6, opened its doors here in 2010. The program matches each student with an identified academic need with a high-school or university tutor. The pair meets weekly, working on the subject with which the student needs the most help.

Though the program is new, the results have already been astounding. At a Spring 2011 focus group, parents of Aspire participants who have been in the program for at least four months reported the following:

- 83% observed an improvement in their child's school grades
- 83% observed an improvement in their child's academic abilities and skill development
- 100% spent more quality time with their child due to homework being completed faster
- 89% agreed that their child demonstrated higher self-esteem and confidence in their academic abilities

While increased academic and social engagement for students are the main goals of the program, volunteer tutors also gain valuable job and leadership experience, and their involvement shows them the rewards of giving back to their local community. Their responsibilities as role models encourage high-school and university students to make smart choices and to steer clear of criminal involvement.

What are harder to capture in statistics, though just as important, are the relationships tutors develop with their students. The dynamic is one of mutual respect, trust, and dedication. The strong bond that develops is why many students ask to stay in the program through grades seven and eight (though it currently ends at grade six), and why many tutors earn well above 40 volunteer hours with the program.



"I have volunteered with the Aspire program since it started and Aspire has provided me with valuable experience I cannot get anywhere else! I've been given many opportunities to develop better leadership skills and at the same time help a student reach closer to goals of success. Aspire is something that I look forward to every week!"

Tutor - Judyann
Start date: March 2010

"I joined the Aspire program when I was in grade one and now I am in grade four. I was one of the first students in the program and I've stayed because I really enjoy it! The Aspire program has helped me a lot over the past three years!"

Student - Cassandra
Start date: March 2010



Safe City Mississauga:

Builds healthy relationships

When we surround ourselves with healthy, positive people, we make healthy, positive choices.

Safe City Mississauga's Crossroads Youth Academy gives high school students the knowledge and tools to make smart choices in their lives, especially when it comes to relationships. Many high school programs focus on what students shouldn't do. Instead, Crossroads helps students to understand what they *can* do to keep themselves and others safe.

Over an eight-week period, students learn practical approaches to crime prevention, relating to topics like internet safety, counterfeit detection, and drug education. A strong focus is on healthy relationships. Students learn how to distinguish between healthy and unhealthy relationships and how to avoid becoming involved in damaging relationships.

Following the eight-week course, participants create educational campaigns based on what they have learned. They then share this information with their school community. In taking on this "ambassador" role, students not only spread their knowledge, but also begin to use what they have learned in their daily lives. As they learn to make smart choices, Crossroads graduates inspire and encourage those around them to follow suit.

School-Community Relationships

Crossroads presentations are delivered by several different organizations with a stake in crime prevention and safety, including Peel Regional Police, Bank of Canada, and Peel Paramedics Association. The presence of representatives from these organizations in the classroom allows students to build positive relationships with, and attitudes towards, these groups at a young age.





"This program helps all students, the doers and the observers, to see that everyone is responsible for each other and to keep each other safe! Knowing the facts, the consequences and the opportunities for change will contribute to less crime, more involvement and greater accountability. We need this for our youth of today who think one person can't make a difference. One person can!"

**– Sue Dunn-Eckstein,
St. Joan of Arc Catholic School**



Safe City Mississauga:

Inspires civic pride

Anyone can be a crime prevention superhero. All you need is respect, responsibility, and a desire to make the world around you a better place to live. And it helps when you start your superhero training at a young age.

Safe City's Counter-Act: Vandalism program is an important piece of this training. The goal of Counter-Act is to reach out to students at an age where they have likely not yet become involved in vandalism. This program takes a long-term view of crime prevention. By emphasizing positive values at a young age, Counter-Act decreases the chance these students will become involved in criminal activities as teens or adults.

Delivered in Mississauga schools to grade four students, the program consists mainly of a 45-minute presentation on what it means to be a good citizen. Counter-Act emphasizes the responsibilities of active citizens, including taking care of publicly owned property. Students also learn how graffiti or vandalism on bridges, walls, and other areas can cause more crimes to be committed, because these are signs that no one is looking after the area. The take-home message of Counter-Act is that, by taking responsibility for our surroundings, we make ourselves and those around us safer.

Counter-Act also provides students with an exciting, local role model – real superheroes! The Neighbourhood Knights, Mississauga's crime prevention superheroes, are played by Peel Regional Police Constables. They make appearances in Counter-Act through a series of comic books, a "hero" pin, and a colouring sheet – and, when they are not too busy preventing crime, through in-person appearances.

All of this combines to make students proud of their city, and invested in protecting it – and that's what makes a true superhero.





Safe City Mississauga:

Helps people discover hidden strength

You don't have to be a martial artist to protect yourself. With the right instruction, everyone can learn how to identify threats, avoid danger, and protect themselves from harm, should they ever need to.

In 2011, Safe City Mississauga piloted the **Women's Empowerment and Protection Network (WEPN)** and **SeniorSafe** courses. Delivered in concert with Ontario Martial Arts, these courses take personal safety instruction to the next level. Rather than simply teaching participants the techniques to protect themselves, they also address the psychological aspects of personal safety. Upon completing Level 1 of the programs, women, girls, and seniors understand how a predator selects victims, can identify the signs that someone may mean them harm, and know how to get themselves the proper help following an assault.

Though participants do learn physical protection techniques, the ultimate goal of the programs is that they will never have to use them.

Plans are in place to pilot Level 2 and Level 3 of the program in 2012. Once participants have completed Level 3, they will have the option to become certified in instructing the course. More instructors will allow us to deliver the program to more women, girls, and seniors, and the training of female instructors will enable us to provide programming in areas of high need where men are not permitted, such as rape crisis centres.





"This was a great day to spend with friends, have some laughs, and also prepare for any dangerous situations that could arise. This should be available on a monthly basis to keep up the techniques and build self-confidence in women."

– Tammy, 36

"At the beginning I was very shy, but by the end I was screaming 'Fire!' I had a lot of fun and learned a lot. I think every woman should take a course like this."

– Emma, 16



Safe City Mississauga:

Knows the importance of sharing

Crime prevention works best when we all get involved – but to get involved, you first have to be informed. Safe City Mississauga shares information, tips, and techniques that residents and organizations can use to stay safe and prevent crime.

Safe City's PIER (Public Education & Information Relations) program informs Mississaugans about what they can do to make their city safer. PIER uses many different channels to bring this information to residents and organizations. You can find us at community events, connect with us on Twitter, or learn about crime prevention issues through our public advertising campaigns.



According to the 2008 Canadian Retail Security Survey, an astounding estimated \$3 billion is lost in Canada every year due to retail theft. Shopping is probably never on our minds more in Canada than during November and December. During the holiday season, malls are packed and merchandise flies off of the shelves – but not all of it is paid for.

In November of 2011, Safe City Mississauga ran a public campaign on shoplifting in partnership with Erin Mills Town Centre. The campaign poster, which appeared on bus shelters throughout the city and in mall stores, carried the tagline “NBD? Not if you’re arrested”, emphasizing that shoplifting is a crime. The campaign encouraged youth between the ages of 13-18 to identify and explain something more positive than shoplifting. We received many entries, and four entrants were randomly selected to win a \$250 gift certificate for Erin Mills Town Centre.

Read one of the winning entries below!

Erin Mills
town centre
erinmills.ca



“Those nice pair of shoes calling out to you, but you just don’t have enough? Forget them. Spending time with your family is way more important, those shoes can be grown out of but your family is there forever. Might as well spend time with them instead of shoplifting, and hey who knows they might just buy them for you for Christmas! Remember to always look for the happiness in people more than the happiness from material things. You will get a lot farther in life with the support of your family and friends rather than knowing you stole those nice pair of shoes. It’s just not worth it!”

– Christina

Justice is Served



2011 JUSTICE LUNCHEON



Though we all know the police play a crucial role in keeping our communities safe, many of us are not aware of *how* they do it. In partnership with Peel Regional Police, Safe City Mississauga began holding the *Justice Luncheon: Policing in the Region of Peel* in 2011. The highlight of this event is a state-of-policing address from the Chief of the Peel Regional Police, which provides a window into the successes and challenges of policing in Peel.

Attendees of the inaugural Justice Luncheon included government representatives, business owners, and not-for-profit staff. The event is in keeping with Safe City's goal of sharing knowledge that can be put into practice by community leaders to make our city safer. It also highlights Peel Regional Police's increasingly prominent focus on crime prevention. Together, Safe City Mississauga and the police are working to stop crime before it even starts. Ultimately, this work will further add to the successes, and reduce the challenges, of policing in Peel.



Safe City Mississauga:

Leads in the crime prevention sector

In order to lead, you first have to know where you've been – and where others have been. Safe City Mississauga is constantly researching effective crime prevention methods, studying crime patterns in the city, and searching the globe for concepts and programs that could be applied to Mississauga. We find out what works and what doesn't work, and we use what works to shape our crime prevention programming.

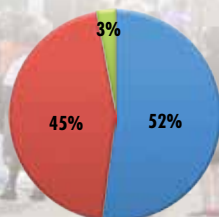
Leadership also means bringing like-minded people together, and inspiring them to work together and try new things. That is one reason why Safe City Mississauga founded the Crime Prevention Conference in 2010. Presented in partnership with the University of Toronto Mississauga, the conference gathers together police, government officials, educators, social workers, crime prevention practitioners, not-for-profit organizations, and students to discuss best practices for crime prevention, and to determine how to implement these practices to make our communities safer. The ongoing theme for the conference is “Harnessing the evidence – harnessing what works”.

The 2011 Crime Prevention Conference was a great success, with over 350 delegates in attendance. The plenary address featured **Canada's Attorney General and Minister of Justice, the Honourable Rob Nicholson**, and **Gemini-nominated filmmaker and motivational speaker, Andrée Cazabon**. The breakout sessions covered topics from human trafficking, to domestic abuse, to the culture of poverty. Our delegates didn't only learn cutting-edge crime prevention topics; they also made connections, built relationships, and began to see how everyone has a role to play in making our city safer.

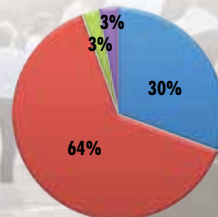
Outcomes Analysis

Safe City Mississauga regularly assesses and evaluates its programming, to ensure that our work is meeting its goals. This is no different for the Crime Prevention Conference. We asked 2011 delegates to rate the conference on several dimensions. This year's feedback shows that the 2011 event was an even bigger hit than its 2010 predecessor. We're planning to make the 2012 Crime Prevention Conference bigger and better than ever, so stay tuned for more details.

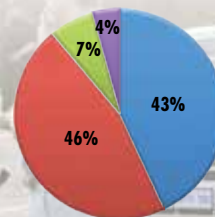
Graph 1: This conference provided an avenue and opportunity for learning and sharing of crime prevention outcomes.



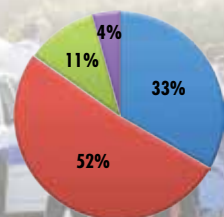
Graph 2: This conference provided insight into how I can move crime prevention knowledge into my organization's policy and practices.



Graph 3: This conference has provided me with a review of how crime and/or public insecurity impacts the social development of Mississauga.



Graph 4: This conference has provided me with a review of how crime and/or public insecurity impacts the economic development of Mississauga.



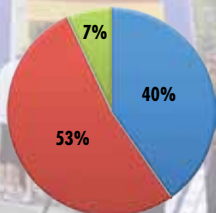


2011 CRIME PREVENTION CONFERENCE

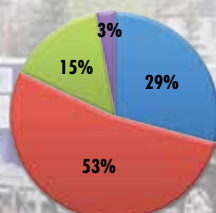


Attorney General of Canada Rob Nicholson and filmmaker Andrée Cazabon

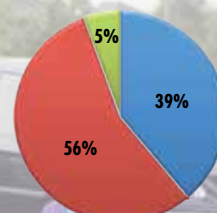
Graph 5: This conference has provided me with an overview of proven crime prevention models and initiatives.





Graph 6: This conference has provided me with a more thorough understanding of how crime prevention initiatives are measured/evaluated.



Graph 7: This conference has provided me with an opportunity to network and form relationships with crime prevention organizations.



 **STRONGLY AGREE**

 **AGREE**

 **UNCERTAIN**

 **DISAGREE**

Safe City Mississauga:

Celebrates the heroes among us

It's a bird! It's a plane! It's... my next-door neighbour??

Yes, spotting a hero is easier than you think. The six recipients of the 2011 Bell Hero Awards didn't necessarily make headlines, but their heroism was noticed by friends, family members, co-workers, and community members.

We presented our 2011 winners with their awards at the 2011 Crime Prevention Conference. Read on to find out how they made their communities safer - no spandex needed.

CATEGORIES

Category details are available at www.safecitymississauga.on.ca/safecity/hero.html

Individual:	"The Mayor Hazel McCallion Award"
Police:	"The Chief Mike Metcalf Award"
Youth:	"The Bell Canada Junior Hero Award"
Business:	"The Harold G. Shipp Award"
Service Club:	"The Ignat 'Iggy' Kaneff Award"
Volunteer:	"The Ron Lenyk Award"





Know a crime prevention hero? Nominate them for a Bell Hero Award! To learn more about the awards, and submit a nomination, visit safecitymississauga.on.ca/SafeCITY/hero.html

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2011 CRIME
PREVENTION
CONFERENCE



The Heroes Among Us



The **Ignat “Iggy” Kaneff Award** is presented to an outstanding local Community Service organization, civic or service club that supports crime prevention initiatives through fundraising, volunteering, or as ambassadors for the purpose of reducing or preventing crime and thereby improving the quality of life for students, communities, or seniors. **The Mississauga Chinese Business Association** was recognized for their commitment to crime prevention initiatives such as the annual Community Crime Awareness Day, which helps police to mingle with citizens in an informal setting. “In the last 10 years, we have done a lot to promote the safety of Mississauga,” he says. “Keeping Mississauga safe is our objective.”

The **Mayor Hazel McCallion Hero Award** is given to an individual crime prevention champion who has offered a lifetime contribution and commitment to crime prevention in Mississauga. Hero Award winner **Sharon Paras** is a longtime resident of Mississauga, whose street was taken over by non-residents whose illegal activities intimidated Sharon and her neighbours, keeping them inside. Fed up, Sharon called her local Councillor’s office, and her action led to a complete turnaround on the street. “There are no longer lines of cars - just people,” she says. “Everyone is saying, ‘Wow - we have a neighbourhood again.’”



The **Chief Mike Metcalf Hero Award** is given to a Peel Police Officer or other designated Crime Prevention Practitioner who has made an extraordinary single contribution to crime prevention in Mississauga. 2011 winner **Constable William Moldrik** knew he wanted to be a police officer from a young age, and remembers what it was like to be a teenager. “When I was assigned to the 11th Division Neighbourhood Policing Unit and was able to work in the high schools, I knew it was time to pay it forward and give that all back to the future,” he says.



The Heroes Among Us

Bell

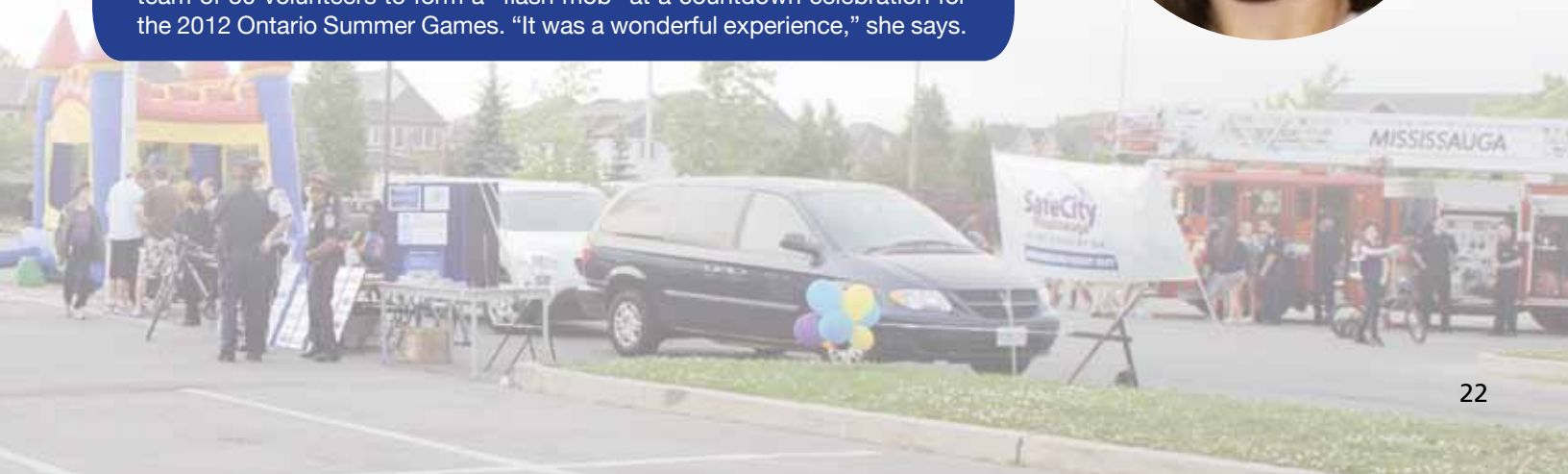


The **Harold G. Shipp Hero Award** is given to a business that has made crime prevention and awareness a priority. **Sleep Country Canada** was selected for this award for running the Backpacks for Kids program. Each summer, Sleep Country collects backpacks and school supplies for students in grades 1-7 in the local community who need them. Sleep Country's efforts help these children get the proper tools they need to succeed in school.



The **Ron Lenyk Hero Award** is presented to an outstanding local volunteer that has made an extraordinary single contribution to crime prevention in Mississauga. **Ron Pagcaliwagan** was recognized for his vision to build a dance program for young people. He is the founder and choreographer of the award-winning and internationally acclaimed dance crew and school, I Rock with the ONE. In 2009 and 2010, he led a team of 30 young people to ultimately represent all of Canada at the World Hip-Hop Dance Championships.

The **Bell Junior Hero Award** is presented to an outstanding young person who is instrumental in finding ways to contribute to crime prevention amongst their peers or in their community. Thirteen-year-old **Brenda Dang** was recognized for her efforts in teaching dance, and everyday life skills, in her community. Brenda and her youth hip-hop dance group, Project ONE, were involved in several community programs in 2011. These included a project, in association with The Gateway Centre for New Canadians, which offered hip-hop dance and mentorship lessons at several Mississauga high schools to motivate and encourage youth leadership within their communities. Brenda also taught 150 youth to dance at the Mississauga Youth Games, and led a team of 30 volunteers to form a "flash mob" at a countdown celebration for the 2012 Ontario Summer Games. "It was a wonderful experience," she says.



Safe City Mississauga:

Brings Neighbourhoods Together

It used to be that we knew all of our neighbours – now, we are lucky if we know even a handful by name. Statistics bear out this new reality – according to a 2008 survey by Statistics Canada, only 20% of Ontario residents feel a strong connection to their local community.

Connected communities are safe communities, which is why Safe City Mississauga is working to build the neighbourhood relationships that have fallen by the wayside. One way we are doing this is through our annual Neighbours Night Out event. Neighbours Night Out is exactly what it sounds like: we help Mississauga residents, businesses, and schools to hold a street party for their neighbours. Through our partnership with the Mississauga Library System, we also hold a kick-off event at a different library each year. The family-friendly kick-off event features games, activities, music, and food, as well as booths from crime prevention organizations throughout the city.

How does this make Mississauga safer? By increasing neighbourhood unity, Neighbours Night Out motivates residents to look out for one another's safety. It also acquaints residents with what their street, building, business, or school should look like, which makes it easier to spot anything out of the ordinary. Many participants in Neighbours Night Out go on to form Neighbourhood Watches as a result of their participation, further increasing community safety.





"Neighbours Night Out has been such a great success that everyone looks forward to it every year. We try to make our Neighbours Night Out a block party for all the community to come out and enjoy the festivities. We are also very grateful for having Councillor Pat Saito, the City of Mississauga Fire Department and Peel Regional Police take the time and join us every year."

"Thank you very much for all that Safe City Mississauga does for us."

– Cristina

Evaluating Our Work

Safe City Mississauga's programming is evidence-based, meaning that we use research and scientific studies as a base for determining the best practices in a field. However, a program is only as good as its connection to the problem it tackles, and the community it serves.

With this in mind, we routinely evaluate our programs against the most current information on crime and community issues in Mississauga. We use the research on evidence-based programs to determine the probability of their effectiveness in the city, given our local issues. We use these findings to improve our services, and to ultimately help make Mississauga safer.

Safe City Mississauga strives to achieve three **primary outcomes** with our crime prevention services:

1. Community has confidence in the level of municipal community crime prevention.
2. Risk factors for criminality are reduced.
3. Protective factors to reduce/prevent criminality are strengthened.

These three outcomes contribute to the strategic objective of building safe and supportive communities.

Safe City Mississauga has four **key performance indicators** (KPIs), related to the outcomes we work to realize. Three of these are **effectiveness indicators**. The fourth KPI, which estimates the cost of crime prevention, is an **efficiency indicator**. Because the nature of daily crime prevention activities does not lend itself to having clear boundaries to separate each outcome, there are links and overlaps that occur between the outcomes.

Effectiveness Indicators

1. Promote the well-being of individuals and encourage pro-social behaviour through educational programs and initiatives.
2. Change the conditions in neighbourhoods that influence offending, victimization, and the perception of crime.
3. Reduce the opportunities for crime, increase the likelihood of criminals being apprehended, and minimize the benefits of crime.

Efficiency Indicator

4. Estimated taxpayer cost of municipal community crime prevention.



Program Impacts

Safe City Mississauga by the Numbers

(Per Program)

Safe City Program	Impact
Neighbourhood Watch	3106 Watch Participants
Crossroads Youth Academy	802 Students Graduated
Counter-Act	1042 Students Reached
Aspire	93 Students Tutored
PIER	2 Public Campaigns Conducted

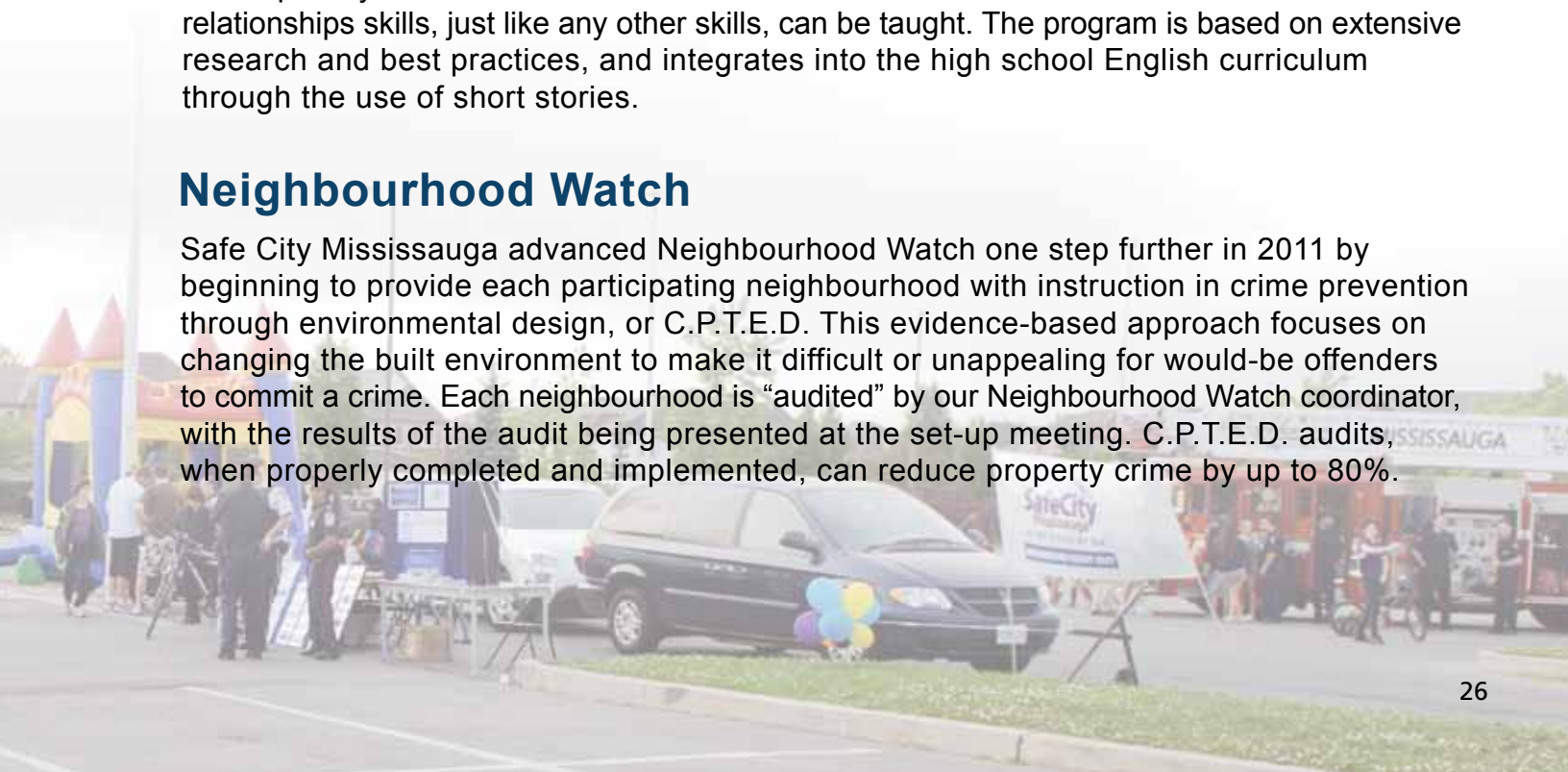
We are mindful of these outcomes and indicators in all of our work, and we use them to make evidence-based changes to our programs as necessary. Read on to learn about changes we made to two of our programs in 2011.

Crossroads Youth Academy

In 2011, we introduced to Crossroads “The Fourth R”, a school-based prevention program developed by the Centre for Addiction and Mental Health. The Fourth R contends that relationships skills, just like any other skills, can be taught. The program is based on extensive research and best practices, and integrates into the high school English curriculum through the use of short stories.

Neighbourhood Watch

Safe City Mississauga advanced Neighbourhood Watch one step further in 2011 by beginning to provide each participating neighbourhood with instruction in crime prevention through environmental design, or C.P.T.E.D. This evidence-based approach focuses on changing the built environment to make it difficult or unappealing for would-be offenders to commit a crime. Each neighbourhood is “audited” by our Neighbourhood Watch coordinator, with the results of the audit being presented at the set-up meeting. C.P.T.E.D. audits, when properly completed and implemented, can reduce property crime by up to 80%.



Partners

How is Safe City Mississauga funded?

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 such as the Ontario Trillium Foundation, and from the generous support of community sponsors and donors.

Stakeholders



Program Partners



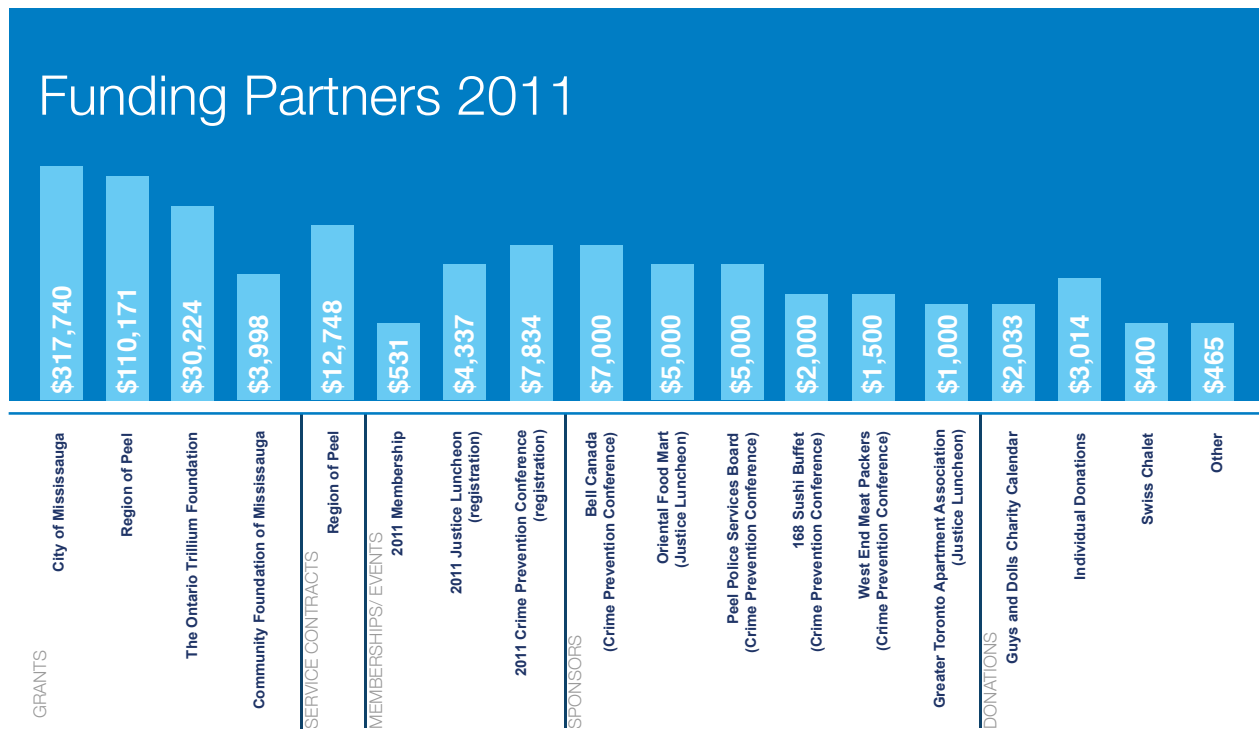
Sponsors





Reports

Funding Partners 2011



Financial Report

Financial Report for period from January-December 2011

Expenses		Revenue	
Services/Programs	\$332,224	Grants	\$462,133
Admin		Donations	\$5,448
Salary	\$61,205	Service Fees	\$12,748
Rent	\$17,116	Fundraising	\$33,672
Office	\$15,255	Memberships	\$530
Other	\$33,638	Other	\$464
Fundraising	\$16,200		
Total	\$475,638	Total	\$514,995
Surplus			\$39,357

Reports

As long as there has been crime, there have also been people working to understand and prevent its occurrence. Criminologists, sociologists, mental health experts, police, educators, and youth workers dedicate their lives to this cause because study after comprehensive study clearly demonstrates that crime can be prevented, and its impact reduced, in the same way that public health efforts have prevented workplace injuries, infectious disease, and illness. The risk factors for criminal involvement can be changed. Crime can be prevented.

This was the 12th year of presenting the police reported crime rates for Mississauga in order to bring our community the latest information on volume of crime and trends in crime volume. This is one measurement used in evaluations of crime in Mississauga, sponsored by Safe City Mississauga annually and compiled by Dr. Alison Weir, Senior Lecturer in the Department of Mathematical and Computational Sciences at University of Toronto Mississauga.

Police Reported Crime Measures

The survey used the following tools to assess crime rates in the cities studied:

- **UCR Survey:** The UCR Survey is a standard measurement since 1962 to calculate crime rates for comparison across various geographic regions annually. This calculation produces a value that gives the number of occurrences of crime per 100,000 members of the population over the age of 15.
- **Crime Severity Indices:** The Crime Severity index measures the seriousness of crime reported to, and verified by, the police. The index assigns “weights” to types of crimes based on how severe they are, and uses these to calculate a rate proportional to jail/prison time per 100,000 people. For example, murder receives a weighting of 7,042, while breaking and entering is weighted at 187.
- **General Social Survey:** This survey, conducted by StatsCan every 5 years, provides information on crime victimization. The most recent data is from 2009.





Safest City Report

How did Mississauga do?

In 2010, Mississauga's crime rate was lower than all 31 cities included in the analysis, estimated at 2,964.5 occurrences per 100,000 people over the age of 15. Mississauga's crime rate also decreased in 2010 over 2009, which corresponded with a broader trend across Canada. Here is how Mississauga stacked up against the statistics for all of Canada:

Crime	Mississauga		Canada	
	2010 Rate	% Change 2009-2010	2010 Rate	% Change 2009-2010
Violent Crime	495	-6.1	1,282	-3
Break and Enter	310	3.2	577	-6
Robberies	64	-12.7	89	-7
Crimes Against Property	1,983	-7.8	3,846	-6
Drugs	298	2.7	318	10
Total	2,964.5*	-2.2*	6,145	-5

Mississauga Trends 2009-2010
Total Motor

To read more of the 2010 Safest City Report,
visit our website at safecitymississauga.on.ca/library.php



Board of Directors



Victor Oh
Chair

Victor is the founding Vice Chair of Safe City Mississauga. He is the Chair of the Canada-China Business Association and Honorary President of the Mississauga Chinese Business Association. Victor helped found the annual Community Crime Awareness Day which is enjoyed by thousands of residents each year. In 2008, the Government of Canada awarded him the prestigious Citation for Citizenship for demonstrating exemplary citizenship and recognized him as a lifelong business and community leader in Mississauga.



Dana Wilson
Vice Chair

Dana is an Adjunct Professor in the Geography Department at the University of Toronto Mississauga (UTM), and a researcher at the Peel Children and Youth Initiative (PCYI). She completed her doctoral studies at McGill University and a post-doctoral fellowship at the Canadian Research Institute for Social Policy at the University of New Brunswick. Dana's research focuses on social determinants of youth development, neighbourhood health, crime prevention, and social policy development and evaluation.



Sabir Sami
Director, Treasurer

Sabir is President of Yum! Restaurants International Canada, the franchisor of KFC, Pizza Hut, and Taco Bell restaurants. He is an experienced international executive, having worked in Australia, Pakistan, Singapore, and Vietnam with blue chip companies including Procter & Gamble, The Coca-Cola Company and Reckitt Benckiser.



Hasan Imam
Director

Hasan is a corporate executive now retired. He works on three Boards: Enersource Corporation, Safe City Mississauga and Humber College Advisory Board for International Business. He believes in giving back where he lives.



Louroz Mercader
Director

Louroz M. Mercader is the President and Founder of the Mississauga Youth Games (MY Games), a grassroots non-profit that has provided free sporting and artistic programs to 1500 young people across the city of Mississauga. As a passionate advocate for youth issues he has played a leading role over the last 12 years in the development of numerous youth engagement programs. He provides strategic media and government relations support to a host of organizations through Louroz Solutions.



Natalie Early

Director, Secretary

Natalie is a senior advisor to the Deputy Minister of ServiceOntario and a seasoned administrator with extensive experience in the delivery of client-centred corporate services at the municipal and provincial government levels. Natalie is a former Chair of the Peel Crime Stoppers Board.



Ron Chyczij

Director

Ron Chyczij - CHRP, MBA: Ron is an experienced HR practitioner with additional expertise in mediation and adjudication. He has participated in various election observer missions abroad and organized a pre-school in Mississauga. As a long time resident and a father of four, he views community safety as a basic right for all of Mississauga's residents.



Jerry Beniuk

Director

Jerry is the Vice President of Asset Maintenance, within TD Wealth Operations & Technologies, a division of TD Bank Group. Jerry is responsible for security related operations for the Wealth division of TD Bank Group. Jerry has been involved in the mutual fund industry for over 25 years, serving on many industry committees, and is also an active board member of Second Harvest, a GTA community agency whose mission is to help feed hungry families by picking up, preparing, and distributing excess perishable food, helping feed over 20,000 people daily.



Ralph Hunter

Director

Ralph Hunter has over 40 years of Business Management experience in the Life and General Insurance Business. In 1994, Bill Gray joined Ralph and together they started their own financial and estate planning firm. Today, Hunter-Gray Financial Services Inc. has become one of the most predominant financial planning firms in the Mississauga area. In addition to Ralph's business interests, he has been active in Community Service through his membership with the Streetsville Rotary Club since 1969. In addition to being a past President of the Rotary Club, he is a past President of the Mississauga Insurance Brokers Association and past Chairman of the Streetsville Parks and Recreation Committee, and he served as Chairman of the Board of Directors for the Mississauga Living Arts Centre.



Robert "Bob" Devolin

Superintendent, 11th Division
Peel Regional Police Appointee

Bob is the Superintendent in charge of 11 Division, Peel Regional Police at 3030 Erin Mills Parkway, Mississauga. He has been with Peel Regional Police for 35 years and has worked in many areas of the service, including Uniform, Tactical Unit, Auto Theft, Morality, Homicide, Street Crime, and Intelligence.

Board of Directors



Pat Saito

Ward 9 Councillor Appointee

Pat is a founding director of both Safe City Mississauga and the former Mississauga Crime Prevention Association. She has served on Mississauga and Peel Council since 1991 and has been actively involved in crime prevention initiatives. Pat initiated and was co-vice chair of the Peel Youth Violence Prevention Initiative as well as the Peel CPTED Committee which she chaired. She was awarded the Peel Regional Police Robert Boyne Award for Crime Prevention in 2006.



Sue McFadden

Ward 10 Councillor Appointee

Previous to becoming a Councillor, Councillor Sue McFadden served for six years as a Trustee for the Peel District School Board. She has served as a Director for seven years and Chair for three years. She continues to push forward the efforts of our City, community, and exceptional police department. She sits on the Traffic Safety Committee with the City of Mississauga and the Emergency and Protective Services Committee with the Region of Peel.



David Maylor

Acting Deputy Crown Attorney

David Maylor is the Acting Deputy Crown Attorney at the Peel Crown Attorney's Office. David has been a member of the Crown's Office for more than 18 years. His professional experience involves prosecuting a wide spectrum of major criminal offences. In recent years his work focused on gun and gang offences both from a prosecutorial and prevention perspective. David was involved in organizing a number of conferences attended by various members of the criminal justice system in order to educate on ways to prevent gun and gang crimes.

Staff



Teresa Burgess-Ogilvie

Executive Director

Teresa Burgess-Ogilvie is the founding Executive Director of Safe City Mississauga. She has a Bachelor and Master's Degree in Business Administration. She has served in the military, in municipal government, and in non-profit organizations. She is a member of the Region of Peel Youth Violence Prevention Advisory Committee.



Ashley Lyons

Community Services Manager

Ashley has a BA in Social Work, and is a Registered Social Service Worker. Ashley is Safe City's founding Programs Manager, now titled Community Services Manager, and oversees service delivery to ensure program effectiveness. Ashley is a Chair or Co-Chair of several committees, including the Counter-Act Graffiti Committee, the Peel Youth Violence Prevention's Services and Supports for Youth Working Group, and the Impact Youth Advisory Group. She is also a member of the Central Ontario Crime Prevention Association, 11 Division Police Community Liaison Committee and the International Society of Crime Prevention Practitioners. In 2011, Ashley received the Community Award for Youth Service from the Committee of Youth Officers for the Province of Ontario in recognition of her outstanding commitment to youth in her community.



Sheena Moya Chen

Program Coordinator and Researcher for Aspire

Sheena Moya graduated from the University of Toronto with an Honours Bachelor of Science, double majoring in Political Science and Psychology. She also completed her Masters Degree in Political Science at the University of Waterloo, specializing in Conflict Resolution studies and International Relations. She is a member of the Region of Peel's Neighbourhood Capacity Support Strategy Steering Committee, as well as a member of the Child and Youth Sub-Committee. She is also a member of the Central Ontario Crime Prevention Association, the International Society of Crime Prevention Practitioners and is part of the Human Trafficking Working Group/Committee in the Peel Region.



Chiran Dedunupitiya

Program Coordinator and Researcher for Crossroads Youth Academy

Chiran is the Coordinator and Researcher of Safe City Mississauga's Crossroads Youth Academy program. She received her Honours Bachelor of Science degree from the University of Toronto with a double major in Psychology and Science Education. Chiran provides a variety of educational crime prevention presentations to members of the Mississauga community, including topics related to school crimes and intimate partner violence. She is currently the Co-Chair of the Impact Youth Advisory Group, a member of Peel Youth Violence Prevention Network's Services and Supports for Youth Working Group, Central Ontario Crime Prevention Association, Peel Regional Police's Internet Safety Committee and the International Society of Crime Prevention Practitioners.



Brittany Wakefield

Program Coordinator and Researcher for Neighbourhood Watch and Resident Criminologist

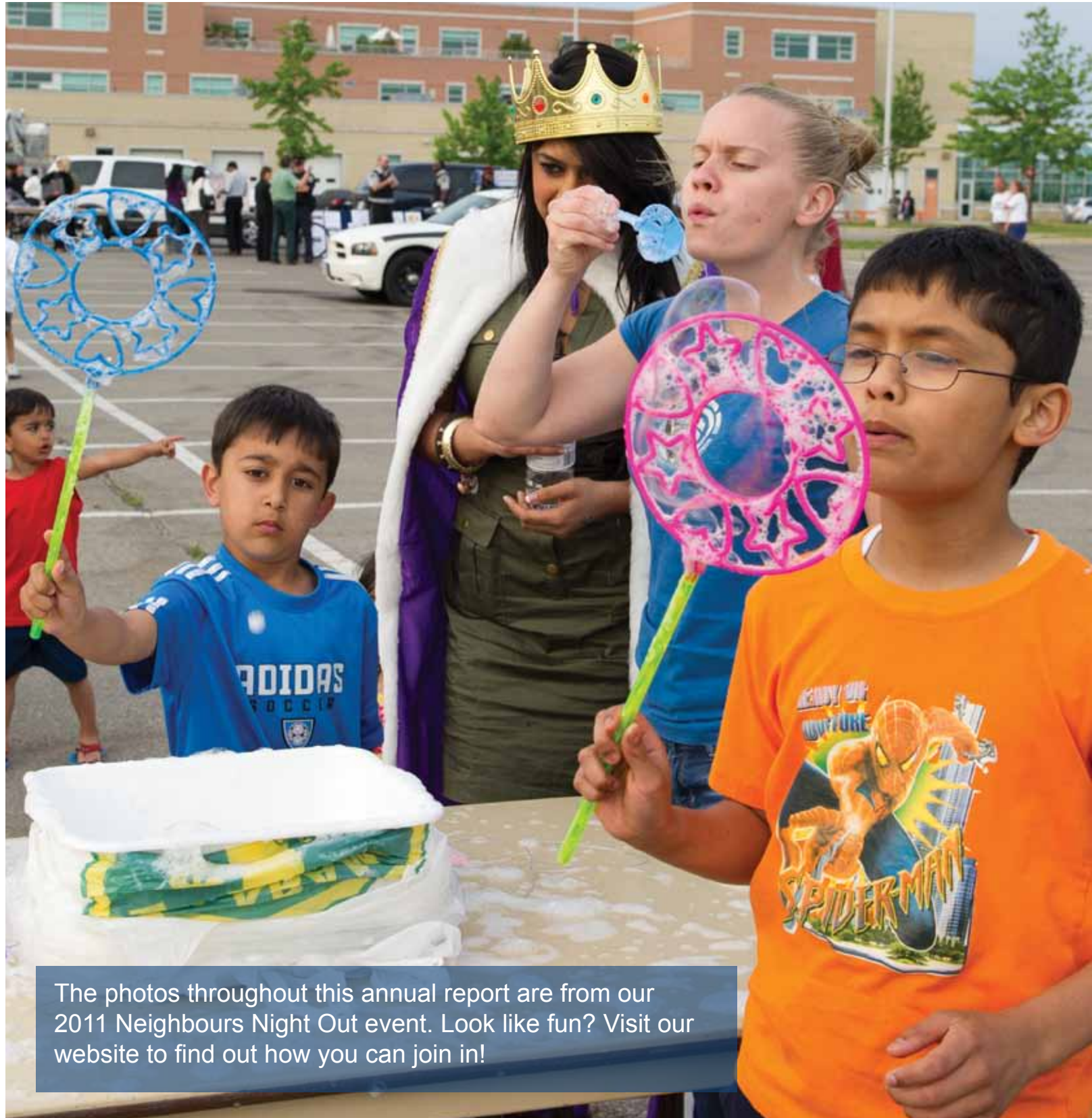
Brittany Wakefield earned her Honours Bachelor of Arts degree at the University of Toronto, where she majored in Crime, Law and Deviance and Human Geography and minored in Sociology. She holds a C.P.T.E.D. (Crime Prevention through Environmental Design) Level 1 Certificate from the Peel Regional Police. In her role at Safe City Mississauga, she delivers presentations to communities starting Neighbourhood Watches and conducts C.P.T.E.D. site reviews on neighbourhoods. She is a member of: the Mississauga C.P.T.E.D. Committee; the UTM (University of Toronto Mississauga) Advisory Committee; the 12 Division Police Community Liaison Committee; the International Society of Crime Prevention Practitioners; CPTED Ontario; and the Central Ontario Crime Prevention Association.



Anastasia Tolias

Community Affairs Development Manager

Anastasia Tolias, SRES Senior Real Estate Specialist with Corporate Royal LePage CANADA is a proven advocate for families, housing and the arts. As a passionate leader she has played a leading role in programs and initiatives across the City of Mississauga. Anastasia volunteers her time for the Royal LePage Shelter Foundation for abused women and children, the Mississauga Youth Games | sports for young people, MIAG Centre for Diverse Women and Families. She served as the past Vice President of the Mississauga Arts Council.



The photos throughout this annual report are from our 2011 Neighbours Night Out event. Look like fun? Visit our website to find out how you can join in!

For more information contact:

Safe City Mississauga
1055-A, 300 City Centre Drive
Mississauga, Ontario
L5B 3C9

Tel 905-615-6272
Fax 905-615-4111

info@safecitymississauga.on.ca
www.safecitymississauga.on.ca