



2013 ANNUAL REPORT



For more information contact:

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

Tel 905-615-4155
Fax 905-615-4111

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

SERVICES

Community Mobilization
Awareness & Education
Information Provision
Strategic Leadership & Support

President's Message	2
Mission, Vision and Core Services	3
Safe City Mississauga:	
Counter-Act: Vandalism	5
Crossroads	7
Aspire	9
Neighbourhood Watch	11
Neighbours Night Out	13
Personal Safety for Women	14
Public Information and Education Relations (PIER):	15
Justice Luncheon	15
Beautification for a Safe City Workshop	16
Hero Awards	17
#ManEnough	19
#FutureGrad	20
Evaluating our Work:	
Key Performance Indicators	21
Program Impacts	22
Organizational Accomplishments	23
Volunteers	25
Reports:	
2012 Safest City Report	26
Financial Report	27
Partners	28
Board of Directors	29
Staff	33



President'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 in an effort in making our 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. It is our mission, to lead and partner to deliver crime prevention services and initiatives for a safe city.

The past year was very exciting and rewarding for our organization. We hosted our annual Justice Luncheon, where community leaders learned from the Chief of Peel Regional Police about the challenges and successes of policing in the region. We had hundreds of residents come out at our annual Neighbours Night Out, where they increased community safety by strengthening neighbourhood spirit, educating residents on local crime prevention initiatives, and showing criminals that neighbourhoods are organized and fighting back. We watched our peer-tutoring program for children in priority neighbourhoods, Aspire, continue to grow and flourish. Our campaign, FutureGrad was launched to show youth the negative consequences of dropping out of school, such as reduced earning potential, higher unemployment rates, increased chances of incarceration and provided the youth with resources and opportunities to stay in school. Additionally, all of our staff became designated International Crime Prevention Specialist, through the International Society of Crime Prevention Practitioners and our first ever Beautification Workshop was held in an effort to engage the business community in crime prevention.

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, United Way, Community Foundation of Mississauga, Justice Canada, corporate sponsors, and donors. Their commitment to building a safe 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 one of the safest large cities in Canada. However, our work isn't done – far from it. There are still hundreds of break-ins, thefts, and assaults every year and 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 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.

Ralph Hunter
President of Safe City Mississauga

SAFE CITY MISSISSAUGA

Founded in 1992, Safe City Mississauga is a registered charitable organization dedicated to making Mississauga safer for all residents.

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.

HOW DO WE PREVENT CRIME?

Become Aware (Education & Awareness)

Safe City Mississauga provides services, programs and activities that increase crime prevention knowledge and skills among all members of the community.

Get Moving (Community Mobilization)

The safest cities are ones where citizens feel inspired, engaged, and supported on crime prevention initiatives. We work to make this happen.

Find the Facts (Information Provision)

Crime trends change, and it can be difficult to tell fact from fiction. We provide accurate and relevant information, resources, and research on crime and crime prevention.

Be Strategic (Strategic Leadership & Support)

Safe City Mississauga leads, encourages, and supports strategic initiatives that address the factors contributing to crime and violence.

STRATEGIC GOALS

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

HOW TO CONNECT WITH US



Follow us on:
www.twitter.com/safecitymiss



Like us on:
www.facebook.com/pages/Safe-City-Mississauga



Visit us at:
www.safecitymississauga.on.ca

CORE SERVICES

SCHOOL PROGRAMS

Counter-Act

We provide "Vandalism Prevention Toolkits" to elementary schools to develop respect, responsibility and civic pride in children. Our Neighbourhood Knights and comic books teach children about the negative consequences of crime.

Crossroads Youth Academy

We provide crime prevention presentations to help students learn to make positive choices in life. Topics include drug education, bullying, personal safety, internet safety, theft and many more.



AFTER SCHOOL PROGRAMS

Aspire

We provide Grade K-6 students in underserved neighbourhoods with no-cost tutoring. Aspire helps students to strengthen their academic and social skills, which has been proven to decrease criminal involvement.



NEIGHBOURHOOD PROGRAMS

Neighbourhood Watch

We increase neighbourhood safety by encouraging neighbours to become familiar with each other and protect each other's property. We teach participants to deter crime by changing their surroundings.



WOMEN PROGRAMS

Personal Safety Courses

We offer personal safety courses for women and girls that teaches women, girls and seniors how to avoid assaults and how to take action when running is not an option.



EDUCATION AND AWARENESS PROGRAMS

P.I.E.R. - Public Information and Education Relations

We launch city-wide campaigns and hold events to increase crime prevention knowledge and awareness to our community. Our goal is to inform residents about what they can do to make their city safer.





Counter-Act: Vandalism

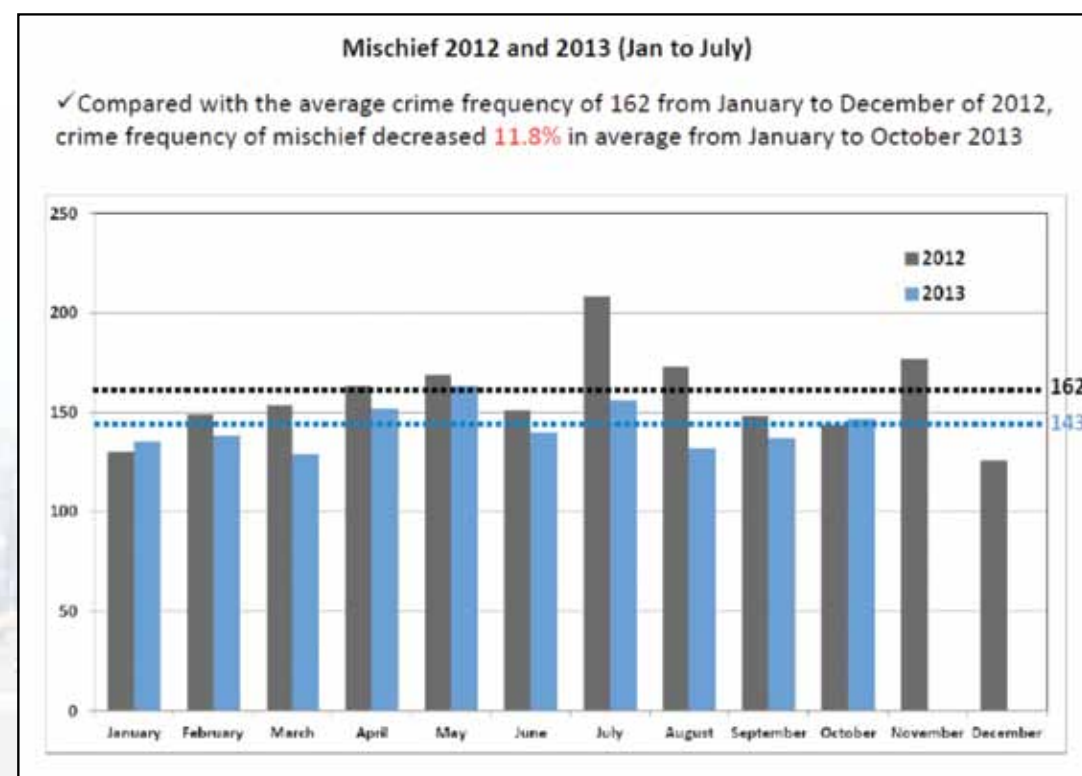
Discover the superhero in you

SERVICE AREA	SCHOOL BASED SERVICES
PROGRAM	COUNTER ACT
FUNDER	CITY OF MISSISSAUGA
STRATEGIC PLAN ALIGNMENT	EFFECTIVE SERVICE DELIVERY
CRIME PREVENTION STRATEGY	DEVELOPMENTAL CRIME PREVENTION

Through the Counter Act Vandalism Toolkit delivered through the school system, children and young adults are educated about civic sense, respect for community space, personal property and good citizenship. In 2013, 1680 students received Counter-Act: Vandalism Toolkit training in Mississauga. This is a 16% (16.26%) increase from 2012 when 1,445 children received it.

Crime Rate and Frequency

The primary outcome of the toolkit is that crime is reduced through educating children about graffiti and vandalism. Following a statistical analysis of Peel Regional Police's mischief crime data over the course of a two year period, we found that the frequency of mischief-related offences (which includes graffiti) has continued to decrease. Although a number of factors influence crime statistics, a review of mischief data found an 11.6% decrease in the average number of mischief offences in Mississauga between 2012 and 2013.



Mississauga Mischief Data 2012-2013. Source Peel Regional Police

Neighbourhood Knights

The 4th Edition Neighbourhood Knights Comic Book was released in 2013 and distributed within the toolkit as well as at community events. The 4th edition focuses on Gangs and Bully Theft. Along with the comic books comes Hero Accessories inclusive of hero pins, book marks, colouring sheets and temporary tattoos. The comics are a source of educational entertainment, and Neighbourhood Knights are a popular attraction at community events.



Since 2011, a total of 4,167 children have been educated through the Counter-Act tool kit.

COUNTER-ACT GRAFFITI COMMITTEE (CAGC)

EVENTS

In 2013 the Committee completed three events which brought together police, youth, security, municipal staff, community agencies and businesses all in an effort to clean up and beautify Mississauga public spaces.



COUNTER-ACT GRAFFITI COMMITTEE EVENTS		
LOCATION	DATE	PARTICIPATION
R.K McMillan Park Mural Port Credit	Week of May 27th, 2013	12 participants
Operation Clean Sweep Division 12	July 12th, 2013	35 participants
Operation Clean Sweep Division 11	August 21st, 2013	35 participants

CAMPAIGNS

The Committee launched their 2nd Annual Graffiti Free City Campaign which ran during October and November 2013. This campaign 'Identify a Tagger' focused on creating awareness in the community, reducing the opportunities for crime and increasing the likelihood of apprehension.





Crossroads

Empowering Youth to Make the Right Choices

SERVICE AREA	SCHOOL BASED SERVICES
PROGRAM	CROSSROADS
FUNDER	REGION OF PEEL
STRATEGIC PLAN ALIGNMENT	EFFECTIVE SERVICE DELIVERY
CRIME PREVENTION STRATEGY	COMMUNITY CRIME PREVENTION

Expansion

In an effort to increase impact in the community, Crossroads expanded its target audience in 2013. Originally, delivered in the classroom to youth enrolled in grades 9 through 12, beginning in March 2013, children and youth aged 3 - 19 years old were educated on crime prevention topics through Crossroads Assemblies.

Services have also been expanded into the community to educate parents and youth who may not be enrolled in school to ensure no one is left behind. Community presentations on child and youth safety and crime prevention are held throughout the year.

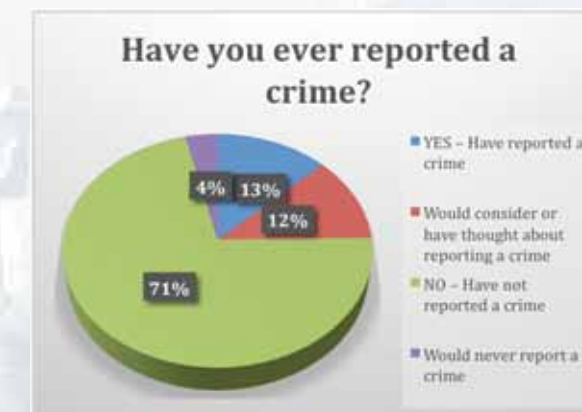


Survey Results

Our 2013 Crossroads survey snapshot indicates that on average, 66% of respondents have never been a victim of a crime. Unfortunately 34% of respondents reported that they had been a victim of crime with bullying and theft being the most common occurrence.

Additionally, 72% of respondents indicated that they had never reported a crime to Police. What was most telling was that 3.67% of respondents indicated that they would never report a crime – this is something that Crossroads works to address through education and awareness and how we all must work together to prevent crime and keep our community safe.

PROGRAM	INSTITUTION	PARTICIPANTS	SESSIONS	SCHOOLS
ACADEMY	High (9-12)	423	48	12
ASSEMBLY	High (9-12)	4,145	22	2
	Middle (7-8)			2
	Elementary (K-6)			9
COMMUNITY	Children (3-13)	195	6	N/A
	Youth (14-20)			
	Parents	35	2	
	Service Providers	30	1	
Total		423	48	12



SERVICE AREA	SCHOOL BASED SERVICES
PROGRAM	ASPIRE TUTORING
FUNDER	ONTARIO TRILLIUM FOUNDATION & UNITED WAY OF PEEL
STRATEGIC PLAN ALIGNMENT	EFFECTIVE SERVICE DELIVERY
CRIME PREVENTION STRATEGY	CRIME PREVENTION THROUGH SOCIAL DEVELOPMENT

Participants

With a primary audience of those in Kindergarten to Grade 6, the Aspire program was delivered to 140 students who attended weekly tutoring sessions with their tutors. The program also engaged 108 parents/guardians and 73 volunteers.

Since 2012, student participation rates have increased 50%.

New Locations

In 2013, the Aspire program expanded and opened an additional tutoring centre in Mississauga, at Angela's Place. Partnerships with the Salvation Army allowed the new tutoring location space to be provided at no-cost.

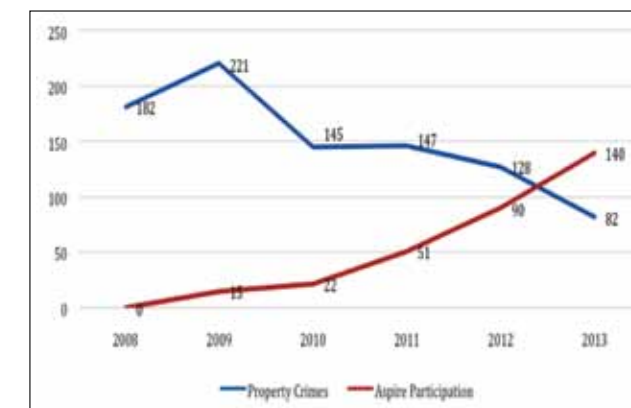
"Overall Aspire has been a great experience for my children as the atmosphere is friendly and my kids felt safe attending. The program helped with their self-esteem and the kids looked forward to attending each week. It was great to see my daughter bond with a positive female role model and my son looked forward to Mondays with his tutor".

**– Tessa,
Parent of Aspire participants**

LOCATION	STUDENTS	SITE COORDINATORS	TUTORS
Forest Ridge, 3420 The Collegeway	67	8	65
Britannia Glen Co-op, 5995 Glen Erin Drive	25		
Arbour Mill, 3023 Parkerhill Rd.	36		
Angela's Place, 65 Glen Hawthorne Blvd.	12		

Crime Data Analysis

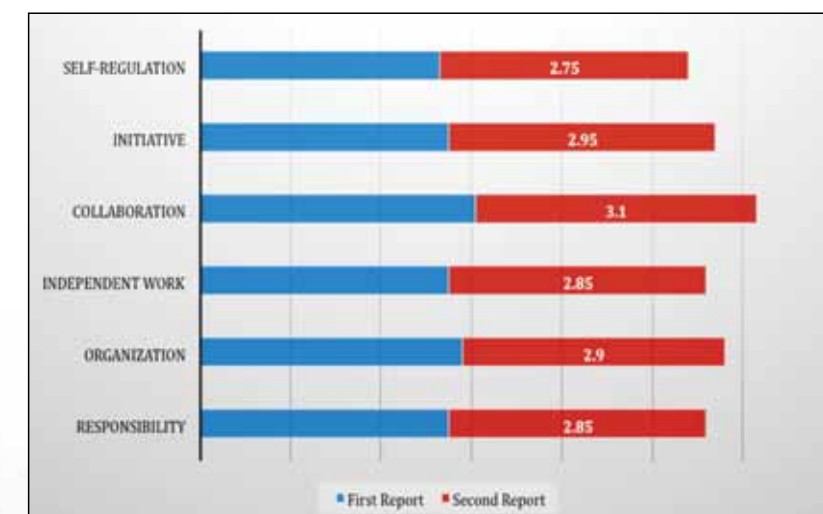
Reviewing the data from the Aspire program and Peel Regional Police provides some evidence that during the time Aspire has been running at the Collegeway and Colonial neighbourhood, there has been a reduction in property crime. However, we recognize that in the past two years, significant inroads have been made in providing services to this neighbourhood, and it is likely the collective impact of a variety of initiatives – including Aspire – have impacted this neighbourhood positively. Property offences are down from 221 to 82 in the past five years, a reduction of 170% since the introduction of Aspire.



Mississauga Property Crime Data 2008-2013,
Source Peel Regional Police

Learning Skills and Work Habits

An analysis of thirty student report cards conducted in 2013 showed that students are being positively impacted by the Aspire program. Students have improved between report cards at the beginning and end of the school year, with marked improvements in learning behaviours such as self-regulation, collaboration, initiative, independent work ability and responsibility. A more detailed evaluation of the Aspire program will be undertaken in 2014.



Events

Aspire hosted a number of events for tutors, site coordinators, students as well as parents and/or guardians of the students in 2013. These events included seasonal celebrations, volunteer appreciation nights and educational learning journeys to the Toronto Zoo, Ontario Science Centre and the Royal Ontario Museum (ROM).



Neighbourhood Watch

Get to Know Your Neighbour

SERVICE AREA	NEIGHBOURHOOD SERVICES
PROGRAM	NEIGHBOURHOOD WATCH
FUNDER	CITY OF MISSISSAUGA
STRATEGIC PLAN ALIGNMENT	EFFECTIVE SERVICE DELIVERY
CRIME PREVENTION STRATEGY	CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN & COMMUNITY CRIME PREVENTION

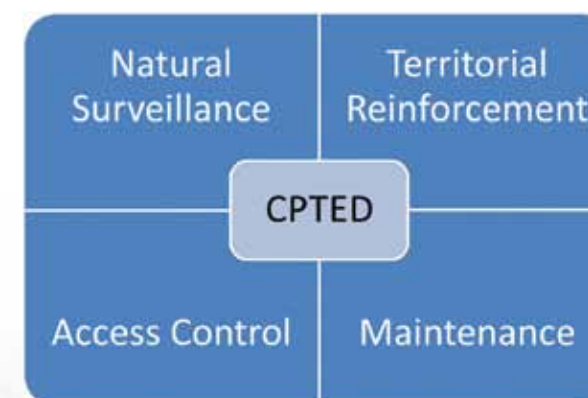


By the Numbers:

- Increase of 90% in the number of new Neighbourhood Watches
- Increase of 25% in the number of Watch participants
- Increase of 132% in the number of CPTED audits conducted

*When compared to 2012

Partnerships



"As both a Crime Prevention officer for Peel Regional Police and Crime Prevention through Environmental Design (C.P.T.E.D.), I have routinely partnered with Safe City Mississauga and their Neighbourhood Watch Coordinator. From my perspective, their dedication and commitment to Neighbourhood Watch is obvious for anyone to see. In this regard, they have developed a very innovative Neighbourhood Audit which they routinely conduct as part of the Neighbourhood Watch process. The audit helps to identify any issues with the physical environment and in so doing addresses these concerns before many people even realize there is a potential problem"

**– Cst. Tom McKay, Crime Prevention Services
Peel Regional Police**

In December, through the Neighbourhood Watch program, Safe City Mississauga participated in Sheridan College's Community Policing Judging Panel, whereby students showcased their CPTED project assignments to the panel for judging and final marks. Students of the program will now volunteer assisting with neighbourhood CPTED audits, building Safe City Mississauga's capacity to reach more neighbourhoods, and also helping students obtain relevant and real-life work experience.



Peel Regional Police, CPTED Before and After

Participants

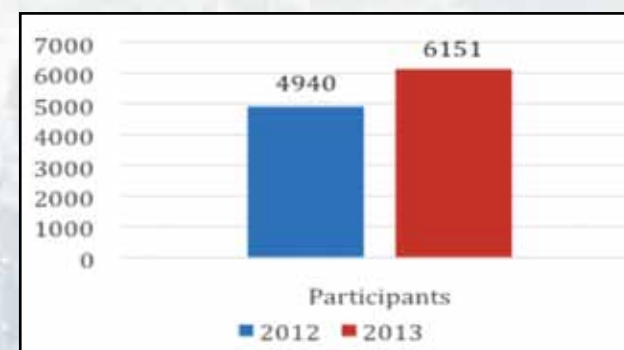
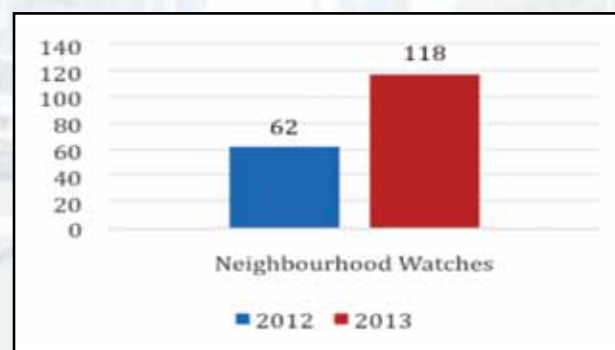
Safe City Mississauga's Neighbourhood Watch program's approach utilizes Crime Prevention through Environmental Design (CPTED) – a unique feature in modern Crime Prevention practices in Ontario.

Research indicates that implementing a Neighbourhood Watch can reduce neighbourhood crimes between 16% to 26% (Bennett T, 2008)



Neighbourhood Watch CPTED Audits are conducted so that participants are able to receive tangible recommendations to then be able to make changes that will assist in reducing the opportunity for crime in their neighbourhoods.

In 2013, there were 58 CPTED Audits conducted; with 57 neighbourhood audits and 1 facility audit in partnership with Peel Regional Police. This was Safe City Mississauga first facility audit and provided an opportunity to further Safe City Mississauga's CPTED experience and expertise.





Neighbours Night Out

Personal Safety Course for Women and Girls

EVENT	NEIGHBOURS NIGHT OUT
FUNDER	SELF-GENERATED FUNDS

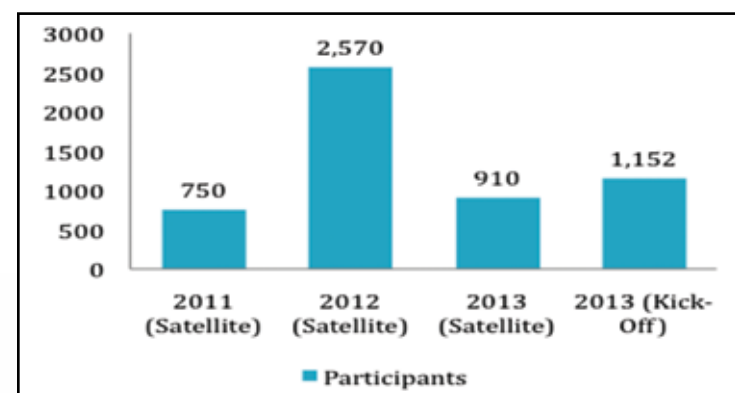
Neighbours Night Out is a street party! On Thursday June 20th, 2013, Safe City Mississauga's 5th Annual Neighbours Night Out was held at the Mississauga Valley Community Centre and Library (Kick-Off Location).

"Through the introduction of the Neighbourhood Watch program on our street and participation in the Neighbours Night Out event we have seen a true transformation of our neighbourhood."

In a few short weeks and one great evening, we have achieved a strong sense of community on Bridlington Court. It has been an amazing journey and I recommend it to any neighbourhood".

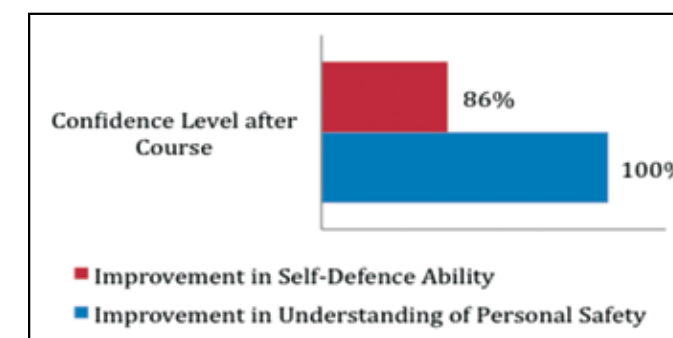
Bridlington Court Resident

NNO AWARD CATEGORIES	RECIPIENT
Best Participation Neighbours Night Out	Scollard Court
Best Neighbours Night Out Ambassador	Varden Court/ Galbraith Drive
Rookie of the Year	Bridlington Court
Best Overall Neighbours Night Out	Bridlington Court



SERVICE AREA	SERVICES FOR WOMEN
PROGRAM	PERSONAL SAFETY FOR WOMEN
FUNDER	SELF-FUNDED
STRATEGIC PLAN ALIGNMENT	EFFECTIVE SERVICE DELIVERY
CRIME PREVENTION STRATEGY	SITUATIONAL CRIME PREVENTION

Our Personal Safety for Women and Girls course is designed for women to learn how to avoid assault and take action when running is not an option. The course covers the full spectrum of Personal Safety, demystifying the elements of an assault and the mind of the predator, and effective direct action techniques based on common assault scenarios.



By the Numbers:

- 41 female participants
- 86% of participants indicated an improvement in confidence regarding self-defence.

Service Delivery Change

In 2013, Safe City Mississauga changed how it offered the Personal Safety Course for Women in Mississauga. In the past sessions were offered throughout the year on a bi-monthly basis. Courses are now offered on a request basis for groups and organizations of 10 or more women aged 14+.

Participants

Over 1,150 residents enjoyed 12 activities for parents and children and had access to 23 community information booths set-up by local social service agencies at the kick-off location. 910 residents participated in satellite events. Event evaluations showed that the change of date (from a Tuesday to a Thursday) was the most cited reason for not being able to participate in this year's event. Safe City Mississauga will consider the feedback from the 2013 event when planning for 2014.



SERVICE AREA	SUPPORTING ALL SERVICES THROUGH EVENTS, CAMPAIGNS & COMMUNITY MOBILIZATION
PROGRAM	PUBLIC INFORMATION AND EDUCATION RELATIONS (PIER)
FUNDER	REGION OF PEEL; SELF-GENERATED FUNDS
STRATEGIC PLAN ALIGNMENT	EFFECTIVE SERVICE DELIVERY; LEADER IN THE CRIME PREVENTION SECTOR
CRIME PREVENTION STRATEGY	SUPPORTS DIFFERENT STRATEGIES

Safe City Mississauga's PIER program critically supports all the different services and programs of the organization through information campaigns, events, marketing and community mobilization.

Justice Luncheon

First launched in 2011 as a fundraising event, the purpose of the Justice Luncheon hosted by Safe City Mississauga is to provide local community crime prevention leaders an opportunity to hear the Chief of Peel Regional Police speak on Policing in the Region of Peel, and build community partnership through networking to create a crime-free Mississauga.

On April 19, 2013, the third annual Justice Luncheon was hosted at the Mississauga Golf and Country Club in Mississauga, Ontario. Sponsored by Rogers TV and Mississauga News.



Event evaluation results indicated that 88% of attendees felt that Chief Evans delivered a personal keynote that they had access to only by attending the Justice Luncheon, and 77% felt that the Justice Luncheon was a great networking opportunity. Based on the demand, the number of attendees increased by over 25% from 2012. However, as this increased costs proportionately, the overall amount we raised decreased slightly.

YEAR	NUMBER OF ATTENDEES	VARIANCE	AMOUNT RAISED	VARIANCE
2012	93	60%	\$6,250	-10%
2013	124		\$2,156	-65%

EVENT	BEAUTIFICATION FOR A SAFE CITY WORKSHOP
FUNDER	COMMUNITY FOUNDATION OF MISSISSAUGA – PENDLE FUND

Beautification for a Safe City Workshop

Funded by the Community Foundation of Mississauga, Pendle Fund, the purpose of the Beautification for a Safe City Workshop was to provide local residents and business owners the opportunity to learn about what Mississauga is doing to enhance public safety and how to join in the effort to prevent crime.

Held on November 14th, 2013 with 119 people in attendance, the workshop included the following speakers:

- Sean Sportun, Manager of Security Loss and Prevention at Mac's Convenience Stores Inc.
- Hazel McColl, Park Program Coordinator for the City of Mississauga
- Randy Jamieson, Senior Project Manager for the City of Mississauga
- Constable Tom McKay, Crime Prevention Specialist, Peel Regional Police





Hero Awards

Everyday Heroes Among Us

EVENT

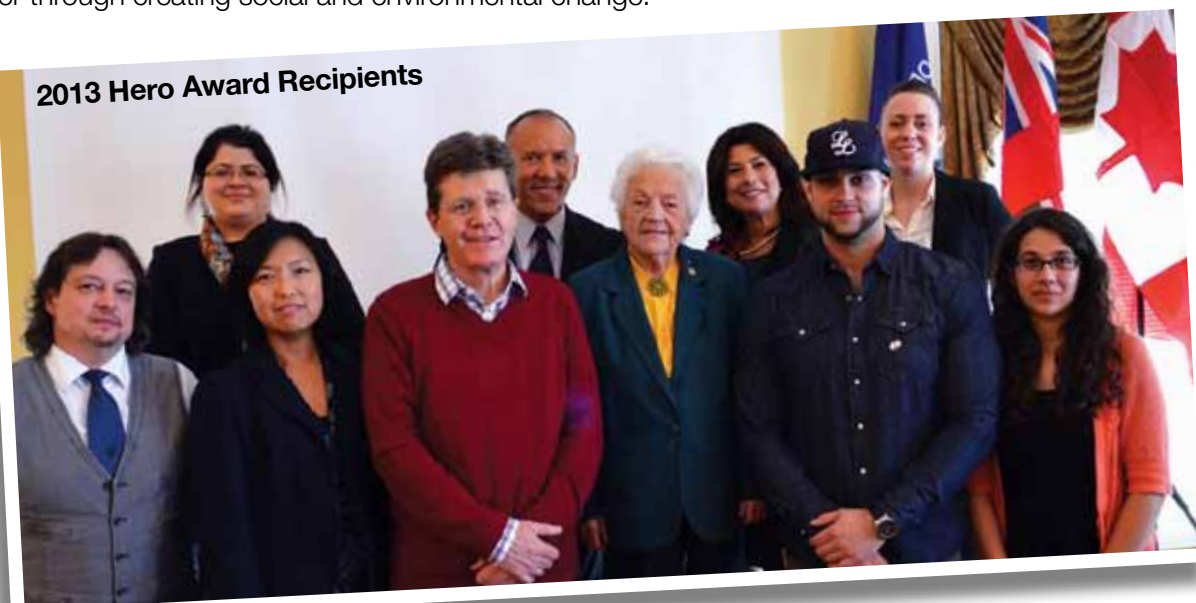
HERO AWARDS

FUNDER

BELL CANADA

Safe City Mississauga's Hero Awards celebrate six Mississauga residents each year who have made extraordinary contributions to preventing crime in their community. Hero Award recipients are people who recognize that crime prevention is everyone's business, and who are passionate about making Mississauga safer through creating social and environmental change.

2013 Hero Award Recipients



Constable Tony Bayley - The Chief of Police Award for a Practitioner

The Chief of Police Hero award is given to a Peel Police Officer or other designated Crime Prevention practitioner who has made an extraordinary contribution to crime prevention in Mississauga. Hero Award winner, Cst. Tony Bayley emphasizes the importance of connecting community with the Police and has demonstrated this through his dedication and involvement with the Interfaith Council of Peel, Race Against Racism, Tour de Tips, Community Crime Awareness Day and Peel Crime Stoppers.



Mac's Convenience Stores – The Harold G. Shipp Award for a Business

The Harold G. Shipp Hero Award is given to a Business who has made an extraordinary contribution to crime prevention in Mississauga. Hero Award winner, Mac's Convenience Stores Inc. has an innovative approach to preventing crimes at their stores not only by ensuring every employee gets vigorous training but also by working closely with the police utilizing incentive coupons for youth. They also enlist the community to help catch criminals via their social media platforms.



Robert Brandstetter - The Hazel McCallion Award for an Individual

The Hazel McCallion Hero Award is given to an Individual who has made an extraordinary contribution to crime prevention in Mississauga. Hero Award winner, Robert Brandstetter is a teacher at St. Francis Xavier Secondary School in Mississauga, who makes diversity and harmony a key component in student life. He chairs a mental health workshop called RU-OK for his school and started the REAL ME campaign, which is an anti-bullying assembly for Grade 9s. Robert continuously strives to encourage students to be spiritual, moral and empathetic citizens so they can create harmony in our world.



Yumna Abbas, Youth Troopers for Global Awareness – The Bell Canada Youth Hero Award

The Bell Canada Youth Hero Award is given to a Youth who has made an extraordinary contribution to crime prevention in Mississauga. Hero Award winner, Yumna Abbas is one of the founders of Youth Troopers for Global Awareness, an organization that empowers other youth to achieve social justice through the arts. As a full-time volunteer, Yumna launched a social enterprise initiative, Studio 89, which fuses a fair-trade café with an art-academic resource centre. Studio 89 encourages young people to express themselves through art, rather than through violence.



Think Don't Shoot – The Ignat "Iggy" Kaneff Award for Community Service

The Ignat "Iggy" Kaneff Hero Award is given to a Community Service Organization who has made an extraordinary contribution to crime prevention in Mississauga. Hero Award winner, Leo Barbe from Think Don't Shoot delivers workshops and assemblies to students throughout the Greater Toronto Area. By sharing his personal story, Leo shows youth the ripple effects of violence and helps them understand how their emotions affect their actions and choices in life. One by one, Think Don't Shoot is changing the life choices for our youth.



Julie Dinniwell and Karen Ho James – The Ron Lenyk Award for a Volunteer

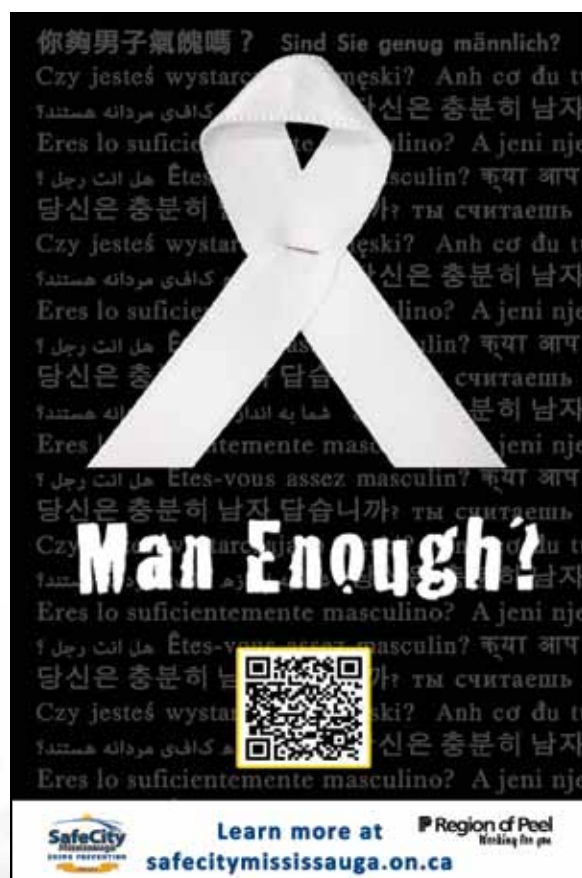
The Ron Lenyk Hero Award is given to a Volunteer who has made an extraordinary contribution to crime prevention in Mississauga. Hero Award winner, Julie Dinniwell and Karen Ho James coordinated over 35 streets and brought together over 60 residents in their neighbourhood to canvass for Neighbourhood Watch. Together, they created a website and provide regular news posts to keep their community informed. Their hard work and dedication to crime prevention has brought over 500 new members to the Neighbourhood Watch program.



CAMPAIGNS

Get Involved

SERVICE AREA	INFORMATION PROVISION
PROGRAM	PUBLIC INFORMATION AND EDUCATION RELATIONS (PIER)
FUNDER	CITY OF MISSISSAUGA
STRATEGIC PLAN ALIGNMENT	EFFECTIVE SERVICE DELIVERY
CRIME PREVENTION STRATEGY	SITUATIONAL & COMMUNITY CRIME PREVENTION



#ManEnough

Launched for the first time in 2012, Safe City Mississauga's Annual White Ribbon Campaign - #ManEnough is run during November/ December each year to bring awareness to violence against women, provide resources to help men become engaged in the cause and help to end violence against women.



KPI	ACTIVITY	OUTCOMES	IMPACT
Promote the well-being of people and encourage pro-social behaviour through educational programs and initiatives	City-wide Anti-Violence Campaign Including: <ul style="list-style-type: none">• Online & Poster Petition• Radio Advertisements• White Ribbon Pins and Buttons• White Ribbon Posters• Online Resources• Transit Shelter Ads	Severity of Crime is Reduced Crime is Reduced	<ul style="list-style-type: none">• 47,890,232 Impressions (18% increase from 2012)• 6,420 Ribbons Distributed

#FutureGrad

40,000 Canadian students drop out every year, with 1 in 3 dropouts leaving high school after completing grade 9 or less. Soft-launched for the first time in 2013, Safe City Mississauga's #FutureGrad campaign is designed to show youth the negative consequences of dropping out such as reduced earning potential, higher unemployment rates, increased chances of incarceration and provide them with the resources and opportunities to stay in school.



Stay tuned for the launch of our FutureGrad website, thanks to a grant provided by the PixelShop in 2013.



KPI	ACTIVITY	OUTCOMES	IMPACT
Promote the well-being of people and encourage pro-social behaviour through educational programs and initiatives	City-wide Campaign to stop children from dropping out of school Including: <ul style="list-style-type: none">• Radio Advertisements• #FutureGrad Wristbands• #FutureGrad Posters• Online Resources• Transit Shelter Ads	Severity of Crime is Reduced Crime is Reduced	1,250 Bracelets Distributed



Evaluating Our Work

Key Performance Indicators

With a vision of a crime-free city for all, Safe City Mississauga helps the community prevent crime by increasing awareness through:

1. Programs and services that mitigate the risk factors associated with criminal behaviour;
2. Information and education events and campaigns;
3. Leadership and community mobilization on the issue of crime prevention;

Safe City Mississauga's programs and projects are evidenced-based or evidence-informed and we use research and scientific studies to determine the best practices in the field of crime prevention. Through our work, we strive to achieve the following outcomes: a reduction in crime and its severity, and increasing the sense of personal and community safety in Mississauga. We routinely evaluate our work through the following key performance indicators:

Educate

- Promote the well-being of people and encourage pro-social behaviours through educational programs and initiatives

Change Conditions

- Change the conditions in neighbourhoods that influence offending, victimization and the perception of crime

Reduce Opportunities

- Reduce the opportunities for crime, increase the likelihood of criminals being apprehended and minimize the benefits of crime

Cost of Crime

- Estimated taxpayer cost of municipal community crime prevention

Program Impacts

In 2013, Safe City Mississauga delivered a wide variety of programs and services, projects, events and campaigns, and participated on a number of committees demonstrating strategic leadership in the crime prevention sector.

PROGRAMS/ SERVICES	PARTICIPANTS
Counter-Act: Anti-Vandalism	1,680
Crossroads Youth Academy & Assemblies	4,828
Aspire Tutoring	140
Neighbourhood Watch	6,151
Personal Safety for Women & Girls	41
Total # Participants	12,840

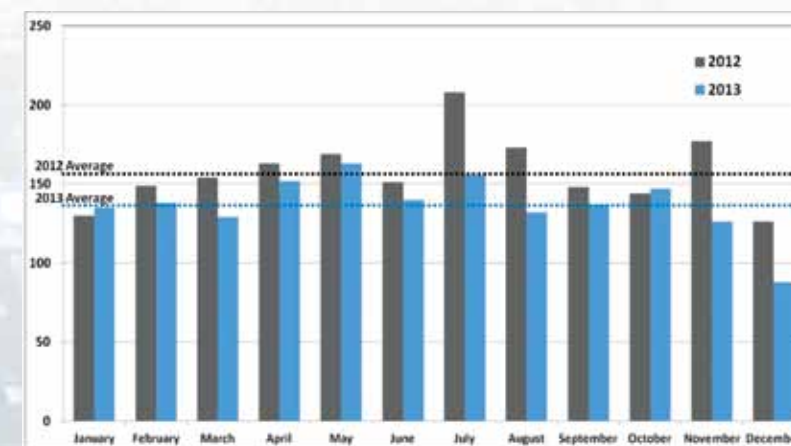
EVENTS	PARTICIPANTS
Justice Luncheon	124
Neighbours Night Out	2,062
Beautification Workshop	119
Community Events	11,702
Total # Participants	14,007

SOCIAL MEDIA	FOLLOWERS
Twitter	472
Facebook	596
Total # Followers	1,068

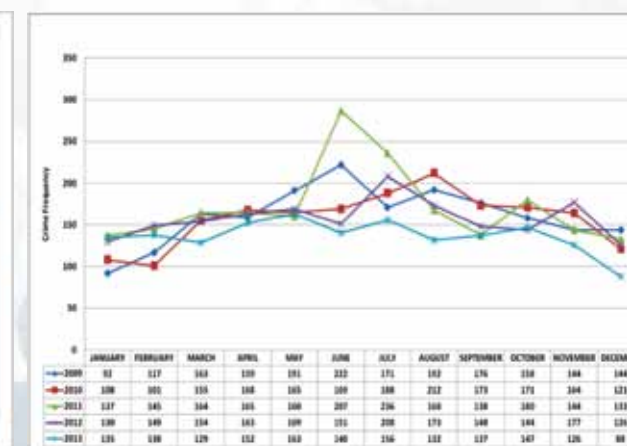
CAMPAIGNS	IMPRESSIONS
#ManEnough	47,890,232
	6,420 Ribbons
#FutureGrad	1,250 Bracelets
Total # Impressions	47,897,902

Community Impacts

In 2013, there were 1643 mischief occurrences in Mississauga. This frequency is the lowest overall mischief rate over five years from 2009 to 2013 in Mississauga. This also represents a 13% decrease in rate over 2012. In December 2013, mischief crime frequency reached the lowest monthly rate over past five years with 88 incidents reported.



Decrease in Mischief Related Crimes



Mischief Crime Frequency 2009-2013
Statistics obtained from Peel Regional Police

Organizational Accomplishments

EVENT	YOUTH GANGS FACILITATION
FUNDER	JUSTICE CANADA

Youth Gangs Facilitation

Safe City Mississauga strives to be a leader in the crime prevention sector and to deliver the best crime prevention programs and projects to the community. Through personal development, partnerships and leadership, we have achieved many notable organizational accomplishments in 2013.

On March 27 and 28, Safe City Mississauga in partnership with Brampton Safe City and Astwood Strategies conducted a two-day Community Assessment of Youth Gangs in the Region of Peel through a grant from the Department of Justice Canada. The purpose of the facilitation was to assess the extent of the gang problem in Peel Region, to identify community concerns, to establish an initial blueprint for action on gang issues and to mobilize a multi-stakeholder coalition to implement key strategic priorities



Survey Results

Before the facilitation a stakeholder and community survey were conducted receiving 116 survey responses from stakeholders and 540 survey responses from the community. Based on the responses, four areas needed to be discussed further for the facilitation.



PROJECTS	PARTICIPANTS
Youth Gangs Facilitation	185
ICPS Training	60
Counter-Act Committee Clean-up Events	82
Total # Participants	327

PROGRAMS/ SERVICES	NUMBER OF COMMITTEES
Institutional	1
Municipal	6
Regional	6
Provincial	2
International	1
Total # Committees	16

Facilitation Results

The first day consisted of background knowledge about the gang situation in Peel Region and presentations by Peel Regional Police, ex-gang members, and front-line youth workers. The second day consisted of breakout groups in which the participants discussed key questions.

DAY	PARTICIPANTS
ONE	185
TWO	134

Following the two day facilitation Astwood Strategies produced a summary document with key findings. For a copy of the full summary report, please visit www.safecitymississauga.on.ca

International Crime Prevention Specialists Training and Testing



In partnership with Peel Regional Police and the International Society of Crime Prevention Practitioners (ISCPP), Safe City Mississauga hosted the ISCPP's three-day International Crime Prevention Specialist training and testing at the Emil Kolb V. Centre for Police Excellence on July 16th-July 18th, 2013. The training covered subjects such as sexual assault prevention, child safety, gang awareness, prevention of crimes against the elderly and many more.

Sixty new International Crime Prevention Specialists all successfully finished the training, including all Safe City Mississauga staff and are now qualified to instruct and present on crime prevention at an International level and designated International Crime Prevention Specialists (ICPS).

Safe City Mississauga has a team of dedicated volunteers who are committed to preventing crime and doing so through assisting within our programs, projects or at events. We value our volunteers and the great work that they do every day to make Mississauga a crime-free city for all.



HUMAN CAPACITY	NUMBER	HOURS	ESTIMATED VALUE OF VOLUNTEER ACTIVITY
Volunteers	85	374	\$4,607.68
Placement Students	7	1,500	\$18,000
Total # Volunteers / Hours / Value	92	1,874	\$23,087.68

**Canadian Centre for Philanthropy. "How to Assign a Monetary Value to Volunteer Contributions" (2003)*

How did Mississauga do?

Overall, Mississauga continues to be amongst the safest cities within Canada. Compared to other Census Metropolitan Areas (CMAs) across Canada, Mississauga has the lowest overall crime rate and one of the highest percent decreases from 2011. Other Criminal Code violations saw a slight increase, while Property, Violent and Drug related crimes saw a decrease. In regards to the four index offences – homicide, robbery, break and enter, and motor vehicle theft – Mississauga reports either the lowest or one of the lowest rates for each other these crimes compared to other CMAs.

Crime	Mississauga		Canada	
	2012 Rate	% Change	2012 Rate	% Change
Crimes Against Property	1796	- 7	3414	- 3
Crimes Against Person (Violent Crimes)	491	-6	1190	- 3
Other Criminal Code Offences	295	2	984	- 2
Drugs	278	- 0.7	314	-5
Total	2,585*	- 6	5588*	- 3

**Total crime rate values do not include drug-related offenses. Total crime rate reflects all offenses filed under the Criminal Code of Canada, while drug-related offenses are filed separately under the Controlled Drugs and Substances Act.*

Crime Trends (2008-2012)

In 2012, Mississauga's crime rate (2,582) decreased by 5.6% from 2011, and even more substantially by 18.6% from 2008. The proportion of crimes remains similar, with property crime comprising 70% of all criminal incidents reported to police, followed by violent crime (19%), and "other" Criminal Code offences (11%). Steady decreases in these categories have been reliably occurring, though, from 2008 onward.

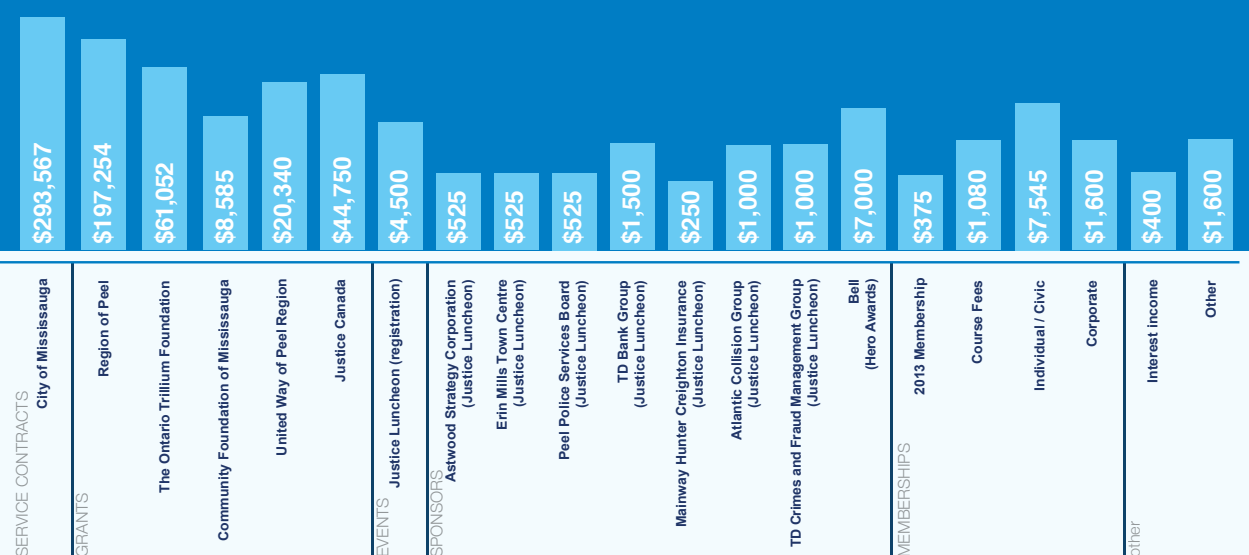
All data used in the Safest City report are either provided by request from the Peel Regional Police Service or are available on the Statistics Canada website, www.statscan.gc.ca.



Reports

Partners

Funding Partners 2013



Financial Report

Financial Report for period from January-December 2013

Expenses		Revenue	
Services/Programs	\$504,613	Service Contract	\$293,567
Admin		Grants	\$331,981
Salary	\$45,339	Events Income	\$18,280
Rent	\$16,371	Donations	\$9,145
Office	\$40,448	Interest	\$440
Insurance	\$371	Other	\$1,660
Other	\$34,453	Total	\$655,013
Total	\$641,595		
Surplus			\$13,418

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 & Donors





Board of Directors



Ralph Hunter
President

Ralph 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.



Larry Petovello
Vice-President

As President of Petovello Consulting Inc., Larry works with clients to improve their business and economic development objectives. Prior to starting his own firm, Larry was the Director of Economic Development for the City of Mississauga. He was with the City for twenty-three years in the areas of economic development and corporate management. Previously, Larry was with the Government of Ontario in senior policy and program roles in the fields of community renewal and economic development.



Jerry Beniuk
Treasurer

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.



Natalie Early
Secretary

Natalie is a senior advisor to the Deputy Minister of service Ontario and a seasoned administrator with extensive experience in the delivery of client-centered corporate services at the municipal and provincial government levels. Natalie is a former Director and past Secretary of the Peel Crime Stoppers Board.



Luz Del Rosario
Director

Luz is a Consultant, Compensation, Benefits and Pension with Diversicare Canada Management Company, Inc., a management company that manages long-term care and retirement facilities. She graduated with a Bachelor's Degree in Commerce, major in Management from the Philippines. A few years upon arriving in Canada, she completed Human Resources Management at University of Guelph and received her Certified Human Resources Professional designation in 1996. Luz was involved as the Director of Heritage Mississauga, President of the Catholic Women's League, Chair of the Carassauga Festival and President of Culture Philippines of Ontario. She was also the recipient of Mississauga's Citizen of the Year Award for 2006.



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.



David Maylor
Director

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.



Linden King
Director

Linden is an information technology professional who is currently employed as an Associate Director of Operations at Bell Canada. Linden has been appointed by the Ontario Government as a member of the Halton-Peel Grant Review Team for The Ontario Trillium Foundation. He also, has an appreciation for providing help and support to strategic initiatives that address the factors contributing to crime and violence. In addition, Linden donates his time and effort by mentoring and encouraging youth to remain active in their community.

Appointees



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 C.P.T.E.D. 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.



Robert "Bob" Strain
Superintendent, Officer-in-Charge,
12 Division, Peel Regional Police

Bob is the Superintendent-in-Charge of 12 Division, located at 4600 Dixie Road, Mississauga. He has over 30 years of policing experience with over twelve years as a senior officer working in areas such as the duty inspectors office, executive officer to the Chief of Police, Officer-in-Charge of the Intelligence Bureau, the Airport Division and Crimes Against Persons.



Mark Giles
Manager of Communications & Marketing,
Transport Canada

Mark Giles is the manager of safety and security for the Communications and Marketing Group at Transport Canada. With the Government of Canada over the past 14 years, he has served as manager of the National Defence Public Affairs Office (Ontario Region), senior public affairs officer with the Army's Influence Activities Task Force, manager of stakeholder relations and communications with Atomic Energy Canada, senior communications advisor at the Privy Council Office, and head of public affairs for the Canadian Forces Military Police and National Investigation Service. He also served as chief of communications and publications at Interpol in 2006-07. As a police officer with the Calgary Police Service for 10 years (1990-2000), he worked as a patrol officer, plain-clothes investigator, and officer safety/defensive tactics instructor. Previously with Alberta Solicitor General for five years, he worked with the correctional services and law enforcement divisions.



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 and ISCPP as well as a designated International Crime Prevention Specialist (ISCPP).



Nikhat Rasheed

Executive Director

Nikhat holds degrees from the London School of Economics, and University of Leeds Business School. An active volunteer, she is the current Vice-President of the Canadian Evaluation Society – Ontario and part of the Committee of Diversity Champions at the Regional Diversity Roundtable of Peel that launched the first community-led diversity charter in Canada in 2013. Nikhat has worked closely with several funding agencies including the Ministry of Training, Colleges and Universities, Ministry of Citizenship and Immigration and Canadian Heritage on education and training projects to improve employment outcomes for marginalized communities. As a program evaluator, she brings an evaluative hat to programs, policies and organizational development activities at Safe City Mississauga.



Ashley Lyons

Community Services Manager

Ashley is a Registered Social Service Worker (Ontario) and has been designated an International Crime Prevention Specialist (ISCPP). She also holds a C.P.T.E.D. (Crime Prevention Through Environmental Design) Level 1 Certificate from Peel Regional Police and a Community Crisis Response Certificate from the National Organization for Victim Assistance (NOVA). Ashley is Safe City's founding Programs Manager (now Community Services Manager), and oversees service delivery to ensure program effectiveness. Ashley is a chair and member of several committees, including the Counter-Act Graffiti Committee and Sheridan College's Program Advisory Committee for Community Outreach and Development. She is also the 2011 recipient of the Community Award for Youth Service from the Committee of Youth Officers for the Province of Ontario and the 2012 recipient of the Bob Boyne Memorial Crime Prevention Award, from the Peel Regional Police Services Board. Ashley holds membership with ISCPP, CPTED Ontario and COCPA. In her spare time, Ashley sits on the Board of Directors for Peel Crime Stoppers as Secretary.



Jasmine Chong

Community Affairs Development Manager

Jasmine graduated from the University of Toronto with an Honours Bachelors of Science, where she specialized in Health and Disease and minored in Sociology. She also received her teaching certificate from the Ontario Institute for Studies in Education at the University of Toronto and is a certified teacher in Ontario. Jasmine is involved in communications, marketing, community development, fundraising, event planning, and volunteer management. Jasmine is also a designated International Crime Prevention Specialist (ISCPP).



Sheena Moya Chen

Youth Outreach Supervisor

Sheena Moya Chen 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 International Relations and Conflict Resolution studies. Her research thesis was on Human Trafficking, looking primarily at Forced Labour, and through her genuine interest she continues to research this phenomenon publishing educational awareness pieces in local, as well as international magazines and newsletters. 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 a core member of the Human Trafficking working group/committee in Peel region, and is also a member of the Central Ontario Crime Prevention Association and the International Society of Crime Prevention Practitioners (ISCPP). The Aspire program of which Sheena is the Program Coordinator and Researcher was the recipient of an award for Best Community Based Crime Prevention Program of the year as presented by the ISCPP. Sheena is also a designated International Crime Prevention Specialist by the ISCPP.



Chiran Dedunupitiya

Youth Development Specialist

Chiran received her Honours Bachelor of Science degree from the University of Toronto, majoring in Psychology and Education. She delivers a variety of educational crime prevention presentations, including topics related to school crimes and intimate partner violence. Chiran holds C.P.T.E.D (Crime Prevention Through Environmental Design) Level 1 Certificate from Peel Regional Police and a Community Crisis Response Certificate from the National Organization for Victim Assistance. She is currently the Co-Chair of the Region of Peel's 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. Chiran is a designated International Crime Prevention Specialist by the ISCPP.



Brittany Wakefield

Neighbourhood Development Specialist and Staff Criminologist

Brittany 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. and an Advanced C.P.T.E.D certificate. Brittany is the Specialist and Researcher for the Neighbourhood Watch Program and Staff Criminologist at Safe City Mississauga, where she delivers presentations to communities starting Neighbourhood Watches and conducts C.P.T.E.D site reviews on neighbourhoods. She also manages C.P.T.E.D related projects. She is a member on various committees including the Mississauga C.P.T.E.D Advisory Committee; she is a member of ISCPP, and CPTED Ontario. Brittany is also a designated International Crime Prevention Specialist (ISCPP).



Hardeep Thandi

Programs Assistant

Hardeep received her Honours Bachelor of Science Degree in justice Studies from the University of Gulf-Humber along with a Diploma in Law and Security. She also completed her masters of Science degree in the Criminal Justice Administration at Niagara University. Hardeep holds a Community Crisis Response Certificate from the national Organization for Victim Assistance (NOVA), a Homeland Security Certificate for On Scene Arrival in the Office of the State and Local Training (DVITP), and also a Homeland Security Certificate for History, Signs and Symbols: Terrorism Factors in the office of State and Local Training (DTHCTP). Hardeep is also a designated International Crime Prevention Specialist and member of ISCPP.