



2014 ANNUAL REPORT



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SERVICES

Community Mobilization
Awareness & Education
Information Provision
Strategic Leadership & Support

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President's Message



As a leader in the crime prevention sector, Safe City Mississauga works together with the community to make our city safer – not by reacting, but by taking action. To do this, 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.

This past year has been 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. Our Annual Crime Prevention Conference with keynote speaker Carol Todd of the Amanda Todd Legacy Foundation, brought together practitioners, residents and youth to learn about Social Media and Youth. We had hundreds of residents participate in 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.

In 2014, our newest project Cyber Ambassadors, funded by Status of Women Canada was launched following a formal announcement by Federal Minister Dr. Kellie Leitch. This new initiative aims to prevent and eliminate cyberviolence and cyberbullying against girls and young women in Mississauga. We watched our peer-tutoring program for children in priority neighbourhoods, Aspire, continue to grow and flourish, most notably receiving Ministerial recognition as a promising practice. In November 2014, the Reel Youth Film Project, a collaborative project of Safe City Mississauga, Peel Regional Police, Community Residents and the City of Mississauga was nominated and awarded the 'Modern Day Heritage Award' from Heritage Mississauga.

All of this was made possible by the tireless efforts of Safe City Mississauga board, staff, volunteers, program participants and by financial support from the City of Mississauga, Region of Peel, Ontario Trillium Foundation, United Way of Peel Region, Community Foundation of Mississauga, Status of Women 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 largest 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 Mississauga 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.

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.

STRATEGIC GOALS

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

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.

HOW TO CONNECT WITH US



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Like us on:
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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.



EDUCATION AND AWARENESS PROGRAMS & PROJECTS

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.

Cyber Ambassadors

Cyber Ambassadors is a 2 year project funded by Status of Women Canada that will work with girls and community partners to help determine the local prevalence of cyberviolence and develop and implement strategies to prevent and eliminate it.





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

Communities broadly utilize two strategies to reduce or eliminate vandalism and graffiti: rapid removal / clean up or prevention of vandalism and graffiti through education and enhancing civic mindedness. Through the Counter Act Vandalism Toolkit that is delivered through the school system, children and young adults are educated about civic sense, respect for community and property and good citizenship.

COUNTER-ACT GRAFFITI COMMITTEE (CAGC)

EVENTS

In 2014, the committee organized community clean-up events in the Malton Community – an area previously not attended by the Counter-Act Graffiti Committee. This clean up engaged all Committee members and their respective organization as well as Peel Regional Police's Youth in Policing Initiative participants and Safe City Mississauga's Neighbourhood Watch program.

COUNTER-ACT GRAFFITI COMMITTEE EVENTS		
LOCATION	DATE	PARTICIPATION
Malton Greenway Trail Wildwood Park Brandon Gate Park	August 8th, 2014	35 participants



Neighbourhood Knights

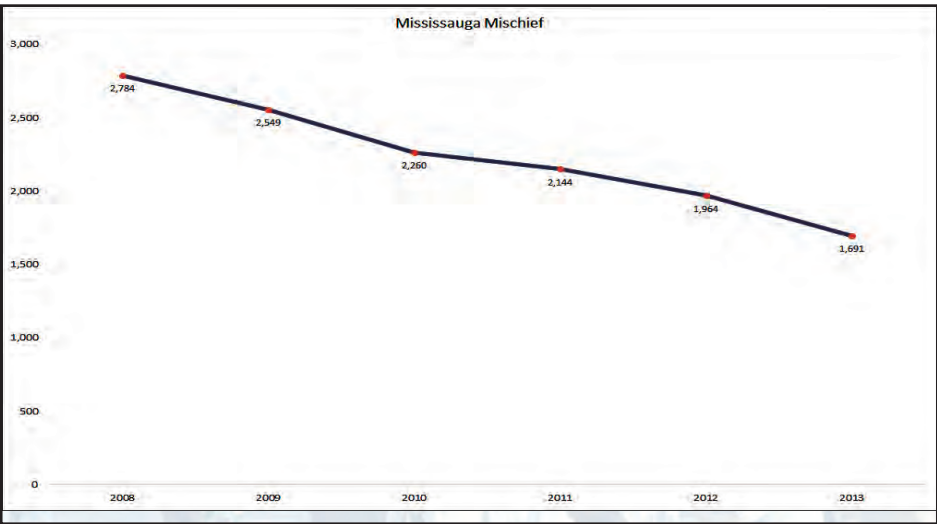
The 5th Edition of Neighbourhood Knights Comic book series is currently being produced and focuses on the bystander effect of bullying and cyberbullying, a prevalent issue for our young people today. This is set for release in June 2015. The comics are a source of educational entertainment, and Neighbourhood Knights are a popular attraction at Neighbours Night Outs events. Comic book and Neighbourhood Knights accessories such as hero pins, temporary tattoos, colouring sheets and bookmarks are distributed at public events, as well as through the Counter-Act Toolkit.



Since 2011, a total of 4,797 children have been educated through the Counter-Act tool kit.

Crime Rate and Frequency

The count of Mischief in Mississauga has been on a general decline for the past few years. From 2012 to 2013, the count of Mischief decreased by 273, representing a 14% drop for that year - the most notable decline since 2010.



Decrease in Mississauga Mischief
Statistics obtained from Peel Regional Police



Crossroads

Empowering Youth to Make the Right Choices

SERVICE AREA	SCHOOL BASED SERVICES
PROGRAM	CROSSROADS / YOUTH AMBASSADOR TEAM
FUNDER	CITY OF MISSISSUGA / REGION OF PEEL
STRATEGIC PLAN ALIGNMENT	EFFECTIVE SERVICE DELIVERY
CRIME PREVENTION STRATEGY	COMMUNITY CRIME PREVENTION

Crossroads Youth Academy is a multi-dimensional community crime prevention and safety program for children and youth. Internationally recognized as the winner of the 2005 Best Community Crime Prevention Program (awarded by the International Society of Crime Prevention Practitioners), Crossroads rallies together community stakeholders including Peel Regional Police, Peel Paramedics Association and the Bank of Canada to educate children and youth on a variety of issues related to crime prevention and safety. High school students (9-12) participate in a two-phase program (academy and service phase). In 2014, Crossroads also delivered presentations to community organizations in the City of Mississauga.

In 2014, 601 high-school students participated in the program. Many students become ambassadors for the Crossroads Program upon completion of their service projects. Additionally, 305 participants took part in our Crossroads Community and Crossroads Assembly presentations, totaling 1026 participants in 2014.

**Crossroads Programming
educated 1,026 students in 2014**



Youth Ambassador Team (YAT)

Launched in 2014 under the Crossroads umbrella was the Youth Ambassadors Team. The goal of the team is to bring together youth from diverse backgrounds and life experiences and support them in leading other youth across the city in preventing crime. Formed as part advisory and part active volunteer team to represent Safe City Mississauga, Youth Ambassadors were provided with a variety of training sessions on topics that tend to affect the youth population in our City, as well as training so that they are better able to represent Safe City Mississauga to the best of their abilities.

TRAINING

Training sessions covered were: Safe City Mississauga orientation session, Self-Defence, CPR, Effective Presentation Skills, Intimate Partner Abuse and Cyber Safety. In 2014, the Youth Ambassadors Team volunteered their time at a local food bank to give back to the community and help those in need as their first team activity.

Evaluability Assessment and Results

In 2014, funding was provided through the Region of Peel to conduct a third-party evaluability assessment on the Crossroads Academy and Service Phase program. The Evaluability Assessment Report assisted us in standardizing Crossroads, updating evaluation tools and reviewing the program's logic model and practices when working with community partners.

The Evaluability Assessment allowed us to also receive feedback from students and teachers. From this report we have learned that youth are feeling engaged and interested in the content shared and that they enjoy having the opportunity to speak with an Officer in a classroom setting.

Current trends are consistent with the results in 2013 with drugs at 12% being the leading crime observed by students in high schools within Mississauga, followed by bullying (10%) and dangerous driving (10%). Through our survey's we have also been able to confirm that every student surveyed has reported a range of crime occurring in their school and surrounding community to us, however 73% have never reported a single incident to Police or other Reporting avenues. As always, we will continue to work with our partners to promote reporting to Police or anonymously through Crime Stoppers to work towards getting 100% of students reporting crimes that they witness or know about.

PROGRAM	INSTITUTION	PARTICIPANTS	SCHOOLS / GROUPS
Academy / Service Phase	High School (9-12)	601	
Assembly	High School (9-12)	305	19
	Middle (7-8)		
	Elementary (K-6)		
Community	Community Organizations	120	4
Total		1026	23



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

In 2014, the Aspire program also expanded and opened two additional tutoring centres to offer no-cost tutoring in Mississauga bringing our site total to 6.

LOCATIONS	STUDENTS	SITE COORDINATORS	TUTORS
Forest Ridge, 3420 The Collegeway	75	15	145
Arbour Mill, 3023 Parkerhill Rd.	46		
Britannia Glen Co-op, 5995 Glen Erin Drive	34		
Angela's Place, 65 Glen Hawthorne Blvd.	10		
Ashworth Square, 3180 Kirwin Ave.	20		
Peel Youth Village, 99 Acorn Place	9		

Participants

With a primary audience of those in Kindergarten to Grade 6, the Aspire program is delivered to 194 students who attend weekly tutoring sessions with their tutors, as well as engages 144 parents/ guardians. In 2014, volunteer numbers have increased by 123%, with 145 tutors, 15 site coordinators and 3 support staff participating in the program.

In 2014, student participation rates increased 52% from 2013

Referrals

In 2014, participants began being referred by school Social Workers to participate in the Aspire program. Currently Aspire works with more than 8 elementary schools for this purpose.

"My daughter, Olivia, is currently a part of the Aspire program that is actively running at Ashworth Square Co-operative. This program has been beneficial to her life in that it creates, motivates, inspires, supports, challenges, directs, encourages, guides and influences what Olivia needs to succeed in her journey of learning, for now and for her future. It definitely is a great support for me, and Olivia absolutely loves the program."

— Judy Toussaint
Parent of Aspire participant



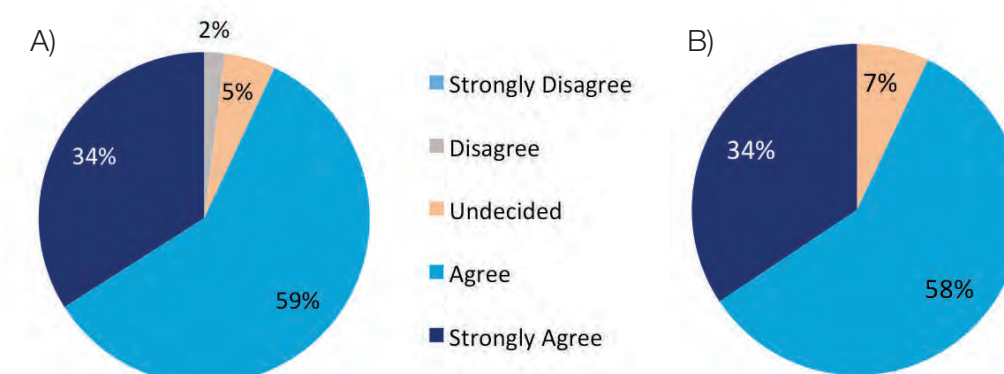
Learning Skills and Work Habits

In March of 2014, Social Impact Squared (Third Party Evaluator) completed the second evaluation report on Aspire. The goal of the external evaluation process is to capture the successes, learnings and outcomes of the Aspire program, as well as report on key findings.

Aspire Parent Evaluation Results - 2014

A) Parent Evaluation of child's improvement in school

B) Parent Evaluation of child's increase in confidence since starting Aspire

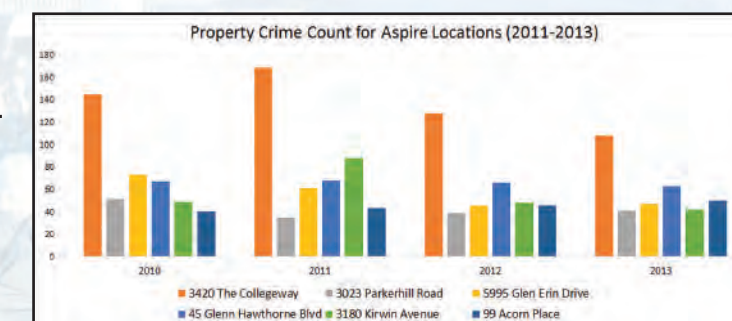


Train the Trainer Manual

Through the development of a Train the Trainer manual in 2014, Aspire is now open to receiving applications from Mississauga organizations wishing to host an Aspire at their site. The train the trainer manual allows organizations to set-up and operate Aspire as per organizational guidelines, while working together with Safe City Mississauga to share resources. This new model of operation allowed us to ensure that program efficacy and program impact remain high, but costs to operate remain stable/low.

Crime Data Analysis

3420 The Collegeway is where the earliest Aspire location with relatively higher property crime opened. By tracking the property crime statistics over years from 2010 (the year while this site opened) to 2013, it is obvious that there is a significant decrease (over 25%) of the property crime frequency from 145 in 2010 to 108 in 2013. We do however acknowledge that there is a collective effort or organizations working in the neighbourhoods.



Property Crime Count for Aspire Locations
Statistics obtained from Peel Regional Police



Neighbourhood Watch

Get to Know Your Neighbour

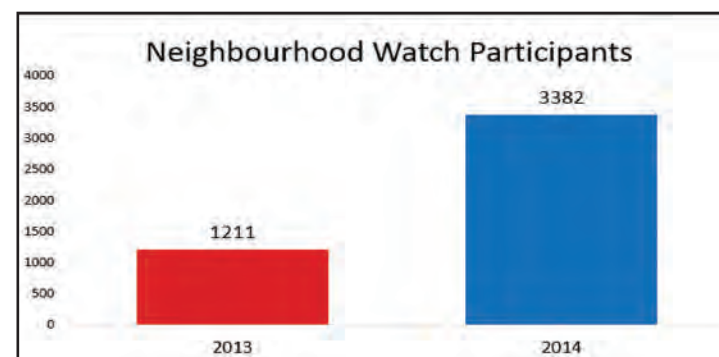
SERVICE AREA	NEIGHBOURHOOD SERVICES
PROGRAM	NEIGHBOURHOOD WATCH
FUNDER	CITY OF MISSISSAUGA
STRATEGIC PLAN ALIGNMENT	EFFECTIVE SERVICE DELIVERY
CRIME PREVENTION STRATEGY	CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN & COMMUNITY CRIME PREVENTION

By the Numbers:

- The number of individuals participating in Neighbourhood Watch increased by 179% over 2013.
- UTM's Neighbourhood Watch activation added approximately 2000 students to the program.

Participants

Safe City Mississauga's Neighbourhood Watch program mobilizes community members to become active in their neighbourhood, while reporting suspicious or criminal incidents to the police. The program balances crime and safety education with community engagement to create safer neighbourhoods across the city. In 2014, the program had 3382 participants.



Neighbourhood Watch Expands to UTM

For the first time in 2014, an CPTED Audit was conducted on the University of Toronto Mississauga Campus. This also became our first institutional Watch area. This new addition added 2000 people to our Neighbourhood Watch program and includes 9 residence complexes. This was the largest CPTED audit ever undertaken by Safe City Mississauga.



"Working with Safe City Mississauga has been extremely easy and helpful in making our residence community a safer place for everyone. In August of 2014, Alex, the Neighbourhood Watch Program Coordinator and Staff Criminologist trained 60 student staff and 15 full time staff members on the concept of the Neighbourhood Watch Program and how to keep our residence communities safer. We are extremely lucky to have city partners who are so willing to help keep our university, residence communities a safer place to live. In addition to supporting the NW program we are looking at ways to have our students volunteer with Safe City Mississauga, which will not only benefit our students in their academic endeavours but also help the city, by providing them with additional resources to support new and innovative programs!"

– Adam Fraser
Student Development Officer,
Student Housing & Residence Life
University of Toronto Mississauga

Crime Prevention Through Environmental Design (CPTED)

As a unique feature, Safe City Mississauga's program utilizes Crime Prevention Through Environmental Design (CPTED) audits to reduce opportunities for victimization. The audits performed by our CPTED certified Coordinator provide residents with realistic changes they can make to the physical environment to discourage criminal activity.

In 2014, there were 42 Neighbourhood Watches activated, along with 42 CPTED audits completed.



Peel Regional Police, CPTED Before and After

Evaluation

In 2014, Safe City Mississauga was awarded funding from the Community Foundation of Mississauga - Pendle Fund, to initiate a third party evaluation and framework development for the Neighbourhood Watch program. This comparative evaluation of the Neighbourhood Watch program, utilizing both property crime statistics and CPTED will be one of the first of its kind in North America. We look forward to sharing these results in 2015.



Neighbours Night Out

EVENT	NEIGHBOURS NIGHT OUT
FUNDER	SELF-GENERATED FUNDS

Neighbours Night Out is a street party! On Thursday July 17th, 2014, Safe City Mississauga's 6th Annual Neighbours Night Out was once again held at the Mississauga Valley Community Centre and Library (Kick-Off Location).

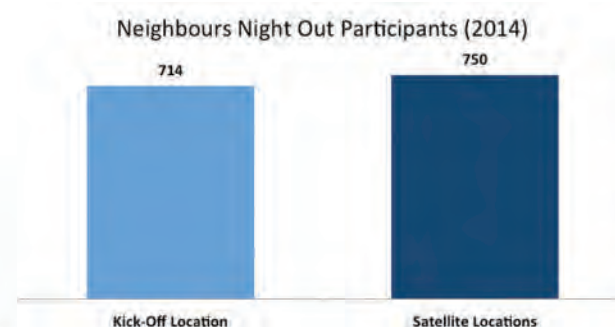
Participants

Over, 750 residents participated in satellite events, a slight decrease from previous years. Event evaluations showed that the change of date (from June to July) was the most cited reason for not being able to participate in the event. Safe City Mississauga will consider all feedback from the 2014 event reviews when planning for 2015.

"I had the pleasure of contacting Safe City Mississauga in an attempt to bring Neighbours Night Out to our street. The program was laid out in such an easy and functional manner that every aspect of putting this event together was thought of and Alex knew what we had to do or who we should contact to make this event successful. He was able to invite Councillor Ron Starr and local MPP Ms. Amrit Mangat for this event. Residents had an opportunity to interact with each other and ask dignitaries questions they have. Hosting Neighbours Night Out is a great opportunity to connect, integrate with our neighbours and feel a sense of belongingness to our community. I would highly recommend this annual event in every neighbourhood to create a safe and secure community for us and our children."

— Sreshta Rout
Neighbourhood Canvasser

NNO AWARD CATEGORIES	RECIPIENT
Best Participation Neighbours Night Out	Varden Court / Galbraith Drive
Most Creative Night Out Ambassador	Bridlington Court
Rookie of the Year	Callisto Court
Best Overall Neighbours Night Out	Lakeview Library



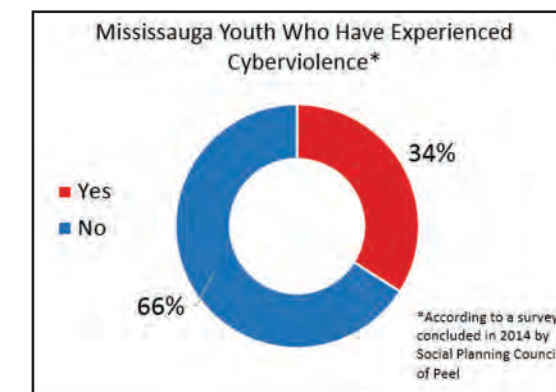
Cyber Ambassadors

SERVICE AREA	EDUCATION AND AWARENESS
PROGRAM	CYBER AMBASSADORS
FUNDER	STATUS OF WOMEN – FEDERAL GOVERNMENT
STRATEGIC PLAN ALIGNMENT	RECOGNIZED AS A LEADER IN THE CRIME PREVENTION SECTOR
CRIME PREVENTION STRATEGY	COMMUNITY CRIME PREVENTION

This two year project, funded by the Federal Government through Status of Women began in April 2014. The objective of this gender based project is to identify an appropriate strategy to combat cyberviolence against women and girls.

In 2014, the project began with the development of an evaluation framework completed by Social Impact Squared (Third Party Evaluator) and an Advisory group - established with stakeholders from community organizations such as the Region of Peel, Peel Regional Police, School Boards and Youth serving organizations. Additionally, the Cyber Ambassadors Network (CAN) of girls (and a few boys) was initiated to get the conversation started.

Completing a literature review, Cyber Ambassadors will be focused on expanding its network of members and implementing a community based strategy to combat cyberviolence. Using the results of a gender-based needs assessment, we will be working with our Cyber Ambassadors Network and community partners to pilot and evaluate a strategy that aims to increase awareness about cyberviolence and foster positivity among Mississauga youth.





SERVICE AREA	SUPPORTING ALL SERVICES THROUGH EVENTS, CAMPAIGNS & COMMUNITY MOBILIZATION
PROGRAM	PUBLIC INFORMATION AND EDUCATION RELATIONS (PIER)
FUNDER	CITY OF MISSISSAUGA & 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.

In 2014, the 4th Annual Justice Luncheon was held on Thursday April 24th at the Mississauga Convention Centre – a new location to accommodate the increase in demand for ticket sales. Sponsored by the City of Mississauga, TD Bank Group. Atlantic Collision Group and Rogers TV.



162 guests attended the Justice Luncheon an increase of 32% from 2013, with event evaluation results indicating that 77% of attendees felt that Chief Jennifer Evans delivered a personal keynote that they had access to only by attending the Justice Luncheon. Due to the increase in ticket sales, we were also able to increase our total amount raised by 366%.

YEAR	NUMBER OF ATTENDESS	VARIANCE	AMOUNT RAISED	VARIANCE
2013	124	33%	\$2,156	-65%
2014	150	-	\$9,689	-

*No variances in 2014 due to change in venue.

EVENT	CRIME PREVENTION CONFERENCE
FUNDER	CITY OF MISSISSAUGA & SELF-GENERATED FUNDS

Crime Prevention Conference

The annual crime prevention conference supports Safe City Mississauga’s strategic goals of being a recognized leader in the crime prevention sector and enhancing the organization’s research capacity. Additionally the conference supports the organization in developing stronger relationships between universities, colleges and practitioners as well as increase knowledge sharing and mobilization within the crime prevention sector in Mississauga.

Hosted in 2014, on Tuesday June 17th at the University of Toronto – Mississauga Campus, the annual crime prevention conferences’ focus was on ‘Sexual Violence, Social Media and Youth’ with KeynoteSpeaker, Carol Todd of the Amanda Todd Legacy Foundation.

ADDITIONAL SPEAKERS WERE:

- Constable Jay Sweetings, Peel Regional Police
- Chiran Dedunupitiya, Safe City Mississauga
- Nicole Pietsch, Ontario Rape Crisis Centres of Ontario
- Sonya Strohm, Newcomer Centre of Peel, Draw the Line Campaign
- Jacqueline Benn-John, CampUS Safety Project
- Jennifer Keeler, Trillium Health
- Dr. Jordan Fairbairn, Researcher and PhD. Candidate Carleton University



YEAR	NUMBER OF ATTENDESS	VARIANCE	AMOUNT RAISED	VARIANCE
2012	250	-29%	\$11,880	0%
2014	103	-58.8%	\$11,372	-4.27%

*Readers Note: No Conference was held in 2013.



Hero Awards

#ManEnough

EVENT

HERO AWARDS

FUNDER

BELL CANADA

Safe City Mississauga's Hero Awards celebrates three 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.

2014 Hero Award Recipients



Heather Zerafa - Individual Award

This award is presented to an outstanding person who has made an extraordinary contribution to crime prevention in Mississauga. Heather Zerafa: As a crossing guard for the school zone area of St Edith Stein School, on Osprey Blvd, for 16 years, Heather is dedicated to the safety and well-being of children who use her crosswalk.



Reachout Committee - Community Organization Award

This award is presented to an outstanding local Community Service organization, offering extraordinary single, contribution to crime prevention in Mississauga. As founder of the Reachout Committee, Angela Thorpe has made an extraordinary contribution to the community. The organization has an open door policy for at-risk youth to drop in, get support and access resources to help them make more responsible choices.



Wali Shah - Bell Youth Hero Award

This award is presented to an outstanding young person under the age of 18 who has made an extraordinary contribution to crime prevention in Mississauga. Wali Shah uses the power of words to inspire young people to make positive life changes. With more than 8,000 Twitter followers, Wali is one of GTA's youngest and most requested speakers.

SERVICE AREA

INFORMATION PROVISION

PROGRAM

PUBLIC INFORMATION AND EDUCATION RELATIONS (PIER)

FUNDER

CITY OF MISSISSAUGA / SELF - GENERATED FUNDS

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 runs from November 25th - December 25th. The purpose of the White Ribbon Campaign is to help men work with men to end violence against women. By wearing the white ribbon and signing the petition, participants pledge to not commit, condone or remain silent about violence against women and girls.



Mississauga Steelheads

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">• 37,716,000 Impressions• 11,700 Ribbons Distributed (82% increase from 2013)

#FutureGrad

#FutureGrad

40,000 Canadian students drop out every year, with 1 in 3 dropouts leaving high school after completing grade 9 or less.

Launched for the second time in 2014, Safe City Mississauga’s #Future-Grad campaign is designed to show youth the negative consequences of dropping out and provide them with the resources and opportunities to stay in school. This campaign runs all year, with peak times in September/October and May/June. Our newest feature in 2014 is a dedicated website, thanks to a grant from Pixelsweatshop. This new website, which can be found at www.futuregrad.ca allows individuals to share their words of encouragement and motivate youth to become FutureGrad’s through a short video clip. In 2015, the #Futuregrad Campaign goal is to distribute 5000 wristbands and to have all secondary schools participating in Mississauga.



Volunteers

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.



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 • NEW** Dedicated website with resources and words of encouragement from Mississauga residents/youth, etc. • Transit Shelter Ads 	Severity of Crime is Reduced Crime is Reduced	<ul style="list-style-type: none"> • 26,039,588 Impressions • 1,400 Bracelets Distributed (12% increase from 2013)

HUMAN CAPACITY	NUMBER	HOURS	ESTIMATED VALUE OF VOLUNTEER ACTIVITY
Volunteers	291	5,778	\$151,002.66
Placement Students	8	3,300	
Total # Volunteers / Hours / Value	299	9,078	

Source: Imagine Canada-Volunteer Value Calculator - Ontario Based

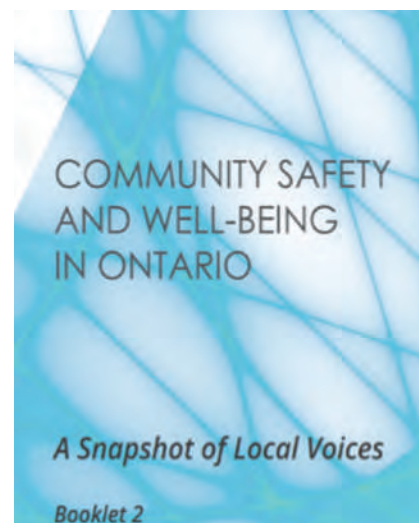


Organizational Accomplishments

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 professional development, partnerships and leadership, we have achieved notable organizational accomplishments in 2014.

Ministry Recognition

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



Community Safety Hub Committee – Reel Youth Film

Safe City Mississauga Staff represent the organization on a number of external committees at the municipal, regional, provincial, and international levels that work towards serving the mission of the organization. One such committee is the Community Safety Hub with a major focus on the Collegeway and Colonial neighbourhood. In 2014, Safe City Mississauga, Peel Regional Police, Pathways Non-Profit Community Developments Inc. of Peel and the City of Mississauga partnered with Reel Youth to develop a film project. This project brought together youth in the community with their local mentors.



In November, the Reel Youth Film Project was nominated and awarded the 'Modern Day Heritage Award' from Heritage Mississauga. Copies of videos developed can be obtained if requested. The project was also acknowledged before the Mayor of Mississauga.

Partners

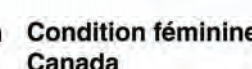
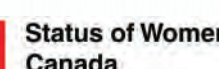
How is Safe City Mississauga funded?

The majority of Safe City Mississauga's funding comes from the City of Mississauga through a multi-year service contract. Additional funding is provided through granting bodies such as the Region of Peel, Ontario Trillium Foundation, Status of Women Canada, United Way of Peel Region, and the Community Foundation of Mississauga - Pendle Fund as well as from the generous support of corporate and community sponsors and donors.

Stakeholders



Program Partners



Sponsors & Donors





Evaluating Our Work

Key Performance Indicators

Safe City Mississauga is a not for profit, registered charitable organization with a mission to lead and partner to deliver crime prevention services and initiatives for Mississauga. 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

Service Impacts

In 2014, 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	630
Crossroads Youth Academy	1,024
Youth Ambassador Team	5
Aspire Tutoring	338
Neighbourhood Watch	3,382
Cyber Ambassadors	42
Total # Participants	5,421

EVENTS	PARTICIPANTS
Justice Luncheon	162
Neighbours Night Out	1,464
Crime Prevention Conference	103
Community Events	11,824
Total # Participants	13,553

SOCIAL MEDIA	FOLLOWERS
Twitter	583
Facebook	625
Total # Followers	1,208

CAMPAIGNS	IMPRESSIONS
#FutureGrad	37,716,000
	11,000 Ribbons
#ManEnough	26,039,588
	1,400 Bracelets
Total # Impressions	63,755,588

PROJECTS	PARTICIPANTS
Reel Youth - Partnership Project	11
Counter-Act Committee Clean-up Events	35
Total # Participants	46

PROGRAMS/ SERVICES	NUMBER OF COMMITTEES
Institutional	1
Municipal	3
Regional	11
Provincial	2
International	2
Total # Committees	19



Safest City Report

Financial Report

How did Mississauga do?

Overall, Mississauga continues to be one of the safest cities in which to live. With an estimated population of 755,700 people, the city's crime rate fell below other densely CMAs, such as Montreal, Ottawa, Edmonton, Vancouver, Toronto (excluding Mississauga's data), and the national average. Mississauga experienced a 12.7% decrease in the rate of violent crime in 2013, as well as a 13.4% decrease in the rate of crimes against property – a notable decline.

Mississauga Crime Count			
Crime	2012	2013	% Change
Crimes Against Property	3,693	3,242	-12.21%
Crimes Against Person (Violent Crimes)	13,477	11,190	-12.82%
Other Criminal Code Offences	2,222	2,163	-2.66%
Drugs	2,088	1,896	-9.20%

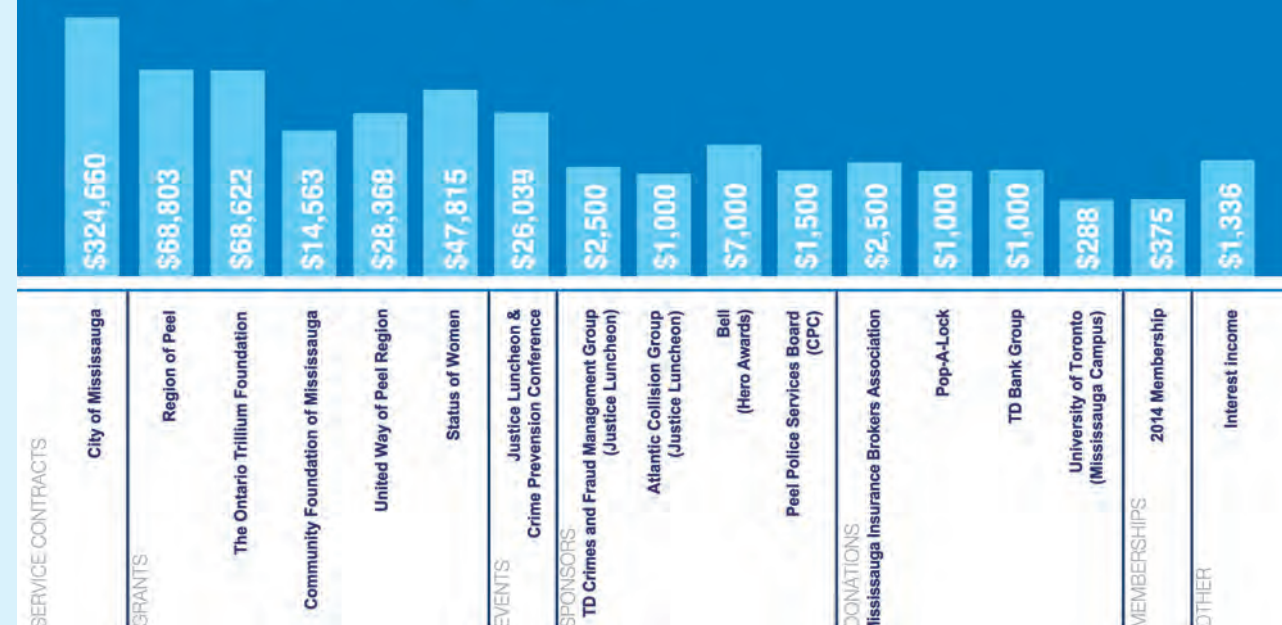
*This chart indicates the crime counts for 2012 and 2013 in Mississauga, as well as their change. The crime count is different than the crime rate, which is calculated using the city's population.

Crime Trends (2008-2013)

In 2013, Mississauga had an overall crime rate of 2,270 per 100,000 people, which represented a 12.1% decrease from 2012's crime rate of 2,582 per 100,000 people. The majority of these incidents were property offences (68.5%), followed by crimes against persons (18.9%), and 'other' Criminal Code offences (12.6%).

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.statcan.gc.ca.

Funding Partners 2014



Financial Report

Financial Report for period from January-December 2014

Expenses		Revenue	
Services/Programs	\$445,331	Service Contract	\$324,660
Admin		Grants	\$229,193
Salary	\$47,120	Events & Mem.	\$38,039
Rent	\$16,371	Donations	\$4,788
Office	\$35,719	Interest	\$1,336
Professional Fees	\$19,864		
Promotion	\$14,235	Total	\$598,016
Travel	\$3,794		
Professional Development	\$2,972		
Amortization of Equipment	\$2,168		
Telephone	\$1,099		
Total	\$588,673		
Surplus			\$9,343



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. He is also a retired Vice Chairman of the Peel Regional Police Services Board of Directors.



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.



Ron Nisbet
Treasurer

Ron is a Chartered Accountant with over four decades of experience. A former partner at Grant Thornton LLP, Ron's expertise lies in audit and accounting for small and medium-sized enterprises in a variety of industries. Ron has been an active volunteer with the Rotary Club of Streetsville since 1978, serving as President in 1986 and Assistant District Governor in 2010-11. He currently serves as Chairman of the Board of Directors of Peel Cheshire Homes, a group home for the physically disabled that he has been involved with since 1991. Ron has held leadership positions with the Living Arts Centre since being elected onto the Board in 2005 including Chairman of the Board, Chairman of the Audit and Governance Committee and Chairman of the Arts and Entertainment Committee.



Luz Del Rosario
Secretary

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.



Teresa Burgess-Ogilvie
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. Teresa is the Manager, Office of Emergency Management, for the City of Mississauga.



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 (A)Crown Attorney at the Peel Crown Attorney's Office. He is in charge of an office of more than 60 Assistant Crown Attorneys and 32 Legal Administrative staff. He has been a member of the Crown's Office for more than 21 years. Prior to taking on a management role, his professional experience involved prosecuting a wide spectrum of major criminal offences. A significant part of his work has focused on gun and gang offences both from a prosecutorial and prevention perspective. He 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.



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
Influence Activities Task Force
National Defence

Currently on leave from his position as manager of safety and security with the Communications and Marketing Group at Transport Canada, Mark is assigned to the Army's Influence Activities Task Force as a senior planner developing the military's psychological operations and civil affairs capabilities. Previously with Atomic Energy Canada, the Privy Council Office, Public Safety Canada, and the Canadian Forces Military Police and National Investigation Service, he has also served as chief of communications at Interpol in France, as a police officer with the Calgary Police Service, and with Alberta Solicitor General's correctional services and law enforcement divisions.

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.



Staff

Ashley Lyons

Executive Director (June - December)
Community Services Manager (January - June)

As the Founding Programs Manager and now Executive Director, Ashley has led the organization in receiving provincial and international recognition in program development and implementation having spoken many times on the topic of Community Mobilization and Community Readiness. Ashley is a Registered Social Service Worker (Ontario) and has been designated an International Crime Prevention Specialist (International Society of Crime Prevention Practitioners - ISCPP). She also holds certification from the National Organization for Victim Assistance (NOVA) on Community Crisis Response, Crime Prevention through Environmental Design (CPTED) Level 1 Certificate from Peel Regional Police and a CPTED Level 2 Certificate from Security through Safe Design Inc., with a specialization in Parks. Ashley sits on a number of committees and working groups such as Sheridan College's Program Advisory Committee for Community Outreach and Development and the Peel Youth Violence Prevention Steering Committee. She also holds memberships with ISCPP, CPTED Ontario, International CPTED Association and Central Ontario Crime Prevention Association (COCPA). In 2011, Ashley was recipient of the Community Award for Youth Service from the Committee of Youth Officers for the Province of Ontario and in 2012, recipient of the Detective Robert Boyne Memorial Crime Prevention Award from Peel Regional Police Services Board.

Sheena Moya Chen

Community Services Manager (September - December)
Youth Development Supervisor (January - September)

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; she researched 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, Cyber Ambassadors Community Advisory Group and she sat at Peel Regional Police's Community Safety Model Hub. Sheena is also a member of the Central Ontario Crime Prevention Association and the International Society of Crime Prevention Practitioners (ISCPP). Sheena started the Aspire program which was awarded Best Community Based Crime Prevention Program of the year as presented by the ISCPP in 2012. Sheena is also a designated International Crime Prevention Specialist by the ISCPP.

Chiran Dedunupitiya

Youth Education Supervisor

Chiran received her Honours Bachelor of Science degree from the University of Toronto, majoring in Psychology and minoring in Education and Anthropology. Chiran is a designated International Crime Prevention Specialist by the ISCPP. Chiran supervises Safe City Mississauga's Crossroads Program and Youth Ambassadors Team. She is a requested guest speaker on topics related to youth crime and community safety. Chiran is a member of multiple committees across our region, including the Region of Peel's Services & Supports for Youth Violence Prevention, Peel Regional Police's Internet Safety Committee, Center for Addiction and Mental Health's Peel Service Collaborative, and Peel Children & Youth Initiative's Bridging the Transitional Years Planning Table. She also holds memberships with the International Society of Crime Prevention Practitioners (ISCPP) and Central Ontario Crime Prevention Association (COCPA). Chiran spends her free time empowering girls and women with personal safety skills.

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).

Saania Jamal

Community Affairs & Development Coordinator

Saania Jamal is a Registered Social Service Worker (Ontario). She has completed research in Human Trafficking, with a primary focus on forced labour and the policies and implications that go with it. Saania manages Safe City Mississauga's communications and marketing strategies designed to promote the organization's various activities, programs and services. She is also responsible for community outreach, volunteers, social media, fundraising, and annual events. She holds certification in Advanced Social Media for Business, Volunteer Management, Mental Health Training – Mental Health Commission of Canada and SafeTALK Training – LivingWorks Education. Saania currently sits on the United Way of Peel Region – Young Leaders Council Executive Council, the Peel Regional Police Roundtable Committee, the Region of Peel – Interfaith Council of Peel, the Mississauga Gives Committee and is a member of the Community Crime Awareness Day Steering Committee, Mississauga Chinese Business Association. She also holds membership with Central Ontario Crime Prevention Association (COCPA).

Samantha Gob

Youth Development Supervisor

Samantha Gob holds a Bachelor of Arts Degree with High Distinction in Geography and English from the University of Toronto with a background in Environmental and Social Development, earning a Most Outstanding Student Award from the Department of Geography for graduating at the top of her class. Samantha Gob has been involved with the Aspire program since 2010, starting as a tutor and eventually branching into more administrative roles for the program. She was the first site coordinator for the program, and was later promoted to Assistant Program Coordinator and Lead in Volunteer Recruitment. In her role as Safe City Mississauga's Youth Development Supervisor, Samantha continues to work towards preventing youth crime in Mississauga, contributing to the creation of healthier communities. Samantha has been certified in Mental Health First Aid and currently sits on the Region of Peel's Neighbourhood Capacity Support Strategy Committee for children and youth in the Colonial neighbourhood of Mississauga.

Alex Papatchidis

Neighbourhood Watch Program Coordinator and Staff Criminologist

Alex graduated from York University with an Honours Bachelor of Arts, double majoring in Criminology and Human Rights & Equity Studies. He is also a recent graduate of the University of Toronto, where he received his Masters of Arts in Criminology. During the past five years, he has coordinated several extra-curricular programs, and is an appointed External Fellow of York University's McLaughlin College. Alex holds a professional certificate from California State University in Crime and Intelligence Analysis, as well as certification in Crime Prevention Through Environmental Design (CPTED) through both Peel Regional Police and Security Through Safe Design. He holds membership to the Mississauga CPTED Advisory Committee, the Integrated Municipal Enforcement Team, and the Central Ontario Crime Prevention Association. Alex manages the Neighbourhood Watch Program for the City of Mississauga, and is also responsible for overseeing the organization's statistical research, as well as the annual publication of the Safest City Report. Alex currently spends free time working on qualitative research measuring risk and safety for correctional officers in prisons across Canada.

Jessica Newton

Project Coordinator

Jessica is a graduate of Florida Atlantic University with an Honours Bachelor of Arts degree majoring in Psychology. She also holds a Master's degree from Wilfrid Laurier University in Community Psychology. Jessica has a considerable amount of research experience, having completed two major thesis projects in the areas of prejudice toward LGBT individuals, and the impacts and effects of bullying on university-aged students. She has presented her research internationally, and applies her knowledge to her current position as Project Coordinator of the Cyber Ambassadors project. She is also the Chair of the Cyber Ambassadors Community Advisory Group. Jessica is safeTALK certified and has also completed the Mental Health Commission of Canada's Mental Health First Aid training for adults who interact with youth. Jessica has previously worked with the United Way of Peel Region, and continues to advocate for the health and well-being of youth living in Mississauga and the Peel region.



Dropping out of High School:

By The Numbers

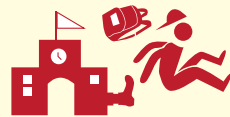
Top **4** reported reasons for high school students dropping out*



Not interested/don't like school



Wanted to work



Kicked out/expelled



Had to work/money problems

40,000

Canadian students drop out every year**



1 in 3

high school dropouts leave school after completing grade 9 or less**



Economic/Social impacts



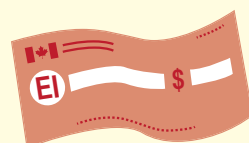
For every **\$75** earned by a dropout,



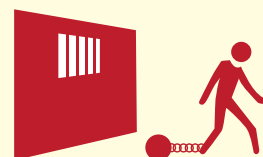
\$110 is earned by a high school grad,



and **\$171** is earned by a university grad***



Dropouts are **2.5x** more likely to be unemployed**



Dropouts account for more than **80%** of inmates in federal jails**

www.safecitymississauga.on.ca

SafeCityMiss Safe City Mississauga

SafeCity
Mississauga
CRIME PREVENTION

Region of Peel
Working for you

I will be a: **#FutureGrad**



* Source: National Longitudinal Survey of Children and Youth, Cycle 7, 2006-2007

** Source: Breaking the Cycle of Failure: A Funder's Primer in Understanding Canada's Drop-out Epidemic, 2008, Charity Intelligence Canada

*** Source: Education at a Glance, OECD, 2009