



SafeCity Mississauga

CRIME PREVENTION

1992-2012

2012

ANNUAL REPORT



SERVICES

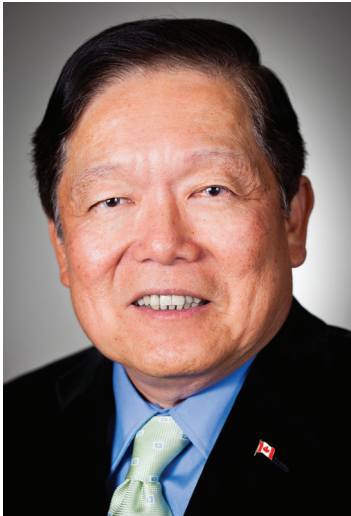
Community Mobilization
Awareness & Education
Information Provision
Strategic Leadership & Support

Table of Contents

President's Message	2
Mission and Vision	3
Safe City Mississauga:	
Crossroads Youth Academy	5
Counter-Act: Vandalism	7
Aspire	9
Neighbourhood Watch	11
Neighbours Night Out	13
Personal Safety Course for Women and Girls	15
White Ribbon Campaign	17
Events:	
Justice Luncheon	19
2012 Crime Prevention Conference	21
Hero Awards	23
Evaluating Our Work:	
Key Performance Indicators	25
Program Impacts	26
Organizational Accomplishments	27
Volunteers	28
Reports:	
Safest City Report	29
Financial Report	31
Partners	32
Board of Directors	33
Staff	37



President's Message



Safety is a key priority of every resident in Mississauga. A safe place to live, work and play is not a *right* but a *privilege* that requires dedication and commitment from each and every one of us.

Our mission at Safe City Mississauga is to make the city safer - not by reacting but by leading and taking action when it comes to crime. As a leader in the crime prevention sector, Safe City Mississauga integrates research, evidence-based approaches, education and development to create a safer city.

The past year marked our 20th anniversary and all of us at Safe City Mississauga are proud to witness our organization grow and flourish since our humble beginnings.

In 2012, Aspire, our after-school tutoring program for children expanded to three locations and was internationally awarded the Community-Based Program of the Year Award from the International Society of Crime Prevention Practitioners. Neighbourhood Watch participation increased to 23 new neighbourhoods and the Mississauga Celebration Square.

All of this was made possible by the staff, volunteers and clients at Safe City Mississauga, and by the financial support from the City of Mississauga, the Region of Peel, the Ontario Trillium Foundation, corporate sponsors, and generous donors.

According to our most recent Safest City Report, Mississauga remains one of the safest large cities in Canada, however, crime still persists. Safe City Mississauga is working to fight crime everyday but crime prevention is most effective when everyone does their part to make a difference.

Please join us to make Mississauga a crime-free city for all.



Victor Oh

President of Safe City Mississauga

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

SAFE CITY MISSISSAUGA



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

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.

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 AND SENIOR PROGRAMS

Personal Safety Courses

We offer a one-day intensive course that teaches women, girls and seniors how to avoid assaults and how to take action when running is not an option.



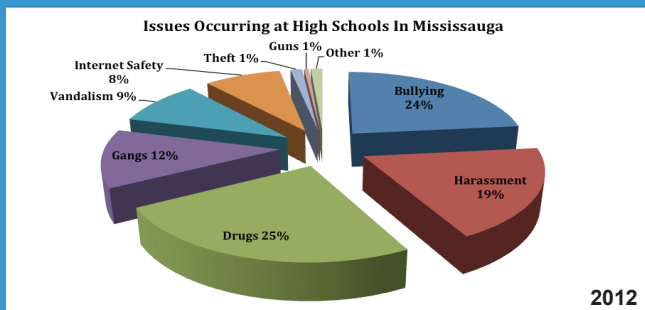
EDUCATION AND AWARENESS PROGRAMS

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

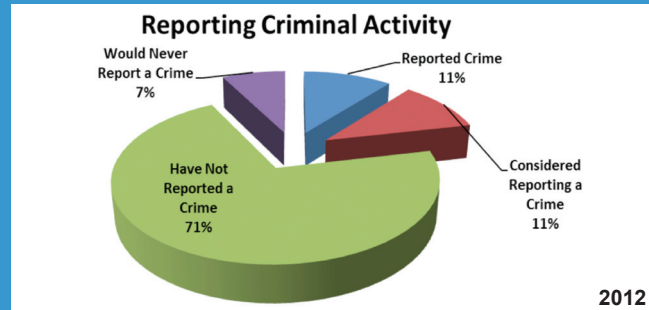
We launch city-wide campaigns and hold events to increase crime prevention knowledge and awareness to our community. Our goal is to inform residents about what they can do to make their city safer.

Crossroads Youth Academy

Youth crime is on a decline in Canada but the offences are becoming increasingly violent. Students indicated the highest forms of crime and issues occurring in their schools to be bullying, assault, drugs and theft. These crimes accounted for over 50% of the incidents at schools in Mississauga, yet 71% have not reported these acts of crime.



Research from each school participating in the Crossroads Youth Academy program indicates that bullying, harassment and/or drugs are the leading issues reported by students.



Although students mention that there are multiple concerns of crime and safety within their schools, 76% of students have not reported a crime.

Crossroads Youth Academy prevents youth from becoming involved in crime. Crossroads is available to all children and youth in Mississauga. Students become informed about being good citizens and are educated to make healthy decisions to avoid criminal activities when they find themselves at one of life's crossroads.

Crossroads Youth Academy is delivered in two phases:

TWO PHASE DELIVERY

The Academy Phase

Over 2 months, students learn practical approaches to crime prevention topics including:

- Bullying
- Theft
- Personal Safety
- Drug Education
- Healthy Relationships
- Counterfeit Detection
- Cyber Safety and Cyberbullying

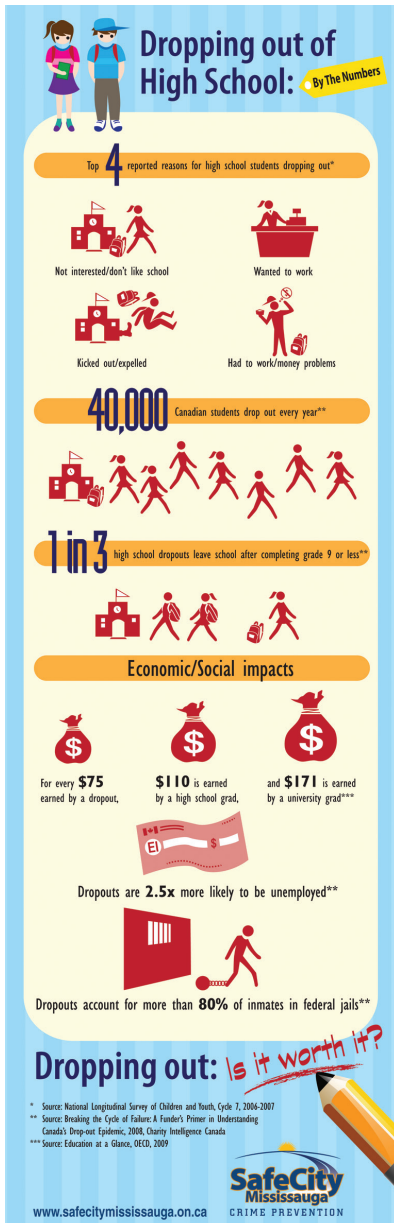
The Service Phase

After the Academy Phase, students create a Crime Prevention Educational Campaign (PSAs, posters, creative project, etc.) and become Crime Prevention Ambassadors to inspire their school community.

Students earn community service hours for their participation as well as a certificate of accomplishment from the Peel Regional Police in the Service Phase.



Empowering Youth to Make the Right Choices



2012 Highlights

- The delivery format evolved from 3 weeks to 8 weeks
- Crossroads graduation rate was 90% with 320 Service Phase Projects completed
- "Dropping Out of School: Is It Worth It?" Infographic - posters were distributed to schools, community centres and libraries throughout Mississauga



Port Credit Secondary School



"All of the information was detailed and really helpful! It was a great program and really eye-opening, too. I wish I knew the things I've learned earlier."

– Student at
Port Credit Secondary School



"Over the past 3 years we have utilized Crossroads to reach out to our A.C.E. Class, a program that specifically addresses the individual needs of our most vulnerable at-risk youth. We have been able to expose our class to all of the topics, while providing our students some time for positive interaction with members of the Peel Regional Police Force, paramedics, and other professionals within the realm of personal safety and crime prevention. These interactions demystify many of the misconceptions that the students have"

– Garry Robitaille and Grace Hoffmann
A.C.E. Instructors,
St. Joseph Secondary School

Counter-Act: Vandalism

Vandalism and graffiti impact community safety and civic pride. Mischief over \$5000 in damages accounted for 74% of all mischief-related crimes. Areas with graffiti also attract more criminal activity because it sends the signal that nobody cares.

Safe City combats graffiti and vandalism through our Counter-Act toolkit, which is provided to elementary school teachers for in-class education with students. Through education and rapid removal, you can significantly reduce and even eliminate graffiti and vandalism.

The toolkit contains a teacher facilitation guide that assists the educator in helping students develop the attributes of respect, responsibility, and ownership especially in younger students who have not yet become involved in criminal behaviour. It raises awareness and accountability of each student's individual responsibility to keeping Mississauga a safe place for all.

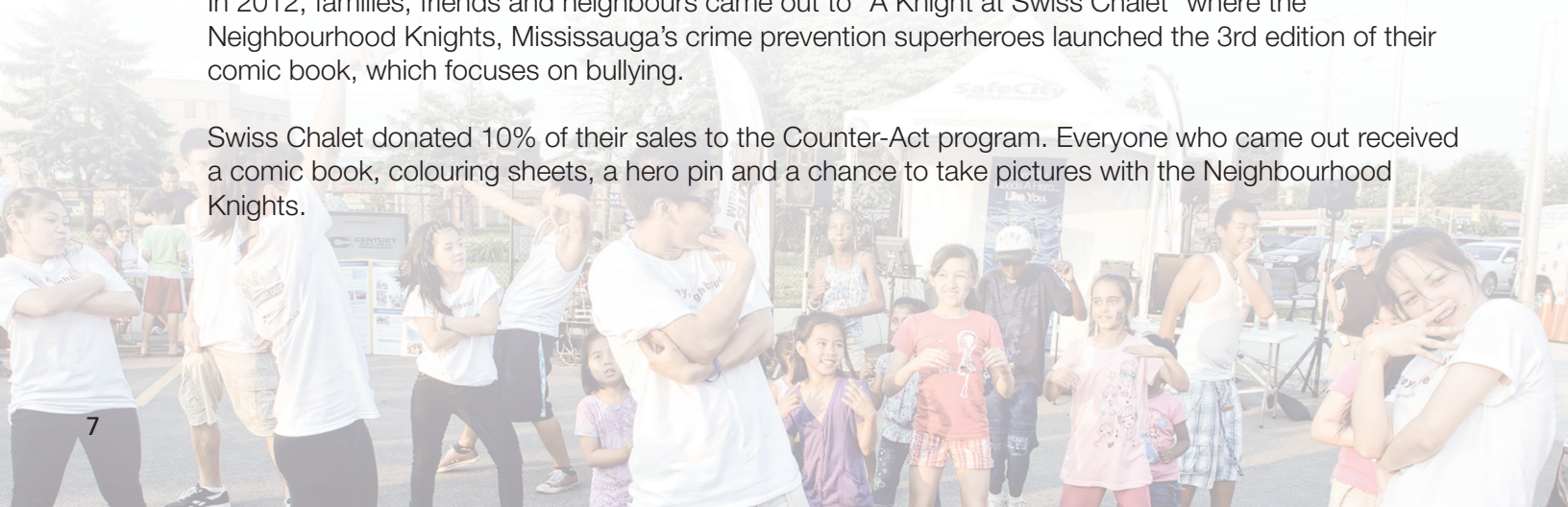
By emphasizing positive values at a young age, Counter-Act decreases the likelihood of students becoming involved in criminal activities.

A Knight at Swiss Chalet



In 2012, families, friends and neighbours came out to “A Knight at Swiss Chalet” where the Neighbourhood Knights, Mississauga’s crime prevention superheroes launched the 3rd edition of their comic book, which focuses on bullying.

Swiss Chalet donated 10% of their sales to the Counter-Act program. Everyone who came out received a comic book, colouring sheets, a hero pin and a chance to take pictures with the Neighbourhood Knights.





Discover the superhero in you

Operation Clean Sweep

On August 8, 2012, the Counter-Act Graffiti Committee teamed up to clean areas of Mississauga that had been targeted by graffiti vandals frequently. Rapid removal and clean-up is one of the most effective strategies to significantly reduce vandalism because it sends a message that the area is being supervised.

Over 15 youth and representatives from Peel Regional Police, City of Mississauga, Enersource and Safe City Mississauga participated to remove over 40 pieces of graffiti for Operation Clean Sweep.



"The Counter-Act Graffiti Committee has fostered invaluable partnerships between Safe City Mississauga, the City of Mississauga, the Peel Regional Police Service and various external stakeholders within the City of Mississauga. I have had the opportunity to be a member of this committee since 2011 and am confident that it has had a direct impact on improving community awareness on the growing issue of graffiti vandalism. With improved awareness and understanding, members of the community are empowered to assist the City of Mississauga in combatting this concern. This has been achieved through reporting campaigns, graffiti clean-up initiatives as well as park beautification events. Safe City Mississauga is definitely leading the industry in community education and awareness."

**Mobile Officer Ryan Regent,
City of Mississauga Corporate Security**

Graffiti-Free City Campaign

For the first time, Safe City Mississauga launched the Graffiti-Free City Campaign to encourage the general public to report graffiti. The slogan for the campaign was "See It, Report It, Prevent It – Show You Care, Report Graffiti". Through a series of city-wide bus shelter ads, postcard distribution, and marketing, the campaign reached 5,923,930 impressions.

Compared with the average crime frequency of 162 from January to August, crime frequency of mischief decreased 8.2% on average since the launch of the campaign in October 2012.



SEE IT



REPORT IT



PREVENT IT

**Graffiti sends the signal
that nobody cares**

SHOW YOU CARE - REPORT GRAFFITI

Learn more at safecitymississauga.on.ca



Aspire

Research shows that getting a good education, consistent school attendance and having a positive role model protects young people from becoming involved in criminal activity. With increased academic skills and a positive, self-confident attitude, children are more likely to enjoy learning and less likely to drop-out of school.

Aspire provides no-cost, one-to-one tutoring to students from grades K-6 by pairing a high school or university student with each child. The pair meets every week to work on a specific subject area with highest academic need. Students, parents and teachers see a significant improvement in the child's grades and attitude after participating in Aspire.

The volunteer tutors also gain valuable experience and community service hours. In 2012, 50 volunteers dedicated over 4000 community hours to Aspire. Aspire offers a safe place to learn, a nutritious after-school snack, leadership skills training and learning journey opportunities.

2012 Highlights

- Aspire was awarded the **2012 Best Community-Based Program of the Year Award** from the International Society of Crime Prevention Practitioners
- Aspire expanded to three locations:
 - 3420 Collegeway (Collegeway & Colonial)
 - 3023 Parkerhill Road (Dundas & Hurontario)
 - 5995 Glen Erin Drive (Glen Erin & Britannia)
- 198 children tutored in 2012
- For students G1-6 studying English:
 - 69% improved in their oral communication skills
 - 77% improved in their reading and writing
 - 100% improved in their media literacy skills
- For students G1-6 studying Math:
 - 50% improved in their measurement skills
 - 75% improved in their number sense and numeration skills
 - 80% improved in their data management and probability skills
 - 85% improved in their patterning and algebra
- 56 Aspire students, 12 parents and 17 tutors went to the Ontario Science Centre for a learning journey in August 2012
- The Toronto Argonauts brought the Grey Cup to the Aspire students, their families and the tutors at the Collegeway/Colonial location in December 2012





Stay in School, Stay out of Trouble

Trip to the Science Centre

In August, Aspire students, parents and tutors went on a learning journey to the Ontario Science Centre. Students viewed science exhibits, participated in activities, and had a great time eating and bonding with their friends in preparation for the upcoming school year. The learning journey was a great summer trip for the families and a rewarding educational experience for the students.



"The trip to the Ontario Science Centre made the summer for my three children who never get to go on any outstanding trips all summer"

Aspire Parent



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

Student - Cassandra
Start date: March 2010

"When I first started doing Aspire in grade 9, I had no idea how this would change me as a person. I helped my students do better at school and in return, they helped me become responsible, compassionate and improve my communication. I became an important part in their lives and influenced change and it feels amazing to know that my work is changing someone's future. Now, going away for university, I'm taking all these new skills and experiences with me and I am so glad that I decided to tutor."

Nahleen
Tutor since March 2010

Neighbourhood Watch

Neighbourhood Watch is a proactive neighbourhood program that is proven to reduce crime by 26%. The program rallies neighbours to get to know and look out for each other.

A distinct element of Safe City Mississauga's Neighbourhood Watch is our incorporation of C.P.T.E.D. (Crime Prevention Through Environmental Design) principles. Once a neighbourhood is registered and approved for a Neighbourhood Watch, a C.P.T.E.D. audit is conducted to analyze the neighbourhood and make suggestions on how to make the neighbourhood safer through situational changes. If properly implemented, C.P.T.E.D. recommendations can reduce property crime by up to 80%.

The results of the C.P.T.E.D. audit are presented to the residents at a Neighbourhood Watch Set-Up meeting that is delivered in conjunction with the Peel Regional Police. Residents learn practical and effective home security tips and also improve their relationship with their community officer.







Get to Know Your Neighbour

2012 Highlights

- Neighbourhood Watch participation increased by 59% for high-rise condominiums, townhouse complexes and single home residential neighbourhoods
- Over 4800 active Neighbourhood Watch members
- Neighbourhood Watch expanded to its first public realm at the Mississauga Celebration Square
- Distribution of our Incident Report magnet for Neighbourhood Watch members



INCIDENT REPORT
 Report crime online at www.peelpolice.ca
 Police Non-emergency: 905-453-3311
 Emergency: 9-1-1



Incident Information

Date:
 Time:
 Location of Incident:

Type of Crime

☐ Theft from vehicle ☐ Suspicious activity ☐ Other
☐ Auto theft ☐ Loitering
☐ Mischief ☐ Assault
☐ Robbery ☐ Break and enter

Vehicle Information

License Plate Number:
 Vehicle Model: Vehicle Colour:
 Vehicle Type:

Suspect Information

☐ Male ☐ Female ☐ Unknown Approximate age:

Complexion

☐ Fair ☐ Medium ☐ Olive ☐ Dark

Hairstyle

☐ Short ☐ Medium ☐ Long ☐ Curly
☐ Straight ☐ Bald ☐ Balding

Height & Weight

☐ Tall ☐ Average ☐ Short
 Estimated Height: Build:

Tattoos

☐ Yes ☐ No Description:

Facial Hair

☐ Yes ☐ No Description:

Other Descriptors

- Ears/Nose
- Mouth/Lips
- Scars/Marks
- Weapons/Tools
- With animal?
- Clothing/Accessories

Safe City Mississauga
 Mississauga Civic Centre, 300 City Centre Drive, Suite 1055A, Mississauga, ON L5B 3C9
 Tel: 905-615-4155 Fax: 905-615-4111 Website: www.safecitymississauga.on.ca

"Neighbourhood Watch is the most successful crime prevention initiative. Late one evening last summer, a resident on Varden Court observed four kids walking down from the park. They started checking for open cars so this vigilant resident called the police. They responded within minutes and apprehended the kids. The police came to the resident's house for a statement and indicated that the kids were found with stolen property."

**– Frank Christo,
Neighbourhood Watch Member**

"I find the personalized C.P.T.E.D. review is enlightening to many residents while the additional training provided, empowers them to take ownership of their neighbourhood. The presentation is not only comprehensive but allows for residents to share information, prompting many good questions. This in turn promotes interaction between the group, the presenters and the police. I believe that while the Safe City Mississauga Neighbourhood Watch program assists in crime prevention through education and implementation, it also enhances the relationship between the community and the police, proving beneficial to all."

**– Cst. Julia Osborne,
Peel Regional Police**

Neighbours Night Out

According to Statistics Canada, only 20% of Ontario residents feel a strong connection to their local community. How do we mobilize neighbours to connect with each other? Through our annual Neighbours Night Out.

Neighbours Night Out is a community-based crime prevention event that raises awareness of crime, strengthens neighbourhood spirit, and demonstrates to criminals that neighbourhoods are working together to protect themselves, their families and their property.

In 2012, the Neighbours Night Out kick-off location was held at the Burnhamthorpe Library. Over 20 agencies with crime prevention initiatives displayed their information booths, while residents, families and kids enjoyed a night of music, games, food, and fun. In conjunction with the kick-off location, 23 satellite neighbourhoods hosted their own Neighbours Night Out on their own street.

2012 Highlights

- 23 neighbourhoods registered for their own Neighbours Night Out
- 2570 participants for Neighbours Night Out at both the kick-off location and satellite locations
- Safe City Mississauga introduced our first “Neighbours Night Out Awards” which honoured the best block parties. Awards were handed out for:
 - Best Rookie of the Year
 - Best Organization Neighbours Night Out
 - Best Overall Neighbours Night Out



“This [Neighbours Night Out award] gave to all of us an incentive to keep building awareness about safety issues that we have in the area and strengthening neighbourhood development efforts, so that people can become involved and engaged in the community.”

**- Elsa Galan,
Project Coordinator at MIAG**



Hey Neighbour!



"Neighbours Night Out is a great initiative. It created an opportunity for residents of the street to get to know each other socially, as well as talk about issues affecting our street (noise, speeding cars). Safe City Mississauga provided the tools, information and guidance that allowed us to organize an event without feeling overwhelmed and knowing that we had support. The whole experience was rewarding, because now we know and recognize each other and are committed to looking out for the best interest of the street. Since the event, we have gathered socially, as well as rally together on broader community concerns."

**- Lori,
Burdock Place**

Longo's

**WHOLE
FOODS
MARKET**

**CENTURY
AUDIO VISUAL**
INTEGRATED AV TECHNOLOGY

TD

FIVE STAR
Home Inspections
www.fivestarthomeinspections.ca

enersource
more than energy™

**the MAIN
event**
www.maineventfun.com
905-607-3338

SECOND CUP

**Rotary Club
of
Mississauga-
Meadowvale**

**Rotary Club
of
Mississauga-
Streetsville**

**CANADA-CHINA
Business Communication Council**

Personal Safety Course for Women and Girls

Personal safety is important for everyone, but it is often especially on the minds of women and girls. According to Statistics Canada (2008), 427,000 women and girls across Canada were sexually assaulted. Safe City Mississauga's programs for women and girls give them the knowledge, strategies, and techniques they need to stay safe.

Safe City Mississauga offers personal safety courses for women and girls. This one-day intensive course teaches women and girls how to avoid assaults, how a predator selects a victim and how to take action when running is not an option. Delivered in concert with Ontario Martial Arts, participants learn practical direct-action techniques to prevent assault and have the opportunity to test their fight-or-flight response on an armoured assailant.

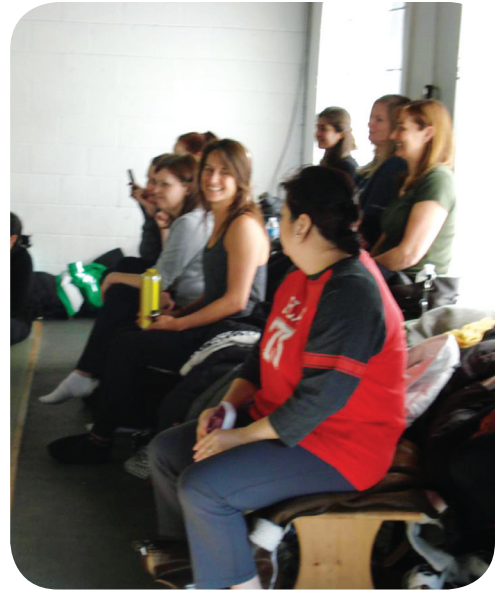
2012 Highlights

- 6 personal safety sessions were offered (128 Registrants and 94 Attendees)
- Client surveys indicate an overall improvement in the understanding and confidence in their personal safety ability
 - 4.9/5.0 for improved understanding of personal safety
 - 4.8/5.0 for improved confidence of personal safety and self-defence ability





Strong Women, Safe Communities



"I have encountered situations where I have been approached and followed by a possible predator, but I was never knowledgeable enough to be confident in protecting myself. Luckily, I was able to escape the possible attacks, but I would not have known what my next steps would have been until today. I am more confident after my first class."

– Kirstienne

"I would highly recommend this course to anyone, regardless of age or size."

– Camelia



White Ribbon Campaign

In 2011, domestic disputes accounted for 14,516 incidents in Peel region and it is the #1 call for police. According to Statistics Canada, 1 out of 2 Canadian women have experienced at least one incident of physical or sexual violence since the age of 16.

In November 2012, Safe City Mississauga ran a city-wide White Ribbon Campaign. The White Ribbon Campaign aims to help men work with men to end violence against women. The slogan for the campaign was “Man Enough?”, which asked men to rethink what it means to be a man and rethink how we treat the women around us. By wearing the white ribbon and signing the petition, individuals pledged to never commit, condone or remain silent about violence against women and girls.



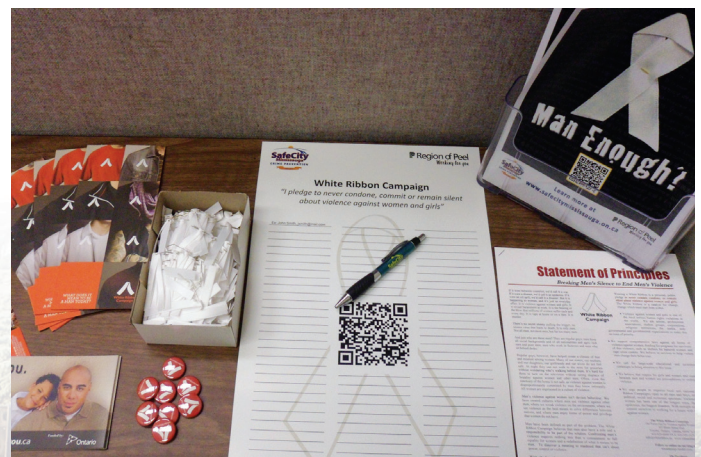
Man Enough?



 **Learn more at** safecitymississauga.on.ca  **Region of Peel**
Working for you

2012 Highlights

- “Man Enough?” ads were displayed on 70 bus shelters (40,707,520 impressions)
- Partnered with the Mississauga Steelheads
- 13,100 White Ribbons distributed throughout Mississauga community centres, libraries, businesses, schools, and non-profit organizations
- Partnered with 6 schools in Mississauga
- 1,569 people signed the White Ribbon petition





Man Enough?



"Thank you for this worthwhile White Ribbon Campaign. Let us hope it will assist in educating the general public to stand up against the violence which is perpetrated against girls and women in our community."

– Diane Kalenchuk



"I am not a man, but I am sick and tired of living in fear of men. Your campaign really hit home for me and I appreciate everything that is being done. Thank you for your efforts and support of women in need."

– Laura Carusi



Justice Luncheon

What are the successes and challenges of policing in Peel and how can residents help to create a safer community? In partnership with the Peel Regional Police, Safe City Mississauga held our 2nd annual Justice Luncheon in April 2012.



2012 JUSTICE LUNCHEON

The highlight of the day was the state-of-policing address from Acting Chief of Police Paul Tetzlaff, who provided insight into the roles of the police and the importance of crime prevention at the community level.

Attendees of the 2012 Justice Luncheon included government representatives, business owners, and not-for-profit organizations. With your support, the 2012 Justice Luncheon raised over \$10,000 which funded Safe City Mississauga Strategic Leadership initiatives.





Justice is Served



2012 Crime Prevention Conference

On November 9, 2012, crime prevention practitioners, police officers, community leaders, social workers, urban planners, and non-government organizations gathered at the University of Toronto Mississauga to discuss crime prevention strategies and best practices at our 3rd annual Crime Prevention Conference.

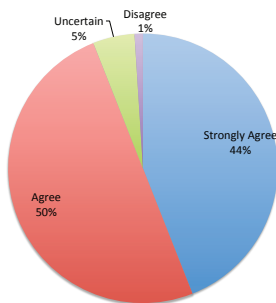
The 2012 Crime Prevention Conference was held alongside the Remembrance Day Ceremony this year, which allowed attendees to remember that safety and freedoms should not be taken for granted. Over 250 attendees gathered to hear the keynote address by Major Vanessa M. Hanrahan, Commanding Officer, 2 Military Police Regiment. Major Hanrahan captivated the audience by sharing the realities that the Canadian Forces are facing everyday to maintain our freedoms. Other notable guests include Chief Jennifer Evans of the Peel Regional Police, MP Brad Butt, MPP Soo Wong, Mayor Hazel McCallion, Councillor Pat Saito, Dr. Ulli Krull, Vice Principal at UTM and Jason Colero, Director of Education Programs and the Argos Foundation for the Toronto Argonauts.



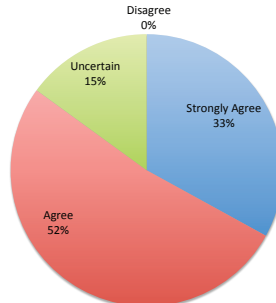


Harnessing the Evidence – Harnessing What Works

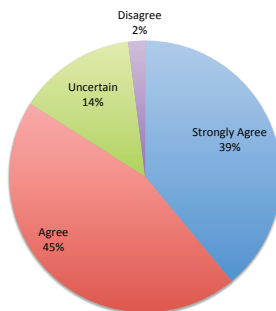
Graph 1: This conference provided an avenue and opportunity for learning and sharing of crime prevention outcomes.



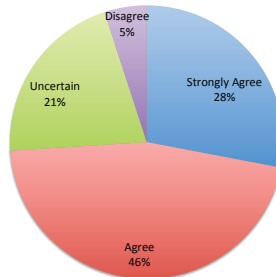
Graph 2: This conference provided insight into how I can move crime prevention knowledge into my organization's policy and practices.



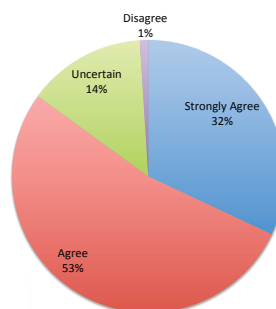
Graph 3: This conference has provided me with a review of how crime and/or public insecurity impacts the social development of Mississauga.



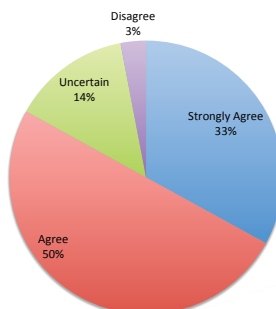
Graph 4: This conference has provided me with a review of how crime and/or public insecurity impacts the economic development of Mississauga.



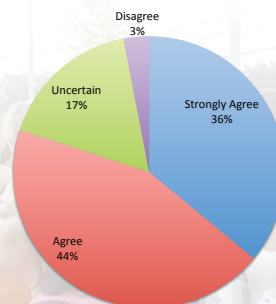
Graph 5: This conference has provided me with an overview of proven crime prevention models and initiatives.



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



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



Hero Awards

Not all heroes wear spandex or have secret identities. Often those who make the biggest difference are the people around us. Our 2012 Hero Award recipients were honoured at the 2012 Crime Prevention Conference.



Larry Camejo - The Hazel McCallion Award for an Individual

The Hazel McCallion Hero Award is given to an individual crime prevention champion who has offered a lifetime contribution and commitment to crime prevention in Mississauga. Hero Award winner, Larry Camejo conducts personal safety courses for women and seniors to empower them and prevent them from being victimized.



Sheshand Singh – The Bell Canada Youth Hero Award

The Bell Canada Youth Hero Award is presented to an outstanding young person who contributed to crime prevention amongst their peers and in their community. Hero Award winner, Sheshand Singh organized a volunteer group comprised of Sheridan Police Foundations students to patrol the Mississauga Celebration Square in the summer of 2012.



Constable Jessica Innes - The Chief's Award for a Police Officer

The Chief's Award is given to a Peel Police Officer or other designated Crime Prevention Practitioner who has made an extraordinary single contribution to crime prevention in Mississauga. Hero Award winner, Constable Jessica Innes organized local residents, volunteers, and police officers to remove graffiti in Mississauga to prevent further mischief and to beautify the city.



Century Audio-Visual – The Harold G. Shipp Award for a Business

The Harold G. Shipp Hero Award is given to a business that has made crime prevention and awareness a priority. Century Audio Visual makes regular in-kind donations of audio-visual equipment and services to many charitable organizations and community groups in Mississauga.



Everyday Heroes Among Us



Malton Resident Rejuvenation Initiative – The Ignat “Igggy” Kaneff Award for Community Service

The Ignat “Igggy” Kaneff Award is presented to an outstanding local Community Service organization, civic, or service club that supports crime prevention initiatives. Hero Award winner, Malton Resident Rejuvenation Initiative is a community service organization comprised of Malton residents and volunteers who deliver resources and support for victims of crime during times of crisis.



Frank Christo – The Ron Lenyk Award for a Volunteer

The Ron Lenyk Award is presented to an outstanding local volunteer that has made an extraordinary single contribution to crime prevention in Mississauga. Hero Award winner, Frank Christo initiated a Neighbourhood Watch in his community and organized many events and activities to help his neighbours get to know each other and to create a sense of ownership of their neighbourhood.

Evaluating Our Work

Safe City Mississauga's programming is evidence-based. We use research and scientific studies to determine the best practices in the field of crime prevention. To ensure we deliver the best and most effective services to our community, we routinely evaluate our programs against the most current information on crime and community issues in Mississauga.

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

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

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

Safe City Mississauga has four key performance indicators (KPIs), related to the outcomes we strive to realize.

Educate

- Promote the well-being of individuals and encourage pro-social behavior through educational programs and initiatives

Change Conditions

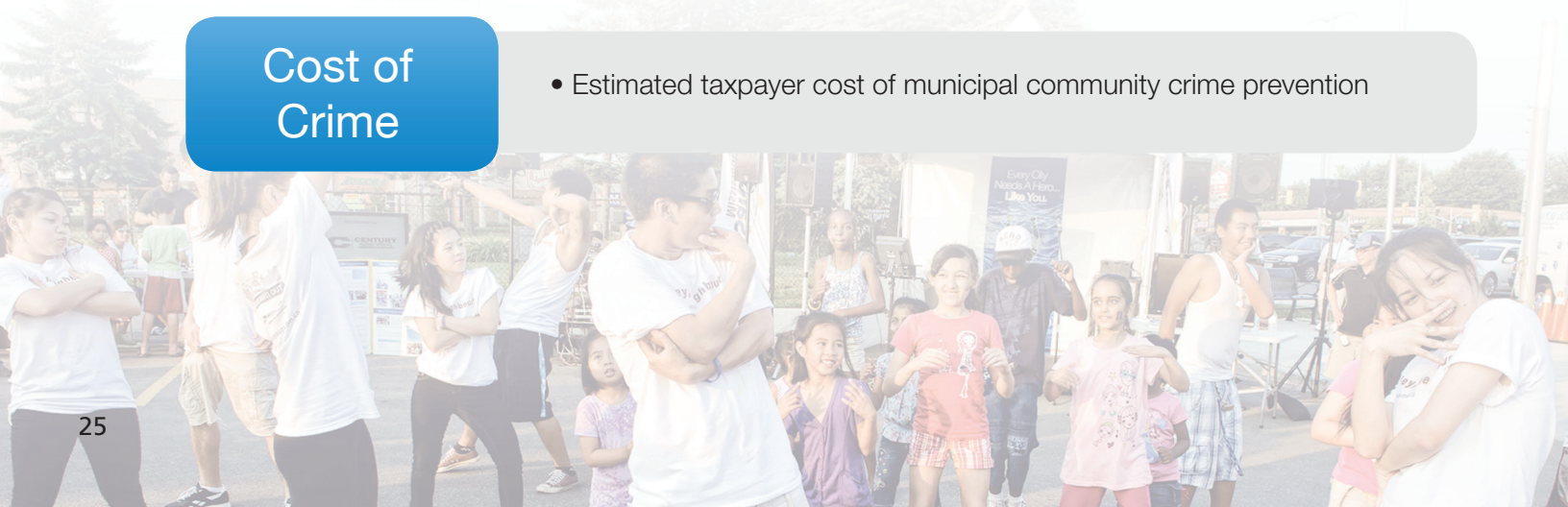
- Change the conditions in neighbourhoods that influence offending, victimization, and the perception of crime

Reduce Crime

- Reduce the opportunities for crime
- Increase the likelihood of criminals being apprehended
- Minimize the benefits of crime

Cost of Crime

- Estimated taxpayer cost of municipal community crime prevention





Program Impacts

Safe City Mississauga by the Numbers
(Per Program)

Safe City Mississauga Program	Impact
Neighbourhood Watch	4940 Watch Participants
Neighbours Night Out	2570 Attendees
Counter-Act	1445 Students
White Ribbon Campaign	1529 Signatures / 13,100 Ribbons
Crossroads Youth Academy	1244 Students
Crime Prevention Conference	250 Attendees
Aspire	198 Students Tutored
Justice Luncheon	98 Attendees
Personal Safety Course for Women	94 Women Trained
Website	4900 Visits
Community Events / Information Sessions	44 Events / 14,300 Attendees

Community Impacts

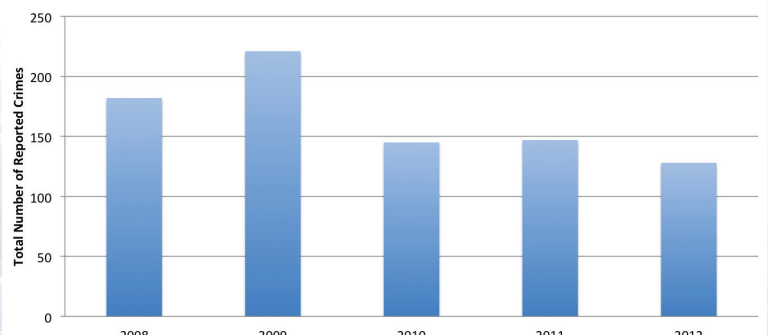
Decrease in Mischief-Related Crimes

The Counter-Act Graffiti Committee hosted an event in August and Graffiti Free City Campaign in October. There was an 8.7% decrease in mischief-related crimes in September and 11.1% in October; mischief decreased an average of 8.2% in the quarter following the campaign.

Decrease in Property Crime Statistics

Since the implementation of Aspire in 2010 in the Collegeway and Colonial area, the frequency of crime has continued to decrease. Over the course of 2011 and 2012, reported crime decreased by 12%.

Reported Property Crime Statistics
(Collegeway & Colonial Area)



Organizational Accomplishments

Safe City Mississauga strives to deliver the best crime prevention programs and services to the community. Through personal development, partnerships and leaderships, we have achieved many notable organizational accomplishments in 2012.



Aspire received the “Community Based Program” Award by the International Society of Crime Prevention Practitioners (ISCPP) that recognizes the outstanding crime prevention unit which has made the most significant contributions to the crime prevention profession.



On March 2, 2012, Safe City Mississauga co-hosted a “Partners for a Safer Community” call to action for a crime prevention framework and strategy for the Region of Peel with two presentations by prominent Canadian crime prevention experts – Dale McFee and Irvin Waller.



In April 2012, Ashley Lyons was awarded the Detective Robert Boyne Memorial Award by the Peel Police Services Board for her demonstration of exceptional initiative and commitment to the concept of crime prevention.



Volunteers

Safe City Mississauga has a team of dedicated volunteers who commit to crime prevention initiatives. Whether it is through tutoring young children every week at Aspire, providing crime prevention information at community events, or assisting with special events, we value our volunteers and the great work that they do everyday.

Volunteer Numbers and Hours

Safe City Mississauga Program	Number of Volunteers	Hours	Estimated Value of Volunteer Activity*
Aspire	46 Volunteers	3980 Hours	\$102,923
Neighbourhood Watch	1 Volunteer	10 Hours	\$122
PIER	9 Volunteers	66 Hours	\$807
		Total	4056 Hours \$103,852

*Canadian Centre for Philanthropy. "How to assign a monetary value to volunteer contributions" (2003).



Safest City Report

How Safe is Mississauga?

In its 13th year, the 2011 Safest City Report provides our community with a summary of the volume and types of crime that occurred in Mississauga. This year's report will also direct attention to crime trends in the city of Mississauga over the past four years.

Police Reported Crime Measures

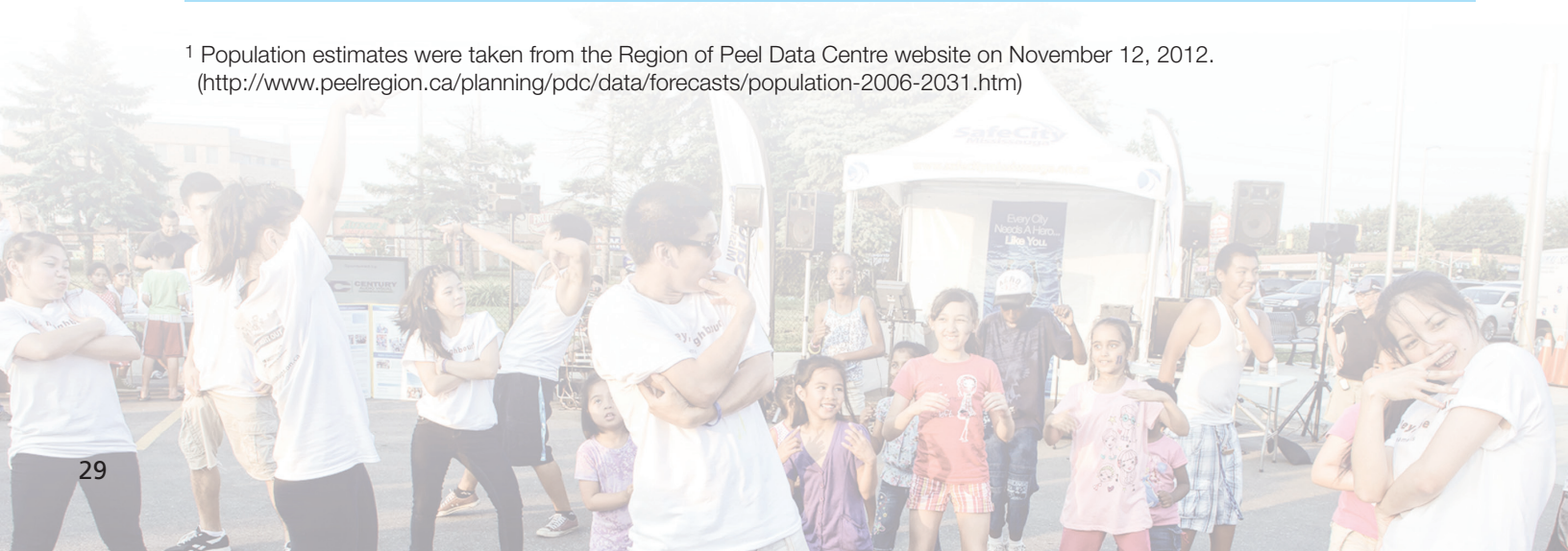
The **Crime Rate** measures the volume of crime reported to, and substantiated by the police. It is calculated by counting the number of criminal incidents, and dividing this number by the population, and multiplying by 100,000. Crime rates can be calculated for a single offence, or for groups of offences (such as violent crime or property crime). The number of criminal code incidents used to calculate the crime rates for this report were provided by Peel Regional Police.¹

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

Uniform Crime Reporting Survey (UCR): The Canadian Centre for Justice Statistics (CCJS), in cooperation with the Canadian Association of Chiefs of Police, collect police reported crime statistics through the UCR Survey. The UCR is a mandatory survey that reflects reported crime that has been substantiated through police investigation.

Offence-based statistics for the city of Mississauga: All of the crime data for the city of Mississauga used in this report were kindly provided by Corporate Planning, Peel Regional Police.

¹ Population estimates were taken from the Region of Peel Data Centre website on November 12, 2012. (<http://www.peelregion.ca/planning/pdc/data/forecasts/population-2006-2031.htm>)





How did Mississauga do?

The overall crime rate for the city of Mississauga continued to decline in 2011, as was observed for Canada as a whole and most Census Metropolitan Area's (CMA's) across the country. This decrease in Mississauga was driven by a 5% decrease in property violations. Violent crime increased slightly between 2010 and 2011 and Other Criminal Code violations remained stable. Comparing Mississauga to CMA's in terms of four index offences – homicide, robbery, break and enter and motor vehicle theft, Mississauga rates were comparable or lower than most large CMAs.

Crime	Mississauga		Canada	
	2011 Rate	% Change 2010-2011	2011 Rate	% Change 2010-2011
Crimes Against Property	1926	- 5	3520	- 8
Crimes Against Person (Violent Crimes)	521	0.3	1231	- 4
Other Criminal Code Offences	290	0	1005	- 2
Drugs	280	- 8	328	3
Total	2,736	- 4	5756	- 6

Mississauga Trends 2010-2011
Total Motor

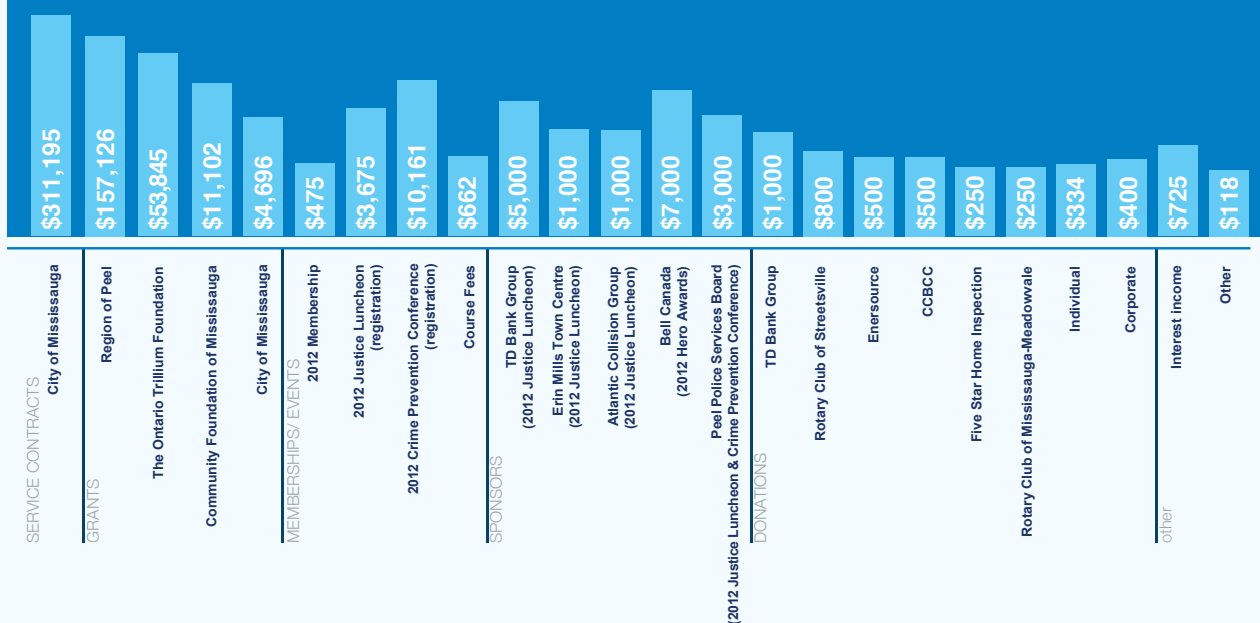
Crime Trends (2008-2011)

The 2011 reported crime rate for the city of Mississauga was 2,736 incidents per 100,000 population. This represents a decrease of 4% from 2010 (at 2,846) and a 14% decline from 2008 (at 3,172). Property crime accounted for the vast majority (70%) of the crime incidents reported to police, followed by violent crime (19%) and other Criminal Code offences (11%).

To read more of the 2011 Safest City Report, visit our website at
www.safecitymississauga.on.ca/gallery/scm-library/

Reports

Funding Partners 2012



Financial Report

Financial Report for period from January-December 2012

Expenses		Revenue	
Services/Programs	\$421,800	Service Contract	\$311,195
Admin		Grants	\$226,769
Salary	\$69,815	Events Income	\$30,836
Rent	\$16,371	Donations	\$4,034
Office	\$19,779	Course Fees	\$662
Event Expenses	\$11,514	Memberships	\$475
Other	\$34,838	Interest Income	\$725
		Other	\$118
Total	\$574,117	Total	\$574,814
Surplus			\$697



Partners

How is Safe City Mississauga funded?

The majority of Safe City Mississauga's funding comes from the City of Mississauga and the Region of Peel, through grants and through contracts for service. Additional funding comes from granting bodies such as the Ontario Trillium Foundation and from the generous support of community sponsors and donors.

Stakeholders



Program Partners



Sponsors



Rotary Club
of
Mississauga-
Meadowvale



Rotary Club
of
Mississauga-
Streetsville



Board of Directors



Victor Oh

President

Victor is a Member of the Senate of Canada (for Ontario) and is currently serving on the Human Rights committee. He is the President of Wyford Holdings, a property development and management business. Senator Oh is the founding Chair of the Canada-China Business Association, Honorary President of the Mississauga Chinese Business Association and a member of the Board of Governors of Sheridan College Institute of Technology and Advanced Learning. Senator Oh was awarded the Robert Boyne Memorial Award by the Peel Regional Police Services Board in 2007 and the prestigious Citation for Citizenship by the Government of Canada in 2008 for demonstrating exemplary citizenship. In 2011, the Canadian Immigrant magazine named him one of the Top 25 Canadian Immigrants.



Dana Wilson

Vice-President

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



Sabir Sami

Director, Treasurer

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



Natalie Early

Director, 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-centred corporate services at the municipal and provincial government levels. Natalie is a former chair of the Peel Crime Stoppers Board.



Hasan Imam

Director, Treasurer

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



Louroz Mercader

Director

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



Ralph Hunter

Director

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.



Jerry Beniuk

Director

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

Board of Directors



David Maylor

Director

David 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.



Larry Petovello

Director

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.

Appointees



Robert "Bob" Devolin

Superintendent, 11th Division
Peel Regional Police Appointee

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



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.



Walter Moniz

Lieutenant-Commander, Canadian Forces
Appointee

Walter joined the Royal Canadian Navy in 1992 when he enrolled at the Royal Military College in Kingston, Ontario. He graduated in 1996 with a Bachelor of Arts Degree and began his Maritime Surface/Subsurface officer classification training in Victoria, British Columbia. On completion of training, Walter went on to serve on various ships and submarines for nearly a decade, on both the east and west coasts of Canada, before taking a military communications specialization program in both Ottawa, and Washington D.C. After working in various lead communications roles that included the Judge Advocate General (the senior Canadian military legal officer) in addition to several other senior military officers and civilian Defence Department officials, and also serving on various overseas missions, Walter eventually found his way back to the GTA. He is currently responsible for all military outreach communications programs in the province.

Staff



Teresa Burgess-Ogilvie

Executive Director

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



Ashley Lyons

Community Services Manager

Ashley has a BA in Social Work, is a Registered Social Service Worker, and holds a C.P.T.E.D (Crime Prevention Through Environmental Design) Level 1 Certificate from Peel Regional Police. 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 memberships with ISCPP, CPTED Ontario and COCPA.



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).



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.



Brittany Wakefield

Neighbourhood Development Specialist & Staff Criminologist, Researcher

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. (Crime Prevention through Environmental Design) Level 1 Certificate from the Peel Regional Police and an Advanced C.P.T.E.D. Certificate. Brittany is the Specialist and Researcher for the Neighbourhood Watch Program and Resident 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 of various committees including the Mississauga C.P.T.E.D. Advisory Committee; she is a member of ISCPP, and CPTED Ontario.



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.



Kate Raven

Community Affairs & Development Coordinator

Kate holds a bachelor's degree from Queen's University where she majored in psychology and minored in English, and a post-graduate certificate in Corporate Communications and Public Relations from Centennial College. She has experience in the education, government, and not-for-profit sectors. Her background includes work in communications, marketing, development, and volunteer management.



Hardeep Thandi

Programs Assistant

Hardeep received her Honours Bachelor of Science Degree in Justice Studies from the University of Guelph-Humber along with a Diploma in Law and Security. She also completed her Masters of Science degree in 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 State and Local Training (DVITP), and also a Homeland Security Certificate for History, Signs, & Symbols: Terrorism Factors in the Office of State and Local Training (DTHCTP). Hardeep is involved in coordinating and researching for the Partners for a Safer Community project.



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