



SERVICES

Community Mobilization
Awareness & Education
Information Provision
Strategic Leadership & Support

Table of Contents

President's Message	2
Mission, Vision and Core Services	3
Safe City Mississauga: Programs and Projects	
Counter-Act: Vandalism	5
Crossroads	7
Aspire	9
Neighbourhood Watch	11
Cyber Ambassadors	13
Public Information and Education Relations (PIER):	14
Justice Luncheon	14
Crime Prevention Conference	15
Hero Awards	16
Neighbours Night Out	17
#FutureGrad	18
#WhiteRibbon Campaign	19
Human Capacity:	20
Volunteers	20
Organizational Accomplishments	21
Partners	22
Evaluating our Work:	23
Key Performance Indicators	23
Service Impacts	24
Reports:	25
2014 Safest City Report	25
Financial Report	26
Board of Directors	27
Staff	31

President's Message



At the very core of everything we do at Safe City Mississauga, is in an effort in making our city safer and crime-free – not by reacting, but by taking action. As a leader in the crime prevention sector, Safe City Mississauga conducts research into the causes of crime in the city, develops evidence-based ways to approach them, and pilots new projects and program offerings to prevent them. It is our mission, to lead and partner to deliver crime prevention services and initiatives for a safe city.

This past year has been marked with great change, progress and achievements for our organization and in November 2015, Safe City Mississauga was honoured to be selected as the winner of the Not-For-Profit of the Year award at the Mississauga Board of Trade's prestigious Business Awards of Excellence Gala. This achievement is something that we are extremely proud of and we hope that you enjoying learning more about our efforts and impact in 2015 through this Annual Report.

Throughout the year, we hosted our annual fundraising events, the Justice Luncheon, with keynote Chief Jennifer Evans, Peel Regional Police who spoke about the challenges and successes of policing in the region, and our Crime Prevention Conference with keynote speaker Dr. Benjamin Roebuck, Coordinator of Graduate Victimology Program, Algonquin College who spoke on Youth Homelessness & Loly Rico, Co-Director, FCJ Refugee who spoke on a response model for human trafficking. Neighbours Night Out was also a huge success, with hundreds of residents participating. This event thrives on the spirit of community and works to increase safety by strengthening neighbourhoods and educating residents on local crime prevention initiatives. At Safe City Mississauga evaluation and knowing that the services we provide are making an impact and doing so in a cost-effective manner is embedded in everything that we do. In 2015, Safe City Mississauga's third-party evaluator completed its review of the Neighbourhood Watch program's efficacy in reducing property crimes as well as the return on investment that it provides to the City of Mississauga. 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 our young people are still becoming involved in crime, 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 be as simple as encouraging your neighbourhood to join Neighbourhood Watch and become active citizens in the prevention of crime.

In closing, all of our efforts and impacts were made possible by the tireless efforts of Safe City Mississauga board, staff, volunteers, program participants and partners and through the financial support of 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 crime prevention and building a safe city is inspiring, and continues to motivate us as a board and staff to continue working towards achieving our vision - together.

Join us as we work towards making Mississauga a crime-free city for all.

Larry Petovello

President of Safe City Mississauga

SAFE CITY MISSISSAUGA

Founded in 1992, Safe City Mississauga is a registered non-profit 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?

Safe City Mississauga helps the community prevent crime by increasing awareness through programs and services that mitigate the risk factors associated with criminal behaviour; hosting information and education events and campaigns; and through leadership and community mobilization on the issue of crime prevention.

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



@SafeCityMiss



Safe City
Mississauga



Visit us at:
www.safecitymississauga.on.ca

CORE SERVICES



SCHOOL PROGRAMS

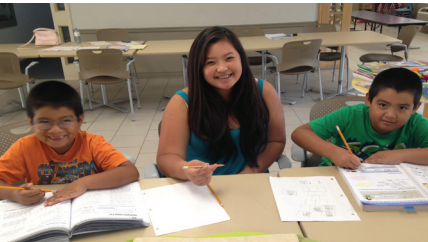
Counter-Act

We provide "Vandalism Prevention Toolkits" to elementary schools to develop respect, responsibility and civic pride in children and young adults. 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 works with girls and community partners to determine the local prevalence of cyberviolence and develop and implement strategies to prevent and eliminate it.

Counter-Act: Vandalism

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 education system, children and young adults are educated about respect for community and property and good citizenship.

Since 2011, a total of 5,797 children have been educated through the Counter-Act toolkit.

COUNTER-ACT GRAFFITI COMMITTEE (CAGC)

EVENTS

In 2015, the committee organized Operation Clean Sweep at Tom Chater and Marco Muzzo Sr. Park in Mississauga. By helping to remove graffiti and litter in our community, Safe City Mississauga supports and enacts Crime Prevention through Environmental Design (CPTED) principles. 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
Tom Chater Marco Muzzo Sr. Park	August 17th, 2015	35 participants





Discover the Superhero in you

Neighbourhood Knights

The 6th Edition of Neighbourhood Knights Comic book series was released in June of 2015. This issue was focused on the bystander effect of bullying and cyberbullying, a prevalent issue for our young people today. The comics are a source of educational entertainment, and the Neighbourhood Knights are a popular attraction at Safe City Mississauga's Neighbours Night Outs. 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.

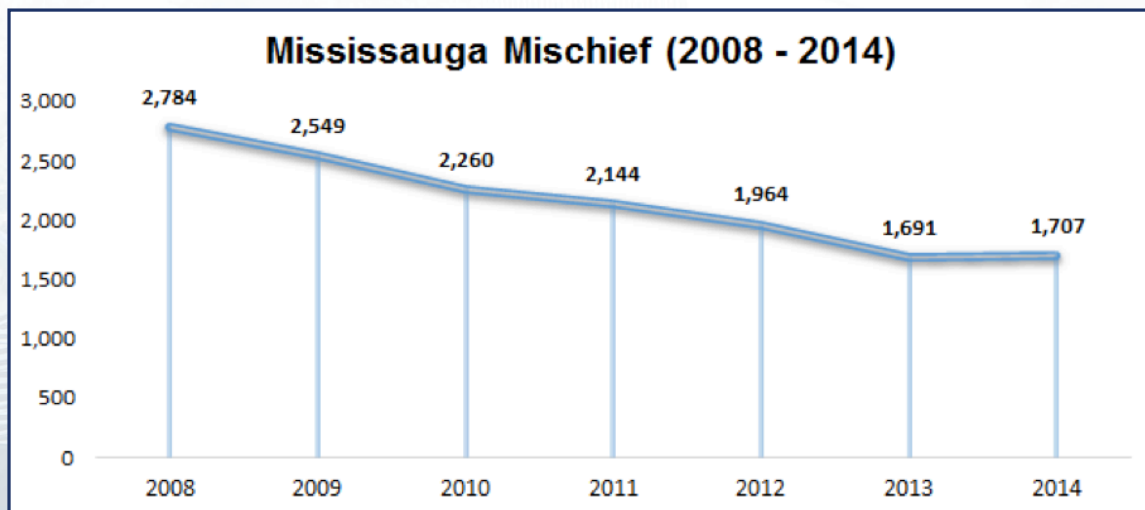


Next Steps

The Counter-Act Toolkit now includes 7 lesson plan options that teachers in grades 1-5 can choose from to do a 'Counter-Act Week' of student development with the goal of helping to make students be good citizens, learn about the impact of vandalism and the importance of looking after public property. What is key, is that this revised Toolkit outlines the Ontario curricular expectations for each lesson. We look forward to promoting this new Toolkit, in 2016.

Crime Rate and Frequency

The count of Mischief in Mississauga has been on a steady decline in the City of Mississauga, with only a slight increase in Mischief related crimes in 2014. The graph below indicates the most current report on Mischief-related offences in Mississauga.



Statistics obtained from Peel Regional Police

Crossroads

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

Crossroads is a multi-dimensional crime prevention and skills development program for youth in the Mississauga. Delivered through a series of presentations (Crossroads Youth Academy), single-session assemblies or skills development workshops, Crossroads enhances knowledge of crime, encourages positive decision-making, and works to reduce motivating or risk-factors associated with criminality. Globally recognized as the winner for the Best Community Crime Prevention Program (by the International Society of Crime Prevention Practitioners, 2005), Crossroads works in partnership with Peel Regional Police (PRP) and the Bank of Canada to service schools and community agencies in Mississauga.

Toolkit / Lesson Plans

The Crossroads Toolkit, developed in 2015, was created for teachers and organizers to gain an understanding of how Crossroads presentations are related to the Ontario Secondary School Curriculum. The Toolkit illustrates the rationale of each lesson, the presentation's learning goals and success criteria, and the learning activities used throughout.

Teachers and community organizations will have access to the Toolkit prior to becoming involved with the program, allowing them to have a deeper understanding of the purpose and relevance of the program.



DELIVERY OPTIONS	TARGET GROUP	IMPLEMENTATION
CROSSROADS YOUTH ACADEMY <small>*internationally recognized</small>	Classroom Setting: Grades 9-12	<ul style="list-style-type: none"> • 6 core sessions + optional workshop(s) • Presentations conducted by SCM, Peel Regional Police & Bank of Canada
ASSEMBLIES	In-School Setting: Kindergarten to Grade	<ul style="list-style-type: none"> • Single-sessions, 30-60 minutes • Crime-prevention topics tailored to meet needs of participating schools
COMMUNITY SESSIONS	Youth-focused agencies	<ul style="list-style-type: none"> • Presentations tailored based on needs • Choice of topic(s) related to crime prevention and/or skills development



Empowering Youth to Make the Right Choices

Evaluation

In 2015, Safe City Mississauga worked with a Social Impact Squared, a third-party evaluator to develop an evaluation framework for the Crossroads program to be launched in 2016 along with the new Crossroads Toolkit. The evaluation will collect data from program participants, including students participating in the Crossroads Youth Academy; the individual requesting the presentation or assembly; and Crossroads program staff.

The data collected will be evaluated based on the goals of the Crossroads program which are included

Next Steps

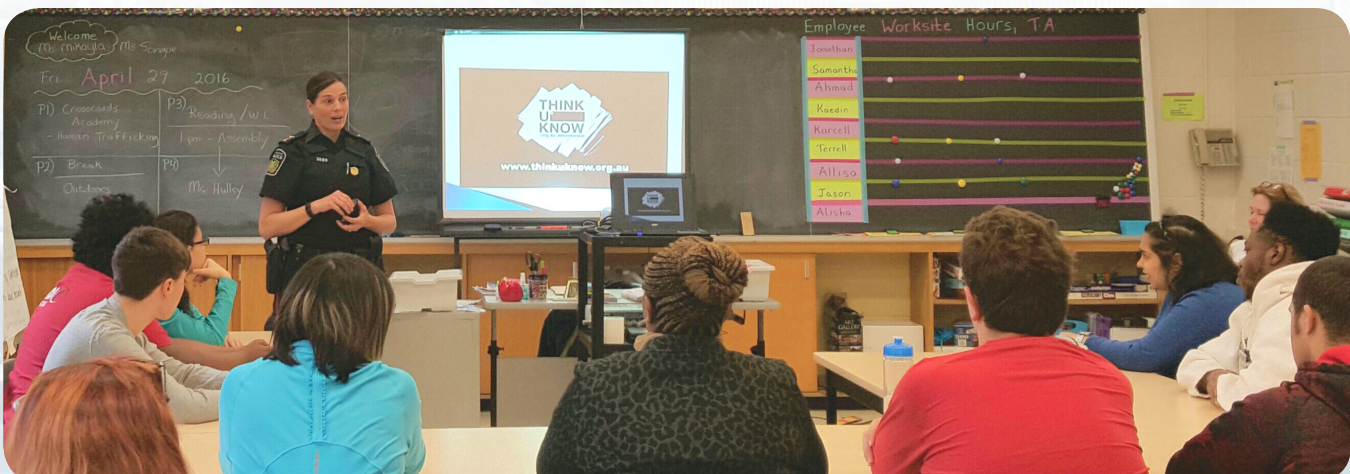
REVAMP OF THE CROSSROADS PROGRAM

Safe City Mississauga proudly welcomed *Valerie Briffa* as our new Youth Education Coordinator in November of 2015. Responsible for coordinating the Crossroads and Counter-Act programmes, we happily anticipate her expertise and contributions to the organization. (To learn more about Valerie and the Safe City Mississauga staff, please see our Staff biographies on page 31).

Safe City entered the second-half of 2015 in a state of transition. As we prepared for a new Youth Education Coordinator to join our team, the focus of Crossroads shifted to a revamp of the current program.

We look forward to sharing the outcomes of the following changes in 2016:

- Implementation of the new Crossroads Toolkit relating all program topics to the Ontario Secondary School Curriculum.
- Developed Safe City presentations that reflect current trends, and up-to-date crime information.
- Peel Regional Police's NEW 'Human Trafficking' presentation added to the in-school Crossroads Youth Academy.



Aspire

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

Participants

With a primary audience of those in Junior Kindergarten to Grade 6, the Aspire program is a no-cost tutoring program delivered to 250 students who attend weekly tutoring sessions with their tutors. The Aspire program engaged over 174 volunteers in 2015, with 159 tutors, 15 site coordinators, and 2 program support staff participating in the program. We currently operate at seven locations: Forest Ridge Arbour Mill, Britannia Glen Co-op, Angela's Place, Ashworth Square, Peel Youth Village & Peel Family Shelter.

School Engagement

Aspire program staff made new connections at 10 different elementary and secondary schools and post-secondary institutions in order to provide students and parents with information about the Aspire program in their neighbourhoods.

Aspire also hosted for the first time, a group of 21 University of Toronto Mississauga students, as part of the UTM Energy Exchange, in order to provide students with practical volunteer experience within their community. UTM students were invited to work with Aspire students and develop their own lesson plans as part of the project.



In 2015, student participation rates increased 69% from 2014

“[Aspire has] increased [her] confidence. That confidence is in everything she does. She is more willing to state opinions and more of the person we knew she could be”

– Parent of Aspire participant



Stay in School, Stay out of Trouble

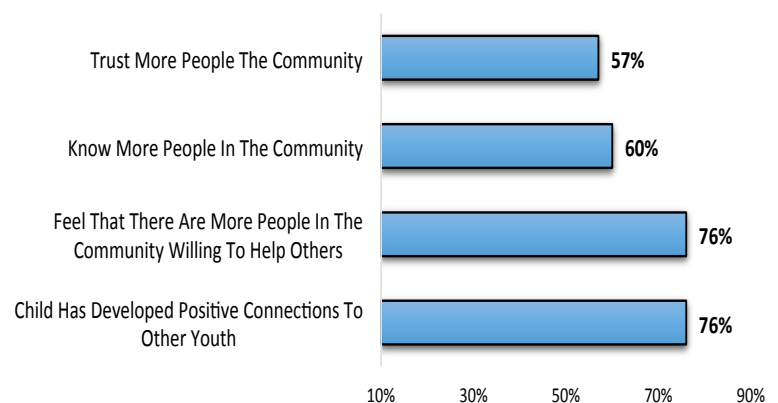
Aspire Diagnostic Math Assessments

Aspire developed its first series of Aspire Diagnostic Assessments in 2015, for the subject of math K-6, to be administered in summer of 2016. These new assessments, developed in line with Ontario Ministry of Education curriculum expectations, will further aid Aspire staff and volunteers in meeting each student's individual learning needs and pinpointing otherwise overlooked difficulties the student may be experiencing.

Evaluation

From the 86 survey responses from parents of Aspire students, evaluators found that Aspire continues to enrich their childrens' lives both academically and personally. In addition, evaluators found an increase in student academic confidence and self-esteem due to higher attendance rates, high quality tutors, Aspire's ability to create a safe and supportive learning environment and quality tutor training and support. In 2015, Aspire implemented a new process for tracking attendance and following up with families after students' miss or are late for a few sessions. This led to an increase in attendance and registration rates.

Aspire Parents Feelings on Impact of Aspire



Community Events

Over 700 children, youth, parents, volunteers, and community members were engaged at various seasonal events hosted by Aspire throughout the year. These events included Family Nights, a Volunteer Appreciation Event, Costume Bash events, and Seasonal Celebrations. Summer Learning Journeys to the Toronto Zoo and Ontario Science Centre were also hosted and funded by the Community Foundation of Mississauga.



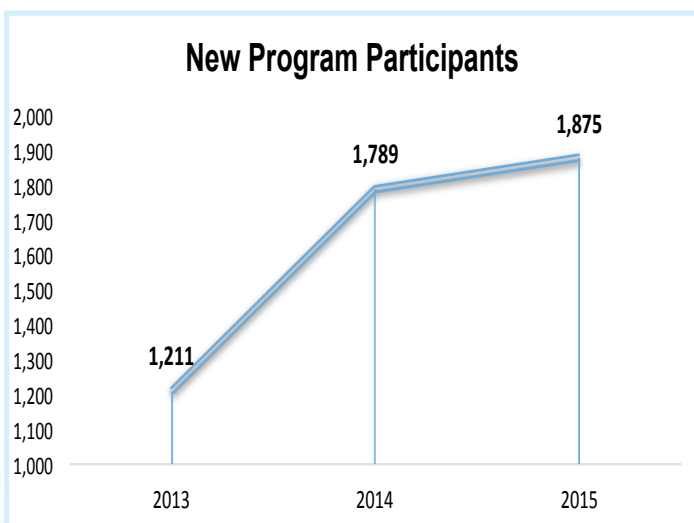
Neighbourhood Watch

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

Safe City Mississauga's Neighbourhood Watch Program mobilizes neighbourhoods to be active in their communities by engaging in crime prevention strategies, reporting suspicious and criminal behaviour, and coming together as a cohesive group. This program is also unique in that it incorporates theories of Crime Prevention Through Environmental Design (CPTED) in its implementation – encouraging residents to make physical changes in their neighbourhoods to discourage crime. In 2015, the program added 1,875 new members across 30 Neighbourhood Watches in Mississauga.

Evaluation

Safe City Mississauga's third-party evaluator completed its review of the Neighbourhood Watch program at the end of 2015. The study utilized data from Peel Regional Police and Safe City Mississauga, with two quantitative models to determine the programs efficacy at reducing property crime. The results indicate that the **program is effective at reducing property crime by upwards of 61% in areas where it is active.** This study is the first of its kind in Canada to quantify the ability of Neighbourhood Watch to reduce crime.



“Safe City Mississauga's Neighbourhood Watch Program is integral to keeping our communities safe. The Neighbourhood Watch Program actively engages and educates residents on effective crime prevention in their neighbourhoods and has a proven track record of consistent property crime reduction, while encouraging community cohesion. The Neighbourhood Watch Program also produces significant value to residents and taxpayers by helping to prevent the costs associated with crime. Residents seeking to actively make their communities safer should definitely consider getting involved in Safe City Mississauga's Neighbourhood Watch Program.”

– Councillor George Carlson
Ward 11, City of Mississauga



Get to Know Your Neighbour

Peel Living Expansion

Safe City Mississauga reached an agreement with Peel Living at the Region of Peel in a new project to expand the Neighbourhood Watch program into its buildings in Mississauga, with an expected completion of 2018. This will provide thousands of residents living in subsidized housing in Mississauga with the Neighbourhood Watch Program, encouraging a safer community for everyone. Joining us in this endeavor is both Peel Regional Police and Peel Crime Stoppers.



By the Numbers:

- The Neighbourhood Watch Program increased its number of new participants by 5%, from 1,789 members in 2014 to 1,875 new participants 2015.
- The new partnership with Peel Living will add approximately 3,500 new residents to the Neighbourhood Watch Program over the next two years.



Return on Investment

Using the property crime reduction data from the program efficacy, in 2015, a Return on Investment (ROI) report was completed to determine the financial benefits for the City of Mississauga in funding the Neighbourhood Watch Program. The results indicate that the program was responsible for saving tax payers 3.5 times what was invested into it from 2010 to 2014. By preventing property offences which would have otherwise occurred, **a return on investment of roughly \$1,680,000 was produced for the City of Mississauga by the Neighbourhood Watch Program.**

Cyber Ambassadors

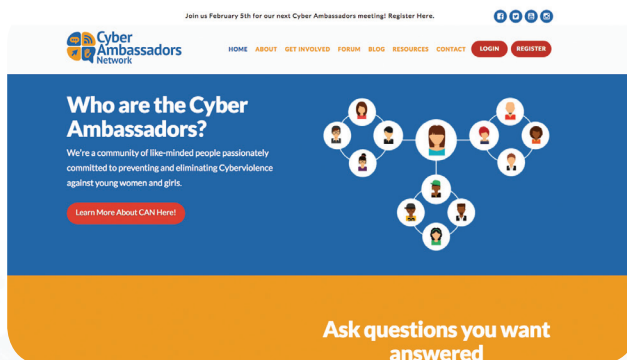
SERVICE AREA	EDUCATION AND AWARENESS
PROGRAM	CYBER AMBASSADORS
FUNDER	STATUS OF WOMEN CANADA
STRATEGIC PLAN ALIGNMENT	RECOGNIZED AS A LEADER IN THE CRIME PREVENTION SECTOR
CRIME PREVENTION STRATEGY	COMMUNITY CRIME PREVENTION

Since April 2014, the Cyber Ambassadors program has been working with youth and community partners to develop and implement strategies to combat cyberviolence against young girls and women.

Following the completion of a gender-based needs assessment, a comprehensive community based strategy was developed. With the help of our Cyber Ambassadors Network and Community Advisory Group, three initiatives were identified and piloted in an effort to prevent and eliminate cyberviolence against girls and young women in Mississauga.

Youth Facilitations and Mentorship

In collaboration with local schools, libraries and community organizations, Cyber Ambassadors gave educational talks about topics related to cyberviolence such as how to be an effective bystander and cyber safety. Social development activities to foster confidence, self-esteem, and respect were also conducted.



Online Safe Space

The online safe space is an interactive resource-based website with the content and structure driven by the Cyber Ambassadors. The site is set-up to include a message board on which participants can create new discussion topics about books, movies, TV shows, music, and more. Cyber Ambassadors were also invited to submit pieces of writing for our blog, following a specific theme each month.

Social Media Campaign

Two original, hashtags were developed by the Cyber Ambassadors for use on social media: “#SmileSauga” and “#ConfidenceNotCruelty”. These were used to spread kindness and compliments among peers, replacing negativity and bullying. We also welcomed a Social Media Coordinator to the team, whose role was to maintain an online presence for the Cyber Ambassadors project across social media.



PUBLIC INFORMATION AND EDUCATION RELATIONS



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, the Justice Luncheon is an annual fundraiser providing community leaders with the chance to hear the Chief of Peel Regional Police speak on the successes and challenges of policing in Peel, a unique experience that only the Justice Luncheon can provide to attendees. This event is a great networking opportunity for police, government officials and community leaders.



Of those that attended, 80% felt that Chief Evans delivered a personal keynotes that could only be accessed by attending the Justice Luncheon. In our opinion as staff and hearing anecdotally from attendees – it was the best one and raised over \$8,399 to support crime prevention programming in Mississauga.

“Crime rates are down, which is a great thing. However the complexity of crime and the workload for police services has gone up. “Our partnership with organizations, such as Safe City Mississauga, provides the police with the opportunity to work with residents in a proactive manner.”

– Chief Jennifer Evans
Peel Regional Police

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. 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.

In 2015, our Crime Prevention Conference was held at the Living Arts Centre on November 12th.

CONFERENCE SPEAKERS

Keynote Speakers include Dr. Benjamin Roebuck, Coordinator of Graduate Victimology Program, Algonquin College who spoke on Youth Homelessness and Resilience: How Young People Navigate the Challenges of Life on the Street & Loly Rico, Co-Director, FCJ Refugee who spoke on Building Partnerships Among Service Providers Using a Reponse Model to Develop Holistic Services to Assist Trafficked Persons

- Charlene Heyer, Canadian Mental Health Association & Christine Lyons, Peel Regional Police - 247 Crisis Support Peel – An Integrated Team of Health Professionals and Police
- Heather Cannon, Peel Regional Police - Social Media – A Safer Community Together
- Paul Bakker, Social Impact Squared - Capturing the Impact of Place-Based Crime Prevention Efforts
- Nicole Britten, Sophia Graham & Karen LeMoine - Region of Peel – Using Evidence to Inform Action: An Example Of Youth Violence Prevention In Peel





Hero Awards

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.

2015 Hero Award Recipients

Sponsored by:



Individual Hero Award

This award is presented to an outstanding person(s) who has made an extraordinary contribution to crime prevention in Mississauga. This award was presented to Constable Paul Colgan, Akhil Mookan, Clayton Asano and Ryan Wong, Division 12, Peel Regional Police. Constables were flagged down when a 45-year-old Mississauga resident collapsed after exercising at a nearby gym. Constables performed CPR before Fire and Ambulance could arrive. It was noted that time of initiation of CPR assisted in survival of the resident.



Community Organization Hero Award

This award is presented to an outstanding local Community Service organization, offering extraordinary single, contribution to crime prevention in Mississauga. Pathways is invested in the communities they serve, and one of the ways this can be seen is through their dedication to providing quality programming accessible to all residents. Pathways has made themselves available to support crime prevention initiatives in their buildings.



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. JJ Harland learned that many youth in his community struggled with mental health challenges. He organized the Posvibes Project, and staged an event that served two functions: increasing awareness of youth mental health and raising much needed funds. He raised \$7,000 which was donated to Nexus Youth Services.

Neighbours Night Out

EVENT

NEIGHBOURS NIGHT OUT

FUNDER

SELF-GENERATED FUNDS

Delivered through the Neighbourhood Watch program, Neighbours Night Out (NNO) is a community block party! On June 16, 2015, Safe City Mississauga's 7th Annual Neighbours Night Out event was held at the Frank McKechnie Community Centre and Library (Kick Off Location). The event hosted nearly 30 different community agencies and groups to educate residents in the community on crime prevention and safety, while they enjoyed an evening of entertainment, activities, and food.

Participants

Over 975 local residents attended our Kick Off event at the Frank McKechnie Community Centre and Library. Over 20 Neighbourhood Watches threw their own Neighbours Night Out event through Safe City Mississauga in neighbourhoods throughout the city, which reached 1,332 residents, an 87% increase from 2014.

NNO AWARD CATEGORIES	RECIPIENT
Best Participation	Southfork Drive & Brookwood Court
Rookie of the Year	Centretown Way, Bluefeather Lane, Coach Drive, & Trail Blazer Way
Most Creative	Varden Court & Galbraith Drive
Best Overall	1335, 1395 & 1455 Williamsport Drive

“I would like to say a huge thanks to Alex Papatchidis and his awesome team at Safe City Mississauga for helping us organize and host our first NNO Party. This event also wouldn't have happened if it weren't for all the friendly neighbours who shared the value of creating a safe and friendly community. This is an awesome initiative from the city of Mississauga and I sincerely hope that many other neighbourhoods start their own groups! It's definitely a win-win situation. We are all looking forward to organizing more events and expanding our group!”

– Jerome Camacho
Neighbours Night Out Event Lead



#FutureGrad Campaign

SERVICE AREA	INFORMATION PROVISION
PROGRAM	PUBLIC INFORMATION AND EDUCATION RELATIONS (PIER)
FUNDER	SELF - GENERATED FUNDS
STRATEGIC PLAN ALIGNMENT	EFFECTIVE SERVICE DELIVERY
CRIME PREVENTION STRATEGY	SITUATIONAL & COMMUNITY CRIME PREVENTION

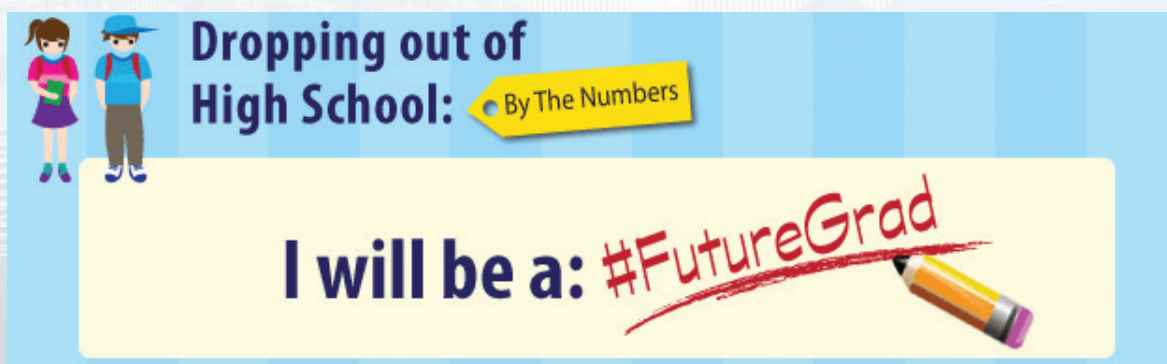
#FutureGrad Campaign

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

Safe City Mississauga's #FutureGrad 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. In 2015, over 45 community organizations participated and 15 local youth groups such as the Mississauga Library Systems Teen Advisory Groups. Another feature is a dedicated website. This 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.

Impacts

Through the implementation of this city-wide campaign over 48,353,000 impressions were made through tactics such as radio advertisements, transit shelter ads and posters as well as through the dedicated #Futuregrad website. These impressions represented an 86% increase from 2014. In addition, 4,400 #Futuregrad wristbands were distributed to youth - an increase of 26% from 2014.



#WhiteRibbon Campaign

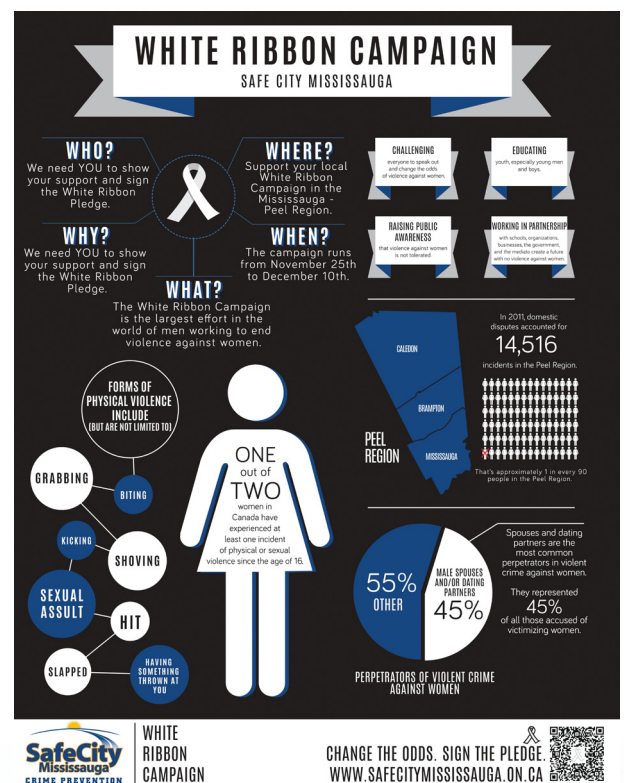
SERVICE AREA	INFORMATION PROVISION
PROGRAM	PUBLIC INFORMATION AND EDUCATION RELATIONS (PIER)
FUNDER	SELF - GENERATED FUNDS
STRATEGIC PLAN ALIGNMENT	EFFECTIVE SERVICE DELIVERY
CRIME PREVENTION STRATEGY	SITUATIONAL & COMMUNITY CRIME PREVENTION

#WhiteRibbon Campaign

Launched for the first time in 2012, Safe City Mississauga's Annual White Ribbon Campaign 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. Our campaign results include

Through the implementation of this city-wide campaign over 42,000,000 impressions were made. In addition, 3,000 white ribbons were distributed to organizations and high-schools in Mississauga.

In September 2015, we partnered with HumberAd Centre – Media Studies and Information Technology for a campaign refresh. Our new Campaign, with the slogan #ChangeTheOdds will launch in November 2016. We look forward to sharing results of our new campaign in 2017.



CHANGE THE ODDS - SIGN THE PLEDGE





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.



HUMAN CAPACITY	NUMBER	HOURS	ESTIMATED VALUE OF VOLUNTEER ACTIVITY
Volunteers	328	8,272	\$153,522.03
Placement Students	5	743	
Total # Volunteers / Hours / Value	333	9,015	

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.

MBOT Business Awards of Excellence

Safe City Mississauga was selected as the winner of the Non-For-Profit of the Year Award at the Mississauga Board of Trade's 2015 Business Awards of Excellence. The gala event marked the 34th annual tribute to local businesses and professionals whose achievements have made significant contributions to the economic and social well-being of Mississauga.

We would like to congratulate all of the other winners and take this opportunity to thank our funders, sponsors, program partners, Board of Directors, staff and volunteers, for all of their contributions to a safer, crime-free Mississauga, this wouldn't be possible without their support.



Citizen of the Year Award - Director Linden King

On May 14th, Safe City Mississauga's Director Linden King was awarded, with the Citizen of the Year Award. A long-time Mississauga resident and active volunteer, Mr. King has been involved with the Ontario Trillium Foundation's Halton-Peel grant review team, he sits on the board of directors for The Mississauga Arts Council and the Mississauga Youth Games as well as CBW Non-Profit Housing, to name a few. He's been an advisor to the Peel Multicultural Council and previously served on the City of Mississauga's Cycling Advisory Committee. Mr. King also had been selected as a torchbearer for the 2015 Pan Am Games, he collected and donated hundreds of pounds of food for the Eden Community Food Bank and has previously coached with the Mississauga Olympians track and field club as well as the Mississauga Warriors Football Club and the Mississauga North Baseball Association. We are proud to have Mr. King as part of the Safe City Mississauga team and congratulate him on this outstanding accomplishment.



Study Natural Disasters and Property Crime

In November 2015, Safe City Mississauga staff participated alongside City of Mississauga and Region of Peel staff in a research study conducted to determine how the count of crime is influenced by natural disasters in the area, such as flooding, ice storms, and electrical outages. The property crime data analysis showed some linkages between the two variables, but on the whole the City of Mississauga appears to maintain control over criminal incidents in the wake of natural disasters. We were pleased to be requested to participate in this high level emergency management study based on our expertise in analyzing crime trends.



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



Funding Partners



Sponsors & Donors



Evaluating Our Work

Key Performance Indicators

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.

**Visit our website to find our most recent reports at
www.safecitymississauga.on.ca.**



Service Impacts

In 2015, Safe City Mississauga delivered a wide variety of programs and services, projects, events and campaigns, and participated on a number of committees demonstrating strategic leadership in the crime prevention sector.

PROGRAMS/ SERVICES	PARTICIPANTS
Counter-Act: Anti-Vandalism	1,000
Crossroads Youth Academy	943
Aspire Tutoring	532
Neighbourhood Watch	18,375
Cyber Ambassadors	80
Total # Participants	20,930

EVENTS	PARTICIPANTS
Justice Luncheon	103
Neighbours Night Out	2,307
Crime Prevention Conference	160
Community Events	11,824
Total # Participants	14,394

PROJECTS	PARTICIPANTS
Reel Youth - Partnership Project	11
Counter-Act Committee Clean-up Events	35
Comm. Safety Anti-Violence Basketball Camp	235
Total # Participants	281

CAMPAIGNS	IMPRESSIONS
#FutureGrad	48,353,000
	4,400 wristbands
#WhiteRibbon	42,000,000
	3,000 ribbons
Total # Impressions	90,360,400

PROGRAMS/ SERVICES	NUMBER OF COMMITTEES
Municipal	6
Regional	7
Provincial	3
International	4
Total # Committees	20

Safest City Report

How did Mississauga do?

Overall, Mississauga continues to be one of the safest large cities in Canada. With a 2014 population of 759,600 people, the city's total crime rate fell below other densely populated CMAs, including the national average. Despite the low rate of crime in Mississauga, it is noted that there were small increases in reported crimes against property and other Criminal Code offences. As a result, the total Criminal Code offences reported in Mississauga rose by 3% from 2013.

Mississauga Crime Count			
Crime	2013	2014	% Change
Crimes Against Persons	3,242	3,198	-1%
Crimes Against Property	11,749	12,180	4%
Other Criminal Code Offences	2,163	2,212	2%
Total Criminal Code Offences	17,154	17,590	3%
Drugs Offences	1,896	1,811	-4%
Traffic Offences	2,787	2,617	-6%

***This chart indicates the crime counts for 2013 and 2014 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 (2008-2014)

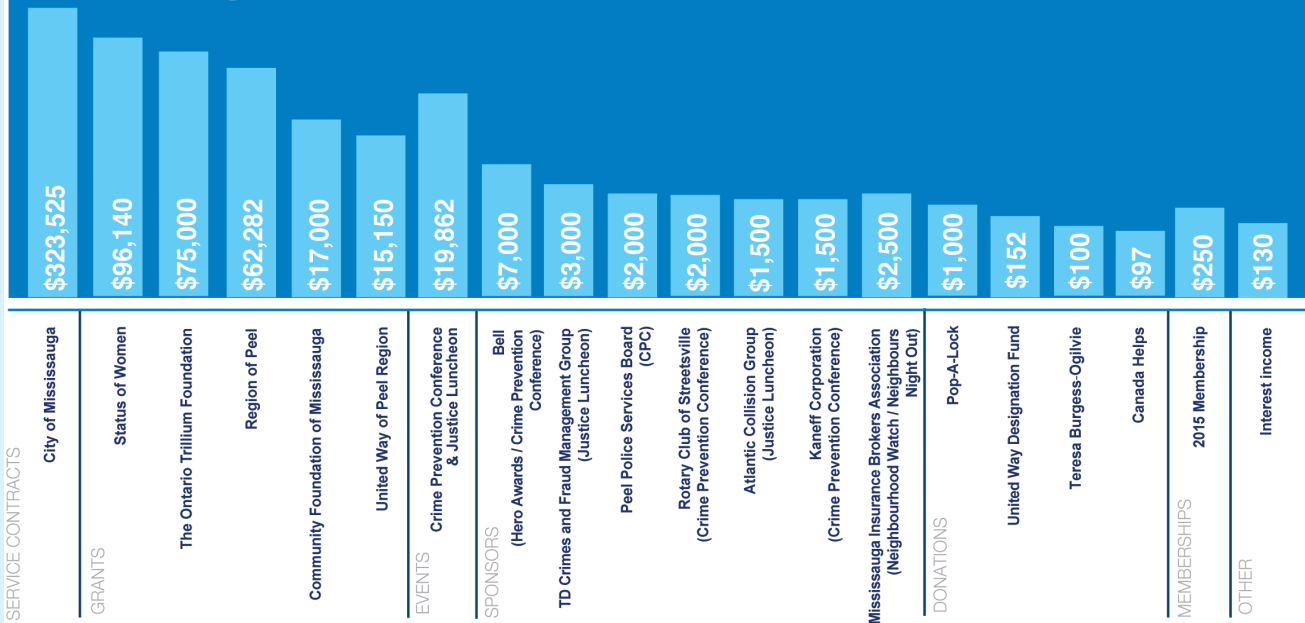
In 2014, Mississauga had an overall crime rate of 2,316 per 100,000 people, which represented a 2% increase from 2013's crime rate of 2,270 per 100,000 people. The majority of these incidents fell under the category of property crime (69%) followed by violent crimes (18%) and 'other' Criminal Code offences (13%). The Mississauga crime rates expressed in this report are calculated using Peel Region's 2014 population estimates, which indicated that Mississauga had an estimated population of 759,600 people, and was the 6th most populous city in Canada.

**To obtain a copy of the Safest City Report, visit www.safecitymississauga.on.ca
All data presented in the report is provided by Peel Regional Police and Statistics Canada**



Financial Report

Funding Partners 2015



Financial Report

Financial Report for period from January-December 2015

Expenses

Services/Programs	\$484,679
Administration	
Salary & Benefits	\$46,217
Office Supplies & Services	\$29,364
Professional Fees	\$28,605
Advertising & Promotion	\$24,830
Rent	\$16,049
Travel	\$1,907
Professional Development	\$1,582
Telephone	\$1,312
Amortization of Capital Assets	\$487
Total	\$635,032

Revenue

Service Contract	\$323,525
Grants	\$265,572
Events & Mem.	\$39,612
Donations & General	\$1,349
Interest Income	\$130
Total	\$630,188
Surplus / (Loss)	(\$4,844)

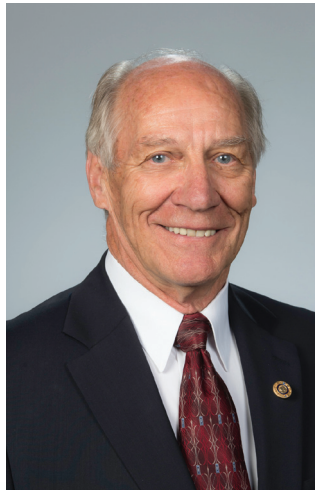
Board of Directors



Larry Petovello

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.



Ralph Hunter

Past-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.



Luz Del Rosario

Vice-President

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.



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.



Teresa Burgess-Ogilvie

Secretary

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.

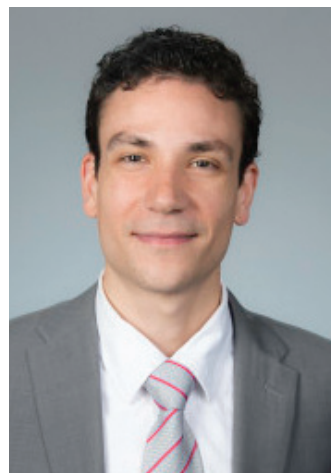


Linden King

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.

Appointees



John Kovac

Ward 4 Councillor Appointee

Born and raised in Mississauga, Councillor John Kovac grew up in the 'Rathwood' district which stretches through Wards 3 and 4. He attended both Sts. Martha and Mary Catholic School and Philip Pocock Secondary School in his early years before completing an Honours Bachelor of Arts Degree, majoring in History and English Literature, from the University of Toronto, St. Michael's College. Having always shown a passion for his community and for volunteerism, John has been active in politics/campaigning as well as with local church groups since his childhood. Professionally, he has worked for a local-area Member of Parliament and has also served as political aide to a Member of Provincial Parliament/Cabinet Minister, being employed by the Legislative Assembly of Ontario. A continued strong advocate for social justice and for workers' rights, John has also spent time with a trade union, in the capacity of outreach representative, communicating with skilled tradesmen/labourers within the Province. Elected to City and Regional Council in a by-election in April 2015, Councillor John Kovac remains focused on the day-to-day tasks of helping run a city and Region and remains completely devoted to serving the needs of his Ward 4 constituents.



Matt Mahoney

Ward 8 Councillor Appointee

Councillor Matt Mahoney was born and raised in Mississauga and has been a resident of Ward 8 for over 40 years. As a lifelong resident and living in a family with a tradition of community service, Councillor Mahoney understands the level of commitment and hard work that is necessary to effectively represent the interests of our increasingly diverse community. For over 20 years Councillor Mahoney has been working in the private sector. For 10 of those years, he was a Director of Municipal Sales. Matt became a National Sales Director for a company specializing in manufacturing products for the airlines industry across the world. Matt is a strong communicator and advocate for the residents, families and business on issues and matters of important within Ward 8 and the City of Mississauga.



Robert Ryan

Superintendent, Officer-in-Charge,
12 Division, Peel Regional Police

Robert is the Superintendent-in-Charge of 12 Division, located at 4600 Dixie Road, Mississauga. He has over 28 years of policing experience with over five years as a senior officer working in areas, such as: the Duty Inspector's Office, Executive and Staff Officer to the Chief of Police, Officer-in-Charge of Corporate Communications and the Officer in Charge of Uniform Bureau 11 Division.



Mark Giles

Manager of Communications & Marketing,
Transport Canada

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.

Staff



Ashley Lyons
Executive Director

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

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.



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.



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 MississaugaGives 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).



Alex Papatchidis

Neighbourhood Watch Program Coordinator and Staff Criminologist

Alex graduated from both York University and the University of Toronto with a Bachelor of Arts in Criminology and Human Rights & Equity Studies and a Masters of Arts in Criminology, respectively. He holds a professional certificate from California State University in Crime and Intelligence Analysis, as well as several certifications in Crime Prevention Through Environmental Design (CPTED). As an External Fellow to York University's McLaughlin College, Alex also sits on the Mississauga CPTED Advisory Committee and the Integrated Municipal Enforcement Team, and holds membership to the International Association of Law Enforcement Intelligence Analysts, the Central Ontario Crime Prevention Association, and the International Association of Crime Analysts. Alex coordinates the Neighbourhood Watch Program for Mississauga, and is also responsible for overseeing Safe City Mississauga's statistical research, as well as the annual release of the Safest City Report. He spends free time self-learning ArcGIS for the purpose of expanding the organization's spatial response to crime in Mississauga.



Chiran Dedunupitiya

Youth Education Supervisor (January - August)

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.



Valeria Briffa

Youth Education Coordinator (November - December)

Valerie graduated from York University with an Honours Bachelor of Arts, double majoring in Criminology and Human Rights & Equity Studies. During her undergrad, she served as the Vice-President of the Criminology Society at York, working to coordinate and increase social and academic opportunities for students interested in criminological affairs. Following her studies, she worked as a professional recruiter where she was recognized nationally as 'Rookie Recruiter of the Year' for exceptional performance. Valerie previously volunteered in various roles as a soccer coach and as a mentor for at-risk youth with Big Brother Big Sisters of Peel. She currently volunteers her time as a Restorative Justice Facilitator with AYSO's Youth Justice Committee, applying restorative approaches to youth who have been in conflict with the law. Valerie holds certifications in Mental Health First Aid and Applied Suicide Intervention Skills Training (ASIST) from the Mental Health Commission of Canada. She has also been certified for the completion of the Cyber Academy and Crime Prevention Academy with Peel Regional Police. In her role as Safe City Mississauga's Youth Education Coordinator, Valerie coordinates the Crossroads Youth Academy and Counter-Act programs.



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

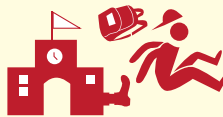
Top **4** reported reasons for high school students dropping out*



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



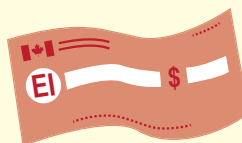
For every **\$75** earned by a dropout,



\$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



WHITE RIBBON CAMPAIGN

SAFE CITY MISSISSAUGA

WHO?

We need YOU to show your support and sign the White Ribbon Pledge.

WHY?

We need YOU to show your support and sign the White Ribbon Pledge.



WHERE?

Support your local White Ribbon Campaign in the Mississauga - Peel Region.

WHEN?

The campaign runs from November 25th to December 10th.

WHAT?

The White Ribbon Campaign is the largest effort in the world of men working to end violence against women.

FORMS OF PHYSICAL VIOLENCE INCLUDE (BUT ARE NOT LIMITED TO)

GRABBING

BITING

KICKING

SHOVING

SEXUAL ASSULT

HIT

SLAPPED

HAVING SOMETHING THROWN AT YOU

ONE out of TWO

women in Canada have experienced at least one incident of physical or sexual violence since the age of 16.

CHALLENGING

everyone to speak out and change the odds of violence against women.

EDUCATING

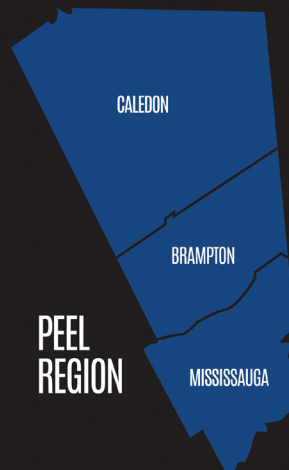
youth, especially young men and boys.

RAISING PUBLIC AWARENESS

that violence against women is not tolerated.

WORKING IN PARTNERSHIP

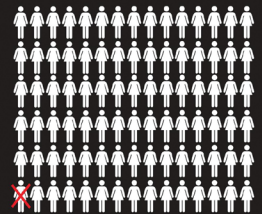
with schools, organizations, businesses, the government, and the media to create a future with no violence against women.



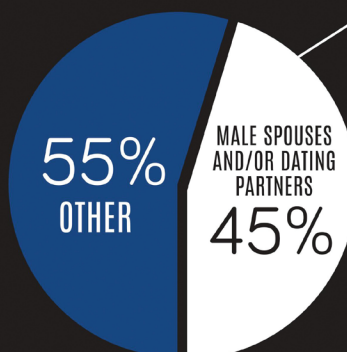
In 2011, domestic disputes accounted for

14,516

incidents in the Peel Region.



That's approximately 1 in every 90 people in the Peel Region.



PERPETRATORS OF VIOLENT CRIME AGAINST WOMEN

Spouses and dating partners are the most common perpetrators in violent crime against women.

They represented 45% of all those accused of victimizing women.





FOR MORE INFORMATION

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