



SERVICES

Community Mobilization
Awareness & Education
Information Provision
Strategic Leadership & Support

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President's Message



Crime prevention remains one of the highest priorities and Mississauga remains one of the safest cities in Canada because of a lot of hard work, commitment and accountability.

- **Crossroads** youth program reached 440 students in middle & high schools and community settings with a total of 114 crime prevention presentations delivered with Peel Regional Police and other supporters of our program.
- **Aspire** children's program provided no-cost tutoring, mentorship and crime prevention education in priority neighbourhoods to 250 children across 13 site locations. Dropping out of school has a high correlation to crime and tutoring in elementary school increases academic success, confidence and hope.
- **Neighbourhood Watch** community members increased by an additional 2,436 with the addition of 31 new Neighbourhood Watches.
- **Neighbours Night Out**, our community safety awareness raising event, is held all over North America and brings neighbours together to get to know one another and be united in keeping their neighbourhoods safe against crime. This year, over 700 people participated in the event.
- **Public Information and Education Relations** drove two digital campaigns reaching thousands and over 3,300 pieces of campaign materials were distributed to 38 agencies in support of reducing violence against women and raising awareness of the importance of graduating high school to reduce the risk factors.

The work that we do has such great city-wide support and reach because of the help of our many program and project volunteers, and in 2019 Safe City Mississauga had 292 volunteers who contributed 9,446 hours to crime prevention awareness and education.

Partnerships are key. Due to the hard work of our dedicated staff, a committed board of directors, and the financial support from the City of Mississauga, Region of Peel, Ontario Trillium Foundation, United Way of Greater Toronto, Community Foundation of Mississauga, corporate sponsors and donors, as well as even the clients of the organization's programs, we are able to prevent and mitigate major risk factors of crime and create a positive change in the community.

Our signature fundraising events provide crime prevention awareness and education at the *Justice Luncheon* with the Chief of Police providing an annual address on Policing in the Region of Peel and each November, during crime prevention month, we hold the *Crime Prevention Conference* to discuss the latest trends in crime and prevention and mitigation practices that are making a difference.

We work with key stakeholders, specifically Peel Regional Police and other community service agencies that address specific causes that happen to also have correlations to crime prevention. We are proud of our strong collaborations and together we will continue to work towards preventing crime and keeping Mississauga one of the safest cities in Canada.

Linden King

President of Safe City Mississauga



ABOUT US

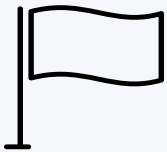
Safe City Mississauga is a registered charitable organization founded in 1992 to help reduce criminal opportunity and criminal victimization in Mississauga. We provide resources, staff, professional community leadership and guidance for crime prevention programs and activities; encourage crime prevention education within the public, private and voluntary sectors; and research, develop and implement new community crime prevention programs and activities.

MISSION

Community leadership for crime prevention through education, research, collaboration, and citizen engagement.

VISION

Mississauga will be a safe city for all.



Demonstrating Leadership in Crime Prevention

Safe City Mississauga will explore new initiatives and improve existing programming to enhance community engagement in crime prevention through evidence-based practices utilizing research and technology.



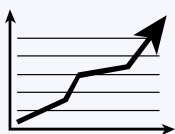
Fostering Partnerships for Impact

Safe City Mississauga will continue to build on partnerships and identify new opportunities for partnership in research, education, and programming initiatives.



Enhancing relevance to diverse communities

Through partnerships, outreach, and community efforts, Safe City Mississauga will provide information and services that resonate with the diverse communities of our city and ensure accessibility.



Ensuring Sustainability

Safe City Mississauga will revitalize its board governance, policies, and documents, and explore new fundraising strategies to ensure long-term sustainability.

HOW TO CONNECT WITH US



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SafeCityMiss



Safe City Mississauga

OUR CORE PROGRAMS



IN-SCHOOL PROGRAM Counter-Act

The Counter-Act Toolkit is an anti-vandalism and graffiti program that includes a variety of lesson plans designed to supplement the current Elementary curriculum for grades 1-5. With a focus on vandalism prevention and good citizenship, the toolkit provides teachers with the tools to deliver a 50-minute lesson to their class. The toolkit includes 6 lesson plans, a facilitators guide, and student learning activities.



AFTER SCHOOL PROGRAM Aspire

Aspire is a no-cost, high quality, after-school tutoring program for children (K-6) provided in priority neighbourhoods in Mississauga. Aspire students (K-6) are paired with a peer tutor (high-school or college/university student) who meet once a week after school to work on an area of academic need. Aspire operates in 9 locations.



NEIGHBOURHOOD PROGRAM Neighbourhood Watch

Safe City Mississauga's Neighbourhood Watch Program increases community safety by inspiring residents to look out for their neighbour, and their neighbour's property. The entire program is offered at no-cost. The program utilizes theories of community development and Crime Prevention Through Environment Design (CPTED), therefore teaching participants to deter crime by changing their surroundings.

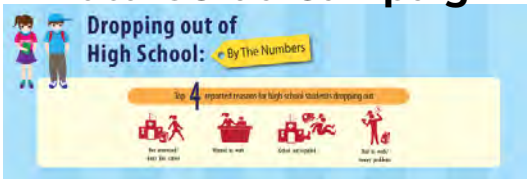


EDUCATION & AWARENESS PROGRAM Public Information & Education Relations

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.

CITY-WIDE CAMPAIGNS

#FutureGrad Campaign



The #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.

#WhiteRibbon Campaign



The #WhiteRibbon Campaign is the largest effort in the world of men working to end violence against women. The White Ribbon Campaign runs from November/December (to coincide with the International Day for the Eradication of Violence Against Women)

STAKEHOLDERS



PARTNERS



FUNDING PARTNERS



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 high-school youth in the Mississauga region. Delivered through a series of crime prevention presentations (Crossroads Youth Academy), single lessons, assemblies, or skills development workshops, Crossroads partners with Peel Regional Police, Bank of Canada, and Canadian Mental Health Association to educate youth on local crime trends, encourage positive decision-making, and give youth personal skills to help them succeed in their own lives.

From the Crossroads Youth Academy participants receive an increase in crime prevention knowledge. Part participants have reported that the program was well presented, useful and organized and that after receiving the program they had an increase in positive perceptions of police officers. From the Crossroads Youth Academy participants receive an increase in crime prevention knowledge. Part participants have reported that the program was well presented, useful and organized and that after receiving the program they had an increase in positive perceptions of police officers.

	TOPICS	PRESENTER
Crime Prevention Topics	Introduction to Crime Prevention <i>basics of crime prevention & personal safety</i>	Peel Regional Police
	Youth and the Law <i>understanding the YCJA, youth rights & consequences of a record</i>	
	Identifying Vulnerabilities in Youth <i>human trafficking</i>	
	Drug Awareness	
	Social Media Safety	
	Counterfeit Detection <i>identifying real and fake bills</i>	Bank of Canada
Skills Development Topics	Intimate Partner Violence <i>exploring healthy vs unhealthy relationships</i>	Safe City Mississauga
	Mental Health vs. Stigma	CMHA Peel
	Job Skills Training	Safe City Mississauga
	Money Management	
	Presentation Skills	

By the Numbers:

In 2019, Crossroads Programming educated 440 youth in classroom and community settings. A total of 114 Crossroads presentations took place in 2019.

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

Aspire is a no-cost tutoring and mentoring program provided to students from Kindergarten to grade 6 in underserved neighbourhoods in Mississauga. Tutoring is provided by high-school and post-secondary students. Aspire provides a safe place to learn, and helps children develop stronger academic, personal, and social skills. In addition, Aspire offers community events to families, which provides families an opportunity to get to know each other and in turn creates stronger communities.

Participants

In 2019, Aspire provided no-cost tutoring to 250 children between JK – 6. These students attended one-on-one weekly tutoring sessions with youth volunteers in high school and post-secondary. More specifically, the Aspire program included 198 volunteers, and 3 program support staff and 2 Youth Development Supervisors. In 2019 we delivered services to thirteen site locations including: Forest Ridge, Arbour Mill, Britannia Glen Co-op, Angela's Place, Ashworth Square Co-op, Peel Youth Village, Gardenvue Court, Bella Vista Place, Ridgewood Court, Springfield Gardens, Camille's Place, Erin Court Co-op, and Creditvale Mills.

2019 Volunteer Appreciation & Training Event

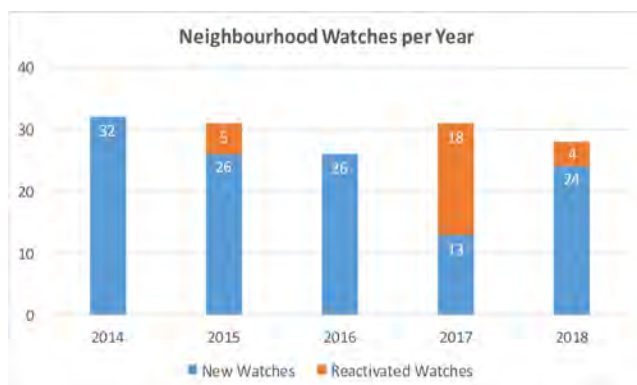
In 2019, the Aspire program hosted our annual Volunteer Appreciation & Training Event. The volunteers were able to receive training in creating lesson plans for specific grade levels based on the Ontario Curriculum. Furthermore, volunteers received training from Constable Vito Pedano from Peel Regional Police regarding Social Media Awareness and Cyber Bullying and from Gary Bure from Canadian Mental Health Association regarding Mental Health: Stress and Coping. In addition, exemplary volunteers were honoured for their dedication and outstanding contribution to the program in an awards ceremony. The 2019 Volunteer Appreciation and Training Event provided this full day of training to over 71 attendees and welcomed members of Safe City Mississauga's Board of Directors.



Neighbourhood Watch

SERVICE AREA	NEIGHBOURHOOD SERVICES
PROGRAM	NEIGHBOURHOOD WATCH
FUNDER	CITY OF MISSISSAUGA, POP-A-LOCK
STRATEGIC PLAN ALIGNMENT	EFFECTIVE SERVICE DELIVERY
CRIME PREVENTION STRATEGY	CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN (CPTED) & COMMUNITY CRIME PREVENTION

Safe City Mississauga's Neighbourhood Watch Program mobilizes neighbourhoods into becoming active and engaged communities with a focus on crime prevention and safety. The program incorporates theories of Crime Prevention Through Environmental Design (CPTED), and encourages residents to implement physical improvements in their neighbourhoods to discourage crime. In 2019, the program added 2,436 new members across a total of 31 Neighbourhood Watches in Mississauga.



By the Numbers:

The Neighbourhood Watch Program increased its number of new members in 2019 to 2,436, a 3.7% increase from 2,349 new members in 2018.

"I really enjoy bringing the community together. It does make a difference as you are able to deliver information directly to your community. I have witnessed first hand what a difference Neighbourhood Watch makes in the lives of the community! In fact, many do take the advice delivered to them and also communicate with their neighbors in a much better way! I have been lucky to have a very passionate coordinator and Councillor that were extremely helpful."

-Pickmere and Pagehurst Neighbourhood Watch Team Lead



Get to Know Your Neighbour

Team Lead

Team Leads are Neighbourhood Watch members who volunteer to take on a leadership role within their Watch(es). They are a crucial component to a more effective and better functioning Neighbourhood Watch, since they reside in the community they volunteer to lead. Their main role is to facilitate communications regarding crime updates and keep their Watch's database updated. As Team Leads, they are also encouraged to organize social events in order to help improve social cohesion within their neighbourhood. In 2019, 26 Team Leads volunteered to help run their community's Neighbourhood Watch.



The Keenan Crescent Neighbourhood Watch, courtesy of Mississauga News

"The experience as a Neighbourhood Watch Team Lead has been wonderful! It is a great way to meet new neighbours and strengthen relationships in my community. I feel safer in my home and I have received great feedback from my neighbours about the Neighbourhood Watch. It makes me confident that I chose to raise my family in Mississauga!"

-Xue-Li Robinson, Bentrige and Amber Glen Neighbourhood Watch Team Lead

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

Counter-Act is a vandalism prevention program for elementary students grades 1 - 5 in Mississauga. Comprised of both an Anti-Graffiti Toolkit Kit and summer events, the program promotes active citizenship with volunteers and community partners. Counter-Act programming demonstrates the impact of vandalism on the community; emphasizes the responsibilities of active citizens and good citizenry; encourages youth to take care of publicly owned property; highlights the link between vandalism and increased crime rates; and promotes the importance of making positive choices.

Events

The program hosts two community events. Operation Clean Sweep is an annual event in partnership with Peel Regional Police and their Youth In Policing Initiative (YIPI). Individuals participate in a major-clean-up effort to help to remove graffiti and litter in their community. By removing litter in our community Safe City Mississauga supports Crime Prevention through Environmental Design principles. In addition, yearly, a beautification project in partnership with Peel Regional Police's Youth in Policing Initiative (YIPI) team, and the City of Mississauga is enacted. Mentoring youth on the importance of art in public spaces, this project is aimed at increasing awareness for community development through art, while also addressing the issues of vandalism and destruction of property.



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 programs and services of the organization through information campaigns, events, marketing and community mobilization.

Justice Luncheon

Safe City Mississauga held its first Justice Luncheon in 2011, providing community leaders with the chance to hear the Chief of Peel Regional Police speak on the successes and challenges of policing in Peel. This, the 9th Annual Justice Luncheon, took place at Mississauga Grand Banquet Hall in Mississauga, and was a great success, bringing in 171 attendees.



The event is an excellent opportunity for community leaders to gather together in the interests of crime prevention. Justice Luncheon attendees include police, government representatives, business owners, and community organizations. This year, the event was sponsored by TD Bank Group, LiUNA Local 183, Autotech Emporium, and Century Audio Visual.

Safe City Mississauga, aims to stop crime before it starts, and information provision and education, as provided at the Luncheon is one way we seek to accomplish that goal. The Annual Justice Luncheon is yet another way that Safe City Mississauga and Peel Regional Police are working together to make the city of Mississauga a safer place.



Crime Prevention Conference

The annual crime prevention conference supports Safe City Mississauga's strategic goal 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 increasing knowledge sharing and mobilization within the crime prevention sector in Mississauga.

The 2019 Crime Prevention Conference was held on November 26th, 2019 at the Corporate Event Centre at CHSI and saw 132 people attend the event.



Conference Speakers

The 2019 event's theme was "Creating a Safe City for All". Our keynote address, "Gun Violence and Gangs" was delivered by Marcell Wilson. Marcell Wilson is the Founder & President of The One By One Movement Inc, Regional Coordinator (Toronto) for the Against Violent Extremism Network (AVE), a keynote/public speaker and consultant specializing in criminal intervention & prevention strategy. Marcell spoke about his experience as a former gang member and his process of change the "Internal Realization and Transformation Process" (IRTP) to address gun violence and gangs.

Our Afternoon Speaker, "Human Trafficking", was presented by Katerina MacLeod. Katarina has survived exploitation, sexual & physical abuse, drug addiction, forcible confinement, and domestic prostitution & trafficking. Katarina spoke about how after 15 years in 'the Game', she gained freedom and now is an internationally respected speaker, author, and training expert on the realities of commercial sexual exploitation.



Breakout Sessions

1. Hate-Motivated Crime and Bias-Motivated Crime – Dr. Allyson Lunny, York University
2. Mental Health and Addictions – Samin Hasham, Canadian Mental Health Association Peel
3. Reintegration – Lisa Zazon, Elizabeth Fry
4. Internet Child Exploitation – Detective Mark Gordon and Detective Ryan Reist, Peel Regional Police



Hero Awards

EVENT	HERO AWARDS
FUNDER	BELL CANADA

Safe City Mississauga's Hero Awards celebrates four 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.

Sponsored by:



2019 Hero Award Recipients





Hero Award Recipients

Individual Award (Police) - Vanessa McHugh

In December 2004, Vanessa was hired as a Police Constable for the Peel Regional Police. For many years she was assigned to Uniform Patrol at 21 Division and 22 Division, in Brampton. Vanessa was transferred to the Youth Engagement Unit in 2010. In June 2015, Vanessa was selected to join the C.O.A.S.T unit, responding with CMHA to non-emergent calls for service and follow-ups on most mental health calls.

In October 2017, Vanessa was selected to become part of the Community Mobilization Unit. Vanessa has worked with 12 Division officers at Acorn Place and has been instrumental in bringing the Mentorship basketball league, Empowering Young Girls and Empowering Young Boys Program to the youth in the area. Vanessa is also a member of The Acorn Network Committee as well as Acorn's Voice, which is a resident lead community group.

Individual Award (Civilian) - Raymond Paolini

Raymond Paolini has been a volunteer with Big Brothers Big Sisters since 2011. He is currently a Big Brother to Little Brother Jeremy and they spend time each week playing sports, talking and joking around. Raymond is a valued role model for Jeremy and has been a very important support to him as he navigates through the challenges of growing up.

Raymond attended Carleton University for Environmental Studies and graduated in 2008 and went to high school at IONA Catholic School graduating in 2004. Raymond is proudly a Mississauga Fire Fighter for almost 4 years now and is a valued member of the Mississauga Fire Fighters Association Benevolent Fund raising funds for a variety of local charitable organizations including Big Brothers Big Sisters of Peel. Raymond and Jeremy were recently awarded as In-School Mentor and Mentee of the Year at Big Brothers Big Sisters Gala event in September 2019.

Youth Award - Ghaid Asfour

Ghaid Asfour is a third-year biological sciences student at the University of Guelph. Her passions include gender equity, antibullying, scientific research, education, mentorship and youth empowerment. She has won numerous awards for her community service such as the Leader of Tomorrow Award by Volunteer MBC, the Student of the Year Award by Anatolia Centre, and the Outstanding Accomplishment Award by SAV Canada.

Ghaid has dedicated more than 1000 hours of her time to community service. She first started volunteering as a tutor with the Aspire program and then got involved with the Cyber Ambassadors Network, working towards ending cyber bullying. Ghaid used her experience as a refugee to co-lead a non-profit program in which she teaches and mentors children and youth of Arab descent how to read and write in Arabic.

Organization Award - Mississauga Chinese Business Association (MCBA)

For the past 19 years, MCBA has been hosting the annual Community Crime Awareness Day (CCAD), a family friendly initiative launched by the business organization to create a platform where local businesses and citizens including new immigrants can come to one place to learn about the several programs and services offered by police, fire and emergency departments as well as local organizations who provide resources and support to local citizens.

What started as a small Chinese community event 19 years ago at a local parking lot with about 1,500 attendees the first year has now grown to attracting over 12,000 citizens from the entire community and which now takes place at Celebration Square. Each year, in addition, MCBA holds their annual Police Dinner, which brings local businesses, community leaders and police services together to honour police and fire heroes in our community.

Neighbours Night Out

Program Partners: Peel Regional Police

Funding Partners: City of Mississauga

Sponsors & Donors: Pop-A-Lock

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 25th, 2019, Safe City Mississauga's 10th Annual Neighbours Night Out event was held at Frank McKechnie Community Centre. The event hosted 26 different community agencies and groups to educate residents on crime prevention and safety, while they enjoyed an evening of entertainment, activities, and food. As well, we held 15 local Neighbours Night Out satellite events with a participation number of almost 700 Neighbourhood Watch members citywide.

NNO AWARD CATEGORIES	RECIPIENT
Rookie of the Year	Pickmere Court and Pagehurst Avenue
Most Creative	Sombrero Way and Jazzy Mews
Best Participation	Waldorf Way
Best Overall	Varden Court, Osbourne Road, and Galbraith Drive





Volunteers

Safe City Mississauga has a team of dedicated volunteers who are committed to preventing crime and doing so through supporting our programs and services, or assisting 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
Total # Volunteers /Hours / Value	292	9,446	\$255,042.00

Source: Imagine Canada-Volunteer Value Calculator - Ontario Based

Safe City Mississauga Youth Cabinet

The Safe City Mississauga Youth Cabinet (SCMYC) provides a platform for youth to actively engage themselves within the community, and voice their opinions on local crime prevention issues. The SCMYC presents youth leaders in community safety, crime prevention education and emerging crime prevention trends. The SCMYC currently consists of a Chair, Research/ Capstone Project Lead, Outreach/ Volunteer Engagement Lead and Communications Lead. Each year, the cabinet members focus their efforts on a pressing issue affecting the youth today in relation to local crime prevention issues. The 2018-2019 term's project explores the issue of current gaps between youth employment and education and a discussion of youth crime and employment patterns.

Safe City Mississauga Youth Cabinet Goals:

- Foster partnerships amongst various community organizations and youth initiatives for increased youth volunteer engagement and retention.
- Increased volunteer and public support with campaigns and organizational events as well as greater presence within the community through participation in city-wide community events.
- Provide opportunities to youth to gain employable skills in their relevant fields of study, mentorship opportunities, and strive to build a community of young change-makers interested in improving the quality of safe living for Mississauga's youth.

Participating partners: Peel District School Board, Dufferin Peel Catholic School Board, Mississauga Libraries, Salvation Army, Big Brother Big Sister, Sheridan College, University of Toronto Mississauga, TD Canada, Newcomer Centre of Peel, and Starbucks.



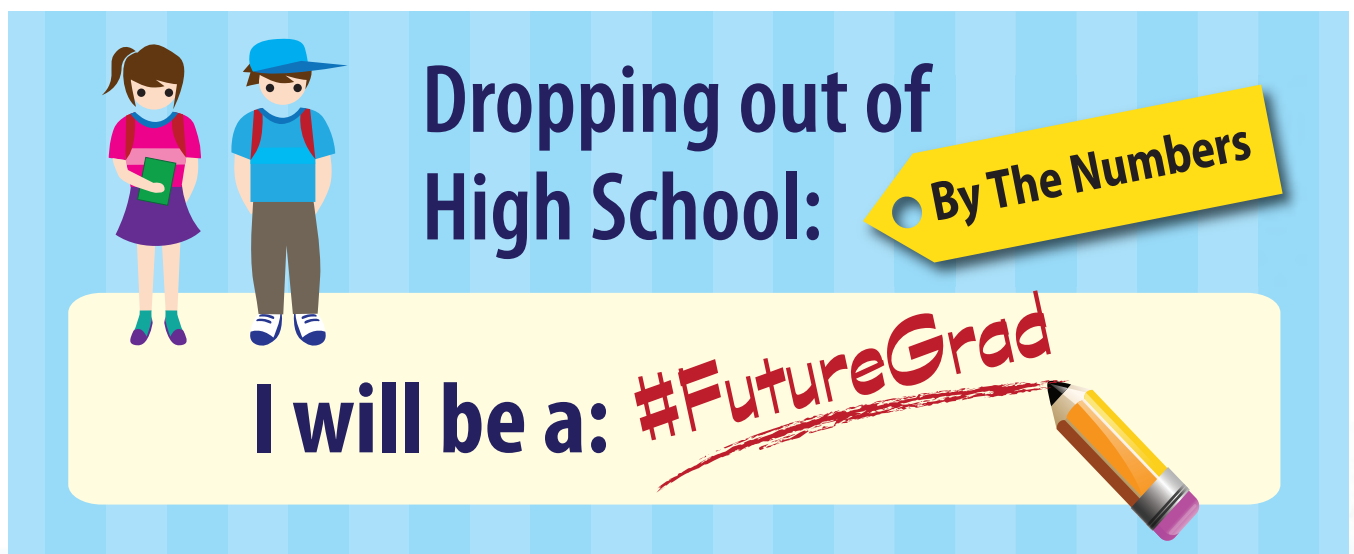
#FutureGrad

40,000 Canadian students drop out of high school every year, with 1 in 3 dropouts leaving 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.

Impacts

In 2019, 38 agencies received #FutureGrad campaign kits and 1,500 bracelets and 25 posters were distributed to Mississauga community centres, libraries, and schools.

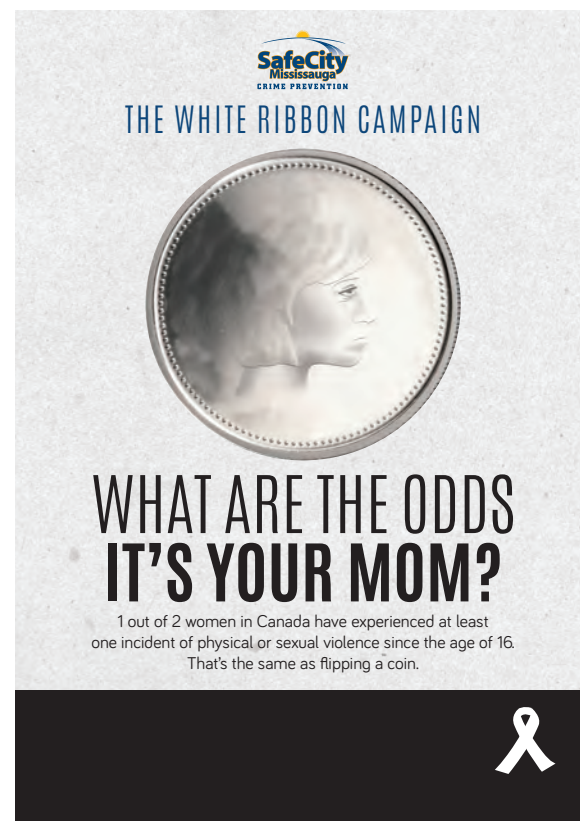




#WhiteRibbon Campaign

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

The White Ribbon Campaign is the largest effort in the world of men working to end violence against women. The White Ribbon Campaign runs from November 25 (the International Day for the Eradication of Violence Against Women) to December 10. In 2019, 38 agencies received White Ribbon campaign kits and 1,755 ribbons and 78 posters were distributed to Mississauga community centres, libraries, and schools.



CHANGE THE ODDS - SIGN THE PLEDGE



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 2019.

Community Mobilization and Support

An important part of the organization's collaborative work has been in supporting community mobilization by way of our participation on various committees in Mississauga. In 2019 we were a part of the Ridgeway Collaborative, Acorn Place Committee, Malton Community Building Project, Peel Drug Strategy, Peel Harm Reduction Committee, Volunteer Leaders Peel Network, and Peel Human Trafficking Service Providers Committee.

Partnership Campaigns and Events

The organization participated in the United Way Greater Toronto's Speaker's Bureau, which allowed the organization to present at various agencies and for-profit companies and speak about Safe City Mississauga's work in the city of Mississauga.

Community Crime Awareness Day (led by the Mississauga Chinese business Association, and run in partnership with Safe City Mississauga and the Peel Regional Police) is another yearly event the organization took a very active role on. For both the 2019 event, the organization sat on the planning committee for the event. This event took place in Celebration Square and brings out residents in the hundreds.

In 2019, the University of Toronto asked Safe City Mississauga to take part in two community engagement pieces designed to help their student body gain valuable experience in their community. As such, the organization headed Alternative Reading Week and the UofT Medical Studies community projects.

Collaborative Efforts in Crime Prevention

As an organization focused on crime prevention and making the city a safer place, Safe City Mississauga prides itself on being a leader and advisor in crime prevention efforts in Mississauga and beyond. As such, in 2019 the organization sat on a number of crime and crime prevention related committees where the organization provided our expertise on the subjects. The committees included: Integrated Municipal Enforcement Team Committee, Crime Prevention Through Environmental Design Advisory Committee (City of Mississauga), and Central Ontario Crime Prevention Association.



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 presented below and from the generous support of 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 2019, 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/ PROJECTS	PARTICIPANTS
Counter-Act: Anti-Vandalism	270
Crossroads Youth Academy	440
Aspire Tutoring	350
Neighbourhood Watch	2,436
Total # Participants	3,237

EVENTS	PARTICIPANTS
Justice Luncheon	171
Neighbours Night Out	700
Crime Prevention Conference	132
Total # Participants	1,003

CAMPAIGNS	WRISTBANDS DISTRIBUTED	POSTERS DISTRIBUTED
#FutureGrad Campaign	1,500	25

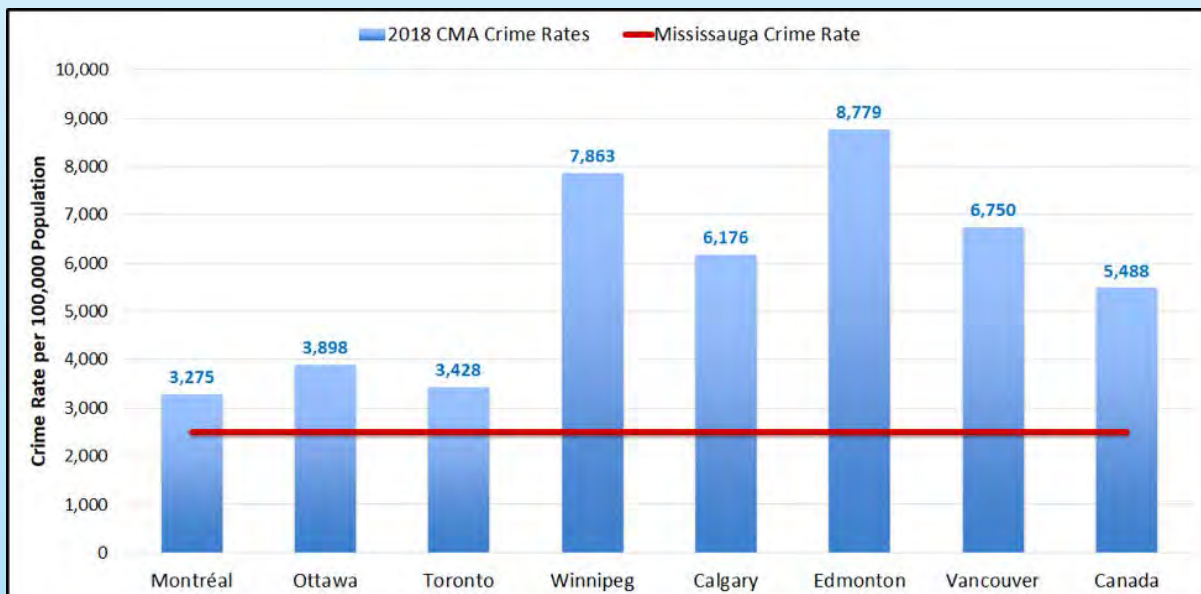
CAMPAIGNS	RIBBONS DISTRIBUTED	POSTERS DISTRIBUTED
#ChangeTheOdds White Ribbon Campaign	1,755	78

COMMITTEES	NUMBER OF COMMITTEES
Municipal	7
Regional	4
Provincial	1
Total # Committees	12

Safest City Report

How did Mississauga do?

The city of Mississauga continues to be among the safest cities in Canada. Despite an overall crime rate increase of 4.7% from 2016, the 2017 crime rate of 2,670.7 crimes per 100,000 people is still low in comparison to other densely populated cities.



Crime Trends (2008-2018)

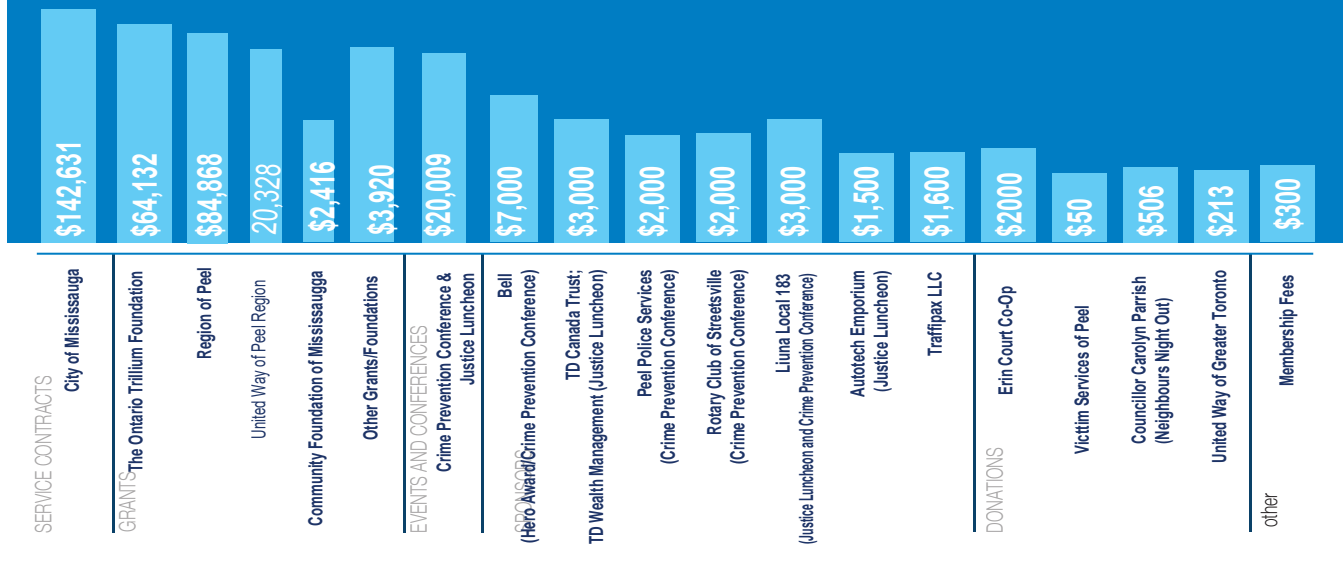
In comparison to the 7 CMAs in this graph, Mississauga had the lowest crime rate in 2018, at a rate of 2,495.5 per 100,000 people. The Toronto CMA had a crime rate of 3,428 per 100,000 people in 2018, a 9.1% increase from the CMA's 2017 rate of 3,115. The national rate of crime in Canada for 2018 was 5,488 per 100,000 people. Mississauga's crime rate in 2017 was therefore just under half of the national rate.

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 2019



Financial Report

Financial Report for period from January-December 2019

Expenses		Revenue	
Services/Programs	\$216,369	Service Contract	\$142,631
Administration		Grants	\$181,200
Salary & Benefits	\$69,562	Events	\$40,748
Office Supplies & Services	\$20,064	Donations & General	\$2,886
Professional Fees	\$4,980	Interest Income	\$2,087
Advertising & Promotion	\$1,817	TOTAL	\$369,552
Rent	\$16,824	SURPLUS / (LOSS)	\$ 17,390
Travel	\$904		
Professional Development	\$250		
Telephone	\$1,111		
Amortization of Capital Assets	\$1,925		
Fundraising Expenses	\$18,356		
Total	\$ 352,162		

*Please note that this is a primary financial report until the 2019 audited financials are finalized.

Board of Directors



Linden King

President

Linden King is an information technology professional who has made extraordinary contributions to the betterment of our community distinguishing himself through a multitude of leadership roles. He is also the Chair for the United Way Greater Toronto Black Advisory Council, Co-Chair for The Peel Region Police Black Community Advisory Group, The Community and Stakeholder Liaison for The Toronto Caribbean Carnival, past Chair for The Liberty Silver Foundation and the past Vice Chair for The Congress of Black Women Mississauga Chapter Non-Profit Housing Inc. Linden also serves as a Board of Directors for the Mississauga Arts Council, Canadian Mental Health Association Peel Dufferin and was a volunteer with The Ontario Trillium Foundation, Halton-Peel Grant Review Team. In 2015 he was selected as a torchbearer for Toronto's Pan Am Games, recognized as a Top 100 Black Canadian Role Model and was the recipient of the Gordon S. Shipp Memorial Award as Mississauga's 2015 Citizen of Year. 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.



Luz Del Rosario

Past 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.



Paul Renwick

Vice President (May 2019-Present)

Paul is an Assistant Crown Attorney in Peel and has been a resident of Mississauga for over a decade. His community involvement ranges from participation in a number of non-profit boards, including in the child care and health sectors. Paul has also participated in mentoring and education of high school students in Mississauga about the justice system and courts.

Paul has a Bachelor of Arts and Master of Arts in history, as well as a Bachelor of Laws all obtained from Ontario universities. He has lectured and written extensively on the law.



Mohammad Alzatmah

Treasurer (March 2019-Present)

Mohammad Alzatmah is an experienced Finance and Treasury professional with valuable experience across different industries including Banking, Telecommunications, Media, Aviation and Non-for profit. He is currently working for the Greater Toronto Airports Authority Treasury department managing a debt portfolio of over \$6 billion. He holds a Masters in Business Administration M.B.A. with a finance major from Wilfrid Laurier University. Prior to coming to Canada, he completed his Bachelor's Degree in Finance in Norway where he was also involved in many of the fundraising programs for the Norwegian Red Cross. He is deeply passionate about volunteer work and is a big believer in providing children with the right tools, awareness, and education to build a bright future."



Lilian Kwok

Secretary (March 2019-Present)

Lilian is the Director, Business Development and Human Resources for Nations Fresh Foods – a new brand of the Oceans Fresh Food Market in Ontario, Canada. She has over 25 years of experience in the human resources field, specializes in providing high impact training, coaching and performance enhancement services to organizations, individuals and professional delegations. Besides business development, she has been actively involved in community service for over 15 years and was a recipient of the Queen Elizabeth II Diamond Jubilee Medal Award in 2013 in recognition of her contribution to the community. In March 2016, Lilian was awarded the Leading Women's Award by the Ontario Minister Responsible for Women's Issues. In addition, Lilian sits on a number of boards and committees, including the Diversity and Inclusion Advisory Committee (DIAC) of the City of Mississauga and the Global Hamilton Council of the City of Hamilton. Lilian holds a Masters degree in Business Administration (MBA) and is also a Certified Human Resources Professional (CHRP), an internationally recognized designation in the human resources field.



Joseph Chaung

Director (January 2019-Present)

Mr. Joseph Chaung is the Founder and President of C4P Inc. He created this company for Product Design and Project Development, Sales and Marketing of new innovative products especially, products of Green and Alternative Energy. Joseph graduated from University of Ottawa with a Bachelor Honour Degree of Social Science. Joseph has more than 30 years experiences in the product design and development industries in the North American, Asian markets and European countries. He successfully developed many new products around the world with many inventors and designers. Joseph is recipient of the Canada Senate 150th Anniversary Medals. Joseph was the Co-Chair of the Community Crime Awareness Day Event for years and is also a Board Member of the Mississauga Chinese Business Association. He is now also a committee member of the Peel Region Police Chief's Advisory Committee in Canada. Joseph is also an active Director of the Hong Kong Canada Business Association and Chair of HKCBA Annual Gala Event.



Maqbool Walji

Director (September 2019-Present)

Maqbool Walji is an entrepreneur, a strong advocate for Crime Prevention Awareness, Public Safety, Seniors Safety, Affordable Housing, Mental Health Awareness and Youth engagement. His is actively involved with the Peel board Faith Forward committee, interfaith Council of Peel, Food Banks, and MIC security leader. Maqbool has a background in electronics engineering and has successfully completed many business leadership courses globally including at Schulich School of Business. Maqbool has seen the exponential growth in Mississauga over the years and believes crime prevention and crime awareness is one of the top priorities to ensure Mississauga continues to be one of the safest cities in Canada.



Sue McFadden

Ward 10 Councillor Appointee

Sue McFadden is the City and Regional Councillor for Mississauga's Ward 10, a largely residential ward in the north westerly part of the city. She was first elected as Councillor in 2006 and is now in her fourth term. Prior to that, she served as Trustee for the Peel District School Board for six years.

Throughout her time as an elected official, Councillor McFadden has held positions of leadership on various committees such as Safe City Mississauga, Traffic Safety Council, Emergency Services and more. She is past member and chair of the Peel Police Services Board. Her commitment to safety has been recognized by her colleagues and appreciated by constituents.



Stephen Dasko

Ward 1 Councillor Appointee

As the City and Regional Councillor for Mississauga's Ward 1, Stephen strongly believes a vibrant community is home to a better life. Through his earliest days when Port Credit Arena was hockey's home ice – to his work as a young researcher on Parliament Hill – to being Chief of Staff for a Provincial MPP, Stephen has brought insight and energy to making better relationships and better communities. He received his Honours degree in Political Science at Carlton University. As a professional, Stephen worked as Chief Operating Officer for ASI technologies, focusing on transportation, providing associations with database management solutions and operates the "The Road Authority," a joint venture between the Ministry of Transportation and Ontario Good Roads Association. Stephen was a volunteer member of the Board of Directors for Community Living Mississauga, a Director for the Port Credit Village Project, and twice served as a Campaign Co-Manager for Councillor Jim Tovey's election to public office. Stephen is committed to advancing the needs of his community.



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.

Staff



Nadia Mokriy
Executive Director

Nadia Mokriy is the Executive Director of Safe City Mississauga. Nadia has been a part of Safe City Mississauga since 2013, starting as a volunteer and through successive promotions taking on the Executive Director role in 2018. Nadia has been involved with various community organizations in the past including Couchiching Community Initiative, United Way, and Big Brothers Big Sisters, through which she has shared her passion for community development and citizenship education. Nadia holds a Masters of Education, Honours Bachelor of Arts and Science, and a Bachelors of Education.



Samantha Gob
Community Services Manager

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. Upon graduation, she earned a Most Outstanding Student Award from the Department of Geography for graduating at the top of her class. Samantha has been involved with Safe City Mississauga since 2010, starting as a volunteer tutor for the Aspire program. After branching into more administrative roles for the program, Samantha eventually became the program's lead (Youth Development Supervisor), dedicating several years to helping Aspire develop into a flourishing, city-wide program. Now, as Safe City Mississauga's Community Services Manager, Samantha manages all of Safe City Mississauga's programs, projects, and campaigns. In 2018, Samantha became a certified International Crime Prevention Specialist (ICPS) by the International Society of Crime Prevention Practitioners. Samantha is certified in Applied Suicide Intervention Skills Training (ASIST) and Mental Health First Aid. She holds membership with Central Ontario Crime Prevention Association (COCPA) and has obtained a C.P.T.E.D. (Crime Prevention through Environmental Design) Level 1 Certificate from the Peel Regional Police. In her spare time, Samantha volunteers with Victim Services of Peel as a Crisis Responder.



Gerald Adad
Neighbourhood Watch and Research Coordinator (August 2019-Present)

Gerald Adad is the Neighbourhood Watch and Research Coordinator of Safe City Mississauga. Gerald began his work with Safe City Mississauga in 2017, when he worked with the organization as Team Lead for his own Neighbourhood Watch. He continued his work for Safe City Mississauga by taking on the role of Outreach Lead for the Safe City Mississauga Youth Cabinet. In this role, he established partnerships with student societies at UTM and Sheridan. As part of the Youth Cabinet team, he also helped to write the Youth Cabinet report titled, "Bridging the Gap between Education and Employment: Unemployment and Underemployment from a Canadian Youth Lens". After his time on the Youth Cabinet, Gerald went on to work as Program Assistant for the Neighbourhood Watch program, gaining familiarity with the program. Gerald holds an Honours Bachelor of Arts from the University of St. George, majoring in Criminology and History. He volunteers regularly as a Probation Officer for Mississauga Probation and Parole. He also volunteered for the Mississauga community hub, Studio.89, as its Sponsorship Lead in 2017.



Valerie Briffa

Youth Education Coordinator (January to March) and Neighbourhood Watch Coordinator and Staff Criminologist (March to August 2019)

Valerie Briffa is a charismatic professional with a keen passion and interest in social service and community development. She studied at York University, where she acquired an Honours BA double-majoring in Criminology and Human Rights & Equity Studies. During this time, she was actively engaged in the school community, serving as the Vice-President of the Criminology Society. This academic background served as a catalyst that readied her for her career and voluntary pursuits. At Safe City Mississauga, Valerie coordinates the Crossroads and Counter-Act programs. Within her role she designs, develops and facilitates a variety of presentations, and is responsible for evaluating youth program impacts, including the impact of community policing on youth perception of law enforcement. Valerie is an avid athlete, and volunteers her time as a Restorative Justice Facilitator for youth and families in conflict with the law. Valerie is currently part of the strategic Peel Human Trafficking Service Providers Committee, working with community partners to combat this issue in the Region of Peel.



Melissa Di Pede

Youth Development Supervisor [North-West] (January-June 2019)

Melissa graduated from McMaster University with an Honours Bachelor of Arts in Social Sciences, with a major in Sociology and a minor in Anthropology. More specifically, she specialized in Sociology of Deviant Behavior and Cultural Anthropology, and graduated with honours. While completing her undergraduate degree, Melissa also volunteered as a tutor and mentor for Pathways to Education. Melissa then went on to complete a Master of Arts in Criminology on a full scholarship at the University of Manchester in the United Kingdom. Following her graduation, Melissa became trained as a volunteer for Associated Youth Services of Peel as a Court Liaison Assistant, and as a Diversion Coordinator Assistant, to contribute to their goal of using restorative justice for youth in the community. She is also currently involved in the community as a member on the Acom Community Out Reach Network, and has recently become a co-leader for the I AM THAT GIRL non-profit organization in Oakville, Ontario. Melissa became a part of the Safe City Mississauga team as an Assistant Program Coordinator, and has now been promoted to a Youth Development Supervisor for the Aspire program so she can continue to promote education for youth and encourage crime prevention techniques.



Sneha Rao

Youth Development Supervisor [South-East] (January-May 2019)

Sneha Rao graduated from the University of Toronto, Mississauga with an Honours Bachelor of Arts, with a double major in Criminology & Socio-legal Studies and Sociology, as well as a minor in Anthropology. During her Undergraduate degree, Sneha completed an Overseas Studies Program at the University of Oxford where she studied Rights, Freedoms and Responsibilities in Criminal Law in Canada and England. Over the years, Sneha became involved in various community organizations, including Let's Talk Science, Big Brother Big Sister Foundation, Vita Center, the University of Toronto as well as assisted in program delivery at a Summer Camp in India. Her work in recent years helped to support positive youth development by empowering youth to reach their academic, professional and personal potential. Sneha joined Aspire in 2016 as a volunteer Site Coordinator, and shortly after was promoted to the Assistant Program Coordinator for the South-East portion of the program. In 2017, Sneha was further promoted to her current role as the Youth Development Supervisor for the Aspire program. Sneha has been certified in Mental Health First Aid (MFHA – Adults who interact with Youth) and sits on the Region of Peel's Neighbourhood Capacity Support Strategy Committee, which seeks to provide services and programs to community members in the Collegeway and Ridgeway neighbourhood in Mississauga.



FOR MORE INFORMATION

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