

Building Partnerships

Developing More Effective Relationships

Presented by Sean Sportun, ICPS
2019 CSUSA – September 22-25, 2019



October 20th, 2003
Cecilia ZHANG - 9yrs old



About Circle K Stores

- Largest C-Store chain in Canada
- 1950 location across Canada
 - 745 locations in Ontario
 - 305 locations across Western Canada
- 8215 locations across United States
- Over 4200 International locations

May 2017, our global re-branding began



Predictable Is Preventable



About Circle K Stores

- Largest C-Store chain in Canada
- 1950 location across Canada
 - 745 locations in Ontario
 - 305 locations across Western Canada
- 8215 locations across United States
- Over 4200 International locations

May 2017, our global re-branding began



Predictable Is Preventable



Doing Our Homework

When approaching a potential supporter, do you:

- ✓ Research the organization?

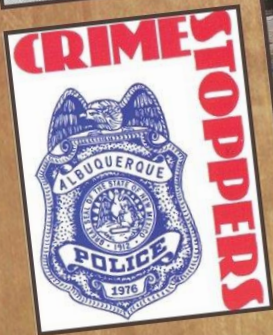


Predictable Is Preventable



CRIME STOPPERS

THE INSIDE STORY



GREG MACALEESE
AND CAL MILLAR

The first person I recruited was Carl Jones, head of security for the Circle-K Corporation in New Mexico.

Carl had heard a speech I made about the program to the Chamber of Commerce and approached me afterward. He said he thought it was an excellent idea and asked if I would like some help putting the board together. I quickly said yes.

That moment might have been the luckiest in the history of Crime Stoppers because Carl Jones turned out to be a powerful advocate for the program.

Doing Our Homework

When approaching a potential supporter, do you:

- ✓ Research the organization?
- ✓ Understand the areas where Crime Stoppers can assist?
- ✓ Develop potential solutions?
- ✓ Have a business plan to show value in the partnership





**What
We Do**

Reach Into The Community

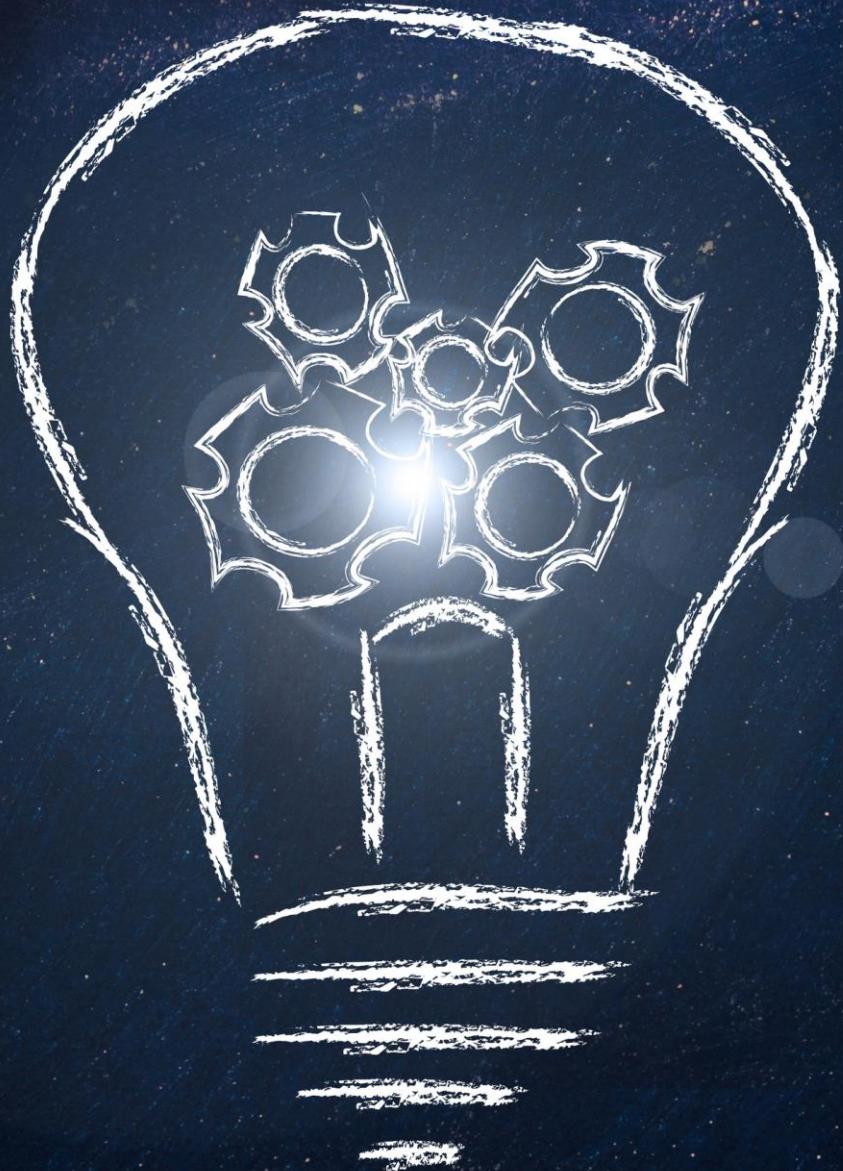
- There are **745** Circle K locations across Ontario
- Each store serves approx. **920** customers daily
- In total, approx. **685,400** Ontarians visit each day

That's **250,171,000** annually
Current Population of Canada
36,950,000



Predictable Is Preventable





CREATIVITY
&
INNOVATION

Ignite Brilliance in our thinking.

Ignite Brilliance in our questions.

Ignite Brilliance in our problem-solving.













Crime Prevention Through Community Engagement

CANADIAN
CRIME
STOPPERS
ASSOCIATION



ASSOCIATION
CANADIENNE
D'ÉCHEC AU
CRIME



ORGANIZED RETAIL THEFT

COSTS CANADIANS
\$4,000,000,000
FOUR BILLION A YEAR

GUESS WHO PAYS FOR IT?
YOU DO.

AND IT'S NOT JUST
BIG RETAILERS
THAT ARE AFFECTED.

87.5% OF INDEPENDENT
STORES ARE VICTIMS OF
ORGANIZED RETAIL THEFT.

2 OUT OF 3
SMALL BUSINESS
OWNERS HAVE
EXPERIENCED
THEFT.

STOLEN MERCHANDISE AND INVENTORIES ARE OFTEN STORED IN
POOR ENVIRONMENTS, MAKING THEM EASY TO RECOVER.

ORGANIZED RETAIL THEFT IS
A HIGH PROFIT LOW PRIORITY
CRIME. THAT'S WHY IT'S SO
PREVALENT TODAY.

DON'T PAY FOR THE
CRIMES OF OTHERS. VOTE
FOR STIFFER PENALTIES
AT CRIMESTOPPERS.COM

COOKIN' with MOLLY

See what makes the cut.



cookinwithmolly.com

#cookinwithmolly

PROFITS FROM CONTRABAND CIGARETTES SUPPORT STREET GANGS

Stop the violence. Call 1-800-222-TIPS.

Street
Slims

CRIME STOPPERS

SPEAK OUT
FOR THOSE WHO CAN'T
speakoutforthosecant.com

CRIME STOPPERS

BAKE SALE
FOR
ILLEGAL
BIKER GANGS

CAN'T MAKE IT?

YOU CAN STILL SHOW YOUR SUPPORT BY
PURCHASING CONTRABAND CIGARETTES.

PROFITS FROM CONTRABAND CIGARETTES
SUPPORT ORGANIZED CRIME.
STOP THE VIOLENCE. CALL 1-800-222-TIPS.

CRIME STOPPERS

5'6"

5'0"

4'6"

4'0"

3'6"

A GAS THIEF
IS EASY TO FIND

ONTARIO
BEBZ 712

THIS INITIATIVE SPONSORED BY

COMRA

2

CRIME STOPPERS

CRIME STOPPERS

CRIME STOPPERS



YOUR TIPS
HELP EXPOSE
CRIMINALS

CRIME STOPPERS



WAS \$3.99
NOW \$5.99

ORGANIZED RETAIL THEFT COSTS CANADIANS \$4 BILLION A YEAR.
GUESS WHO PAYS FOR IT.

You shouldn't have to pay for the crimes of others. Make your voice heard.
Visit speakoutforthosecant.com

© 2011 Crime Stoppers

CRIME STOPPERS

CRIME STOPPERS

Contraband Tobacco Awareness Campaign

TOMORROW ONLY



CAN'T MAKE IT?

YOU CAN STILL SHOW YOUR SUPPORT BY
PURCHASING CONTRABAND CIGARETTES.

PROFITS FROM CONTRABAND CIGARETTES
SUPPORT ORGANIZED CRIME.
STOP THE VIOLENCE. CALL 1-800-222-TIPS.

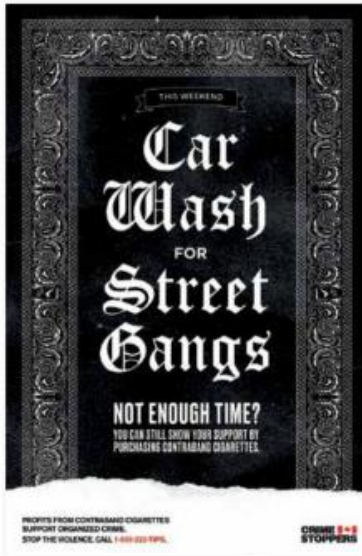
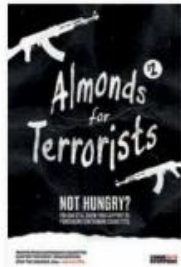
CRIME 
STOPPERS

Convenience & Carwash Magazine

CONVENIENCE & CARWASH MAGAZINE 17

Crime Stoppers: "Sale of Illegal Cigarettes is Funding Bikers, Street Gangs and Terrorists"

Ontario Association of Crime Stoppers Launches Hard-Hitting Public Awareness Campaign



According to the RCMP and other police organizations, organized crime is extensively involved in the illegal tobacco market and criminal gangs are using profits from the sale of contraband tobacco to fund a number of other illegal activities, including guns, drugs and human trafficking. >>



**AN ESTIMATED
ONE IN THREE
CIGARETTES
PURCHASED IN
THE PROVINCE IS
ILLEGAL.**

The illegal activity of contraband tobacco has also been linked to funding for terrorist groups, according to INTERPOL, the world's largest international police organization. A report published in 2016 by the Macdonald-Laurier Institute titled, *Smoking Gun: Strategic Containment of Contraband Tobacco and Cigarette Trafficking in Canada*, showed that criminal investigations in the US have directly linked those involved in the illegal

tobacco trade to terrorist organizations such as Hezbollah, Hamas and al Qaeda.

On Monday, September 18, 2017 the Ontario Association of Crime Stoppers launched a province-wide public awareness campaign to highlight the threats to our communities posed by the sale of illegal cigarettes. The campaign features a series of 30-second radio and print advertisements designed to show how the purchase of illegal cigarettes is helping fund organized crime and terrorist activities.

The sale of contraband tobacco is a growing problem in Ontario. An estimated one in three cigarettes purchased in the province is illegal. In many Northern Ontario communities, the problem is much worse, with illegal cigarettes making up more than 60



**THIS AWARENESS
CAMPAIGN IS
DESIGNED TO
REMIND ONTARIANS
THAT CONTRABAND
TOBACCO IS ILLEGAL
FOR A REASON.**

per cent of all cigarette purchases.

"This awareness campaign is designed to remind Ontarians that contraband tobacco is illegal for a reason: the sale of these products help fund organized crime, serving to make our communities less safe," says Sean Sportun, ISCP, Director of Ontario Association of Crime Stoppers.

Sportun adds: "Given the close connection between illegal cigarettes and its funding of criminal activity in our communities, it's important to educate and empower members of the community

to safely make a difference by calling Crime Stoppers. We offer guaranteed anonymity and cash rewards for tips on all criminal activity, including contraband or illegal tobacco."

Crime Stoppers offers guaranteed anonymity and cash rewards for tips on all criminal activity, including contraband (illegal) cigarettes. Members of the public can anonymously report information about a crime in their neighbourhood by calling 1-800-222-TIPS (or 8477).

"Crime Stoppers is committed to keeping our communities safe," concludes Sportun. "We hope these ads encourage the public to get serious in reporting criminal activity related to Contraband Tobacco." >>

CONVENIENCE & CARWASH MAGAZINE 19

When Dependability Matters
Advanced Petroleum POS Software

Pay-at-Pump, EMV, NFC, Contactless, Loyalty, Couponing, QR and Bar Code handling, Fleet Card processing, Direct to Pump Manufacturer Interface, XML interface, Fuel Discounting, Deal grouping, Customization, PCATS, Car Wash, Remote desktop support, and lots more to come...

The Value of Reliability ...

Bulloch
TECHNOLOGIES

www.Bullochtech.com

mosmatic

MANUFACTURER OF PRODUCTS FOR
**SELF-SERVICE
CAR WASH**

PERFECT FOR HOT BEVERAGE STATIONS.
HYGIENIC AND EASY TO USE. PORTIONED IN 1 TAP PACKETS.
HEALTHIER, MORE NATURAL ALTERNATIVE TO SUGAR.
100% PURE CANADIAN HONEY!

Available in various formats at:

Core-Mark

UNILUXE & COREY INC.

Lit Honey's
Packets

Give your customers a better buzz

PERFECT FOR HOT BEVERAGE STATIONS.
HYGIENIC AND EASY TO USE. PORTIONED IN 1 TAP PACKETS.
HEALTHIER, MORE NATURAL ALTERNATIVE TO SUGAR.
100% PURE CANADIAN HONEY!

Available in various formats at:

Core-Mark

UNILUXE & COREY INC.

C-Store Life Magazine

Call For Action



SALE OF ILLEGAL CIGARETTES IS FUNDING BIKERS, STREET GANGS AND TERRORISTS

There is always a catch to buying something for cheap, and contraband tobacco is no different.

The discussion of contraband tobacco has always centered around individuals trying to justify saving money because taxes are too high. And for the most part consumers of this illegal product have been comfortable smoking it because they haven't seen enforcement taking place; for them it's had the appearance of no consequences. Basically, no one has ever gone to jail for smoking or possessing contraband tobacco.

The reality, when it comes to contraband tobacco, is the majority of Canadians view it as a "victimless" crime that really isn't a big problem at all.

Let's look at how extensive the illegal tobacco market is in Canada, specifically let's focus on the province of Ontario. Research in late 2017 by the Ontario Convenience Store Association revealed the volume of contraband tobacco being consumed by Ontarians continued to rise at an alarming rate in every region across the province. The study found illegal cigarettes accounted for just over 37% of cigarettes smoked – that's up from the previous year and up 59% from 2014. The highest contraband use was in Northern Ontario where it accounted for 60% of all cigarettes consumed, with Sault Ste Marie leading the way at 89.4%, North Bay at 75.7%, and Sudbury at 59%.

1-800-222-8477

WORKING TOGETHER WITH CRIME STOPPERS

Call For Action

In the Greater Toronto Area (GTA) contraband tobacco levels increased from 21% in 2016 to 23% in 2017, with the highest level found in the City of Oshawa at almost 35%. At this rapid pace, there is no reason to believe the illegal cigarette market will decline any time soon.

To most, these reports remain background noise and few Canadians seem concerned with this upward trend. However, if Canadians truly knew organized crime was involved in this activity and financially benefitted from the sale of contraband tobacco, would they still purchase it? Or, if they knew the sale of contraband tobacco helped fund terrorism, would that change their mind to purchase it?

These are excellent questions that have been ignored by Canadians and consumers of illegal tobacco for years simply because they have been quick to blame the government for pushing them towards using contraband products due to the high taxation of legitimate tobacco. Nevertheless, what can't be ignored and should be a cause for worry is what law enforcement agencies in Canada routinely come across when they make seizures of contraband tobacco: things such as illegal narcotics (including opioids like fentanyl and cocaine), designer "party" drugs, high-powered firearms, stolen vehicles, large amounts of currency and other merchandise obtained through the proceeds of crime.

According to the RCMP and other police agencies, 150 organized crime organizations are extensively involved in the illegal tobacco market. Criminal gangs are using profits from the sale of contraband tobacco to fund a number of other illegal activities, including the trafficking of guns, drugs and even human trafficking.

The illegal activity of contraband tobacco has also been linked as a source of funding for terrorist groups according to INTERPOL, the world's largest international police organization. A report published in 2016 by the Macdonald-Laurier Institute titled, "Smoking Gun: Strategic Containment Of Contraband Tobacco And Cigarette Trafficking In Canada", showed that criminal investigations in the US have directly linked those involved in the illegal tobacco trade to terrorist organizations such as Hezbollah, Hamas and al Qaeda.

As you can see, the sale of contraband tobacco isn't a "victimless" crime after all and should be concerning to everyone. Canadians need to start getting serious about the link this crime has to other more serious criminal activity occurring in their communities across Canada as a result.

Community safety is a shared responsibility; it's important to educate and empower citizens to safely make a difference. Observing the close connection between illegal cigarettes and its funding of criminal activity in our communities, the Ontario Association of Crime Stoppers launched an edgy public awareness campaign in September 2017 to highlight the threats to our communities posed by the sale of illegal cigarettes. The campaign features a series of 30-second radio spots and print advertisements designed to remind Canadians that contraband tobacco is illegal for a reason: the sale of these products helps fund organized crime and terrorist activities serving to make our communities less safe.

Crime Stoppers is a civilian, non-profit, charitable organization that brings together members of the community, the police and the media in the fight against crime. Crime Stoppers further provides citizens with a vehicle to anonymously supply the police with information about a crime or potential crime of which they have knowledge. Cash rewards are offered to those who contact the program with information that leads to an arrest.

The early results of the campaign have proven it to be successful in generating anonymous information, leading to several arrests and large amounts of illegal tobacco products being seized by law enforcement.

If you have information about crimes involving contraband tobacco and want to remain anonymous, call Crime Stoppers at 1-800-222-8477.

If you know something or see something, then say something!

Sean Sportun, ICPS
Director
Ontario Association of Crime Stoppers

1-800-222-8477



**PROFITS FROM
CONTRABAND
CIGARETTES
SUPPORT
BIKER GANGS**


Stop the violence. Call 1-800-222-TIPS.



CRIME STOPPERS



STOP FOR
PEDESTRIANS
PRIORITY AHEAD
PEDESTRIANS

 **Sudbury**
MASSACHUSETTS





S M O K E R I N G S

Human Trafficking Awareness Campaign



Human trafficking often hides in plain sight.

If you see anything suspicious, call Crime Stoppers at 416-222-8477.

You stay anonymous, criminals don't.



www.222tips.com



Human trafficking often hides in plain sight.

If you see anything suspicious, call Crime Stoppers at 416-222-8477.

You stay anonymous, criminals don't.



416-222-TIPS(8477)

www.222tips.com



**PARLEZ POUR CEUX
QUI NE LE PEUVENT PAS**

arretonsletrafic humain.ca

CANADIAN
CRIME
STOPPERS
ASSOCIATION



ASSOCIATION
CANADIENNE
D'ÉCHEC AU
CRIME

Brand new.
Nearly new.
Totally you.



Fill
Your
Cart
With
Colour

ebay



Bell



Best Mobile
Deals of the
Season
Available only
on the app

SALE
SALE
SALE

Applied Arts Magazine



Organized Retail Crime Awareness Campaign

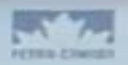
ORGANIZED RETAIL
THEFT

Anti-Skimming Decal Awareness Campaign





To Pay at the Pump
Insert Petro Points
Insert Fuel Savings
Card
Insert Payment Card
To pay inside, lift nozzle
FRANÇAIS | Preset Fuel Amt



Regular
Clean
110.9
¢/LITRE

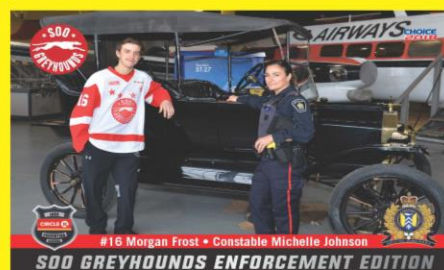
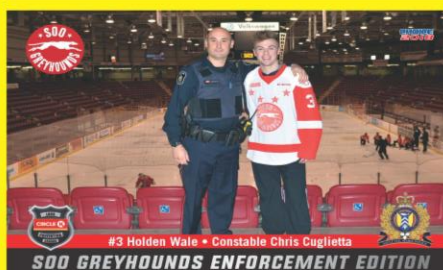
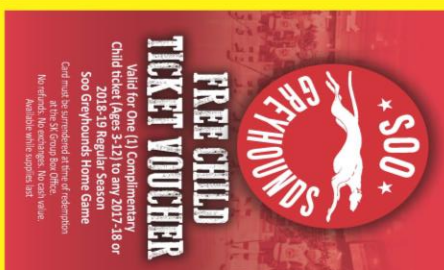
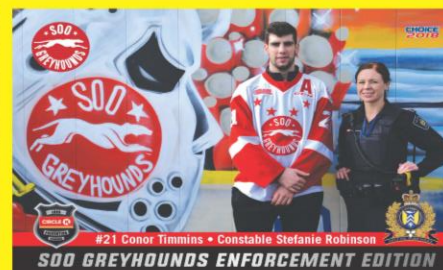
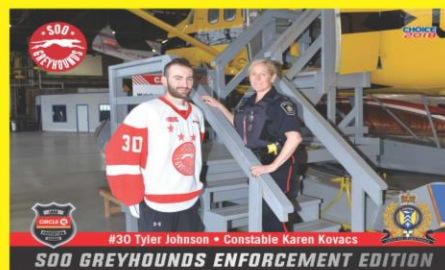
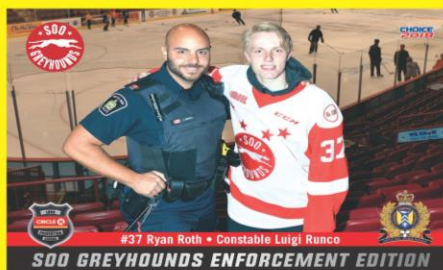
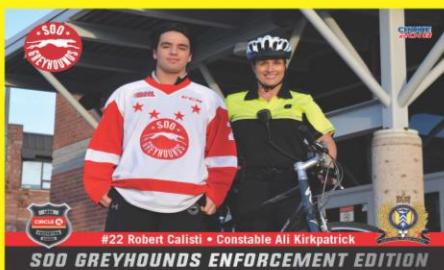
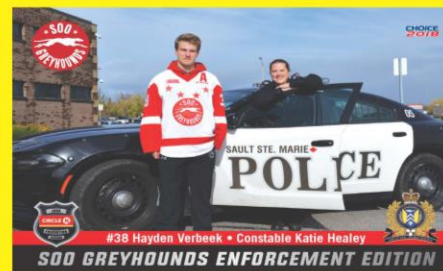
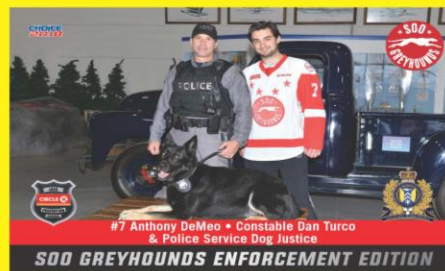
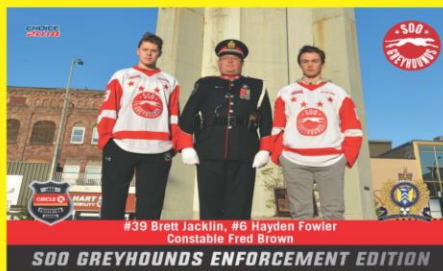
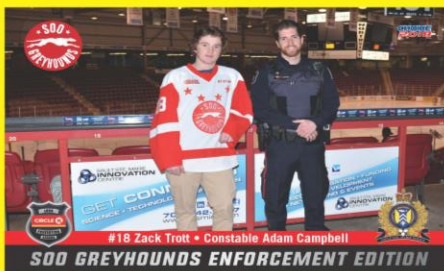
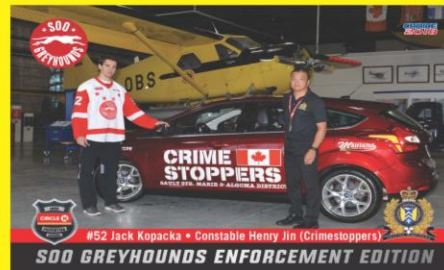
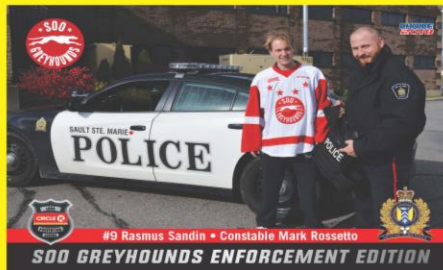
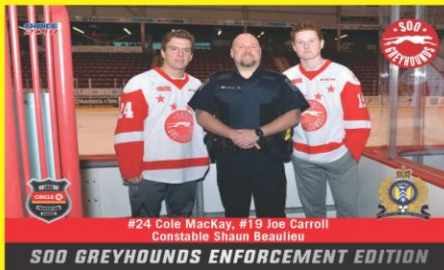
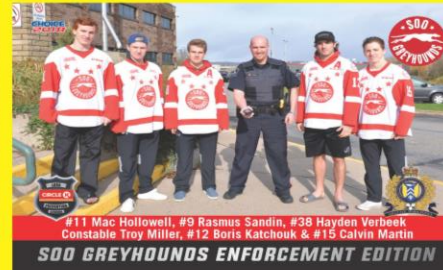
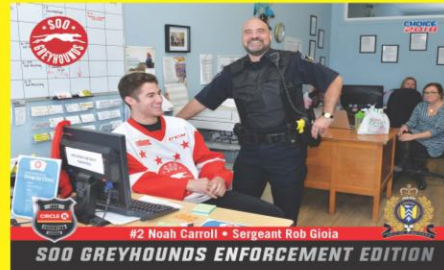
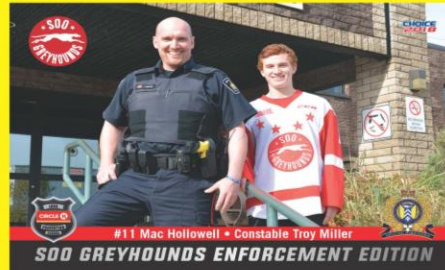
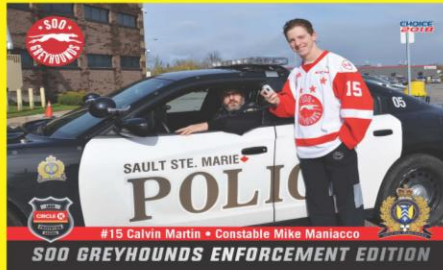
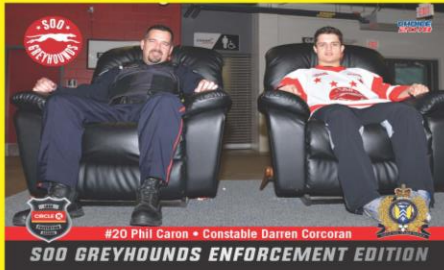
Plus
Clean
123.9
¢/LITRE

Super
Clean
129.9
¢/LITRE

Ultra
132
¢/LITRE

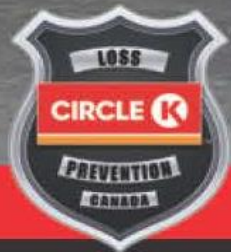
strategic initiatives







CHOICE
2018



#52 Jack Kopacka • Constable Henry Jin (Crimestoppers)



SOO GREYHOUNDS ENFORCEMENT EDITION





CHAPTER
HOUSE
COMICS

#1



CAPTAIN CANUCK



COMELY
GRUMMETT
FREEMAN

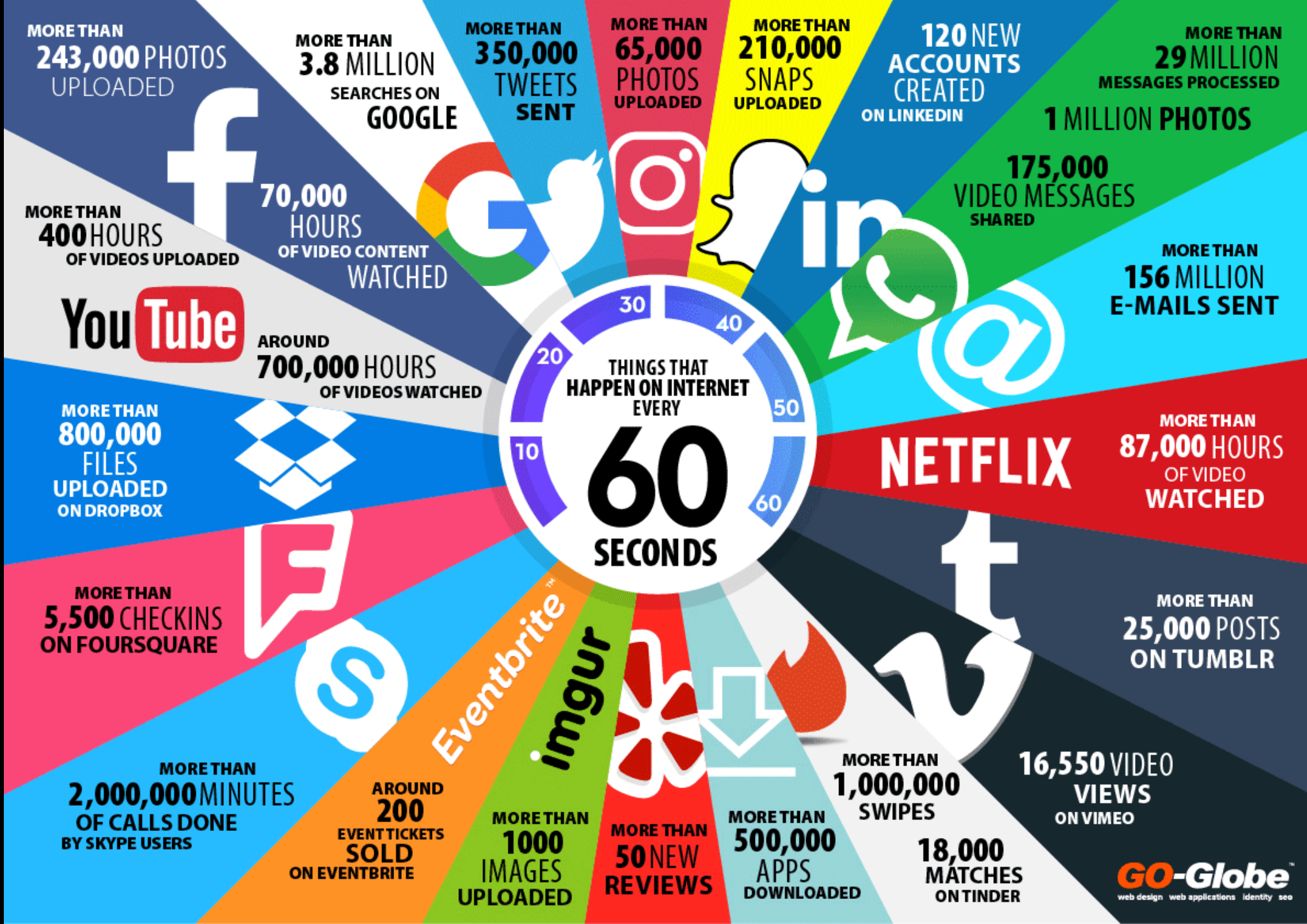




635

9am-10pm







CircleKCrimeBusters
@CirKCrimeBuster



Do u know this [#LeafsFan](#)? if so [@CrimeSDM](#) [@BarriePolice](#) also want to know who he is - give them a call...



Barrie Robbery (Dunlop Street West) -
Feb 13, 2018

Crime Stoppers (@CrimeSDM) and the Barrie Police Service (@BarriePolice) need the public's assistance to identify an individual who committed a robbery on Fe...

WINDSOR

Mac's makes it inconvenient for corner store robbers



A screen grab of two suspects wanted in connection with a robbery at a convenience store in the 3900 block of Wildwood Drive in Forest Glade, March 24, 2013. (HANDOUT/The Windsor Star)

**AQUARIUM LEASING
& SERVICE**

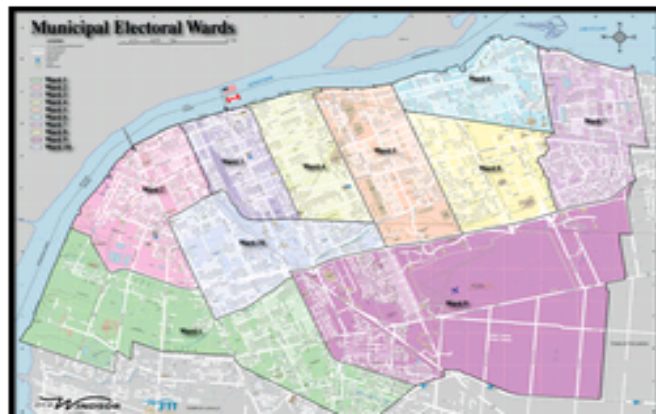
NO UP FRONT COST & WE DO ALL THE WORK!

**GREAT FOR YOUR
LOBBY, OFFICE
OR HOME!**

www.SerenityAquariumServices.com

Ward Finder

What Ward Am I In?



Number of Suspect Posted	Arrests Made
852	756

89% Success Rate

Stats as of March 2019



POSITIVE TICKETING

Program

Positive Ticketing

- Developed in 2007 to combat an increase in youth crime, while also strengthening partnerships with Police Services and Crime Stoppers Programs
- Provides police officers the opportunity to engage and recognize youth who are found exhibiting positive behavior
- Since inception more than 1.4 million positive tickets have been strategically issued to recognize and motivate youth



Predictable Is Preventable



Help make your community a safer place, report crime anonymously by calling **Crime Stoppers 1-800-222-8477**

Crime Stoppers is a partnership of the public, police and media that provides the community with a proactive program for people to assist the police anonymously to solve crimes, thereby contributing to an improved quality of life.



**If your tip leads to an arrest you're eligible
for a cash reward!**

**Remember...You stay anonymous,
Criminals don't!**

CRIME  STOPPERS



Positive Ticketing Program

The OPP Positive Ticketing Program rewards youth for demonstrating positive behavior in the community.

[Home](#) » [Explore](#) » Positive Ticketing Program

About the program

Thanks to youth initiatives developed in partnership with Mac's Convenience Stores, kids have another reason to look forward to their next encounter with an OPP officer. These initiatives recognize positive behaviour by our communities' youth with **OPERATION FREEZE** during the summer and **OPERATION HEAT** during the winter.

On this page

[About the program](#)
[How it works](#)

Related topics



Peel Regional Police

A Safer Community Together

[File a Report Online](#)[About Us](#)[Services](#)[Jobs & Opportunities](#)[News & Events](#)[Crime Prevention](#)

Contact Us

[Academies and Seminars](#)[Bicycle Registry](#)[Computer & Internet Safety](#)[Crime Mapping](#)[Drug Education](#)[Foot Cards](#)[Fraud Prevention](#)[Hate- or Bias- Motivated Crime](#)[Human Trafficking \(IVY\)](#)[Personal & Property Safety Tips](#)

Programs

[• Buy and Sell Exchange Zones](#)[• Look It or Lose It](#)[• Operation Identification](#)[• Operation Provident](#)[• Positive Ticketing Program](#)[• Robbery Prevention Kit](#)

Presentations

[Seasonal Safety Tips](#)[Security Audits \(CPTED\)](#)[Youth Competition \(What If?\)](#)[AAA](#)[Email](#)[RSS](#)[Print](#)[Share](#)

Positive Ticketing Program

[Home](#) / [Crime Prevention](#) / [Programs](#) / [Positive Ticketing Program](#)

Operation Freeze/Heat

Operation Freeze and Operation Heat is a partnership between Peel Regional Police and Mac's Convenience Stores that encourages kids to learn that doing the right thing is "cool".

The tickets handed out this winter to kids in Brampton and Mississauga spotted committing random acts of kindness or exhibiting "positive" behaviour, are actually coupons valid for a free beverage at all participating Mac's Convenience stores across Ontario.

It's called "positive ticketing" and it also encourages positive interaction between youth and officers. Some police officers may use the coupons to recognize youth for wearing bicycle helmets, doing good deeds, participating in community activities, picking up garbage, deterring crime or following school crossing rules, while others may use them as "icebreakers" to start conversations with youth in their patrol areas.

The program has been in existence since 2007, and more than 1.2 Million Operation Freeze and Operation Heat coupons have been issued by police officers across Ontario. In Peel Region our officers have issued over 55,000 positive tickets!



**POSITIVE
TICKETING**
Program

Positively engaging our youth...



Quick Links

- [Community Events](#)
- [Employment](#)
- [Police Record Checks](#)
- [Police Stations](#)
- [Report a Crime Online](#)

Contact

Peel Regional Police
7750 Hurontario Street
Brampton, ON
L6V 3W6
[Click here to view Map](#)

Phone: 905-453-3311

ALL SECTIONS

LOCAL NEWS

WHAT'S ON

COMMUNITY

CRIME

EVENTS

CANADA 150

Home / News / Crime / Positive Ticketing Is Having A Positive...

Positive ticketing is having a positive impact on crime

NEWS

May 17, 2017 01:35

by [Pam Douglas](#)

Brampton Guardian







Ryan Willmer ✓

@RyanCP23

Following

2morrow I'll b giving out tickets @ 2200
Martin Grove Rd Mac's not the bad kinda
tickets. 😊 #FreeSlushies #OperationFreeze
#positiveticketing



RETWEETS

5

LIKES

23



3:45 PM - 23 May 2017

You, Toronto Police, 1800222TIPS and Sean Sportun



2



5



23



You Retweeted



TPSByers @torontocop86442 · Jul 28

This weekends secret word is "beetle juice". If you see us in your neighbourhood. Kids Stop and tell us that ! We have froster coupons



Positive Ticketing

- Developed in 2007 to combat an increase in youth crime, while also strengthening partnerships with Police Services and Crime Stoppers Programs
- Provides police officers the opportunity to engage and recognize youth who are found exhibiting positive behavior
- Since inception more than 1.4 million positive tickets have been strategically issued to recognize and motivate youth
- Public Safety Canada and the International Association of Chiefs of Police endorsed the program as the largest and most recognized



Predictable Is Preventable





Policing

Indigenous Policing

Economics of Policing

International Police
Peacekeeping and Peace
Operations

Policing and Community
Safety Research

Crime Prevention

Crime Prevention Tools and
Resources

Crime Prevention Funding
Programs

Corrections

About Canada's Correctional
System

Aboriginal Corrections

Corrections Policy

Corrections Programs and
Community Development

Corrections Research

Victim Information and
Assistance

Positive Ticketing Program (Synopsis)

Ontario Provincial Police

Description:

As part of the Ontario Provincial Police (OPP) Youth Strategy, the Positive Ticketing Program was introduced in 2010 to reward youth by issuing "positive tickets" for positive behaviour. Youth are issued tickets for practicing personal safety (e.g., wearing bicycle helmets), doing various good deeds, participating in community activities, demonstrating community pride (e.g., picking up trash), deterring crime and observing school crossing rules. OPP officers also issue the tickets as an icebreaker, to develop a rapport with youth in their patrol areas. Police have partnered with Ontario's Mac's Convenience Stores, which redeem coupons for hot or cold beverages as part of the program. A communications strategy engages media and communities through two community-based crime-prevention initiatives:

- Operation Freeze, a summer and fall initiative that offers frosty beverages for positive youth behaviour; and
- Operation Heat, a winter and spring initiative that offers hot chocolate for positive youth behaviour.

Outcomes:

Since the introduction of the Positive Ticketing Program, more than 300,000 Operation Freeze and Operation Heat coupons have been issued by police officers. There is outstanding public awareness of the program across Ontario. Officers delivering the program cite positive comments and examples of the program's positive impact in support of youth. The program has also mobilized communities to recognize youth in other ways.

The Positive Ticketing Program initiative has shown that strategic, community-based partnerships can help to prevent crime and strengthen communities. The program is the largest and most recognized positive ticketing program in North America, and Operation Heat 2011 has been recognized by the International Association of Chiefs of Police.

Resources:

The Positive Ticketing Program relies on an in-kind donation from Mac's Convenience Stores in Ontario, which redeems coupons for hot and cold beverages. Since in the summer of 2010, police have given out more than 300,000 coupons, the total value of which exceeds \$500,000.

Youth Crime
DOWN



67%

Redemption **RATE**



36%

**Average coupon program is 2% or below*

A nighttime photograph of a cityscape, likely Tempe, Arizona. A bridge with string lights spans a body of water in the foreground. In the background, there are illuminated buildings, including a prominent cylindrical tower. The scene is reflected in the water.

DON'T TEXT & DRIVE
IT CAN WAIT!

Emergency: 911 | Tempe Non-Emergency: (480) 350-8311

Silent Witness: (480) WITNESS



TEMPERATURE
POLICE

OPERATION HEAT
Buy a **POLAR POP** medium Regular
or other hot beverage on us
Positive Ticketing
Circle K

NO LOITERING
SIN MERODEAR
A.R.S. 11-1201

Magic MONDAY
Finally FRIDAY
ANY SIZE COFFEE
\$6.99

RESERVED PARKING
HANDICAPPED ONLY

Positive Ticketing

CIRCLE K

Street

Art

PROGRAM

StreetART Program

- Developed in 2012 as a way to combat crime issues
- The StreetART mural program works to create strategic partnerships in an effort to prevent crime and strengthen community relationships; while working diligently towards a community-based shared responsibility.
- Engaging the community, especially the youth will only empower them to develop a stronger ability to make a positive difference.
- To date, 23 murals have been completed across the Province of Ontario



Predictable Is Preventable





BARRIE POLICE SERVICE

Barrie, Ontario, Canada

EMERGENCY: DIAL 9-1-1 | Non-Emergency: (705) 725-7025

[Get email updates](#)

[Publications](#) | [Barrie Police Services Board](#) | [Contact Us](#)



REPORT CRIME ONLINE



Login

Register

SEARCH

Preventing Crime with Colour & Design

The Barrie Police teams up with Mac's Convenience Stores & Crime Stoppers to engage local youth, reduce crime & combat graffiti.

Read more



Daily News Releases

[View all Daily News Releases](#)

[Female Charged with Ar...](#)

Thu., May. 25, 2017 - 1:45 pm

[Police Seeking Witness...](#)

[Innisfil Couple Caught...](#)

Wed., May. 17, 2017 - 3:30 pm

[Thief Caught with Tags...](#)

[A 38-Year-Old Barrie M...](#)

Thu., May. 11, 2017 - 8:30 am

[Sport Bike Seized and ...](#)

REPORT A CRIME





#STREETARTMURAL



PARKING
FOR
PATRONS
ONLY
All others
will be towed
at owners
expense
CALLEYS TOWING
321-2056



Barrie



COMMUNITY SAFETY
IS A SHARED
RESPONSIBILITY



Ottawa



CircleKCrimeBusters @CirKCrimeBuster · 4 Jul 2016

Teaching local youth positive messaging through the power of #StreetArt in #Ottawa with @OttawaPolice



Manulife Bank
ABM

Mac's 



Parry Sound



CircleKCrimeBusters @CirKCrimeBuster · 26 Aug 2016

How cool is this! Ron Orr, brother of [#BobbyOrr](#) stops by the [#ParrySound](#) [#StreetArtMural](#) to say hello [@BobbyOrr4HOF](#)





Keswick



CircleKCrimeBusters

@CirKCrimeBuster

Its @YRP #OfficerMo and @MagicfinngaW
kick'n it with students from
#DearParkPublicSchool at our #StreetART
refresh mural in #Keswick #BreakingBarriers
#CrimePreventionThroughCommunityEngage
ment



3:38 PM - 17 May 2018

2 Retweets 12 Likes



1 2 12



CircleKCrimeBusters

@CirKCrimeBuster

Its @YRP #OfficerMo and @MagicfinngaW
kick'n it with students from
#DearParkPublicSchool at our #StreetART
refresh mural in #Keswick #BreakingBarriers
#CrimePreventionThroughCommunityEngage
ment



3:38 PM - 17 May 2018

2 Retweets 12 Likes



1



2



12





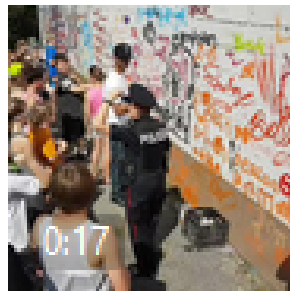
York Regional Police ✓

@YRP

Following



You may have heard of a [#MICDrop](#), but have you ever heard of a spray paint can drop? Clearly Officer Mo has some moves! [#StreetArt](#) [#CommunityEngagement](#)



CircleKCrimeBusters @CirKCrimeBuster

Its @YRP #OfficerMo and @MagicfinngaW kick'n it with students from #DearParkPublicSchool at our #StreetART refresh mural in #Keswick #BreakingBarriers
[#CrimePreventionThroughCommunityEngagement](#)

3:55 PM - 17 May 2018

4 Retweets 5 Likes



4



5





Keswick

News • GTA

Two dead, 12 injured in Danforth shooting rampage



Police cordon off a site near the shooting on Danforth Ave. (RICHARD LAUTENS / TORONTO STAR)



Toronto



Dan Ramos
@BeardAndProtect

Following

Pleased to be at the @CircleKOntario StreetARTMural Project #TorontoStrong #danforthstrong @CPEU_TPS Here w @CirKCrimeBuster @1800222TIPS



12:16 PM - 10 Aug 2018

15 Retweets 39 Likes



Dave Rydzik and Jesse Riley

15 39



Scott Mills
@GraffitiBMXCop

Following



Officer Amy Boudreau
@TheYogaCop

Following

Very touching #DanforthStrong mural, love to see your continued commitment to all communities--thank you for sharing!
@CirKCrimeBuster @1800222TIPS
@TPSOperations @CircleKStores
@CircleKOntario #TorontoStrong

CircleKCrimeBusters @CirKCrimeBuster
#TorontoStrong youtu.be/fTkt5_S6noU

7:11 PM - 11 Aug 2018

1 Retweet 3 Likes



1 3

Craig Evry, Colleen McCourt, Dan Ramos and 2 others

1 14 42



CircleKCrimeBusters
@CirKCrimeBuster

ve thank you to all those who came
e #DanforthMural reveal - working
we will over come all obstacles for a
mmunity #DanforthStrong
oStrong
unitySafetyIsASharedResponsibility



2018



Toronto Police, 1800222TIPS, Magicfinnga WonG and 4 others

8 17



Street Art

CRIME STOPPERS
416-222-TIPS (8477)

PROGRAM



#TORONTOSTRONG

**WHAT
DOES IT ALL**

MEAN



HARVARD
UNIVERSITY

Business Study



HARVARD | BUSINESS | SCHOOL

KATY DECELLES | VISITING ASSOCIATE PROFESSOR

Sean Sportun
Mac's Convenience Stores, Inc.
305 Milner Avenue, Suite 400
Toronto, ON
M1B 3V4

October 20th, 2016

Re: Harvard Business School Case

Dear Mr. Sportun,

My colleague Francesca Gino and I are impressed with the crime prevention initiatives undertaken at Mac's Convenience Stores/CircleK Stores (Mac's) under your leadership. We believe that by featuring your efforts and successes in this area would be incredibly valuable for business school students world-wide. To that end, we would like your permission to write a Harvard Business School (HBS) teaching case about your work at Mac's.

The content of an HBS case is typically 10-12 pages that detail a real-life business challenge (in this case, crime), possible alternatives to trying to address the problem, and the effectiveness of those solutions. HBS cases are used in MBA classrooms around the world. The material would be posted in the HBS case database, which is accessible by business educators interested in locating compelling teaching materials. In addition, when we teach this case, we would be happy to invite you as a guest speaker in our classes, and to hear how our MBA students analyze the problems you face, which could be an interesting perspective to gain.

For us to write a case, we would need to interview you, as well as other key parties in your organization and initiatives. This could be a series of one-hour, audio-recorded interviews. Ideally, we would like to interview you, Wong, your VP, community police involved with the various initiatives, and some incarcerated individuals who have committed crime against retail establishments, like Mac's. We would also request information that could help our students think through the various business implications of the solutions for crime facing Mac's, such as business losses from crime, ROI numbers, cost structures, negotiations between parties, etc. This will help our students to truly get an in-depth experiential learning about this important issue.

Between 2008 to 2019

Robberies
DOWN

54%

A large red downward-pointing arrow is positioned to the right of the text 'Robberies DOWN'. The arrow's shaft is a red rectangle, and its head is a large red triangle pointing downwards. The percentage '54%' is written in white text inside the upper part of the arrow's shaft.

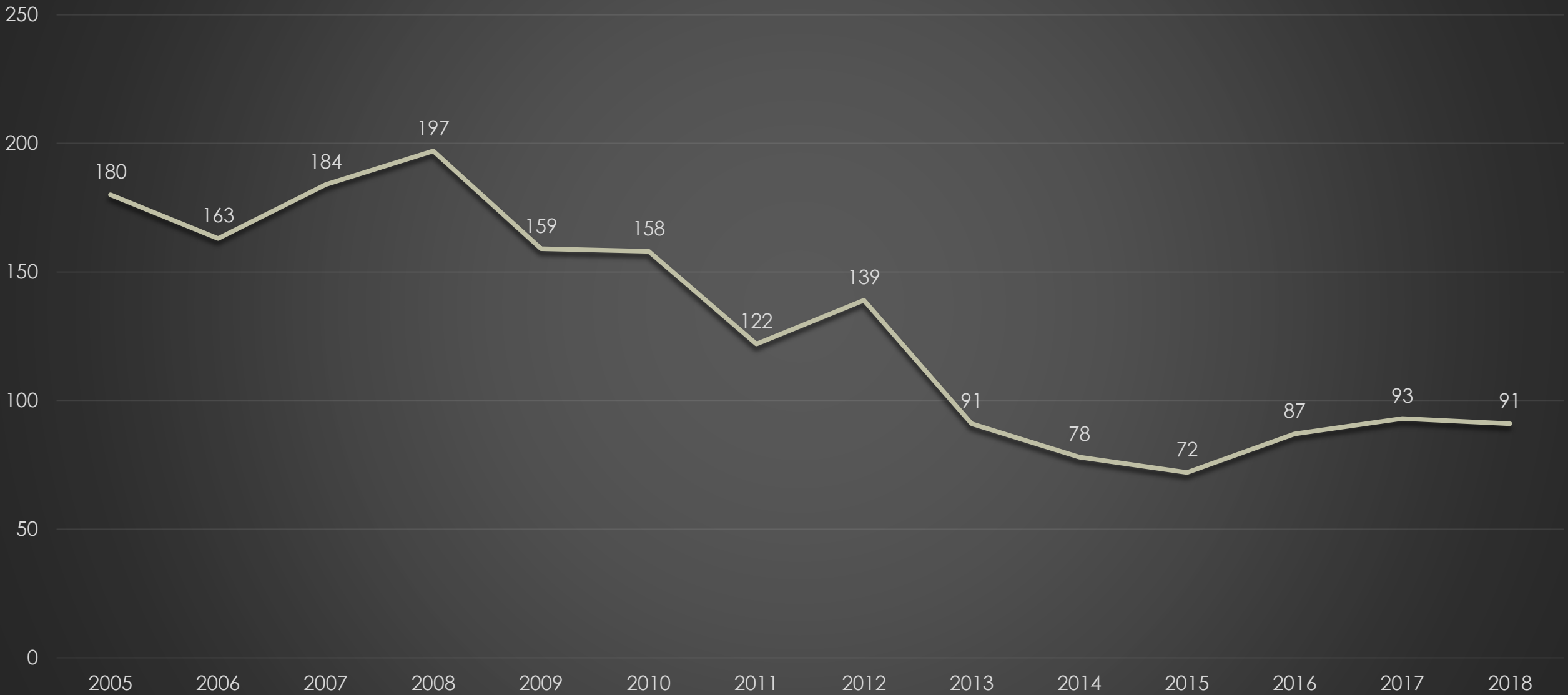
Lowest Decline

Robberies
DOWN



63%

2005-2018 Robbery Incidents



WSIB
SAVINGS



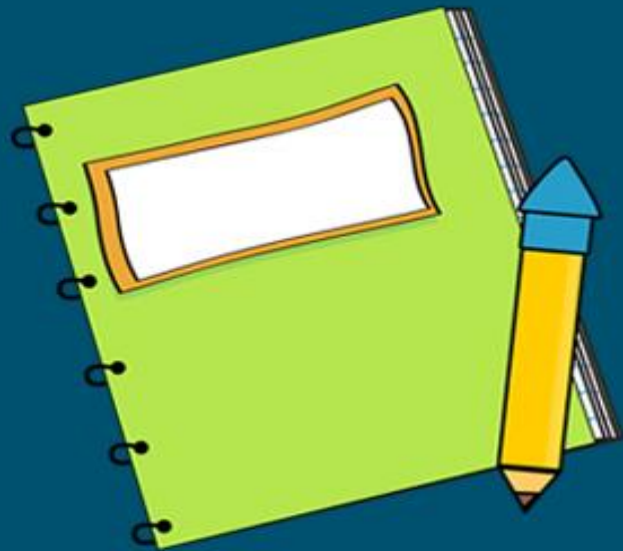
10.4M

Store Sales

UP



62K



My Learnings



Sean Sportun, ICPS
Sean.Sportun@CircleK.com
416-904-3805



@CirKCrimeBuster



CircleKCrimeBusters

for more information visit
www.CircleKCrimeBusters.com

