



**CRIME
STOPPERS**

CALL 713.222.TIPS

SYDNEY ZUIKER
Safe Community Manager
szuiker@crime-stoppers.org



SAFE COMMUNITY SPONSORS

Texas Office of the Governor

The Hamill Foundation

Harris County Commissioners Court - Commissioner R. Jack Cagle

The Longenbaugh Fund

Houston PetSet

Lawrence and Linda Levy

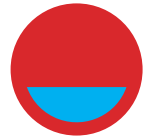


**As of 1/2021*

Leveraging Community Partnerships



OBJECTIVES



Identifying Community Needs



Selecting & Structuring Partnerships



Increasing Education & Reporting



EVALUATE YOUR MISSION

Solve and Prevent

serious crime

in partnership with citizens, media
and the criminal justice system.



IDENTIFY COMMUNITY NEEDS

Tracking crime trends is a great first step in identifying community needs!

TIP LINE PROGRAM

129 CASES SOLVED

79 SUSPECTS ARRESTED

72 TIPSTERS PAID

\$70,075 PAID IN REWARDS

\$149,255 SEIZED/RECOVERED PROPERTY & DRUGS

HARRIS COUNTY CRIME STATISTICS & TRENDS

The Tip Line Program continues to be a national crime solving system and aims to equip and motivate all citizens to report crime. Through collaboration with more than 70 local and federal law enforcement agencies, the Tip Line has proven its success in solving and preventing crime in the Greater Houston Area.

Did you know? Tipsters remain anonymous and could be eligible for a cash reward of up to \$5,000.

Call 713.222.TIPS (8477)

Use our Mobile App
Download app name: Crime Stoppers Houston

Go to crime-stoppers.org

Report crime and suspicious activity by calling, using our mobile app or going

	THROUGH MARCH 2021	SINCE 1980
Cases Solved	129	35,896
Suspects Arrested	79	2327
Tipsters Paid	72	221,465
Paid in Rewards	\$70,075	\$10,072,695
Seized/Recovered Property & Drugs	\$149,255	\$19728,896

TYPE OF CRIME	THROUGH MARCH 2021	SINCE 1980
Capital Murder	1	487
Mutin/Murder/Hi/Attempted Murder	4	676
Assaultive Offenses	21	1374
Auto Theft/SLAV	2	1,601
Burglary/Business & Habitation	6	2,461
Robbery	15	4,556
Theft	12	1,999
Narcotics	4	4,056
Sex Crimes-Children	7	249 ¹
Sex Crimes-Adult	0	57

¹Started tracking of sex crimes by the age of the victim in 2009. This number reflects the total from 2009-current. Adjusted since inception for all sex crimes is 548.

The following statistics are based on the reporting of Houston Police Department and research done by Crime Stoppers Safe Community Program.

Houston Crime Trends

Quarter 1 Reporting Period: 01-03-2021

The data collected in Q1 of 2021 shows that we have seen a steady increase in all three kinds of violent crime analyzed. Sexual Assault is the only form of violent crime that showed an overall decrease from 2019 to 2020 (when evaluating the year as a whole, however it could be argued that this was possibly due to lack of reporting of sexual assault incidents during the COVID-19 pandemic).

2021 Homicide Map

The rising crime rates in Houston are alarming to our staff at Crime Stoppers of Houston. The data collected in Q1 of 2021 shows that we have seen a steady increase in all three kinds of violent crime analyzed.

Compared to the past three years, in the first quarter of 2021 we have seen:

- 22% increase in homicides
- 3% increase in sexual assault
- 9% increase in aggravated assault

Sentences of Suspects Identified via Tip Line 2010-2017

- Over an eight year period, our anonymous tipsters have helped our law enforcement partners detain and sentence 3,462 suspects.
- Anonymous tips solving murder cases have resulted in 48 life sentences and a combined total of 3,555 years in prison.
- 94% of suspects had a previous criminal history and 90% of the cases our anonymous tips helped solve resulted in prison or jail time.

Houston Area Crime Trends

The rising crime rates in Houston are alarming to our staff at Crime Stoppers of Houston. We are dedicated to not only uncovering crippling crime trends, but also working to create positive change. Our team is working around the clock to provide innovative public safety solutions to our entire community and we hope you will join us in doing the same.

How does Houston compare to the Federal Bureau of Investigation's 2020 national crime numbers?

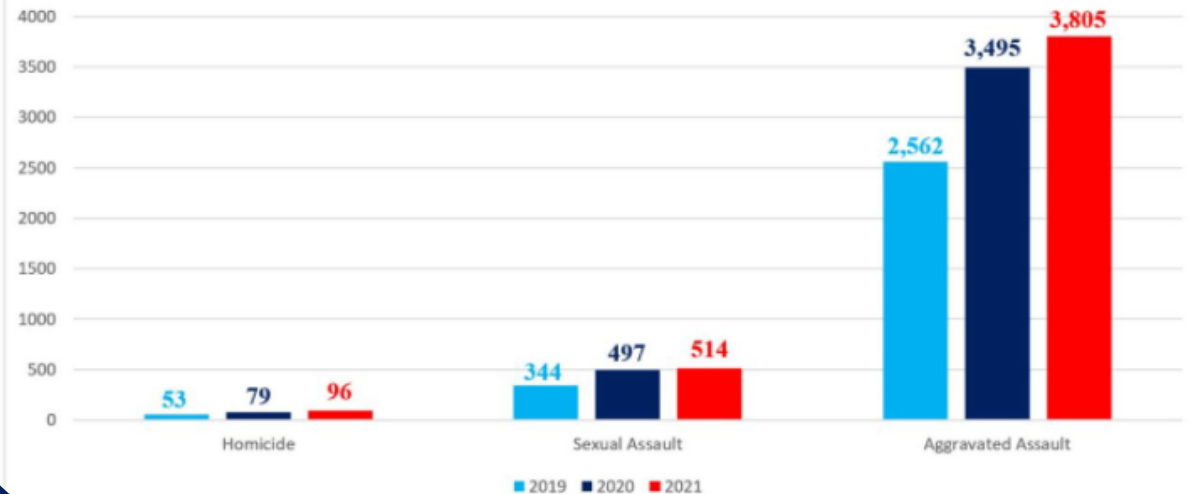
Violent Crimes: **183% higher** than the national average

Property crimes: **105% higher** than the national average

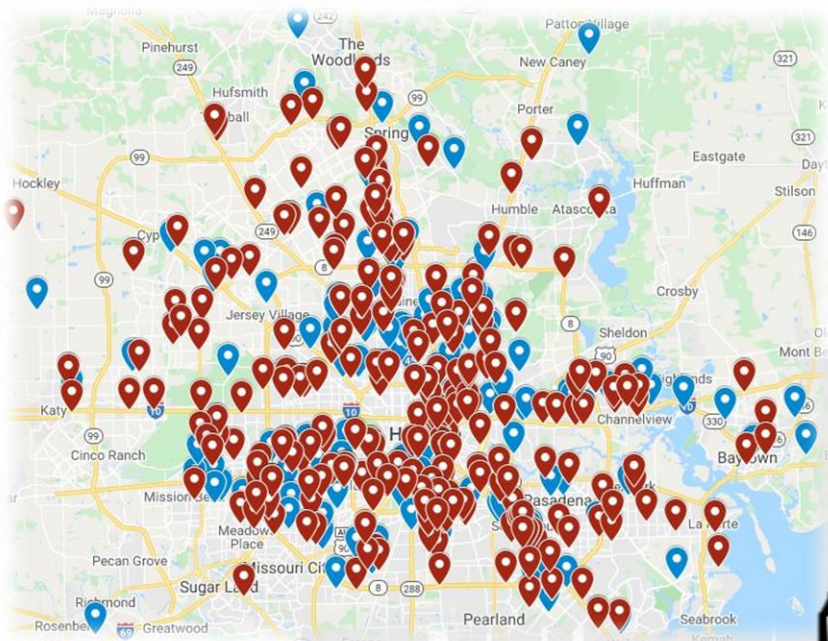
Overall: Houston crime rate is **117% higher** than the national average

In 2020, Houstonians had a 1 in 991 chance of becoming a victim of violent crime and a 1 and 22 chance of becoming a victim of property crime.

Houston Crime Trends Q1 2021 vs 2020 vs 2019



IDENTIFY COMMUNITY NEEDS



COVID allowed us to reach community member across the city, state, and world in a whole new way!

1. Identify the needs of your community.
2. Determine how your mission can meet community needs.
3. Utilize different forms of delivery to reach your community.

During the COVID-19 Pandemic, we utilized our partnerships to reach an estimated 9 million people in 15 states, and 5 countries.



Selecting & Implementing Successful Partnerships



SELECTING PARTNERS

Choosing the right partnerships is critical to achieve the desired outcome of your programming. When choosing a partner, consider the following:

1

What is the need at hand?

2

Who has leverage with the target population?

3

Would the desired outcome only be possible if a collaboration is utilized?



IDENTIFYING A NEED



crimestoppersofhoust • Following ...

crimestoppersofhoust
#TraffickingTruthStories There is plenty of buzz surrounding human trafficking in the media right now, but many stories that circulate are sensationalized and depict a form of trafficking that is more overt but less common. Most often, trafficking doesn't happen in such obvious ways. Sometimes, trafficking looks like... [swipe photo to read the story].

*Please Note: These stories are informed by a collection of real accounts of trafficking and do not reflect a single persons' story. Names were assigned to these fictional characters and do not identify actual survivors. This campaign was a

Liked by sydneyzuiker and 17 others
SEPTEMBER 27, 2020

Add a comment... Post

REPORT SUSPECTED TRAFFICKING

IN AN EMERGENCY REPORT TO **911**

REPORT TO THE NATIONAL HUMAN TRAFFICKING HOTLINE AT **1-888-373-7888**

REPORT ANONYMOUSLY TO CRIME STOPPERS OF HOUSTON AT **713-222-TIPS (8477)**



crimestoppersofhoust • Following ...

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SEPTEMBER 27, 2020

Add a comment... Post

70 organizations strong. JOIN THE COALITION

VISIT: <https://uaht.org/coalition>



What can you give, what can you get?

THE GIVE AND TAKE

Partnerships should be mutually beneficial. How can you help each other to reach a common goal?

 **Episode 30:**
THE LINK BETWEEN ANIMAL CRUELTY & DOMESTIC VIOLENCE
with Rania Mankarious



Tamron Hall
Host of MSNBC Live with Tamaron Hall
@tamronhall

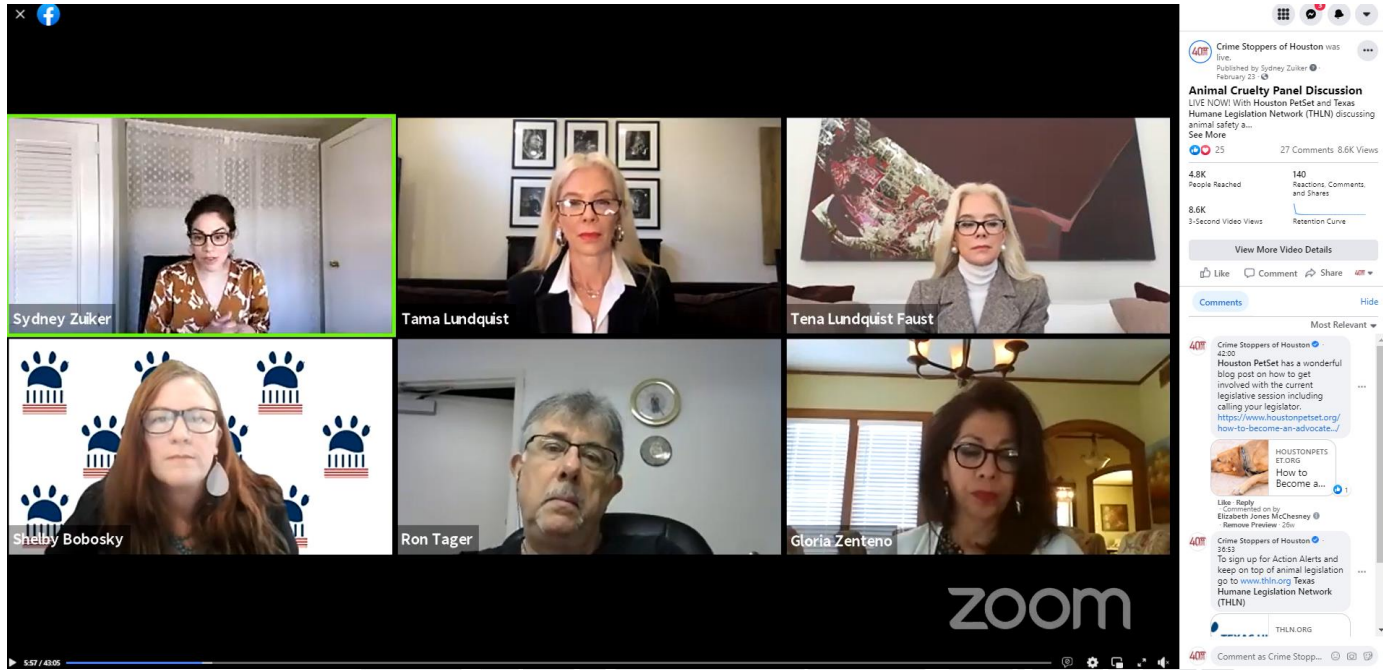


Tena Faust & Tama Lundquist
Co-founders, Houston PetSet
@houstonpetset






IDENTIFYING A NEED




Program Spotlight



Tena Faust and Tama Lundquist
This month we are thrilled to spotlight Tena Faust and Tama Lundquist, Co-founders of [Houston PetSet](#) for their ongoing and dedicated work #fortheanimals. We have been honored to work with Tena and Tama for many years and are looking forward to welcoming them as a guest on The Balanced Voice Podcast later this month!

Harris County's top 10 most wanted suspects accused of animal cruelty



PHOTOS: Most wanted animal cruelty suspects
These 10 suspects are accused of various animal cruelty crimes such as abandoning animals at private homes and failing to provide animals with necessary medical care.
>>>Keep clicking for the top 10 most wanted animal cruelty suspects.

Officials with the [Harris County Animal Cruelty Taskforce](#) and Crime Stoppers of Houston released Thursday a list of 10 most wanted suspects accused of animal cruelty in Houston.



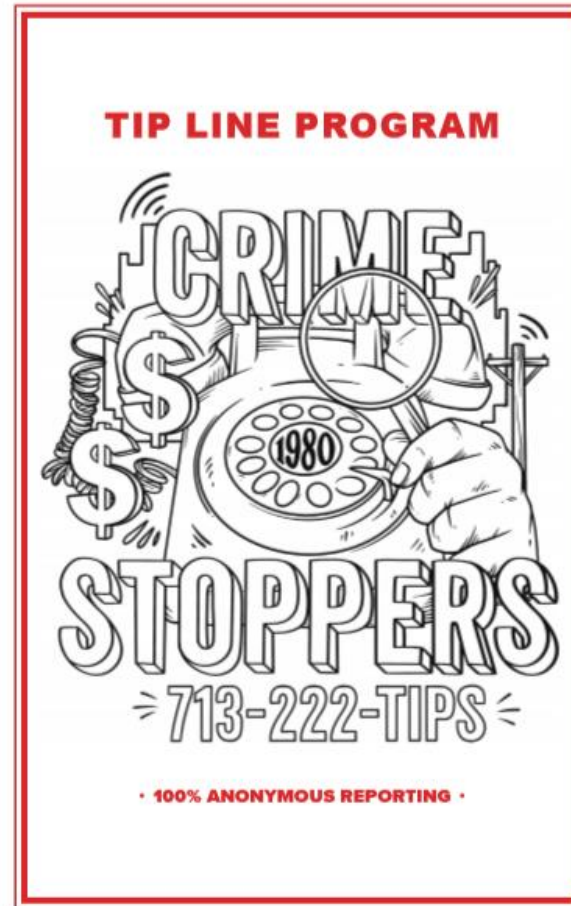
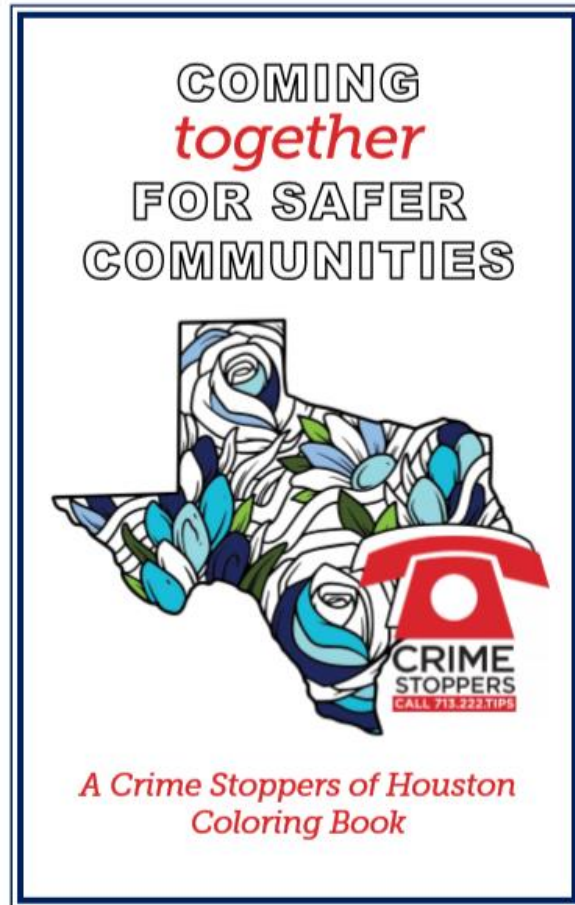
- Utilize multimedia platforms to reach more people.
- Think about who the experts are in your community for a specific kind of crime and leverage their networks to reach more people.
- Remember, a thank you can go a long way!

UTILIZE KEY COMMUNITY LEADERS

You cannot be everywhere and at every event for all communities, nor can you be an expert in the specifics of every single community. Utilize individuals who are **already leaders** in the community to help you further your mission. Using a **“train the trainer”** model can be very effective.



UTILIZE KEY COMMUNITY LEADERS



DAVID MALDONADO

About the Artist

For this coloring book, we partnered with local artist David Maldonado, a Mexican - American visual artist and creative based out of Houston, TX to educate communities about our services.

As the founder of Pan Dulce (#PDHTX), a non-profit organization that strikes conversations of unity and hope in the local community through the methods of art and cultures, he is the perfect partner for this collaboration.

His iconic murals draw inspiration from the elements and the storytelling tradition of folk art, street culture, and Mexican muralism. His artwork is infused with Houston culture and lives on the walls around town.

FOLLOW DAVID

@capdavjon

FOLLOW PAN DULCE

@pandulcehtx



Scan to learn more



Gain the trust and respect of target populations by utilizing members of their community.

UTILIZE KEY COMMUNITY LEADERS



We have partnered with Dr. Nissi Hamilton to distribute over 20,000 Child ID kits across the city!



Knowing When to Say “No”



SELECTING PARTNERS

Knowing which partnerships and request to say “no” to is equally important to know which partnerships to say “yes” to. Consider the following:

- 1 Does the request **support** or **further** your mission?
- 2 Does the request **help** or **hinder** your programming?
- 3 Is the request from a **close partner**?



WHEN TO SAY NO

From: [REDACTED]

Sent: Wednesday, July 7, 2021 10:37 AM

To: szuiker@crime-stoppers.org

Subject: Letter of Support Request for Upcoming Grant

Importance: High

Good morning Sydney,

Happy Wisdom Wednesday and I hope all is well. I am writing to request a letter of support for a program [REDACTED] is proposing to be funded by Department of Health and Human Services, Office of the Assistant Secretary for Health, Office of Adolescent Health called [REDACTED] will offer organizations the opportunity to have a significant impact on reducing rates of teen pregnancy and existing disparities by implementing evidence-based teen pregnancy prevention programs through abstinence-plus education to scale in communities with populations at greatest need.

[REDACTED] is requesting a letter of support from your organization. Our relationship with your organization is valued and we want to create a long history of collaborating. I have attached a letter template for your review. You may use this template, make changes as needed, or create your own letter of commitment. ***The areas that are italicized will require you to put in specific information about your agency and/or services that you will be able to provide to the project.*** Unfortunately, we have a short timeframe and I humbly request that you **return your letter by July 9, 2021** and I appreciate your consideration of this request. If you need additional information, please do not hesitate to contact me.

For more information:

More info about [REDACTED]

More info about [REDACTED]

Please let me know if you have any questions.

Thank you,

Lauren Harris



WHEN TO SAY NO

From: [REDACTED]
Sent: Tuesday, June 23, 2020 11:46 AM
To: Sydney Zuiker <szuiker@crime-stoppers.org>
Subject: Letter of recommendation request

Good morning Syd|

I hope that this email finds you well, although 'well' seems to be a very relative term these days. Jen & I ate at Mai's about a week ago and I thought "Ok, don't order 2 orders of the sticky rice again...it comes with 2!" See, you have impacted my life and I am capable of learning.

I have a favor to ask: Would you consider providing me with a letter of support / recommendation for a joint project we're working on with a few other (I think?) anti-trafficking partners that Crime Stoppers works with? Should you decide to, I've included some talking points in accordance with the scope of the grant request. If you are not familiar with any of the orgs / talking points below please feel free to omit that one from your comments. Or you can scrap all of the talking points and just write it from scratch, up to you my friends!

Addressed to:
To whom it may concern

Talking Points:

- LPNP's presence as a leading buyer-informed, demand reduction org.
- LPNP's desire to see a healthy, safe public informed about the true destructive nature of porn and resulting unwanted sexual compulsions as well as programs to confront demand.
- Elijah Rising's effectiveness at mobilizing volunteers through prayer, awareness, and intervention while sharing the love of Christ.
- Rescue Us' holistic approach to healing and providing long-term housing for survivors of exploitation and sex-trafficking.
- How Rescue America empowers the sexually exploited to exit the life via their 24/7 hotline and emergency assessment program.
- The importance of orgs collaborating in intervention efforts, service provision to survivors and effectively deterring buyers.
- Our collective partnership with Crime Stoppers.
- Anything else you want to add

This can be a PDF or Word doc on letterhead sent to me. I am coming in a little late on this request to help out with the support letters so I apologize for the short notice. They are wanting these by Wednesday/ Thursday if that is possible. Thank you in advance for considering it my friend, in this difficult time we must capitalize on each funding opportunity that we can and this will help in that regard!

Sincerely,

[REDACTED]
Executive Director
Mobile (346) 229-9777



Varied Kinds of Partnerships



VARIED KINDS OF PARTNERS



CRIME STOPPERS OF HOUSTON
virtual

COLLEGE SAFETY SUMMIT

Saturday, August 8th | 10am - 2pm
Register: <https://bit.ly/CollegeSafetySummit2020>



WIN
FREE
WHATABURGER.
for an entire year!



T Mobile

EARN FREE
WHATABURGER.
for you and 4 friends!

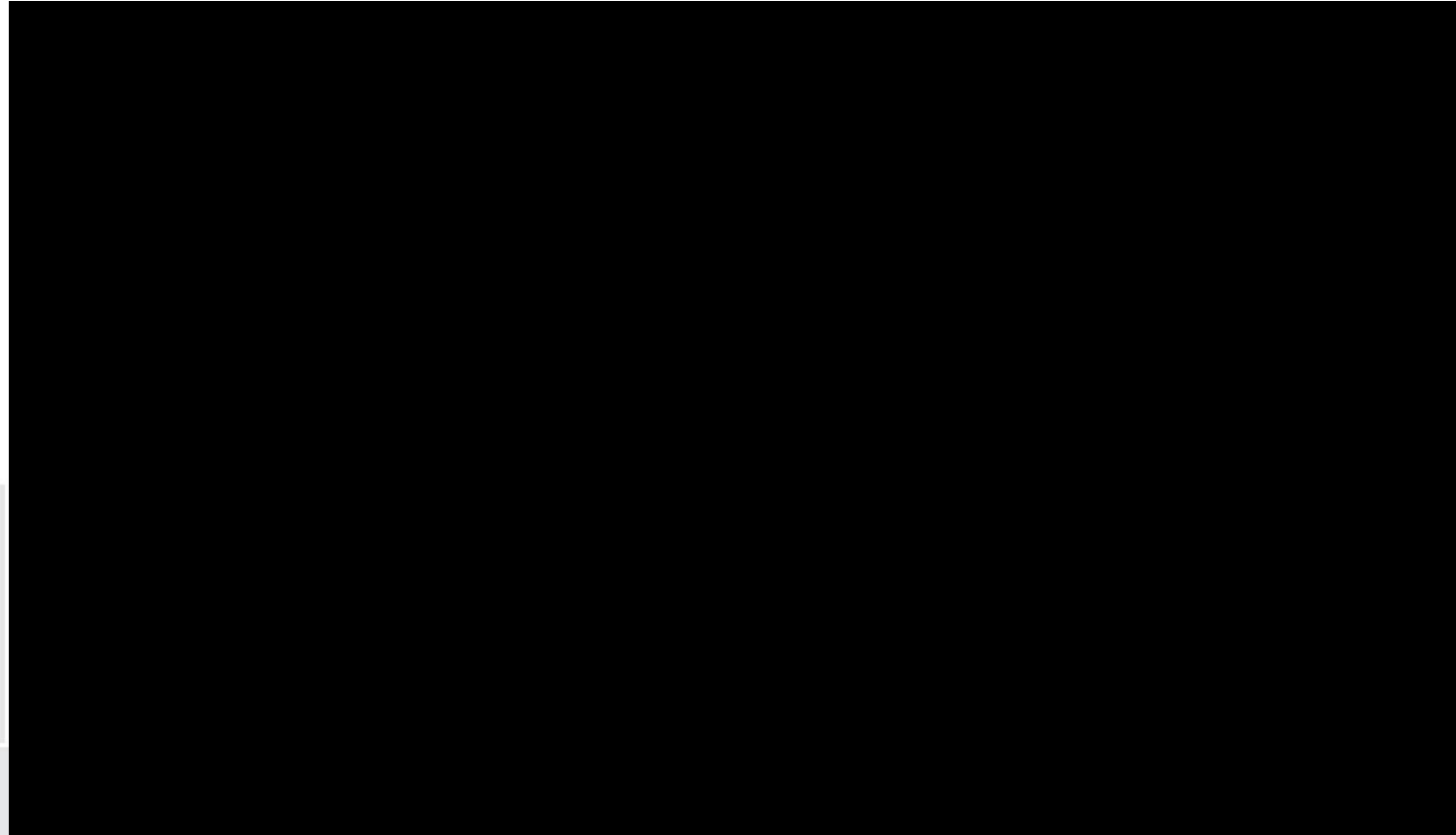


*free whataburger with purchase of a drink
and large fry. See caption for details*



Different kinds of partnerships serve different purposes. Our partnership with **WHATABURGER** allows us to provide free food at many of our events and incentivizes people to attend our seminar.

VARIED KINDS OF PARTNERS



Our partnership with **Demand Disruption** (*formerly Love People Not Pixels*) allows us to provide information and education about a topic they are experts in: Human Trafficking Demand Reduction.

VARIED KINDS OF PARTNERS



CRIME STOPPERS
CYBER SAFETY
RESOURCE GUIDES:
Cyber Safety

We remain committed to our mission
to solve and prevent serious crime
in the Greater Houston Area.



Contact Us

We hope that this resource guide is beneficial to you, your family and your community. Please reach out if you have any questions, would like more information or would like to request a presentation.

For a student related presentation requests and questions, contact: ssi@crime-stoppers.org

For parent & community requests and questions, contact: scp@crime-stoppers.org

How to Report

Call 713.222.TIPS (8477)

Use our Mobile App
Download app name: Crime Stoppers Houston

Go to crime-stoppers.org



CRIME STOPPERS OF HOUSTON
P.O. Box 541654 | Houston, TX 77254
(713) 521-4600
www.crime-stoppers.org



OUR CYBER SAFETY INITIATIVES
ARE SPONSORED BY T-MOBILE.



T-Mobile

Cyber Safety Conversations
in Partnership with T-Mobile



#IMVU #cybersafety
IMVU Safety Concerns (Cyber Safety Conversations in partnership with T-Mobile)

Crime Stoppers of Houston
presents
**CYBER SAFETY
OUTREACH DAY**
in partnership with T-Mobile

AUGUST 27 6-7:30 PM

Register at <https://bit.ly/CyberSafetyOutreachDay2020>

Breakout sessions include:

- A Guide to Cyber Safety
- Una Guía de Seguridad Cibernética
- Human Trafficking & the Internet
- Social Media Safety
- Gaming Safety

This event is made possible by T-Mobile



T-Mobile

Thank you to our event collaborators



Our partnership with **T-Mobile** allows us to provide Cyber Safety Information & Education to students, school staff, and parents. Because of them, we are able to create video series, host events, and gain expanded exposure.

VARIED KINDS OF PARTNERSHIPS

DRUGS in a SNAP

5 Step Fentanyl Poisoning Prevention Plan



@crimestoppersofhouston



1. LEARN THE PROBLEM

What is fentanyl? Fentanyl is a synthetic opioid similar to morphine that is 50 to 100 times more potent. It is highly addictive and just 2mg, the equivalent of 2 grains of salt, can kill you within minutes.

Why does it matter? Fentanyl is being laced in drugs that teens are purchasing on social media platforms such as Snapchat for just a few pennies. These fentanyl-laced drugs can be purchased online and delivered straight to your home.

What is the scope of the problem? Fentanyl is pouring into the United States. Texas Governor Greg Abbott recently said there is a "100% increase in the amount of fentanyl coming across the border." Teens are being targeted because fentanyl is highly addictive. If a student survives a hit, they will be addicted for life. Social media platforms such as Snapchat make it easy for dealers to connect with and sell to teens with little risk of being caught.

- Street names for fentanyl:**
- Apache
 - China Girl
 - China White
 - Dance fever
 - Friends
 - F3NT
 - Goodfella
 - Jackpot
 - Murder B
 - Plache
 - Tango and cash
 - TNT

Emoji Code: Emojis may appear to be cute, harmless symbols but they are often used to advertise and sell illicit substances over social media applications because the emojis go undetected by community guidelines. It is important to recognize that a transaction on Memo containing emojis may look completely innocent when in reality it is a dealer's receipt. Below are commonly used drug-related emojis and their meanings:



Want to learn more?

Listen to *The Balanced Voice* podcast episodes with Dr. Laura Berman about her 16-year-old son, Samuel's tragic overdose death. Scan the QR code to hear Samuel's story on episode 24 and 25.



2. TALK TO YOUR TEEN

Engaging in conversation with your teen could prevent dangerous situations and will equip your teen with life-saving information if they find themselves or a friend in a fentanyl-related event.

The scary thing about fentanyl is that it can go undetected in many recreational substances such as marijuana, vapes, and pills. It is natural to want to explore and experiment, however, you have to weigh the potential consequences of exploration.



Just 2mg of fentanyl, the equivalent of 2 grains of salt can kill you within minutes.

Consider Asking Your Teen:

- Do you know what a fentanyl overdose looks like?
- Do you know what to do in the case of a suspected fentanyl overdose?
- Have you ever been approached online or in person to try any of these substances?
- Do you have any other questions to ask me about fentanyl or other substances?

3. GET NARCAN

Is there a way to reverse opioid overdose? Once administered, **NARCAN Nasal Spray** binds to opioid receptors and can block or reverse the effects of the opioid consumed. It is safe and effective for people of all ages, including children, for known or suspected opioid overdose. **NARCAN Nasal Spray** can be purchased from all major pharmacy chains such as CVS or Walgreens. "If there is even a chance that your child is going to touch a marijuana cigarette, you need to have **NARCAN Nasal Spray** in your medicine cabinet."

Sam Chapman
Senior Youth Counselor

"It is so much better to have **NARCAN** in your medicine cabinet, than to need it and not have it."

Tiffany Jordan
Community Officer, Bark Subchapter



Learn how to administer NARCAN Nasal Spray:

1. Move the person to their back.
2. Tilt their head and support their neck with your hand.
3. Place nozzle into either nostril and spray entire dose.
4. Stay near them until medical help arrives.

Scan to watch the video!

4. GET BARK

Parenting in the time of technology can feel very overwhelming. **Bark** can save you time and aid you in your quest for safe and healthy technology usage.

"If you give your child a device that can access the world, then the world can access them."

Tiffany Jordan
Community Officer, Bark Subchapter

Bark is a third party parental monitoring tool that helps families manage and protect their children's online lives. They monitor 30+ of the most popular apps and social media platforms, including text messaging and email, for signs of digital dangers. Their screen time management and web filtering tools help you set healthy limits around how and when your kids use their devices.



5. SIGN THE PETITION

One of the most effective ways for us to protect children is by using third-party safety apps (like **Bark**). However, for third-party safety apps to work, the social media companies need to give them permission. Many social media platforms, like Twitter and Instagram, do provide this access, but unfortunately others, like Snapchat and TikTok, do not. To save lives, parents need to be the ones who make the choice about whether they want to use third party monitoring tools.

Dr. Laura Berman and her husband Samuel Chapman have created a petition, #LetParentsProtect to raise awareness and push social media platforms to change their policies about third party monitoring tools.

SIGN THE PETITION HERE: change.org/letparentsprotect



Our partnership with **BARK** allows us to provide life saving resources to parents. These resources stemmed from a podcast episode we had with them!



Increasing Education & Reporting



INCREASING VISIBILITY



People need to see something **7 to 10 times** to remember it and take action. Making your logo easily identifiable to your target populations is important!



Be proud of where you live.
REPORT ILLEGAL DUMPING.

We are here to answer the call.
713-222-TIPS
Up to \$5,000 cash rewards
for **ANONYMOUS** tips
that lead to the charging &/or arrest of
www.crime-stoppers.org
only tips and calls given directly to Crime Stoppers
are anonymous and eligible for a cash reward

KEEP HOUSTON SAFE

Up to \$5,000
CASH REWARDS
for **ANONYMOUS** tips
713-222-TIPS
WWW.CRIME-STOPPERS.ORG

CRIME STOPPERS
CALL 713.222.TIPS

BRAYS OAKS
ELEMENTARY SCHOOL
EST. 2002

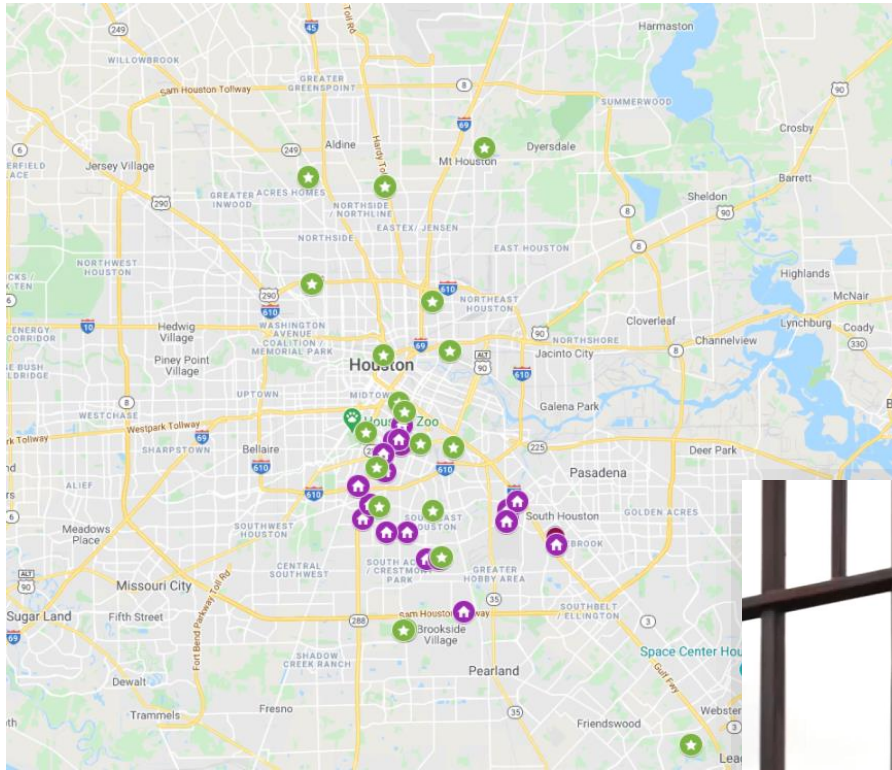
INCREASING VISIBILITY



Our partnership with **Citizens United Against Crime (CUAC)** has allowed us to reach communities of all ages with information about our organization & provide them with tangible steps to take in their community to stop & report crime.



INCREASING VISIBILITY



55,876+ community members reached so far in 2021 through our apartment complex partnerships.

INCREASING VISIBILITY

35,975

CASES



SOLVED

\$12+M

IN CASH REWARDS



PAID

SCP SPECIFIC REACH

656,284+

Community members reached through 30 podcast episodes.

AWARENESS



149,605

Participants reached directly through Safe Community Program Presentations & Outreach Events.

EDUCATION



748,588+

Individuals potentially reached through events, fairs and material distributions.

OUTREACH



25,676,560

potential reach via social media and marketing outreach

OUTREACH



*2015 - YTD



Thank you!



SYDNEY ZUIKER
Safe Community Manager
szuiker@crime-stoppers.org

