



**CRIME
STOPPERS**
TORONTO

See it. Say it. Stop it.

Doing What's Right Is Its Own Reward

Presented By: Sean Sportun, SMVol, ICPS, SAS-AP
Chair | Toronto Crime Stoppers

Agenda

01

Enhancing the brand

02

Strategy

03

The rebrand

04

New logo

05

The launch

06

Community projects

07

Results

Doing the right thing is its own reward



**Enhancing the
brand**

01

Our Brand

Your logo is the face of your brand



Critical Thinking – Paradigm Shift

The background of the slide features a hand holding a glowing lightbulb. Surrounding the lightbulb are several white gears of different sizes and a network diagram consisting of interconnected nodes and lines. The overall theme is innovation and critical thinking.

**Question
everything**

**Think
differently**

**Challenge
old ideas**

**Because the
problem might
just be the
solution.**

The background of the slide features a hand holding a glowing lightbulb. Superimposed on the scene are several white gears of different sizes and a network diagram consisting of nodes connected by lines. The overall theme is innovation and creative thinking.

& Creativity & Innovation

Doing the right thing is its own reward



Strategy

02

Our strategy

Analyzed our statistics, specifically our reward payouts over the last ten of years

- Only **17%** of those who submitted successful tips actually came forward to collect their cash reward.

A review of our P3 Tip Management platform revealed that **50%** of our on-line tipsters were selecting the “no” option for the “are you interested in receiving a reward” question.

Created a working group or “think tank”

- Included strategic stakeholders (TPS, media and community members)



Our strategy

Two specific **risks** were identified in the current operating model

As we strategized, we quickly realized there was an opportunity to potentially redirect of efforts and reward payouts to benefit the entire community.

Perhaps if tipsters were not claiming cash rewards for themselves, they may be motivated to claim for the good of their community.

After speaking to community members about our new forward-thinking strategy, the consistent response was clear – individuals believed that **Doing the right thing is its own reward**.



The rebrand

03

Our new model

- ✓ Processing of tips remains the same – Board of Directors review tips
- ✓ Our new opportunity lies in our reward system... or rather, removing it
- ✓ Our efforts will now be directed to support the entire community

What we needed to do...

Updated our by-laws and article of incorporation

Build a Community Reward Program application process

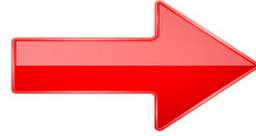
Set an annual minimum budget



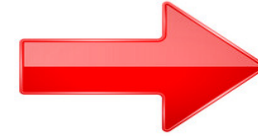
How It Worked



Tipster submits tip
& gets a unique
identification code



Tip sent to
Investigator



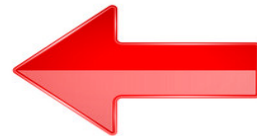
If tip leads
to arrest/resolution



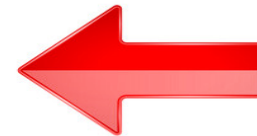
Board determines
reward amount



Tipster attends TD
bank to claim reward
with a redemption code



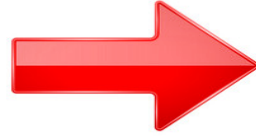
Tipster calls back in
6-8 weeks with
identification code



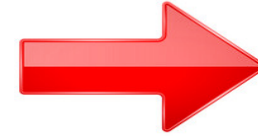
How It Works Today



Tipster submits tip
& gets a unique
identification code



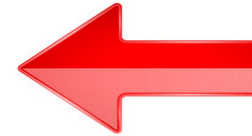
Tip sent to
investigator



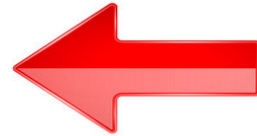
Board reviews
dispositions



Community Program applications
are submitted on-line



Board selects
project



Community Programs
benefit from the reward
money



New logo

04

Our new brand



**CRIME
STOPPERS**
TORONTO



Our slogan

See it. Say it. Stop it.



See it.



Say it.



Stop it.

416-222-TIPS
222TIPS.COM



Crime doesn't pay.
Neither do we.
Rewards will now be
used to support
communities in need.

**Doing
what's right
is its own
reward.**

See it. Say it. Stop it.



The launch

05

Crime Stoppers Month



Doing the right thing is its own reward



OOH advertising



Doing the right thing is its own reward



Community projects

06

Glendower: **After school program**



Alton Towers: Playground refresh

GTA

Playground shooter pleads guilty to brazen attack that left two small girls wounded



By **Raneem Alozzi** Staff Reporter
▲ Mon., June 15, 2020 | 2 min. read
🔄 Article was updated Jun. 16, 2020



Doing the right thing is its own reward



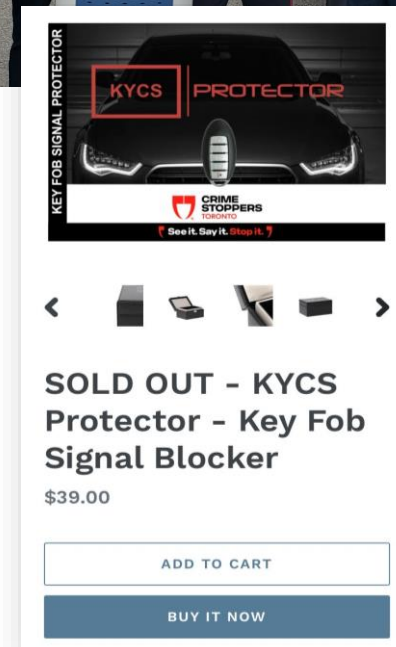
Alton Towers: Playground refresh



Doing the right thing is its own reward



Project Lockdown: **Auto theft prevention**



Doing the right thing is its own reward



Project Winter Warm Up



Doing the right thing is its own reward



Engage416: Soccer league



Doing the right thing is its own reward



Community Signage Program

Creating more visibility in the community, with a call to action.



Doing the right thing is its own reward



Community Signage Program










“ This program will **help** support community safety by **raising awareness** about how to **report criminal activity** that affects our neighbourhoods.” Chief James Ramer



Results

07

Statistics: 2019-2021

		2019	2020	2021
Tips		7,267	7,186	7,102
Arrests Made		85	67	105
Charges Laid		311	250	780
Cases Cleared		71	67	120
Illegal Firearms Seized		2	6	18
Illegal Narcotics Recovered		\$53,395	\$2,104,079	\$1,021,226
Property Seized		\$44,041	\$145,253	\$523,982
Homicides Solved		2	4	8

By the Numbers

57% Increase in arrests

79% Increase in cases cleared

100% Increase in tips that assisted in solving homicides

200% Increase in tips that recovered illegal firearms

212% Increase in charges laid

260% Increase in property seized

**Doing what's right
is its own reward.**

416-222-TIPS
222TIPS.COM

See it. Say it. Stop it.



Fundraising

Soon after the launch of the rebrand, the COVID 19 pandemic effectively froze all fundraising initiatives.

TCS was in a healthy financial situation and has been able to sustain the wave; where other programs have struggled.

Despite not actively fundraising, corporate sponsorship poured in to support the Community Reward Program (\$72,000.00)

2022 Chief of Police Dinner: Raised \$118,000 (29% increase)

2022 Golf Tournament: Raised \$25,000 (93% increase)



Thank you...



Sean Sportun, SMVol, ICPS, SAS-AP

Chair | Toronto Crime Stoppers

Sean.Sportun@gmail.com

416-904-3805

For more information, please visit www.222tips.com



Crime Stoppers:

See it. Say it. **Stop it.**

PODCAST

