

The

# INFORMER



**CRIME**  

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**STOPPERS**  

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October 2011

## LOCKTON AFFINITY LAUNCHES CRIME STOPPERS USA INSURANCE PROGRAM

## CRIME STOPPERS USA INSURANCE PROGRAM IS HERE

Kansas City-based Lockton Companies LLC started in 1966 as a modest, home-based insurance agency. Today, Lockton has grown to over 4,100 associates strong and has become the largest privately-held insurance brokerage firm in the world, boasting 58 offices in 17 countries, including the United States, Europe, Latin America, the Middle East and Asia. Lockton Companies places over \$16 billion in annual premium with annual revenues in excess of \$835 million.

Lockton Affinity, an affiliate of Lockton Companies, was formed in 1987 to meet the specialized, dynamic needs of affinity groups like Crime Stoppers USA. Based in Overland Park, Kansas, they are one of the leading insurance program administrators in the United States. Their staff of 170 associates administers over 90 insurance programs for a wide variety of small businesses, associations, franchises and affinity groups. Because of their vast experience and company motto of We Live Service!®, CSUSA has selected Lockton Affinity to administer the new Crime Stoppers USA Insurance Program.

Through the program, chapters now have access to the Directors and Officers Liability, Employment Practices Liability, Crime (employee and volunteer dishonesty), General Liability, Property and Special Events coverages they need. To help simplify the insurance buying process, an easy-to-use, program-specific website ([www.csinsurance.locktonaffinity.com](http://www.csinsurance.locktonaffinity.com)) has been developed that allows chapters the ability to request a quote online and, for certain coverages, purchase coverage online with a few clicks of the mouse through the secure online enrollment center.

For additional information about the program and coverages available, visit the Crime Stoppers USA Insurance Program website ([www.csinsurance.locktonaffinity.com](http://www.csinsurance.locktonaffinity.com)) or call a member of their dedicated team at 800-978-3613.

Great News!

CSUSA chapters now have access to comprehensive insurance with the new Crime Stoppers USA Insurance Program. The program offers a comprehensive portfolio of products including Directors & Officers Liability, Employment Practices Liability, Crime Coverage, and General Liability. This new member benefit program will help ensure you are protected from risks associated with operating a CSUSA chapter.

Enrollment in the program is easy! Simply access the program website ([www.csinsurance.locktonaffinity.com](http://www.csinsurance.locktonaffinity.com)) that allows chapters the ability to request a quote online and, for certain coverages, purchase coverage online with a few clicks of the mouse through the secure online enrollment center.

The program is offered through Lockton Affinity, a wholly-owned subsidiary of Lockton Companies -- the world's largest privately held insurance brokerage firm. Lockton Affinity is dedicated exclusively to the administration of insurance programs for associations, franchises, professional organizations and other affinity groups. To learn more about Lockton Affinity, visit [www.locktonaffinity.com](http://www.locktonaffinity.com).

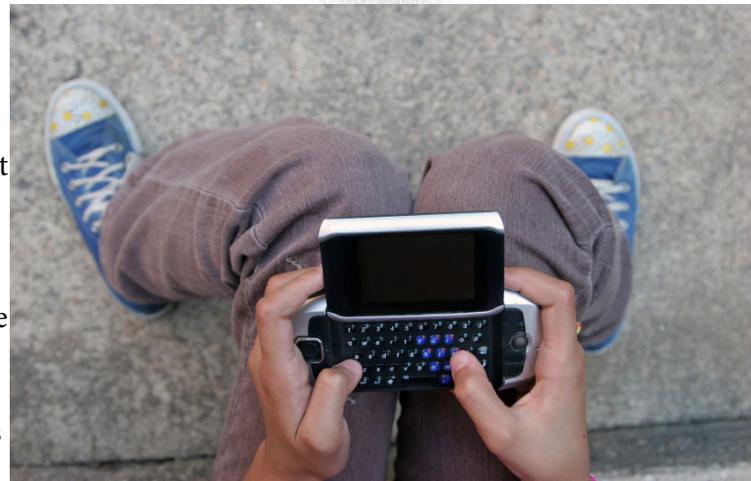
If you have questions about the program or your insurance coverage, please call (800) 978-3613 to speak to a program representative.



Ten years ago, San Diego County experienced two separate school shootings in just two weeks—2 people were killed and 18 were injured. This incident impacted the staff and board of San Diego County Crime Stoppers and since then preventing violence has always been the primary objective of our school-based Crime Stoppers program. San Diego County Crime Stoppers has operated a school-based program for the past 12 years—in that time 13 guns have been removed from middle and high schools through tips to the program. The program has been very successful and is now active in 220 schools in the county. In the 2010-11, school year 32 crimes were stopped at local schools including knives being removed from middle schools; ecstasy, prescription drugs, and marijuana sales stopped; and \$4,000 worth of stolen laptops being recovered.

The board of San Diego County Crime Stoppers was concerned that the program was not consistently implemented throughout the county with some schools seeing great results and other schools not participating at all. Through this evaluation process, the board found that the school police officers at each individual school was the determining factor in successful implementation. The board also found that the program was not well promoted by teachers and administrators, just school police. On further examination, the board determined that the name of the program was a barrier to connecting with our education partners. So, after 11 years of Campus Crime Stoppers, the board re-branded the program and created Students Speaking Out.

The name Students Speaking Out was chosen because it described the intent and impact of the program. The goal of Students Speaking Out is to empower students to use their voices to make their schools and communities safer. The message is for students to tell an adult they trust or Students Speaking Out. San Diego County Crime Stoppers has launched a website ([www.studentspeakingout.org](http://www.studentspeakingout.org)) and a facebook fan page to allow students to learn about the program on their own. This school year, we have distributed more than 10,000 posters to local school to promote the program—links are on the website. The website contains information about crimes and dangerous activity that regularly take place on campus or among teens. Each of these content areas have an explanation of the consequences of the activities and the reasons why students should speak out against them.



Students Speaking Out works exactly like our regular Crime Stoppers program. We use the same tip phone number and offer text, web, facebook, and iPhone Ap tips. Tips go directly to the law enforcement agency with jurisdiction over the school, but we also have cell phone numbers of each of the school police officers in the county, so we can make a quick connection for urgent calls. For students without transportation, we make individual accommodations for reward pick up.

So far we have seen a huge improvement in the support of our education partners. Just this week, the San Diego Unified School District School sent out an all-staff memo to promote Students Speaking Out—something that was never done in the previous 12 years. Students Speaking Out has also been incorporated into the district's brand new bullying policy. With budget cuts throughout the education and law enforcement systems taking place, we are confident that engaging directly with educators was a good choice. This year, several school districts have eliminated school police officer positions, so our old system would have been completely ineffective in those schools.

The next few weeks should give us a direct measure of the impact of this change—as tips dispositions roll in, we will see if students respond to the change. Credit for the program has to also be shared by our sponsors, including AT&T, the San Diego Chargers, Sempra Energy, Cox Communications, and Heritage Security.

**GREATER KANSAS CITY CRIME STOPPERS**  
**816-474-TIPS HOTLINE**

PRESS RELEASE FOR IMMEDIATE RELEASE

DATE: September 30, 2011

FROM: Det. Kevin Boehm, Crime Stoppers  
Coordinator

SUBJECT: Crime Stoppers Reaches Milestone  
10,000th Arrest

KANSAS CITY, MO --- As of September 30, 2011, the Greater Kansas City Crime Stoppers TIPS Hotline achieved its 10,000th felony arrest in program history. The anonymous reporting resource which pays cash rewards for information leading to the arrest of felony criminal suspects has been in operation in the Greater Kansas City area since October 1982.

The TIPS Hotline extends its appreciation to all area media outlets as well as federal, state and local law enforcement and most importantly the anonymous callers, web TIPSTERS and texters who have made the program a success and model for other Crime Stoppers programs worldwide.

In addition to the 10,000th arrest the program has received over 118,000 TIPS and cleared 593 homicides, 1,565 robberies, 1,419 burglaries and provided anonymous information to law enforcement resulting in the arrest of 2,765 fugitives. 1,668 firearms have been recovered and \$23,089,909.40 dollars in recovered property and narcotics seized. Cash payments to TIPSTERS have totaled \$1,184,282.00 to date.

Anyone with information is urged to contact Crime Stoppers Greater Kansas City TIPS Hotline at 816-474-TIPS (8477), TIPS may also be submitted electronically at [KCcrimestoppers.com](http://KCcrimestoppers.com), or by texting TIP452 and you information to 274637 (CRIMES). Information leading to an arrest in the case could be eligible for up to \$1,000.00 in reward money. All TIPSTERS remain anonymous.



**PRESS RELEASE FOR IMMEDIATE RELEASE**

September 13, 2011

Central Ohio Crime Stoppers is pleased to announce that Kirk Vidra won the \$100,000 Hole-In-One Shootout at our 4th Annual Golf Outing which took place on Monday, September 12, 2011, at Kinsale Golf and Fitness Club. Kirk used a 6-iron he had previously won from our 2nd Annual Golf Outing which had been donated from Muirfield. Our 4th Annual Golf Outing was a huge success and we want to thank our corporate sponsors, Verizon, Meijer, and UDF, for partnering with us for the past four years and all other sponsors and participants who helped make this event great.

Any questions, please contact Kevin Miles, Central Ohio Crime Stoppers, at 614-206-6315.



# “THINK LOCAL!”

*by Warren Miller*

‘Tip’ O’Neill used to say that ‘all politics is local’. And certainly, the efforts of local Crime Stoppers programs are no different.

However, as manager of the Crime Stoppers USA national Tip line 800-222-8477, sometimes I find that programs can ignore their local phone lines when developing a strategy for encouraging and managing tips.

The local line(s) are important in three major areas:

- 1) Anonymity - A local line produces call records. And, forget about the intimidation from a line answered “sheriff’s office.”
- 2) Features - A local number with ‘enhanced features’ can reduce costs and enable more effective call handling. For example, a voice message ‘menu’ separating status update requests from actual tips has several advantages. Only the correct tip/status information goes out to that single person/control point who knows the circumstances. Avoid lawsuits. Cut the phone bill, avoid answering service charges. Each Crime Stoppers program can elect specified times they will accept status calls and not connect others. This also reduces ‘hacking’ from prisons or other locations, and expensive collect calls from persistent tip reward seekers.

- 3) Cost Savings - Recently, I examined the phone bill for a local program. Their numbers cost \$35 each, plus a boatload of federal, State, and City taxes.

CSUSA members are eligible for a local tip line at \$19 per month, or for FREE if they already have either the national toll free tip line or an individual toll free number paired with the CSUSA national tip line. And the savings go well past the difference between \$19 and \$35, **(some usage fees may apply)**. As many as three numbers can run on the same platform, while the program is paying only for one. All lines come with anonymity and call ‘supervision’ that avoids call forwarding and long distance charges.

For more information go to the Crime Stoppers USA web site [www.crimestoppersusa.com](http://www.crimestoppersusa.com)

*Warren Miller is the President and Founder of Telecompute Corporation, a voice telecommunications service bureau located in Washington, DC for the past 25 years.*



# CRIME STOPPERS INTERNATIONAL CONFERENCE 2012

## Crime Stoppers International Conference

Fall 2012



Las Vegas

OCTOBER 1 - 4, 2012 - MONTE CARLO RESORT & CASINO

Please call 800-245-0009



[www.crimestoppersusa.com](http://www.crimestoppersusa.com)



# Monte Carlo

LAS VEGAS RESORT AND CASINO



# LAREDO CRIME STOPPERS 30TH ANNIVERSARY DINNER



Judge Carter, Master of Ceremonies, Carolyn Leyendecker, Executive Director.  
I am a BOD member, past president, vice president and secretary of  
Laredo Crime Stoppers.

The pictures in the background are of our former coordinators on Wanted Dead or Alive  
Posters with a \$1,000 reward offered by Laredo Crime Stoppers.

## NEW CONTACT FOR BACK OFFICE

Your new primary contact at the Nonprofit Resource Center is Laura Wickizer at  
[lwickizer@thenonprofitresourcecenter.org](mailto:lwickizer@thenonprofitresourcecenter.org) or 918-683-4600.

Additional information is available at  
[www.thenonprofitresourcecenter.org](http://www.thenonprofitresourcecenter.org)

