

APPENDIX 5

S A M P L E

**WATERLOO REGIONAL
CRIME STOPPERS**

STRATEGIC PLAN 2000-2005

December 1999

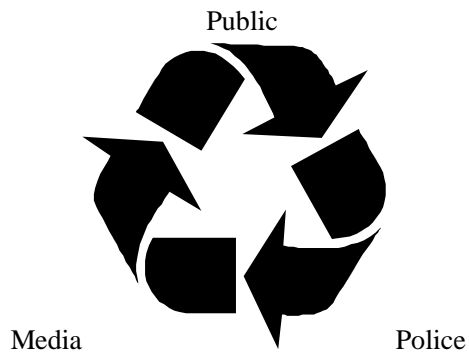
MISSION STATEMENT

The success of any Crime Stoppers Program must have the complete support and co-operation from our partners – *the public, police and media.*

The following mission statement captures how we strive to meet our objectives on a daily basis:

“Crime Stoppers is a partnership of the public, police and media which provides the community with a proactive Program to anonymously assist in solving crime and contributing to an improved quality of life”.

WATERLOO REGIONAL CRIME STOPPERS



STRATEGIC OBJECTIVES

The following strategic objectives are themes where our Program is now and where we want to be in the next five years. These Strategic Objectives require “Action Plans” that will guide our Program into the future.

WATERLOO REGIONAL CRIME STOPPERS

Goals & Objectives

1. To continue to increase the public’s general awareness of the Crime Stoppers Program through community profile enhancement events in an effort to increase the quantity and quality of tip reports generated through calls to the 1-800 tips line.
2. To enhance and maintain partnerships with local members of the media in order to assure the continued support of our Program and to find new and efficient ways of promoting Crime Stoppers.
3. To recognize and continue to support a valued relationship with the Waterloo Regional Police Service (WRPS) and other police agencies in order to facilitate the Program’s effectiveness and engender the highest caliber staffing for the day to day operations of the Program.
4. To raise an appropriate amount of funds to support our activities and initiatives of our Program in the Region of Waterloo.
5. To provide our Program with the highest quality human and physical resources in order to effectively serve our community.
6. To maximize the effectiveness of our Crime Stoppers Board by the increased involvement and training of all members of the Board of Directors.

GOALS / ACTION PLANS

Goal 1 –

To continue to increase the public's general awareness of the Crime Stoppers Program through community profile enhancement events in an effort to increase the quantity and quality of tip reports generated through calls to the 1-800 tips line.

Action Plan:

7. Initiate new public awareness programs, i.e. SNAP.
8. Promote Crime Stoppers in as many community venues as possible, i.e. special interest shows, fairs, car meets, mall displays, etc.
9. Network with other local agencies and service clubs.
10. Continue to support current public awareness programs, i.e. Warrant of the Week, Crime of the week, Van, Captain Crime Stoppers, etc.
11. Network with local School Boards to promote Crime Stoppers.
12. Participate in public speaking events to promote the Program.

Goal 2 -

To enhance and maintain partnerships with local members of the media in order to assure the continued support of our Program and to find new and efficient ways of promoting Crime Stoppers.

Action Plan:

13. Initiate media involvement in promoting new public awareness programs, i.e. SNAP.
14. Provide media partners with a continual supply of topical press releases to generate local interest in the Program.
15. Recognize the media partnership in the Region of Waterloo with our Program using an appropriate venue, ie. Media night.
16. Solicit local media's assistance in continuing to support current public awareness programs, i.e. Warrant of the Week, Crime of the Week, Van, etc.
17. Make best efforts to recruit Board members from local media organizations.

Goal 3 -

To recognize and continue to support a valued relationship with the Waterloo Regional Police Service (WRPS) and other police agencies in *order to facilitate the Program's effectiveness and engender the highest caliber staffing for the day to day operations of the Program.*

Action Plan:

18. Network regularly with Senior Management of Waterloo Regional Police Service (WRPS) to provide information about the day to day operations of the Program.
19. Provide feedback to WRPS about the performance of the Program's staffing.
20. Provide input into the selection of new staff members for the Program.
21. Invite WRPS Senior Staff to all major networking opportunities with the Program (ie. Annual meeting).
22. Provide WRPS Board with an annual report concerning the operations of the Program.
23. Maintain the current contract to the best interests of the Program and WRPS.
24. Provide WRPS Senior Staff with quarterly and annual reports concerning the operation of the Program.
25. Network with the Cambridge OPP, Kitchener RCMP and other police agencies in the interests of our Program.

Goal 4 –

To raise an appropriate amount of funds to support our activities and initiatives of our Program in the Region of Waterloo.

Action Plan:

26. Network with Community Service Groups :
27. Fundraising dollars
28. In roads to local businesses for fund raising
29. Network with Businesses & Corporate partners in the Region of Waterloo for:
30. Fundraising dollars
31. Promote Corporate sponsorship/partnership
32. Maximize the time frame during the year without limiting fund raising for other things, i.e. Time dedicated for each event vs. fund raising dollars to be acquired.
33. Initiate new fund raising events, ie. Harley motorcycle, golf tournaments, etc.
34. When appropriate, apply for non-profit and foundation-sourced funding.

Goal 5 –

To provide our Program with the highest quality human and physical resources in order to effectively serve our community.

Action Plan:

35. Maintain appropriate number of quality human resources to run the Program on a day to day basis.
36. Acquire best available physical resources to administer Program:
37. ie. Computers, office equipment, vehicle, etc.
38. Expand Friends of Crime Stoppers:
39. Utilize Volunteer Action Centre to facilitate assisting our Program.
40. Encourage any interested community members (including ex-Board members) to become a Friend of Crime Stoppers.
41. Network with Community Service Groups, business and corporate partners as a source for new Board members and Friends of Crime Stoppers.

Goal 6 –

To maximize the effectiveness of our Crime Stoppers Board by the increased involvement and training of all members of the Board of Directors.

Action Plan:

42. Provide training for new Board members to increase awareness of Crime Stoppers activities/mechanics.
43. Develop a proper training package (by-laws, policies, etc.)
44. Encourage attendance to all appropriate training venues, ie. OACS conference, local training sessions, etc.
45. Create policy to stipulate Board member involvement in the operation of the Program by requiring active participation on a mainstream committee.
46. Provide new members with a mentor Board member to facilitate their orientation phase with the Board.

WATERLOO REGIONAL CRIME STOPPERS

December 1999

Board of Directors:

<i>Chairman</i>	Fred Hicks
<i>Vice-Chairman</i>	Nancy Amos
<i>Treasurer</i>	Jim Deneau
<i>Secretary</i>	Mary Lou Baer
<i>Police Co-ordinator</i>	Sgt. Doug Sheppard

Board Members:

John Arajs
Jenny Baker
Tyson Cragg
Ralph Korchensky
Edwin Lemont
James McKinnon
Al Pijenburg
Bob Robson
Kim Rourke
Robert Schaub
Bill Sulston
Jim Trethewey
John Yost

