

2023

ANNUAL IMPACT REPORT





Safe City Mississauga respects,
values and celebrates the
diversity of people who make
up our community.

EMPOWERING COMMUNITIES

As the new Board Chair, I'm thrilled to guide our organization in advancing community safety in the City of Mississauga. Leading the charge in crime prevention, we continue to achieve significant progress through our dedicated Watch programs, solidifying our commitment to making Mississauga a safe city for all.

Together, we are building a resilient and secure environment where the collective strength of our community acts as a powerful deterrent against crime. It is inspiring to witness each community member actively contributing to the safety and well-being of our neighbourhoods, businesses, and schools.

As we reflect on the strides we have taken, we extend our deepest gratitude for your participation and support.



**Sarah Ramsook, Chair
Safe City Mississauga**

**Linden King, Past Chair
Safe City Mississauga**

MAKING A SAFE CITY

We've been a strong pillar of community safety for over three decades, actively manifesting a safer Mississauga through community-based proactive measures.



Our Watch programs bring crime prevention to residents - in their homes, businesses, and schools - providing the knowledge and tools needed to feel safer and better connected.

OUR VALUE PROPOSITION

Safe City Mississauga's value proposition is solid.

Action Driven

The 'proof is in the pudding" - We don't just talk about safety statistics and facts. We involve the community in actions that have helped lift Mississauga to be named one of Canada's safest cities for over 15 consecutive years.

Trustworthy Conduit

We understand the social fabric of Mississauga and we've established trusted relationships with police services and city leaders which gives us the ability to act on community input.

Serving A Fundamental Human Need

We serve a very critical need in the community, encouraging and facilitating the conditions for neighbourhoods to feel safe and secure, which is the foundational building block for ensuring citizens prosper.



STRATEGIC PILLARS



Neighbourhood Collaborations

We're constantly seeking partnerships with all types of entities in our community including neighbourhoods, businesses, schools, police, colleges/universities and community organizations. A safe city demands the voices and input of all the parts of it. Here at SCM, we take initiative to identify and engage these entities to cultivate community informed programs and solutions that benefit everyone.



Empathy in Action

The goal of the crime prevention work that we do is not to exclusively serve today's community - it's designed to create long term positive effects and a bright future for generations to come. We put a special emphasis on youth engagement to empower young people to actively contribute to shaping the world they want to live in.



Data-Driven Solutions

Every single program, course and piece of content we put out is backed by rigorous data pulled from leading data sources. Our services offerings are developed from and informed by evidence-based solutions to crime related problems and are continuously evaluated for agile adaptation and adjustment.



Outreach & Focus on Diverse Communities

We work and live in one of the most diverse communities not just in Canada, but in the world - By engaging citizens of all ages, backgrounds and demographics, we're leveraging our diversity as a powerful tool to create a city that is safe from end to end for ALL its residents. No one gets left behind on our clock.

2023 AT A GLANCE

8,941

Program participants from all ages, backgrounds, demographics and neighbourhoods across Mississauga

193

Hardworking volunteers who gave us their time, talent and passion

4,434

Volunteer hours poured into innovative and evidence backed community crime prevention initiatives

2

Knowledge exchange events hosted to showcase innovations and best practices in crime prevention

22

External events attended to share our programming with residents across the city

Every City
Needs A Hero...
Like You.



2023 AT A GLANCE

36

New Neighbourhood Watches activated to strengthen more Mississauga communities

36

CPTED audits completed to identify ways to improve safety in neighbourhoods, parks, and businesses

725

Participants engaged in Neighbour's Night Out to strengthen neighbourhood solidarity and deter crime

12

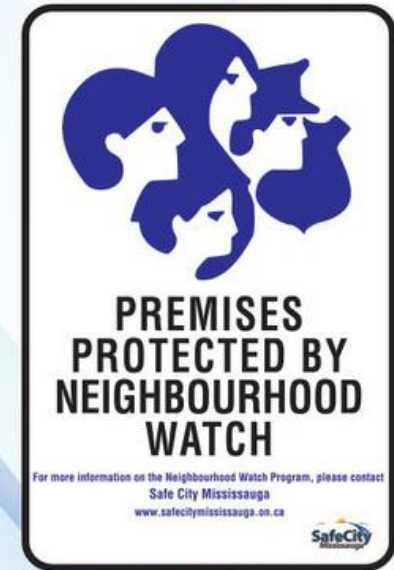
City Councillor townhalls to inform residents about Neighbourhood Watch and crime prevention strategies

1,700

Residents reached through canvassing to expand Neighbourhood Watch across the city



NEIGHBOURHOOD WATCH



PROTECT YOUR COMMUNITY

Learn More



Neighbourhood Watch is a group of neighbours willing to look out for each other and their community.

The benefits are a Safer, Connected and Engaged Neighbourhood.

Join a Neighbourhood Watch TODAY!

2023 AT A GLANCE

9

New youth employees and placement students hired to elevate the voices of Mississauga's youth population

600

Civics 4 Kids! workbooks distributed in the community to provide an educational resource for families

803

Civics 4 Kids! worksheets downloaded from our website to support learning on safety and civic duty

1,868

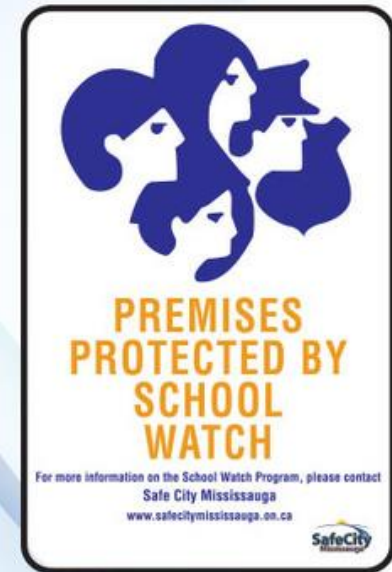
Touchpoints with youth to enhance knowledge and promote positive decision-making

3,380

Youth employment and placement hours provided to help prepare the next generation of professionals



SCHOOL WATCH



PROTECT YOUR SCHOOL



School Watch prepares students for the civic responsibility of looking out for themselves, each other, and their school community.

The benefits are a Safer, Connected and Engaged School Community

Join a **School Watch** TODAY!

2023 AT A GLANCE

1

New partnership with the Meadowvale Business Association to expand Business Watch across the city

5

Continued partnerships with the Mississauga BIAs to connect and educate businesses on crime prevention

4

Shoplifting Prevention Workshops delivered through partner organizations to educate on best-practices

130

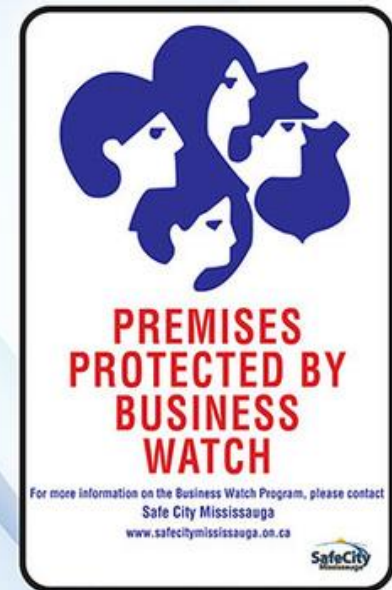
Attendees at Shoplifting Prevention Workshops who learned how to better protect their local businesses

20

Business Watch signs installed and distributed to display unity among local businesses and deter crime



BUSINESS WATCH



PROTECT YOUR BUSINESS



Business Watch is organized communities of business owners willing to look out for one another, and each other's business properties.

The benefits are a Safer, Connected and Engaged Business Community

Join a **Business Watch** TODAY!

OPPORTUNITIES FOR IMPROVEMENT

1

Senior Service Area: In 2022, 57% of seniors polled have been recently bullied, 56% engaged in bullying behaviours, and 55% witnessed bullying behaviours.

4

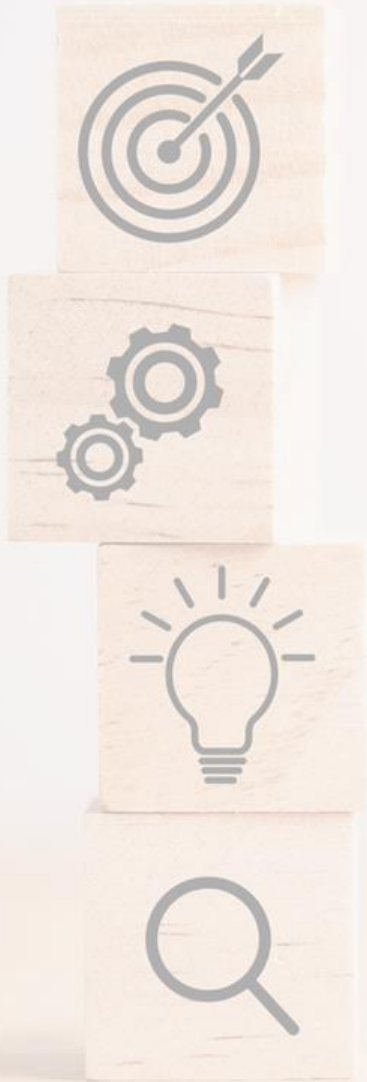
Program Staff: To sustain current capacity and meet increased demand of neighbourhood, youth, and senior service areas.

1

Sustainable Funding Source: Service contract with the City of Mississauga.



COMMUNITY SAFETY ANALYSIS



COMMUNITY SAFETY ANALYSIS IN MISSISSAUGA

We examine not only of crime patterns and trends but also of various social, economic, and environmental factors contributing to community well-being and safety. Combining crime analysis with an understanding of broader community issues allows for a more comprehensive approach to program planning and intervention strategies.

- Region of Peel - Data Monitoring and Evaluation Action Table
- Peel Regional Police Countering Hate
- Metamorphosis
- UTM Medical Research on Intimate Partner Violence

CRIME PREVENTION DATA COLLABORATIVE

Established in 2021, the Data Collaborative aims to integrate crime statistics and community-level information to assess and address crime in Mississauga.

In 2023, we identified areas for Safe City Mississauga to prioritize for crime prevention programming and activities.

PLANNING

Establish where we need to be.

DESIGN

Create an implementation strategy.

EXECUTION

Deliver the methods.

MEASUREMENT

Assess the results.

And REPEAT.

- **Teresa Burgess-Ogilvie**
Executive Director, Safe City Mississauga
- **Gerald Adad**
Neighbourhood Services Manager, Safe City Mississauga
- **Lauren Kinne**
Youth Services Manager, Safe City Mississauga
- **Dr. Feihong Nan**
University of Toronto Mississauga
- **Sarah Ramsook**
Chair, Safe City Mississauga
- **Sdravka Damani**
Manager of Business Intelligence and Analytics
Peel Regional Police
- **Rob Morrone**
Director of Strategic Initiatives, Peel Regional Police
- **Mick Sachdeva**
Assistant Manager of Analytics, Peel Regional Police

STUDENT PLACEMENT PROJECT

Safe City Mississauga continues to bolster its capacity through strategic partnerships with academic institutions. Leveraging the expertise of five placement students from Seneca College's Criminal Intelligence Analysis (CIA) program, the organization focused on five target areas to deliver grassroots education, specifically addressing issues such as auto theft. These dedicated students crafted comprehensive materials that were not only informative but also tailored to resonate with the community. The created materials have been successfully distributed, marking a significant step forward in the organization's ongoing efforts to enhance public awareness and safety in the specified areas.

MOST COMMONLY STOLEN VEHICLES IN MISSISSAUGA

SafeCity Mississauga CRIME PREVENTION

AUTO THEFT PREVENTION

01 HOI

02 DO

03 FOR SE

04 LE SE

05 TOY HI

LOCK YOUR VEHICLE

Always lock your vehicle and all access points, even if you'll only be away for a short period of time.

P SAFE PARKING

Park in well-lit spaces with clear lines of sight so that activity around your vehicle is visible.

BE AWARE OF SURROUNDINGS

Stay alert & observant of your surroundings. Be proactive by regularly scanning your environment for suspicious activity.

VEHICLE CONTENTS

Be mindful of valuables stored in your vehicles and be sure to conceal them or remove them for your vehicle entirely.

Some auto ins discounts for a with your insu

UTM INTEGRATED CLINICAL EXPERIENCE: HEALTH IN COMMUNITY PROJECT

Research Question: How does the fear of intimate partner violence and being a victim of it impact the health and wellbeing of:

- Children
- Youth
- Families
- Seniors



REGION OF PEEL DATA, MONITORING AND EVALUATION (DME) ACTION TABLE

We are contributing to continuously improving the integration between the DME table and the Action Tables

The Community Safety and Wellbeing (CSWB) plan is legislated by the province and requires that the plan should be implemented in a way that allows for it to be monitored and evaluated, and the impacts of the plan reported publicly.

DME was set up to work on building a system to monitor and evaluate the progress made by the CSWB plan and Action Tables. This includes supporting action tables, developing, implementing, and evaluating the CSWB plan, enabling data sharing, providing data intelligence, and advising internal teams.

BUILDING ORGANIZATIONAL AND COMMUNITY CAPACITY FOR COUNTERING HATE

We all have a role to play in addressing hate, no matter how it is classified or who it is directed at. The only way to create meaningful, long lasting change, is to be unified in our response, and challenge hate in all its forms.

The goal of the Peel Regional Police Countering Hate in Our Community committee is to develop a Train the Trainer Course that can be adopted across the Region by anyone wanting to instruct groups on this topic.



HATE

METAMORPHOSIS

We joined a network of over 100 non-profit community service agencies working to ensure that community services in Peel are fully funded, effective, and meet the needs of our community.

Our purpose is to collaborate to achieve enhanced client service, knowledge transfer and service improvements for residents in the Regional Municipality of Peel.



NEIGHBOURHOOD SERVICES

Neighbourhood Watch

Business Watch

NEIGHBOURHOOD WATCH

Neighbourhood Watch is an organized group of neighbours looking out for one another, and each other's property. The program encourages residents to be aware of crime and suspicious activity that may be happening around them. The objective is that incidents are reported, not only to police, but also with your neighbours.

By participating in the Watch, everyone is alert and working together to maintain safety in their neighbourhood. While the program has been shown to reduce criminal activity, one of the greatest benefits is that it brings people closer together, into a stronger community.

Opportunity for Improvement
Program Staff: To sustain current capacity and meet
increased demand of Neighbourhood Services.



NEIGHBOURHOOD WATCH

Neighbourhood Watch has been a safety and community staple in Mississauga for over **30 years**. For three decades, we've seen the program bring communities together to **look out for one another, celebrate the strength in their diversity and lift the vulnerable**. Every year, Neighbourhood Watch continues to make a stronger impact on crime prevention in our neighbourhoods.



In 2023, we activated **36 new Watches** while connecting and empowering residents with crime prevention training all across Mississauga.

Thanks to the efforts of our brilliant team leads, we also saw a great wave of community engagement events that brought out neighbours of all ages.

Thank you to our **8,005 Neighbourhood Watch members** for your efforts in keeping Mississauga safe.

How a Mississauga neighbourhood reduced crime by an estimated 80%

170 active neighbourhood watches in Mississauga, organization says

By Graeme Frisque Mississauga News

Monday, July 31, 2023 | 2 min to read

How did they do it? They started a neighbourhood watch.

“It’s really building up a much greater sense of community. I’m not going to say it’s the kind of neighbourhood where everybody’s having dinner and coffee with each other, but they really have a heightened sense of community awareness and looking out for each other,” said Hutchinson.

“It’s definitely a much friendlier neighbourhood,” added Devane.





Joe Horneck
@JoeHorneck

Power of neighbours. Great community safety meeting tonight with 130 residents of Durie/Carolyn Road area. Amazing support answering resident questions by @PeelPolice @SafeCityMiss @PeelCrimeStopp @MrWoodCop @PRP11Div



Martin Reid @Reid4Ward9 · Dec 17, 2023

I am hanging out on one of the newest @SafeCityMiss Neighbourhood watch streets in the Ward. Much love to these amazing residents who planned a food drive today. Kudos to anyone that takes time at this busy time of year to think of others. We have a great city. @CSWBPRP



Ruchi Ambike @RuchiSLP · Oct 2, 2023

Wonderful Inaugural AGM for Hazel Heights Residents Association! Thank you, Councillor @JoeHorneck & @SafeCityMiss Gerald Adad for joining us and providing community updates! (PC @JoeHorneck)



Alvin Tedjo @AlvinTedjo · Nov 23, 2023

In a few weeks I'll be in Lorne Park with @PeelPolice and @SafeCityMiss to talk about community safety! Join us for a conversation about our neighbourhood and have your questions answered 😊
📅 Thursday December 7 at 6pm
📍 St. Luke's Elementary - 1280 Cobalt St



Community Safety Meeting

Join me, Safe City Mississauga and Peel Regional Police to talk Ward 2

Thursday December 7, 6pm
St. Luke's Elementary - 1280 Cobalt St





WATCH ACTIVITIES



1600
POUNDS OF FOOD

200
ARTICLES OF CLOTHING

At Safe City Mississauga, no one gets left behind. Our dedicated Neighbourhood Watch Team Leads, as well as the members, work tirelessly to ensure that the most vulnerable members of our community feel supported, empowered and included.

In 2023, seven Neighbourhood Watch teams organized charity drives aimed at collecting much needed items such as food, diapers and winter clothing. When we lift others, we all thrive - thank you to the following Watches for championing this value:

Applewood Road, Knotty Pine Grove, Varden Court, 1591 South Parade Court, Paddle Road, 1764 Rathburn Road and Hazel Heights

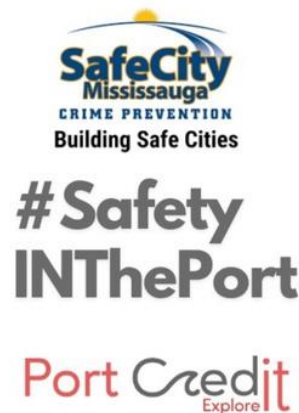


BUSINESS WATCH

Mississauga is fortunate to be home to incredible large and small businesses - from delicious eats to offices that employ hundreds of residents. Businesses strengthen the fabric of our community and deserve to feel safe.



Business Watch continues to grow! In 2023, our outreach efforts in the BIAs helped keep businesses connected and educated in crime prevention.



Four shoplifting prevention workshops were provided to Business Watch members to help tackle this ever growing issue in retail crime prevention. We also connected with the new Meadowvale Business Association to deliver shoplifting prevention and build new connections in crime prevention.

A background image of a classroom with several students. On the left, a boy is leaning over a table where another student is sitting. On the right, three girls are sitting at a table, looking at a book or project. The text 'YOUTH SERVICES' is overlaid in large blue letters.

YOUTH SERVICES

School Watch

Civics 4 Kids!



SCHOOL WATCH

School Watch imparts essential knowledge on the importance of graduating high school, being a good citizen, and building life skills to live a happy, healthy, and productive life.

The program delivers crime prevention education and life skills workshops directly to youth in high schools and community organizations throughout Mississauga.

Our community clean-up initiatives provide students with the opportunity to earn mandatory volunteer hours for graduation, while actively contributing to the safety and overall livability of their community.

In 2023, we introduced our latest life skill: Online Safety.





CIVICS 4 KIDS!

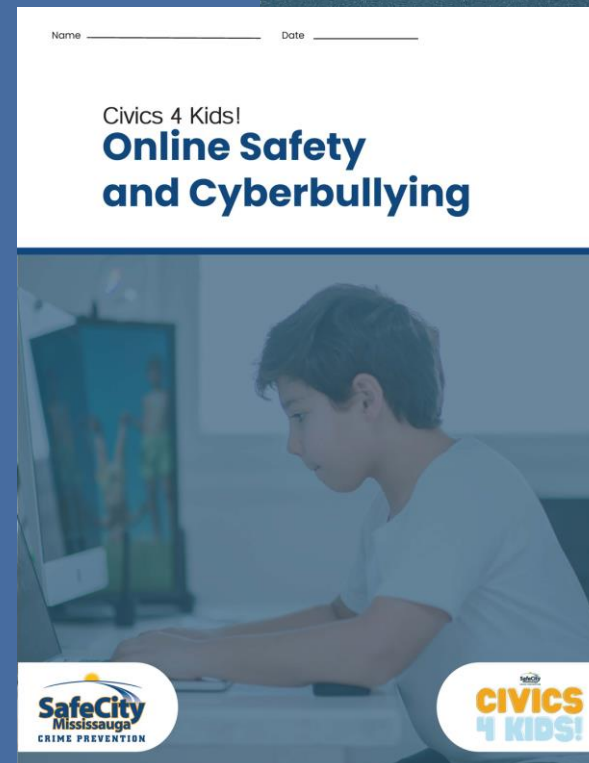
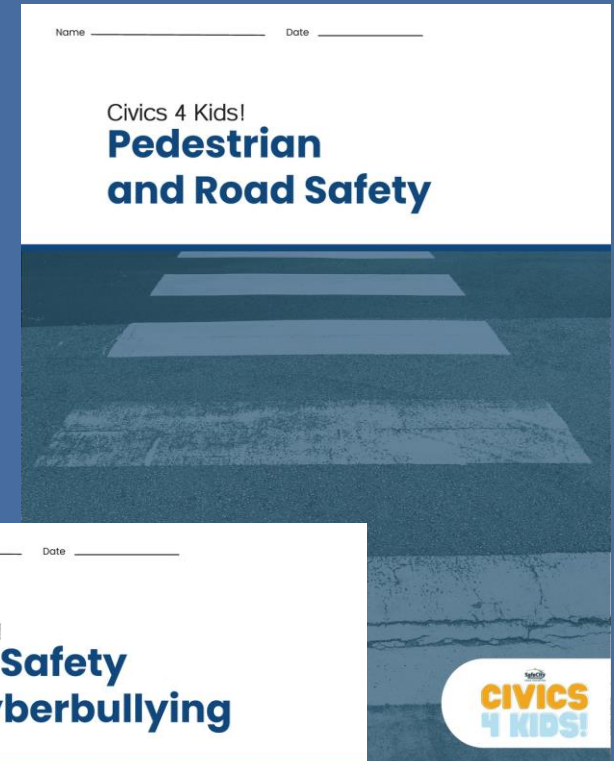
Civics 4 Kids! fosters safety awareness and civic responsibility among children. Through a curated collection of freely accessible online worksheets, the program aims to provide engaging and educational resources for families and educators.



These resources serve as valuable tools to instill essential life skills in young minds, nurturing a sense of responsibility and awareness in the realms of safety and civic duty, and promoting interactive learning and meaningful conversations.



Custom covers



CAMPAIGNS

#FutureGrad

#SeeltFixIt

We strive for every Mississauga student to graduate, opening doors to bright futures. Our #FutureGrad Grad 101 in-person presentation and accompanying online course guide students through the Ontario high school graduation requirements, and pathways to graduation like Specialist High Skills Major (SHSM) and the Ontario Youth Apprenticeship Program (OYAP), with a special emphasis on the skilled trades.



#FUTUREGRAD

SEE IT, FIX IT, FLEX IT

Report graffiti, vandalism, or any issues you spot, and together, we'll swiftly take action to fix and beautify our community. Beautifying a community is more than aesthetics; it's a collective effort that fosters a sense of pride, safety, and unity among residents, creating an inviting environment for everyone to enjoy. You spot it, we've got it! Our Report Graffiti process connects directly to the City of Mississauga reporting tool.

Report Graffiti

TOGETHER WE FIXED IT



NOW LET'S FLEX IT!

**THE POWER OF COLLABORATION:
SPECIAL THANKS TO ALECTRA**

alectra
Discover the possibilities

EVENTS

Community Outreach Activities
Neighbours Night Out
Operation Clean Sweep

Knowledge Transfer Events
Justice Luncheon
Crime Prevention Conference

NEIGHBOURS NIGHT OUT (NNO)



In 2023, Neighbourhood Watch members hosted eleven Neighbours Night Outs with support from Safe City Mississauga. Free for all ages, Neighbours Night Outs bring together the community for a fun street party where they can **meet their neighbours, strengthen neighbourhood spirit and deter criminals** by showing them that their neighbourhood is connected.



1764 RATHBURN RD

KNOTTY PINE GROVE

HAZEL HEIGHTS

APPLEWOOD RD

VARDEN CRT

PERIWINKLE CRES

THANK YOU NEIGHBOURHOOD WATCH MEMBERS!

CHASBRO CRT

WRIGGLESWORTH DR

PADDLE RD

BARRISDALE DR

CENTERTOWN RD

OPERATION CLEAN SWEEP

The goal of Operation Clean Sweep is to help make Mississauga safer by cleaning up graffiti and litter to help reduce criminal activity. Rapid removal and clean up is one of the most effective strategies a community can carry out to significantly reduce or even eliminate vandalism and graffiti. Removing graffiti sends a message to those committing the crime that it is not tolerated and indicates that the area is being supervised.

Thank you to the following neighbourhoods and schools who rolled up their sleeves and carried out Operation Clean Sweeps!



CORRINE/ILLOMAR
CRESCENT



PERIWINKLE
CRESCENT/LISGAR
RESIDENTS ASSOCIATION



KNOTTY PINE
GROVE



ASCENSION OF OUR LORD
SECONDARY SCHOOL



A special shoutout to Ms. Janice Lowe's students at Ascension of our Lord Secondary School in Malton for cleaning up their neighbourhood while earning volunteer hours to get one step closer to graduation!





JUSTICE LUNCHEON



In June 2023, we hosted our 12th annual Justice Luncheon, an event designed to bring together community leaders and members to learn about the state of policing in Peel through a keynote address by the Chief of Peel Regional Police.

Thank You Sponsors!



AGNES.CO



EVENT HIGHLIGHTS



Chris Fonseca

@Chris_Fonseca3

Congratulations @SafeCityMiss on an inspiring 12th Annual Justice Luncheon. ThankYou @ChiefNish for your empowering words & presentation on a “Shared Vision for a Safer Community” & to all those who sponsored & supported! #BuildingSafeCities #ASaferCommunityTogether #Mississauga

CRIME PREVENTION CONFERENCE



In October 2023, we hosted our 12th annual conference on Online Harms. The event not only disseminated valuable insights but also galvanized community leaders in a shared pursuit of online safety.

Thank You Sponsors!

Hero Award
Presenter



Gold Sponsor



Seneca



LiUNA!
LOCAL 183
For the People

Silver Sponsor

Sheridan



SIMSI

NATIONS



Rotary
Club of
Mississauga

Bronze Sponsor



EVENT HIGHLIGHTS



HERO AWARDS



HERO AWARDS

The Hero Awards celebrate Mississauga residents who have made extraordinary contributions to crime prevention in their community. Contributions can include: Outstanding **dedication** and **commitment**, **heroism**, **taking initiative** and **action** and **creativity/innovation**.



Generously supported
by:

Bell



Individual Hero Award Winner: Ruchi Ambike

Safe City Mississauga's nomination form was absolutely flooded with the extraordinary work Ruchi has done for the community. Initially, she was the force behind getting her street registered for the Neighbourhood Watch Program after several attempted car break ins.

Ruchi has been a driving force in the community to promote connections and activities for a safe and all-inclusive community. She works tirelessly to make a difference. She ensures diversity, equity and inclusivity in all her actions. She's extremely dedicated to her community and her neighbours.

Generously supported by:

Bell



Youth Hero Award Winner: Harman Singh

With unwavering ambition, Harman aims to focus his creative talents on uplifting local businesses and fostering unified community entrepreneurship. His dedicated commitment extends to a spectrum of causes, encompassing various aspects of community betterment, including healthcare, crime prevention, poverty alleviation, sports-related programs, advocacy, and financial literacy.

From starting a nonprofit to utilizing his graphic designing skills or volunteering for several businesses, such as Safe City Mississauga, he has consistently demonstrated a remarkable commitment to community causes. His contributions extend beyond the confines of his school, making him a source of pride and inspiration.

Generously supported by:

Bell

Organization/Group Award Winner: Knotty Pine Grove NW



The Knotty Pine Grove Neighbourhood Watch has demonstrated all the core principles and ideals of the Neighbourhood Watch program.

This has become a community where people know your name and young people speak to older people. Neighbours host community garage sales and giveaway events. They even have a neighbor that helps others with their lawns and weeds.

Neighbours have shared each other's cultures and traditions from around the world. Thanks to the guidance of their leadership team in attendance today, this is a group where everyone is truly a hero.

Generously supported by:

Bell

FUND DEVELOPMENT



FUND DEVELOPMENT

Our commitment extends beyond immediate impact, as we strive to establish a foundation for long-term financial stability.

- Grants
- Event Sponsorships and Ticket Sales
- Donations
- Rama Charitable Gaming
- Social Enterprise
 - The Shop
- Annual Giving Campaign
 - Community Membership Drive (2024 Launch)

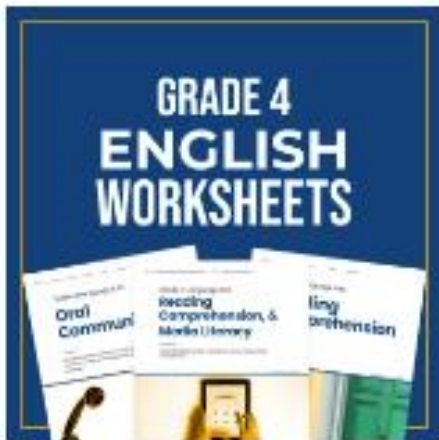
Opportunity for Improvement

Sustainable Funding Source: Service contract with the City of Mississauga.

THE SHOP

Our new online shop features math and English worksheets tailored for students in grades two through six. These resources are designed to reinforce fundamental skills like financial literacy and reading comprehension. Each worksheet is accompanied by detailed answer keys, providing immediate and thorough feedback for both students and educators.

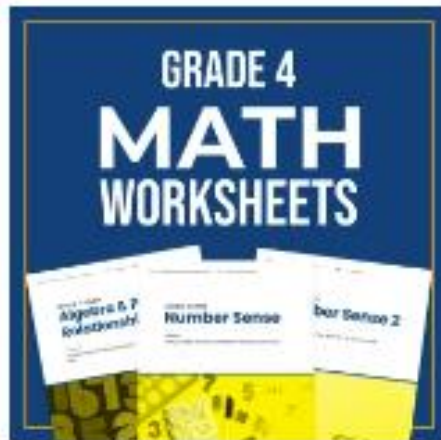
All proceeds from the The Shop support our Civics 4 Kids! program.



Grade 4 English Worksheets

\$5.00

Add to cart



Grade 4 Math Worksheets

\$5.00

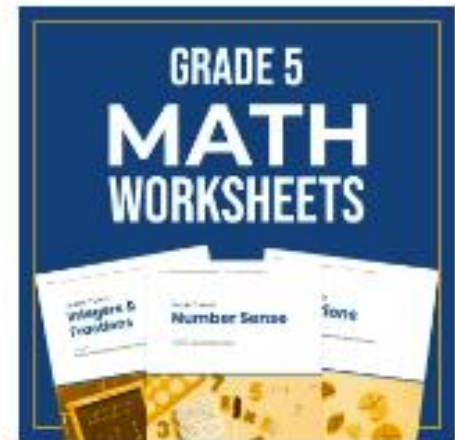
Add to cart



Grade 5 English Worksheets

\$5.00

Add to cart



Grade 5 Math Worksheets

\$5.00

Add to cart

CHARITABLE GAMING

Obtaining charitable gaming approval as a nonprofit organization is a crucial step in diversifying fundraising efforts to support various programs. Nonprofits often engage in activities like bingo, raffles, or other gaming events to generate funds for their charitable initiatives. This provides a fun and engaging way for the community to contribute and enables us to expand our financial base.

Our Board in action, helping us to raise funds for Neighbourhood Watch at Rama Gaming House in Mississauga.



OUR PEOPLE



STAFF



Teresa Burgess-Ogilvie
Executive Director



Gerald Adad
**Neighbourhood
Services Manager**



Lauren Kinne
**Youth
Services Manager**

A blurred background image showing several people in business attire standing around a wooden table. They are interacting with large, light-colored wooden gears, symbolizing collaboration and interconnectedness. The scene is brightly lit, suggesting an indoor office or meeting space.

WE PARTNER AND CONTRIBUTE TO AMPLIFY IMPACT IN THE COMMUNITY:

- **Data Collaborative in partnership with the Peel Regional Police**
- **Crime Prevention Through Environmental Design (CPTED)**
- **Sheridan College Program Advisory Committee**
- **Countering Hate**
- **Peel Situation Table**
- **Integrated Municipal Enforcement Team (IMET)**
- **Creditvale Mills Wellness Hub**

BOARD OF DIRECTORS



Sarah Ramsook
Chair



Linden King
Past Chair



**Mary Ellen
Bench**
Vice-Chair



Sneha Menon
Treasurer



Dr. Feihong Nan
Secretary



Joseph Chaung
Director



Lilian Kwok
Director



Cynthia Ulba
Director



Simon Shek
Director



Brett McDermott
Director



Anjana Bandara
Director



Cllr. Martin Reid
Director



Cllr. Brad Butt
Director



Supt. Josh Colley
Appointee



Celebrating **Linden King**'s ten years of outstanding leadership and contributions at Safe City Mississauga - a decade of service, a lifetime of impact for a safer community.

THANK YOU TO ALL OUR SUPPORTERS



An agency of the Government of Ontario
Un organisme du gouvernement de l'Ontario



AGNES CO



2023

ANNUAL IMPACT REPORT

