

SAFETY IS OUR VALUE

www.1800speakup.org



2025 ANNUAL GIVING PROGRAM



The outreach programs described in this document delineate Crime Stoppers of Michigan as the most community-focused, multi-faceted of all Crime Stoppers programs in Michigan, and one of the most creative in the nation. Our faith-based program, conflict resolution initiative, and family support group are all singular enterprises that make us truly unique. These programs are invaluable.

But these initiatives have created an immense drain on our financial resources at a time when contributions to non-profit organizations such as ours have greatly diminished. It has been the extreme dedication of our paid staff, volunteers, and interns that have made it possible to continue all we do. All of our long-term employees have taken reductions in salary and all but one has also taken a reduction in paid hours, while still maintaining their former workload and often taking on additional responsibilities. This level of commitment is invaluable.

Every one of our initiatives has shown initial evidence of having the potential to yield enormous benefits to Southeast Michigan in terms of safety and quality of life. But each of those initiatives has operated below capacity because of budgetary concerns.

We believe safety is a value. The cultural, social, economic, and mental wellbeing that comes from living in a safe environment is incalculable. For persons who live, work, and play in Southeast Michigan, safety must be a value. For entrepreneurs, investors, and visionaries who look to grow and prosper in this region, safety must be a value.

Crime Stoppers of Michigan, over the course of thirty years of service to this region, has proven that **"SAFETY IS OUR VALUE."** Longevity, corporate competency, continuity, trust, compassion, partnership, efficiency, creativity, ingenuity, and commitment are character traits of Crime Stoppers of Michigan that make investing in our work a value-added proposition. We are asking that your organization sponsor our tip line or one of the community outreach programs included in our 2025 Annual Campaign which seeks to raise **\$1,000,000**. You can sponsor our programs in part or whole, for one year, three years, or ad infinitum. A donation to Crime Stoppers of Michigan is not merely a tax-deductible gift. A donation to Crime Stoppers of Michigan is an investment that demonstrates a donor who understands value.

We began with the question, **"What value comes from this contribution?"** We trust we have answered the question and that you will answer our appeal.





For most non-profits, fundraising is the bane of their existence. The task is even more difficult when the mission of the organization revolves around an uncomfortable subject like crime and crime prevention.

Here is the question that needs to be asked and answered for potential donors—individual or corporate. **What value comes from this contribution?** It is a fair question.

In a 2022 article published in The Quad, the University of Alberta’s faculty publication, Associate Vice-President of Human Resources, Health, Safety and Environment, Tanya Wick, wrote:



We tend to think of safety as simply a matter of physical security, but in truth it extends far beyond that to include cultural and mental wellbeing . . . safety must be thought of as a value.

In our over 30 years of serving Southeastern Michigan, Crime Stoppers of Michigan has proven that safety is far more than a bullet point in our mission statement. Through our anonymous tip line, Center for Crime Prevention, and our numerous community outreach initiatives, we are proving that **“SAFETY IS OUR VALUE.”**





THE VALUE OF CRIME STOPPERS OF MICHIGAN

For over thirty years, Crime Stoppers of Michigan has pursued the mission to **“empower people to make their neighborhoods, schools, businesses, and churches safer through the anonymous reporting of crime.”** LONGEVITY IS A VALUE.

Crime Stoppers of Michigan is managed by a volunteer Board of Directors, among those who sit on our board are corporate executives, academicians, community activists, members of the faith-based community, and law enforcement executives. **CORPORATE COMPETENCY IS A VALUE.**

Crime Stoppers has been led by only two presidents. This is a steady ship, captained by individuals with long lasting commitment to our work. **CONTINUITY IS A VALUE.**

There has not been a single time when the anonymity of a Crime Stoppers tipster has been violated. Our system is trusted by tipsters, victims, and law enforcement. **TRUST IS A VALUE.**

In the last six years, Crime Stoppers has received more than 42, 000 anonymous tips and awarded over \$576,000 in cash rewards to anonymous tipsters. However, the value of our work to the victims and families we serve is not a statistic easily measured. Families come to us broken, disheartened, and feeling the system is not working for them. Once here, they receive compassion, care, and competency. They leave strengthened, encouraged and hopeful. **COMPASSION IS A VALUE.**

For the more than 200 law enforcement agencies we serve across seven counties of southeast Michigan, when leads haven't materialized and new information isn't surfacing, Crime Stoppers is both a trusted partner and a last resort. One press conference, poster, or social media post can prompt the call that cracks a case. **PARTNERSHIP IS A VALUE.**

Crime Stoppers of Michigan achieves all this with a minimal staff of one full-time employee, eight part-time employees, and volunteers from southeast Michigan communities and Michigan universities. **EFFICIENCY IS A VALUE.**

**1-800-SPEAKUP**

The Objective

Crime Stoppers of Michigan, through our 1-800-SPEAKUP tip line, empowers people to make their environment safer by providing a way for them to report information to assist in solving crimes anonymously and receive a reward. The objective of the tip line is to help citizens, businesses and schools rid the community of criminals.

The Process

There is much more to running a successful crime-reporting tip line than merely setting up an anonymous phone system. Our crime-reporting process comprises a myriad of components:

01

INFORMATION

Crime Stoppers informs the public of unsolved crimes and dangerous fugitives in our area through the utilization of press conferences, posters, television, radio, newspapers, billboards, geo-fencing, etc. Providing the public with information about these crimes, allowing them to empathize with victims, and providing an anonymous way to provide information law enforcement can use to apprehend criminals is at the core of the Crime Stoppers mission. Residents of Southeast Michigan provided in excess of 42,000 anonymous tips to Crime Stoppers in the last six years.

02

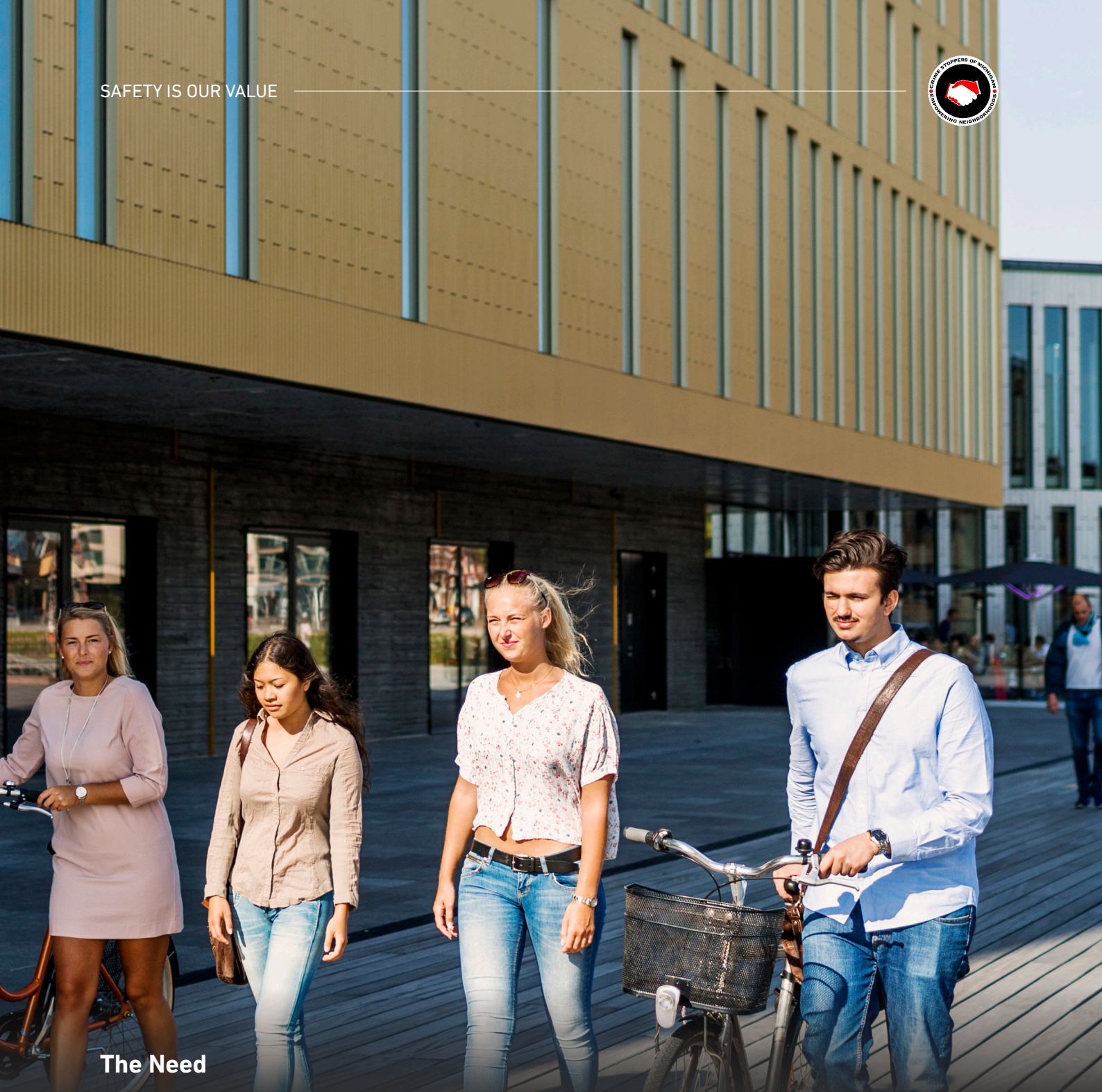
DISSEMINATION

Crime Stoppers of Michigan serves seven counties in Southeast Michigan with a population of 4,820,684, half of Michigan's population of 9.974 million people. We have established working relationships with more than 200 local, county, state, and federal law enforcement agencies in Southeast Michigan. We disseminate information received from citizens to investigating officers within these agencies and they use that information to take bad people off our streets.

03

COMPENSATION

Being able to compensate anonymous tipsters for information they provide that leads to the arrest of criminal suspects is a vital tool in our crime-fighting arsenal. In the last six years alone, Crime Stoppers of Michigan has awarded more than \$576,200 in cash rewards.



The Need

As it relates to our 1-800-SPEAKUP tip line, our need is manifold. First, we need to be able to continue paying rewards, contracting the call center, employing staff, purchasing billboards, printing flyers, and providing all the other services associated with the tip line. Secondly, we have additional communities and counties in Southeast Michigan who need and have requested our services. We cannot accept their requests for service without increased funding. Finally, for over thirty years, we have relied on the generosity of our media partners. They have broadcast our press conferences with families, interviewed our staff, publicized our events, and constantly reiterated the mantra, "If you have information concerning this crime, please call Crime Stoppers at 1-800-SPEAKUP. You can remain anonymous." They have provided us access to the public free-of-charge. Over the next three years, Crime Stoppers desires to exponentially expand our reach and increase our impact. Crime Stoppers needs to be able to purchase time in our media markets for infomercials, special programming, podcasting, and other media tools. We cannot expand our media presence without increased funding.

The 1-800-SPEAKUP tip line needs funding of \$250,000 annually over the next three years to maintain our current level of service and expand our impact even further in southeast Michigan.



CENTER FOR CRIME PREVENTION

The Objective

Crime Stoppers of Michigan seeks to expand beyond solving crime to assisting in preventing crime in Southeast Michigan by being both proactive and reactive. The question we asked was, “what we can do to empower citizens of Southeast Michigan to reduce their chances of being victimized by crime?”

The Process

The Center for Crime Prevention has adopted a three-tier process to equip residents of Southeast Michigan with information, resources, and tools to empower them to better protect their homes, families, businesses, churches, communities, and their digital footprint from predators of all kinds.

EDUCATION	PREVENTION	CONFLICT RESOLUTION
<p>Thomas Jefferson wrote that “knowledge is power, knowledge is safety, and knowledge is happiness.” Power, safety, and happiness are viable outcomes when citizens are made knowledgeable concerning their own safety. The Crime Prevention Speakers’ Series pulls together individuals with extensive backgrounds in law enforcement, public safety, community activism, and others, to educate residents on a wide range of topics such as gun safety, human trafficking, animal cruelty, and conflict resolution.</p>	<p>The Center for Crime Prevention provides citizens with resources and teaches citizens skills to help prevent crime. The Center focuses on skill sets such as situational awareness, typically defined as having an accurate perception of one’s surroundings, with the capacity to understand and appropriately respond to threats to one’s personal safety. Teaching seniors how to avoid scams and parents and children on the practices of human traffickers are other methods used to help prevent crime before it occurs.</p>	<p>Conflict between human beings is inevitable. Violence is not. However, much of violent crime is the result of unresolved conflict. Therefore, resolving conflict can help reduce crime. The Pathways to Resiliency & Peace (PRP) conflict resolution program of the Center for Crime Prevention utilizes the expertise of qualified, licensed clinicians to provide conflict resolution training to citizens in communities across the seven counties we serve. Citizens are given an introduction to conflict resolution strategies with a focus on interpersonal relationships. The goal is to equip participants with skills to resolve conflicts that arise in their personal dealings, and to share these strategies with others in real-time, practical ways.</p>



The Need

Every aspect of the Center for Crime Prevention has demonstrated potential for significant and lasting impact toward reducing criminal activity in our communities. Our desire is to expand the Center in all phases and create a response to criminal activity in Southeast Michigan that is as proactive as reactive. Increased funding will allow us to expand our educational component through improved and increased media production and in-person presentations, and to expand prevention efforts.

There is a need for \$30,000 annually for each of the next three years to fund the educational and preventive components of the Center for Crime Prevention.





PROJECT SAFE CAMPUS

The Objective

An article at <https://end-violence.org/safe-to-learn> shares this:



Education has a transformative role in children’s lives . . . when children cannot learn in safety, society as a whole pays a heavy toll.

The goal of Project Safe Campus is to foster school environments where children can learn safely, by empowering students to anonymously and safely report school-related crimes. With our student population, the objective is to offer the Crime Stoppers 1-800 number for proactive, preventive action and not just to report criminal activity that may already have transpired. This gives them not only a sense of safety, but also a sense of control.





The Process

Project Safe Campus offers students the opportunity to receive rewards for information that leads to actionable results. The reporting and rewards collection systems are much the same as our main tip reporting program. Project Safe Campus promotes social responsibility among the student population by encouraging reporting of behaviour that might bring harm to a person and/or the community.



INFORMATION

Project Safe Campus utilizes popular social media platforms and in-person, school assemblies to inform students of the 1-800-SPEAKUP tip line, and how they can utilize it to make their schools and communities safer. Emphasizing the anonymity of the program and the potential of the program to prevent violent encounters, bullying, drug usage/overdoses, abductions, etc. is vital to boosting student utilization.



DISSEMINATION

Many school districts in Southeast Michigan have their own policing agencies, separate from their local police departments. Wherever possible, Project Safe Campus disseminates information to those agencies first. Because of the preventive aspects of information received through Project Safe Campus, a process is in place to pass information on with the urgency necessary to keep school environments safe.



COMPENSATION

There are unique challenges that come to play in compensating student tipsters for information they provide. Students are compensated not only for information that leads to the arrest of criminal suspects, but also for information that prevents a criminal act, saves a life, or leads to any other actionable response from school administrators or law enforcement. Rather than cash payments retrieved anonymously at banking institutions, students are provided with numbers for gift cards they can utilize at their own discretion.

The Need

This vital program, rather than being expanded, has been decimated due to funding considerations. There is a desperate need for funding for Project Safe Campus in order to expand the program to school districts across our seven county coverage area and provide safe environments for our most important and, often, most vulnerable citizens. Project Safe Campus has been proven to save students' lives. Their lives are worth funding. Project Safe Campus needs annual funding of \$48,000 per year over the next three years to revamp, reactivate, and expand across our seven counties.



PROJECT GOOD SAMARITAN

The Objective

The objective of Project Good Samaritan is to build synergistic relationships between Crime Stoppers of Michigan, houses of faith, faith-based organizations, and community partners to collectively empower the communities we serve to combat crime and its consequences and to minister healing to those who have been victimized by crime.

The Process

Most people know of the “Good Samaritan,” even though the New Testament story is not a shared text in all communities of faith. In the biblical narrative, a man traveling from Jericho to Jerusalem is victimized by robbers who take his clothes, beat him, and leave him for dead. A Samaritan traveler comes upon him, has compassion on him, takes action based on his concern, and provides for long term care because of his commitment.

Compassion

People of faith, coming in contact with those who have been victimized by crime, are to be compassionate enough to empathize with them in their pain. Our Good Samaritan program seeks out ways for faith communities to empathize and engage with victims to help bring comfort.

Concern

Project Good Samaritan seeks to exemplify concern for victims by partnering with faith based organizations to:

- Increase awareness of the Crime Stoppers of Michigan program within their membership
- Make congregations aware of crime victims in the communities they serve
- Encourage congregants to be the eyes and ears for their communities

Commitment

Project Good Samaritan seeks to exhibit commitment to long term care of victims and their families by working with faith based organizations to:

- Develop and sustain after-care modules that will minister to the needs of those we serve
- Galvanize volunteers to assist in publicizing crimes, supporting victims, and sharing information that helps make our communities safer

The Need

Project Good Samaritan can be a vital link in the long term goal of Crime Stoppers of Michigan to “expand on our mission beyond solving crimes.” Faith communities touch people from all races, nationalities, ethnicities, social classes, and demographics. There is no more efficient way to disseminate information in many of our communities that through the faith institutions that serve those communities. Faith based communities have a willingness to serve and resources that can be shared. Funding for Project Good Samaritan, at the tune of \$40,000 per year for the next three years would greatly increase the impact of both Crime Stoppers of Michigan and the Center for Crime Prevention.

PATHWAYS TO RESILIENCY & PEACE

The Objective

Increasingly, in numerous communities in Southeast Michigan, interpersonal conflict ends in violent altercations, often with a firearm reaping deadly consequences. The question Crime Stoppers of Michigan asks is, "What can we do to equip residents of all ages, cultures, and communities with the essential tools to resolve conflicts in a peaceable manner, and to teach others to do the same?"

Pathways to Resiliency & Peace (PRP) is the conflict resolution program designed by Crime Stoppers of Michigan to answer that question. Through this innovative program, we seek to lend our expertise and resources to provide conflict resolution skills and training to concerned and committed persons across the seven counties we serve, beginning with Wayne and Oakland counties, where incidents of violent altercations have been on the rise.

The Process

Initially, PRP was conceived as a partnership between the Center for Crime Prevention and Project Good Samaritan. Consequently, the initial plan and our first forays have relied heavily on participation from the faith based community, modeling a two-tiered approach.

Tier One

- Congregations host PRP workshops and collaborate with CCP to promote the event in their community
 - PRP provides licensed clinicians and curriculum to introduce conflict resolution skills and equip participants to utilize them in their interpersonal relations
 - Appeal is made for individuals willing to commit to additional training, toward the goal of becoming Conflict Resolution Ambassadors

Tier Two

- Subsequent training will prepare volunteers to facilitate conflict resolution sessions for community participants
 - These sessions will result from ongoing collaboration between CCP, individual congregations, law enforcement, school administrators, and other community participants





The Need

In only two workshops, this program has impacted more than 70 participants. Our concept of training communities in conflict resolution has received the attention of ALPACT (Advocates and Leaders for Police and Community Trust), the Community Relations Service of the Department of Justice, and members of the Board of Detroit Public Schools. All are interested in partnering with us in this endeavor. Funding is needed to increase our capacity, bring on more clinicians, and provide stipends for their expertise. For DPS, we need to develop the program into short video vignettes that can be utilized throughout the school day. The work to expand our current, tier one program into our tier two concept would be extensive. The potential is great and we see this program as one that could help solidify our reach into all seven of our counties. However, the potential cannot be realized without additional resources. An annual budget of \$60,000 for each of the next three years would meet the need for the Conflict Resolution Program.

AFTERCARE PROGRAMS

The Objective

Grief. Brokenness. Anger. Confusion. Helplessness. These are all very tangible, very visceral emotions felt by the hundreds of victims and family members of victims who come through the doors of Crime Stoppers of Michigan day in and day out. The suffering is unbearable for them. Sharing their heartache and pain is, at times, overwhelming for our staff. Sharing in their grief has prompted us to want to provide a safe space and tools for them to be able to process their pain and experience some measure of healing. This is the objective of the Family Support Groups sponsored by Crime Stoppers of Michigan. To our knowledge, we are one of the few Crime Stopper organizations in the country which sponsor an outreach for the families we serve.



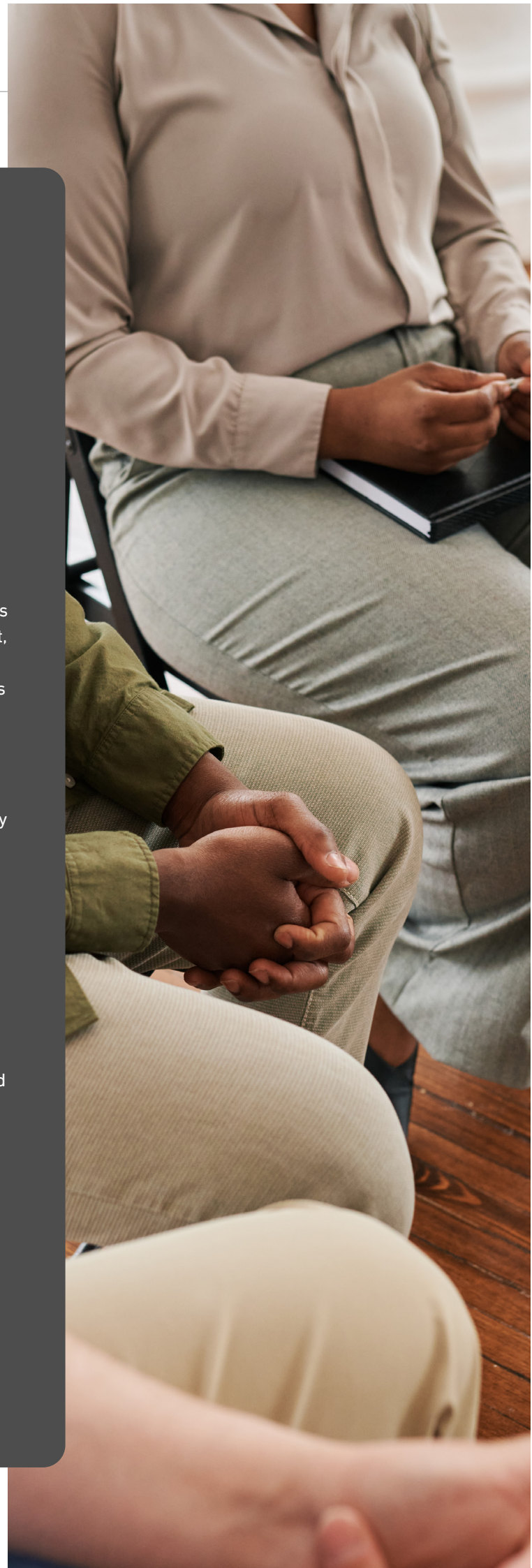
The Process

Our desire from the beginning was to insure that our family members who come to our support group meetings would be supported in a holistic environment conducive to long-term healing. Understanding the need to be undergirded by professional clinicians and therapists, we have partnered with Ascension Health and their Open Arms Program to work to educate the community about grief and trauma and its long term impact. Counselors and staff persons from Ascension attend all meetings and approach their work not only with clinical expertise but also with compassionate empathy.

Our bi-monthly support group meetings have offered victims and families of crime victims' grief support, encouragement, comradery, and guidance for healthy coping skills. With support from several partner organizations, Crime Stoppers hosts several special events for these families each year. Examples are the Roses on the River Memoriam which has drawn upwards of 200 participants to Sunset Pointe on Detroit's beautiful Belle Isle, and our Children's Christmas Party, hosted by the Detroit Parade Company. This incredibly festive, annual event entertains and gifts hundreds of children who have lost family members to criminal activity.

The Need

The people Crime Stoppers of Michigan serve are individuals and families who, through no fault of their own, have been suddenly thrust into a reality of unfathomable grief that often leads to lifelong trauma. All of the sudden, they are dealing with law enforcement asking questions and probing into the lives of their loved ones. They are dealing with media and questions that at times can feel insensitive. They are frequently dealing with financial loss and usually they are living daily in a state of shock. Many of them give the testimony that Crime Stoppers of Michigan is the first place where they feel that they are being heard and that their emotions are understood. Our Family Support Groups are essential to help these people move on with their lives. The need is to secure the services of more professionals and to expand our meetings to every county we serve. A \$12,000 annual gift would adequately meet the need of our Family Support Groups over the next three years.





CORRECTIONS/JAIL OUTREACH PROGRAM

The Objective

Any person who possesses the kind of vital information that can lead to the arrest of individuals suspected of committing criminal acts is important to the Crime Stoppers process. One frequently overlooked population in this process are incarcerated persons, who are often privy to information that others in our community would never have knowledge of. Crime Stoppers of Michigan works with all thirty Michigan state prisons, in addition to county jails and parole offices within our seven-county service area, to educate and encourage inmates and parolees to call Crime Stoppers regarding unsolved crimes. A meticulous system allows this population the opportunity to anonymously share information on criminal activity they may be aware of.

The Process

Providing our program to this unique demographic presents a unique set of challenges. Modifications are necessary throughout the process to protect the integrity of the process as well as the safety of those participating. Still, the basic steps are information, dissemination, and compensation.

01

INFORMATION

Information on open cases is provided to incarcerated persons and parolees in one of two ways.

1. Crime Stoppers provides DVD's with information on open cases which the facilities play on a loop on their closed-circuit television system.
2. Every inmate has access to a regulated email system through kiosks in the facility. When they open their account, before they can access their emails, they see information provided by Crime Stoppers concerning open cases.

02

DISSEMINATION

The phone system in Michigan correctional facilities allows incarcerated persons to make outgoing, unmonitored calls to their attorneys. Through an agreement with the facilities, inmates can access our tip line in the same manner, preventing other persons from being able to know who they're calling.

03

COMPENSATION

Incarcerated persons cannot directly receive compensation for information they share. However, again with the cooperation of the the corrctions adminstration, a system has been devised where they can share their compensation with a person of their choosing who can collect the reward in the same manner as any other awardee. The process is still handled without Crime Stoppers of Michigan or the faculty being able to identify the individual who has supplied the information.

The Need

The Corrections Outreach Program has yielded impressive results. However, lack of funding has led to the inability to expand the program or to add more layers to it. Just the purchasing, production, and distribution of the DVD's for the closed-circuit system within the prisons is costprohibitive. When given the opportunity, this population has demonstrated a willingness to provide information that has proven extremely beneficial to law enforcement. Additional funding will allow us to fully engage all members of our communities in our efforts to make our neighborhoods, schools, and businesses safer. In order to double our efforts with this population over the next three years, we seek annual funding of \$4,000 for each of the next three years to support the Corrections Outreach Program.





CRIME STOPPERS OF MICHIGAN

2025 ANNUAL CAMPAIGN FORM



Organization/Name _____ (written exactly as it will appear in print) _____

Address _____

City _____ State _____ Zip _____

Contact Person _____ E-Mail _____

Telephone # _____ Fax # _____

PROGRAMS	DONATION AMOUNT:	EVENTS	DONATION AMOUNT:
Crime Victim & Family Support	\$ _____	Golf	\$ _____
Center for Crime Prevention	\$ _____	Recognition Dinner	\$ _____
1-800-SPEAKUP	\$ _____	Children's Christmas Party	\$ _____
Law Enforcement Partnerships	\$ _____		
Public Awareness Communications	\$ _____		
Pathways to Resiliency & Peace	\$ _____	2025 ANNUAL CAMPAIGN	\$ _____
Corrections Outreach	\$ _____	TOTAL AMOUNT DONATING:	\$ _____
Project Good Samaritan	\$ _____		
Safe Campus Program	\$ _____		

RECEIVE INVOICE VIA: E-mail Mail Fax No Invoice

PAYMENT METHODS:

CHECK
 Please make checks payable to:
 Crime Stoppers of Michigan
 Mail to:
 Crime Stoppers of Michigan
 18000 West 9 Mile Road, Ste 500
 Southfield, MI 48075

CREDIT CARD

Visa MasterCard Amex
 Credit Card Number _____
 Expiration Date _____
 Security Code _____

OTHER

Please contact Shirley Schuler for other forms of payment at: (313) 922-5000 ext. 114 or e-mail: shirley@michiganalliance.org.
 Crime Stoppers of Michigan is a 501(c)(3) organization. All contributions are tax deductible to the extent permitted by law.

PLEASE RETURN FORM TO:

Crime Stoppers of Michigan
 18000 West 9 Mile Road, Ste 500
 Southfield, MI 48075 Attn: Sandra Terry
 E-mail: sandra@michiganalliance.org

Please include names and contact information for any additional company contacts who would like to receive Crime Stoppers updates:

Crime Stoppers of Michigan has permission to use our company logo on their website, social media & in publications when acknowledging our company's support?
 Yes No



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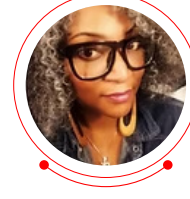
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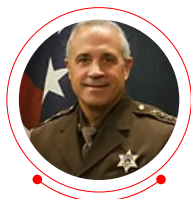
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PARTNERING FOR SAFER COMMUNITIES: CORPORATE SPONSORSHIP WITH CRIME STOPPERS OF MICHIGAN

Crime Stoppers of Michigan is dedicated to making neighborhoods safer by solving and preventing crime. Your partnership directly contributes to reducing crime, empowering communities, and improving the lives of those affected. Together, we can achieve safer communities for everyone.

SPONSORSHIP OPPORTUNITIES

<p>VISIONARY PARTNER</p> <p>\$100,000</p> <ul style="list-style-type: none"> Title Sponsorship of a Signature Event. Prominent logo placement on all materials and website. Opportunity to co-brand an initiative. Complimentary event tickets and personalized thank-you video. Logo on press conference backdrop 	<p>PROTECTOR PARTNER</p> <p>\$50,000</p> <ul style="list-style-type: none"> Premier logo placement on materials for one event. Recognition in press releases and social media. Complimentary tickets to one event. Logo on press conference backdrop 	<p>CHAMPION PARTNER</p> <p>\$25,000</p> <ul style="list-style-type: none"> Logo placement on event materials for one major event. Recognition in media and website. Event tickets and impact report feature. Logo on press conference backdrop
<p>DEFENDER PARTNER</p> <p>\$10,000</p> <ul style="list-style-type: none"> Logo placement on materials for one event. Recognition in press releases and social media. Logo on press conference backdrop 	<p>CORE PARTNER</p> <p>\$5,000</p> <ul style="list-style-type: none"> Logo placement on event materials for one major event. Recognition in media and website. 	

KEY BENEFITS FOR SPONSORS



Protecting employees and families by reducing crime in their neighborhoods.



Demonstrating leadership in corporate social responsibility.



Enhancing brand visibility through Crime Stoppers events and digital campaigns.



Tax-deductible contributions with measurable community impact



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Suite 500 Southfield, MI 48075



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