



# CRIME STOPPERS

*of Flint & Genesee County | 1-800-422-JAIL*

## **Crime Stoppers Sees Successful Year with New Innovations**

**January 8, 2020, Flint, MI** — Another year has ended, and it was a successful year for Crime Stoppers of Flint and Genesee County thanks to the community's help.

In 2019, 513 tips were submitted for crimes throughout Genesee County and thirty-two of those tips led to felony arrests. Several of the tips helped in the confiscation of drugs (crack, heroin, and methamphetamine) and firearms, some of which were stolen.

Crime Stoppers Director, Julie Lopez says, "We are very happy with the successes we've had this year. Law Enforcement has done an excellent job following up on the tips. The community is determined to reduce and prevent crime and we are all here to help."

These 32 tips combined awarded \$14,820 to tipsters. Since the program was rejuvenated in 2014, Crime Stoppers has awarded more than \$100,000 for successful tips.

The types of crimes associated with these tips include:

- Armed Robbery
- Assault
- Assault with Intent to Murder
- Auto Theft
- Carrying a Concealed Weapon
- Criminal Sexual Conduct
- Drugs
- Felony Fugitives
- Felon in Possession (Firearm, Drugs, Ammunition)
- Home Invasion
- Homicide
- Human Trafficking
- Organized Retail Fraud
- Parole/Probation Violation
- Possession with Intent to Deliver (Crack, Heroin, Meth)
- Resisting and Obstructing
- Weapons

Crime Stoppers tips are disseminated to law enforcement agencies throughout the county at a local, state, and federal level. One of the agencies that reported having success with Crime Stoppers tips is the Bureau of Alcohol, Tobacco, Firearms and Explosives.

"ATF appreciates the dedication and commitment Crime Stoppers has to the citizens of Flint and Genesee County. Tips from the community have resulted in the removal of violent offenders from our neighborhoods," said Special Agent in Charge James Deir. "By working together, we are making the community safer."

Crime Stoppers took their tech game to the next level in 2019 with the addition of geo-fencing to help get more eyes on unsolved cases.

Geo-fencing is a location-based advertising service that has become commonly used in marketing. The way it works is if a person is on their mobile device in the targeted area and on a website connected to OUTFRONT Media, they will see a banner at the bottom of the screen.

This banner ad is directly connected to the unsolved case from the specific targeted area. If the person clicks on the ad, they are taken to a landing page with all of the information regarding the crime. If they have information, submitting a tip is as easy as clicking a button.

This innovation of spreading the word about unsolved crimes is a game changer in working to get them solved.

“The implementation of apps using OUTFRONT Media to utilize geo-fencing for case awareness may be one of the most significant events in the history of Crime Stoppers,” said Judge Richard W. Carter, Director of Legal Services for Crime Stoppers of the United States of America, Inc.

Another highlight of 2019 was the recognition Crime Stoppers received during the annual national conference.

Each year Crime Stoppers USA hosts a training conference followed up with an awards ceremony. At the 2019 conference, Crime Stoppers of Flint and Genesee County received an award for the work the organization does to help solve crimes. Lopez was also recognized during the annual conference as she received the 2019 Chairman’s Award, which is given to a person who brings passion and dedication to their work.

Over the past year Crime Stoppers continued its work in the community by partnering with local agencies, schools, and churches.

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*The mission of Crime Stoppers is to partner with law enforcement, the media, and the community to help solve and prevent crime. It is an avenue for citizens to get information to law enforcement anonymously. Crime Stoppers of Flint & Genesee County is a 501c3, non-profit organization.*