



# CRIME STOPPERS

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

## News Release

### **Crime Stoppers receives \$60K grant from Ruth Mott Foundation to continue crime-fighting and community engagement in north Flint**

**September 17, 2020, Flint, MI** — The Ruth Mott Foundation is continuing its support of Crime Stoppers of Flint & Genesee County with a grant renewal.

Since 2017, the Ruth Mott Foundation has awarded Crime Stoppers with funding to focus in north Flint to help prevent and reduce crime as well as build trust between the community and law enforcement. This grant renewal will cover July 1, 2020 - June 30, 2021 in the amount of \$61,000.

In the efforts to combat crime, one goal of the project was to have the community submit more tips about criminal activity in north Flint. Each year, there has been an increase in tips from the year prior to the start of the grant project. In the last three years, out of the 450 tips submitted, 30 of those were successful in leading to arrests for crimes including Assault, Assault on a Police Officer, Breaking and Entering, Drugs, Felony Fugitives, Homicide, Probation/Parole Violations and Weapons.

Another objective was to help build trust between the community and the police. Crime Stoppers, along with law enforcement, engaged with the community at several meetings and events in north Flint. Surveys were distributed at the events and were also posted online via Survey Monkey through the Crime Stoppers of Flint & Genesee County Facebook page. From the responses received, 53 percent of participants either agree or strongly agree that the police in their neighborhood can be trusted. When asked if they had information regarding an unsolved crime, 70 percent responded they would contact Crime Stoppers.

“When we developed our north Flint strategy alongside the community, residents were clear in voicing support for programs that would make neighborhoods safer,” said Raquel Thueme, president of the Ruth Mott Foundation. “Crime Stoppers has demonstrated its commitment to helping residents anonymously share critical information with law enforcement, and we’re proud to continue supporting their crime fighting efforts in north Flint.”

In September 2019, the innovative initiative of geo-fencing was implemented. Geo-fencing is a location-based advertising service that is becoming a more commonly used technology in marketing. This new strategy allows more people in a targeted area to be informed about crime and how to submit tips to Crime Stoppers anonymously. It is important to note Crime Stoppers of Flint & Genesee County was the first Crime Stoppers program in the country to utilize this technology. Geo-fencing has helped engage the community in the efforts of solving crime in north Flint.

Julie Lopez, director of Crime Stoppers of Flint & Genesee County, states, “The Ruth Mott Foundation has helped us make a positive impact in north Flint. We are grateful for their leadership, encouragement and guidance in helping us become an even stronger program. Because of their support, we have been able to collaborate with many local organizations and neighborhood groups in a combined effort for community engagement and safety. We’ve also been able to establish

partnerships with other foundations that have a vested interest in building a safer and stronger Flint, including Hamilton Community Health Network and the Community Foundation of Greater Flint. Together, we are all making a difference!”

Crime Stoppers of Flint & Genesee County will continue its work this year with the following initiatives:

- Highlight unsolved crimes, crime prevention tips and Crime Stoppers information on television, billboards, brochures and social media
- Utilize geo-fencing to target the areas where crimes have occurred
- Participate in community, neighborhood and law enforcement events and meetings
- Host the annual Crime Victims’ Resource Fair
- Educate Flint’s youth about Crime Stoppers at outreach groups with McGruff the Crime Dog and police K9 units

Crime Stoppers serves all of Flint and Genesee County. The targeted area for this grant falls within the boundaries of Robert T. Longway Boulevard/5<sup>th</sup> Avenue/Flushing Road, Clio Road, Carpenter Road and Center Road.

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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.*