

Crime Stoppers of Minnesota

2015 Annual Report

The viability of Crime Stoppers of Minnesota has continued in 2015 with an increase in activity but with a reduction of our funding gains.

Interest in submitting tips to help solve crimes increased as there was a 30% jump from the previous year. This continues an eight trend of increasing tips each year. Those tips were shared with 144 different law enforcement agencies across the state to include local police departments, county Sheriffs, multi-agency task forces, the Department of Corrections, Bureau of Criminal Apprehension and the FBI.

Citizens are most interested in getting drugs off the street as reporting of drug activity was our largest topic of tips at 28% of the total. In order of frequency the other topics were fugitives, warrant violations, suspicious activity, assault, homicide and theft.

We began a new partnership with the FBI that we look forward to helping them with the many bank robberies that happen and where there are good camera images to publicize. The You Solve partnership with KSTP-TV and its partner stations has continued to generate stories that have proven to help law enforcement solve crimes. Our outreach has also included small group presentations to district meetings of county Sheriffs to add to their understanding of how they can maximize the Crime Stoppers processes. We are in the early stages of seeking that type of interaction with regional groups of the Chiefs of Police across Minnesota.

The Board embarked on a strategic plan process that identified three imperatives. They are to maximize our brand, update our website and social media presence, and to review our tip handling software to make it more accessible to law enforcement. These are ongoing activities that are looked to as both helping us keep up with the increased activity but also let us prepare for the communications changes in the future.

We saw an increase in the rewards pay out at the end of the year as one of the tasks within our strategic tip handling imperative was to be more aggressive in securing feedback from law enforcement agencies for follow up on the tips we have sent them. Without this effort our pay out of rewards would have been less than the previous year but is now trending upward in to 2016.

Fundraising is a constant challenge and that was down by almost 25% from the previous year. Changes on our Board were the cause of missing grant opportunities and losing relationships with donors. We look to the presence of energized Board members moving ahead to generate an increase funding in 2016.