

CITIZENS' CRIME ALERT REWARD PROGRAM

CALL: 443-HELP

1-800-AA-CRIME

<u>YEAR</u>	<u>TOTAL CALLS RECEIVED</u>	<u>CRIMES SOLVED</u>	<u>ARRESTS MADE</u>	<u>PROPERTY RECOVERED</u>	<u>REWARDS PAID</u>	<u>AMOUNT PAID</u>
1981	UNKNOWN	UNKNOWN	UNKNOWN	UNKNOWN	UNKNOWN	\$ 3,300.00
1982	399	94	30	UNKNOWN	18	\$ 2,700.00
1983	790	163	54	UNKNOWN	39	\$ 7,800.00
1984	696	58	72	\$ 90,500.00	29	\$ 6,626.00
1985	539	73	55	\$135,800.00	26	\$ 6,600.00
1986	762	38	35	\$ 42,000.00	15	\$ 4,800.00
1987	3,775	109	86	\$158,800.00	49	\$17,800.00
1988	4,798	76	116	\$421,118.00	50	\$16,500.00
1989	3,163	69	140	\$ 2,750.00	33	\$12,400.00
1990	3,336	104	177	\$173,132.00	50	\$15,850.00
1991	3,898	179	97	\$177,395.00	57	\$17,000.00
1992	4,487	85	106	\$ 35,260.00	54	\$19,375.00
1993	5,000	163	149	\$ 72,375.00	76	\$23,700.00
1994	1,542	53	40	\$ 23,300.00	33	\$ 9,850.00
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TOTAL	33,175	1,264	1,157	\$1,332,430.00	529	\$164,301.00

*AS OF 4-28-94

Item 2.2

**CITIZENS
CRIME ALERT
REWARD PROGRAM**

REWARDS PAID 1994

<u>REWARDS PAID:</u>	<u>TOTAL</u>	<u>AMOUNT</u>	<u>NOT PAID:</u>	<u>TOTAL</u>
DECEMBER 1993	13	\$3,250.00	1	\$ 500.00
JANUARY 1994	10	\$2,100.00	3	\$ 600.00
FEBRUARY 1994	4	\$ 950.00	3	\$1,300.00
MARCH 1994	9	\$2,350.00	4	\$ 600.00
APRIL 1994	10	\$4,450.00	2	\$ 450.00
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TOTAL:	46	\$13,100.00	13	\$3,450.00

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**CITIZENS'
CRIME ALERT
REWARD PROGRAM**

ORGANIZATION OF THE AGENCY

The official identity of the organization is CITIZEN 'S CRIME ALERT REWARD PROGRAM. The program operates tax free as a corporation formed under the California Non-Profit Benefit Corporation Laws For Public Purposes.

The program is governed by a Board of Directors composed of volunteers from local business, industry, the media, and the private sector. An Executive Committee is made up of the Board Chair, Vice Chair, Treasurer, and Secretary, all elected on an annual basis to serve from one to two years in office. Maximum number of Board members is thirty-five. An advisory panel on non-voting members consists of three representatives from the Sacramento County Sheriff's Department and five members from the Sacramento Police Department, including Chief Arturo Venegas.

The monthly meetings of the Board are held in a conference room provided by the Metropolitan Chamber of Commerce without fee.

FUNDING

All funds to the program are generated by special events in the community; direct appeals to business and industry; voluntary contributions from citizens, and public sale of "dine-out" coupon books. Crime Alert is one of six recipients of funds from the annual Pig Bowl Football Game between the Sacramento County Sheriff's Department and the Sacramento Police Department. A series of speaking engagements are conducted by Crime Alert personnel of the Police Department and Board members at meetings of civic service groups round out the general plan.

Additional fund raising ideas are being developed to cover more community events in the nature of fairs, festivals, etc, to increase our visibility, and invite additional contributions from the public at large.

All fund raising materials (print, food, sites, etc.) are donated by the business and professional sector and individuals.

OPERATING PROCEDURES

The Sacramento Police Department administers the Crime Alert Program, with all information and enforcement activity centered in the YOUTH AND COMMUNITY SERVICE DIVISION.

Special telephone lines 443-HELP & 1-800 A-A-CRIME, are widely advertised, and monitored on a ROUND-THE-CLOCK schedule, seven days a week. Each call, regardless of the nature (information, wrong number, hang-ups, or obscene), are logged by the duty officer.

OPERATING PROCEDURES

Information of value is immediately transferred to the responsible division within the Police Department or to other regional agencies holding jurisdiction.

All incoming calls of value to an investigation are coded in sequence. In the event of an ARREST based on usable information received from the caller, a reward amount is voted by the Board of Directors following a review of the case at the next monthly meeting. PAYOFFS ARE EXECUTED BY THE POLICE COORDINATOR, ACCOMPANIED BY A SECOND DEPARTMENT MEMBER, at a location of the caller's choosing (always a public place).

On the occasion of special emphasis in attempting the apprehension of a felon, reenactments are featured on KCRA channel 3 television, California's Most Wanted Program. The Crime Alert Logo and hot line telephone numbers are featured at the close of the featured segment

The following criteria is used in the determination of a reward payment:

WANTED	\$250 - \$500	ASSAULT W/D/W	\$250 - \$500
BURGLARY	\$200 - \$400	FORGERY	\$100 - \$300
MURDER	\$750 - \$1000	ROBBERY	\$250 - \$500
RAPE	\$500 - \$750	AUTO THEFT	\$200 - \$400
MISC.	\$100 - \$250	DRUG DEAL	\$200 - \$500
PC'S	\$100 - \$500	OTHER FELONY	\$100 - \$300

Cases of special urgency or circumstance sometimes validate awarding additional money to the caller. In the event of identical information given by two different callers, the first call recorded is the recipient of the reward. Two callers supplying information of value, but each of different nature, split the reward based on the degree of value to the investigation.

* LAW ENFORCEMENT OFFICERS, OR ANY PERSON THAT DERIVES THEIR INCOME FROM THE CRIMINAL JUSTICE SYSTEM IS NOT ELIGIBLE FOR A CRIME ALERT REWARD. i.e. professional informants.

DUTIES AND RESPONSIBILITIES

The Sacramento Police Department and the Sacramento County Sheriff's Department, as well as all other benefiting law enforcement agencies, are directly responsible for all administrative and enforcement duties, They do not participate in any fund-raising activities.

All voting Board members are appointed to one of three committees and are expected to make that particular function succeed.

DUTIES AND RESPONSIBILITIES

FUND-RASING

Responsible for maintaining a comfortable balance in the Reward Fund through donations and special events or activities.

PUBLICITY

To continuously increase the public awareness of the Reward Program and the benefits to the community. The committee works in tandem with the Fund-raising Committee and initiates all releases of information to the media involving the Reward Committee's activities. It also provides press releases informing the public of the success of specific cases because of the Reward Fund program.

MEMBERSHIP

To maintain a well diversified roster consisting of representatives of a cross section of the community, who will serve with enthusiasm in a voluntary capacity.

THE CRIME ALERT BOARD DOES NOT SUPPORT ANY POLITICAL CANDIDATES OR ACTIONS.

Crime Alert does not cooperate with the WE TIP PROGRAM.

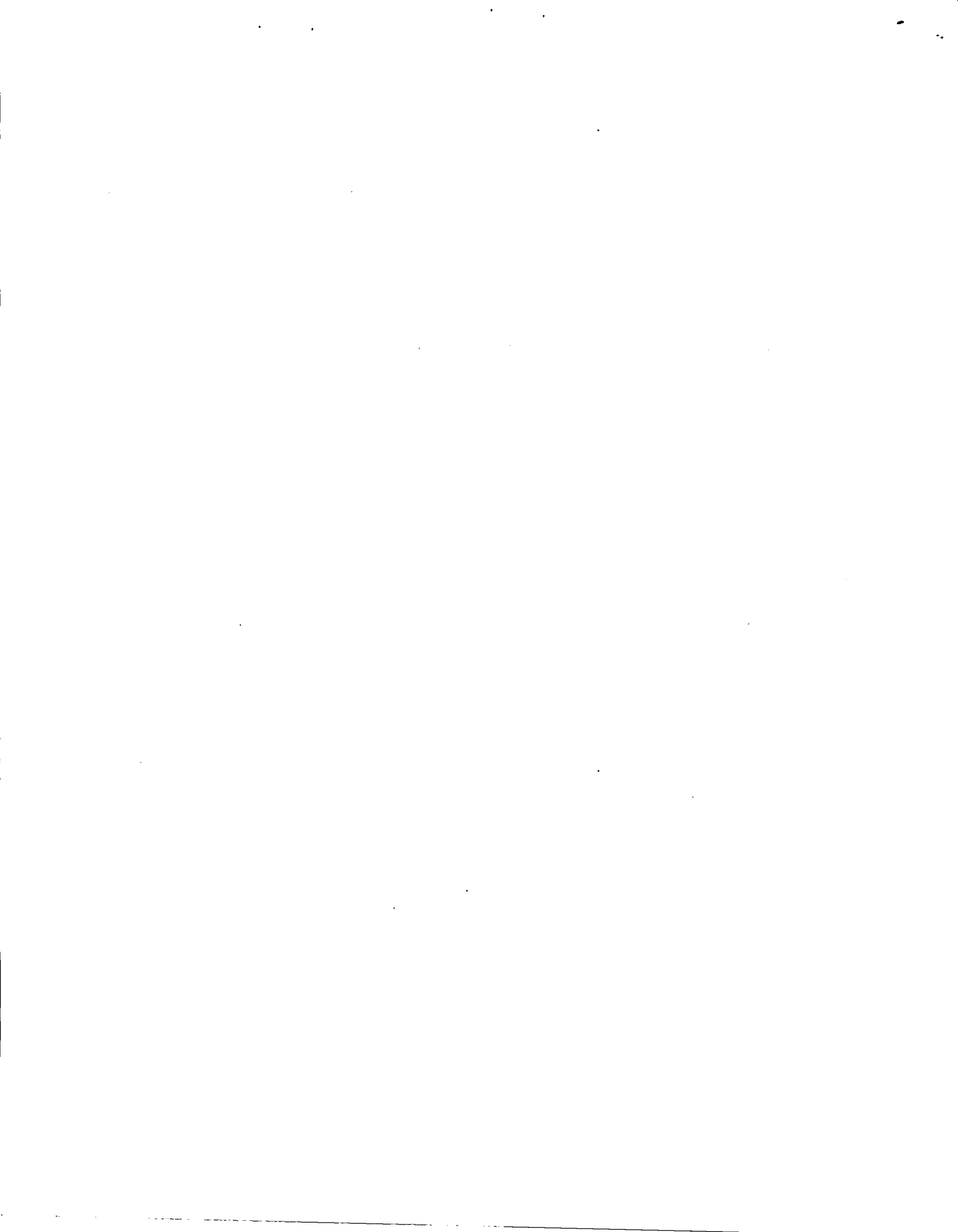
PUBLICITY FOR THE PROGRAM

Attention is developed with the aid of printed pamphlets and flyers, bumper stickers, press releases on activities and statistics, and receptions honoring donors of the fund.

Negotiations with the Sacramento Bee were completed on January 1, 1992. The Citizens Crime Alert Program has absorbed the twenty one year old Secret Witness Program. The Sacramento Bee will run a weekly feature under the Crime Alert / Secret Witness logo, advertising rewards for four wanted felons as a public service. They will also publish at on cost to Crime Alert a full listing of all donors to the Reward Fund once a year.

DUTIES AND RESPONSIBILITIES - LAW ENFORCEMENT

The Crime Alert Unit of the Sacramento Police Department is responsible for the preparation, release, and follow up of all releases advertising for information as an aid in the apprehension of a wanted felon. Each week the Crime Alert Unit submits (2) two wanted felon video tapes, (4) four wanted felon bulletins with photos attached, and updates to the local news papers and television media. In the event of special circumstances, additional releases are prepared for all the media.



CRIME ALERT RESPONSIBILITIES

It is also the responsibility of the Crime Alert Unit to prepare and submit the monthly report of arrest activity to the Board for the determination of a reward. The subsequent payoff, previously described, is arranged by the Police Coordinator of the Unit. Crime Alert rewards are voted and paid for upon ARREST, NOT CONVICTIONS.

The responsibility of the Police Coordinator is to maintain the credibility of the program, and report any impropriety to the Crime Alert Board of Directors.

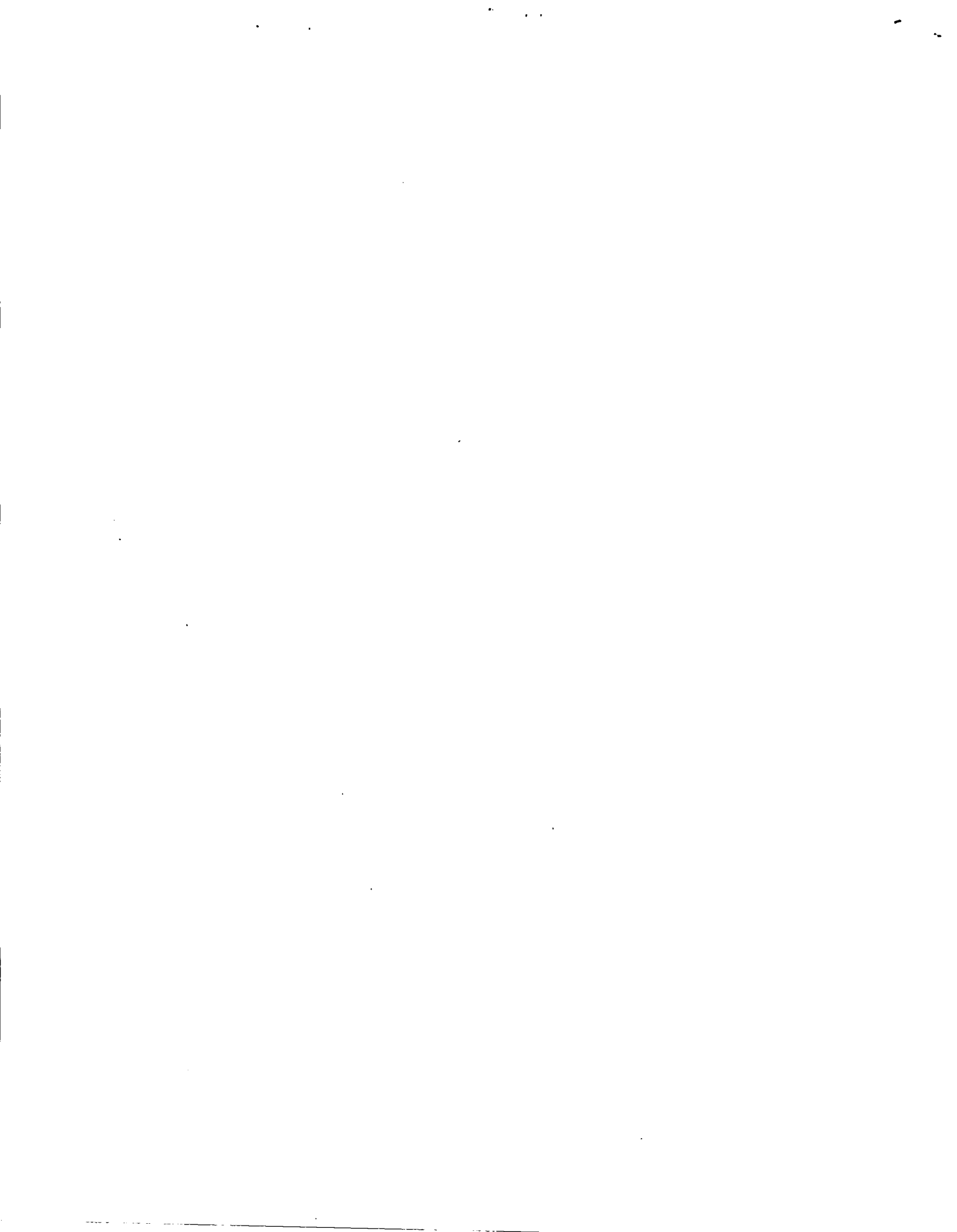
AUTHORITY

The Board exercises full control of all financial matters involving the Reward Fund, promotion, and publicity.

The Board fully respects the recommendations of the law enforcement advisory group within the organization, but acts freely on any issue depending on a majority vote.

Law enforcement maintains full authority over all legal matters pertaining to investigations and arrest of any felon advertised as wanted under the Crime Alert logo.

Revised 11/17/93 sc



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Small reward for crime tips

Informants given just a fraction of We Tip hotline's revenue

By Kimberly Moy
 Bee Staff Writer

Crime tips pay.

They pay up to \$1,000 to informants who call We Tip, a national anonymous crime-tip hotline. But the business of crime tips pays much more to the nonprofit group running the hotline, which recently has tried to establish an active program in Sacramento.

We Tip Inc., a 21-year-old organization based in Southern California, took in \$1.2 million last year, but gave out only about \$16,000 of that money to reward

tipsters, according to income tax reports filed with the state attorney general's office.

In fact, income tax returns for six of the past seven years show that We Tip took in \$6.73 million and paid out \$61,930 in rewards. The organization, which received \$1.25 million in 1989, didn't report what it paid out in rewards that year.

The nonprofit group operates toll-free hotlines to collect information on crimes from anonymous callers, who are promised a reward of up to \$1,000 if their tip results in a conviction.

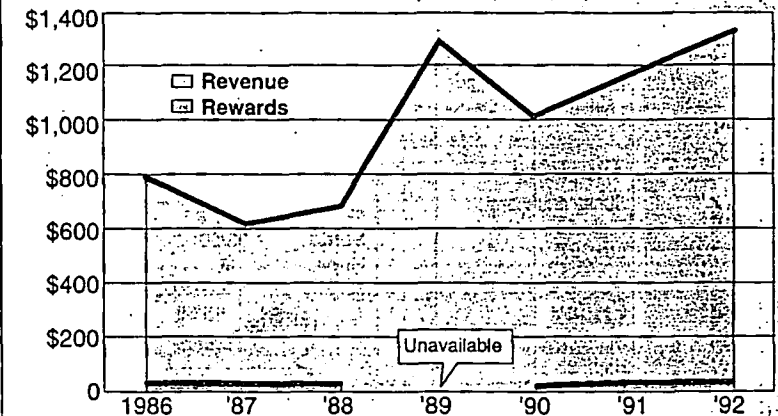
In April, We Tip representatives held a steak dinner in Sacramento at which they tried to get potential contributors "to buy into the program," said San Juan Unified School District's security supervisor Robert Lewis, who attended the event. A few years ago, We Tip asked the Sacramento Police Department to become a member, but it declined.

Officials of similar crime-tip groups as well as some law enforcement agencies that have done business with We Tip offer

Please see REWARDS, page B4

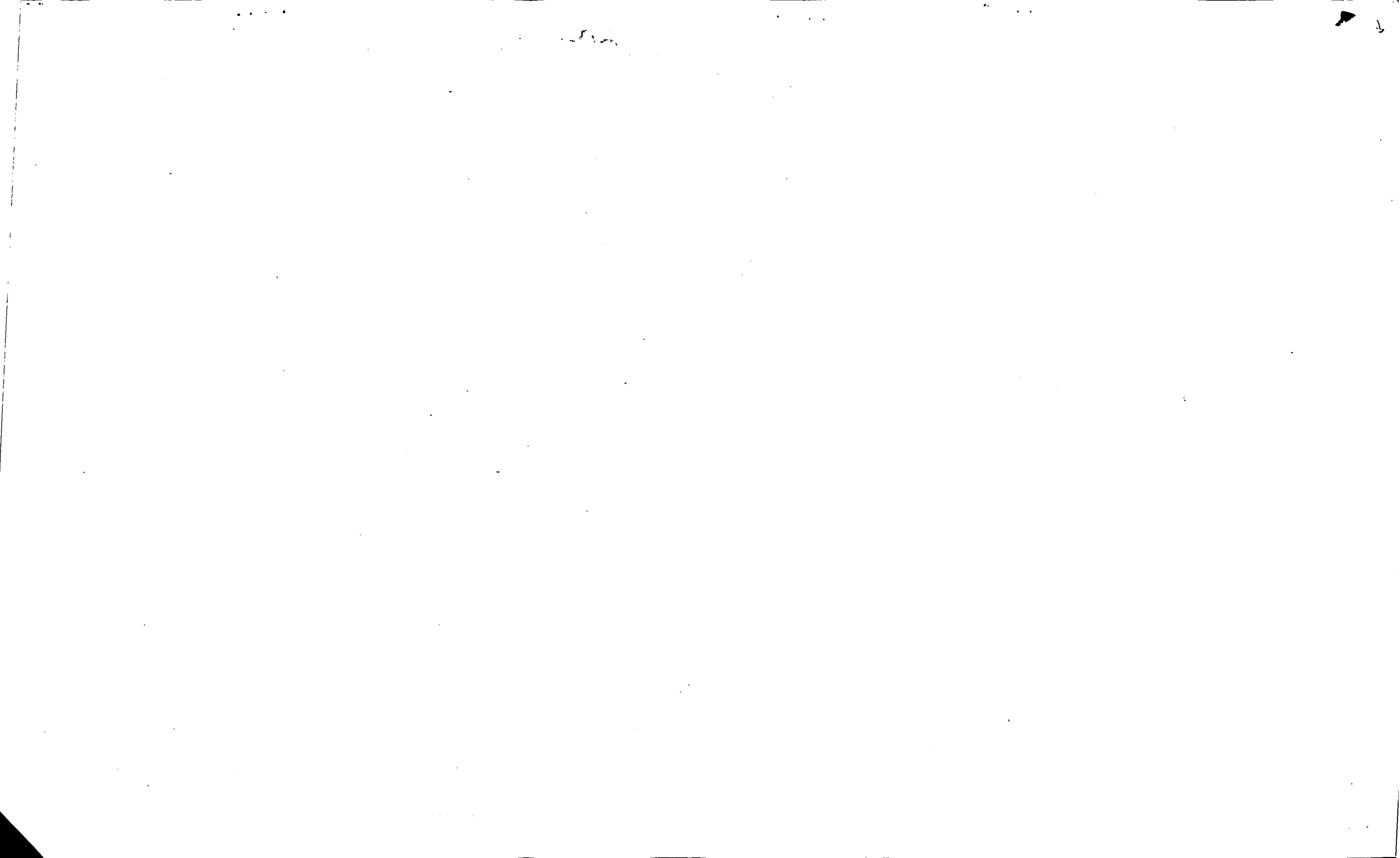
We Tip rewards

Annual income for We Tip and amount paid out for convictions based on tips, in thousands of dollars.



Source: Federal 990 income tax forms, available from the State Attorney General's Office, charitable trusts division.

Bee graphic



Rewards: Hotline has 58 operators

Continued from page B1
mixed evaluations. Some have had success; others said the program does not produce enough good tips to be considered cost-effective.

Miriam Brownell, who founded the organization with her husband, Bill, defended We Tip's performance. She said that nearly 500 homicide cases have been solved with the help of information called into We Tip.

Tips since 1972 have resulted in 4,615 convictions, said Pam Bolduc, We Tip spokeswoman. A total of \$283,960 has been rewarded to anonymous informants in that period, she said.

In explaining the gap between We Tip's yearly revenues and rewards, Brownell said only 38 percent of the tipsters wanted to be paid rewards and the group's operating expenses were high.

"Our program is based on anonymity, not based on rewards," she said.

"Our biggest expense is the 1-800 telephone lines and the operators," she added. The organization employs 64 workers, mostly operators, and, Brownell said, "We need more operators and more phone lines."

Greg MacAleese, president of Crime Stoppers International - a nonprofit umbrella organization that supports anonymous crime tip hotlines in communities throughout the United States, Canada and other countries - questions the high expenses.

"We Tip does an incredible job marketing itself, but is not as good at solving crimes," he said.

In cities and counties with Crime Stoppers, local volunteers and law enforcement officers help run the hotlines in their community, as well as generate money for their programs through fund-raising events, he said.

Most of the money goes directly for rewards, which are paid upon arrest and/or indictment, Mac-

'We Tip does an incredible job marketing itself, but is not as good at solving crimes.'

- Greg MacAleese, president, Crime Stoppers International

Aleese said, unlike We Tip's policy of paying upon conviction.

Crime Alert, a Sacramento-area anonymous crime tip program affiliated with Crime Stoppers, paid \$17,425 in rewards out of its \$25,345 budget in 1992. Crime Alert reports that seven of 10 of its tipsters seek rewards.

"I welcome any effort to try to solve crimes and apprehend fugitives," MacAleese said of We Tip. "But at the same time I have questions about their high degree of revenue in relation to their rewards."

According to 1992 income tax reports, the biggest chunk of We Tip's expenses is for employee wages totaling about \$555,000, or 45 percent of overhead. Additionally, the salaries of Bill and Miriam Brownell were about \$50,500 and \$42,000, respectively, in 1992.

"Bill is the executive director, and he makes half of what an L.A. County sheriff's sergeant makes," Miriam Brownell said. "There's no fat cat at the top."

Fifty-eight operators answer the typical 200 calls a day We Tip receives on its 24-hour hotlines, We Tip officials said. Miriam Brownell said that number of operators is necessary because it takes up to half an hour to ask each caller 66 scripted questions.

Other We Tip expenses in 1992 included about \$170,000 for printing brochures and publications; \$100,000 in telephone bills;

\$34,000 for conferences; \$30,500 in office expenses; and \$27,000 in travel and auto expenses.

By far the largest source of revenue for We Tip is membership fees charged to individuals, government agencies, private businesses and service clubs who support the group's aims.

Participating cities and counties pay 5 cents per person in their jurisdiction, with a minimum fee of \$1,500, in exchange for immediate information from the tip hotlines and other services. Currently, 108 cities and six counties pay dues, Miriam Brownell said. We Tip received about \$665,250 from all membership fees in 1992.

The Brownells formed We Tip in 1972 after Bill Brownell retired from the Los Angeles County Sheriff's Department.

The couple, who have four children, and other parents wanted to do something to curb drug activity in an Ontario high school, Miriam Brownell said. Believing people were unwilling to call police for fear of being identified, they formed an anonymous hotline for tips on drug activity, called We T.I.P., for We Turn In Pushers.

In 1977, the group began taking tips on all major crimes. The hotline - based in San Bernardino County - went national in 1982.

Law enforcement agencies give mixed reviews of We Tip.

Detectives in the Santa Barbara Police Department consider We Tip "an excellent program," said department spokesman Lt. John Thayer. "We have made a number of arrests, especially in narcotics."

In Chicago, about 40 percent of the 150 or so reports from We Tip each year pan out, said Sgt. Daniel Williamson of the Chicago Police Department.

But the Monterey County Sheriff's Department and Carmel Police Department, for example, ended their membership after receiving few tips. Brownell said law enforcement in those cities did not strongly support We Tip.

