

A man with dark hair and a beard, wearing a maroon shirt, is seen from the side, looking towards a woman. The woman has blonde hair and is smiling broadly, wearing a green patterned top. They are outdoors with green foliage in the background. A dark blue diagonal graphic element is in the bottom right corner.

2024/25

Impact Report

Giving people the power to
speak up and stop crime.

100% anonymously.
Always.

CrimeStoppers.
Speak up. Stay safe.

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Welcome from our Chair

Each year, the number of people who contact Crimestoppers increases

We offer a safe way for people to pass on information to protect their communities.



Lord Ashcroft KCMG PC
Founder and Chair of Crimestoppers

Over the past 12 months, Crimestoppers has made significant strides, with progress building year on year. We continue to support law enforcement and empower the public to speak up and stay safe, 100% anonymously.

Once again, our Contact Centre staff have excelled in their role, providing a trusted non-judgemental ear for members of the public and our valued partners.

Crimestoppers helps all people who wish to remain anonymous as they continue to voice their crime concerns and suspicions.

While crime in our communities affects us all, not everyone feels able to talk to the police, whether that be for fear of reprisals, not wanting to go through the courts, or for deeply ingrained cultural reasons. That's where Crimestoppers comes in. As an independent charity, we give people the confidence to speak up by offering the protection of complete anonymity, a promise we have kept throughout our 37-year history.

From the first call to Crimestoppers in 1988, to the thousands of calls and online forms submitted today, every piece of information we receive has a crucial part to play in protecting the public. Our charitable status is

vital as it gives people much needed confidence to trust our much-needed service.

Keeping silent has a huge detrimental impact: enabling criminals to threaten the safety of our loved ones and our communities, allowing more criminals to flourish, causing significant damage and harm to society. By speaking up, we can support police in their investigations and help deliver justice for the victims of crime.

Our network of staff and volunteers across the UK and our array of partners, including Police and Crime Commissioners, police, charities and businesses, are vital in delivering our unique anonymous reporting service.

None of this would be possible without our beneficiaries – the public – who choose to speak up and tell us what they know, despite the difficult circumstances they may find themselves in. Thousands of people every day contact us, making a positive choice to do the right thing – we thank them for their public-spirited attitude and having the courage to speak up.

Everyone, no matter who they are or where they live, has the right to feel safe from crime.

“

By speaking up, we can support police in their investigations and help deliver justice for the victims of crime

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Crimestoppers offers hope to communities

We give a way for all members of a community to pass on crime information anonymously.



Mark Hallas OBE
Chief Executive,
Crimestoppers Trust

I am pleased to report that nearly a million people - 922,861 - contacted Crimestoppers during the last year. Over 220,000 high-quality reports were passed on to law enforcement and partner agencies. This is a record that underscores the growing trust the public places in Crimestoppers and the expanding reach of our work across the UK.

Our charity status and guarantee of anonymity remain crucial in encouraging people to report what they have seen, heard, or know – helping to prevent crime with no risk to the individual.

Crimestoppers' partnerships with commercial organisations is a key area of growth. Our partners receive specific vital intelligence that helps protect their workers, customers, and assets.

We value all our partners highly, be they statutory, commercial or charity. We have done more than ever this year working with partners and organisations to make our voice heard and amplify our messaging.

I want to echo Lord Ashcroft's gratitude to everyone who has

used or supported our services. Our success depends on a broad network of partnerships - from Police and Crime Commissioners (PCCs), police forces, the Home Office, housing providers, trade bodies, major brands, to other charities. We are proud to work with organisations that share our commitment to develop safer communities.

We continue to be guided by Home Office priorities; from Violence Against Women & Girls (VAWG) to serious violence, to knife crime campaigns. We are further refining and improving our offer to the public to deliver a wide range of tools to educate individuals and their communities. As the police, PCCs and others recognise, there is a significant journey ahead.

I'm pleased that Crimestoppers is playing its part, doing what we do best: giving the public a safe option to speak up about crime 100% anonymously. Whilst I'm incredibly proud of our work, I recognise that there is always more we can do.

Thank you for your continued support.

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We have done more than ever this year working with partners and organisations to make our voice heard and amplify our messaging

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Our vision, mission and values

Vision – why we exist

Everyone has the right to feel safe from crime, wherever they live.

Mission – what we do to achieve our vision

We're an independent charity that gives you the power to speak up to stop crime, 100% anonymously.

Whoever you are, wherever you live, from communities to companies.

By phone and online, 24/7, 365 days a year.

We also share advice on how to protect the people and communities you care about from crime, so everyone can feel safe.

Values – the principles that guide how we conduct ourselves

At Crimestoppers, we believe that it is people who stop crime. Our community of staff and volunteers live our values every day:

- **We care** – we believe that everyone has the right to feel safe from crime, wherever they live. Crime can be frightening, so we offer hope.
- **We are inclusive** – we don't judge people. We're here for everyone who needs us. We can change communities for the better by working together.
- **We are trustworthy** – we're reliable, honest and an independent charity. We act responsibly and never break anonymity.
- **We are determined** – we commit all our efforts to achieving positive change. We have a 'can-do' attitude.

Our role

We break down barriers that silence people and communities by offering a trusted, alternative place for people to pass on crime information with no comeback. The information we receive and pass on ensures lives are saved, criminals are stopped, and victims and their loved ones receive justice.

Our impact

Every year, we help solve and prevent thousands of crimes.



922,861

Nearly a million people contacted us last year.



227,326

We sent over 227,000 pieces of information to the police.



33,019

Plus more information sent to a wide range of other statutory, commercial and third sector partners.



26,135

The police tell us we helped solve and prevent over 26,000 crimes. As not all forces provide comprehensive feedback, we can estimate our impact is much more than double this.

Crimestoppers – delivering results and building trust...

... always 100% anonymously. In 2024-25, our strategy has delivered record results, driven by innovation, partnership, and a focus on those most affected by crime.

Growing the quality and reach of information

This year, we have seen a remarkable increase in both the volume and quality of information received from the public. Over 227,000 high-quality reports were again passed to law enforcement. This growth reflects our ongoing efforts to make it easier and safer for people to share what they know, often when they feel unable to approach the police directly. Our guarantee of anonymity remains central, encouraging individuals to come forward without fear of reprisal.

Our information is not only reaching the police but is also being shared with a growing network of statutory, commercial, and third sector partners. This collaborative approach has resulted in more than 26,000 crimes being solved or prevented, although the true impact is likely much higher due to incomplete feedback from all forces.

“Our guarantee of anonymity remains central, encouraging individuals to come forward without fear of reprisal”

Building trust and confidence

Trust is the foundation of our service. Since our inception in the late 1980s, millions have relied on Crimestoppers to handle their information with care and discretion. This year, over 2,500 people contacted us every day, choosing Crimestoppers as their preferred route to report crime. We continue to share our story of hope, demonstrating that speaking up can change lives and communities for the better.

Our campaigns have played a vital role in building this trust. For example, our targeted initiatives in key regions – such as the Clear, Hold, Build campaigns in West Yorkshire, Derbyshire, Staffordshire, and London – have generated hundreds of actionable reports, leading to arrests, seizures of drugs and weapons, and the safeguarding of vulnerable individuals.

“We continue to share our story of hope, demonstrating that speaking up can change lives and communities for the better”

Focusing on the communities most in need

A core pillar of our strategy is prioritising the communities most affected by crime. We have tailored our outreach to groups less likely to approach police, working closely with local authorities, housing providers, faith groups, and health services. Our campaigns are designed to break down barriers, ensuring everyone has a voice in the fight against crime.

Real-life case studies highlight the difference this makes. From helping to catch a murderer on the run to disrupting organised crime and safeguarding children at risk, the stories we receive – always anonymised – demonstrate the tangible impact of our work.

Innovation and partnership

2024 saw the national rollout of the National Police Anti-Corruption and Abuse Reporting Service, following a successful pilot in London. This service, operated by Crimestoppers, is now the provider of choice for

statutory services seeking an independent, anonymous reporting channel. Our work with commercial partners has also expanded, helping businesses protect their staff, customers, and assets.

We have also continued to support Border Force, leading to the seizure of counterfeit goods, undeclared cash, and illicit tobacco – further evidence of the wide-ranging impact of the information we receive.

Sustaining our mission

Our Business Development team has delivered outstanding results, securing vital funds to support our expanding operations. Every pound raised enables us to reach deeper into communities and invest in new technologies and campaigns that make reporting crime even more accessible.

“Every pound raised enables us to reach deeper into communities and invest in new technologies and campaigns that make reporting crime even more accessible”

Looking ahead

As we reflect on the past year, it is clear that our strategy is working. By focusing on quality information, building trust, prioritising the most affected communities, and forging strong partnerships, we are making a real difference. We remain committed to adapting and evolving, ensuring that Crimestoppers continues to be a beacon of hope and safety for all.

Together, we are breaking the silence on crime – one anonymous report at a time.



Information results in Bristol domestic violence arrest

This resulted in an urgent arrest of an individual for domestic violence offences, helping to protect the victim and highlighting the importance of community reporting.

Suspect arrested for Middlesbrough brutal assault

Intelligence provided to the police by Crimestoppers assisted in the arrest of a high-risk individual involved in robbery and violence.

Person arrested for driving under the influence of alcohol and drugs

Information given by Crimestoppers to the police resulted in a successful roadside test and criminal charges, helping to reduce dangerous driving incidents.

Cannabis cultivation uncovered in Aberdeenshire

The premises showed signs of active use, with fans operating continuously, and there was a strong cannabis odour. Cannabis plants valued at approximately £1 million were seized, and two suspects were arrested and prosecuted.

Anonymous tip-off for man in possession of loaded crossbow

Police, having received Crimestoppers information, responded promptly, apprehending the suspect. During the operation, officers recovered some weapons – and also a stolen quad bike.

Wanted man suspected of assault identified thanks to community intelligence

A suspect in his 30s was travelling from Europe to the UK and was seen aboard a ferry

that arrived in Portsmouth. He was found at the port shortly after disembarkation and was detained before he could evade justice. This case highlights the crucial role that timely information from the community plays in enabling the police to swiftly locate and apprehend offenders.

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Domestic abuse suspect arrested

The suspect had escalated their violent behaviour, resulting in injuries, and had used controlling tactics such as managing the victim’s bank account and phone, and cancelling their medical appointments. The suspect was arrested for coercive and controlling behaviour.

This demonstrates how targeted intelligence allows police to intervene quickly in a complex domestic abuse case.

Murder suspect arrested before boarding plane to South East Asia

An anonymous tip-off indicated that a man was planning to kill his partner after hearing that she had been unfaithful. The intelligence suggested that the suspect intended to source weapons to carry out the attack. Law enforcement acted swiftly, locating and arresting the man for firearm possession. Following the arrest, safeguarding measures were implemented to ensure the woman’s safety.

This case shows how community and intelligence efforts can help locate and apprehend persons of interest in serious criminal investigations before they leave the country.

Cannabis plants worth around £275,000 seized in Scunthorpe

The premises was associated with ongoing drug dealing, with vehicles arriving and



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This case shows how community and intelligence efforts can help locate and apprehend persons of interest in serious criminal investigations before they leave the country
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departing with large bags of cannabis. Authorities raised a warrant, seizing approximately 500 cannabis plants valued at around £275,000 and arresting three people.

Hidden child abuse revealed thanks to information

Upon inspection, officers discovered a property in a state of neglect – squalid conditions, with faeces from 12 cats who lived there scattered throughout the site. There was a pervasive smell of urine, and flies on the walls.

The children, aged one, two and three years old, showed signs of physical abuse, including bruising on their arms and legs, and appeared severely malnourished, raising urgent concerns for their safety and wellbeing.

They were promptly removed from the environment and placed in the care of a family member, as authorities were dedicated to ensuring their protection and holding those responsible accountable.

CrimeStoppers. Highlights

April 2024 – March 2025

Crimestoppers impact

922,861

people contacted us
anonymously

227,326

anonymous reports
sent to police forces

82%

online

18%

by phone

up 6%

on last year



Crimestoppers feedback

1,457

offenders arrested
and charged

26,135

police positive
crime outcomes

£365,134

worth of property recovered

£45,556,521

total drugs 'street value'



110

No. of professional sessions run

2,854

No. of professionals reached

1,473

No. of workshops delivered
(to young people)

52,588

No. of young people reached
(through all avenues e.g.
workshops, assemblies,
community events etc)

764

No. of resource orders

57

No. of campaigns run

74%

Fearless reports increase
on the previous year

National and regional campaigns

10

National

9

Business
Development

128

Regional

147

Total



Media coverage



7,156

pieces of coverage

Driving quality information



Focus on key roles: the 24/7 call agent

The primary role we were recruiting for was that of a 24/7 Call Agent. This position attracted significant attention, especially from people seeking a meaningful role with purpose. Graeme and Kelly received expressions of interest from over fifty attendees, all of whom left their contact details for follow-up.

Post-event outreach and successful hires

Following the event, Kelly took the lead in reaching out to interested candidates, collecting CVs and scheduling interviews. As a result, three fair attendees have successfully joined Crimestoppers as Call Agents. This outcome underscores the effectiveness of direct engagement at such events and highlights the value of proactive recruitment strategies. Additionally, recruiting through these channels offers financial benefits by avoiding agency fees, which can typically amount to 10-20% of a Call Agent's first-year salary.

What stood out most was the evident motivation and initiative of the attendees. The energy, curiosity, and sincerity they displayed made the event not only a successful recruitment effort but also an inspiring and uplifting experience for our team.

This event provided a valuable opportunity to promote our purpose, services, and the positive impact we make across the UK – enhancing our public presence and strengthening community ties.

Crimestoppers plans to incorporate participation in future job fairs and similar events into its ongoing recruitment strategy. This approach, subject to regular review and continuous improvement, aims to attract motivated individuals and improve staff retention within the Contact Centre.

Seeking the best for Crimestoppers' national Contact Centre

Crimestoppers Duty Manager Graeme Sibley and Kelly Jackson from the People, Organisational and Development Team proudly represented Crimestoppers at a well-attended jobs fair held at Selhurst Park Stadium, home of Crystal Palace Football Club. The event was a valuable opportunity to engage with members of the public actively seeking employment, and to promote both current vacancies and the broader mission of Crimestoppers.

Immediate engagement and steady interest

Within just ten minutes of the doors opening, visitors were

flocking to our stand. This high level of engagement continued steadily for the next two and a half hours, reflecting strong momentum and enthusiasm from the crowd.

Graeme and Kelly were fortunate to be supported during the event's busiest period by Director of Finance Steve Mann. His involvement was instrumental in engaging with visitors, answering questions, and sharing insights about the charity's purpose and the roles available. This collaborative approach helped us connect more effectively with potential candidates.

Fearless Youth Panel: ensuring the voice of young people is at the heart of everything we do

The Fearless Youth Panel plays a key part in the development of our work by giving young people a space to speak openly about crime; how it's affecting them and their peers and what we can do, together, to help make them feel safer. The panel involves 15 young people aged between 13 and 17, and their insights influence our social media content and crime prevention campaigns, ensuring they are relatable and effective for our young audience. With our youth panel's support, we're raising awareness of our 100% anonymous reporting service and empowering more young people to speak up against crime.

A highlight this year was co-creating artwork for a digital campaign running on Snapchat, Instagram, and Spotify.

Sim's story

Sim is a dedicated member of our Youth Panel. With two years of active involvement, she consistently leads discussions in online meetings and group chats, inspiring others with her confidence and enthusiasm. Her deep understanding of

Campaign results:

865,904
Reach (No. of unique users who saw ads)


16,598,838
Impressions (No. of times ads displayed)

72,665
Engagement (No. of link clicks/swipe ups)

A boy at school is carrying a knife.

I'm not a grass but I'm worried someone is going to get hurt.

Who can I tell?



Fearless' mission and her passion for supporting young people shine through in every contribution.

Sim's thoughtful insights on imagery, language, and current trends have helped shape engaging and relevant content across platforms including Snapchat, TikTok and Instagram. In addition, she has created several videos that communicate key messages

about crime prevention, amplifying Fearless' reach and impact.

Her involvement has undoubtedly developed her skills in creativity and communication, preparing her for future opportunities. Sim's dedication exemplifies how young people can influence positive change and strengthen community safety initiatives.



“The experience has been invaluable to me. I have been able to connect to people all over the country, develop more confidence in speaking up and more courage to say what I believe”

Campaign highlights extreme dangers of cannabis extraction

In February 2025, Crimestoppers launched a new initiative in Northumberland and Tyne & Wear to highlight the severe dangers associated with the illegal production of cannabis concentrates. The campaign aimed to inform the public about the risks of manufacturing products such as butane honey oil (BHO) and 'shatter', which are often used in vaping devices and edibles.

Cannabis extraction involves using highly flammable solvents like butane and propane gas to create concentrated forms of cannabis. These processes are extremely dangerous; improper handling or accidental sparks – such as flicking a light switch, activating a heat source, or plugging in appliances – can lead to catastrophic explosions. Such incidents can cause serious injuries or fatalities, affecting not only those producing the substances but also innocent individuals nearby.

In May 2025, a man whose illegal cannabis factory exploded in



a block of flats, killing seven-year-old Archie York, was jailed for 14 years.

Members of the public were advised of the signs to look out for, such as large quantities of butane or propane gas canisters and unusual stainless-steel equipment set up in houses or flats.

“Members of the public were advised of the signs to look out for, such as unusual stainless-steel equipment set up in houses or flats”

This campaign not only raised widespread awareness of the severe risks faced by those producing BHO and shatter, and those around them, but also provided the opportunity for members of the public to pass on information about this dangerous crime, safe in the knowledge that they would remain 100% anonymous and never need to provide any personal details.

True stories reveal how Crimestoppers helps put the brakes on drink & drug driving

In a recent campaign to combat drink and drug driving, Crimestoppers emphasised the importance of community involvement in keeping our roads safe and highlighted how anonymous tips from the public have led to significant arrests and seizures, demonstrating the powerful impact of speaking out.

One case involved a driver who was found to be uninsured,

disqualified, under the influence of alcohol and who provided false details. Crimestoppers information prompted police checks, revealing the driver's true identity. The driver was subsequently arrested.

Another incident saw a habitual drug driver stopped by police after reports from the public. A saliva test confirmed cannabis use, and further searches uncovered cocaine and cannabis in the vehicle. This

driver was also taken into custody, preventing them from risking lives on the road. These stories underscore the crucial role that community vigilance plays in tackling drink and drug driving. By reporting suspicious behaviour, members of the public can help save lives and bring reckless drivers to justice.

The information Crimestoppers receives helps make our roads safer for everyone.

Garston day of action to encourage Merseyside residents to report crime

Crimestoppers launched a campaign in Garston, Merseyside to encourage residents to report crime and antisocial behaviour. The initiative involved collaboration with partner agencies, including Liverpool City Council, Merseyside Fire and Rescue, local schools, and housing providers.

As part of the campaign, new Crimestoppers signs were installed throughout the area to promote anonymous reporting. The effort was supported by targeted social media campaigns and leaflet drops to residents, aiming to raise awareness of Crimestoppers' anonymous service and encourage the community to share information on crimes such as drug dealing, knife crime, criminal gangs, and antisocial behaviour.

“Some residents might feel uncomfortable reporting directly to authorities, which was why partnering with Crimestoppers was crucial, as it offered an anonymous reporting channel

”



To mark the campaign's launch, police and partner agencies organised a community day of action in Garston, attended by Police and Crime Commissioner Emily Spurrell and representatives from Liverpool City Council, Merseyside Police and Merseyside Fire and Rescue.

During the launch, Inspector Steve Reilly emphasised the importance of community involvement, stating that working closely with residents and partners is essential to disrupting and preventing crime. He highlighted that community intelligence helps police detect crime, protect vulnerable individuals, and bring offenders to justice. He also pointed out why partnering with Crimestoppers is crucial, as some residents might feel uncomfortable reporting directly to authorities, and

Crimestoppers offers an anonymous reporting channel.

During the year prior to the campaign launch, Crimestoppers received more than 8,000 anonymous reports from Merseyside, leading to arrests, seizures of drugs and weapons, and safeguarding vulnerable people.

Overall, the campaign in Garston aimed to foster a safer community by encouraging residents to speak out without fear, knowing they could give information and remain completely anonymous.



Campaign helps protect vulnerable rural residents from crime

In autumn 2024, several police forces across northern England worked together to launch a comprehensive campaign aimed at tackling cross-border rural crime. The participating forces included Cumbria, Lancashire, North Yorkshire, Northumbria, Cleveland, and Durham. Their collective goal was to raise awareness among rural communities, improve intelligence sharing, and reduce crimes that often span large geographical areas. Criminals frequently travel along major roads such as the M6, A1, and A66 to carry out their illegal activities, causing significant distress and financial losses to residents and farmers.

The campaign focused on four key issues: theft of quad bikes and farm machinery, livestock theft, burglaries, and poaching. These crimes not only cause emotional trauma but also affect livelihoods.

Criminals often cross borders to target rural properties, making

coordinated law enforcement efforts essential.

To disrupt travelling criminals, the six police forces conducted joint operations that proved highly successful. However, they emphasised that community involvement was crucial. The campaign encouraged residents and visitors to be vigilant and report any suspicious activity promptly. Public cooperation is seen as vital in helping law enforcement target resources more effectively and prevent crimes before they occurred.

The campaign also offered practical security advice for rural landowners, including fitting tracking devices on vehicles and machinery, removing keys, and keeping equipment out of sight.

Installing CCTV and video doorbells was recommended to deter offenders, along with displaying

signs indicating that security measures are in place. Joining local rural or farm watch schemes was also encouraged in order to foster community vigilance.

Residents were urged to report suspicious vehicles, strangers, or stolen items, providing details such as registration numbers, descriptions, and times.

Reporting stolen livestock and poaching is essential in building intelligence and supporting investigations.

Ultimately, the collaboration between police forces and rural communities, along with the involvement of Crimestoppers, aimed to significantly reduce cross-border rural crime. By combining joint law enforcement efforts with community vigilance and practical security measures, the campaign sought to protect rural residents and safeguard their livelihoods.

Awareness of ketamine dangers highlighted in innovative Merseyside football clubs campaign

A youth football tournament was held in May 2025 for schools across Merseyside to launch a new initiative under the Four Clubs One Goal partnership, highlighting the dangers of ketamine and its potential to destroy lives and cause serious health issues.

The tournament took place at Crosby AFC and marked a significant step in the campaign's efforts to raise awareness about drug misuse among young people. The partnership, which included Liverpool FC Foundation, Marine in the Community, Everton in the Community, and Tranmere Rovers in the Community, first began in October 2021 and has continued to improve safety across Merseyside ever since.

The campaign used both social and traditional media channels and

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Its aim was to increase awareness about the risks of ketamine and to encourage more people to report concerns through Crimestoppers and Fearless
”

was integrated into each club's programmes to reach a broad audience. Its aim was to increase awareness about the risks of ketamine and to encourage more people to report concerns through Crimestoppers and Fearless. During the tournament, participants experienced an impactful session led by individuals who had suffered

from ketamine addiction. These first-hand accounts significantly illustrated the devastating effects of drug dependency to the young audience.

The event was attended by Emily Spurrell, Merseyside Police & Crime Commissioner, and received coverage in the Liverpool Echo and on local radio stations. Medals and trophies were presented by former England and Liverpool goalkeeper Chris Kirkland, adding to the significance of the occasion.

Funding and support for the Four Clubs, One Goal initiative comes from the Steve Morgan Foundation, the Hemby Trust, Liverpool FC Foundation, and Merseyside PCC, all committed to making a positive difference in the community.

Consumer risk prevented as more than 200 toxic bottles of counterfeit vodka recovered

Crimestoppers provides the Scottish Food Crime Hotline for Food Standards Scotland (FSS), the competent food authority in Scotland. Since August 2024, FSS has been leading on a joint investigation into the sale of counterfeit vodka, labelled as Glen's, from independent licensed convenience stores across Scotland. Analysis confirmed that the 'vodka' contained isopropyl alcohol (IPA), which can be toxic to ingest in any amount and in larger quantities can be fatal.

This clearly presented a significant risk to consumers, so Crimestoppers' call handlers were briefed on the type of information sought in relation to FSS's investigation, and to offer safety advice at source. Some callers to the Hotline had actually consumed counterfeit vodka and experienced symptoms associated with IPA, including nausea, vomiting and abdominal pain, providing evidence of the risk to human health.

FSS were able to act immediately on information received via the Hotline, leading to the recovery of 234 bottles of counterfeit vodka from nine licensed stores.

This case illustrates the key role Crimestoppers plays in the development of intelligence and supporting investigations, providing a reliable and professional service for the public to pass on information in complete confidence.

Driving down fake goods sales with public danger warning



Crimestoppers' latest campaign targeting the sale of fake goods warned the public about the potential dangers involved in buying counterfeit goods.

Fake cosmetics: contain harmful chemicals that may cause skin irritation, allergic reactions, or long-term health issues.

Fake toys: often made with low-quality materials, they can contain toxic chemicals, loose parts, or sharp edges. Giving counterfeit toys to children can lead to choking, burns, hearing damage, or even strangulation.

Fake electronics: unlikely to comply with manufacturing standards, making them prone to overheating, catching fire, causing burns, giving electric shocks, or even exploding.

More than 80% of counterfeit products recently tested by

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More than 80% of counterfeit products recently tested by the government failed safety inspections
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the government failed safety inspections, according to the Chartered Trading Standards Institute. And criminals are becoming increasingly skilled at finding new ways to deceive consumers.

To help consumers avoid counterfeit goods, Crimestoppers has published guidance on how to tell if items for sale are genuine or not. Signs to look out for include:

- **Price:** Too good to be true: If the price seems unbelievably low, it's

likely a fake product that could be harmful and of very poor value.

- **Suspicious websites and unusual sales locations:** Untrusted websites and lesser-known outlets are common places for criminals to sell counterfeit goods. If someone is selling products from the back of a van, in a pub or club, it's probably not genuine.
- **Spelling and grammatical errors:** Criminals often overlook small details, leading to spelling mistakes on their websites and product packaging.
- **Differences in product or packaging:** If the product you receive looks of poor quality and doesn't match the original, it's likely a fake.
- **Missing information:** If the product lacks information such as the batch number or the period-after-opening (PAO) symbol for cosmetics, safety certifications for toys, or warranty details for electronics, it's probably counterfeit.

Delivery and impact

The awareness campaign aimed to support diverse communities in understanding the personal dangers and harms associated with fake goods, and was delivered in English, Polish and Romanian across areas known to be at risk from the sale of counterfeit goods.

Overall, 323,572 people were reached across social media. There were over 673,821 engagements with the campaign on Google Ads, and the campaign web page received nearly 1,000 views.

Safe Street campaign: building safer communities together

Since 2021, Crimestoppers has run the Safe Street campaign in partnership with Ring, adopting a fresh and light-hearted approach to promoting home and community safety.

The campaign is designed to reassure and empower people to take simple but effective steps to protect themselves, their homes, and their neighbourhoods.

At the centre of Safe Street is a vibrant fictional community where neighbours look out for each other, creating an atmosphere of peace and security. In this community, the only drama is number 14's BBQ mishaps, and the only "menace" is the neighbour's children's football skills. These playful scenarios illustrate how a truly safe street experiences the joys of everyday life rather than crime or disorder.

The campaign encourages people to get involved in various ways: by volunteering with Crimestoppers, accessing the extensive advice from Neighbourhood Watch, or investing in Ring's latest home security technology. Ring's products not only help keep people and property safe but also enable residents to check in on loved ones, keep an eye on pets, and accept parcels while away from home. The campaign emphasises that such measures make life safer and simpler, allowing families to focus on what matters most.

During the second half of 2024, the Safe Street campaign achieved significant success across multiple digital

platforms, including Facebook, Instagram, and Google. The campaign generated substantial engagement through social media impressions and link clicks, driving considerable traffic to the Crimestoppers website.

This strong performance demonstrated public interest in accessing practical safety guidance and engaging with community safety initiatives. Seasonal themes bring Safe Street to life throughout the year: in spring, only the foxes cause "mischief"; in summer, friends "invade" for parties; at Halloween, the only "unexpected visitors" are tiny trick-or-treaters; and at Christmas, the only "disappearance" is of Father Christmas's mince pies. These relatable moments highlight the power of a united community

working together. Safe Street is more than a campaign; it is a call to action.

Whether individuals are marketing experts, logistics specialists, or fundraising enthusiasts, volunteering with Crimestoppers offers a meaningful way to contribute. Together with Neighbourhood Watch and Ring, the campaign shares top tips and resources to help every street become a safe street.

Crimestoppers reminds the public that anyone with information about crime can report anonymously at any time, 24/7, 365 days a year. Through this partnership and community spirit, Safe Street helps turn the vision of safer neighbourhoods into a reality across the country.

“The campaign is designed to reassure and empower people to take simple but effective steps to protect themselves, their homes, and their neighbourhoods”



Impact of Crimestoppers across Scotland



Crimestoppers in Scotland at a glance:

23,239 public contacts

4,000 Nearly 4,000 people contacted us about drink and drug drivers

15,000 reports on drug manufacture and supply

400 reports about rape and sexual offences

Last year, our charity in Scotland achieved a record high of 23,239 public contacts (up by 1.6 %) and disseminated 17,844 reports to Police Scotland and other law enforcement agencies.

Nearly 4,000 people from Scotland contacted us about drink and drug drivers; we received 15,000 reports

on drug manufacture and supply and 400 reports about rape and sexual offences.

In November, Crimestoppers in Scotland led on a reward that gained international media attention. Thanks to a private donation of £50,000, we appealed for information to recover more than a thousand coins from

the 12th and 13th centuries, stolen by criminals in June 2007 from the home of Lord and Lady Stewartby in Broughton, near Peebles.

Impact of Crimestoppers across Wales

Crimestoppers continues to make a powerful impact across Wales, with over 11,500 reports shared with police forces this year – that's an average of 960 reports a month, and a 12% rise on the previous year.

These reports have helped tackle key issues like drug trafficking,

with 5,429 reports, and drink and drug driving – 3,280 reports – showing the strength of anonymous voices in keeping communities safe.

The work has gone far beyond just reporting. With over 41,000 Fearless workshops delivered,

thousands of young people have been educated on crime prevention and how to speak up safely. Online engagement has also soared, with more than 235,000 visitors to the Crimestoppers website in Wales, backed by strong media coverage and £120,000 in rewards offered.

Crimestoppers in Wales at a glance:

960 average number of shared reports per month

331 reports of knives and bladed weapons

5,429 reports of drug trafficking

3,280 reports of drink and drug driving

41,000 Fearless workshops delivered

235,000 visitors to the Crimestoppers website in Wales

Over 400% increase in energy theft reports in 7 years

The Energy Theft Tip-off Service was launched by Crimestoppers, working in conjunction with the energy sector in Great Britain, in September 2016. Since then, it has gone from strength to strength. With ongoing education of the public around the dangers of energy theft, also known as meter tampering or meter cheating, we have encouraged more and more people to speak up about this dangerous crime.

Stay Energy Safe is the public facing brand and is used to promote the Energy Theft Tip-off Service, provide educational content, support and guidance. It helps people identify energy theft, so they can keep themselves and their loved ones safe.



Over the last 12 months BH&P (the Stay Energy Safe marketing agency) has worked with the Retail Energy Code Company (a not-for-profit organisation that owns and manages the Retail Energy Code) and Crimestoppers, to continue to promote messages about energy theft and staying energy safe, via the Stay Energy Safe website, Google, social media, influencer activity, digital PR and radio campaigns.

This ongoing push to keep people safe has been successful, as the number of people contacting the Stay Energy Safe service, 100% anonymously, to tell us about energy theft increased by 2,939 in the 12 months from 1 April 2024 to 31 March 2025 (+20%). The number of pieces of information on suspected energy theft sent to the energy sector went up by 2,321 (+21%). 17,789 contacts meant we could pass on 13,415 pieces of information to the energy industry for investigation.

This result is worlds away from the number of reports we passed on in the first full year that the service was

“We achieved a 413% growth in reports on suspicions of energy theft in 2024-25 compared to the same period in 2017-18”

in operation – from 1 April 2017 to 31 March 2018 we sent 2,613 suspicions of energy theft to our energy partners. The volume achieved in 2024-25 represents a 413% increase on this initial figure.

With a dedicated service and ongoing and comprehensive promotion of the dangers of energy theft and the signs to spot we are keeping more communities safe from the harms associated with tampered meters, and giving suppliers, distribution network operators and gas transporters the opportunity to recover revenue lost to this crime.

Stay Energy Safe Northern Ireland

To expand on this success, and to give more people a chance to tell us

what they know about energy theft, in June 2025, we set up a new service – Stay Energy Safe Northern Ireland.

This partnership with Northern Ireland Electricity Networks (NIE Networks) enables us to protect people, homes, farms and businesses across Northern Ireland. NIE Networks is promoting the service along with its key messages to help people understand just how dangerous tampering with your meter, or the energy supply, can be. Anyone with information on energy crime now has a safe way to pass on what they know, 100% anonymously, so that the Northern Ireland energy sector can make sure the supply and meters are safe. And this in turn ensures that the people living or working nearby are protected.

Security enhanced and communities protected via collaborations with DPD and HSBC

The Business Development team has had a successful year.

Working hard to help protect businesses and their customers, they have met challenging financial targets to ensure that the charity can do more than ever before to support its beneficiaries.

Focusing on the twin highlights of 'speak up' lines and information sharing, supported by impactful campaigns, Crimestoppers has both widened and deepened its offer to key partners.

Looking to the future, the team will continue to focus on those lines of activity that align with the charity's core service, thereby ensuring that all people have the power to speak up about unacceptable behaviour, wherever it may be found.



This year, the first partnership in the logistics sector was secured, with leading parcel delivery company DPD. Together, we're working to raise awareness and enhance the safety of both delivery drivers and customers' goods by offering the general public a trusted and anonymous platform to report concerns. DPD operates over 10,000 vehicles in the UK from 85 locations, delivering more than 360 million parcels each year. The partnership with Crimestoppers will support the efforts of DPD's own security team to stay one step ahead of criminals.

DPD have created a bespoke sticker, used on their DPD vehicles to show how they are working with

Crimestoppers. They have also produced leaflets and posters to inform our customers and staff on what the DPD and Crimestoppers partnership is delivering.

Tim Jones, Director of Marketing, Communications & Sustainability at DPD UK, commented, "We are delighted to be working with Crimestoppers on this important

“We are delighted to be working with Crimestoppers on this important campaign. Violence against anyone just trying to do their job is completely unacceptable”

campaign. Violence against anyone just trying to do their job is completely unacceptable, so it is important that we talk about driver safety and take steps to protect our team and of course ensure the safe delivery of our customers' products. Working with Crimestoppers will enhance the work of our inhouse Security team.”

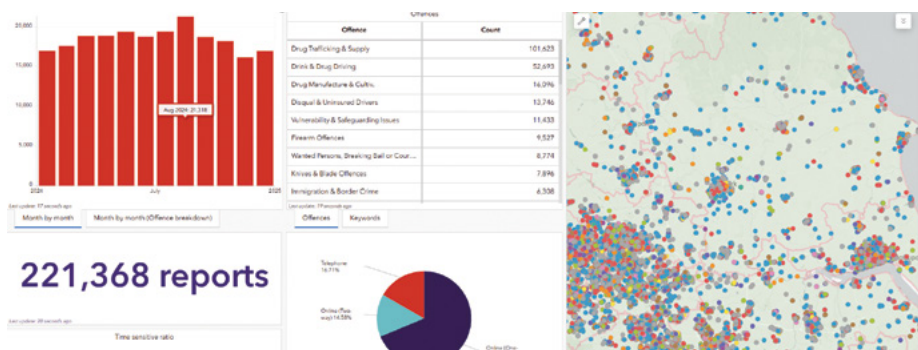


In 2024, we were delighted to announce our collaboration with HSBC and are now sharing data received by our Contact Centre relating to all information associated with the bank. We're working closely with HSBC's security team to help identify and address potential criminal activity in and around HSBC premises. By sharing relevant Contact Centre information, we support their efforts in safeguarding customers, staff, and assets.



New Data Matrix project will lead to improved campaign planning

Over the last six months, the Crimestoppers Data Team, led by Data Manager Greg Ferguson, has worked with the Marketing Communications Team to create a new tool called the Data Matrix. This tool helps Crimestoppers understand and use data better to plan and improve campaigns across the country and in specific regions.



The Data Matrix uses information collected over several years. It maps all Crimestoppers reports to different geographic areas, showing where reports are increasing or decreasing. This helps to see how well previous campaigns worked and helps to plan future activities for 2025/26 and beyond.

The tool also helps Regional Managers and the Business

Development team. They can use it to review past campaigns, see what worked, and focus on areas that need more support. By tracking trends and predicting future patterns, Crimestoppers can make campaigns more effective and gather more useful information for law enforcement and partners.

Overall, the Data Matrix is a

collaborative effort to make smarter decisions based on data. Mapping reports geographically and analysing trends helps target efforts better and improve how intelligence is gathered and shared with police and other agencies. This will strengthen the Crimestoppers outreach and support efforts to reduce crime and increase community safety.

Partnership with Crime Stoppers International shows Crimestoppers UK influence

Crime Stoppers International (CSI) supports the efforts of multi-national corporations and law enforcement worldwide to stop, solve, prevent and disrupt serious and organised transnational crime.

Representatives from Australia, Canada, South Africa, and Pacific Ocean island Micronesia visited Crimestoppers UK's London headquarters and national Contact Centre. This visit provided an opportunity for the two organisations to exchange ideas on sustaining anonymous crime reporting, and saw Mick Duthie, Director of Operations at Crimestoppers UK, elected as Vice President of the CSI board.

On observing the operations of the national Contact Centre, the CSI team were impressed by Crimestoppers UK's high level of professionalism, courtesy and dedication.

Crimestoppers UK, like numerous Crime Stoppers programmes worldwide, functions independently from the police. Autonomy from law enforcement remains a crucial and distinctive feature of Crime Stoppers programmes, offering individuals an anonymous platform to come forward, fostering reports that might otherwise go undisclosed.

The partnership that is now in place between Crimestoppers UK and

CSI has led to the handling of CSI reports by the UK-based Contact Centre. People wanting to report crimes anonymously on the CSI website can now submit their information globally through an online form, which is then assessed by the Crimestoppers UK Contact Centre and subsequently passed to the relevant jurisdiction.

At its core, the fight against crime and the pursuit of safer communities and nations necessitates a collective endeavour. Global cooperation brings about benefits both at home and abroad and both organisations are looking forward to continuing a lasting and collaborative relationship.

Crimestoppers' partnership with Police CPI

Crimestoppers has partnered with Police CPI to enhance crime prevention efforts across the UK. Police CPI, a police-owned not-for-profit organisation, dedicates itself to delivering innovative and groundbreaking initiatives aimed at reducing demand on police services and safeguarding the public.

As a national scheme, Police CPI achieves notable successes through its diverse portfolio of projects. All initiatives are designed to keep communities safer by preventing crime before it happens and alleviating pressure on law enforcement agencies. The organisation collaborates extensively with various public and private sector bodies, including

“All initiatives are designed to keep communities safer by preventing crime before it happens”

Crimestoppers, the Home Office, the Ministry of Housing, local authorities, trade associations, the construction industry, and manufacturers of security products.

One of Police CPI's prominent projects is the Secured by Design initiative, which focuses on improving the security of buildings and their immediate environments. The scheme also offers an

accreditation service on behalf of the UK Police Service for products and services that meet recognised security standards, thereby promoting safer environments.

Overall, Police CPI plays a vital role in delivering innovative crime prevention solutions and fostering partnerships across different sectors. Their efforts contribute significantly to creating safer communities and reducing crime-related demand on police resources.

The collaboration between Crimestoppers and Police CPI exemplifies a shared commitment to protecting the public and strengthening crime prevention initiatives nationwide.

Empowering voters and strengthening democracy: the impact of the 2024 'Your Vote is Yours Alone' campaign

Crimestoppers worked with the Electoral Commission and the Ministry of Communities, Housing and Local Government to launch the 'Your Vote is Yours Alone' campaign. This was designed to promote electoral integrity at the polls in England in May 2024.

As a registered charity, Crimestoppers has been dedicated to raising awareness about electoral fraud since 2015, encouraging the public to recognise and report suspicious activity.

The campaign's primary goal was to educate voters about what constitutes electoral fraud and to motivate reporting. It used a

comprehensive digital approach, including social media, Google Ads, and Google's AI-powered Performance Max platform. The consistent messaging, centred around protecting voter anonymity and integrity, aimed to build trust and highlight civic responsibility.

The campaign achieved notable digital engagement. On Facebook and Instagram, it garnered over 1.4 million impressions and reached nearly 447,000 users, with 46,367 clicks and a click through rate of 3.29%, with a low cost-per-click of £0.19.

Visitors were directed to a dedicated landing page on the

Crimestoppers website, which attracted over 6,500 unique views and generated 23 reports of electoral concerns, such as postal vote irregularities and voter registration issues. These reports, which have been passed on to the police, highlight the public's willingness to participate in safeguarding democracy and demonstrate the campaign's tangible impact.

Overall, the campaign's success enhanced Crimestoppers' reputation as an effective partner in promoting electoral integrity, expanding its reach, and encouraging public vigilance against electoral fraud.

Crimestoppers and Fearless campaign to cut crime rates in Brixton

In a bid to tackle serious organised crime in Brixton, south London, Crimestoppers and our youth service, Fearless, ran a targeted campaign to support the Metropolitan Police's Clear Hold Build Initiative aimed at empowering residents and young people to report criminal activities 100% anonymously.

The campaign featured targeted social media, leaflet drops, and advertising at the busy Brixton tube station. Angel Town and Somerleyton are two areas within Brixton that have been particularly affected by serious organised crime, although residents still foster a strong sense of community spirit. The campaign was designed to encourage residents to provide new information about crime in their neighbourhoods, with the specific aim of gathering evidence about gang activity, seizures of weapons and drugs, and the safeguarding of vulnerable individuals.

The Fearless element of the campaign targeted young people, providing them with a safe platform to report crime without fear of retribution. The Crimestoppers and Fearless team worked with secondary schools in the borough, sharing Fearless materials, "What would you do?" playing cards and educational resources on the Snitching vs Bystander approach, helping to make professionals and young people aware of the importance of their role in creating a safer community.

Alexa Loukas, London Regional Manager for Crimestoppers, and our London volunteer Keith Lebian, worked closely with local organisations such as the Brixton Soup Kitchen, which provides



“The Fearless element of the campaign targeted young people in Brixton, providing them with a safe platform to report crime without fear of retribution”

meals, clothes, and support to the homeless and those in need. This collaboration aims to address the root causes of crime by offering essential services and fostering a sense of community. Keith has been volunteering for Crimestoppers in London for the last three years and spent the day in Brixton visiting community

partners and handing out leaflets and posters.

Alexa said: “While working with partners in Brixton, it was clear to see that certain dedicated individuals have a significant influence in their communities. We are helping to turn things around in those communities.”

Our incredible volunteers

We have 38 active volunteer committees across the UK, each led by dedicated Chairs or Team Leaders and supported by committed volunteers with a variety of positions, who together form the backbone of our local presence.

They represent Crimestoppers at events, help raise awareness of our services, and act as trusted voices within their communities. They work closely with our 15 Regional and National Managers across the UK to ensure Crimestoppers maintains a strong and visible presence in local communities.

The dedicated programme we have had in place since 2020 to improve the support we provide to our volunteers came to its scheduled end this year. We have provided a better recruitment and induction process, new tools and resources, increased the emphasis on our Community Ambassadors Scheme and improved communications and engagement activities.

We have also created a picture of volunteering health in each area,

surveying each team and creating local plans, which also highlighted what more the Volunteer Support team need to provide for our volunteers to continue to thrive.

“Crimestoppers is pleased to recognise the incredible dedication of our volunteers who help us build safer communities”

This work continues and, following the retirement of Volunteer Manager Greg Rees after 8 years, we are delighted to welcome his replacement, Silvia Vergara. She is working with volunteers and staff to create the next phase of our volunteer engagement journey.

Volunteer Awards 2025
Our annual Volunteer Awards give us the opportunity to showcase, celebrate and thank our volunteers. As ever, the 2025 judges found the

nominations to be of an incredibly high standard,

Among the winners were Alan Pritchard from the Scotland Committee and Monica Sharp from West Mercia, who were jointly awarded The Carolyn Randall Volunteer of the Year Award, which commemorates a much-loved Crimestoppers stalwart. Alan visited nearly 100 farms to engage rural communities and foster meaningful connections, while Monica's tireless support and expertise in domestic violence campaigns have significantly benefited her region.

Colin Dobinson was the pioneer of our Community Ambassador scheme, and this year there was a new award presented in his memory, won by Lewis Gittins, from Wiltshire.

Crimestoppers is pleased to recognise the incredible dedication of our volunteers who help us build safer communities, and whose efforts are truly inspiring and vital to our mission.



The Carolyn Randall Volunteer of the Year Award
Alan Pritchard, Scotland Committee

The Carolyn Randall Volunteer of the Year Award
Monica Sharp, West Mercia Committee

Committee of the Year Award
Wiltshire Committee

Youth Volunteer Award
Saffron Buckler, West Country Committee

Fundraiser Award
Peter Rolington, Kent Committee

Unsung Hero Award
Keith Lebian, London Strategic Board

The Colin Dobinson Community Ambassador Award
Lewis Gittins, Wiltshire Committee

Lifetime Achievement Award
Bill South, Chair London Strategic Board

CEO Corporate Award
Sevenside Community Rail Partnership

13.5% increase in reports on crime in rural Gloucestershire

The Office of the Police and Crime Commissioner, via the Home Office's Safer Streets initiative, provided £10,000 of funding for Crimestoppers to run a campaign targeting rural crime across Gloucestershire. Phase 1 ran in July and August 2024 whilst phase 2 took place in October and November.

Why we ran the campaign

Rural crime is becoming increasingly serious and organised. A large proportion of rural crimes are orchestrated by criminal gangs to fund other criminal enterprises or to launder money. Meanwhile, the victims of rural crime are increasingly threatened and intimidated over a sustained period of time and it is believed that rural crime is often under-reported.

Our campaign focused on informing the public that many rural crimes are committed by organised crime groups, and are actually part of wider serious criminal activity.

Phase 1 concentrated on the theft of valuable farm machinery and GPS systems, whilst phase 2 tackled wildlife crime such as hare coursing and badger baiting. Our aims were to:

- Educate the public about the signs to spot that suspicious activity may be taking place in their area, encouraging them to report what they know and potentially prevent a crime from taking place.
- Raise awareness that many rural crimes are committed by criminal gangs to fund other crimes.



“A large proportion of rural crimes are orchestrated by criminal gangs to fund other criminal enterprises or to launder money”

- Increase the number of reports given to Crimestoppers, providing the police with more information.
- Raise awareness of the ability to report via Crimestoppers' anonymous reporting channels, reassuring the public that they can speak up about rural crime.

Campaign outline

- Activity consisted of two social media campaigns: a bespoke web page, local radio adverts, leaflets and a variety of promotional items to help engage with the public and farmers at local events. We also worked closely with a variety of partners to spread awareness of

anonymous reporting to people in rural communities.

Results and impact

- Our campaign reached over 174,000 local people during phase 1, and 153,000 in phase 2.
- The social media campaigns achieved excellent engagement with higher than average click through rates.
- More than 1,500 people visited our bespoke web page to find out more about rural crime.
- At the end of the project, there was a 13.5% increase in anonymous reports received by Crimestoppers relating to crime in Gloucestershire's rural areas.

Our future plans

Our charity believes that everyone has the right to feel safe from crime, wherever they live and work, and to achieve this we believe in the power of people to stop crime.

The power is in speaking up – silence allows criminals to prosper, to hurt us and those we care about. Our promise of anonymity for anyone who comes to us is at our heart and embedded at our Contact Centre.

“We are here to help anyone with a knowledge of a crime or criminal who for personal reasons will not share this information directly with the police or other relevant authority.”

Our objectives are:

1. **Improve the quality of anonymous information we send to the police and partners.** Our quality information is both useful and unique. We maintain the highest standards to process information and protect our users. We clearly communicate our promise of anonymity to those least likely to deal directly with authorities.

In the coming year we will:

- Respond quickly to the increasing issue of knife crimes associated with robbery, assault/murder, and drug crimes with communications materials for volunteers and partners to use.
- Increase the crime reports associated with violence against women and girls, with two national campaigns, updates to our website and a variety of campaign assets for volunteers and partners to use.
- Engage with all forces to improve their reporting of Crimestoppers' impact as they solve and prevent crimes. The timeliness and quality of their feedback will improve to demonstrate how, by working together, we make a difference.

2. **Improve trust and confidence in our services among our likely users.** Work directly with communities and partners through conversation so the people least likely to speak up know our name, and that we are there for them should they ever need it.

In the coming year we will:

- Continue our activities in targeted areas, including longer term partnerships and community work, to address serious organised crime which blights those who live and work there.



- Use our Youth Panel more to develop our services for young people, as we build a community of informed Fearless young people, empowered to speak up about crime and confident to use Crimestoppers services.
- Implement a number of 'brand first' campaigns in specific areas of deprivation aimed at building core base of understanding of our key messages and linked to key crime priorities.

3. **Extend our supporter base, partnerships and networks to reach all communities.** Strong partnerships and supporters are integral to the way we work, from police to volunteers to other organisations. It is only together that we help stop crime.

In the coming year we will:

- Work closely with our partners to develop existing relationships into longer lasting deeper partnerships and create new opportunities.
- Build a network of trusted adults who can help us communicate with young people, both as individuals and through relevant national organisations.
- Produce information for growing neighbourhood policing teams so they can talk about Crimestoppers confidently.

4. **Be an effective and efficient charity that provides excellent value for our beneficiaries and partners, and the best experience for our staff and volunteers.**

In the coming year we will:

- Create a vision for our charity's future with a clear pathway to achieve this, so that the charity's ambitions are realised.
- Develop new initiatives so our volunteers can do more to make a difference, from strong structures and processes, to training and new roles to support both volunteers and the key staff who work alongside them.
- Invest in further technology in our Contact Centre, from modern telephony systems to automation systems that streamline processes so our staff can add value to quality anonymous reporting.

The summarised financial statements are not the statutory accounts but a summary of the information relating to the consolidated statement of financial activities and the consolidated balance sheet derived from the full audited Trustees’ reports and financial statement of the charity, which were approved by the Board of Trustees on 23 July 2025. The auditor’s statement as prescribed by the Companies Act 2006 was unqualified. Copies of the full annual financial statements will subsequently be filed with the Charity Commission, the Office of the Scottish Charities regulator and Companies House. These summarised financial statements may not contain sufficient

information to gain a complete understanding of the financial affairs of the charity. The full audited Trustees’ report and financial statements are available on the charity’s website www.crimestoppers-uk.org or may be obtained on application to the charity’s headquarters.

Peter Gaze FCA
Trustee
23rd July 2025

Consolidated Statement of Financial Activities

(Incorporating the income and expenditure account) for the year ended 31 March 2025

	Notes	Unrestricted Funds £	Restricted Funds £	Total Funds 2025 £	Unrestricted Funds £	Restricted Funds £	Total Funds 2024 £
Income							
Income from charitable activities	1	4,598,737	-	4,598,737	3,972,012	-	3,972,012
Donations and legacies	2	1,296,150	1,066,191	2,362,340	1,321,839	1,272,617	2,594,456
Other trading activities	3	554,306	1,039	555,345	1,155,511	1,707	1,157,218
Income from investments		131,594	-	131,594	125,243	-	125,243
Total income and endowments		6,580,786	1,067,230	7,648,016	6,574,605	1,274,324	7,848,929
Expenditure							
Charitable activities	4	5,288,864	1,153,448	6,442,312	5,240,473	1,426,548	6,667,021
Expenditure on raising funds	5	571,276	-	571,276	770,534	-	770,534
Total expenditure		5,860,140	1,153,448	7,013,588	6,011,007	1,426,548	7,437,555
Net income/(expenditure) before transfers		720,646	(86,218)	634,428	563,598	(152,224)	411,374
Gross transfers between funds		(65,409)	65,409	-	(62,602)	62,602	-
Net income/(expenditure) before other recognised gains and losses		655,237	(20,809)	634,428	500,996	(89,622)	411,374
Other recognised gains/(losses)							
Actuarial gain/(loss) on defined benefit pension scheme	17	-	-	-	-	-	-
Net movement in funds		655,237	(20,809)	634,428	500,996	(89,622)	411,374
Reconciliation of Funds							
Total funds brought forward		3,186,899	131,571	3,318,470	2,685,903	221,193	2,907,096
Total funds carried forward		3,842,136	110,762	3,952,899	3,186,899	131,571	3,318,470

All amounts are derived from continuing activities.
There are no other recognised gains or losses other than those stated above.

Independent Auditor’s statement to the members of Crimestoppers Trust

Report of the independent auditor on the Summary Financial Statements

The accompanying summary financial statements, which comprise the summary Consolidated Statement of Financial Activities, are derived from the audited financial statements of Crimestoppers Trust for the year ended 31 March 2025. We expressed an unqualified audit opinion on those financial statements in our report dated 15 August 2025. Those financial statements, and the summary financial statements, do not reflect the effects of events that occurred subsequent to the date of our report on those financial statements.

The summary financial statements do not contain all the disclosures required by “Accounting and Reporting by Charities: Statement of Recommended Practice, applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)” (effective from 1 January 2019). Reading the summary financial statements, therefore, is not a substitute for reading the audited financial statements of Crimestoppers Trust.

Trustees’ responsibility for the Summary Financial Statements

The trustees are responsible for preparing the summarised financial statements in accordance with applicable United Kingdom law and the recommendations of the charities SORP.

Auditor’s Responsibility

Our responsibility is to express an opinion on the summary financial statements based on our procedures, which were conducted in accordance with International Standard on Auditing (ISA) 810, “Engagements to Report on Summary Financial Statements.”

Opinion

In our opinion, the summary financial statements derived from the audited financial statements and the Trustees’ Annual Report of Crimestoppers Trust for the year ended 31 March 2025 are consistent, in all material respects, with those financial statements.

David Hoose
(Senior Statutory Auditor)

for and on behalf of Forvis Mazars LLP
Chartered Accountants and
Statutory Auditor
6 Sutton Plaza, Sutton Court Road,
Sutton, Surrey, SM1 4FS

Date: 15 August 2025

Thank you to our partners and supporters

Our work relies on the critical support of trusts, foundations, the law enforcement community, our commercial and public sector partnerships. By sharing our values, they help promote our charity’s public profile to new audiences who can benefit from our unique services.

Trusts and Foundations

- Beaverbrook Charitable Trust
- The Bestway Foundation
- The Carew Charitable Trust
- The City Bridge Trust
- Durham County Council
- The Gilbert and Eileen Edgar Charitable Trust
- Home Office Safer Streets Fund
- The Ingram Trust
- G M Morrison Charitable Trust
- The Peacock Charitable Trust
- The Percy Hedley Foundation
- The Sylvia and Colin Shepherd Charitable Trust
- Mr and Mrs T C S Haywood’s Charitable Trust

Partnerhships

- Anker Technology (eufy)
- Association of Convenience Stores
- B&Q/Screwfix
- Bakers Basco
- Barnardo’s Scotland
- Border Force
- British Association for Screen Entertainment (BASE)
- British Horseracing Authority
- Carlisle Security Services
- Centrica Plc
- Coastal Crime
- Cricket Scotland
- Crime Stoppers International
- Digital Ventures (Vivastreet)
- DPD
- Electoral Commission
- England & Wales Cricket Board
- Environment Agency (England)
- EPC - UK
- Esri UK
- Federation Against Copyright Theft (FACT)
- Food Standards Scotland
- Forensic Science Regulator
- Gangmasters Labour & Abuse Authority (GLAA)
- HM Prison and Probation Service
- HM Revenue and Customs
- HSBC
- Imabi
- Immigration Service
- Independent Press Standards Organisation

- Insurance Fraud Bureau
- Intellectual Property Office
- Isle of Man public sector
- Joint Maritime Security Centre (Port Safe)
- Liberty
- Link ATM
- Long Clawson Dairy
- Ministry of Defence
- Ministry of Housing, Communities & Local Government
- Muller
- National Anti-Corruption & Abuse Service
- National Crime Agency
- Next
- NHS Counter Fraud Authority
- NHS Scotland
- Openreach
- Rail Delivery Group
- Retail Energy Code Company
- Ring
- Royal Mail
- Save the Children
- Security Industry Authority
- Sky
- South Caernarfon Creameries
- Sport Resolutions (UK Sport)
- Thames Water
- Tideway
- UK Anti-Doping
- Wm Morrison Supermarkets Limited

Fire and Rescue Services with FireStoppers

- Cleveland
- County Durham and Darlington
- Derbyshire
- East Sussex
- Essex County
- Greater Manchester
- Humberside
- Kent
- Nottinghamshire
- South Yorkshire
- Tyne and Wear

Fire and Rescue Services with FRS Speak Up

- Avon
- Bedfordshire
- Cumbria
- Dorset and Wiltshire
- Gloucestershire
- Greater Manchester
- Humberside
- Lincolnshire
- Mid and West Wales
- Norfolk
- North Yorkshire
- Northamptonshire
- South Wales
- Suffolk
- Surrey

Police with Integrity Lines

- Bedfordshire
- Cambridgeshire
- Cheshire
- Derbyshire
- Devon and Cornwall
- Dyfed Powys
- Gibraltar
- Gloucestershire
- Greater Manchester
- Guernsey
- Hertfordshire
- Isle of Man
- Jersey
- Kent
- Leicestershire
- Merseyside
- Ministry of Defence Police
- North Wales
- Northumbria
- Police Service Northern Ireland
- South Wales
- Staffordshire
- Thames Valley
- Warwickshire
- West Mercia
- West Yorkshire
- Wiltshire

Trading Standards

- Greater Manchester
- Kent & Medway
- Wales

Legal & administrative information

Trustee Directors

Chair of Trustees

- Lord Ashcroft KCMG PC

Trustees

- *Ms Angela Entwistle - Deputy Chair
- Lord Choudrey CBE SI Pk
- *Mr Peter Clarke CVO OBE QPM
- Ms Ceris Gardner
- Mr Peter Gaze FCA
- Mr Bill Griffiths CBE BEM QPM
- Mr Stewart Harris FCA
- Mr Martin Hewitt CBE QPM
- Ms Suzanne Jacob OBE
- *Mr Michael Laurie CBE
- *Mr Barry Mizen MBE (resigned 4th November 2024)
- Mr Nick Ross CBE
- Mr Stephen Rubin OBE
- Sir Paul Stephenson QPM

Advisory Board

Trustee Directors and officers marked with a * serve on the Advisory Board, together with the following:

- Mr Phil O’Shea
Deputy Chair & AB Member for Northern Ireland and the Islands (Isle of Man & Channel Islands)
- Miss Jane Antrobus
North West Regional Representative
- Mr Bill Cullen
East Midlands Regional Representative
- Ms Nina Dawes
West Midlands Regional Representative
- Mr John Dobbin
Yorkshire & Humberside Regional Representative
- Mr Jonathan Drake
Wales Representative
- Mr Jonathan Hamill
North East Regional Representative
- Mr Stuart Rawlins
Eastern Regional Representative
- Mr Peter Rolington
South Regional Representative

Senior Officers

- *Mr Mark Hallas OBE,
Chief Executive
- *Mr Stephen Mann,
Director of Finance,
Company Secretary
- *Mr Michael Duthie,
Director of Operations
- *Ms Kate Johnston,
Director of Business Development
- *Ms Karen Ogborn,
Chief of Staff

Bankers

The Royal Bank of Scotland plc
280 Bishopsgate, London, EC2M 4RB

Auditor

Forvis Mazars LLP
6 Sutton Plaza, Sutton Court Road, Sutton,
Surrey, SM1 4FS

Solicitors

Bates Wells,
10 Queen Street Place, London, EC4R 1BE

Status

Crimestoppers Trust was originally established by a Deed of Trust on 20 October 1986 and was registered by the Charity Commission with effect from 4 November 1987. On 1 April 2005 the complete undertaking of Crimestoppers Trust was transferred to a company limited by guarantee, Company Number 05382856, which is itself a registered charity, Number 1108687 (England) and Number SC037960 (Scotland). The registered office of the charity is at Sedulo London, Office 605, Albert House, 256-260 Old Street, London EC1V 9DD

The principal office is
PO Box 324, Wallington, SM6 6BG.

It takes 5 minutes to tell us what you know.



We're reachable 24/7, 365 days a year,
and accessible in over 140 languages.

Whether you contact our charity
over the phone or online, you stay
100% anonymous. Always.

crimestoppers-uk.org

CrimeStoppers.

0800 555111

100% anonymous. Always.