

A man with a beard and glasses is looking down at a smartphone he is holding in his hands. He is wearing a blue denim shirt over a white and black striped t-shirt. The background is a blurred indoor setting, possibly a library or a community center, with bookshelves visible. The overall tone is serious and focused.


2020/21

Impact Report

Giving people the
power to speak up
and stop crime.

100% anonymously.
Always.

CrimeStoppers.
Speak up. Stay safe.

A close-up photograph of a woman with long, dark hair, looking down at a smartphone she is holding in her hands. She is wearing a blue top. The background is softly blurred, showing what appears to be a white sofa or bed. The lighting is soft and focused on her face and hands.

2020/21

Impact Report

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Registered Charity

No. 1108687 (England and Wales) No. SC037960
(Scotland) Company No. 05382856

Welcome from our Chair



We give people the confidence to speak up by offering the protection of complete anonymity, a promise we have kept throughout our 33-year history.

Lord Ashcroft KCMG PC
Chair of Board of Trustees
Crimestoppers Trust

Welcome to our Impact Report 2020-2021. We invite you to journey through our charity's progress over the past year as we continue to support law enforcement and empower the public to speak up and stay safe, 100% anonymously.

Like many charities, we have had to operate under a new normal created by the Coronavirus pandemic. I am pleased to say that we continued to remain open at all times, whilst adhering to strict government guidelines. Our Contact Centre staff excelled in their role, providing a trusted non-judgemental ear for members of the public who wished to remain anonymous as they voiced their crime concerns and suspicions.

Whilst crime in our communities is something that 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 33-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. Staying silent enables criminals to threaten the safety of our loved ones and our communities; by speaking up, we can support police in their investigations, help deliver justice for families of victims, and locate wanted criminals running from the law.

Our network of staff and volunteers across the UK and array of partners, including PCCs, police, charities and businesses, are vital in delivering our unique anonymous reporting service and giving people the power to stop crime. But none of this would be possible without our beneficiaries – the public – who choose to do the right thing and tell us what they know, despite the difficult circumstances they may find themselves in. I applaud them for having the courage to speak up and thank them for contributing to the safety of our society.

Thank you for taking the time to learn more about our work, which means so much to us, those who use our service and beyond. Everyone, no matter who they are or where they live, has the right to feel safe from crime.

With the successful move of the Contact Centre in the rear-view mirror, and having adjusted to working effectively during these challenging times, it provides an opportunity to regroup and redouble our efforts. We are focusing on our core activity of reaching out to as many of our beneficiaries as possible in the year ahead. With an up to date and relevant strategy, a full complement of staff who are bursting with energy and enthusiasm, all underpinned by successful fundraising, we are well placed to have a successful 2021-2022.

Lord Ashcroft KCMG PC,
Chair of Board of Trustees, Crimestoppers Trust

Welcome from our CEO



Performance has been impressive these past twelve months. We sent over 174,000 reports to the police.

Mark Hallas OBE
CEO Crimestoppers

As I reflect on the past year, a key theme is endurance and commitment. As we continue to adapt to the challenges of the pandemic, I find great comfort in the way our staff and volunteers have gone above and beyond to keep our charity's services open to the public, whenever and wherever we are needed.

Performance has been impressive these past twelve months. We sent over 174,000 reports to the police; a record number of disseminations. Information has been received on a wide range of crime types including murder, rape, possession of weapons and domestic abuse to name but a few. That information has enabled the police to protect the public and arrest dangerous criminals.

Funding for any charity is a challenge, especially in these pandemic times. That being said, I'm pleased to report that we have maintained funding from law enforcement and the Home Office, and increased income from our commercial partners. All the while continuing to bear down on costs. This means that we are in a better position than ever to carry out our good work, helping our beneficiaries to protect their communities.

To reflect our role in supporting police with developing crime challenges, our charity began running a series of impactful national crime campaigns. This work complemented our comprehensive programme of regional and local activity. These campaigns - on themes such as domestic abuse, modern slavery, and crime against businesses - were in direct response to the negative side effects of lockdown. By flagging up ongoing crime concerns to the public, helping them 'spot the signs' and giving them the confidence to speak up anonymously, the rise in information we received has been invaluable to the police.

We have also seen a step change in volunteering as we strive to recruit, induct, and value our precious volunteers more than ever. The connections they make, along with local fundraising and county-level campaigns, helps us reach a greater number of vulnerable communities.

In a similar vein, we value all our partners highly, be they statutory, commercial or charity. We have done more than ever this year to reach out to the right organisations to amplify our messaging, making our voice heard more clearly than ever.

With youth crime continuing to be a significant problem in many areas, we have taken the opportunity provided by not being able to hold face-to-face sessions in schools to completely review and revamp our youth offering. So, as the country has opened up, we have been in the right place to have those important conversations with young people on the crime issues that matter to them.

Our charity has also seen the long-anticipated move of our Contact Centre to Head Office. There will undoubtedly be tangible benefits in the future having more staff working together in one central location. Whilst the project was not without difficulty, I am pleased to say that everyone pulled together, and our Call Agents have now settled in to their new base. They kept taking calls and processing online forms throughout the transition, maintaining a full service throughout.

Ironically, the lockdown gave us the time and space to think through a number of critical initiatives, for example, the move and youth service review, that helped us better focus our efforts on our beneficiaries, those people who are central to everything we do. We care deeply about community safety, supporting people to speak up about crime using our unique and highly respected anonymous reporting service. I hope you enjoying browsing through the following pages and finding out more about how our charity makes a tangible difference, as it evolves to reach more people in their hour of need.

Mark Hallas OBE,
Chief Executive, Crimestoppers Trust

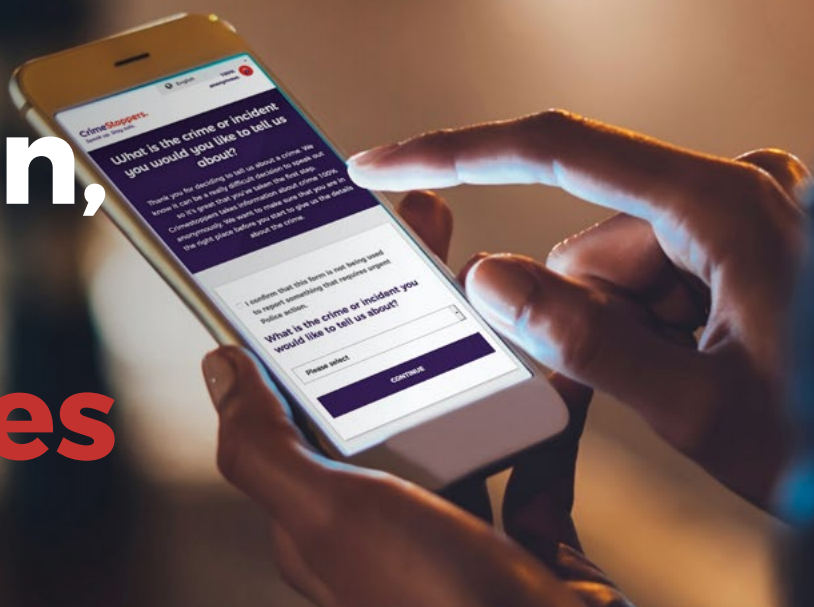
Report of the Trustees for the year ended 31 March 2021

The Trustees present their report for the year ended 31 March 2021 together with the summarised financial statements of the charity, which have been prepared in accordance with the charity's Articles of Association, applicable law and in accordance with United Kingdom Generally Accepted Accounting practice (UK GAAP).

The Trustees have complied with the duty in Section 17 of the Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission.

The charity has one active wholly owned subsidiary, Treble 5 Treble 1 Limited, collectively referred to in this report as the "group".

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

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 a 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.

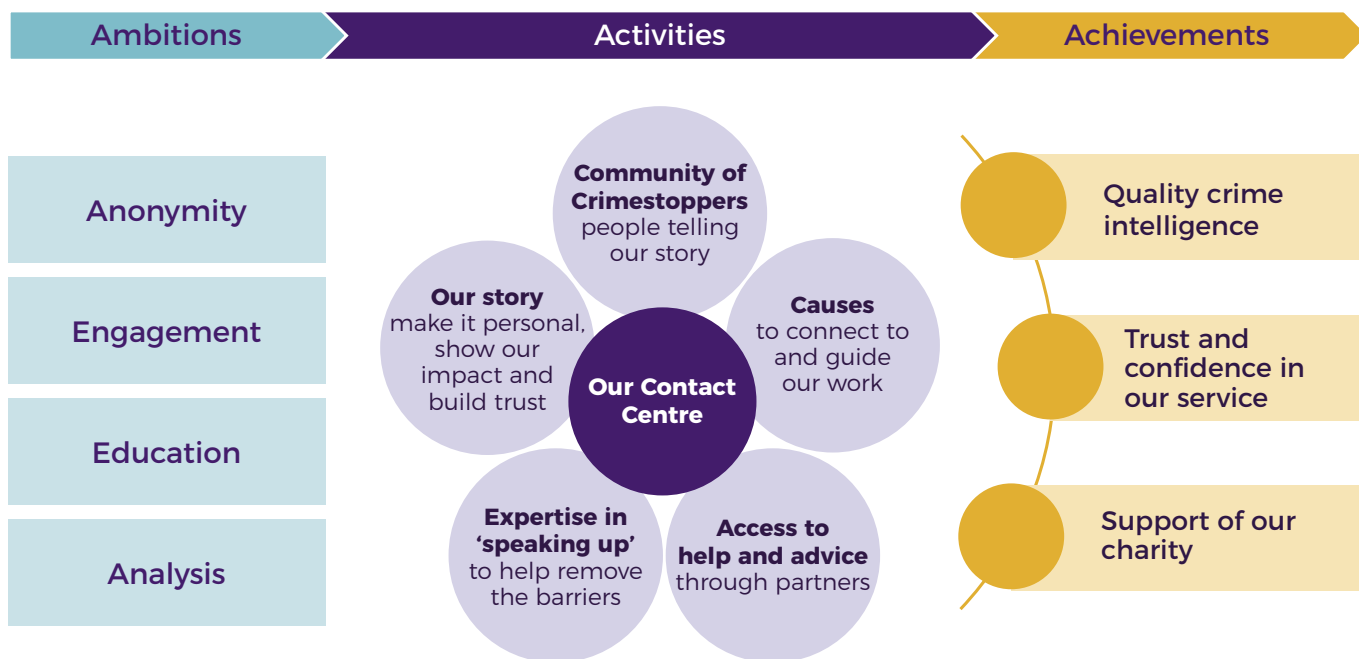
Achieving our strategy

This year we have started to pursue a new set of objectives:

- Grow the quality of our information by encouraging new people to contact us anonymously. Build trust and confidence in our service by telling our charity's story and breaking down the barriers to speaking up
- Attract more people and organisations to support our charity

Our vision: Everyone feels safe from crime

Speak up. Stay safe. Stop crime.



We are doing this in a number of interconnected ways - with our Contact Centre service at the heart of how we serve the public, where quality performance is the focus for the coming year.

Building a community of Crimestoppers

It is people who stop crime. Our people are our charity's strongest asset. They are the experts, innovators and facilitators that keep us active and relevant. They advocate on our behalf and influence people to speak up and support us.

- This year we have focused on our volunteers and have a plan to improve recruitment, the induction process and develop the tools needed for their community work. Online events and a new Volunteer Awards scheme are fostering engagement.
- Corporate and charity partners have brought expertise and new audiences to our campaigns. Proactive campaign planning allows us to work collaboratively more often.
- Next we will engage with police at all levels - our longest standing partners - so that they have a better understanding of their role in our work.





Telling our story

Stories help us connect - to illustrate our impact, build trust in our services, and inspire support. Our service is anonymous - our charity should not be. People do make a difference, and we need to tell them that.

- This year we've developed an animation video which shows clearly how our service works, a communications tool which can be used in communities and online. Our service is transparent, which gives confidence to those who need it.
- Next we will be showing the difference that 'one call can make' to solve and prevent crime. And we're also giving our staff and volunteers an easy online tool to produce campaign materials quickly.



Crimestoppers' causes

Allow us to galvanise our charity and its supporters as we make a concerted effort to engage with and help specific audiences overcome their barriers to reporting. We don't have to accept crimes in our communities, or the spread of fear and exploitation.

- Fearless is our focus on young people; and this year we've been able to review our objectives and working practices so we are consistent.
- Next we will identify a new audience to focus on, perhaps a different age group or section of society, who are less likely to report crime directly to the police.



Access to help and advice

Crime is a whole society problem which needs us all to play our part, and that includes protecting ourselves. We are neither the experts on crime prevention nor do we provide a service for victims, but we can help people find what they need through a network of partners - often other charities and companies.

- We will improve the 'signs to spot' about specific crimes on our website so people are able to expose them. This ongoing activity, linked to our campaigns, also signposts services for victims and other specialist help.

Developing our expertise in 'speaking up'

So we can help more people to stop crime. To understand better the people who have crime information but remain silent; to help remove their barriers, challenge cultural norms and build trust through mutual understanding.

- We will conduct research in the coming year to understand levels of trust and confidence in our service and to track how this changes. We will look at the motivations for contacting us.
- We are working with partners on how to encourage social action around crime, learning from others' experiences and adding our own.

Making a difference - stopping crime



The following are just a small sample of the outcomes of our calls to demonstrate the impact of our charity.

Please note that details of these cases have been changed to protect the identity of those involved:

We issued a reward for information following the serious stabbing of a teenager. Our caller named the two men involved, who were arrested and charged with attempted murder.

Seeing the serious consequences of domestic abuse motivated our caller to inform us of direct threats to kill a woman. Our information led to the arrest and charge of her partner and appropriate support for the woman and her young child.

Our caller's information led to the rescue of four women who were being physically and mentally abused while being used as modern slaves by a larger group. The rural hotel where they were kept has since been closed down.

A teenager who was away from her home and in a different area was abducted by a man and raped. After a police appeal, we were contacted with information that led directly to his identification, arrest and charge with rape, kidnap and actual bodily harm.

One charity, one team, working better together



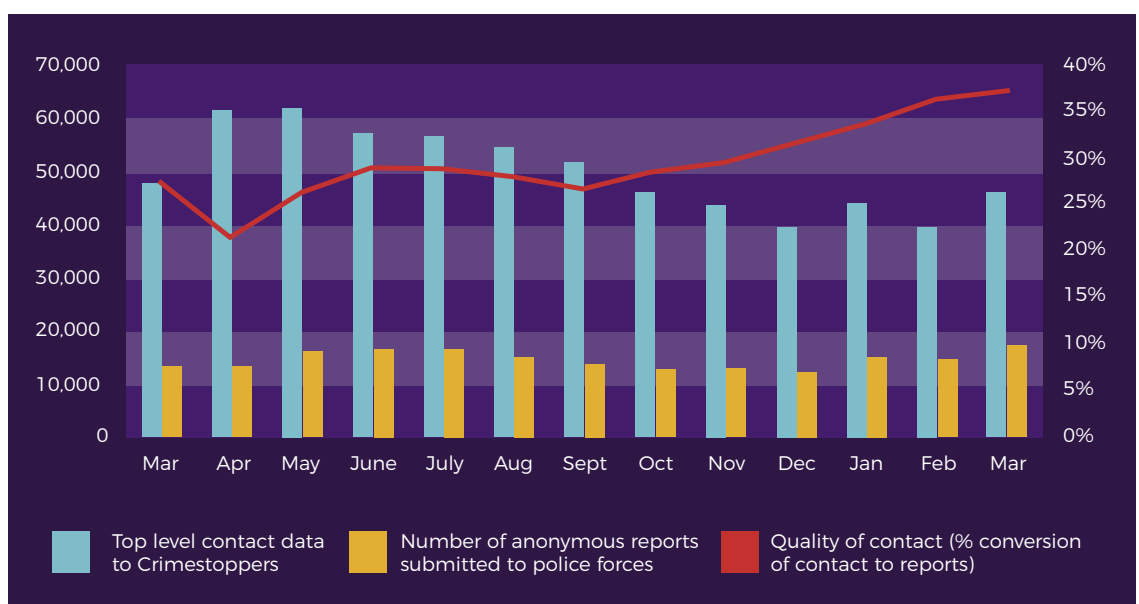
Always open – responding to the pandemic.

It really has been an exceptional year for everyone, and the Crimestoppers community has never stopped providing our 24/7 anonymous service or reaching out to people who may need our help.

This has come at considerable personal cost to some as we've lived with fear and constant change. But we have also seen extraordinary resilience and commitment – qualities exemplified in our charity over the past year.

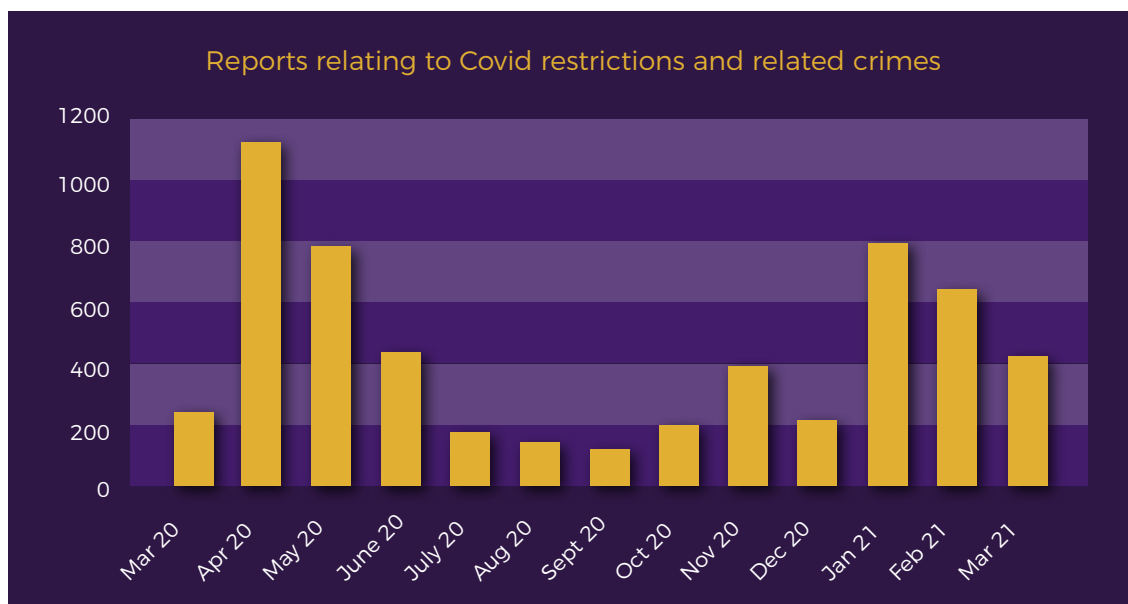
In April, everyone was grappling with a 'new normal' which felt anything but normal. Our office team were all at home, juggling family life and working in a whole new way, or dealing with isolation of one form or another. Our regional and Fearless teams and volunteers, usually out in communities, were exploring new ways to connect online. And our Contact Centre team, as keyworkers, were managing an increase in contact from the public while supporting colleagues who had to shield, self-isolate, or were off sick. That we kept open throughout is a testament to their determination, an amazing willingness to go the extra mile, and a swift learning curve to make our work environment safe.

Contact from the public peaked at Easter, 50% up on last year, remaining usually high for a couple of months.



One charity, one team, working better together

Much of this contact was sadly not useful. While the public were understandably concerned about all rule breaking, the police were only able to act on the most serious cases. We managed this carefully with the public, and were regularly sending valuable information to police about Covid - related incidents.



One team - under one roof

Back in January 2020, we decided to bring our office and Contact Centre teams together in one building. A big change for us all, but the benefits in team working and cost efficiencies made it worth it; especially as the Cayo Foundation kindly covered the costs of the move itself. Planning was in full swing when the first lockdown was announced, but we kept on. As our building stood empty, our contractors worked out a Covid-safe working environment, and in the summer they built us a dedicated Contact Centre area, new kitchen, and added some small meeting rooms to help with the doubling of staff anticipated in our new combined headquarters.

Staff engagement meetings allowed for concerns and ideas to be shared. Email updates were sent regularly throughout the project. A welcome guide and pack providing information about our new look HQ was given to all staff, including those working in the regions.

Then, one weekend in August, our Contact Centre staff finished in their home of 10 years (30 minutes away) and the next shift started in the new office. With some excellent people planning and IT wizardry, we kept the phone lines open and continued to provide police and other clients with anonymous crime information throughout. There were the inevitable teething issues and the HR team were on site throughout to build relationships, listen and adapt. Everyone pulled together in an excellent example of our ethos of one team - working better together.



Keeping connected - keeping well

It has been more important than ever to keep our people connected, to do our work of course, but just as vital to maintain relationships and support our colleagues.

We created a variety of communications to our staff and volunteers. These included updates about the refurbishment of HQ, a staff wellbeing survey and subsequent advice, and Covid safety information. Monthly internal updates keep us all informed on activities, and provided a platform to learn more about our colleagues and their work. A more social newsletter, 'The Unprecedented Times', shared our lockdown artistic creativity, pet antics, baking prowess, gardens blooming, exercise challenges and 'joke corner'.

We initiated online volunteer coffee mornings, a great opportunity for volunteers and staff across the country to meet each other and hear about charity developments from our CEO, attend a virtual Contact Centre visit and hear the personal story of one of our Trustees. More regular events are planned.

One team - valuing volunteers

At the end of last year, our Regional Managers and volunteers created plans for volunteering in each area. The pandemic derailed this activity, but created another opportunity as volunteers from the consultancy firm Clarasys lent us their skills while on furlough. They led a review of regional plans, initiated a survey of our volunteers and helped us put together a national plan to improve our processes and support for volunteering. Since then, we've provided training for our Regional Team on effective volunteer management, redefined the purpose of volunteers, improved the end-to-end process for recruitment and initiated online events for volunteers. There is more to come, as we improve our induction programme and provide easy-to-use tools and resources for our volunteers to engage with every community.

Crimestoppers needs volunteers because it is people who stop crime.

Crimestoppers
Volunteers...

...Connect us with every community.

...Share our promise of anonymity.

...Show we can all speak up to stop crime.

Driving quality information



Responding with speed to emerging crime concerns

Over the last year we've delivered national awareness campaigns on domestic abuse, modern slavery, business crime, doorstep crime and scams, child neglect, and serious organised crime.

Prior to the pandemic, our head office staff supported regional colleagues to deliver local campaign activity across varied crime priorities. The pandemic had an impact on the types of information we received with many crime types, such as burglary, reducing with more people staying at home more often compared to before Covid-19. However, our tracking of the data showed an early and dramatic rise in domestic abuse reports, and it became clear to us that domestic abuse was becoming top of everyone's agenda.

Domestic abuse

This led us to roll out a national awareness campaign to promote our service in relation to domestic abuse and call on neighbours, colleagues, friends and families to tell us what they know if they suspect it.

Our regional staff were quick to support through targeted promotion, with the campaign securing free advertising coverage in the Metro and support from Metropolitan Police Commander Sue Williams and Michelle Blunsom MBE, CEO at East Surrey Domestic Abuse Services. This first tranche of activity was a success, resulting in a 44% increase in reports disseminated to police forces compared to the two weeks previous.

Building on our successes, we went on to work with the Home Office, Refuge, Respect, Employers Initiative on Domestic Abuse (EIDA), Hestia and Neighbourhood Watch to develop and deliver **#YouAreNotPowerless**, a campaign that sought to raise awareness of our service, educate people on what domestic abuse is, and prevent it by challenging abusive behaviour and signposting to Respect's service for perpetrators.

Reports on domestic abuse continued to remain consistently higher month-by-month compared to the previous year.

Crimestoppers recognises that we are in a unique position to work with a variety of experts and partners to pre-empt crime concerns before they happen. Our agile teams work to research, collate and creatively repackage our call to action - to contact us with crime information around specific crime concerns, whilst remaining 100% anonymous.

Did you know: Domestic abuse represents about 8% of all recorded crime - yet Crimestoppers domestic abuse reports used to make up less than 1% of our total.

Now domestic abuse represents nearly 4% of all disseminated reports.



Cabinet Office Minister
Julia Lopez

Don't let criminals profit from the COVID crisis

Tell our charity what you know about people taking advantage of the COVID grant and loan schemes.

Speak up online or on the phone, 100% anonymously, through our new COVID Fraud Hotline.

CrimeStoppers.
COVID Fraud Hotline
0800 587 5030
Don't let fraudsters abuse COVID support.

covidfraudhotline.org

Covid scams and doorstep crime

In spring 2020, we identified doorstep crime and Covid scams as increasing concerns, which led to us launch a social media awareness campaign. We wanted to drive quality information rather than quantity on this crime type, which led to our messaging focusing on what 'good information' looks like.

This campaign enabled us to be creative with content, resulting in a new online quiz and supporting video. During the campaign period, over **2,700 people visited our campaign page** and we saw a **15% increase** in disseminated reports on this crime type post campaign compared to beforehand.

Expert partnerships

Due to the nature of crime, our teams work at speed to create meaningful content in order to drive awareness and unearth information on selected crime concerns. Alongside this, we recognise that we're not the experts on all crimes; instead we call on and reach out to partners for advice and feedback on our messaging. This ensures we are representing the crime accurately to our Stopper audiences, helping to generate meaningful information for police force investigations.

In addition to the partners we worked with to develop our domestic abuse campaign **#YouAreNotPowerless**, we also worked with organisations including the Independent Anti-Slavery Commissioner and the Salvation Army to develop a modern slavery awareness campaign, **#SlaveryOnYourDoorstep**. This achieved a **22% increase** in reports sent to police on modern slavery during the campaign.

The past year has led to a step change in our campaigning, running new national campaigns with specialist organisations helping to shape our approach and amplify our message to new and wider audiences.

Successful 12-month pilot proves its worth as COVID Fraud Hotline extended

For citizens and businesses, the pandemic has inevitably caused untold disruption. The government has offered support, with over 150 grants and loans schemes to help those struggling financially. However, criminals thrive during periods of disruption, and amid inevitable concerns about abuse of those schemes, we launched the COVID Fraud Hotline, an initiative by our charity and the Cabinet Office.

The hotline was launched in October last year with a visit to our offices by Cabinet Office Minister Julia Lopez, who urged anyone with knowledge of fraud against the public sector to speak up anonymously.

Within three months, more than 700 reports had been received, including information which prevented nearly half a million pounds of taxpayers' money being paid to criminals.

The tell-tale signs include unusual buying activity by companies and individuals, as well as cold calling by those falsely claiming they are from the government and offering money from the schemes.

The Crimestoppers COVID Fraud Hotline is open 24/7, 365 days a year and accessed by calling **0800 587 5030**. There is also a simple and secure anonymous form online at **Covidfraudhotline.org**.

Driving quality information



Campaign focus on haulage drivers to combat people smuggling

We were approached by Essex Police to run an awareness campaign in response to Operation Melrose, which sought justice for the 39 migrants found dead in the back of a refrigerated lorry in 2019.

It was identified that our anonymous service could help haulage drivers speak up and report suspected organised immigration crime. We also sought to improve the general public's understanding of the risk around ports and service stations to make them aware of the signs to spot of people smuggling, and to promote reporting if they become suspicious.

Crimestoppers worked in collaboration with the Home Office, NCA, Essex Police and the Refrigerated Lorry Working Group to produce and deliver an integrated awareness campaign.

This campaign initially ran as a pilot for two weeks in Essex, where we delivered a targeted out-of-home and social media ad campaign around local ports and service stations, which resulted in over **500,000 impressions**, **180,000 reach** and just under **4,500 link clicks**.

Learnings from the Essex pilot resulted in social ads being expanded to LinkedIn and more budget being allocated to Facebook and Instagram. The national campaign started on 8 February, by which point we had achieved ministerial approval to use the UK Government logo on our marketing collateral. National campaign activity included service station advertising, targeted social media advertising, print distribution, radio advertising, stakeholder engagement and press support.

The campaign as a whole saw a **19% increase in reports** involving immigration crime disseminated to the police.

Enhanced Rewards to enhance results

Last year we agreed and promoted nearly **50 Enhanced Rewards to 22 forces across the UK**, generating vital leads for Senior Investigating Officers in their efforts to find Most Wanted individuals and to help solve serious crimes.

We offer Enhanced Rewards of generally up to £10,000 to solve cases involving murder, rape, violent attacks, child abuse and serious organised crime, often when investigators struggle to get a crucial piece of evidence, because they have hit a wall of silence.

Our rewards attached to an appeal can generate much-needed publicity, as they boost media coverage across TV, radio, online and in print, along with wide-reaching social media engagement. Gaining as much coverage as possible helps to reach the right people in order to encourage them to contact our charity 100% anonymously.

Some recent examples:

- **A £10,000 reward to assist in the high-profile Melanie Hall murder case. She was last seen in Bath in June 1996 and her bones were found at a junction on the M5 motorway thirteen years later.**
- **£5,000 was offered for information on the whereabouts of Thomas McCabe, who was wanted by PSNI and caught later in July.**
- **A £5,000 reward was offered after an NHS worker suffered a racially-aggravated assault in Bristol.**
- **One year on from the murder of an elderly person with more than 30 lacerations and fractures to the face and head, the investigation received the assistance of a reward of up to £10,000.**

Unfortunately, we cannot celebrate our successes due to our anonymity guarantee. But the feedback we receive shows they are a valuable resource to help investigators make progress in difficult, unsolved cases.

'Don't Put Up With It' as Scotland fights back against shopworker abuse

In February 2021, Crimestoppers Scotland, Fearless and The Scottish Grocers Federation joined forces with the Scottish Government's Violence Reduction Unit to launch a brand new Scotland-wide campaign to encourage shop staff to report abuse.

Based on real-life case studies provided by organisation Retailers Against Crime, the campaign used the slogan 'Don't Put Up With It', highlighting the impact abuse, threats and violence has on people working in our retail sector.

With a budget of £50,000, the campaign and impactful videos/animations were shared across all social media channels, and a bespoke partner website's landing page explained the aims, with signposting for further information.

The first phase of the campaign proved to be very successful across Facebook, with the Scottish public getting behind it via shares, comments and likes.

Stay Energy Safe testimonial

Crimestoppers powers the Stay Energy Safe reporting line which allows members of the public to report suspected meter tampering and energy theft.

“Crimestoppers has delivered growth every year that the Stay Energy Safe service has been in place, with the number of reports tripling over the past 3 years.”

SPAA Ltd & DCUSA Ltd.

Broadening our supporter base



VIP visitors see our Contact Centre team in action



**Modern Slavery Commissioner,
Dame Sara Thornton DBE QPM**

During this time of crisis, we were shown to be key partners playing a critical role campaigning for and taking vital crime information. The recognition we received from government ministers, senior police officers and corporate clients for remaining open and proactive has meant a huge amount to staff and volunteers alike.

We were able, on a few occasions, to arrange some personal and virtual visits to showcase all the ways we are helping our beneficiaries.

We had the pleasure of hosting Kit Malthouse, the Crime and Policing Minister, who wanted to see the fantastic work our team had been up to and to hear from our Contact Centre call agents about their experiences. The Home Office have been vital partners for our charity for many years now, as they know we help people who feel unable to use statutory services.

Minister Malthouse was bowled over by the fact that we kept our service going 24/7 throughout the pandemic, without once having to close. He thanked us for the highly relevant and hard-hitting local and national campaigns which have responded to the pandemic and helped us to connect to our beneficiaries: the public at large.

He also recorded a heartfelt video message expressing his thanks to our call agents who, as key workers, have been in the office from day one of the lockdown; that praise was richly deserved.

The government has initiated a lot of programmes to help people through the hard times of the pandemic. Whilst the vast majority of that money has gone to where it's been needed, it's inevitable that criminals have found ingenious, if unscrupulous, ways to cheat the taxpayer. With that in mind, we launched the Crimestoppers COVID Fraud Hotline to allow people to help stop that abuse. Minister Julia Lopez, Parliamentary Secretary for the Cabinet Office, came to the Contact Centre to launch the campaign. This service has received hundreds of calls that have helped the authorities claim back millions of pounds from criminals, and also stopped an equally large amount going into their pockets in the first place.

Sadly, another 'growth area' for us during lockdown was domestic abuse, with 68% more reports generated this year. It was, therefore, a privilege to host the Domestic Abuse Commissioner, Nicole Jacobs, and report on our proactive campaigns in response to this need.

As ever, listening into calls is the highlight of a visit to the Contact Centre, and so we were keen that Covid rules shouldn't inhibit this. We created a contactless set up allowing our visitors to experience, in real time, the fantastic job our agents do in listening to members of the public on the phone. During



her visit, the Modern Slavery Commissioner, Dame Sara Thornton DBE QPM, was interested in our process of interviewing without crib sheets and the impressive way in which trust and rapport is so quickly established between agent and caller.

Dame Sara also talked with the agents about how they coped and prepared for such a variety of calls and the impact of more emotive types of calls. The agents were as open as ever, willingly sharing some of their more difficult experiences, and were equally comfortable talking about the support we offer them and their own personal coping mechanisms.

Partner working – adding value to each other’s work

Working with a range of partners is an effective way for our charity to reach more people, with our call to action complementing the work of others and learning from our shared experiences to improve the quality of our work.

With Neighbourhood Watch, we regularly collaborate and share each other’s campaigns through our respective networks. Often this happens at grassroots level with volunteers actively getting messages out, as with our Safer Streets campaign in 2020. This also included advice from Neighbourhood Watch on how to protect you and your property.

Our campaigns are regularly developed with the help and support of other charities, individual experts, companies and statutory partners, both locally and nationally, as you’ll see throughout this report. We were particularly pleased at the number of organisations who supported our campaign on domestic abuse; well-respected charities including Refuge, Respect and Hestia, who lent their expertise and weight to our work.



The Children’s Society

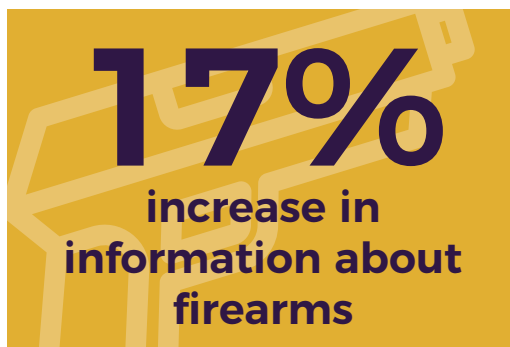
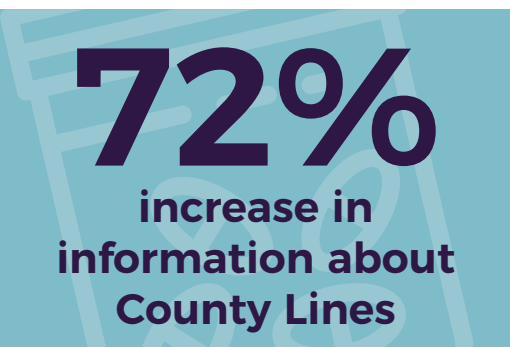
Lending our name

We often benefit as part of wider groups and conversations about all types of crime through our relationships with statutory, charity and business partners. These networks allow us to spot opportunities where proactive partnerships can develop into campaigns or other more tangible support, such as lending our name to their activity.

The Children’s Society uses our call to action in their County Lines and criminal exploitation work. Their excellent ‘Look Closer’ campaign encourages everyone to learn the signs of child exploitation and how to report it if worried.

In February 2021, they ran a two-week promotion of their campaign and we saw a **72% rise in information about County Lines**.

The National Crime Agency has also used Crimestoppers to bring in information. Working with us this year, they helped drive a **17% increase in information about firearms** this winter, and a **33% increase in money laundering reports** in the spring.



Broadening our supporter base



Grants and trusts funding boost

Covid-19 certainly changed the nature and emphasis of trust fundraising this year. However, many trusts and foundations stepped forward to help combat the increased need that resulted from the pandemic.

At Crimestoppers, we were increasingly concerned at the rise in incidences of domestic abuse during lockdowns and, as restrictions eased, there were warnings that victims may face escalating violence if they tried to leave.

At the start of the pandemic, we sent out an appeal to trusts and foundations asking them to support us in encouraging people in communities to report domestic abuse – helping victims and families during lockdown where normal routes of escape were more restricted.

Thanks to the generosity of our supporters, we were able to run domestic abuse campaigns across the UK, giving the public the confidence they needed to stand up to this crime and help victims and families stay safe. As well as **£58,000 from trusts and foundations**, this work was also boosted by funding of **£53,000 from the Ministry of Justice** through PCCs.

We were truly overwhelmed by the public response to our campaigns, with calls on domestic abuse increasing to an all-time high. Without the generous support of our funders, none of this would have been possible.

Fearless funding

PCCs, trusts and foundations continue to generously support our Fearless Team, which goes from strength to strength each year.

Guided by our new Youth Panel, our Fearless workers are continuing to encourage young people to use our anonymous service, whilst delivering anti-crime initiatives to young people across the country.

Recognition for the grassroots work of local volunteers

At Crimestoppers, our volunteers are crucial in helping us engage with the communities that need our service most. That's why this year, we decided to launch our first-ever Crimestoppers Volunteer Awards to recognise those that had gone above and beyond in their volunteering role.

Judged by our CEO Mark Hallas, Volunteer Manager Greg Rees, Trustee Barry Mizen and Lead Volunteer Phil O'Shea, volunteers could be nominated across eight categories, including 'Volunteer of the Year', 'Unsung Hero Award' and 'CEO's Corporate Volunteer Award'.

After narrowing down a host of impressive nominations, the winners were celebrated at our virtual Volunteering Award Ceremony.





Tell us what you know
FireStoppers.
0800 169 5558
firestoppersreport.co.uk
100% anonymous. Always.

Firestoppers: Tackling deliberate fire setting

FireStoppers is an initiative that was introduced in 2018 in partnership with County Durham and Darlington Fire and Rescue Service as part of their wider fire reduction strategy.

Three years on, and following some really positive results, FireStoppers is growing, having gained momentum and recognition from not only Fire Services across the UK, but also other stakeholders, including Her Majesty's Inspector for Fire & Rescue Services and numerous local authorities.

Following a successful pilot, a roll out began in August 2020, and by March 2021, five more Fire and Rescue Services had joined, with more looking to sign up as we move into 2021-22.

To find out more, go to crimestoppers-uk.org/combatarson.

Broadening our supporter base



	Apr 19 - Mar 20	Apr 20 - Mar 21	Percentage increase
Average monthly impressions			
Facebook	2,346,461	4,282,835	83%
Twitter	368,081	597,427	62%
Instagram	94,805	399,717	322%
LinkedIn	3,029	4,077	35%
Total all channels:	2,812,376	5,284,056	88%

	Apr 19 - Mar 20	Apr 20 - Mar 21	Percentage increase
Average monthly engagements			
Facebook	61,030	131,826	116%
Twitter	4,172	5,797	39%
Instagram	143	202	41%
LinkedIn	179	190	6%
Total all channels:	65,524	138,015	111%

	Apr 19 - Mar 20	Apr 20 - Mar 21	Percentage increase
Followers			
Facebook	92,545	97,562	5%
Twitter	62,242	63,296	2%
Instagram	2,044	2,782	36%
LinkedIn	2,335	2,642	13%
Total all channels:	159,166	166,282	4%

Expanding our channels and reach

We implemented a new marketing communication strategy which crystallised our ambitions to grow our digital reach and further engage our partners in our national social media campaigns. This year we delivered **11 national campaigns**, many of which have been amplified thanks to our regional manager and partner networks. These efforts resulted in over **1.2 million people visiting our website this year**, with more than **377,000 anonymous online forms** being submitted to our website by members of the public, which is an **increase of more than 48%** on the previous year.

Further to this, we created and grew our new mailing list for police communications professionals. This mailing list allows us to deliver partner packs to forces, who can help amplify our campaign messaging through their digital channels. We have also been featured a number of times in the weekly Home Office Vulnerabilities Bulletin, which goes out to partner organisations. In the coming year, we want to build a database of awareness material to enable proactive promotion of our service in relation to various crime types.

Building trust in our service



Lockdown opens up opportunity for Fearless to reach more youth professionals

2020 brought great challenge and change as all of our youth workers were affected by restrictions on visiting schools or community settings. With the initial switch to online driven by our Outreach team at the start of the pandemic, a national plan was put in place.

Due to safeguarding concerns, they were unable to deliver sessions online directly to young people. The focus moved to running online training for professionals, which included an introduction to Fearless.org, as well as improving understanding of issues such as knife crime and County Lines. Over 2,000 professionals have benefitted from this new approach.

To reach young people in this time, Fearless produced new digital content, both for our website and for use across our social media platforms. This included new digital assets for use on SnapChat and 'true or false' videos on key crime types from our Outreach team. We also created a new Youth Resources section on our website.

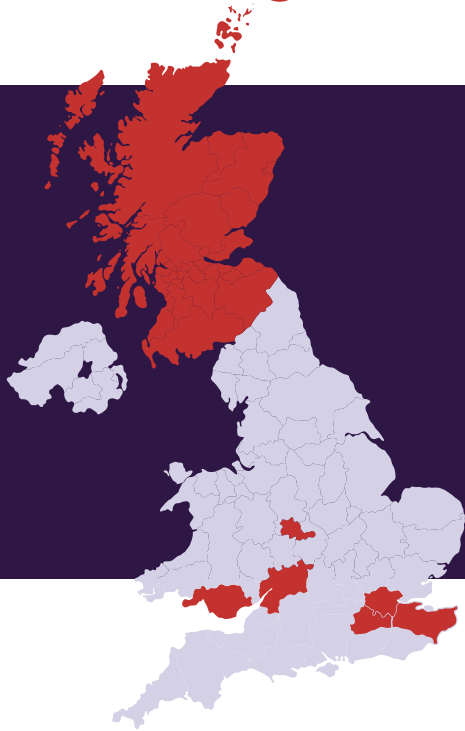
National online campaigns

During this period, we delivered 26 digital campaigns across 11 regions. Collectively these youth campaigns resulted in over 80,000 swipe ups to the Fearless website via the SnapChat app and 3.5 million impressions on Instagram.

Regional Managers have also been promoting Fearless during generic awareness raising or crime-specific campaigns, with a clear call to action.

“Just had a Fearless Professionals’ training session via Zoom with Andrea. Really interesting, informative and useful. Can’t wait to access the resources for professionals. Thank you so much.”

Building trust in our service



We currently have Fearless workers in the following locations:

- London
- Scotland
- West Midlands
- Wales (Cardiff, South Wales and Gwent)
- Gloucester
- Surrey
- Kent

Focus on Fearless – National Youth Panel

Focus on Fearless is a new, active panel of young people who regularly review our work to ensure we effectively engage with their generation. We hope the panel can help us identify issues and opportunities and advise us on how best to deliver the strategy.

In return, those involved in the panel will develop leadership skills and be part of an important and influential decision-making process. We hope they also gain experience and knowledge of national crime issues and the wider charity sector.

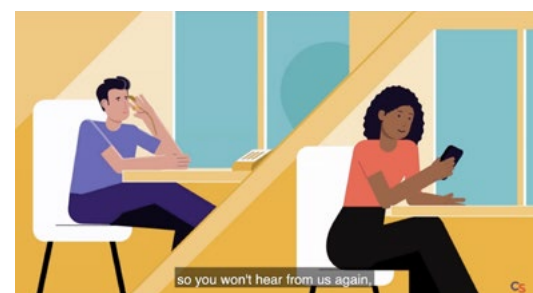
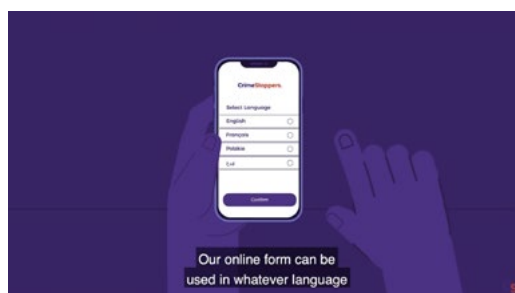
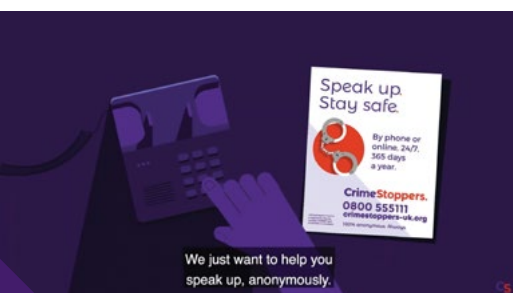
For 2021, the panel has successfully recruited 13 members, ranging in age from 12 to 17 years. They come from multiple regions across the UK. The first virtual meeting was held successfully in March and we look forward to receiving more of the panel's thoughts and suggestions in the coming months and years.

Anonymity: new videos explain exactly what that means

Our charity has kept its cast-iron promise of anonymity for over 30 years.

However, we recognise that users of our service may have questions about what we mean by 'anonymity'. Working collaboratively with our Contact Centre and regional colleagues, we learned what communities were asking about our anonymity guarantee, and used these insights to produce three 'anonymity animations'.

The animations provide an engaging and easy to understand overview of the steps we take to keep our stoppers anonymous online and on the phone, helping to build trust in our service. We also created a version for Instagram Stories to further amplify our message on to key social media audiences.




London: Hard Calls Save Lives

The Metropolitan Police Service approached us to work on a campaign to help increase anonymous information on knife crime across Greater London.

Researchers identified that mothers within London communities where knife crime is prevalent are more likely to use our anonymous service due to their distrust of the police.

The first tranche of the campaign launched in September 2020 and aimed to build trust in our service. Digital assets focused on educating female audiences in Southwark, Lambeth, Newham, Tower Hamlets, Haringey, Brent, Westminster, Hackney, Lewisham, Enfield and Camden about our anonymous service.

This phase of activity resulted in an increase in anonymous information we received about knife crime from across seven of the eleven target boroughs. Campaign activity also drove over 250 anonymous online form submissions.



I rang my sister and said I've just been told Godwin has died. I just kept repeating "died, died, died."

Call the charity Crimestoppers with knife crime information on 0800 555 111

CrimeStoppers.

HARD CALLS SAVE LIVES

Mums' videos retell their hardest call

The second phase of activity, launched in late March 2021, is supported by five brave mothers who lost their sons to violence and knife crime.

At the very heart of the campaign is a series of short films where each of them reflects on the hardest calls they had to make after their sons were fatally stabbed.

Without condemning people's reluctance to call in with crime information, the mothers urge people to overcome their hesitancy and fears by showing that there are far harder calls that they have had to make. By speaking up, those genuinely hard and painful calls after someone has lost their life unnecessarily to knife crime can be avoided.

To learn more about this campaign visit www.hardcallssavelives.co.uk.

Building trust in our service



More advocates for our Community Ambassadors programme

Crimestoppers' Community Ambassadors Programme increases awareness of our charity through partnerships with local businesses, public authorities, other charities and agencies.

Their staff and volunteers act as advocates for Crimestoppers. They spread the word about our unique service guaranteeing anonymity to help protect people, places and communities from the harm caused by crime.

Among the new Ambassadors to join Crimestoppers are Vangarde Shopping Park in Huntington, which was signed up by our North Yorkshire & York volunteer committee. Vangarde is the second Community Ambassador in North Yorkshire, joining security, training and support services company Eboracum UK Limited of York in helping to promote awareness of our charity to a wider audience.

Northern Ireland: videos featuring local actors generate record number of domestic abuse reports

Northern Ireland has endured a number of challenges over the past year beyond the effects of Covid, which will have undoubtedly put further strain on families and communities across the region.

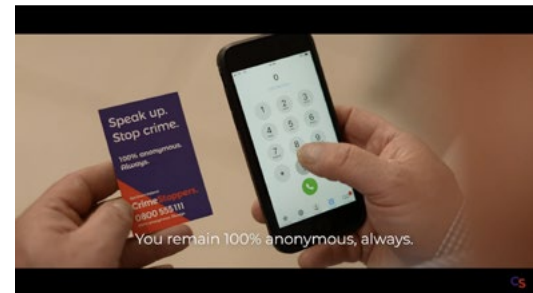
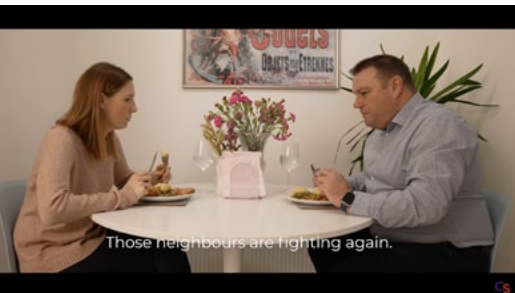
With domestic abuse concerns rising during the pandemic as lockdowns forced people to stay at home, Crimestoppers launched a timely campaign to appeal for anonymous information.

Using a series of short, impactful videos with Northern Ireland actors, the four-week campaign had outstanding results in terms of intel received, as well as impressive social media figures: nearly half a million people viewed the video.

Of the three video ads online, one featuring a couple was by far the most engaged-with across Facebook and Twitter, whereas one featuring a teenager performed best on Instagram, confirming the younger demographic on that platform.

During the campaign we saw reports involving domestic abuse in Northern Ireland treble.

The emotive video was well received by the Northern Ireland Justice Minister Naomi Long. Reports included concerns for the welfare of an older person, regular physical abuse by a partner, weapons used to intimidate another vulnerable partner, and violent arguments witnessed by children.



Crime insights and expertise



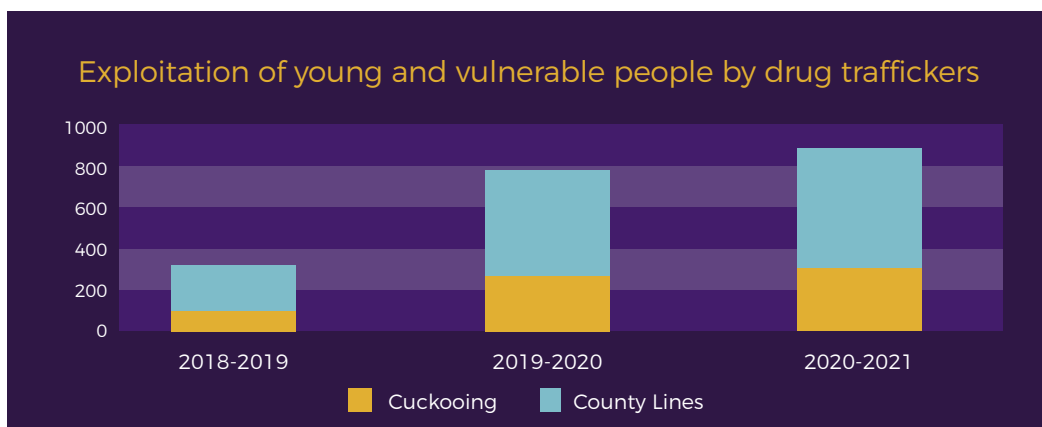
Using our data to inform us and our partners

Exploitation of young and vulnerable people by drug traffickers

Of ongoing concern is the exploitation of young and vulnerable people by using fear and violence, along with inducements, as a recruitment method.

A review of our information found:

- Ongoing growth in the reports of County Lines and cuckooing, both up 14% on last year.
- Drug gangs are increasingly using runners who are dressed up as legitimate well-known food takeaway and online delivery companies. This might be a new trend established due to lockdowns.
- The grooming of young people continues. Online, Facebook is the most popular route, followed by Instagram and WhatsApp. Other apps include Snapchat, Tik-Tok and online gaming platforms. Offline, sweets and drugs are used to entice teenagers.
- Cuckooing continues, where vulnerable groups such as addicts, disabled people and those with mental health concerns are coerced or threatened into allowing their homes to be used for drug dealing. In a few cases, County Lines gangs groomed households, such as a middle-class couple living near County Lines hubs, which may be a new trend.
- Cocaine is the most common drug used in County Lines, followed by cannabis, which has increased compared to previous years. Those distributing cannabis have, on occasion, had connections to cultivation sites.



Crime insights and expertise



Drugs and weapons

In addition to this exploitation, we have seen increasing numbers of weapons being mentioned as part of drug crimes.

From April to December 2020, reports containing both drugs and knives were up 8% on the previous year, and drugs and firearms up 10%. When we look at just the weapons offences, knife crime dropped 24% and firearms increased by 4% over the same periods - so we may be seeing an increase in the use of weapons with drug crimes.

Child sexual abuse - analysis from 100 reports in June 2020

100 reports were taken at random, summarised and broken down into two sub-type categories:

Physical sexual abuse - the relationship could be framed as friendship, romantic or someone to look up to. The perpetrator could equally be someone outside of their immediate group.

Online sexual abuse - a child is sexually exploited online. They might be persuaded or forced to send or post sexually explicit images of themselves, film or stream sexual activities, or have sexual conversations.

- Nearly half of the reports (48%) involved physical sexual abuse, and the other half (49%) involved online sexual abuse, with only 3 reports unknown.
- In 40% of reports, the offender was a stranger. This was the case with nearly all reports involving online sexual abuse, although some reports were unknown. In 15% of reports the offender was a member of the family.
- Figures suggest that offenders are most likely to use Snapchat and Facebook when making contact with potential victims.
- 86% of reports were unable to state the control method used. However, 5% of offenders used drugs, and 3% used alcohol.



I want my daughter to be happy, not hurt.

FGM often results in life changing health problems and sometimes death.
If you have information on those performing FGM or aiding cutting contact Crimestoppers 100% anonymously.

If you are concerned that a girl is in immediate danger of being hurt, contact the police by calling 999.

In partnership with
28 TOO MANY
FGM... let's end it.

You can speak up and remain 100% anonymous. Always.
crimestoppers-uk.org

CrimeStoppers.
0800 555 111
100% anonymous. Always.

I want my friends to be happy, not hurt.

FGM is a procedure that involves removing or altering part of a girl's genital anatomy.
FGM is abuse, and it's illegal in the UK.
If you have information on those performing or aiding FGM contact Fearless 100% anonymously by visiting fearless.org.
In an emergency always call the police on 999.

Get info/give info about crime 100% anonymously at
fearless.org

fearless@qinetcrime
fearlessorg fearlesuk

fearless
Part of Crimestoppers

In partnership with
28 TOO MANY
FGM... let's end it.

Helping to stop the cutters

Crimestoppers staff gave a presentation about our services to the cross-sector National Police Chiefs Council group for Honour-Based Abuse, Forced Marriage & Female Genital Mutilation (FGM). We learnt that while there is a strong belief amongst many professionals that FGM is happening here in the UK, the police are lacking intelligence to prevent this crime.

Obviously issues to do with culture and close-knit communities make speaking up on this issue hard, but we hope that our promise of anonymity will make it possible for people to open up.

Working with police specialists, we have agreed to run a pilot project in a number of areas and have started developing the programme. To advise us, and ensure campaign messaging is fit for purpose, we have a working group of campaigners and expert representatives from 28 Too Many, The Royal College of Midwives and the NHS, as well as Bal Howard and Leyla Hussein OBE.

We have agreed the target audiences and the different languages needed and have now commissioned campaign materials. Additionally, our Regional Managers are building contacts and networks in each of the pilot areas.

Men within practising communities.

The working group told us that FGM is done for men by other women – so to say it is a woman's problem is far from the truth.

Men hold the power and the purse in these communities and therefore fund this crime. By educating them on the realities of the physical and criminal outcomes of this crime, we hope to sway them into giving anonymous information on others who are committing this criminal act.

Teenagers within/near practising communities.

In July 2020 a research piece was published: Exploring young people's interpretations of female genital mutilation in the UK.

The findings made it clear that young people are aware of the practice but are unclear on the realities of the physical and criminal outcomes of FGM.

The working group identified that this group would potentially be warm to giving information to help save a friend from harm.

Our expertise is in anonymous reporting, where our non-judgemental approach can allow people to speak up.

This is valued by partners across the sectors and we hope it will be equally valued by the communities concerned, so that they can make a difference and help stop this form of child abuse.

Keeping communities safer together - in partnership



‘Science of Where’ mapping technology proves invaluable

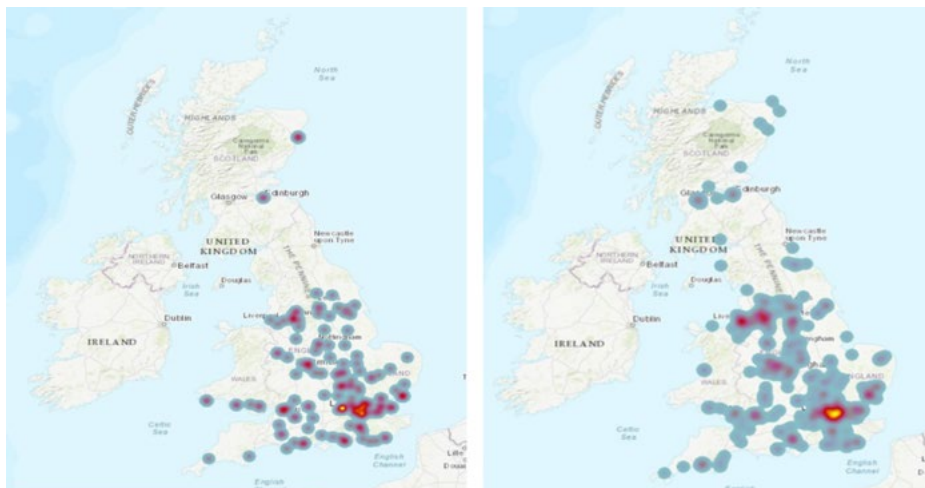
ESRI is a pioneer in problem solving using geographic information system (GIS) mapping to help turn data into action.

ESRI works with a whole host of partners to help them see patterns, connections, and relationships that others can't by using the power of location technology.

Geographical data via ESRI's software helps us identify which law enforcement organisation is best placed to receive the crime information passed on to us by members of the public.

The software also enables the charity to find patterns, identify trends and provide information to partners to enable them to build the bigger picture using the 'Science of Where' to help solve and deter crime.

County Lines Heat maps



Supporting government departments & agencies to combat wrongdoing and crime

Partnerships are essential to our charity as a way to support external organisations who share our values of making the UK a safe place for all. As well as Crimestoppers having many important business and corporate clients, we also work closely with key government and law enforcement agencies to help protect funds, services and national security.

Our relationship with Border Force and HMRC ensures that their intelligence teams receive vital information to combat cross-border criminality. Our information helps disrupt and prevent criminal gangs who are trying to transport drugs and people illegally into the UK. It stops dangerous contraband from entering the country, such as tobacco and alcohol, or dangerous weapons such as powerful tasers or stun guns. We also receive intelligence about endangered animal species and prohibited food items.

Immigration enforcement

Last year our call agents answered over **21,000 Immigration Hotline phone calls**, which resulted in nearly **8,000 reports being sent** to the Immigration Enforcement allegations team for triage, tasking and action.

We are delighted that Immigration Enforcement has confirmed that funding for their dedicated hotline is guaranteed until 2024.

Supporting and protecting the NHS

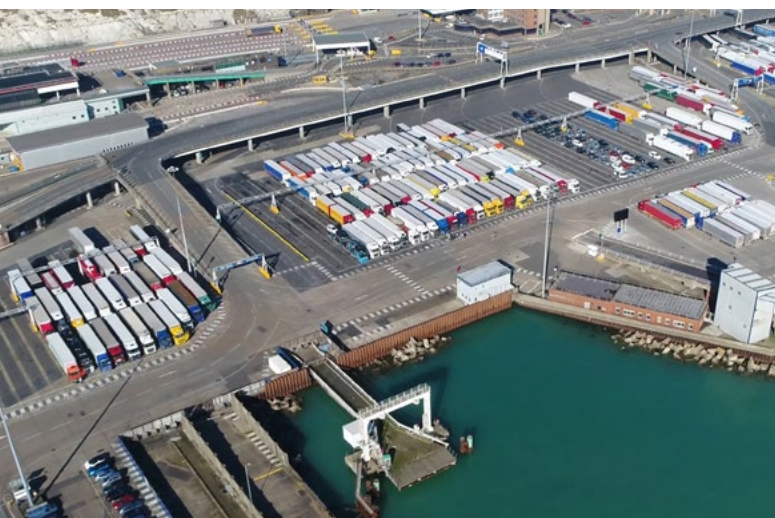
There has never been a more important time for our country to protect the hard-pressed resources of the NHS. The health service has been battling on many fronts as a result of the pandemic, and every pound saved or prevented from being lost to fraudulent activity can be used to give citizens the care they need, when they need it.

However, despite its cherished status in the national psyche, there are some people who are keen to exploit the NHS for their own financial gain.

Crimestoppers runs the NHS Counter Fraud Hotline and NHS Scotland Counter Fraud Service. These services allow the public to speak up about criminal wrongdoing within the NHS at a time when the service is under extreme pressure.

The **NHS Counter Fraud Authority took over 2,100 calls last year** and passed on over **540 pieces of actionable information (431 pieces sent to NHS CFA and 110 to NHS Scotland** between April 2020 and March 2021).

As the nation and its people continue to adapt and survive during uncertain pandemic times, it's good to know that our charity is supporting essential government departments and public services, to ensure damaging criminal activity is prevented and exposed thanks to brave individuals who pass on what they know via our vital service.



Here are some of the Government agencies we work with:

- Immigration enforcement
- Border Force
- HMRC
- Environment Agency
- HMPPS (prisons)
- Intellectual Property Office
- Forensic Science Regulator
- NHS Counter Fraud Authority
- NHS Scotland Counter Fraud Services

Last year brought many unexpected challenges as we responded, both personally and at work, to the pandemic. This difficult backdrop is likely to continue for much of the coming year. Crimestoppers staff and volunteers have shown huge resilience and commitment to keeping our charity open and responsive during Covid. Some of our objectives last year were changed or slowed because of this environment; but huge progress was made and we continue to build on this in the activities for the coming year.

Our future plans

Key priorities.

We have agreed the following areas are our priorities:

Crime priorities:

- Serious violence – drugs, gangs, County Lines, homicide and weapons.
- Fraud/ economic crime – including online.
- Neighbourhood crimes – burglary, robbery, and theft including car theft.
- High harm crimes – domestic abuse, modern slavery, child abuse.

Charity priorities:

- Reinforce our charity's trustworthiness with our current and potential beneficiaries so people are more confident to contact us.
- Develop the right messages about our charity for different audiences so people are persuaded to contact us.
- Engage police at all levels so they understand better their role in our work.
- Develop meaningful partnerships with third parties who can amplify our work with our target audiences.
- Meet our income generation targets to allow us to do this work.
- Upskill our staff and volunteers to provide professional services and more impactful engagement with our users or potential users.
- Support the wellbeing of our staff and volunteers through changing times so our team continues to be loyal and resilient.
- Simplify our IT networks so they are easier to support and use.



Here are a few key projects which will help us achieve these.

Reaching those who need us – building trust and confidence

Crime campaigns – we really lifted both our sights and ambitions last year in running more effective, engaging and comprehensive national campaigns than ever before. That approach in forward planning and coordinating with partners, locally and nationally, must become routine to ensure we reach all those who need to hear about our service. Linked to this is the ongoing programme to add quality information to our website about the ‘signs to spot’, to both improve information received and to help people take action to protect themselves from crime.

Quality engagement with the public – equipping staff and volunteers

Contact Centre Performance Plan – Following lots of environmental change for this team in the past year, we are now reviewing all aspects of the day-to-day activity at the Contact Centre. We want to make sure we are 100% professional and effective in all that we do, from taking the call or form, to processing it and disseminating it efficiently and securely. The team works hard, so what we can do to support them and our users better is key.

National Volunteering Plan – If we are truly going to have a community of crime stoppers, engaging with all areas of society, then this starts with our volunteers. We have a comprehensive plan, and implementation will continue this year with a more thorough induction programme and new tools and resources for volunteers to use, such as our Brand Centre.

One team – working together better

Internal communications – The move and the pandemic proved a catalyst for improving our internal communications. We intend to build on this to foster the ‘one team’ ethos, especially as our partnership networks open up again.

Rationalisation of our IT systems – both introducing new software to aid collaboration, and a major rationalisation of our IT architecture, should future-proof our systems and the IT support that is provided.

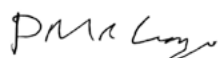
Financial highlights

Summary Consolidated Statement of Financial Activities for the year ended 31 March 2021

Summarised financial statements

The summarised financial statements are not the statutory accounts but a summary of information relating to the consolidated statement of financial activities and the consolidated balance sheet derived from the full audited trustees' report and financial statements of the charity, which were approved by the Board of Trustees on 26 July 2021.

The auditors' 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 central office.



Peter Gaze FCA, Trustee
26 July 2021

	£'000	£'000
	2021	2020
Income		
Income from charitable activities	3,218	2,989
Donations & legacies	2,479	2,153
Other trading activities	571	706
Investment income	1	4
Total income	6,269	5,852
Charitable activities	5,270	4,964
Expenditure on raising funds	685	745
Total expenditure	5,955	5,709
Net income before Relocation costs	314	143
Net Relocation income	202	-
Net income before pension scheme losses	516	143
Actuarial losses on pension scheme	39	107
Net movement in funds	477	36

Summary Consolidated Balance Sheet as at 31 March 2021

	2021	2020
Assets		
Fixed assets	399	190
Current assets	3,680	3,702
Creditors falling due within one year	(2,139)	(2,466)
Pension scheme deficit	(181)	(144)
Total net assets	1,759	1,282
How our funds are held		
Restricted by donors	411	234
Unrestricted	1,348	1,048
Total funds	1,759	1,282

Auditor's statement

Independent Auditor's statement to the trustees of Crimestoppers Trust:

We have examined the summarised consolidated financial statements of Crimestoppers Trust for the year ended 31 March 2021 which comprise the extracts from the Statement of Financial Activities and the Balance Sheet set out on page 32.

This statement is made solely to the trustees, as a body in order to meet the requirements of Accounting and Reporting by Charities: Statement of Recommended Practice (FRS 102). Our work has been undertaken so that we might state to the trustees those matters we have agreed to state to them in this statement and for no other purpose.

To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity's trustees as a body, for our work, for this statement, or for the opinions we have formed.

Respective responsibilities of trustees and auditor:

The trustees are responsible for preparing the summarised financial statements in accordance with the requirements of section 427 of the Companies Act 2006 and regulations made thereunder and recommendations of the Charities Statement of Recommended Practice.

Our responsibility is to report to you our opinion on the consistency of the statements on page 32 within the Impact report with the full financial statements and trustees' report and its compliance with the relevant requirements of section 427 of the Companies Act and the regulations made thereunder.

We also read the other information contained in the Impact report and consider the implications for our report if we become aware of any apparent misstatements or material inconsistencies with the summarised financial statements.

Basis of opinion:

We conducted our work in accordance with Bulletin 2008/3 'The auditors' statement on the summary financial statement' issued by the Auditing Practices Board for use in the United Kingdom.

Our report on the full annual financial statements for the year ended 31 March 2021 describes the basis of our opinion on those financial statements.

Opinion:

In our opinion the summarised financial statements set out on page 32 are consistent with the full financial statements and the Trustees' Annual Report of Crimestoppers Trust for the year ended 31 March 2021 and complies with the relevant requirements of section 427 of the Companies Act 2006 and regulations made thereunder.

We have not considered the effects of any events between the date on which we signed our report on the full annual financial statements 10 September 2021 and the date of this statement.

Mazars LLP Chartered Accountants and Registered Auditors

10 September 2021

Thank you



Our Trustees, in addition to having the ultimate responsibility for running our charity, also offer invaluable guidance and advice to help improve our performance.

Our work relies on the critical support of trusts, foundations, the law enforcement community, and 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 service.

Trustee Directors

Chair of Trustees

- Lord Ashcroft KCMG PC

Trustees

- Lord Choudrey CBE
- Mr Peter Clarke CVO OBE QPM
- *Ms Angela Entwistle
- Sir Ronnie Flanagan GBE MA
- Mr Richard Gamble FCA
- Ms Ceris Gardner
- Mr Peter Gaze FCA
- Mr Bill Griffiths CBE BEM QPM
- Mr Stewart Harris
- Ms Suzanne Jacob OBE (appointed 27 April 2021)
- *Mr Michael Laurie CBE
- *Mr Barry Mizen MBE
- Mr Nick Ross
- Mr Stephen Rubin OBE
- Sir Paul Stephenson QPM

Trusts and Foundations

- The Bestway Foundation
- The City Bridge Trust
- The Adint Charitable Trust
- The Peacock Charitable Trust
- The Ingram Trust
- The Henry C Hoare Charitable Trust
- The John Swire 1989 Charitable Trust
- The 29th May 1961 Charitable Trust
- The London Community Foundation
- Comic Relief
- The National Lottery Awards For All
- The GM Morrison Charitable Trust
- The Enkalon Foundation
- The Halifax Foundation
- The Irish Society
- The Mr and Mrs TCS Haywood Charitable Trust
- The Constance Travis Charitable Trust
- The JR Corah Foundation Fund
- The Gilbert & Eileen Edgar Foundation
- Foundation Derbyshire
- The Gray Trust
- Babergh Parish Council, Suffolk
- The Sir James Reckitt Charitable Trust
- The Austin Hope Pilkington Trust
- The David Gibbons Charitable Trust
- The Helen J Cope Charitable Trust
- The Miss G Marriage Charitable Trust
- The Sheffield Church Burgesses Trust
- The Annie Trammer Charitable Trust
- Cranleigh Parish Council, Surrey
- The RW Mann Trust
- The Rothley Trust
- The Mather Family Charitable Trust
- The Rodger De Haan Charitable Trust



Partnerships

- Association of Convenience Stores
- B&Q Screwfix
- Barnardo's
- BASE
- Border Force
- Brighton & Hove Taxis
- British Horseracing Authority
- Cabinet Office
- Carlisle Support Services
- Charity Retail Association
- Electoral Commission
- Energy Theft Tip-Off Service
- England and Wales Cricket Board
- Environment Agency
- EPC-UK
- ESRI
- FACT
- FireStoppers - County Durham and Darlington, Derbyshire, Northumberland, Northamptonshire, South Yorkshire, Tyne and Wear Fire and Rescue Services
- First Central
- Food Standards Scotland
- Forensic Science Regulator
- Harod Global Investigative Solutions
- Henry Squire & Sons Ltd
- HMPPS
- HMRC
- Immigration Enforcement
- Independent Press Standards Organisation
- Insurance Fraud Bureau
- Industry Trust
- Intellectual Property Office
- International Weightlifting Federation
- JELC
- Liberty
- Link ATM
- Lloytron
- Long Clawson Dairy
- Mitie
- Morrisons
- Muller
- National Farmers' Union
- National Marine Intelligence Centre (PortSafe)
- NEXT
- NHS Counter Fraud Authority
- NHS Scotland
- Northern Powergrid
- Openreach
- Ring
- Royal Mail
- Save the Children
- Scottish Football Association
- Security Industry Authority
- SelectaMark
- Sodexo (HMP Addiewell)
- South Caernarfon Creameries
- Thames Water
- Tideway
- Trading Standards - East Midlands, Greater Manchester, Kent & Medway, Wales
- TSB
- UK Anti-Doping
- William Hill
- Wine & Spirit Trade Association

We believe everyone has the right to feel safe from crime, wherever they live, wherever they work, for ourselves and all those we care about.

But sometimes people might be worried about a crime, or something that's wrong, and want to pass on information. Which is why it's good to know they can always trust Crimestoppers.

We're an independent charity that gives people the power to speak up and stop crime, 100% anonymously. By phone and online, 24/7, 365 days a year. No police contact. No witness statements. No courts.

Every year we help stop thousands of crimes. So let's make communities safer together.

CrimeStoppers.
crimestoppers-uk.org