



# Crimestoppers for corporates

Stopping crime is  
our business

Raising awareness

Prevention

Detection

And making a difference

**CrimeStoppers.**  
Speak up. Stay safe.

# Over 30 years on the frontline

For over three decades, we have worked on the frontline supporting the public, businesses and individuals to speak up safely and report crime.

As an independent charity, we're able to provide a highly trusted anonymous reporting service directly to all members of the general public with information on criminality and wrongdoing. We help to protect employees, organisations and industries, consumers, families and whole communities.

The financial and social pressures created by the COVID-19 pandemic have sadly made our independent and anonymous services even more relevant.

Crimestoppers seeks to protect the most vulnerable sections of society. Behind each statistic there is inevitably a human story and a personal cost as a result of crime.

Crimestoppers guarantees a safe haven to report crime 100% anonymously.

**Together we really do make that difference.**

**Are you ready to join us?**





# 100% anonymous. Always.

## Our Partners

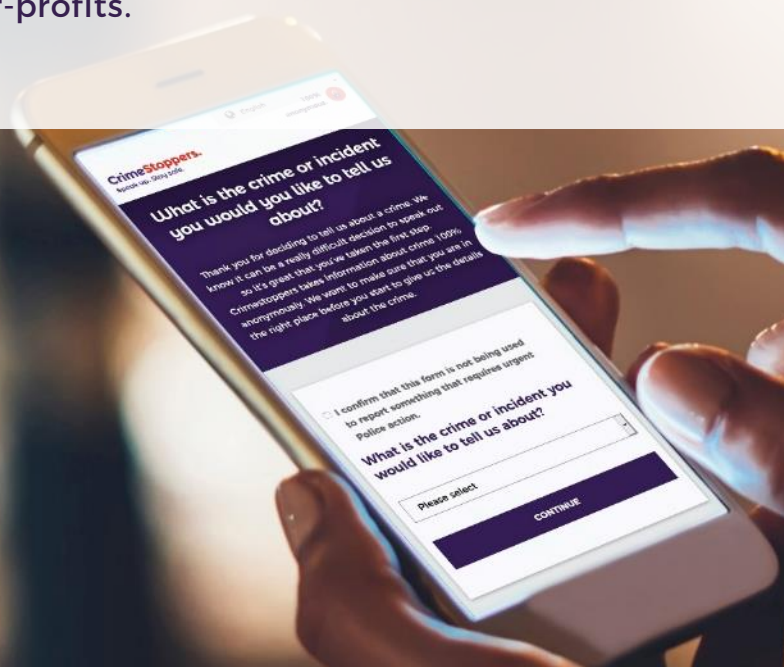
Our service is free-of-charge to all members of the public in the U.K. Each year over 600,000 people contact us with information on crime.

Crimestoppers supports all police forces and law establishment agencies in the UK.

We support and work with over 60 partners; entire sectors, government agencies, commercial organisations, trade associations and not-for-profits.

## Crimestoppers guarantees:

- All reports are treated 100% anonymously
- Independence and impartiality
- Operating 24/7, 365 days of the year
- Highly trained and experienced Contact Centre staff
- Prioritisation of performance management and security (certified to ISO 27001 standard)
- Our dedication and commitment to the public, our partners from government and commercial organisations.



# Speak up. Stay safe.

**CrimeStoppers.**

# A powerfully integrated approach for business

It takes a multi-faceted approach to uncover and deter criminal activity both within your organisation and across your extended supply chain. The Crimestoppers service portfolio is carefully crafted to help business leaders achieve their goals.

## Our expert teams will help you:

**Develop business resilience** against the threat of crime from internal and external sources

**Develop trust with hard-to-reach audiences** utilising public trust in the Crimestoppers brand

**Network and learn from our key stakeholders** from government, business, the public sector, and trade bodies

**Assist organisations in supporting their employees** by demonstrating commitment to their welfare and giving them the confidence to report wrong-doing and crime without fear of reprisals

**Understand crime trends** affecting your business and sector through our information sharing services

**Enhance reputation** through working closely with the Crimestoppers brand and aligning with our work

**Engage on exciting CSR activity** to support employees, customers and communities

**Protecting financial position** by preventing and detecting crime that hits the bottom-line

Our tailored approaches deliver real returns.

# Explore our services

Campaigns

Corporate Social  
Responsibility

Fundraising

Information sharing

Intellectual Property

Industry reporting lines

Employee reporting lines

3rd party relationships

Networking events



# Campaigns

Crimestoppers is committed to raising awareness about all crime, regionally and nationally.

Crimestoppers' campaigns are a vital tool for raising awareness of crime often involving a specific call-to-action for information. We have strong brand recognition and trust as a wholly independent and anonymous service.

Over the past twelve months we have worked with partners from different sectors on a range of specific crime concerns. Working closely with our Marketing Communications team, we design short-term campaigns (typically six weeks) and ones that are on-going. Below offers a glimpse of a range of recent campaigns:

- **Illicit streaming** – Education Trust, on behalf of the entertainment industry
- **Counterfeit alcohol** – Wine and Spirit Trade Association
- **Meter tampering and energy diversion** – gas and electricity industry
- **Domestic Abuse** – supported by the Home Office
- **Acquisitive Crime** – supported by Morrisons and Link
- **Rural crime** – National Farmers' Union
- **Modern Day Slavery/human trafficking** – GLAA and Marshalls
- **Always Report Abuse** – Association of Convenience Stores, Home Office
- **Crimestoppers COVID Fraud Hotline** – Cabinet Office

Modern slavery is on your doorstep.

Spot the signs so you can speak up.

#SlaveryonYourDoorstep

CrimeStoppers.  
0800 555111  
100% anonymous. Always.

Tell us what you know about crimes that affect businesses

We are #ClosedtoCrime

#ClosedtoCrime

CrimeStoppers.  
0800 555111  
100% anonymous. Always.

Financial abuse is domestic abuse.

If you suspect someone is a victim of domestic abuse, speak up.

#Youarenotpowerless

CrimeStoppers.  
0800 555111  
100% anonymous. Always.

Not all abuse is physical.

If you suspect domestic abuse but don't want to reveal your identity, tell us what you know.

crimestoppers.uk.org

Respect Hotline

You can speak up and remain 100% anonymous. Always.

#Youarenotpowerless

CrimeStoppers.  
0800 555111  
100% anonymous. Always.

Know someone who has committed COVID fraud?

Tell us what you know and remain 100% anonymous. Always.

CrimeStoppers.  
COVID Fraud Hotline  
0800 587 5030

# Information Sharing

Crimestoppers often receives vital information through the 0800 555 111 public service which we can share with organisations to help them tackle criminal threats targeting their business, customers and communities.

These reports often provide information that would otherwise go undetected relating to wrong-doing, including fraud, and also provide valuable insights into crime trends.

The B&Q logo is displayed in a large, bold, orange font.

“As a major UK DIY retailer, B&Q always look to forge partnerships with law enforcement bodies and Crimestoppers is a natural extension of this process. For the past 2 years Crimestoppers have provided actionable information to B&Q in relation to persistent problematic thieves and organised groups who target our business, along with very useful information regarding where these criminals dispose of stolen property. Utilising our bespoke Crime Centre and trained staff we use this information to work closely with the Police, bring offenders to justice and saving our business money.”

**Simon Moss, B&Q Security Manager**



# Employee reporting Lines

Employee reporting lines are a fundamental defence for organisations to protect their business interests and their staff from wrong-doing and criminality. The offer of 100% anonymity is important for many people who would otherwise remain silent.

Crimestoppers always seeks to understand the requirements of organisations before making recommendations. Our highly experienced team support a range of partners with different needs, from those operating in a single office, to multiple sites including home working; suppliers, sub-contractors and temporary staff.

We support organisations in targeting their messages to educate and engage their employees, as well as reviewing and refreshing these in order to maintain impact.

We proactively account manage our partners as we share the common purpose of preventing and detecting wrong-doing and criminality.

Our partners include businesses, government bodies, law enforcement and trade bodies.

## Key features

- Telephone and online reporting channels
- 24/7, 365 days a year
- Multi-lingual translation
- Anonymous two-way communication online
- Marketing collateral (standard template poster & gif)
- GDPR compliant and ISO 27001 certified
- Highly experienced Contact Centre staff with cognitive interview training



Thames Water is just one of the clients for whom we provide an internal reporting line guaranteeing anonymity to everyone wishing to protect their identity



# Industry reporting lines

Over the past five years Crimestoppers has increasingly supported partnerships seeking to communicate with the general public through a combination of our reporting and campaign services.

Organisations recognise that they aren't always best positioned to speak directly to the public or specific audiences. This might be due to public perceptions of their business activities, an innate mistrust of contacting organisations and institutions such as their own, or very limited experience of our specialist area of communications. None of our partners have the facility to take crime reports.

All our partners come to Crimestoppers because they have a **PRESSING PROBLEM OR ISSUE**.

We support the entire gas and electricity industry in meeting their obligation to protect customers by reducing and detecting meter tampering and large-scale energy extraction. We work with the car insurance industry in their fight against false insurance claims. Working with the Cabinet Office, we set up the Crimestoppers COVID Fraud Hotline tackling criminals exploiting the different government loan schemes.

The value of Industry reporting lines to our partners is immense.



## Counter Fraud Authority

“Crimestoppers is an important contractor to NHSCFA and its telephone reporting line is one of the key channels for informing us of suspected frauds against the NHS, in addition to our online reporting tool and the work of Local Counter Fraud Specialists”.

**Richard Hampton,  
Head of Intelligence & Fraud  
Prevention, NHS Counter Fraud  
Authority**

# Industry reporting lines

Over the past five years Crimestoppers has increasingly supported partnerships seeking to communicate with the general public through a combination of our reporting and campaign services.

Organisations recognise that they aren't always best positioned to speak directly to the public or specific audiences. This might be due to public perceptions of their business activities, an innate mistrust of contacting organisations and institutions such as their own, or very limited experience of our specialist area of communications. None of our partners have the facility to take crime reports.

All our partners come to Crimestoppers because they have a **PRESSING PROBLEM OR ISSUE**.

We support the entire gas and electricity industry in meeting their obligation to protect customers by reducing and detecting meter tampering and large-scale energy extraction. We work with the car insurance industry in their fight against false insurance claims. Working with the Cabinet Office, we set up the Crimestoppers COVID Fraud Hotline tackling criminals exploiting the different government loan schemes.

The value of Industry reporting lines to our partners is immense.

## FireStoppers.

“Year one of the FireStoppers trial provided more than a 20% reduction in deliberate fires following year-on-year increases within our service over five years. This led to a FireStoppers expansion, on a regional basis, collaborating with both Tyne and Wear and Northumberland Fire and Rescue Services from July 2019. The brand has provided a tool for fire crews and the Arson Reduction Team to use effectively through both social media platforms and face-to-face contact in our approach to reducing the impact of deliberate fire setting within our communities.”

**Phil Innis, Group Manager, Emergency Response, County Durham and Darlington Fire and Rescue Service**





# Intellectual Property

Crimestoppers is a unique organisation with over 85% public recognition. We are trusted by the general public; our services are valued and used by all law enforcement agencies and over 60 public and private sector businesses.

They recognise the power of an association with the Crimestoppers brand. Our values support partners in communicating with their customers and communities. We work with banks, the energy industry, insurance, sport bodies and government institutions - all of which see the bottom-line benefits of the association with us.

Our brand is also used for the purpose of licensing partnerships. For example, we are working closely with Ring and share their commitment to protect people in their homes. As a new market entrant to the UK five years ago, they recognised the value of a partnership with the Crimestoppers brand to build consumer confidence.



Supported by

**CrimeStoppers.**

Keeping communities safer together



# Corporate Social Responsibility

Corporate Social Responsibility lies at the heart of Crimestoppers' activity. As a charity we seek to protect all communities from crime through our anonymous reporting services. Our impact speaks for itself. Each year we receive over 600,000 reports on crimes that might otherwise go unreported.

Our strong performance in the prevention and detection of crime helps keep communities safe from the emotional and often traumatic impact of criminal activity on the lives.

**We tackle real issues affecting many people's lives including:**

- Domestic abuse
- Modern day slavery
- Human trafficking
- Fraud
- Theft and acquisitive crime
- Counterfeit products
- Child sexual exploitation
- County Lines
- Knife crime

**Respect**  
Phoneline

 **employers' initiative**  
on domestic abuse



**#YOUARENOTALONE**

**Refuge**  
  
For women and children.  
Against domestic violence.



**#SilenceWontStopViolence**

**CrimeStoppers.**



# Corporate Social Responsibility

Corporate Social Responsibility lies at the heart of Crimestoppers' activity. As a charity we seek to protect all communities from crime through our anonymous reporting services. Our impact speaks for itself. Each year we receive over 600,000 reports on crimes that might otherwise go unreported.

Our strong performance in the prevention and detection of crime helps keep communities safe from the emotional and often traumatic impact of criminal activity on the lives.

**We tackle real issues affecting many people's lives including:**

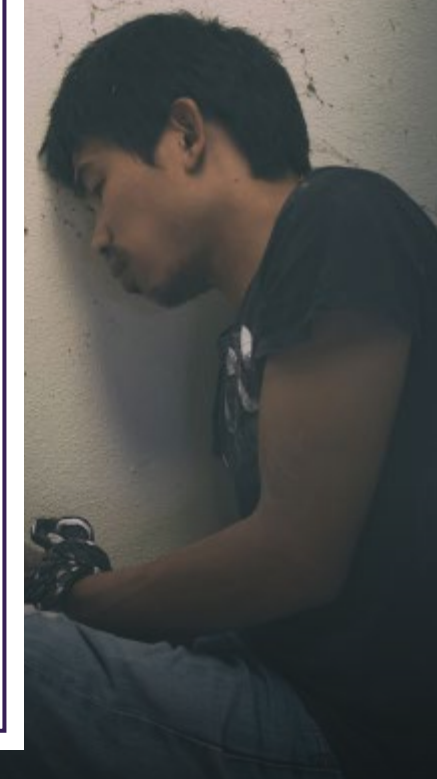
- Domestic abuse
- Modern day slavery
- Human trafficking
- Fraud
- Theft and acquisitive crime
- Counterfeit products
- Child sexual exploitation
- County Lines
- Knife crime



## Marshalls

“Marshalls' work with Crimestoppers in 2020 to eliminate modern slavery has been incredibly powerful. Being able to report potential instances of modern slavery 100% anonymously has given our frontline colleagues added confidence. The signs are good that this work will be ongoing throughout 2021 and that the sector will come together to work to end modern slavery. In what has been a difficult year for everyone, Crimestoppers has quickly become a valued and trusted partner; making an impact right here and now, as well as having an eye to what will be needed in the future.”

**Elaine Mitchel-Hill,  
Business & Human Rights Lead, Marshalls plc.**



# 3rd party partnerships

We are delighted to have the opportunity to work closely with other organisations sharing the same values, crime concerns and commercial interests as us.

We are keen to speak to organisations, where we can share messages, audiences and prospects, while recognising the skills and experience both parties bring to the relationship.

**HAROD** GLOBAL  
INVESTIGATIVE  
SOLUTIONS

“Harod have been delighted to work closely with the Crimestoppers family for over 4 years. During that time we have particularly benefitted from their professionalism and innovative willingness to listen and develop solutions. No problem is too big for them. During the past year we took that a step further and undertook a joint operation utilising a hotline solution. The consequent provision of such a first class whistleblower service during a major sports investigation was vital to receiving high quality intelligence. This intelligence developed into major leads for the enquiry team and ultimately contributed to the success of the investigation. It is great to know when ‘flying the trade flag’ with overseas partners we can offer such professional services.”

**Martin Dubbey, Managing Director, Harod**



# Corporate networking and events

Whether you're looking to manage your brand reputation, engage with the community, build employee goodwill or gain a commercial advantage, Crimestoppers can help.

## Networking

We host networking events throughout the year with the aim to bring us and our partners closer together. Our partners find these very beneficial as they enable dialogue with other organisations, across sectors, that share similar concerns and opportunities to learn.

These enable us to share and celebrate successful partnerships and cultivate long-lasting relationships that improve the wellbeing of our businesses and local communities.

## Sponsorship

Each year we run a number of flagship events involving senior figures from policing, law enforcement, government and business leaders from multiple industry sectors. We have a range of sponsorship options available.

## London Marathon and Fundraising

Our golden bonds events, like The London Marathon, give you and your staff the chance to get involved in one of the nation's key calendar events, and raise money for a very worthwhile charity.



# Stopping crime is your business. It's good to talk.

If you'd like to talk more about how  
Crimestoppers might work with your business  
to address crime concerns, please contact

**Ruth McNee - Head of Business Development**

**T: 07918 750605**

**E: [ruth.mcnee@crimestoppers-uk.org](mailto:ruth.mcnee@crimestoppers-uk.org)**

**[www.crimestoppers-uk](http://www.crimestoppers-uk)**



**CrimeStoppers.**

Speak up. Stay safe.

[crimestoppers-uk.org](https://www.crimestoppers-uk.org)

Crimestoppers Trust is a registered charity.  
UK Registration Nos. 1108687/SC037960.