

Spring / Summer Newsletter



President's Report

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Hello everyone,

I hope this newsletter finds you all in good health.

In this issue of our provincial newsletter, you will find various articles of interest. One in particular is a list of ideas that can be implemented to help grow your local crime watch association. Take a look, as we move into the next phase of development of our citizen lead crime prevention movement.

As always, we welcome your comments and suggestions that will make our groups more effective. Feel free to email me at president@ruralcrimewatch.ab.ca.

And finally, thank you to our committees for doing an excellent job of keeping our provincial association relevant and current in today's world. We have always operated as a team and when a concern comes our way; we all put our minds and thoughts together and develop, what we hope, is a solution to the problem. During the last 2 + years, we have dealt with all the restrictions of Covid19, your board has met monthly excluding Christmas and summer, in order to ensure your Provincial Association continues to remain relevant. So, let's hope for a better summer filled with hope and peace through-out the world.

Respectively submitted,

Cor De Wit

APRCWA President

RAVE Fanout System

The long awaited RAVE fanout system has arrived. Each association should have received an email by now with a starter excel spread sheet and instructions. The initial list that was sent out is set up with the contact information from your membership form. This will get you started.

Each individual member/volunteer in the list can have up to 3 emails, 3 text phone lines and 3 voice phone lines that they can receive information from. For example you could have a personal and work email, you and your spouses mobile number for a text and a voice phone line for your parents. That individual can also receive fanouts from as many as 3 detachments. With the email you received there are instructions on how to fill it out. If you need help please feel free to reach out to me at website@ruralcrimewatch.ab.ca for help.

A couple of questions that have come up, there is no cost to you. The RCMP are covering the cost of the RAVE system. You can have as many members/volunteers entered as you like, there is no limit. The more the better. FYI. It is going to be hard for your detachment to get excited about putting out lots of fanouts if there is only a couple of members on the list.

The RCMP just recently received training on its use, you should start to see some fanouts coming soon. I ask that you please be patient with the roll out. All good things take time and were not built overnight. That being said, each detachment can customize the information and frequency of the fanouts you receive. Reach out to them, talk to your liaison officers, set up a plan for your association. Talk to them as well about putting your information out on the system if your group does not have a fanout system.

I look forward to receiving your lists and seeing where this system evolves. This could be a good tool to help drive membership and interest.

Dean Hart

Webmaster



Website Report

Apr 2022 Website report

The move to having our website professionally produced and then advertised to gain positioning in google search has just surpassed its five year anniversary. Over that period of time our website has evolved into quite a dynamic collection of crime prevention information. There are main sections incorporating news, resources, an online store, a members only section along with a section dedicated to fraud prevention.

We determined early on that we needed to promote ourselves better, brand the crime watch signage, we started using google ads to promote the website. Over this five year time period we saw 32million viewings of our ads, that translated into 80,000 visits to the website. To put these numbers into prospective, the year prior to embarking on this campaign we had 250 visits a month to the website and now we are at over 1500. We are continually getting new visitors, they are staying longer, all good signs of a positive campaign.

The last couple of years we have ventured into Facebook and Twitter averaging 65,000 viewers a month. We are currently looking at adding Instagram to the mix so we can reach all age demographics with crime prevention information. 2022 looks like it will be a break out year, it will be interesting to see where it takes us.

Dean Hart

Webmaster



Local Rural Crime Watch Groups—News and Events

The Northern Sunrise Rural Crime Watch Association partnered with the Town of Peace River and the Peace Regional RCMP for a lock-it-or-lose it campaign in two parking lots in the Town of Peace River. This brought awareness of unlocked vehicles, wallets\purses, personal information such as mail or many other valuables that were in sight. or in an unlocked vehicle of which there were quite a few. While we brought awareness to unlocked vehicles, we were also thanked by many as well who had not “thought of it” before. This was a successful collaboration working with the Peace Regional RCMP, Town of Peace River, volunteers of NSRCWA, Northern Sunrise Protective Services and the managers of the stores who gave us permission to use their parking lots. This was also a positive way to sign up new



members. These were successful events over two weekends and we gave out over 700 “informational and positive tickets”. To make it sweeter we had positive vouchers for a free slushy at our local Peace Country Co-op for those who checked all the positive marks.

Submitted by Corinna Williams,
Chair NSRCWA

Local Rural Crime Watch Groups—News and Events

Dawson Creek & District Holds 30th Anniversary AGM

The Dawson Creek and & District Rural Crime Watch celebrated 30 years of active community vigilance in the South Peace at Toms Lake on April 24, 2022. The evening began with a delicious schnitzel supper for the 70 members in attendance.

DC&DRCW President Art Seidl gave a brief history of the organization and the enthusiastic support we received from RCMP Cst John Vetter and the local detachment back in 1992. As there was no rural crime watch organized in BC, Alberta has been our support network. We are a chapter in Zone 3 of the Alberta Provincial Rural Crime Watch Association and have been from the onset.

Present liaison RCWMP Officer, Cst John Kahout gave a presentation on the upcoming utilization for body cameras that will be used by officers in the near future. He also updated members on the latest statistics and happenings in our area. On behalf of the Dawson Creek detachment he expressed his appreciation to all our members for continuing to be the eyes and ears of the RCMP.

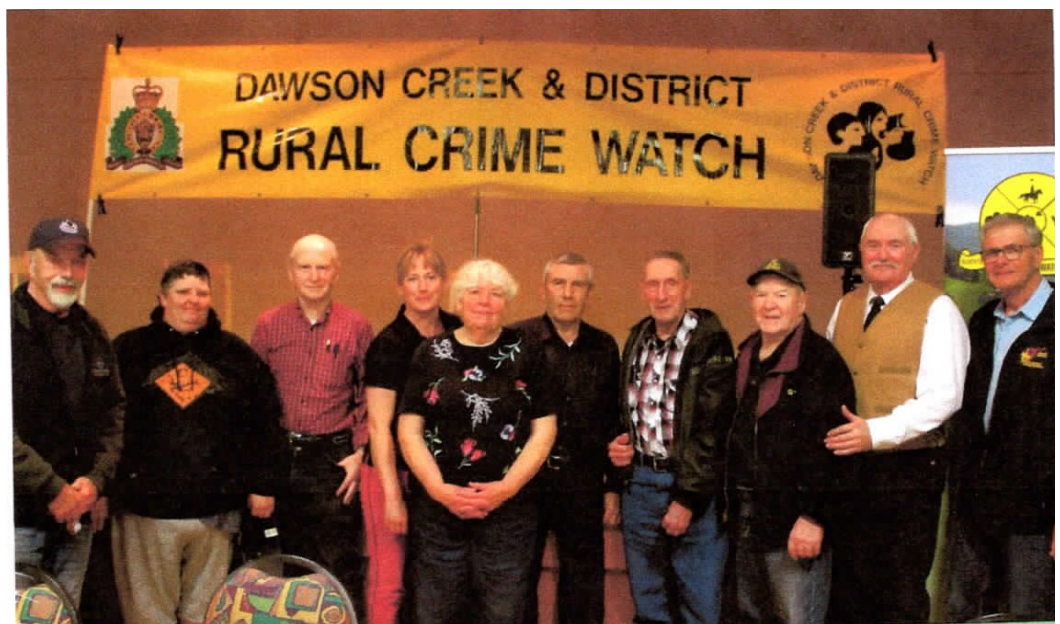
Electoral Area “D” representative Leonard Heibert provided information on the Peace River Regional District's position on rural policing and crime in the rural areas and emphasized the impact RCMW has on the area and congratulated us on our success.

We were pleased to have Zone 3 representatives Al and Sharon Carroll along with Tom and Jean Finch join us for the evening. Al gave us an update on the activities of the APRCWA Board, having recently held their AGM via Zoom once again.

A big thank-you goes out to local business who provided door prizes for our volunteers. We also wish to acknowledge financial contributions made to RCW by various groups in the past.

It is our hope, with Covid-19 in the rear view mirror, we can pick up where we left off in helping to make all our rural areas a safer place for our families and friends. For more information please go to the South Peace Crime Prevention Association website.

Submitted by Art Seidl



Rural Crime Watch Representatives L to R: Wayne Cleve, Tracy Pearson, Darrel Pratt, Dawn Reiersen, Carol Wyant, Art Seidl, Bill Deak, Cliff Washington, Geri Demyen, Allen Watson

Local Rural Crime Watch Groups—News and Events

Strathcona County Crime Watch

What's With 'That Seacan'?

At 911 Bison Way in Sherwood Park, Strathcona County Crime Watch worked alongside the RCMP and a private artist to create a transformational piece of art and culture inspired by contest winner Constable Alison Gyonyor. A homage to the valuable members of the RCMP and community, the piece details A Canadian flag close to an inukshuk with orange ribbon flowing throughout; the emblems of the RCMP, Enforcement Services, Crime Watch, Citizens on Patrol and Victim Services also with the orange ribbon flowing throughout; an empty horse with the names or initials of the fallen members that Sherwood Park has had. SCCWA would like to thank local artist Robert Murray for his hard work and collaboration in bringing this vision to life.



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Local Rural Crime Watch Groups—News and Events

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Why Did the Citizen Cross the Road?

In Q3 of 2021, Strathcona County Crime Watch was approved for a Community Change Grant through Strathcona County. The Strathcona Community Change Grant was designed to support projects that promote social connection, inclusion, and well-being of residents in the community. Consulting with the RCMP, and alongside Citizen's on Patrol, the grant is being used to reward citizens with gift cards for safe pedestrian and cycling practices at crosswalks. A big “thank you” goes out to the School Resource Officers, RCMP, Enforcement Services, Citizens on Patrol, Strathcona County and Dairy Queen (Baseline Road) for their ongoing partnerships and community focus!



Bringing Awareness to Fraud Prevention.

SCCWA is proud to share a photo of the fraud prevention sign that was made with collaboration of Citizens on Patrol and the RCMP. Thank you to these wonderful organizations for their ongoing collaboration and support.



Local RCW association viability suggestions

Since my request from the membership on ideas to retain or increase membership in the local crime watch movement, I have had several suggestions. I will place them in bullet form to make for easy reference and quicker reading.

Some ideas are very much what we are doing presently. Without exception, these are all good ideas and your job will be to pick the best idea or approach that will work for your region.

Here is the list;

⇒ Amalgamate with a neighboring RCW organization;

This can be an emotional decision but may bring the viability of two questionable associations into a more successful group that can still represent their membership with crime prevention advice and programs. Caution should be observed with respect for the smaller group. As they may feel alienated and efforts should be made to make them feel welcome into the new association.

⇒ Retention of membership numbers;

Send out yearly membership fee renewals. This accomplishes two things; it shows that the organization is still operating, and ensures that the membership has something at stake by committing a small fee for renewal. An example of \$10 per year was suggested.

Commitment from the RCMP or County Peace officers with respect to providing information for a fan out or providing the fan out, on occurrences in the area, weekly.

Start an association Face Book page for your non-fan out information. Allow reports from other regions like vehicle thefts that occur but do not necessarily affect you in your area, (This face book page must have a monitoring and posting approval setting so you are not blamed for distributing non-RCW information like about furnace cleaning and special promotions on security systems. (You will get a lot of advertising)

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Local RCW association viability suggestions - continued

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⇒ Encouraging a strong Directorship;

Producing and distributing a Directors package that can be presented to prospective directors. This will help in several ways; it gets the word out to the membership and public, and this can recruit individuals with various backgrounds that help with new ideas going forward.

⇒ Engaging municipal government in the value of the Rural Crime Watch movement

Encourage the involvement of local government authorities, whether it is a county or small town or village. It is very important that everyone works as a team as we are all vulnerable to criminal activity.

Advantages are: possible free advertising on the “County or Town Pages” in the local newspaper, website and other social media offerings.

As this is only a sampling, we are sure, of a list of valid ideas and strategies to help your local group remain effective in crime prevention and to ensure that you are able to meet your member expectations. When every grass roots citizen lead group emerges from a concern for crime level in the area, there is a mission statement issued as a purpose when you started up. This is a topic that needs to be reviewed from time to time.

If at any time your group tries a new initiative, feel free to share this idea with your fellow RCW groups. We are a community of crime prevention groups concerned about crime levels. If it takes an idea from northern Alberta, that helps a central Alberta group that would be great for the crime watch movement in this province.

Submitted by Cor De Wit, President APRCWA

Get to know our Directors

Cor De Wit—President and Director for Zone 2

I got involved in our local rural crime watch in 2006 as a member concerned with the rise in rural crime rates. Soon, I was elevated to President of the Leduc Rural Crime Watch Association, just south of Edmonton. Initially, we



only covered the Leduc RCMP Detachment but with the demise of the Strawberry RCW in Thorsby, we were asked, by the former group, to expand to Thorsby and Breton Detachments.

In 2015, I was elected to represent Zone 2 as a director. Since that time I have held positions of Director, Vice President and currently the President. I have enjoyed my role as the President of both my local and provincial associations.

As I look at my time in the Rural Crime Watch movement, I feel that we are at a crossroads. We are seeing many changes in the way information is delivered. For many years we had print media in local papers. Now the vast majority of the news is delivered by TV, radio and the internet. We must adapt to the members contact preference as we move into the next phase of our development. As we all are under pressure with member and director recruitment, we must look at new ways of appealing to and attracting Directors with various skills to move us into the next phase of our development.

Get to know our Directors

Rosemary Lindsay —Vice -President and Director for Zone 1

Hi All, My Name is Rosemary Lindsay and I have been involved in Rural Crime Watch for the past 10 years. I was aware of the Rural Crime Watch program as my sister was actively involved with the Cochrane Foothills Protective Association (CFPA) and I became more interested when Cochrane offered to host the 2012 Provincial AGM. After this event, I was invited to become Board Member of CFPA and then voted in a President a couple of years later and still hold that position today. I live in Calgary and married with 2 grown boys and a foster daughter, whose families keep us busy when I am not involved with RCW events.

My involvement with the APRCWA began when I volunteered to draft the Newsletter and the rest, as they say, is history. I joined the APRCWA Board in 2017 and was humbled to be voted back in, in 2020 for another 3 year term. I currently hold the Vice-President position and Chair the Policy Committee and sit on other Committees to support other Chairs and the work of the Association.

I enjoy being a part of the Rural Crime Watch program as I see it as one that empowers people, across the Province, to understand, educate themselves and take action against being a victim of crime. As we all know crime has been around for a very long time and over the years we have all seen a shift in the types and sophistication of the crimes that are being committed. I enjoy being a part of the APRCWA's response to these shifts with the production of various videos, publishing a Newsletter with information on Fraud and Scams and other items, and the development of the Facebook and Twitter accounts.

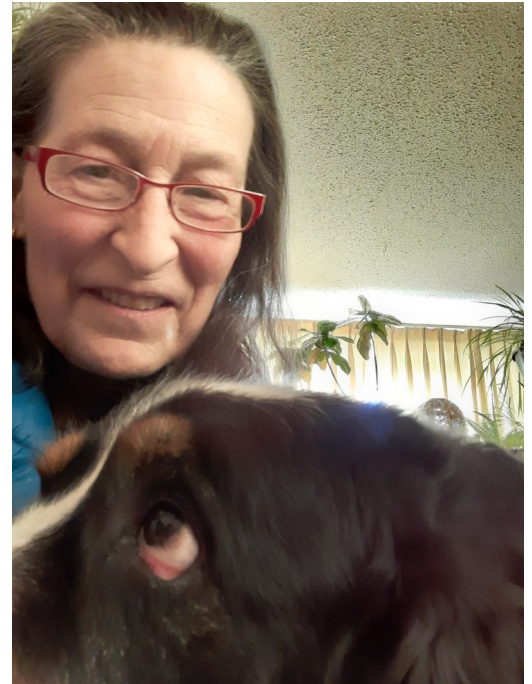
My message to all involved with Rural Crime Watch, no matter at what level, is to continue to do what you are doing and keep empowering your members to gain knowledge of what is happening in their area, report suspicious and unusual events and support Communities with Crime Prevention information. It is said that "It takes a village to raise a child" with Rural Crime Watch, "It takes a village to come together and to gain crime prevention knowledge, to keep it safe".



Get to know our Directors

Brenda MacMillan —Director for Zone 1

Professional artist and retired business coach, lifelong volunteer, bringing experience in Alternative Dispute Resolution, Spiral Dynamics, integral models, board experience in advanced education and various social endeavors in community services.



Shannon Pakula —Director for Zone 1

I've been involved with our own local rural crime watch association since 2005 and have been a director with them since 2007 as Secretary/Treasurer. In the fall of 2018 I became a Zone Director with APRCWA and am part of the Newsletter Committee. I have enjoyed being part of the rural crime watch network and working with all the people and groups involved.

Get to know our Directors

Verna Hart – Treasurer

Being involved in my community has always been an important part of my life and I have always believed in neighbors looking out for neighbors. Rural crime watch was a perfect fit.

I became involved in rural crime watch at a local level in 1992 with the Hanna Rangeland Rural Crime Watch Association where I was the treasurer for many years. After relocating in 2016 I became a member of the Red Deer Lacombe Rural Community Crime Watch Association.

In 1997 - 1998, I became involved with the Alberta Provincial Rural Crime Watch Association as a Director for Zone 1, a position I held until 2001 – 2002 when I was voted in as treasurer. I held this position until 2008 when I took a hiatus.

In 2012, I was approached by the APRCWA President and a couple of directors to come back as the treasurer. After much thought I agreed and was voted in as treasurer in November of 2012.

Since then, the Charity Status was revived which included a revision of the bylaws, the accounting has been streamlined to the cloud for succession planning, all hard copies of documents have been gathered and moved to one storage location.

Helped facilitate the purchase of a mobile storage unit for the storage of the signage and supplies.

Implementation of Microsoft Office 365, where the office documents have been digitized for retention, thus giving the board of directors' easier access to the APRCWA paperwork. Office 365 provides a secure network covering the privacy and confidentiality required to carry on APRCWA work.

Moved to virtual meeting platforms beginning with teleconferencing and now have advanced to TEAMS web conferencing.

Negotiated a cost-effective liability insurance coverage for the membership that includes volunteer insurance coverage.

I am a strong believer that I if you don't continue to grow, just like a tree eventually you will die, so I look forward to seeing the future growth of the Alberta Provincial Rural Crime Watch Association.

*Get to know our Directors****Corinna Williams —Secretary***

Let me introduce myself. I am Corinna Williams and I moved from England in 1993, seems so long ago now. Myself and my husband are beekeepers and both from the same town in England, Truro. I had a 28-year massage therapist career before entering politics in 2017 and am currently Deputy Reeve for Northern Sunrise County. My passion for crime prevention has always been a keen interest of mine. We have a son and daughter and our first granddaughter turning 2 very soon. I became chair of the Northern Sunrise Rural Crime Watch Association in 2017, our membership grew from just under 100 to over 800. The NSRCWA received the Justice Solicitor Award in 2020 for Community Mobilization, which was a great honour. I became Secretary for the APRCWA in 2020 and thoroughly enjoy working with the dedicated board.



Alberta Provincial Rural Crime Watch Association

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Your Resource to Take Action Against Crime

Rural crime rates remain high in Alberta, leaving communities on edge and overwhelmed. The Alberta Provincial Rural Crime Watch Association wants to help reduce crime in rural areas and to create a more thorough understanding and awareness of crime prevention and best safety practices. Protecting Alberta's rural communities is a collective responsibility. The Alberta Provincial Rural Crime Watch Association provides opportunities and resources for citizens to take action in protecting what's most important to them. Together with local RCMP detachments and community organizations, we create a strong awareness, expand law presence and help reduce crime.

APRCWA 2023 Membership Renewal Deadline—August 1, 2022

A quick reminder the August 1st, Renewal Deadline is fast approaching.

Please ensure your latest Proof of Filing from Corporate Registries, Completed and Signed Membership Form and payment is on the APRCWA desk before the August 1st deadline.

A copy of the receipt will be forwarded upon receipt of the completed membership renewal documents. If your organization has not received an email of the receipt either the funds have not been received or documentation is incomplete. The option of e transfer to treasurer@ruralcrimewatch.ab.ca is available as Canada Post mail can take a couple weeks to a month or better to arrive.

After August 1st you may still be a member of the APRCWA by providing a copy of your privately purchased Liability Insurance Certificate, Completed Membership Form and Renewal Fees of \$250.00.

Forms have been emailed out to all member associations.

If you have any questions, feel free to contact myself or your Zone director and we would be happy to assist.

Have a great day and I look forward to receiving your renewal documents.

Verna Hart

Treasurer, Alberta Provincial Rural Crime Watch Association

treasurer@ruralcrimewatch.ab.ca