



## *Trust Pays grows*

### **CrimeStoppers program key to schools' safety**

In its third year of operation, Trust Pays continues averting problems and turning up drugs, guns and other illegal weapons in the schools, thanks to support from the administrative offices of city and county public school districts.

This past May, the program finished its second school year. A new year now is under way, and the program is expanding several ways.

"Trust Pays has been chosen as the main program for fighting crime on campus by the Memphis City Schools," said E. Winslow (Buddy) Chapman, executive director of CrimeStoppers of Memphis and Shelby County. "They know it's working and so they are behind it 100 percent. I'm pleased that Shelby County Schools support the program as well."

Trust Pays also has been named an endorsed strategy of Operation Safe Community, a county-wide crime-fighting initiative involving multiple law enforcement agencies, and private and civic organizations.

From January to June, 2007, the program led to the confiscation of 25 handguns and 71 separate caches of drugs. Then, in the September, 2007 to April, 2008 full school year, Trust Pays tips resulted in 16 guns and 32 other weapons collected, 4 gang fights headed off, and 82 drug confiscations.

The totals for the first two years included 125 weapons taken off school grounds and 153 drugs impounded.

Trust Pays was created to put the proven CrimeStoppers formula at work on school campuses. Chapman persuaded schools officials to accept the program. He then received funding support in two grants from the Plough Foundation and, most recently, one from the Assisi Foundation.

### **Donations important to keep community safe**

Contributions are needed to support all CrimeStoppers operations, including Trust Pays.

CrimeStoppers is a nonprofit and nonpartisan organization that does not receive direct funding from government. This means that CrimeStoppers must rely on the donations of individuals and corporations to do its work to make our community safer and bring criminals to justice.

*Remember: we are responsible for solving on average two crimes a day in Memphis and Shelby County. Your donation makes this possible.*

You can use the donation card on the back side of this newsletter. Please mail a check today.

### **Trust ads returning to TV**

A 30-second TV spot that last was seen by viewers a year ago, returns to local television this fall and will run through the first three months of 2009.

The commercial begins with a Law & Order-styled Introduction about the CrimeStoppers program Trust Pays, and then presents an edited version of the ad, which has been called effective by school officials.

The ad urges students to trust an adult at school and to tell the person — teacher, principal, coach — about any illegal things going on.

As the TV ad reminds students and the public, when it comes to making a tip To CrimeStoppers, "No one will know your name."



**Visit our new website ---  
crimestopmem.org**

# Website adds audio and video

A year ago, CrimeStoppers of Memphis and Shelby County introduced a new website, with bright colors, audio and video files, and an easy-to-navigate format.

Now, we continue to add content even as our number of visitors keeps growing each month.

The website opens with an MTV-like video treatment of a back-alley arrest, with a voiceover by Buddy Chapman explaining how CrimeStoppers works.

Inside are pages that give information about open felonies, the latest news, how the Trust Pays

program works and other information.

The Crime of the Week report has both a written and audio version, thanks to MP3 files of radio PSAs that are created each week and air on WUMR, FM 91.7.

The site carries statistics on crimes solved and links directly to the official Memphis Police and Shelby County Sheriff's department sites.

Viewers can donate on line, or make contact with CrimeStoppers several ways, including emailing a tip or question to [info@crimestopmem.org](mailto:info@crimestopmem.org).

**MAKE CRIME PAY.**



## True Teamwork

CrimeStoppers of Memphis and Shelby County is 37 years old and going strong. The organization is considered one of the most successful of its kind in the world.

This is because it truly is a community effort — the kind that comes when law enforcement agencies, city and county officials, the news media, the business community, and plain citizens work together to keep their neighborhoods safe.

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### How can CrimeStoppers help you?



- I would like to make a donation in honor of someone.  
[List the name and address and CrimeStoppers will notify your honoree(s).]  
Name (s) \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_
- I would like to sign up to have a specific amount drafted from a credit card or bank account each month. Please call me to set this up. Phone \_\_\_\_\_

Cut out this form and mail with your donation today in envelope provided.