



Cops & Kids

2010 Annual Report

Understanding

our mission

At ProAction Cops & Kids, we believe that establishing a positive relationship between cops and kids at risk will strengthen our community today and for the future. By funding programs that bring cops and kids together, we help create an environment of mutual understanding and respect.

who we are

ProAction Cops & Kids works with police services in Toronto, Durham and Hamilton to fund programs that bring police officers and youth together in a positive way and create new, strong friendships. Our programs include sports such as hockey, soccer and cycling, as well as arts and music, leadership and mentoring programs.

ng & respect

As we reflect back on 2010 and the many remarkable programs ProAction has supported, you will come to truly realize what a difference these programs make in our communities. Through our programs and the effort our officers put into each and every initiative we have seen acceptance, tolerance and kids with confident bright smiles and futures.

With 2010 bringing new economic light, our Board of Directors, chapter councils and committee members celebrated a year of great achievements. They never let the economy's concerns interfere with helping the youth who need our support and encouragement the most. We are extremely proud and thankful for all our supporters, without whom ProAction would not exist.

I would especially like to thank the police officers who generously donate their time to creating and running ProAction programs. We believe that by showing the youth in our programs that through unprecedented commitment from officers, youth realize that officers are part of the community, care about them and share the same interests and passions as they do.

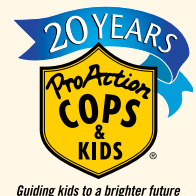
2010 saw the highest number of programs yet at 118 across all chapters. We are excited to see continued growth over the coming years.

As an evolving organization we took the opportunity to develop a Strategic Plan, by first undergoing a strategic review and consultative process and from that developed a clear plan for 2011-2015.

The following priorities were identified:

- Support high impact and vibrant police-youth programs which includes increasing the engagement of police, youth and community members in locally-run ProAction initiatives.
- To build strategic partnerships and alliances to maximize ProAction's reach and impact.
- Build the image, profile and presence to broaden support for ProAction's mission and use compelling stories of success and results to share our impact.
- To increase and diversify ProAction's revenue generation strategies to build our capacity and strengthen the organization's base to ensure strong chapters.

Sincerely,
Jean Taillon, President



Guiding kids to a brighter future



Message from the President

Krumping Out Crime

Arts & Celebrations

Heard of Krumping? Neither had we until Officers approached us to start Krumping Out Crime. Krumping is an exaggerated form of street dance. It is a free, expressive and highly energetic movement of primarily jabs, arm swings, chest pops, and stomps. Krumping was created by a group of youth as a way to escape gang life and to release anger, aggression and frustration positively in a non-violent way.

The Krumping Out Crime program, which takes place in a number of schools in Toronto, was a step outside the comfort zone for the officers involved. None of the officers had ever attempted Krumping prior to the program. They had noticed many of the students in the schools they patrol taking part in lunchtime and afterschool “Krumping sessions” and wanted to start a program based on something the kids wanted to do and were familiar with. Officers participated in the Krumping and Hip Hop lessons, finding that dancing with the youth helped them break down the barriers that existed with the students in their schools. Youth had the opportunity to showcase their skills and teach the officers something new rather than the other way around. This unusual form of bonding helped students to open up to the officers and tell them personal stories, even inquiring about how to get involved in other programs. At the end of the program students competed in a Krumping battle where each participating school faced off against each other in the Krumping Out Crime finals.





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ARTS & CELEBRATIONS

TORONTO

2 Click It Programs

31 Division Open House

41 Division Kids and Cops Picnic

41 Division Open House BBQ

42 Division Annual Community Police Picnic

Danforth Tech Overhauled (Final Year)

Girls Will Be Girls

Krumping Out Crime - Pope John Paul

Krumping Out Crime - West Hill

MUSIC! Not Mischief #3

Unity in our Community Walk

Westview Centennial S S Christmas Breakfast



adventure



S.W.A.M.P.Y. - Globe Algonquin Canoe Trip

Camping & Canoeing

Hamilton Police Constable Steve Bull has been running the Algonquin Canoe Trip for five years selecting youth he thinks would best benefit from building relationships with police. In 2010 he partnered with an organization to identify new Canadian and refugee youth to participate in the program. These youth tend to have a negative view of authority figures in uniform—views that have been instilled by experiences in other countries that most cannot even begin to fathom. Seven youth were chosen to attend the camping trip, accompanied by five police officers and two youth workers. The goal of the trip is to stimulate personal development, promote a positive image of police, improve social interaction and help these youth develop a sense of community connection and responsibility.

Being on the move every day requires them to adhere to a schedule and be responsible for tasks such as campsite set-up, cooking and cleaning. Through the physical and mental challenges youth learn lessons in planning, organizing, commitment and reward. The Algonquin Canoe Trip has become a jumping-off point for furthering relationships and trust.

The intimacy of a small group allows for officers to have more time to focus on each individual youth. Stories and experiences from the trip are shared amongst peers, showing that the impact of the trip lasts much longer than its three days.

Photographs courtesy of John Rennison of the Hamilton Spectator

CAMPING & CANOEING

TORONTO

53 Division Cops & Kids Paddle & Picnic
Camp Widjiitwin
Police and P.A.L.S Annual Summer Trip
SMILE Camp
SMILE Camp #2
T.R.O.O.P.

DURHAM

Durham Wilderness Adventure #2
Saturn Camp

HAMILTON

S.W.A.M.P.Y. - H.P.S./
Living Rock Algonquin Canoe Trip
S.W.A.M.P.Y. - H.P.S./
S.I.S.O. Globe Algonquin Canoe Trip



“At the end of the canoe trip, one of the youth stated, ‘I learned that life is like canoeing, you’re going to run into wind and waves but if you just keep paddling, you will get where you are going.’”

Police Constable Brandon Stanway, Durham Regional Police
- *Durham Wilderness Adventure*



leadership



West Lynde After Hours

Leadership & Community Service

Durham Regional Police Constable Dawna Murray set out to give youth in Whitby an after school program where they could grow their self-confidence through positive social interactions and learn important life skills.

Cops and kids met twice a week over the nine month program where they learned everything from how to cook meals to preparing a resume. Police led cooperative play and esteem building challenges and even included special guest appearances such as the Canine Officers. Throughout the program the officers met with student leaders for feedback on what the youth liked and disliked about the program to ensure the kids had fun.

Some of the kids in the program are all too familiar with violence, abusive language and poverty. By being involved in the program youth had positive adult mentors and discovered new opportunities. The bonds that were formed between the officers and youth were inspiring. Some of the youth shared stories about their lives which deeply impacted the officers and will lead to better understanding of the community they serve.



EDUCATIONAL/PUBLIC SAFETY/LEADERSHIP/ COMMUNITY SERVICE

TORONTO

- 13 Division Youth Outreach
- 23 Division Bike Program
- 31 Division Learn with the Law # 1
- 42 Division Annual Malvern Bike Race
- Children Overseas Pen-Pal Program
- Cooking with Cops
- Cooking with Cops #2
- Generation Change Leadership Program
- Getting to know your Toronto Police Service
- Graffiti Eradication
- Junior Officer - Youths (J.O.Y)
- Leadership Program
- Learn with the Law #5
- Learn with the Law #6
- Police and PALS Winter Youth Trip 2010
- Positive Vibe
- Project G.I.V.E Outreach Program
- Project Slam Dunk
- Race for Race
- Toronto Police - Bike Rodeo Program
- Toronto Police - Student Peacemaker Program
- West End Rides

DURHAM

- DRPS / West Lynde After Hours Program

HAMILTON

- Cops and Kids - Reaching New Heights



ProAction Cops & Kids East York Mountain Biking Program and ProAction Rock Climbing Club

Sports & Recreation

When Toronto Police Constables Marc Hayford and Christopher Morris started the ProAction Cops & Kids East York Mountain Biking Program they wanted to share their passion for mountain biking with youth. Kids were given the chance to try something new and challenging—something they would normally not have the opportunity to afford. The program ran in the Fall, Spring and Summer seasons once a week, with a monthly Saturday trip to a biking trail outside the city. Kids were given a bike, helmet and the freedom to ride the Toronto trail system.

The goal of the program was to have the kids improve their skill to the point where they are confident enough to race in a team with officers in the 24 Hour Bike Race in August 2011. They are on the right track, in part thanks to Constables Hayford and Morris' winter months ProAction Rock Climbing Club program. The program was created for both youth in the Mountain Biking Program and new youth to have a skill building and athletic program to participate in during the biking off-season. As a sport that involves one person

climbing and the other person holding the rope so the climber does not fall, the program instantly created a level of trust between cop and kid. The kids were depending on the officers not to drop them and the officers were depending on the same. PC Marc Hayford was surprised by how close he got to the youth stating; "By the end of the program, we found that we had developed friendships with the kids. When visiting their schools, they shake our hands and talk about the program." With the success of the program and the excitement levels from the youth, PC Hayford decided to finish the program with an outdoor rock climbing expedition. Upon arrival every youth looked out over the edge and exclaimed "I'm not climbing that"! By relying on the confidence and teamwork skills they had acquired, along with encouragement from officers, they conquered their fears and made it all the way to the top.



RECREATION TORONTO

2010 ProAction After School Program at D.A. Morrison
31 Div. Gallop to Greatness #1
52 Div. Kids Police Posse 10/11
Bending With The Law
Canada's Wonderland Field Day - 52 Div. Youth Outreach
Cops and Kids ROCK
Gallop to Greatness Programs
Game Away Violence
Krumping Out Crime and after school homework tutoring
and mentoring
Marine Unit Community Outreach Rescue Program (CORP)
MJKO (MJ, Kids and Officers)
Movie Night with Cops
Ontario Science Centre - Sleepover Program
PATH
ProAction Saddle Up For Success
ProAction's Training with Youth Fitness and Wellness
Program
San Romanoway Revitalization Association Media Night
TAVIS African Lion Safari for Kids
TAVIS Take Me Out To The Ball Game
Toronto Anti Violence Intervention Program - CNE Day
Toronto Five-O
Toronto Police & ProAction A Winning Combination
Toronto Police AAA Children's Playground Games

courage



SPORTS

TORONTO

31 Div. Chaminade College School Hockey Game
31 Div. Pierre Laporte MS Basketball Game
41 Div. Family Skate
43 Div. 2 Family Skate Day's
53 Div. CRU Anti-Violence/Anti-Gang Basketball
53 Div. CRU Safety-Awareness/Crime prevention Hockey
53 Div. Kids and Cops Soccer
55 Div. ProAction Basketball Tournament
55 Div. ProAction Hit the Slopes IV
After School Baseball Club
Beat the Heat - Summer Athletics (5th Annual)
Beverly Heights MS vs Toronto Police Service 31 Div.
Basketball Game
C.W. Jeffreys CI - Toronto Police Service Volleyball
Tournament
Cops & Kids Weight Training Program/Marc Garneau C.I.
Cops & Kids ROCK
Downsview SS - Volleyball Tournament
For KICKS Athletic and Educational Program
Fun Skate Day - Goulding Community Centre
George Harvey Collegiate & 12 Div. Hockey Program
James Cardinal McGuigan Catholic High School
- Toronto Police Service Basketball Game
Jane & Finch Soccer House League
Jarvis C.I. Rugby Football Club
Junior Blues After School Program 20th Anniversary
Kicks for Kids Soccer Camp 2010
Martial Arts Club
Monsignor Fraser College vs Toronto Police Service
Basketball Game & Oakdale Park MS vs 31 Div.
Basketball Game
National Junior Golf Academy - Mabelle Islington Chapter
Police and P.A.L.S Beat the Chill Sports 2010
ProAction Cops & Kids East York Mountain Biking
Program
ProAction East York Hockey
ProAction Hockey League
ProAction Rock Climbing Club
Rock Oasis
Rowntree Community Centre Baseball Program
Ski Hill Blues
Strike Out Violence - Cops & Kids Baseball Outreach
Swimming for Life
The Jane & Finch track & field Initiative
Toronto Police South and West Asian Youth Basketball
Tournament
Westview Centennial SS - Toronto Police Service TPAAA
Basketball Game
Woburn Challenge Cup

DURHAM

Chiefs Invitational 3 on 3 Basketball Tournament

pride

Jim Sneep Award

Recognizing the officer who showed the most remarkable level of commitment to ProAction-funded police-youth programs in 2010

PC Tim Broadhagen

The ProAction Hockey League was spearheaded by Police Constable Tim Broadhagen of Toronto's 54 Division. The Hockey League, which is run and coached by Constable Broadhagen and other 53 and 54 Division officers, gives youth between the ages of 8-11 and their parents the chance to participate in an activity that they would not normally have the opportunity to be a part of. Constable Broadhagen has dedicated an extraordinary amount of time to this program, showcasing his dedication to not only the youth, but parents as well. In gaining the acceptance of community members, Constable Broadhagen has addressed the stigma against the patrolling officers in their neighborhood and changed it for the better. Community members young and old stop to speak with the officers on duty and events such as community BBQ's become more personal when the officers attend.



“One child went as far as to say that his family told him that the police were not to be trusted; he also said that after spending the day with the police that he now knows that it is not true. He says that police are great people and fun to hang out with.”

Police Constable Mark Gray, Toronto Police Service
– Annual Malvern Bike Race



Jack Sinclair Award

Recognizing the officer who created the most innovative police-youth program funded by ProAction in 2010

PC Jason Gill

Police Constable Jason Gill created a program that creates a trusting relationship between cops and youth through education and bonding over a mutual interest; Basketball. Project Slam Dunk reaches out to students who were failing their core classes and at risk for heading down the wrong path. Constable Gill combined his love of basketball and desire to help these kids succeed by incorporating both into his program. Constable Gill recruited the assistance of teachers and grade 12 students for tutoring sessions in their classes, and created an environment for the students to feel more comfortable in while learning. To foster trust and common ground, he assisted with Basketball practice after the tutoring sessions. By incorporating basketball not only did the students develop respect and trust in the police, but by the end of the project there was a success rate of 90% for students attaining their school credit. They are now on the right track to success.

Youth Leadership Award

Recognizing youth who have demonstrated the highest level of leadership potential in a ProAction-funded police-youth program in 2010

Jessica Ruttan

Since 2004, Jessica Ruttan has participated in the 52 Division programs Kids Police Posse, Junior Officer Youths (J.O.Y.) and Children Overseas Pen-Pal Program. Jessica has grown up helping her father care for her younger siblings, helping them with their homework, ensuring they are properly fed and making sure they stay out of trouble. Through all her hardships, Jessica has not let the trials and tribulations she has faced in her life define her, and rather uses them to become a focused and tactful leader.

Over the years, Jessica has diligently attended all three programs and acts as a mentor to other youth. She participates in many other extracurricular activities outside of the 52 Division programs and has volunteered 675 hours of her time. She inspires others through her own example and recognizes her passion and dreams and sets realistic goals. As part of this award, Jessica will attend Olympia Sports Camp's Leadership and Life Management Program in the summer to further develop her leadership skills.



ProAction Youth Award

(youth 15-18)

Recognizing the youth who have demonstrated the highest levels of personal growth causing them to stand out as the person who has benefitted the most from a ProAction-funded police-youth program in 2010

Sergio Moyano

Sergio Moyano entered the MUSIC! Not Mischief program as a shy and reserved youth. Now, 3 years later, he not only participates significantly more in class and has brought his grades up, but he has made a series of positive life choices, has become a student mentor to two students and is an icon for personal change. Sergio embodies everything that ProAction and MUSIC! Not Mischief endeavors to accomplish; he has made personal successes from opportunities and mentorship that the program has offered him. Today, Sergio is an emboldened young man who continues to serve as an ambassador for healthy communities and a drug free lifestyle while expressing himself through the art of music. Sergio will attend York University next year to study music, a path he credits to the Music! Not Mischief program.



John Bitove Sr. Award

Recognizes the corporation or foundation that stands out for its level of leadership in supporting ProAction Cops & Kids via financial contributions or in-kind donations

Nestlé Canada

Nestlé Canada was instrumental in the beginning of ProAction Cops & Kids in 1991 and with their continued support has allowed us to help a staggering 350,000 youth through our programs. Nestlé Canada and all its members and employees involved have shared ProAction's values and dedication for years and continue to be one of our largest and most dedicated supporters. Their multiyear commitments provide stability in ProAction's yearly planning, allowing us to focus on programming to support youth.



Awards from left:

Jim Sneeep Award winner, Police Constable Tim Broadhagen with Deputy Chief Kim Derry

Jack Sinclair Award winner, Police Constable Jason Gill and Board Member Tom Bitove

Youth Leadership Award winner, Jessica Ruttan and Board Member Nancy Shaw

Sergio Moyano, ProAction Youth Award winner and his nominator Police Constable Rob Tajti

Tom Bitove presenting the John Bitove Sr. Award to Steve Fox of Nestlé Canada

“A youth spoke openly about his family life, troubles at home and I had a lengthy conversation with one youth who asked, ‘how do I become a better person?’ and, ‘how do I make better decisions?’”

Police Constable Brandon Stanway, Durham Regional Police
– *Durham Wilderness Adventure*

14th Annual ProAction Cops & Kids Golf Tournament

Presented by Mandrake

It was a rainy, cool day but that didn't stop 120 golfers from swinging in support of ProAction police-youth programs at Muskoka Bay Golf Club in beautiful Gravenhurst, Ontario. The golfers enjoyed luxury transportation to the course with Toronto Police motorcycle escorts, fantastic drinks and food. The golfers also had the opportunity to beat Chief of Police Bill Blair and have their photo taken with Toronto's top cop.

Our thanks go out to our title sponsor, Mandrake, all of our generous sponsors and golfers and ProAction's volunteer Golf Committee. With all of the support the 2010 tournament netted over \$120,000 for police-youth programs in Toronto.



Mandrake



opportunity

ProAction Presents Events Series 2010

Presented by The Bitove Foundation, Grocery Gateway, Longo's Bros. Fruit Markets, Rothmans Benson & Hedges, Inc. and Wayne Gretzky's Restaurant

The ProAction Presents Events Series left guests singing and eager for more this year with two stellar events featuring the musical *Rock of Ages* and a chalk talk with Brian Burke, President and General Manager of the Toronto Maple Leafs.

The Rock of Ages event began with a delightful dinner at Reds Bistro & Wine Bar. Guests received gift bags with exclusive items, including the soundtrack to the famed musical *Rock of Ages*. The performance was enjoyed by all and guests left the theatre energized and humming along. The event netted over \$18,000 with special thanks to Maple Leaf Foods for hosting the evening.

ProAction guests got a behind the scenes view into the NHL straight from the expert at the ProAction Presents Brian Burke event at the Real Sports Bar & Grill in Maple Leaf Square. Brian spoke about his long career and plans for the Toronto Maple Leafs and answered questions from the guests. The evening was full of surprises for the intimate event of 60 guests with prizes including signed Maple Leaf jerseys and a Canadian Olympic Torch. The event netted over \$17,000 with special thanks to Trinity Development Group for hosting the event.



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Wayne
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Garden Soirée 2010

Close to 100 guests enjoyed a beautiful evening under the stars at the home of Bob McCown, host of Prime Time Sports on the Fan590 and Rogers Sportsnet. The lavish affair featured entertainment and delicious cuisine prepared by All The Best Fine Foods. The evening netted over \$50,000 with special thanks to our sponsors, Amdocs Canadian Managed Services Inc., The Beacon Group, Cott Beverages, Potentia Energy and Wayne Gretzky's Restaurant.

“The kids had an awesome time. This is something the kids would not have been able to afford on their own. It makes me very happy to have played a part in providing them with this opportunity; it will be an experience they will all remember.”

Police Constable David Michaud, Toronto Police Service
– Ontario Science Centre Sleepover Program

ProAction Cops & Kids is completely independent from any Police Service and receives no government funding. We rely completely on financial contributions from individuals, corporations and the revenue from our events to fund worthwhile programs.

Corporate & Foundation Donors

\$25,000 +

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honour

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Police Liaisons - 2010

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Durham Chapter

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Hamilton Chapter



“Even urban Canadian police officers who think they’ve ‘seen it all’, can have their eyes opened to some of the life experiences of these youth. This knowledge can only help them in their regular duties as police officers working in diverse communities.”

Police Constable Steve Bull, Hamilton Regional Police
- S.W.A.M.P.Y. – Globe Algonquin Canoe Trip

MESSAGE FROM THE TREASURER

I am pleased to report on the 2010 results of ProAction.

Last year's report included commentary describing our challenges coping with the fall-out from the financial crisis in terms of charitable giving. As the country appears to be well on the road to a recovery, 2010 saw a return to historic donation and special event revenue levels. During 2010, donation revenues increased by approximately 40%, and overall revenues increased by 20% over 2009. A special thanks is owed to the sponsorship and fundraising committee for their extremely hard work during the year, and to all of our sponsors and donors who make our community programs possible.

ProAction's police programs continue to make a difference in the communities we serve and gain an increasing amount of traction every year. During 2010 the amount of funds disbursed for police-led programs increased by 83% over the prior year, thanks to the hard work of our dedicated staff, our grants committee, and most importantly the officers who make the effort and give their time to conceive, plan and conduct community programs. During 2010, approximately 87% of the funds received from donors and sponsors, after covering the cost of special events such as our golf tournament, was applied to community program funding.

Apart from the cost of running special fundraising events, ProAction does not incur any fundraising expenses. During the year our administrative expenses increased by approximately 1%. Our administrative personnel are responsible for running our organization, promoting our message within the police forces and the communities, organizing our special events, and coordinating with officers to ensure that worthy programs are funded.

ProAction's fund balances declined slightly during the year, due to the increased demand for community program funding. ProAction's investments are monitored by an investment committee, and invested prudently in Canadian and international equities and fixed income instruments. During the year the investment returns met or exceeded our desired rates of return.

In closing I would like to again thank our staff, supporters, the officers who make our mandate possible, and Jean Taillon and the executive committee for their valuable guidance.

Sincerely,

Robert Hickey, Treasurer

Financial Report

CONDENSED STATEMENT OF OPERATIONS AND CHANGES IN FUND BALANCES

Year ended December 31, 2010

	2010	2009
REVENUE		
Donations and special fundraising projects	707,188	590,503
Investment income	81,953	157,549
Other income	73	73
	789,214	748,125
EXPENSES		
Project expenditures to develop police-community relations	516,237	281,440
Special fundraising events	113,984	125,046
Public awareness	5,878	9,969
Management and administrative support	160,700	158,079
Professional services	10,242	10,899
	807,041	585,433
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES FOR THE YEAR		
Fund balances, beginning of the year	1,369,306	1,206,614
Excess (deficiency) of revenues over expenses for the year	(17,827)	162,692
Fund balances, end of year	1,351,479	1,369,306

CONDENSED STATEMENT OF FINANCIAL POSITION

At December 31, 2010

Audited statements, including an auditors' report by
Deloitte & Touche LLP, Chartered Accountants, are available
on request from the office of ProAction Cops & Kids.

	2010	2009
ASSETS		
Cash and cash equivalents	241,140	306,919
Donations and other receivables	41,913	60,027
Prepaid expenses	11,841	5,513
Investments	1,115,326	1,016,022
Capital assets	858	2,548
	1,411,078	1,391,029
LIABILITIES		
Accounts payable & accrued liabilities	44,599	20,723
Deferred Revenue	15,000	1,000
	59,599	21,723
FUND BALANCES		
Unrestricted	147,390	247,170
Internally Restricted	1,204,089	1,122,136
	1,351,479	1,369,306
	1,411,078	1,391,029

“The first game night saw 2 or 3 hesitant youth. Walking into the room seeing officers in uniforms, one of the youth stepped back out the door. The youth slowly began participating and eventually worked up the nerve to challenge the officers in friendly competition.”

**Sarah Bower, Youth Host Program Coordinator speaking about Toronto Police Services,
Police Constables David Caccia and Hassan Syed's Program
– San Romanoway Revitalization Association Media Night**

Virginia DiRoma, Executive Director

Sabrina Holmes, Special Events & Communications Coordinator

Neelofer Samaroo, Grants Coordinator

Soo Ha, Administrative Assistant

contact us



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