



May 19, 2021

Krista Bernasconi, Mayor
City of Roseville
311 Vernon Street
Roseville, CA 95678

Dear Mayor Bernasconi and City Council:

Roseville Community Crime Stoppers requests a \$2,000 sponsorship of its annual Fourth of July Fun Run which serves the community in three important ways:

- 1) The Fun Run provides Roseville families with an opportunity to enjoy time outdoors together in a safe and healthy activity in celebration of our nation's founding. This year we will be holding the start and finish in Downtown Roseville and have added vendor booths to drive attendance for the Run, Downtown, and during and after the City Parade
- 2) Roseville Community Crime Stoppers is managing a new software program in cooperation with the Roseville Police Department, having put in place a completely anonymous tip and reward software program for our community
- 3) Funds raised through runners' fees and sponsorships are used for:
 - a. Cash rewards for information leading to arrests and convictions in serious crimes committed in Roseville
 - b. Scholarships for Roseville youth pursuing careers in public safety
 - c. Community education on public safety issues through distribution of educational materials at public events, and hosting community events such as our Forum on current public safety trends.

The City of Roseville has supported the Crime Stoppers Fourth of July Fun Run for many years with sponsorship. That support, combined with community business and individual sponsorships, provides most of the Crime Stoppers' funding each year. Without it, we would be hard-pressed to support police criminal investigations as we do and provide scholarships to deserving youth and continue our public awareness outreach activities.

Over the 25 years that Crime Stoppers has served the community, we have provided several thousands of dollars in rewards that led to over a hundred convictions and tens of thousands of dollars in recovered property. More than 30 Roseville high school graduates seeking scholarships have received some \$30,000 in grants to support their college aspirations. And our Forum on public safety drew some 200 residents. We plan follow up sessions at other venues in the months ahead. The City's annual sponsorships help make these activities possible.

We would greatly appreciate the Council's granting this sponsorship request again this year. If you do, we pledge to apply the funds as we have in the past to doing all we can to keep Roseville a safe place to live, work and play.

Respectfully,

Anne Carpenter, President