

# SafeAssured ID and the Wisconsin Rapids Police Department: Keeping Central Wisconsin Families Safer



**Brian Krzykowski, a Sergeant in the Wisconsin Rapids Police Department**, was introduced to the SafeAssured program when his daughter was enrolled at a Children's Miracle Network event at the St. Joseph's Children's Hospital in Marshfield, Wisconsin in 2006. He was impressed with the technology and realized it was a program he would like to implement. During his involvement with the Heart of Wisconsin Business and Economic Alliance—Leadership Program, he assisted in the planning for "Community Care Day 2007." The group discussed offering Child IDs at this event and Sergeant Krzykowski presented his idea to offer the high-tech SafeAssured IDs. The Police Chief and Deputy Police Chief supported the idea of combining public money with private money to purchase the system and ID kits and told Krzykowski to **"Run with it!"**. The Wisconsin Rapids Citizen Police Academy Alumni Association, local businesses, service groups, associations, foundations, and citizens partnered with the police department in making the initial investment to cover the startup costs.

**When a loved one goes missing, minutes matter.** Having the necessary identifying information securely available allows one peace of mind—whether for a child, young adult or elderly person. SafeAssured ID is a comprehensive high-tech safety program that provides families with a media-ready tool able to immediately provide the public with a missing person's unique identifying characteristics. All sensitive information is encrypted and accessible only by law enforcement when presented with the ID kit from the family. Information is stored only on the individual ID kits, not in a database, which ensure the protection and privacy of the personal information.

**"I have been a part of a lot of projects and programs and this is the most rewarding program so far,"** states Krzykowski. "Providing parents the level of information that the SafeAssured ID kits does is what makes an event so rewarding. I was motivated to offer the program because of my own child and would want for other families what I want for my family. I would absolutely recommend SafeAssured ID to anyone who cares about their children enough to plan ahead. The level of information and quality that is put into each SafeAssured ID kit gives parents peace of mind and law enforcement the vital tools needed to help locate a missing child."

**In addition to scheduled ID events, IDs are offered 24 hours a day.** A system is set up in the lobby of the police department and families are encouraged to schedule a same-day appointment to have their child enrolled. Officers from each shift have been trained in the simple enrollment process.

**Officer Kasie Borchardt**, a Wisconsin Rapids police officer trained in operating the SafeAssured system, commented on the program: "SafeAssured has been a great addition to our department. We've received support from our department, other police departments, local businesses, families, and even the city mayor. SafeAssured allows us to interact with families that otherwise may never have an opportunity to view law enforcement in a positive light. It offers a balance between the law enforcement and the public relations aspects of the job and I personally feel rejuvenated after working a SafeAssured event. There is an overall sense of pride and accomplishment that you don't always get to feel after a day at work - knowing that you've been able to help a family and they truly appreciate what you've done. Public safety and law enforcement just go hand in hand. People expect police departments to offer programs like SafeAssured and have a natural trust that if we are promoting the project it must be good for their children."

**Sergeant Krzykowski's commitment to family safety has not gone unnoticed.** Shortly after he became the coordinator of the SafeAssured program, he was selected from among 11 nominated officers to become **Officer of the Year**. Hard work, dedication and his efforts to bring the SafeAssured ID program to Wisconsin Rapids were cited in nomination letters as the reasons Krzykowski deserved the award.

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7575 Bombardier Court, Suite 300 · Wausau, WI 54401  
Office: 715.848.5263 ext. 306 · Fax: 715-842-8664  
Email: info@safeassured-id.com · www.safeassured-id.com

**SafeAssured is a great way for your agency to make a difference, collaborate with other agencies, and positively impact your community.** To speak with Sergeant Krzykowski about the steps his police department took to fund this program, contact him at 715-421-6207. Visit [www.safeassured-id.com](http://www.safeassured-id.com) and call 1.888.894.5263 to learn more about the SafeAssured ID program.