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# SFPD Launches 'You Can Help, Too' Campaign to Help Solve Homicides after Expansion of Reward Fund Eligibility 25-136

Image



The poster features the San Francisco Police Department logo at the top left, with the text 'SAN FRANCISCO POLICE DEPARTMENT' and 'SAN FRANCISCO POLICE' in yellow. Below the logo, the slogan '"YOU CAN HELP, TOO"' is written in large yellow letters. The main text is in black: 'Bring Justice to Families', 'If you have new information about a homicide or homicide cold case, the SFPD wants to hear from you.', and 'Up to \$250,000 in cases where rewards are offered'. A blue box at the bottom contains the heading 'Eligible for rewards:' followed by three green checkmarks and their corresponding text: 'Information leads to the filing of criminal charges', 'You may remain anonymous', and 'Even if you have prior arrests or convictions'. At the bottom of the blue box, there is a small text reference to SF Administrative Code Section 10.100-306, a phone icon with the number 415-575-4444, a text icon with 'Text TIP411 (begin message with "SFPD")', and a globe icon with 'Visit the SFPD Homicide & Cold Case Database'.

November 04, 2025 | 2:00 PM

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## **Rewards up to \$250,000 for new information**

The San Francisco Police Department has launched the “You Can Help, Too” campaign to urge individuals to assist in solving homicides and homicide cold cases following legislation this year that expanded Homicide Reward Fund eligibility, Interim Chief Paul Yep announced.

The San Francisco Board of Supervisors amended the city's Administrative Code earlier this year, allowing the SFPD to distribute reward payments to individuals who provide new information in homicide cases that lead to the filing of criminal charges. Previously, individuals were only eligible for the reward fund if charges resulted in a conviction. Rewards may be up to \$250,000 in cases where they are offered at the Chief’s discretion.

Additionally, the legislation allows rewards to be issued to individuals who have a history of prior criminal conduct, including arrests, charges, or convictions. Rewards may also be issued to a person wishing to remain anonymous.

The purpose of the legislation was to encourage more individuals with information to come forward to the police when a reward is offered.

The “You Can Help, Too” campaign seeks to spread the word about the change in law and continue to encourage witnesses to come forward and help bring justice to grieving families.

One homicide is one too many, and thanks to the work of the SFPD, homicides have reached historic lows in 2024 and 2025. Public participation has been critical in solving homicide cases, and increased community engagement efforts have helped SFPD increase our clearance rate well above the national average. Year to date, the SFPD’s homicide clearance rate is at 132% after investigators solved several cold cases.

*“No one should have to endure the unimaginable pain and trauma associated with the loss of a loved one to homicide,” **said Interim Police Chief Yep.** “SFPD’s Homicide Unit works tirelessly every day to bring justice to homicide victims, their families and friends. With these new changes, we’re encouraging people with information about homicides to work with the SFPD on solving these crimes. You can*

help, too.”

*“This campaign is about making sure every family knows their loved one’s case still matters and that someone out there may hold the key to justice,”* **said Supervisor Matt Dorsey, who authored the legislation to expand the reward program.** *“Our message is clear: if you have information that could help solve a homicide, we want to hear from you”.*

*“This new reward policy will help bring justice for our loved ones whose cases remain unsolved. My heartfelt thanks to Supervisor Matt Dorsey, the Board of Supervisors, and Mayor Daniel Lurie for signing this important legislation into policy,”* **said Ms. Paulette Brown, whose son, Aubrey Abrakasa Jr., was murdered on August 14, 2006, due to senseless gun violence.**

*“As a mother and survivor of gun violence, I’m grateful to Mother Paulette Brown, Mayor Lurie, SFPD, the San Francisco Board of Supervisors, and all our supporters with restoring the homicide reward funding to help us to stop the killing and start the healing,”* **said San Francisco Police Commissioner Mattie Scott.**

The full criteria for reward eligibility can be found in San Francisco’s Administrative Code Section 10.100-306. Individuals with information about homicide and cold cases are asked to contact the San Francisco Police Department at [1-415-575-4444](tel:1-415-575-4444) or *Text-A-Tip* to [TIP411](tel:TIP411) and begin the message with “SFPD.”

You can [visit the San Francisco Police Department Homicide and Cold Cases database](#) and search for homicide and cold cases by typing a victim’s name, an incident date, or a combination of both.

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