



THE LIFELINE PROJECT
INFO PACKET

STRENGTHENING COMMUNITIES TOGETHER

Exploitation Prevention

School Program

PRODUCED BY THE LIFEGUARD GROUP

TheLifeLine.us

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MISSION

IN OUR COLLECTIVE FIGHT AGAINST EXPLOITATION, ENGAGING YOUTH AND COMMUNITY MEMBERS IS CRUCIAL. THIS PROJECT IS DEDICATED TO MOTIVATING INDIVIDUALS TO BECOME THE LIFELINE. BY FOCUSING ON YOUTH AND COMMUNITY ENGAGEMENT, WE AIM TO:

EMPOWER

Provide the knowledge and tools necessary for individuals to serve as a LIFELINE for those vulnerable to, or caught in the injustice of exploitation.

EQUIP

Arm participants with practical strategies and resources to protect themselves and others from the dangers of human trafficking and other forms of exploitation. Attendees will gain actionable steps to safeguard their communities and respond to potential trafficking situations.

ENABLE

Permit participants to find their unique role in the fight against human trafficking. By fostering a sense of responsibility and commitment, we will encourage active community involvement and advocacy.



“You may choose to look the other way but you can never say again that you did not know.”

- William Wilberforce

THE PROJECT

Kids are vulnerable, simply, because they are kids. Every day hundreds of thousands of kids are being groomed for sexual exploitation, pornography, drug use and more. "Silence is not golden, but it is a weapon that is used against us." We MUST equip students, teachers, and parents to protect the vulnerable... and we are all vulnerable. FEAR IS NOT THE METHOD THAT WE USE. RATHER, we know that awareness expands the possibilities for action and if students are given the knowledge, they will take action!

“

**KNOWLEDGE
WITHOUT ACTION
IS POWERLESS**

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The LifeLine Project Encourages students to step up and be the difference makers in their friends, and classmates lives by challenging the norm of "mind your own business". Our mission is to break down barriers that keep students from taking action, to motivate them to lift their peers out of the trenches that life can dig, and to be the LIFELINE their peers need!

WHAT WE OFFER

EMPOWERING, EQUIPPING, AND ENABLING STUDENTS, TEACHERS, AND PARENTS

SCHOOL ASSEMBLY

A 300-foot video wall fills the auditorium, gymnasium, or any multi-purpose room, with HD-quality video. A full sound and light production display will add to the sensory experience, keeping students engaged and interested for the entire 1-hour assembly while receiving a purposeful and life-changing message that will empower and equip them to become the **LIFELINE** for those around them.

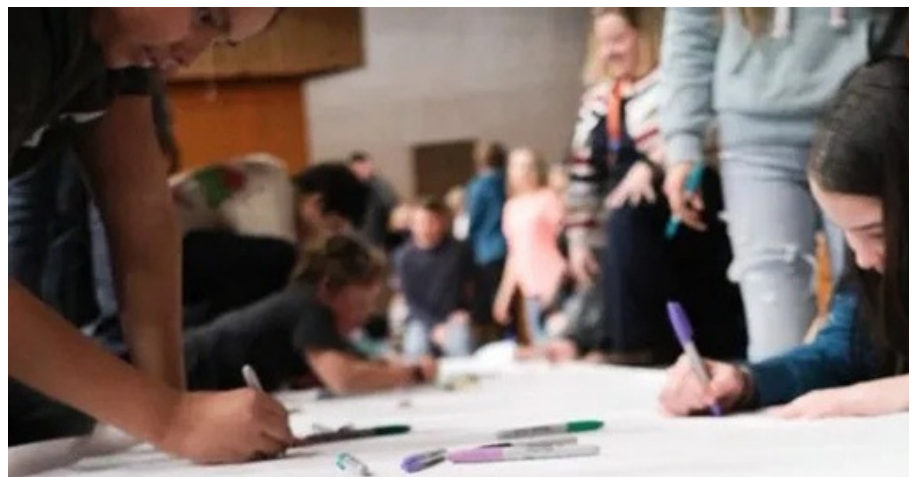


The LifeLine Project is a fast-paced, interactive assembly program designed to not only keep students' attention, but to resource them for change. We know everyone says that, but our media-driven program happens in HD quality video and short speaking segments. Students are challenged to not only help one another, but also to empower one another, protect one another, and encourage one another.

Students today face unprecedented risks as they navigate a complex landscape of academic pressure, social media scrutiny, and online exploitation. The pressure to perform well in school, coupled with the pervasive influence of social media, can leave students vulnerable to extortion, grooming, and manipulation by predators. Cyberbullying, unrealistic comparisons, and a constant need for validation amplify their anxiety, creating an environment where traditional support systems may struggle to keep up. These risks call for new approaches to ensure students can recognize and protect themselves from dangerous situations.

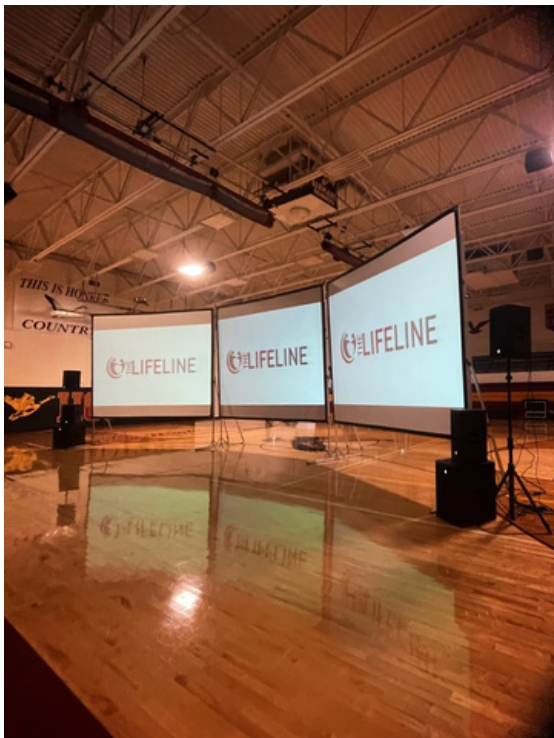


***The LifeLine Project** empowers students, parents, and educators to combat exploitation by fostering a proactive and supportive school environment. Our mission is to break barriers, encouraging students to act as leaders and support those vulnerable to exploitation. By establishing a culture of trust, we ensure students feel safe approaching teachers and staff, equipping everyone with the knowledge and tools needed to safeguard the vulnerable and create a community free from exploitation.*



STAFF TRAINING

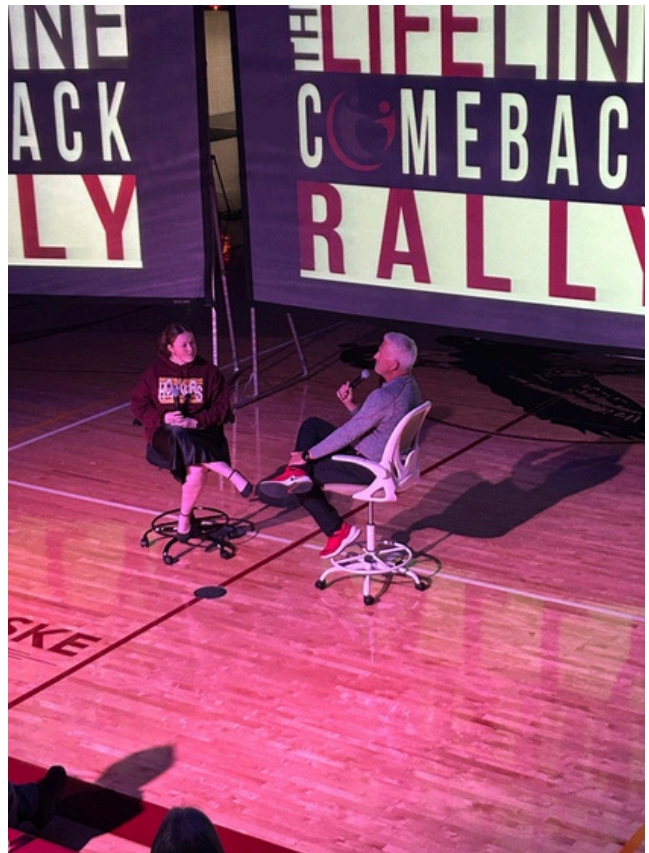
Educators play a crucial role as the first line of defense for their students, tasked with recognizing and tackling various obstacles. This 2 hour training aims to empower educators to be vigilant supporters of student safety and well-being by delving into the complex topic of exploitation. Through this program, participants will understand how to spot signs of vulnerability in students, navigate legal frameworks, and follow reporting protocols at local and national levels. The training focuses on a victim-centered approach, teaching trauma-informed communication tactics and cultural sensitivity. By honing their skills in detecting exploitation, evaluating potential situations, and collaborating with diverse teams, educators will be better equipped to ensure a secure and nurturing learning environment. The session also offers practical advice on personal safety, ethical decision-making, and available resources to help educators create a safe and supportive space for learning.



67% of human trafficking victims were in contact with an educator during the time they were trafficked. Our Faculty & Staff Training is specific to human trafficking. Teachers and school staff who are untrained and unfamiliar with the content of human trafficking can feel overwhelmed and frustrated. This interactive training aims to answer questions and concerns, leaving faculty and staff equipped and empowered to help students.

COMEBACK RALLY

Empower parents and community members with the knowledge and strategies to combat human trafficking. This comprehensive training addresses misconceptions about trafficking, the risks posed by internet connectivity, and the sophisticated tactics traffickers use to exploit and control victims. Learn how to recognize vulnerabilities, even within trusted circles, and discover the importance of early education and open conversations with children about these dangers. This one hour training equips attendees to stand guard for their community and become a proactive force against human trafficking.



**“IT IS EASIER TO BUILD STRONG CHILDREN
THAN TO REPAIR BROKEN MEN.”**

- FREDERICK DOUGLASS

PRICING

The LifeLine Project is priced to be affordable for schools of any size. We genuinely want to serve as a voice of hope for your students and community.

Our pricing is structured to encourage multiple days and multiple events, and may vary depending on your location and travel requirements. Our goal is simple: if we're already on your campus, we want to educate, empower, and equip as many students and staff as possible.

The LifeLine Project is an excellent fit for Title I, Title II, and Title IV funding. It qualifies under the allowable uses for school safety and school improvement/enhancement initiatives. We have consulted directly with the Montana OPI Federal Grants Office, and they have confirmed that **The LifeLine Project** aligns with allowable activities under these funding streams.

We understand budgets can be tight. That's why we've designed **The LifeLine Project** to be accessible through many common school funding sources, including:

- PTA / PTO funds
- Character education or student wellness budgets
- Title I, Title II, and Title IV funding
- Local business sponsorships
- Community organization or foundation support

READY TO MAKE IT HAPPEN?

Contact us today to create a custom program that will engage, inspire, and impact your students!

The LifeLine Project can be fully customized to best meet the needs of your school and community.

- Book **The LifeLine Project** for 1 to 4 days
- Select the specific events and programs you want
- Our assembly presentation can be adjusted to fit your allotted time frame (45–60 minutes)
- Our team will arrive on-site two hours early to set up

The LifeLine Project is completely self-contained and only requires access to standard 110V power outlets.

KIND WORDS

“THE LIFE GAURD GROUP DID AN INCREDIBLE JOB INTERACTING WITH AND CONNECTING TO THE STUDENTS AND COMMUNITY OF KENMARE AND THE SURROUNDING TOWNS. THEIR PRESENTATION TO OUR MIDDLE SCHOOL AND HIGH SCHOOL STUDENTS WAS SO ENGAGING THAT YOU COULD LITERALLY HEAR A PIN DROP. THE WAY THEY DREW EVERYBODY IN THROUGH STORIES AND VIDEO PRESENTATIONS KEPT EVERYONE ATTENTIVE. I HAD THE PRIVILEGE OF BEING ABLE TO SPEND TIME WITH THE TEAM BEFORE AND AFTER THE PRESENTATIONS. IT WAS EVIDENT THAT THEIR MISSION AND PURPOSE IN TRYING TO BRING AN END TO HUMAN TRAFFICKING COMES FROM THEIR HEART FOR PEOPLE, ESPECIALLY THOSE WHO ARE MOST VULNERABLE IN OUR COMMUNITIES. THEY WERE A DELIGHT TO WORK WITH, AND AN INSPIRATION TO EVERYONE WHO CAME TO THE PRESENTATION TO BE A LIFELINE TO THOSE AROUND US. I HIGHLY RECOMMEND THE LIFE GUARD GROUP.”

-KRIS FAUL, KENMARE AREA MINISTERIAL ASSOCIATION PRESIDENT

“ALL EXTREMELY VALUABLE, GOOD INFORMATION FOR OUR STUDENTS. THE BIGGEST THING THAT CAME OUT OF IT WAS THE DISCUSSIONS AND COMMUNITY INVOLVEMENT CREATING OPPORTUNITIES TO KEEP OUR STUDENTS SAFE. IT WAS VALUABLE AND WE WOULD HIGHLY RECOMMEND THEM IN YOUR SCHOOL DISTRICT.”

-CHAD JOHNSON, SCHOOL SUPERINTENDENT

“I WOULD HIGHLY RECOMMEND THE LIFE GUARD GROUP FOR YOUR SCHOOL, I THINK THAT OUR KIDS DID GET A LOT OUT OF IT AND THEY WILL KNOW WHAT TO LOOK FOR IN THE FUTURE.”

-PARK HOOK, SCHOOL SUPERINTENDENT

“EVERYTHING, FROM EVERY GRADE WAS AMAZING. THE KIDS WERE ENGAGED, AND WE HAD A LOT OF KIDS COME DOWN AFTER AND ASK QUESTIONS. I WOULD RECOMMEND THIS TO ANY SCHOOL DISTRICT.”

-BRYAN KOTT, ASSISTANT PRINCIPAL

“THE LIFELINE MADE OUR STUDENTS FEEL SIGNIFICANTLY MORE PREPARED TO HANDLE DIFFICULT SITUATIONS AND ENCOURAGED THEM TO SHOW EMPATHY AND CONNECT WITH THE SPEAKERS’ MESSAGES. THE TEACHER TRAINING WAS EXCELLENT AND PROVIDED PRACTICAL TOOLS THAT STAFF COULD USE RIGHT AWAY. WE ALSO RECEIVED STRONG, POSITIVE FEEDBACK FROM THE COMMUNITY. MOST IMPORTANTLY, AFTER LIFELINE’S VISIT, ONE OR MORE STUDENTS WHO ATTENDED WERE SAVED, A POWERFUL REMINDER OF THE IMPORTANCE OF THIS PROGRAM. AS A RESULT, WE ARE ALL BETTER PREPARED TO SUPPORT OUR STUDENTS AND EACH OTHER.”

-ALEX HENNIX, SCHOOL SUPERINTENDENT

FREQUENTLY ASKED QUESTIONS

Q: IS HUMAN TRAFFICKING REALLY AN ISSUE WITH TODAY'S STUDENTS?

A: According to the U.S. Department of Education, the children at risk are not just high school students—pimps or traffickers are known to prey on victims as young as 9. Traffickers may target minor victims through social media websites, telephone chat-lines, after-school programs, at shopping malls and bus depots, in clubs, or through friends or acquaintances who recruit students on school campuses.

Q: DOES THE LIFELINE PROJECT TAKE A MORAL AND/OR POLITICAL STANCE?

A: **The LifeLine Project** takes a Civil Rights Stance. It is the right of every human being to be free. Our goal is to raise an awareness and to empower students to recognize that basic human rights are being violated and they have the ability to be The LIFELINE.

Q: HOW WILL TALKING ABOUT HUMAN TRAFFICKING HELP MY STUDENTS?

A: Our research shows that students are already acutely aware of the sex industry but not from the position of its inherent dangers. We take time to focus on the effects of sex trafficking on the victim and how to avoid becoming a victim. Through video, humor and interactive dialogue students are encouraged to evaluate their surroundings, their relationships, and their acquaintances for signs of sex trafficking. They are then empowered with resources to help them effectively be The LIFELINE.

Q: WILL STUDENTS BE EXPOSED TO INAPPROPRIATE MATERIAL IN THE ASSEMBLY?

A: NO. Students will be educated in a way that does not expose them to inappropriate images or speech. Students will hear some difficult facts, see images that are related to slavery and hear from real life survivors of human trafficking. The LIFELINE Assemblies are designed to be culturally relevant and sensitive. It is our hope that each student leaves the assembly feeling compelled to be The LIFELINE to combat this horrific tragedy facing America and the world.

THE URGENT NEED

Child trafficking remains a serious threat in communities across America. Here are some sobering realities:

- 1 in 7 of the more than 32,000 missing children reported to the National Center for Missing & Exploited Children (NCMEC) in 2025 were likely victims of child sex trafficking.
- Worldwide, children now represent 38% of all detected trafficking victims.
- The average age a child enters sex trafficking in the U.S. is 12–14 years old for girls and often younger for boys.
- Most victims are manipulated, groomed, or coerced – frequently by someone they know.

Common pathways include:

- Runaways or thrown-away youth
- Online grooming and manipulation
- Coercion or force
- Exploitation by family members or acquaintances

The LifeLine Project exists to bring awareness, prevention education, and hope directly into schools – equipping students, staff, and families with the knowledge and tools to stay safe.

Statistics: National Center for Missing & Exploited Children (NCMEC) 2025 and UNODC Global Report on Trafficking in Persons 2024

WHY SCHOOLS CHOOSE THE LIFELINE PROJECT

- Interactive, age-appropriate assemblies and workshops
- Fully customizable to fit your schedule and needs
- Focuses on prevention, awareness, and empowerment
- Delivered by trained, engaging presenters
- Proven to increase student knowledge and confidence

The LifeLine Project equips students with practical tools to recognize grooming, stay safe online, and make empowered choices – while giving educators and families a clear path forward.

Ready to protect and empower your students?

Contact us today to schedule **The LifeLine Project** at your school.