

Project iGuardian®

FY 24 Annual Report

(October 2023 - September 2024)



HSI

PROJECT
iGUARDIAN®

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Background

Project iGuardian®, led by Homeland Security Investigations (HSI), is the official in-person educational program of the Know2Protect® campaign. Project iGuardian offers in-person presentations designed to inform children, teens, parents, and trusted adults on the threat of online child sexual exploitation and abuse (CSEA), how to implement preventive strategies, and how to report suspected abuse to law enforcement.

At the start of fiscal year 2024 (FY 24), and to coincide with the creation of Know2Protect, HSI launched a revamped Project iGuardian to include new characters and promotional materials; compelling, relevant content driven by HSI subject matter experts; and audience-specific presentations to counter the threat of online CSEA. The new iGuardian content relies *exclusively* on HSI subject matter expertise and its law enforcement perspective and authorities that have led to successful investigations and criminal prosecutions. HSI special agents and other subject matter experts deliver iGuardian presentations to schools, parent and community groups, corporations, and nonprofit organizations that want to learn more and join the fight against online CSEA. The iGuardian presentations highlight local and national HSI-led cases and underscore its victim assisting, trauma-informed approach. Project iGuardian has been an instrumental tool in the fight against online CSEA. Project iGuardian’s FY 24 impact is highlighted in this report.



iGuardian presentation to Boy Scouts of America, Middle Tennessee Chapter

Project iGuardian Results

Reaching Our Audiences FY 24

1.1K	122K	400+	77
Total number of presentations	Total number of people reached	Agents trained since FY 24	Total number of investigative leads

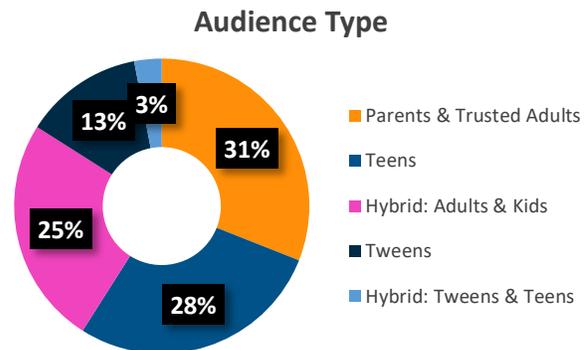
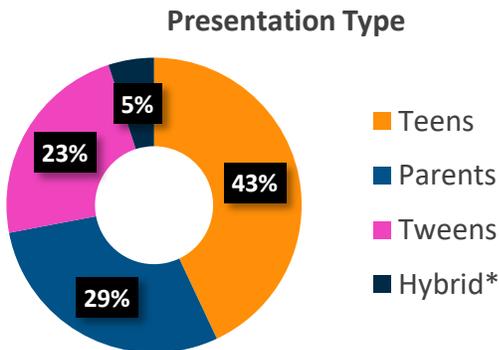
Since the beginning of FY 24, HSI has trained and equipped over 400 iGuardian presenters with the knowledge and tools to deliver effective presentations. The presenters' dedication and commitment led to massive outreach and education around internet safety and how to prevent crimes of exploitation from happening to kids. To reach people where they are, Project iGuardian was delivered at places such as schools, summer camps and other youth-serving organizations, churches, law enforcement organizations, educational associations, and workplaces across the country. Project iGuardian also gained international traction, with presentations given in English and Spanish at schools and government agencies, reaching audiences in Türkiye, Ecuador, Mexico, and Canada. Because of these efforts, **iGuardian presenters delivered over 1,100 presentations and staffed over 100 outreach events, reaching over 122,000 people in FY 24.**



Conducting these presentations takes dedication and an investment of time to share life-saving information with the public. **As a result, iGuardian presenters dedicated approximately 1,300 hours presenting Project iGuardian and traveled 86,865 miles to reach audiences of all ages — the equivalent of traveling nearly 3.5 times around the earth.** Presenters conducted 97% of their presentations in person and 3% virtually.

The most requested presentation in FY 24 was the Teen presentation.

Audiences have consisted of:



*Includes a combination of Parents, Teens and Tweens

Events and Partner Outreach

Project iGuardian expanded Know2Protect’s footprint by participating in outreach events and delivering prevention and awareness messaging to signed partners of the campaign. Know2Protect partners provided a great opportunity for iGuardian presenters to connect with kids and families in trusted spaces, such as sporting events and community conferences.



Dallas Crimes Against Children Conference



JFK Airport



National PAL Conference



IACLEA Conference



Scouting America “Adventure Weekend”



NASCAR Talladega Race



Boy Scouts of America, Middle Tennessee Chapter



NASCAR Talladega Race



NFL Flag Football Championship

Project iGuardian had booths or conducted presentations at the following events and venues:

- Dallas Crimes Against Children Conference
- JFK Airport
- NASCAR Talladega Race*
- National Asian Police Officer Association Conference
- National Football League Flag Football Championship*
- National Police Athletic League (National PAL) Conference*
- National PAL Youth Leadership Summit*
- New Orleans International Association of Campus Law Enforcement Administrators (IACLEA) Conference*
- Scouting America “Adventure Weekend” in California*

**Signed Know2Protect Campaign partners.*

Building Awareness Through Concentrated Branding

To spread awareness about Project iGuardian and the Know2Protect campaign, HSI created and printed 375,000 new, branded promotional items, including phone pop sockets, laptop camera covers, English and Spanish iGuardian character trading cards, and Top 5 Tips2Protect magnets and stickers featuring iGuardian characters. These leave-behind items, otherwise known as iGuardian Swag, promote iGuardian presentation learning objectives and serve as powerful digital safety reminders. In FY 24, the laptop camera covers were the most popular item, as parents and kids saw the importance of ensuring privacy by covering their webcams.



Know2Protect Sub-Campaigns

Along with ad hoc presentations and outreach events, Project iGuardian proactively scheduled presentations to tailored audiences during two Know2Protect sub-campaigns in FY 24, #DigitalBoundaries and #Back2School.

#DIGITALBOUNDARIES

Background: In June 2024, the Know2Protect campaign launched the #DigitalBoundaries sub-campaign to educate parents and trusted adults on safe internet usage habits while children were out of school for the summer. All iGuardian presenters were encouraged to proactively schedule iGuardian presentations in venues outside of school, such as summer camps, museums, libraries, and other community venues.

#DigitalBoundaries Resources

The resource cards provide detailed information for parents and teens. The 'TIPS2IDENTIFY FAKE PROFILES' card includes a checklist of red flags for identifying fake profiles, such as unclear or blurred profile pictures, limited location features, and inconsistent information.

#DigitalBoundaries Social Creative

The social creative cards feature compelling graphics and messages. The 'It's ESSENTIAL' card uses a large, bold font to emphasize the importance of open communication with children about digital safety.

Impact: During the #DigitalBoundaries sub-campaign, special agents conducted 64 presentations, 14 of which took place at summer camps.

#BACK2SCHOOL

Background: Know2Protect launched a #Back2School sub-campaign that ran from mid-August through the end of September to help teachers and other school staff understand the dangers of online CSEA and how they can help students avoid online dangers. All iGuardian presenters were encouraged to schedule presentations at schools and after-school programs. Internally, Know2Protect hosted a #Back2School competition to motivate iGuardian presenters to increase their outreach. The top presenter domestically and internationally with the most presentations received their likeness turned into an iGuardian caricature.

#Back2School Resources



#Back2School Social Creative



Impact: During the #Back2School sub-campaign, special agents conducted 214 presentations. HSI Dallas led the #Back2School competition with 66 presentations domestically, and HSI Quito (Ecuador) had the most presentations from an international attaché office during this period with five presentations.

Local Media Coverage for Project iGuardian

Chicago Media Day



[FOX32 Story](#)



[abc7 Story](#)



[Daily Herald Story](#)

Project iGuardian Impact

Victim Disclosures and Investigative Leads

Project iGuardian presentations are having a real impact on HSI investigations. In FY 24, Project iGuardian presentations generated approximately 75 victim disclosures and approximately 77 investigative leads.

Empowering People to Act

One of the key opportunities to measure the impact of our iGuardian presentations is through post-presentation surveys. In FY 24, a total of 650 audience members took optional surveys and provided invaluable feedback on their experiences. After hearing the presentation, 94% of people felt empowered to act, while 99% of survey takers said they would recommend others attend an iGuardian presentation. Additionally, 85% of audiences indicated that their presenter's level of engagement was outstanding, which means that overall, HSI special agents are doing a great job engaging audiences on a difficult but important topic.

Below are some of the highlights and feedback from presentation attendees:



Since the Know2Protect campaign launched in April 2024, there have been 110 email requests for Project iGuardian presentations to the iGuardian.HQ@hsi.dhs.gov inbox promoted on Know2Protect.gov's Training page, which only account for 8% of all presentations. All other presentation requests happen at the field level, which shows how well the field communicates Project iGuardian's importance in their communities.