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SAO4 PARTNERS WITH HERE TOMORROW TO LAUNCH SEXTORTION CRISIS LINE

State Attorney Melissa Nelson is proud to announce the official launch of Here Tomorrow's sextortion crisis hotline in partnership with the State Attorney's Office (SAO4) Sextortion Initiative. As an extension of its current crisis suicide hotline (904-222-6988), Here Tomorrow staff and volunteers are now trained on how to respond to victims of sextortion and provide resources to help in moments of crisis. The crisis line marks an important milestone in the SAO4 Sextortion Initiative, moving from awareness to prevention and protection with the help of a trusted community partner.

Here Tomorrow is a nonprofit organization dedicated to transforming lives by building a community where suicide prevention is accessible without barriers. Since opening in 2021, its Certified Suicide Prevention Specialists have supported more than 5,000 people in crisis at no cost and with no wait. Services are available 365 days a year for individuals and families seeking support.

"This important partnership is an opportunity to immediately address the critical emotional consequences of sextortion alongside the criminal justice response," said Terrie Andrews, Here Tomorrow President and CEO. "No person or child should have to navigate this exploitative and traumatic experience alone, and we are grateful to the State Attorney's Office and their leadership on this initiative."

In 2025, the National Center for Missing and Exploited Children (NCMEC) received about 137 reports of financial sextortion a day. These numbers have climbed exponentially since NCMEC began tracking sextortion in 2022. NCMEC is aware of at least three dozen American teenage boys who took their lives as a result of being sextorted. Expert Paul Raffile, a member of the SAO4 Sextortion Initiative, estimates the number is underreported.

"When I first learned about sextortion and the criminal masterminds behind many of the schemes, I knew we had to take action," said State Attorney Melissa Nelson. "We cannot sit on our hands hoping to one

day prosecute scammers, and pray our children survive those trying to exploit them. Awareness, prevention, and protection are key."

Formed in spring 2025, the SAO4 Sextortion Initiative combines the strengths and knowledge of law enforcement, experts, and nonprofits to tackle this rising issue. The office's Sextortion Initiative is focused on the crime of financial sextortion, defined by the Department of Homeland Security as "when a predator demands money or gift cards in exchange for keeping the victim's sexual content private." Coercion, manipulation, and urgency are all a part of typical sextortion schemes by criminals targeting American youth, particularly teenage boys. Among adolescent cases, student athletes are often targeted.

In coordination with the launch of the crisis line, Here Tomorrow and the State Attorney's Office have published webpages on sextortion with resources and guides on how to react if you or your child becomes a victim. You can find those resources on Here Tomorrow's sextortion webpage and SAO4's sextortion webpage.

Since 2024, Here Tomorrow and the Jacksonville Jaguars have partnered together on raising awareness about suicide prevention. The organization has increased its support of the nonprofit, and today announced a $10,000 donation to aid in funding the crisis line. You will also find Here Tomorrow signage with the crisis line phone number and information throughout EverBank Stadium.

"The Jaguars Foundation is proud to support Here Tomorrow with a monetary donation as they launch a critical sextortion crisis hotline and strengthen training for their team," said Jaguars Senior Vice President and Chief Community Impact Officer Whitney Meyer. "We have long championed suicide-prevention efforts and broader anti-trafficking initiatives at Jacksonville's sports venues and across the city. This contribution brings these commitments together by strengthening the safety resources our community needs as new threats emerge."

As criminals target American teens, our collective efforts will do the same in hopes to spread the message that victims of sextortion are victims of crime. You deserve to be here tomorrow and there are resources to help.