

# Montana Meth Project - Fentanyl Prevention, Education, and Outreach - Lake County metro

---

## *2025 Montana Opioid Abatement Trust Grants*

### ***Montana Meth Project***

---

Amy Rue  
P.O. Box 8944  
Missoula, MT 59807

arue@montanameth.org  
O: 406-370-6116  
M: 406-370-6116

### ***Amy Rue***

---

P.O. Box 8944  
Missoula, MT 59807

arue@montanameth.org  
O: 406-370-6116  
M: 406-370-6116

# Application Form

---

## *Region Selection*

---

To collaborate with someone else on this request, click the blue "Collaborate" button in the top-right corner.

### **Project Name\***

Montana Meth Project - Fentanyl Prevention, Education, and Outreach - Lake County metro

**You may only select one Abatement Region, if you are applying for funding from more than one region you will need to fill out and submit a separate application for each region.**

### **Select Multi County Abatement Region OR Metro Region\***

Select the Multi-County Abatement Region **OR** the Metro Region you are requesting grant funds from. Click [HERE](#) for a detailed map of Multi-County Regions and Metro Regions.

Lake County Metro Region

## *Application Overview*

---

### **About the Organization/Program\***

Give a brief description of the Organization/Program/Project. Include the mission statement and the services provided.

At the request of the Governor, Attorney General, and Missouri River Drug Task Force, the Montana Meth Project has extended our proven prevention program to educate Montana teens about the deadly risks of Fentanyl.

There is extreme urgency to address the Fentanyl crisis. Fentanyl is considered the deadliest drug threat currently facing our country. The rise in Fentanyl-related overdoses and seizures is frightening. A May 2023 study by the CDC reports the national drug overdose death rate involving Fentanyl more than tripled over the study period from 2016 to 2021.

The Meth Project is in a unique position to combat this surging threat to our state. When the Meth Project was envisioned in 2005, the state did not have a viable far-reaching program for drug prevention. The same is true today around the current Fentanyl health crisis. As the only large-scale drug prevention program in Montana with a near 20-year track record of reaching teens with effective drug prevention messaging, it is now our aim to add life-saving opioid education and outreach to our efforts.

Your support of our private sector response will be the only way to effectively educate Montanans about the risks of Fentanyl with speed and efficient use of dollars.

The Meth Project is a large-scale prevention program founded to reduce first-time teen Meth use through public service messaging and educational outreach. Known for our media campaigns that communicate the risks of Meth use including NOT EVEN ONCE and ASK ME, as well as large-scale community outreach

programs like Paint the State, our work is credited with steady declines in first-time teen Meth use, reported by the Office of Public Instruction's Montana Youth Risk Behavior Survey. Our Meth Prevention Lesson is used by students around the state and is the only Meth prevention curriculum endorsed by the national Red Ribbon Campaign. Additionally, our social and digital outreach reaches Montana teens on the platforms they most frequently use.

### What category does the program fit into\*

Check the category/categories the program fits into. You may select more than one option.

Click [HERE](#) for a list of approved opioid remediation uses

Prevention

### Exhibit E List of Opioid Remediation Uses

*Schedule A - select all that apply*

G. PREVENTION PROGRAMS

### Exhibit E List of Opioid Remediation Uses

*Schedule B - select all that apply*

G. PREVENT MISUSE OF OPIOIDS

H. PREVENT OVERDOSE DEATHS & OTHER HARMS (HARMS REDUCTION)

### How does the program meet the Opioid Remediation Guidelines\*

In detail, describe how the program fits into the approved Opioid Remediation Guidelines selected in the above question.

*Please be specific*

We request the Trust's financial support of \$35,000 (a minimal portion from each of the abatement regions) for 2025 to support these programmatic expenses. As you have recognized in your Remediation Guidelines, prevention must be an important part of curtailing the opioid epidemic. Prevention is the most cost-efficient investment to save Montana lives. For every \$1 spent on prevention, Montana saves \$7 in the downstream costs of treatment, child services, law enforcement, and incarceration.

Our tactics strategically align with your Exhibit E strategies including:

Schedule A Core Strategies

B. MEDICATION-ASSISTED TREATMENT ("MAT") DISTRIBUTION AND OTHER OPIOID-RELATED TREATMENT

2. Provide education to school-based and youth-focused programs that discourage or prevent misuse

**G. PREVENTION PROGRAMS**

1. Funding for media campaigns to prevent opioid use (similar to the FDA's "Real Cost" campaign to prevent youth from misusing tobacco)
2. Funding for evidence-based prevention programs in schools

**Schedule B Approved Uses****G. PREVENT MISUSE OF OPIOIDS**

Support efforts to discourage or prevent misuse of opioids through evidence-based or evidence-informed programs or strategies that may include, but are not limited to, the following:

1. Funding media campaigns to prevent opioid misuse.
2. Corrective advertising or affirmative public education campaigns based on evidence.
5. Funding community anti-drug coalitions that engage drug prevention efforts.
7. Engaging non-profits and faith-based communities as systems to support prevention.
8. Funding evidence-based prevention programs in schools, evidence-informed school and community education programs and campaigns for students, families, school employees, school athletic programs, parent-teacher and student associations, and others.
9. School-based or youth-focused programs or strategies that have demonstrated effectiveness in preventing drug misuse and seem likely to be effective in preventing the uptake and use of opioids

**New Program or Existing\***

Is the funding intended for a new program or to expand an existing program?

A new program for your region.

***Fiscal Information*****Requested Amount\***

\$35,000.00

**Program Budget\***

How will the funds be allocated? Attach a detailed line item budget breakdown for the program. If the funds are intended for a multi-year program please specify the amount budgeted for each year.

2025 Regional Abatement Budget - Sheet1.pdf

**Source of Funding\***

Does the program currently receive funding from another source? If yes, please explain in detail. (i.e. amount, funding source, etc.)

Grant funding is intended for the creation or expansion of opioid prevention, treatment, and recovery projects. The money is **NOT** meant to replace or supplant existing funding.

We are privately funded with charitable donations, our donors include: The Thomas and Stacey Siebel Foundation, The Dennis & Phyllis Washington Foundation, The Gianforte Family Foundation, Stockman Bank, and the Pennmont Foundation.

Pending grant requests include:

The Siebel Foundation \$500,000 (additional matching gift challenge)

Two Bear \$500,000

Neptune Aviation \$200,000

Allegiance \$150,000 (possible match CIGNA)

Otto Bremer \$100,000

Johnson Foundation of the Rockies \$100,000

Town Pump \$100,000

Gilhousen Family \$50,000

BNSF \$50,000

Poteet \$50,000

Sheehan Majestic \$50,000

O.P. and W.E. Edwards \$50,000

ALPS \$25,000

Blackfoot Communications \$25,000

## Do you have a Fiscal Agent\*

No

## Program Abstract

### Program Description\*

Describe the objectives of this project. Provide a detailed overview of the program, including its purpose, priorities & objectives, and intended results.

The Montana Meth Project can no longer ignore the rise of Fentanyl. Along with our partners, we recognize that there is an urgent need to educate Montana teens about the risks of this fatal drug. Just 2 mg of Fentanyl, a minuscule amount that fits on the tip of a pencil, is a lethal dose. The teens who have died from Fentanyl are primarily caught unaware, with Fentanyl laced in a “prescribed medication” and other opioids such as a “Xanax,” “Percocet,” or “Adderall” or laced in substances like marijuana, ecstasy, or Meth.

The Meth Project is ideally suited to reach Montana teens with this life-saving, urgent message. We are the only organization that can partner with the entire state and all constituents to broadcast the risks of Fentanyl with one coordinated authoritative voice. By coming together to unite in this Fentanyl prevention proposal, we are suggesting a cost-effective, cohesive program that maximizes the Trust's dollars in a proven model with an already engaged and growing audience.

The Trust will leverage the Meth Project's near 20-year investment in research and deployment of drug prevention programming, which has resulted in a 78% reduction in first-time teen Meth use. The state benefits immediately, saving years and millions of dollars in prevention program materials, brand development, and public rollout.

OUR STRATEGY:

With the addition of Fentanyl education, we plan to leverage our proven programs and far-reaching platforms to reach Montana teens with this urgent message. Coming off the success of Paint the State and the renewed community engagement the program produced, we will merge in-person outreach with optimized social and digital strategies to extend and strengthen our reach in each region and reservation of Montana.

**NOT EVEN ONCE CHAMPIONS:** Recruit and train passionate Paint the State participants and other Montanans to amplify the “Fentanyl: Not Even Once” and “One Pill Can Kill” messages in their communities.

**EXPAND EDUCATION:** Bolster the Fentanyl Prevention Lesson with our existing curriculum that addresses the risks of the illicit opioid. Funding will support vital school and teacher outreach and training to distribute the new lesson to all Montana schools. We will engage our Champions to sign up middle school and high school classes as well as youth-serving (faith-based and nonprofit) groups in their region to utilize the new Fentanyl Prevention Lesson.

**TEEN OUTREACH:** Add a Speak Up section to the Fentanyl Prevention Lesson to incentivize students to design a digital or public work of art for their community that expresses the risks of Meth and Fentanyl. Not Even Once Champions will help lead this effort in their communities.

**SOCIAL ENGAGEMENT:** Maintain and grow our social (currently at 225,000+ followers across social channels) and digital presence including our Google Ad Grant, valued at \$100,000 each year, to compete in the crowded marketplace. Reach new users seeking our message.

## Specific Goals\*

What are the specific goals of the program? List several goals the program hopes to accomplish and how the program intends to meet these goals.

With your partnership, our program's number one goal this year is to launch widespread Fentanyl prevention messaging to our state's teen population. To do so, we will employ the following tactics with measurable deliverables:

- **DEPLOY** Not Even Once Champions in key regions in the state to engage students in the use of the new Fentanyl Prevention Lesson and spread the “Not Even Once” and “One Pill Can Kill” messages in their communities.

Measurable deliverable: The Not Even Once Champions will track the number of people engaged within their communities.

- **PROMOTE** the new Fentanyl Prevention Lesson that addresses the risks of the opioid and begin introducing to classes and organizations.

Measurable deliverable: We will track usage analytics of the Prevention Lesson with a website form required for downloading the lesson. A before and after survey will show the perceived risk at both benchmarks.

- **EXPAND** teen outreach with a Speak Up section in the Prevention Lesson that challenges students to design a digital or public work art for their community that expresses the risks of Fentanyl.

Measurable deliverable: We will track the number of people participating in the Speak Up effort and the number of works of art created.

- **GROW** our social and digital presence including our Google Ad Grant, valued at \$100,000 each year, to compete in the crowded teen marketplace and reach new users with our Fentanyl prevention messaging. Your partnership will support staff and consultant time to create and post social media content across

channels about the risks of Fentanyl, reaching our audience of 225K+ (and growing), as well as ongoing public relations and marketing efforts to announce the new addition to our educational offerings.

Measurable deliverable: We review the analytics of our campaigns and earned media content on a regular basis to adjust tactics, with the goal of consistently increasing reach and engagement.

We estimate the following timeline:

- SUMMER 2025: Secure funding. Finalize planning. Recruit Not Even Once Champions.
- FALL 2025: Promote new Fentanyl Prevention Lesson. Train Not Even Once Champions. Launch and Complete Red Ribbon Week Contest.
- WINTER 2025 / SPRING 2026: Fentanyl Prevention Lesson Art Contest. Outreach efforts to schools, teachers, and teens. Social media and digital campaign deployment.

## Evaluation Method\*

Describe how you plan to evaluate the effectiveness of the program and what the method for evaluation will be.

EDUCATION EXPANSION: We will track usage analytics of the Prevention Lesson with a website form required for downloading the lesson.

NOT EVEN ONCE CHAMPIONS AND TEEN OUTREACH: The Not Even Once Champions will track the number of people engaged with in their communities as well as artwork creation in their regions.

SOCIAL ENGAGEMENT: For social media and digital tactics, we will continue to track:

Social Engagement:

Earned/Owned/Shared online Impressions

Growing our "Share of Voice"

Gaining Likes/Followers

Increase Video Views

Monitoring Audience Behavior & Sentiment

Digital Ads:

Driving Website Traffic

Online Consumption Habits and engagement

Traditional (Billboard and Original Artworks):

Increasing Brand Awareness

NOTE: Currently, we are serving nearly ½ BILLION impressions per year, according to billboard company Yesco, and will add the risks of Fentanyl to our already robust audience.

## Data Source\*

What information are you going to collect or use to demonstrate you have accomplished your goals?

As the leading drug prevention nonprofit in Montana with an established and engaged audience, the Montana Meth Project is uniquely positioned to deliver this cohesive Fentanyl prevention message statewide.

With a network of over 225,000 active followers across social and digital platforms, we will place targeted content in your region at a frequency of 3-5 times per week. Our robust reporting will provide you with detailed insights into engagement, reach, demographics, and other key metrics, ensuring that your investment is optimized and impactful.

### Media Placement and Resources for Each Participating Region Includes:

- Google users in your region will be served targeted Google ads directing them to Fentanyl Facts and resources at MontanaMeth.org.
- We will serve Social Media Highlights to existing page audience of leaned-in fans (followers) and users across digital networks (LinkedIn, Twitter, Instagram/Facebook) in your individual region.
- Social (Facebook/Instagram) and digital amplification across audience demographics:  
Our geo-targeted approach will saturate your entire region and ensure retention / recall to drive awareness specific to the Meth Project's Fentanyl and Opioid resources.

### Metrics & Key Performance Indicators:

- We will report location-specific engagement and sentiment surrounding digital placements, views, comments, shares, likes, etc.
- We will provide additional insights to inform you of engagement with overall Fentanyl-related content at MontanaMeth.org, including the Fentanyl Prevention Lesson, Fentanyl Fact videos, and additional resources.

## Awareness\*

How do you plan to create awareness of this program? Briefly describe what action the program plans to take to create awareness in the community.

Awareness of our Fentanyl Prevention work will be created through the following measures:

- Not Even Once Champion deployment in key areas of Montana as previously mentioned.
- Media relations efforts to inform the Montana public about the new Fentanyl prevention program. We have strong media relations expertise. For example, our Paint the State 2023 media relations efforts produced 102 news stories by local, statewide, and national news aggregators.
- Direct outreach with Montana school teachers and principals informing them of the new Fentanyl Prevention Lesson through email announcements and Office of Public Instruction newsletters. We maintain close connections with Montana public and private schools as well as OPI to inform them about key initiatives.
- Direct outreach with Montana home-school organizations. We also maintain partnerships with the Montana home-school community.
- Direct outreach with youth-serving organizations and faith-based groups who serve teens. We preserve partnerships with these organizations across the state.
- Social and digital media campaigns with Fentanyl prevention messaging. We are experts at social media outreach. During Paint the State 2023, our organic and paid social media strategies reached 700,000 Montanans on social media platforms.

Partnerships are vital to the work of the Montana Meth Project. In order to effectively reach Montana teens with our Fentanyl prevention education and outreach, we will continue to work with the following organizations to expand outreach activities:

Montana Office of Public Instruction



Montana's OPI Indian Education for All program  
Montana Federation of Public Employees (state teacher's union)  
Montana public school superintendents  
Montana private schools  
Montana Coalition of Home Educators  
Montana Homeschool Association  
Montana 4-H program and individual clubs  
Boys & Girls Clubs  
Teen Challenge  
Department of Public Health and Human Services  
Indian Health Services  
Tribal Health Services on each of the 7 reservations  
Recovery centers including Spotted Bull Resource and Recovery Center  
Montana Office of Indian Affairs Director Misty Kuhl  
Montana Governor's Office  
Montana Attorney General's Office  
Missouri River Drug Task Force  
Rocky Mountain High Impact Drug Trafficking Area, facilitating cooperation and coordination among federal, state, local, and Tribal law enforcement agencies  
Montana's Sheriffs and Peace Officers Association  
Montana Drug Courts

## *Additional Documents*

---

### **Tax Exempt Organization\***

By clicking this box you are confirming the applying organization is a tax exempt organization.

Yes

### **Tax Exempt Determination Letter\***

Please upload a copy of the Organization 501(C)(3) Tax Exempt Determination Letter.

IRS Determination.pdf

**Use this section to upload or explain any additional information regarding the program/organization. ie. a detailed budget projection, program/organization history, etc.**

### **Upload #1**

MethProject\_PaintTheState2023\_Report (1).pdf

### **Upload #2**

Meth Prevention Lesson PDF.pdf

### Upload #3

Ask Me Campaign PDF.pdf

### Additional Information

## File Attachment Summary

---

### *Applicant File Uploads*

- 2025 Regional Abatement Budget - Sheet1.pdf
- IRS Determination.pdf
- MethProject\_PaintTheState2023\_Report (1).pdf
- Meth Prevention Lesson PDF.pdf
- Ask Me Campaign PDF.pdf

| 2025 Regional Abatement Budget        |                    |
|---------------------------------------|--------------------|
|                                       |                    |
| Category                              |                    |
|                                       |                    |
| Media Production (Lesson)             | \$4,930.00         |
| Media Placement (Lesson)              | \$18,270.00        |
| New Digital Teasers                   | \$1,200.00         |
| Website Tracking/Analytics            | \$720.00           |
| School/Student Outreach               | \$3,250.00         |
| Teacher Communication and Support     | \$3,100.00         |
| Collateral/Printing                   | \$850.00           |
| Travel                                | \$380.00           |
|                                       |                    |
| Outreach Coordinator (pro rata share) | \$2,300.00         |
|                                       |                    |
|                                       |                    |
| <b>Pro-Rata Share for Region</b>      | <b>\$35,000.00</b> |

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **NOV 08 2007**

MONTANA METH PROJECT  
PO BOX 8944  
MISSOULA, MT 59807

Employer Identification Number:  
20-8367511

DLN:

17053262042037

Contact Person:

EDWARD S SCHLAACK

ID# 31536

Contact Telephone Number:

(877) 829-5500

Accounting Period Ending:

December 31

Public Charity Status:

170(b)(1)(A)(vi)

Form 990 Required:

Yes

Effective Date of Exemption:

January 26, 2007

Contribution Deductibility:

Yes

Advance Ruling Ending Date:

December 31, 2011

Addendum Applies:

No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. During your advance ruling period, you will be treated as a public charity. Your advance ruling period begins with the effective date of your exemption and ends with advance ruling ending date shown in the heading of the letter.

Shortly before the end of your advance ruling period, we will send you Form 8734, Support Schedule for Advance Ruling Period. You will have 90 days after the end of your advance ruling period to return the completed form. We will then notify you, in writing, about your public charity status.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Letter 1045 (DO/CG)

MONTANA METH PROJECT

We have sent a copy of this letter to your representative as indicated in your power of attorney.

Sincerely,

A handwritten signature in cursive script, appearing to read "Robert Choi".

Robert Choi  
Director, Exempt Organizations  
Rulings and Agreements

Enclosures: Publication 4221-PC  
Statute Extension



Paint The State 2023 brought in-person drug prevention back to Montana, engaged a new generation of Montanans in the work of the Montana Meth Project, amplified the visibility of the program among social and digital audiences, and inspired the creation of vibrant Not Even Once art pieces across the state – delivering 33 million impressions monthly to Montanans as they travel the state.

## INSPIRING NOT EVEN ONCE CHAMPIONS

### Bringing Together Teens and Adults

For the first time, Paint the State invited both teen and adult artists to participate in the contest. A total of 178 teen artists participated, and 130 adult artists rose to the challenge. Combined, the two divisions created 123 Paint the State art entries, completed by individual artists as well as school and youth groups, families, and recovery groups.

Nearly 5,000 business and property owners, family members, and others were directly involved in supporting Paint the State projects by offering locations, donating materials, and supplying meals and moral support – demonstrating the spirit of our communities and a shared vision for creating a healthier, safer Montana.

### Engaging Indigenous Artists from All Montana Reservations

Paint the State 2023 made large strides in engaging our indigenous neighbors. Fifty-six indigenous artists created 25 entries across Montana's seven reservations. The passion of these participants in spreading the Not Even Once message in their communities is strongly evident in their artwork and stories.



*"I hope to bring awareness to people in the community that we can live drug free, and we can encourage the next generation to be drug free."*

– Louis Still Smoking, Browning



*"I am passionately against drug use, and I believe that boxing is a metaphor for the fight needed by all to protect their inner light from the danger, trauma, and community damage caused by Meth use."*

– Angela Haffey, Anaconda



*"My mother was a drug addict and in and out of jail for the majority of my life, so the depiction of a mother becoming a monster really speaks to me. I hope this sends a powerful message to people about the effects of drug abuse on individuals and families."*

– Maddy Young, Lima

# ENGAGING EVERY CORNER OF THE STATE

## During the contest, we...

### Harnessed and Grew Our Social Media Following

Organic and paid social media paid strategies resulted in:

- 700,000 Montanans reached with Paint the State messaging
- 34% increase in Instagram followers expanding our teen audience

### Drove Online Engagement

Online voting for the People's Choice Awards drove program engagement to new heights across a broader audience, despite the need to mitigate some challenges with bot voting, and resulted in:

- 70,000 unique visitors to PaintTheState.org
- 108,000 votes cast

### Shared Stories on Local News

Scaleable public relations efforts resulted in:

- 102 news stories by local, statewide, and national news aggregators
- 693 million news outlet visits

## Creating a lasting impact...

### Displaying 33 Million Monthly Impressions\*

The new monument-sized pieces of art across the state are the most cost-effective billboards in our program, valued at \$2.3 million per year!

### Inspiring More Not Even Once Champions

In sharing their personal stories through Paint the State, many artists are raising their hands to share their stories beyond the program.

\*Billboard company YESCO estimate based on artwork location and traffic.

## DELIVERING A STRATEGIC PROGRAM

We built program awareness, drove participation, and sparked broad engagement through several well-executed tactics.

- **PaintTheState.org** served as a dynamic platform to provide program info, register participants, enter submissions, and display artwork and stories.
- **Direct outreach** with educators and groups engaged teachers and youth leaders to promote student participation, and **art stipends** helped lower the barrier for participation. Engagement with recovery centers and Drug Courts encouraged client participation and provided guidance and moral support throughout the process.
- **Stockman Bank** generously donated their advertising dollars to run billboards and radio spots to encourage Paint the State participation.
- **People's Choice Awards online voting** expanded program engagement with participants, their social networks and communities, and the Montana public.
- **PR-in-a-box efforts**, guiding participants on how to engage local news outlets, supplemented our PR efforts and provided cost-efficiency.
- **Artist awards** continued to be the primary driver for securing participation. After announcing the larger cash prizes, we realized a 200% increase in registrations.



– Emma Heimann, Boulder

## Thank you for supporting Paint the State 2023!



---

## METH PREVENTION LESSON



**The only Meth-prevention curriculum in the country endorsed by the national Red Ribbon Campaign.**

The Meth Prevention Lesson is a one-click video lesson hosted by top middle school science teacher Mike Crockett. The 20-minute video provides engaging educational content for middle school and high school students including;

- Dynamic animations demonstrating how Meth use affects the mind and body
- Testimonials from real-life users in recovery
- Tips on how to talk to friends and peers about Meth use



The video lesson is an easy-to-use, effective learning tool for:

- Health class units covering substance abuse and drug addiction
- Science classes exploring the effects of chemicals on the body
- All classrooms, including online classes and homeschooling
- Red Ribbon Week curriculum

Supplemental independent study assignments are available to reinforce curriculum and dive deeper into the effects of Meth use and peer advocacy.

Through social media, digital and TV ads, and billboards, the campaign reached people in every Montana community, growing awareness of the life-shattering risks of drug use and stimulating peer-to-peer conversation.

