

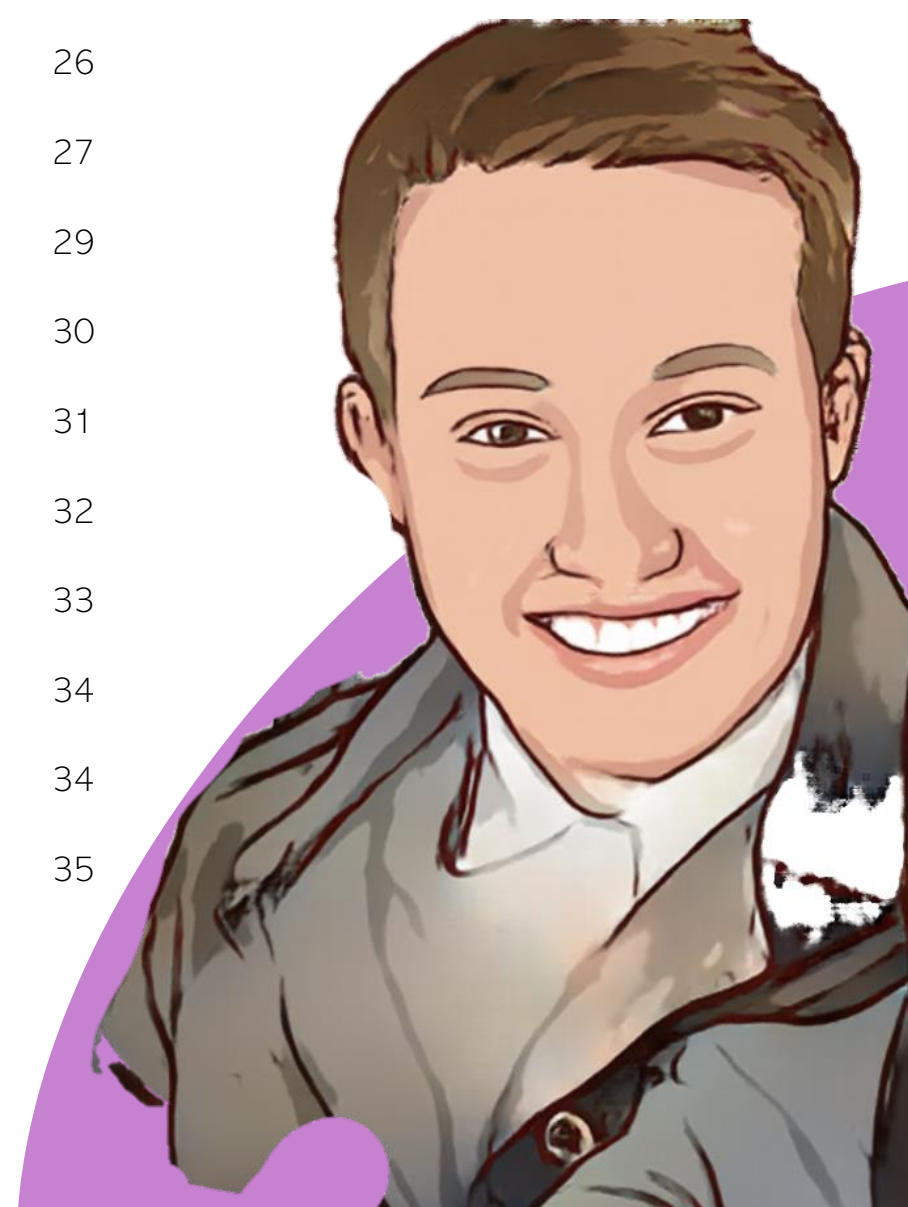


Ripple[®]

The Annual Report 2021

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“There are 1.2 million internet searches for ways to take your own life every month”

Suicide Forum

Introduction

When I publicly launched R;pple in December 2020, I was a one person team with a big idea: to bring free digital intervention via a range of mental health support options to anyone in who is struggling to cope. Since then, we've swiftly grown to become an essential 24/7 mental health support signposting service.

We offer a secure and free platform for confidential signposting support following a harmful online search. Our innovative technology has provided positive early intervention for many, taking the pressure off other services and in some cases de-escalating suicide risk. A large percentage of these redirections have taken place in the time of Covid-19, and it is clear that the pandemic and its aftermath have had a huge impact on mental health that's likely to be enduring, particularly for the younger generation.

This report looks into what we've uncovered and learnt during our year in operation. We take into account data insights from analysis of our anonymised dataset, as well as stories and feedback from our users themselves, who have found the courage to take a positive step forward and utilise R;pple for support.

As we make progress, we're looking to use our data driven analysis and clinical expertise to keep improving the R;pple technology offering to reach new audiences.

In addition, we will seek to develop new, pioneering products and services that meet underserved needs and improve the mental health of the population, through the power of technology.

Alice Hendy

Alice Hendy
CEO & Founder at R;pple Suicide Prevention



Who we are

The Why

Alice Hendy lost her only sibling, her brother Josh, on 25th November 2020 to suicide at 21 years old.

Josh had been researching techniques to take his own life via harmful internet searches. The content available online following a search of this nature currently provides mental health support in one format; a helpline.

To ensure more help and support is given to individuals searching for harmful content online, Alice set up R;pple Suicide Prevention, which became a charitable organisation on 4th May 2021.

The What

R;pple is an online interceptive tool designed to ensure more help and support is provided to individuals who are conducting searches relating to self-harm or suicide.

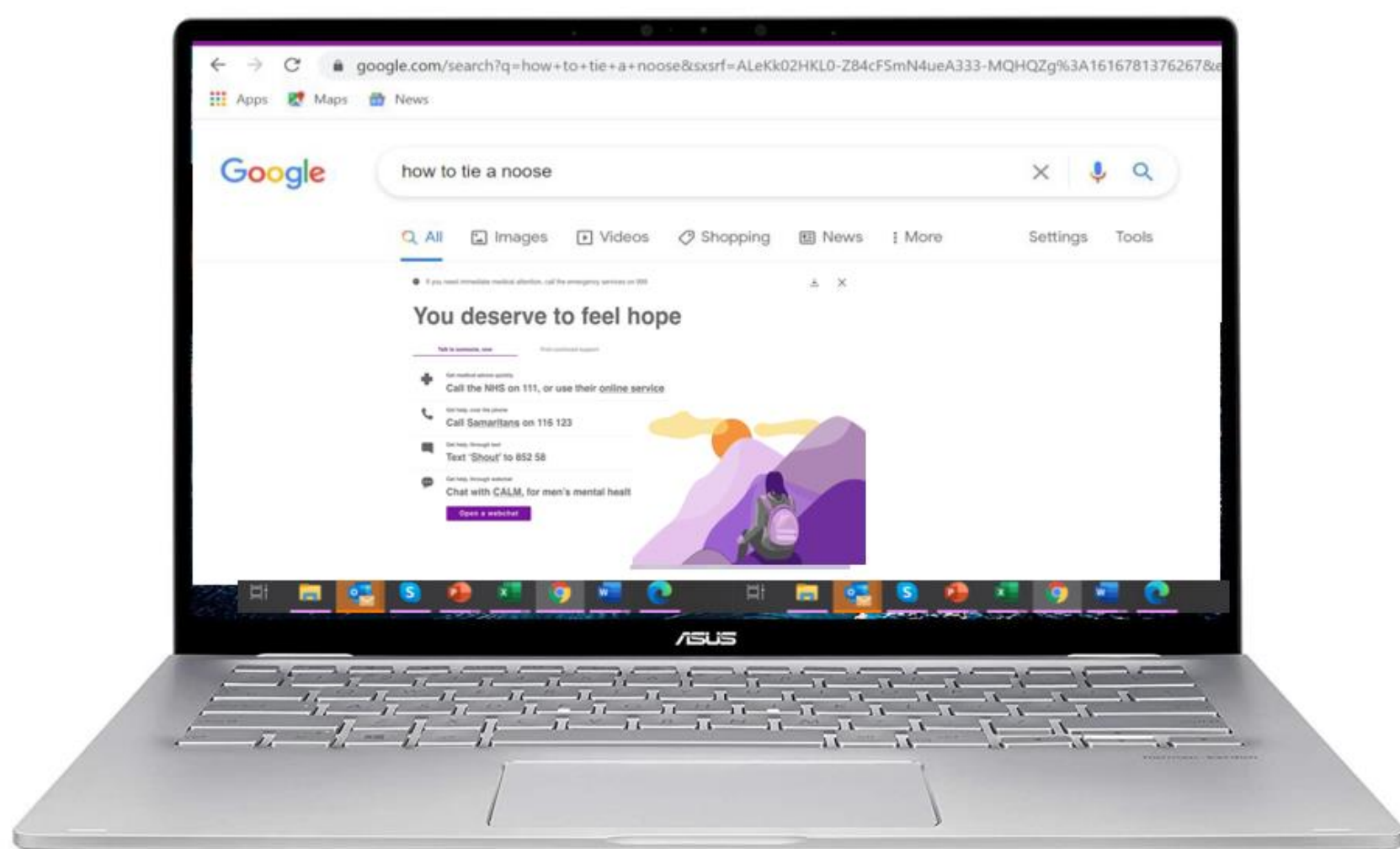
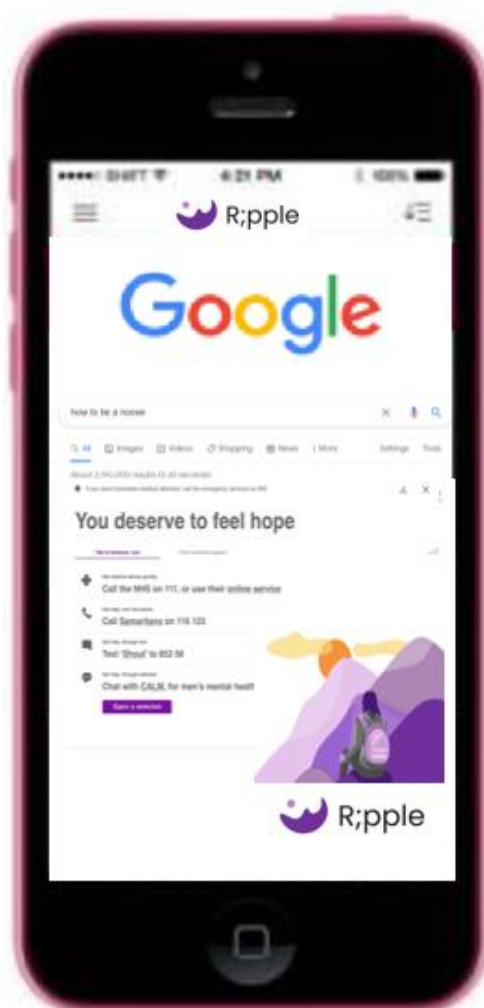
R;pple provides an immediate, vibrant display on a user's device once they have been flagged as searching for online content relating to self-harm or suicide, and consists of a message of hope as well as a selection of mental health resources in a range of different communicative options (call, text, webchat) from free, established and 24/7 charity services.

The How

The aim is for R;pple to be reactive as opposed to proactive. As a result, a phased approach to roll out R;pple across a wide range of platforms and infrastructures is present. The R;pple tool will be available in the following stages:

- A Browser Extension
- Wi-Fi Integration
- Internet Service Provider offerings
- Forceful manufacturer download

Our Product



A stylized illustration of a person's face, showing the eye, nose, and mouth, with a slight smile. The person has short, dark hair and is wearing a dark, patterned garment.

Our Values

We're not afraid to speak up

We know what needs to change because people tell us. If they raise their voices, so do we.

We're optimistic

Things get tough, but we never forget to celebrate progress and never stop looking for practical ways to make things better.

Kindness is our strength

Everything we do, we do with love, care and compassion.

Public Benefit

There is an inherent public benefit in the prevention of suicide and promoting a richer, better informed, empowering conversation around mental health.

The trustees have referred to the Charity Commission's general guidance on public benefit when reviewing the charity's objectives and activities and when planning for future activities. The trustees have given due consideration to the Charity Commission's published guidance on the Public Benefit requirement under the Charities Act 2011.

Governance

R;pple is governed by a board of Trustees each of whom have been personally touched by suicide.

The board of Trustees is responsible for our governance and the strategic direction of the charity as well as supporting the Chief Executive in delivering on our key priorities.

This year, our Trustees have devoted their passion, skills, commitment and time to prevent suicide. They share a clear determination to give people hope and prevent other families going through the heartache that many of them have experienced by working tirelessly to share the R;pple message and helping to change behaviours across communities.

Together they are helping to save lives.



What a great tool. If it helps just one person change their mind in their darkest hour, then it has worked.

– R;pple supporter



Charitable Objectives



Maximise the number of educational sector organisations, businesses and parents who pro-actively install the R;pple tool on their laptop/desktop.



Maximise the number of people who utilise free, 24/7 mental health support services at a time when they are most vulnerable.



To hold tech giants and social media companies to account when allowing harmful online content to appear on their platforms.



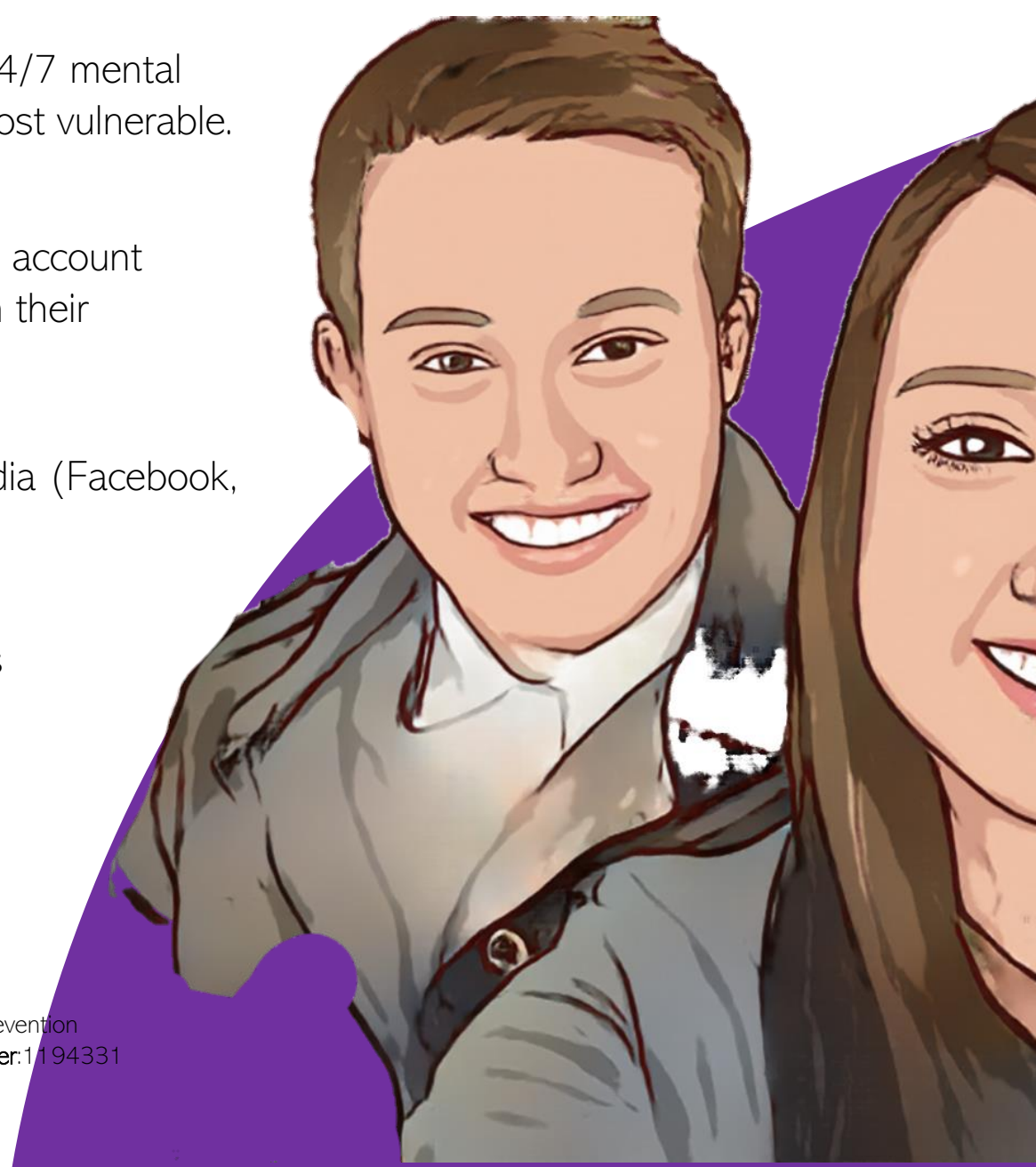
Maximise the engagement of R;pple on Social Media (Facebook, Twitter, Instagram, LinkedIn)



Raise awareness of mental health support services



Reduce stigma surrounding the topic of mental health



Our Strategy

Since we launched, there have been huge changes in the world of mental health. The pressures people face have changed; awareness of the issues has grown but social stigma and misconceptions remain; and although the prevalence of mental health problems has increased, accessing services is as hard as ever.

R;pple has also grown. We're a bigger, braver, more confident charity. We have a decisive view from a detailed strategic review of what needs to change and the role we can play in making that change.

Our strategy was developed alongside a range of mental health charities. It reflects these changing and uncertain times, as we continue to endure the impact of the coronavirus pandemic on top of the crisis in people's mental health that was already present. We have:



A purpose: to redirect users carrying out harmful online searches to mental health support services in a way that suits them.



A vision: that no person feels alone with their mental health.



A mission: to make sure people get the mental health support they need, when they need it, no matter what.

Strategic Goals

R;pple commenced 2021 with the following strategic and operational goals:



Build awareness of suicide in the UK.



Build awareness of R;pple, the R;pple brand and its technology through increased campaign presence.



Increase service provision and support for those at highest risk of suicide through innovation and technology



Grow and operate an efficient, productive and well governed organisation



R;pple is needed more than ever 9

Imagine feeling this hopeless, this desperate, this lonely. Imagine the courage it takes to tell someone and to ask for help. Imagine the devastation when, having reached out, the support you need just isn't there.

Thousands of people living in the UK don't need to imagine – this is their reality. In the UK alone, the number of young people in particular presenting at A&E with urgent mental health needs has tripled in the last ten years. In addition, a quarter of young women have a diagnosable mental health problem and suicide is the single biggest killer of boys and young men.

And these figures do not yet factor in the devastating impact of the coronavirus pandemic and the tsunami of mental health struggles we anticipate as a result.

The crisis in people's mental health is well publicised. But behind each and every one of these statistics is a real life – a person who urgently needs help. Far, far too often, these people are simply not getting that help. And for many, it is already too late.

Through R;pple, we are changing this.

“ Just wanted to say what an amazing project this is. My daughter took an overdose last year but thankfully is still here with us. In the depth of the loss you are experiencing, you have managed to promote something to help others. Such an amazing idea.

– R;pple supporter ”



Searches for
suicide hotlines
have increased by
125% since
January 2019

Semrush

An additional layer of support

R;pple provides an additional layer of mental health support for those who need it most, and appears at a time when they are most vulnerable; carrying out searches relating to self-harm or suicide online.

R;pple is quick and easy to install, and is available on the following browsers:



Safari
Apple



Firefox
Mozilla



Chrome
Google

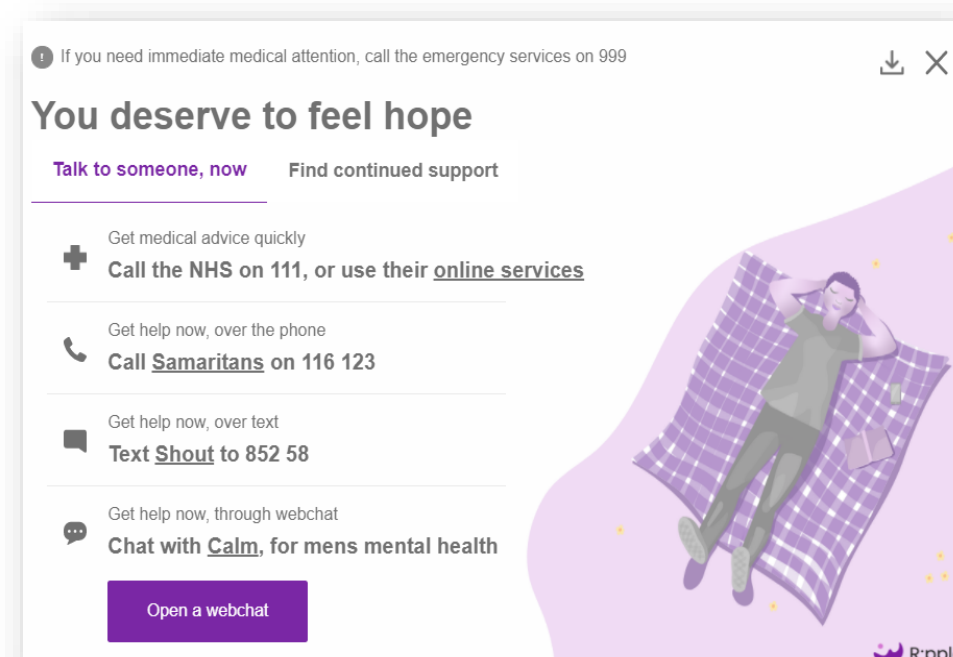
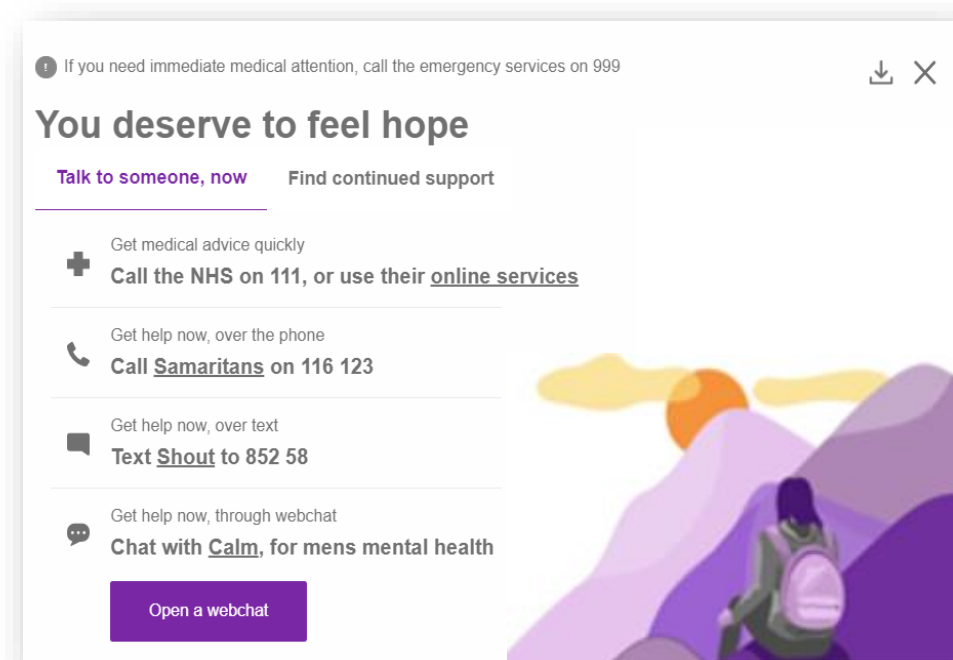
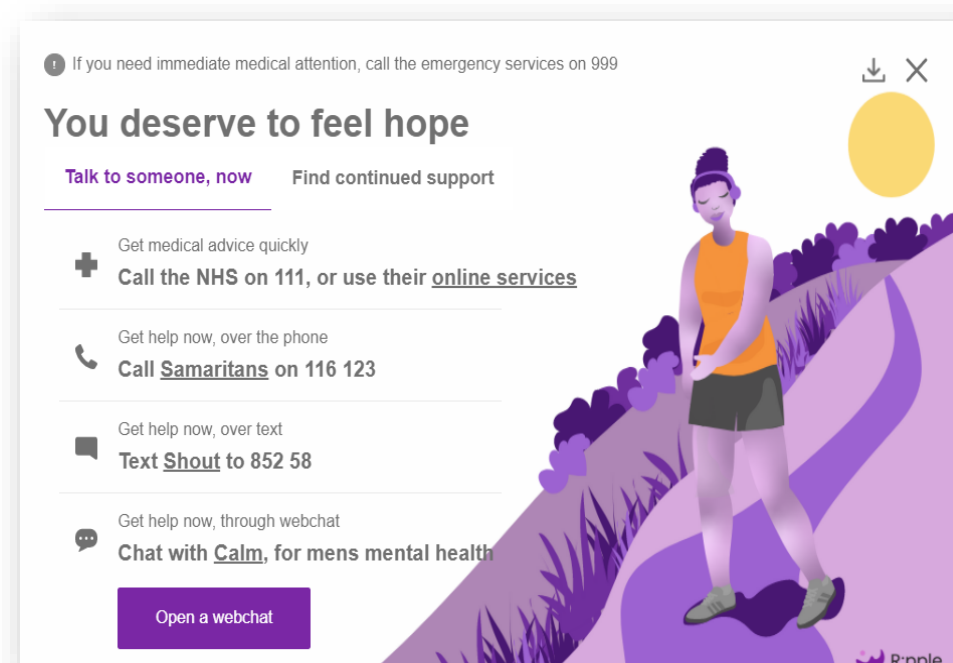


Edge new
Microsoft



I lost my son at 20 years of age to suicide and I too discovered that he had researched methods on the internet. Your ingenious tech will throw a lifeline to those who are at risk and intervene in a positive way to divert them away from their desperation towards hope for a happier and fulfilling future. This is the most uplifting news I have had in a long time and for that I thank you wholeheartedly

– R;pple supporter



Mental Health Support

The online world is full of mental health information and advice, but not all of it is helpful, easy to understand, correct or even safe. That's why our website and social media are an invaluable beacon of trusted mental health support and guidance for everyone.

We're constantly updating and improving our site in response to user feedback and input from our visitors. This year we've made the site faster, easier to navigate and added new features like interactive images. We've also made changes to ensure that we appear high up in relevant Google searches using Google Ad technology.



“As a mother of someone who has been at that point in their life, I can't thank you enough for the work you are doing and the lives that have changed because of it. Knowing there is a tool like this out there so no one gets a call to give them the worst news of their lives is amazing, and I am in awe.”

– R;pple supporter

Here are some more highlights:



We created a promotion video about our story and concept, as well as lived in experience of mental ill health.



We launched a brand new website with interactive features and partnership integration.



We gained a social media presence on Facebook, Twitter, Instagram, LinkedIn.



We campaigned to Google to place an additional option of text support in their online OneBox – successfully.



We achieved over 100,000 downloads of R;pple.



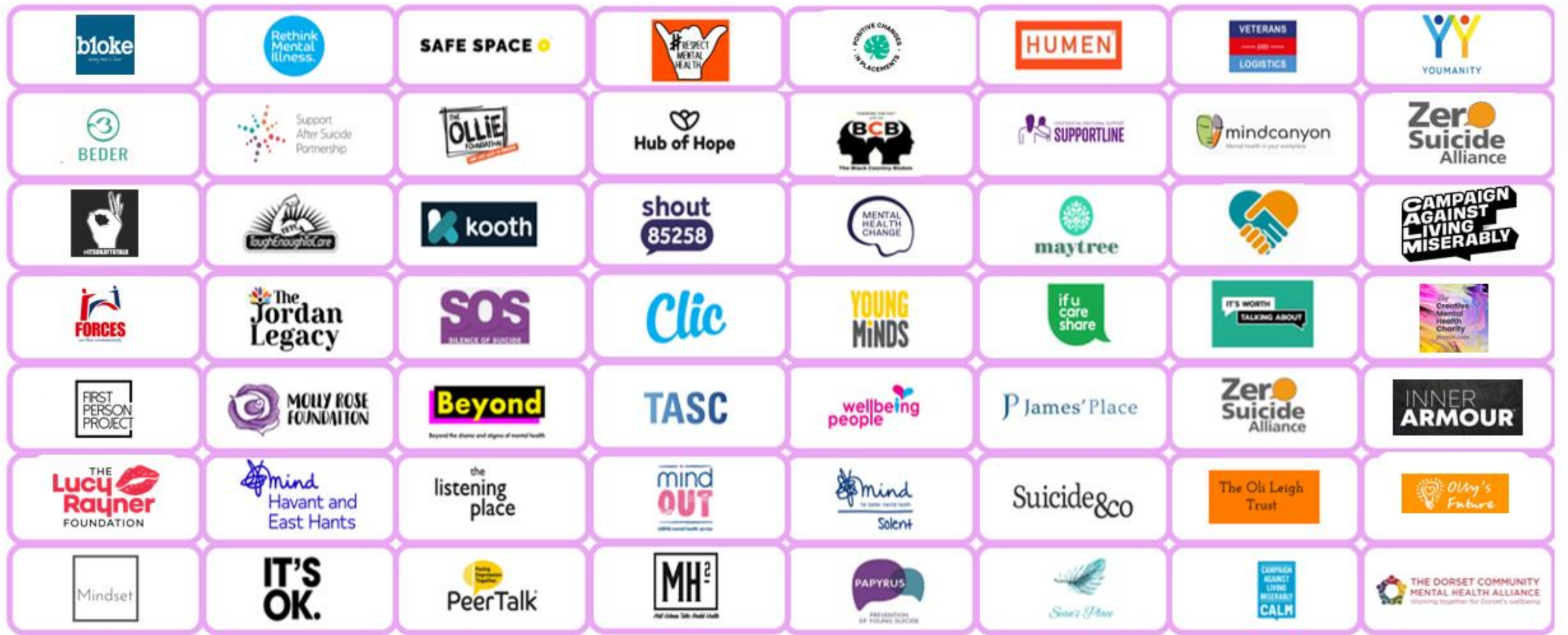
We saved 22 lives due to R;pple intercepting a harmful online search.

Searches for
suicide methods
have increased by
50% in the last 2
years

Semrush

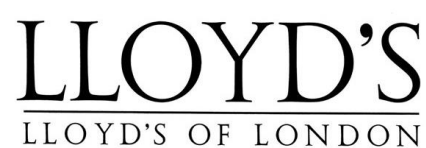
Our Supporters & Partnerships

We are incredibly grateful to all of our supporters and partners for their backing and contributions. We would like to thank the following partners in 2021.



Our Funders

We are incredibly grateful to all of our funders for their financial contributions. We would like to thank the following funders in 2021.



Our Impact in 2021

2,230



Contacts engaged with R;pple

720



Businesses engaged with R;pple

8



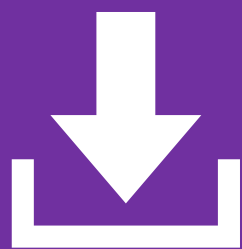
Countries reached

8.2M



People reached through media and PR

100,000



Downloads of the R;pple tool

7



Awards won in suicide prevention and innovation

22



Lives saved by R;pple

1

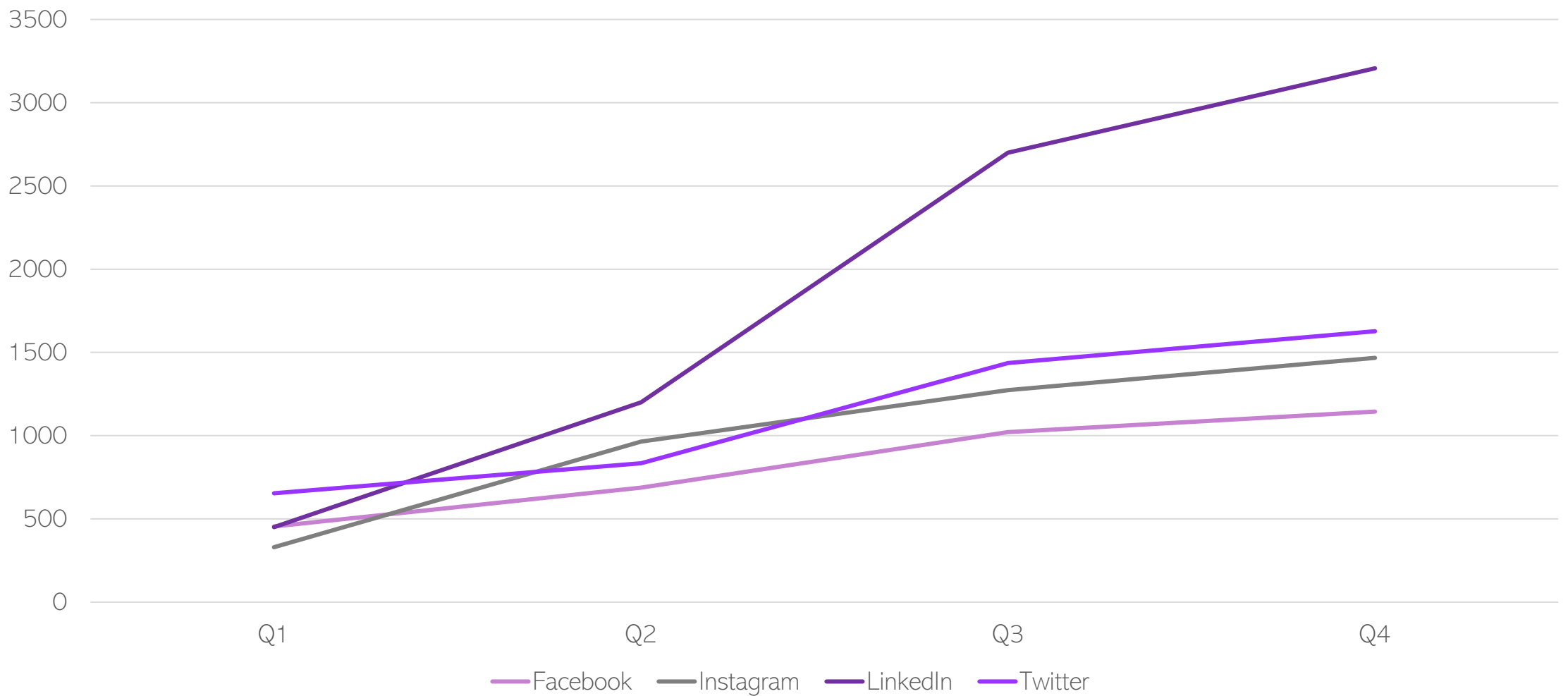


Reason we exist; Josh

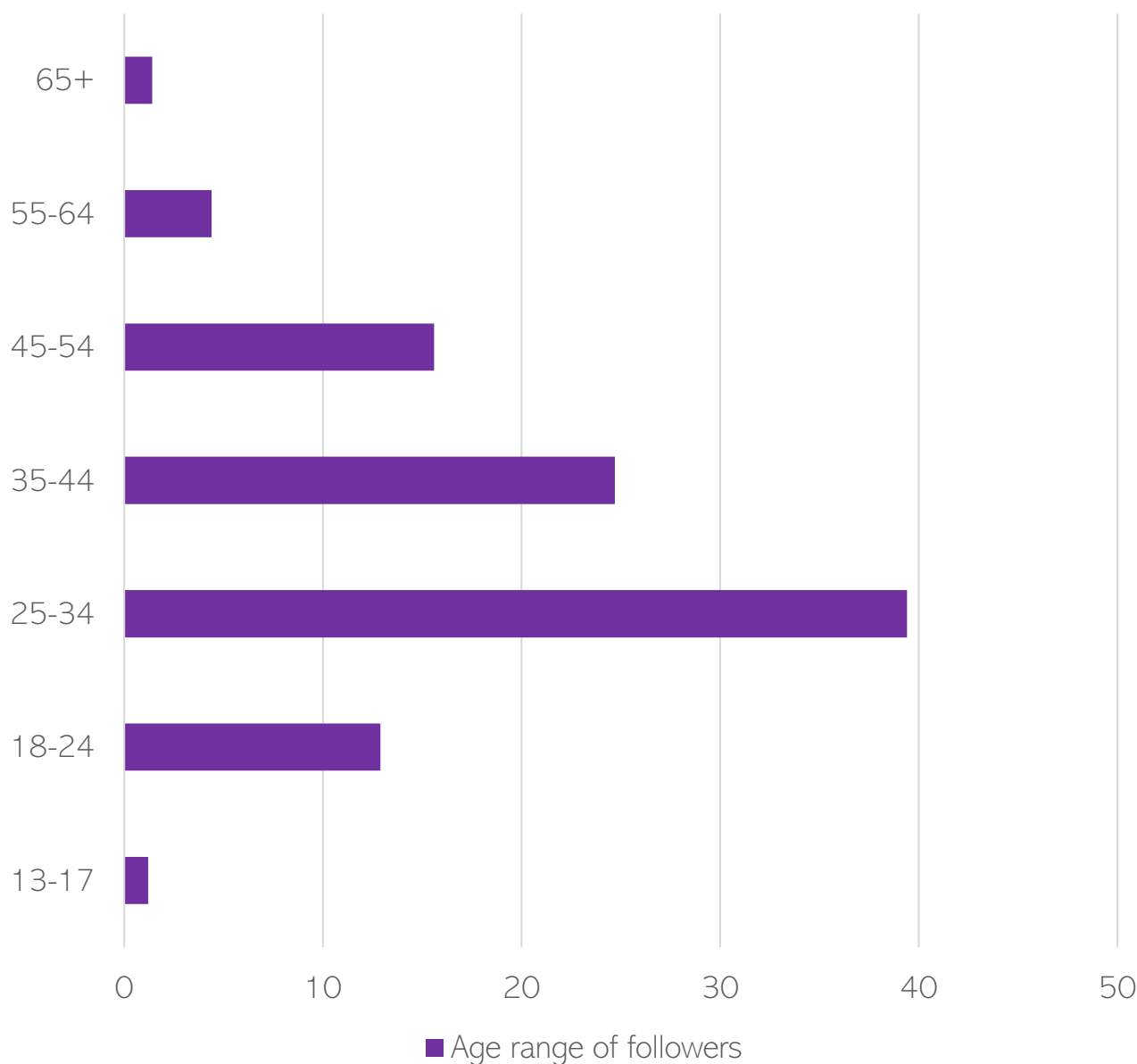
Social Media Presence

R;pple began a social media presence on LinkedIn, Instagram, Facebook and Twitter in January 2021. Since then, 7,447 people have followed R;pple through organic growth. Throughout 2022, R;pple will be continuing to grow our social media presence, with a particular focus on increasing our male following and resonating with the 18-24 age group through campaigns and informative posts to promote mental health and suicide prevention.

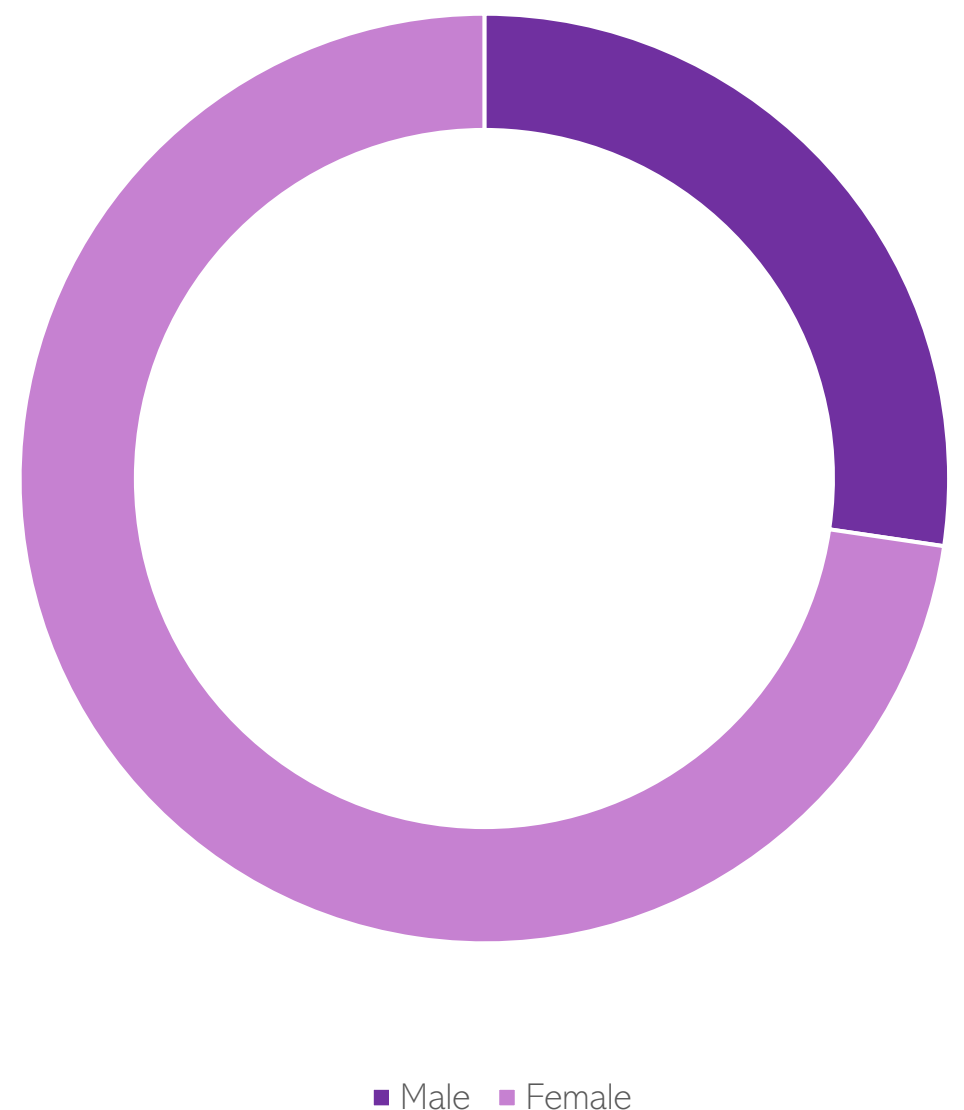
R;pple Social Media Growth 2021



Age range of followers



Gender of followers



Our Team

Voluntary Support

Ripple is proud to run an active volunteer programme which this year had 16 regular and active volunteers. Throughout the year, we have shone a light on the volunteers who work behind the scenes on Ripple. The simple fact is, Ripple wouldn't exist without each and every one of them. Not only are they skilled professionals, but they are all round amazing humans who have given up their time to support Ripple both personally and professionally.



Josh Hendy
The Inspiration

Josh took his own life at just 21 years of age. Josh's memory now lives on in our hearts and minds and he is the driving force and inspiration behind the urgent need for Ripple.



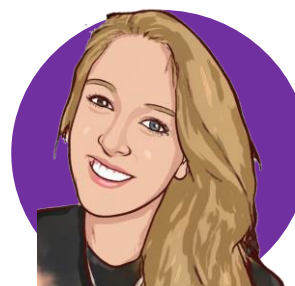
Alice Hendy
The Founder

Alice set up Ripple on discovery of the volume of harmful online content and lack of mental health support following the death of her brother, Josh. With a background in IT and Cyber Security, Alice has created tech to change the world.



David Savage
The Technology Lead

David voluntarily offered his technical services to Alice after watching her interview on BBC Breakfast. Since then, David and his team have worked (free of charge) to make Ripple a reality. Without David, Ripple wouldn't exist.



Eilidh Gibson
The UX Designer

Eilidh volunteers for Ripple to enhance the UX design and front end user experience of the tool. Eilidh lost her brother Cameron in to suicide, and therefore has a passion to help others through Ripple.



Tom Kingston
The Data Privacy Officer

Tom assists Ripple with GDPR and data protection regulatory obligations, including data mapping, right to be forgotten requests and annual data reviews. Tom volunteers his time and expertise whilst working full time.



Richard Howarth
The Web Designer

Richard volunteers his time in creating and maintaining Ripple's website, including the design, platform and content inclusion.



Ian Hendy
The Executive Administration Officer

Ian is the father of Alice and Josh. He lost Josh to suicide in November 2020. After spending over 26 years in the Estate Agent industry, he became the first paid employee of Ripple in January 2021 to focus his energy on preventing suicide happening to any other families.



Peter Argus
The Australian Engagement Lead

Peter is a trained counsellor and works tirelessly in Australia to promote Ripple across the education sector and corporate environment. Thank you from the bottom of our heart to Peter.

Our Team

Voluntary Support



Craig Butler
The Online Safety Lead

Craig works for Netsweeper and is skilled in Cyber Security, Web Filtering. Craig assists us with the technical development of R;pple featuring on Wi-Fi networks.



Becci Read
The Financial Lead

Becci is a certified accountant by trade and volunteers her time to manage R;pple's finances, charitable status and tax submissions, donations and fundraising efforts.



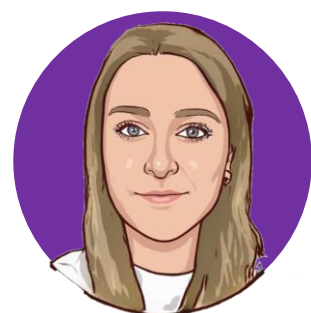
Stephen Goodings
The Cyber Security Lead

Stephen currently works in the city of London as a Cyber Security Incident Response Team Lead for Dentsu International. Stephen spearheads R;pple's cyber security incident response to ensure the charity is kept safe from cyber attacks.



Taisuke Yamamoto
The Japan Engagement Lead

Taisuke is the CEO & Founder of Geezerbuild volunteers for R;pple by translating all materials into Japanese, liaising with Japanese Government, business and charity sector to integrate R;pple into their infrastructure.



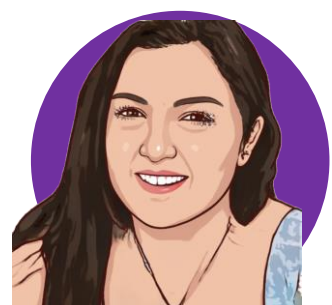
Joanna Hughes
The Illustrator

Joanna volunteers her time in bringing the R;pple brand to life. You will find Joanna's work present on the R;pple tool, with a focus on nature and promotion of a soothing, calm tone to aid positive mental health.



Mark Thomas
The Business Director

Mark is an innovative strategist, developing ideas & initiatives to identify and pursue business opportunities. Mark brings extensive global experience with marketing communications in a wide range of industries, including , I.T & Higher Ed.



Hollie Williams
The Social Media Lead

Hollie was a close friend of Josh. Hollie volunteers her time to manage R;pple's social media accounts and crafting The R;pple Effect newsletter to provide our stakeholders with regular progress updates.



Sheeraz Gulsher
The PR and Media Lead

Sheeraz is based in London and is a PR consultant at @Hope & Glory. Sheeraz is also the co-founder of non-profit People Like Us which aims to address racial inequity in journalism industries. Sheeraz has previously led on PR for Snap, Nintendo, Airbnb, Pokémon and Argos.



Nelson Ody
The Online Safety Lead

Nelson works in Cyber Security and IT for Jisc . Nelson has been working behind the scenes to ensure we can make our way through any IT barriers and complexities as well as providing key introductions to organisations looking to roll out R;pple across their IT Infrastructure.

Our Team

Our Advisors

Ripple is proud to work with a number of experts in the field of mental health and suicide prevention. Ripple is dedicated to ensure the technology and content created by Ripple is aligned with the appropriate guidelines and is evidence based at all times. Below are the advisors who have assisted Ripple in developing our technology throughout 2021.



Matthew Steans
The Advisor

Matthew is the Founder of Stigma Statistics as well as having experience as a Trustee and Chairman of the Finance Committee of Mind Richmond. Matthew advises Alice on business structure, roadmaps and financial forecasting.



Professor David Gunnell
The Advisor

David is an epidemiologist and suicidologist at the University of Bristol. He was elected a fellow of the Academy of Medical Sciences and has received the American Foundation for Suicide Prevention 's Research Award. Steven provides academic research and ensures that the Ripple tool is evidence based.



Professor Steven West
The Advisor

Steven is the vice-chancellor of UWE Bristol and chair of UUK's Mental Health in Higher Education Advisory Group. Steven provides academic research to aid Alice's research and ensure that the Ripple tool is evidence based.



Debi Roberts
The Advisor

Debi was the very first person to back Ripple. She brings suicide prevention, intervention and postvention to education, health and all blue light professionals. Debi is a world leader in mental health and suicide prevention and current CEO of The OLLIE Foundation.



Our Development

Throughout 2021, extensive research and development was carried out to build the R;pple tool. The tool was reviewed by mental health professionals, clinicians, professors and lived experience panels and has been built on research and evidence in the field of mental health and suicide prevention. Below you will find our reasoning behind each component present on the R;pple tool.

Breathe In, Hold, Breathe Out Animation

Before the R;pple tool is presented to a user who has conducted a harmful online search, a short breathing exercise will be presented. You can reconnect with your breath with the process of inhaling and absorbing oxygen, then exhaling and ridding your body of carbon dioxide. Breathing exercises activate your parasympathetic nervous system, which helps quell physical and mental symptoms of anxiety.

Research suggests that breathing exercises improve focus, especially on the way they influence brain activity in parts of the brain linked to attention.

Shout

According to the Shout Annual Report in 2020, text messaging has enabled a new and discreet way for those in need of mental health support to reach out for help. Nearly half of the people who texted Shout felt more comfortable texting than talking about private issues (48%). Texting offers them an alternative way to open up and share the problems they haven't been able to speak out loud. It also gives people a valuable and lasting record of their action plan that they can return to whenever they need to, or use as a starting point for a conversation with a parent or GP.

Nature Imagery

Guided imagery (GI) has also proven to be effective for reducing anxiety symptoms. Thus, nature-based GI might help to overcome the limitation of access to nature and strengthen the impact of GI interventions. Further, there is evidence that visual mental imagery and visual perception share similar representations and are similarly processed (Borst and Kosslyn, 2008).

Message of Hope

A person with thoughts of suicide relate to wording that makes them feel understood. For this reason, inspirational and positive messages will often miss their mark. As a result, the chosen message 'everybody is worthy of support' has been based upon the academic evidence of Professor Rory O'Conner Integrated Motivational-Volitional Model (Defeat & Entrapment), which has been chosen to alleviate a sense of burdensomeness and is also considered to be unambiguous and clear.

Rounded Edges

The R;pple tool has been designed with rounded edges to convey a more friendly appearance based on academic evidence. (*PsycINFO Database Record (c) 2016 APA, all rights reserved*)

Colours

The R;pple tool features soft grey and purple coloured imagery and text to align with the R;pple brand. According to research, soft purple tones have the capacity to bring balance and make users feel inner peace. Purple hues are known to signify strength and peace and wisdom. Grey has also been chosen to bring a sense of balance. As grey is a cool, neutral and balanced colour, it creates both a solid and stable grounding – perfect to evoke a sense of calm and composure, and relief from a chaotic world.

Jacobs One Million Lives

The Jacobs One Million Lives tool has been selected to feature on the R;pple tool as an opportunity for users to take an online check in. The app allows users to take a free check-in to understand how they are coping and start the journey to better mental health as well as encouraging open conversation about mental health and knowledge sharing to reduce stigma

Samaritans

The R;pple tool provides immediate mental health support in the form of Samaritans (helpline), Shout (text service) and CALM (webchat facility). The presence of these support services have been included based upon research and evidence conducted by Samaritans.

Hub of Hope

Hub of Hope has been selected to provide users with the offer of local support. Users are required to input their postcode into the Hub of Hope website to display a list of services local to their vicinity. Users are also able to filter results according to the specific difficulty they are facing, e.g. depression, alcohol abuse, drug addiction etc

CALM

CALM has been selected to appear on the R;pple tool as they provide a free, anonymous webchat facility for users, and has increased in popularity year on year, demonstrated below and indicating a demand for online chat services. CALM also provides a focus on male mental health. Every week 125 people in the UK take their own lives. And 75% of all UK suicides are male.

Clic

Clic has been chosen as an option for users requiring 'ongoing support' because it is a forum for users to connect with likeminded people and is moderated 24/7. An online forum has been included based upon the research and evidence from Samaritans which states 'online forums could facilitate peer support with providers ensuring it is a safe place'.

Grassroots

Grassroots has been selected to feature on the R;pple tool in order to provide a choice of ongoing assistance for users to receive more long term support. The StayAlive app is a pocket suicide prevention resource, packed full of useful information to help users stay safe. Users can utilise the app if they are having thoughts of suicide or if they are concerned about someone else who may be considering suicide.

QR Codes

For the Grassroots, Jacobs One Million Lives, Clic and Hub of Hope ongoing support options, a QR code is present. This has been included to improve the user journey when online using a laptop or desktop computer. By simply scanning the QR code with their smart device, the user will be immediately transferred to the mental health support option.

Bookmark

The R;pple tool features a 'bookmark' option to enable users to save the tool contents for later.

Exit

The R;pple tool features an 'exit' option to enable users to close the R;pple tool and continue their search. This is to ensure that R;pple is not restricting users' rights and choices relating to their online searches.

Our Media Publicity

Ripple is a crucial voice in the media, providing advice and information to those who need it, challenging misinformation and stereotypes where we see them, and using our platform to call for the changes people want. Ripple and our messages were included in 274 pieces of media coverage over the year, including flagship current affairs shows like BBC Breakfast, ITV News, Sky News, Greatest Hits Radio, Men's Radio, The Telegraph, and Daily Echo.

				<h3>Media Coverage</h3> <table border="1"> <thead> <tr> <th colspan="2">SUMMARY OF TV COVERAGE</th> </tr> </thead> <tbody> <tr> <td>TOTAL NUMBER OF STATIONS</td> <td>TOTAL AUDIENCE REACH</td> </tr> <tr> <td>3</td> <td>4,200,000</td> </tr> <tr> <th colspan="2">SUMMARY OF RADIO COVERAGE</th> </tr> <tr> <td>TOTAL NUMBER OF STATIONS</td> <td>TOTAL AUDIENCE REACH</td> </tr> <tr> <td>2</td> <td>196,000</td> </tr> <tr> <th colspan="2">SUMMARY OF PRE-RECORDED AUDIO</th> </tr> <tr> <td>TOTAL NUMBER OF STATIONS</td> <td>TOTAL AUDIENCE REACH</td> </tr> <tr> <td>269</td> <td>4,199,213</td> </tr> <tr> <th colspan="2">TOTAL COVERAGE</th> </tr> <tr> <td>TOTAL NUMBER OF STATIONS</td> <td>TOTAL AUDIENCE REACH</td> </tr> <tr> <td>274</td> <td>8,595,213</td> </tr> </tbody> </table>		SUMMARY OF TV COVERAGE		TOTAL NUMBER OF STATIONS	TOTAL AUDIENCE REACH	3	4,200,000	SUMMARY OF RADIO COVERAGE		TOTAL NUMBER OF STATIONS	TOTAL AUDIENCE REACH	2	196,000	SUMMARY OF PRE-RECORDED AUDIO		TOTAL NUMBER OF STATIONS	TOTAL AUDIENCE REACH	269	4,199,213	TOTAL COVERAGE		TOTAL NUMBER OF STATIONS	TOTAL AUDIENCE REACH	274	8,595,213
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The collage features several screenshots of media coverage:

- BBC NEWS:** A news anchor interviewing Alice Hendy in a studio.
- sky news:** A news anchor interviewing Alice Hendy on a video call. The headline reads: "SUICIDE PREVENTION DAY Data suggests searches for 'suicide methods' have increased more than 50 percent since January 2019".
- Mirror:** A news article with the headline: "EXCLUSIVE: 'My brother took his life after visiting horrific suicide sites - today I'm fighting back'".
- itv MERIDIAN:** A news article with the headline: "Young woman who lost brother to suicide creates online tool to prevent others seeing harmful material".
- sky news:** A news anchor interviewing Alice Hendy on a video call. The headline reads: "SUICIDE PREVENTION FOUNDER, RIPPLE ALICE HENDY".
- 5 STAR:** A news anchor interviewing Alice Hendy on a video call.
- Daily Echo:** A news article with the headline: "New charity set up in tribute to Fareham brother who died".
- upday for SAMSUNG:** A news article with the headline: "Woman launches online suicide prevention tool in memory of brother".



This year, R;pple has been shortlisted as a finalist in 9 National awards relating to suicide prevention, mental health and innovation.

Of the 9 nominations, R;pple took home 7 awards. Each and every award was dedicated to Josh Hendy, whom R;pple was set up to honour and remember.



-  Named in Top 100 Women in IT 2021
-  Winner of 'Entrepreneur of the Year' Award – WeAreTheCity 2021
-  Winner of 'Rising Star' Award – WeAreTheCity 2021
-  Winner of 'Digital Champion of the Year' Award
-  Women in Insurance 2021
-  Winner of 'Unsung Hero' Award – Women in Insurance 2021
-  Winner of 'Most Inspirational Person of the Year' Award – UK IT Computing 2021
-  Winner of 'SHEro' Award – Inspire Awards 2021

“In a population survey of 21 year olds, of the 248 participants who had made attempts on their life, almost three quarters reported harmful internet use.”

Bristol University

R;pple maintains a positive relationship with its suppliers, ensuring all non-disputed invoices are paid within 30 days.

Lived experience sits at the heart of all we do, in particular working with our beneficiaries, and all of our engagement with key stakeholder groups involves consideration of this, including board discussions.

R;pple operates a compliance assurance framework to manage regulatory and legal risk and is committed to complying with all applicable laws and regulations relating to fraud, bribery and corruption.

The Trustees understand the Charity Commission requirements and understand the need to avoid and manage potential conflicts of interest



Without a doubt, the internet has been a tool to give those in crisis the resources to carry out their wishes. If only the R;pple tool had been around for our lost loved ones. Take comfort in knowing the difference that you are making to other people's families and lives.

– R;pple supporter



The principal policies adopted by R;pple are summarised as follows:

- **Ethical** – R;pple has an ethical policy, which does not allow it to accept funds from any organisation that it believes may act in a way that is contrary to R;pple's objectives.
- **Diversity and disability** – R;pple's policy is to support the diversity of staff and volunteers through equal opportunities and practices.
- **Investment** – The trustees have the power to invest in such assets as they see fit. Aside from retaining a prudent amount in reserves, it is intended that the majority of R;pple's funds be invested in short-term operational requirements, which leaves few funds for longer term investments. Having due regard for the short-term liquidity requirements of operating the charity, the trustees maintain healthy cash reserves and utilise those reserves to the best of their abilities.
- **Reserves** – Reserves are maintained at a level that enables the Charity to manage financial risk and ensure financial commitments can be met as they fall due.

The need for our work continues to increase, even more so in the current context. The strategy is reviewed annually to make sure projections are in line with the previous year's performance, the strength of the opportunity externally and our ambitions as a charity. This year, our approach to fundraising included:

Public fundraising

Direct marketing: Raising funds from members of the public and supporters who make one-off or regular donations.

Community and events

Working with people who make donations by participating in events such as marathons and other sponsored activities, or who organise local community fundraising events, such as quizzes or coffee mornings.

Partnership fundraising

Working with charitable trusts, companies and statutory funders who want to invest in improving mental health. Some of these funders specify how they want their money to be spent and we work with others to identify spending priorities. This includes working with individuals donating larger sums of money.

Workplace wellbeing and commercial training

Supplying mental health-related training and consultancy services to external organisations, and receiving payment for these services.

Fundraising standards

Fundraising operational policies are in place for all of our main fundraising areas: direct marketing, community and events fundraising and corporate fundraising.

We are registered with the Fundraising Regulator and adhere to the Code of Fundraising Practice. We continue to monitor amendments to the Code of Fundraising Practice to make sure we comply with the latest fundraising standards and our operational policies and practices are regularly updated in line with these. We are satisfied that we meet all current standards.



“ I too lost my brother to suicide. The internet has been a tool to give those in crisis the resources to carry out their wishes. If only the R;pple tool had been around for our lost loved ones ”

– R;pple supporter

Thank you for raising vital funds

Thanks so much for all you do to raise funds for our work. You continue to help us get closer to a world where no person feels alone with their mental health.

Here are some highlights:



Manny to the Monks

13 friends and family of Harrison De George cycled 225 miles from Manchester to Chandlers Ford over 3 days in June 2021 following the loss of Harrison to suicide in December 2020. The Manny to the Monks team consisted of Izzy De George, Nick Worledge, Billy Simpkin, Tom Roseveare, Dan Shaw, Fin Hampton, Robbie Whiting, Chris Iles, Becky Holden, Ollie Rowe, Joe Rouse, Matt Petley, Adam Savage, Matt Kilford and Amy Clarke.



The Untitled Game Changers

The Untitled Game-Changers ("UGC") completed a marathon on 27th March 2021 whilst bearing 20KG of additional weight each. The UGC team consisted of Oliver Shores - British Army, Max Pearce - Investment Banking, Mario Fragale - Musician/Model, Matthew Pearson - Photographer and Matthew Holland - Sports Therapist. A close friend of the team has recently suffered in silence with mental health. This inspired them to stand up and make a change.



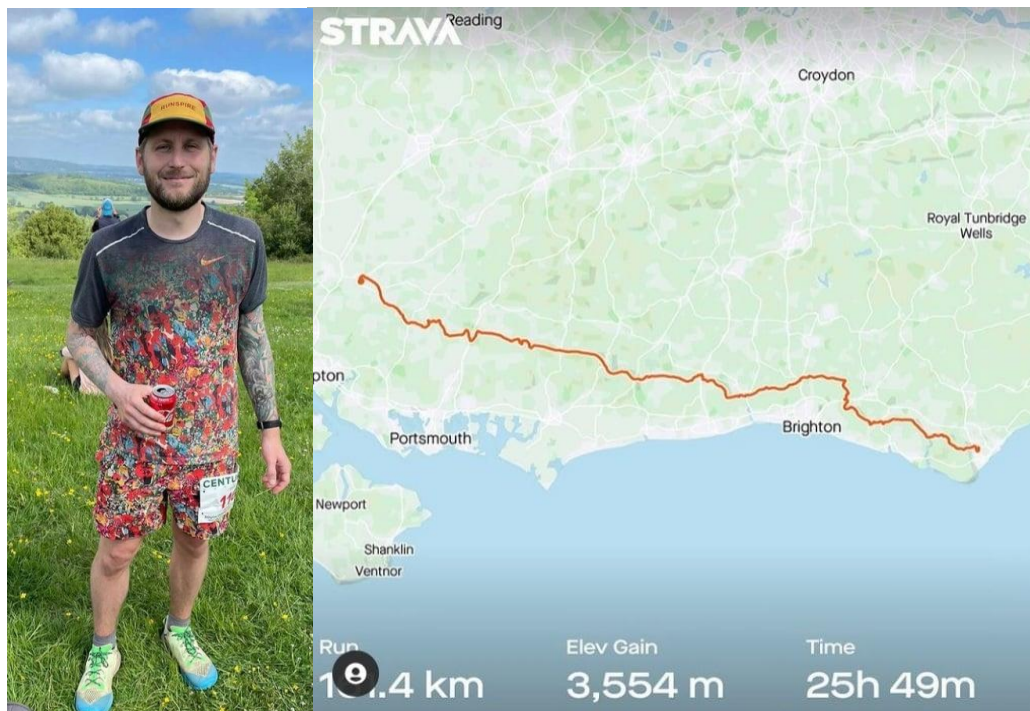
Three Peaks Challenge

Organised by Mountain Girl, Ian Hendy, Father of R;pple CEO and Founder, took on the National Three Peaks Challenge, taking on Ben Nevis (Scotland), Scafell Pike (England) and Snowdon (Wales) in under 24 hours! The team completed the gruelling challenge with 26 minutes to spare and raised over £1,700 for R;pple!

Thank you for raising vital funds

Thanks so much for all you do to raise funds for our work. You continue to help us get closer to a world where no person feels alone with their mental health.

Here are some highlights:



The UltraRunner!

In June 2021, Jamie Hurrell took on an almighty challenge, to run 100 miles from Winchester to Eastbourne! The run was exceptionally hot, reaching a peak of 29 degrees Celsius! Jamie completed his mammoth challenge in 25 hours and 49 minutes and raised over £150 for R;pple!



Bay House Sixth Form College

In June 2021, Bay House School and Sixth Form in Hampshire, UK, held a fundraising netball tournament in memory of former student Ella Sales, who took her own life just a few months prior. The young people raised over £750 for R;pple through participation and cake sales!



R;pple Fundraising Event

On 2nd October 2021, over 100 people attended the first R;pple fundraising event. The night was a great success, with over £6,500 raised for R;pple through merchandise sales, raffle prizes and an auction. The fundraising event was also an opportunity to celebrate Josh, as his family were unable to host a wake in the midst over the COVID-19 pandemic.

Thank you for raising vital funds

Thanks so much for all you do to raise funds for our work. You continue to help us get closer to a world where no person feels alone with their mental health.

Here are some highlights:



Charity Boxing Match

On 4th December 2021, over 1,000 people attended a charity boxing match to watch Ian Hewitt take on an opponent in the ring, raising over £1,000 for R;pple! Ian won his bout and will be looking to fight again in 2022 for R;pple!



Charity Calendar

Ian Gray spent hours photographing stunning scenery and wildlife around the south coast, where Josh grew up. He then worked with local businesses to create a calendar of his work, donating 100% of the profits to R;pple!



What's next?

Our focus moving into 2022 will include the following key aims and objectives.

Browser Deployment

Ensuring R;pple is available on Safari, Mozilla Firefox and Opera browsers.

R;pple is currently deployed on Google Chrome and Microsoft Edge.

Mobile Devices

Ensuring R;pple is compatible with mobile and tablet devices, enabling us to reach a higher volume of people, nationwide.

Create a Global Presence

Ensuring specific versions of R;pple are provided in countries around the world. Focus will be placed on English speaking countries in the first instance, to include:

- Ireland
- Australia
- New Zealand
- USA
- Canada

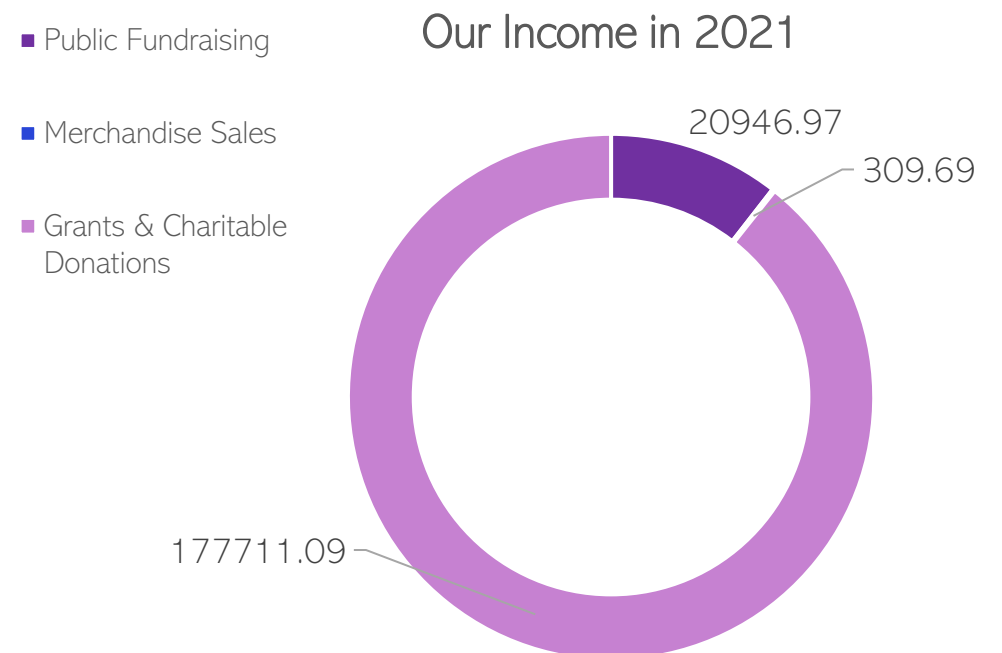


Our Income

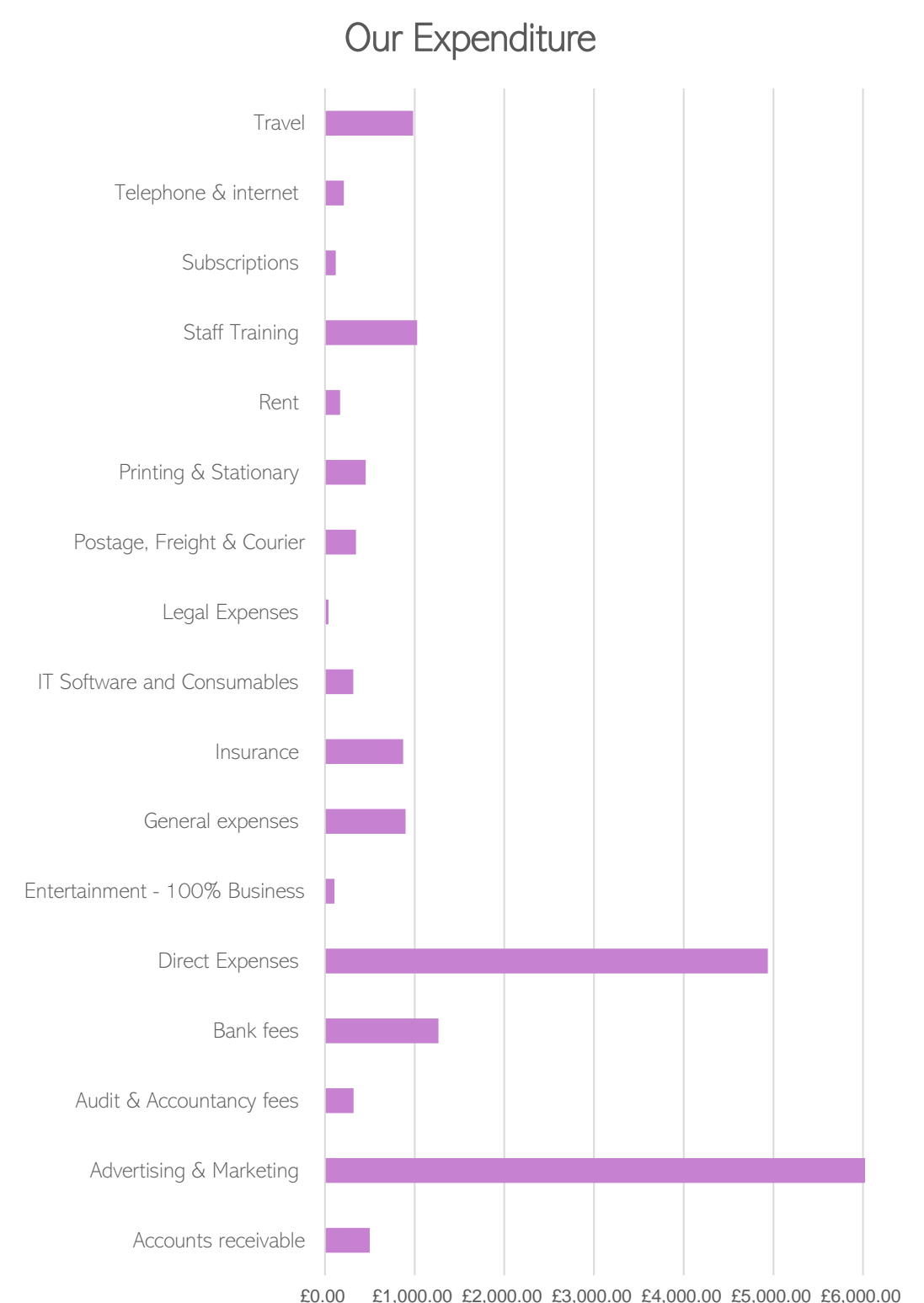
Income for the year was £180,000. Public fundraising involves raising income from public participation in and sponsorship of challenge and community events throughout the country by R;pple supporters. Donations consist of income from trusts and foundations. Corporate income consists of donations from companies and businesses.

Income is categorised in the below table and chart:

Our income in 2021	Monetary value	%
Public Fundraising	£20,946.97	10.5%
Merchandise Sales	£309.69	0.1%
Grants & Charitable Donations	£177,711.09	89.3%
Total Income	£198,967.75	



How we spent the money we received in 2021	Monetary value	%
Accounts receivable	£ 500.00	2.63%
Advertising & Marketing	£ 6,416.28	33.8%
Audit & Accountancy fees	£ 318.08	1.67%
Bank fees	£ 1,264.38	6.66%
Direct Expenses	£ 4,937.15	26.01%
Entertainment - 100% Business	£ 104.78	0.05
General expenses	£ 899.66	4.74%
Insurance	£ 871.92	4.59%
IT Software and Consumables	£ 315.95	1.66%
Legal Expenses	£ 40.00	0.2%
Postage, Freight & Courier	£ 346.78	1.82%
Printing & Stationary	£ 453.97	2.39%
Rent	£ 168.00	0.88%
Staff Training	£ 1,027.20	5.41%
Subscriptions	£ 120.85	0.63%
Telephone & internet	£ 211.16	1.11%
Travel	£ 984.14	5.18%
Total Spend	£ 18,980	



Financial Statements

Account	19 Dec 2021	19 Nov 2021	19 Oct 2021	19 Sep 2021	19 Aug 2021	19 Jul 2021	19 Jun 2021	19 May 2021	19 Apr 2021	19 Mar 2021	19 Feb 2021	19 Jan 2021	19 Dec 2020
Current Assets													
Cash at bank and in hand													
RIPPLE SUICIDE PREVE	180,196.61	171,559.85	120,176.16	82,788.04	79,753.94	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Starling Sole Trader Account	0.99	0.99	0.99	0.99	0.99	79,021.92	72,323.38	5,000.00	0.00	0.00	0.00	0.00	0.00
Total Cash at bank and in hand	180,197.60	171,560.84	120,177.15	82,789.03	79,754.93	79,021.92	72,323.38	5,000.00	0.00	0.00	0.00	0.00	0.00
Total Current Assets	180,197.60	171,560.84	120,177.15	82,789.03	79,754.93	79,021.92	72,323.38	5,000.00	0.00	0.00	0.00	0.00	0.00
Creditors: amounts falling due within one year													
VAT	3,675.50	4,040.72	1,026.04	(765.57)	(614.77)	(514.28)	(47.05)	(112.49)	0.00	0.00	0.00	0.00	0.00
Total Creditors: amounts falling due within	3,675.50	4,040.72	1,026.04	(765.57)	(614.77)	(514.28)	(47.05)	(112.49)	0.00	0.00	0.00	0.00	0.00
Net Current Assets (Liabilities)	176,522.10	167,520.12	119,151.11	83,554.60	80,369.70	79,536.20	72,370.43	5,112.49	0.00	0.00	0.00	0.00	0.00
Total Assets less Current Liabilities	176,522.10	167,520.12	119,151.11	83,554.60	80,369.70	79,536.20	72,370.43	5,112.49	0.00	0.00	0.00	0.00	0.00
Net Assets	176,522.10	167,520.12	119,151.11	83,554.60	80,369.70	79,536.20	72,370.43	5,112.49	0.00	0.00	0.00	0.00	0.00
Capital and Reserves													
Current Year Earnings	176,522.10	167,520.12	119,151.11	83,554.60	80,369.70	79,536.20	72,370.43	5,112.49	0.00	0.00	0.00	0.00	0.00
Total Capital and Reserves	176,522.10	167,520.12	119,151.11	83,554.60	80,369.70	79,536.20	72,370.43	5,112.49	0.00	0.00	0.00	0.00	0.00

The world we live in has changed forever, and in ways we may not fully understand and appreciate for a long time. I have also dealt with personal tragedy and set up the charity as a result of the loss of my brother, Josh. Since then, I have become a passionate advocate for mental health and hugely committed to the availability of mental health support options.

Shocks like these can really bring things into focus, forcing us to think about what really matters – what's most important to us. With that focus, I look back at our charity's progress with great pride.

At R;pple, we did what we do best – and then some. We provided advice and information to people, we were a guiding light of hope for those with nowhere else to turn, and the technical support for businesses and organisations who want to do the best they can for their employees.

We campaigned for major policy change at the highest level. And we did more than ever to bring people's voices to the heart of decision making across Government and legislation.

This year, as we all make sense of this new world we live in, it makes me incredibly proud that the work we are doing is as relevant and important as ever. In fact, it has never been more needed.

We know that too many people are reaching crisis point with their mental health. Why? Because that support that they so clearly needed when they were searching for harmful content online just wasn't there for them. At R;pple, we are determined to change this. And, through months of hard work, we now have the clear, single-minded, ambitious strategy we need to do so.

We can only do what we do thanks to the generosity of those who support us, so however you got behind R;pple last year, I cannot thank you enough.

And as we enter the uncertain waters of the post COVID-19 world where our work will be needed more than ever, we are so grateful for those that are continuing to do so.



Alice Hendy
CEO & Founder at R;pple Suicide Prevention



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Resources



Samaritans – Call 116 123



Shout – Text 85258



CALM – Call 0800 585858



Grassroots – Download StayAlive App



Hub of Hope – local support



Jacobs – Download One Million Lives App



Disclaimer

The content provided by Ripple Suicide Prevention is provided for the purposes of an IT configuration monitoring tool. Ripple does not provide mental health support or advice and is not a qualified body to do so. Individuals who wish to seek help for mental health related issues, including self-harm and suicide, should do so via a qualified mental health professional or their GP.

Privacy Statement

Ripple ("us", "we", or "our") operates <http://www.ripplesuicideprevention.com> (the "Site"). This page informs you of our policies regarding the collection, use and disclosure of Personal Information we receive from users of the Site. We use your Personal Information only for providing and improving the Site. By using the Site, you agree to the collection and use of information in accordance with this policy.

Information Collection

While using our Site, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you. Personally identifiable information may include, but is not limited to your name ("Personal Information").

Log Data

Like many site operators, we collect information that your browser sends whenever you visit our Site ("Log Data"). This Log Data may include information such as your computer's Internet Protocol ("IP") address, browser type, browser version, the pages of our Site that you visit, the time and date of your visit, the time spent on those pages and other statistics. In addition, we may use third party services such as Google Analytics that collect, monitor and analyse data.

Communications

We may use your Personal Information to contact you with newsletters, marketing or promotional materials and other information. An opt out option will be available to users no longer wishing to receive marketing from Ripple Suicide Prevention Ltd.

Cookies

Cookies are files with small amount of data, which may include an anonymous unique identifier. Cookies are sent to your browser from a web site and stored on your computer's hard drive. Like many sites, we use "cookies" to collect information. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some elements of our website.

Security

The security of your Personal Information is important to us, but remember that no method of transmission over the Internet, or method of electronic storage, is 100% secure. While we strive to use commercially acceptable means to protect your Personal Information, we cannot guarantee its absolute security.

