

Report and Financial Statements

For the Year Ended 31 Dec 2024

Charity number 1194331



Section	Page
<u>Foreword</u>	3
<u>About R;pple</u>	4
<u>Who we are</u>	5
<u>2024 key achievements</u>	11
<u>Our work in 2024</u>	12
<u>Goal 1: Prevent suicide</u>	13
<u>Goal 2: Drive R;pple's adoption globally</u>	26
<u>Goal 3: Provide hope and reduce the stigma</u>	34
<u>Goal 4: Advocate for legislative changes</u>	49
<u>Governance and fundraising</u>	53
<u>Financial review</u>	65
<u>Thank you note</u>	80
<u>Contacts</u>	81

2024 marks a significant evolution in our journey. R;pple has now grown into two distinct but closely connected entities: **Ripple Online Safety Ltd**, our business arm, and **Ripple Suicide Prevention**, our registered charity.

Our **business arm** harnesses the power of **AI and machine learning** to create intelligent, proactive interventions that identify people in crisis earlier and more effectively than ever before. These technologies are now more relevant and essential than at any point in history, and we're proud to be at the forefront of using them ethically and responsibly to protect those most at risk online.

Our **charity**, meanwhile, ensures that vital, **free support** reaches **education settings and vulnerable communities** - those who might otherwise have nowhere to turn. We've expanded our capabilities beyond suicide prevention to reach individuals facing challenges with **alcohol addiction, gambling, eating disorders**, and other harmful behaviours, helping people at an earlier stage in their journey toward recovery.

2024 was a landmark year for us. The R;pple team has grown into a fully functioning unit of passionate, skilled professionals each bringing their own lived experience, compassion, and expertise to roles that are as demanding as they are meaningful.

On a personal level, I can't describe the pride I feel when I look around and see what this team has accomplished and the lives they've touched, the hope they've restored, and the conversations they've started, both nationally and globally.

Mental health remains one of society's greatest challenges. The stigma still lingers, and far too many lives continue to be lost to suicide. Statistics never capture the heartbreak behind those numbers, the families, friends, and communities left behind to grieve and question.

I know this pain all too well.

R;pple will always be built on the memory of my brother, **Josh**, whose life and legacy remain at the heart of everything we do.

Thank you for taking the time to read about our continued journey, and for standing alongside us as we grow R;pple into the most effective, life-saving technological support tool possible.

Keep going.



Alice Hendy MBE
CEO & Founder, R;pple Suicide Prevention Charity





About R;pple



1

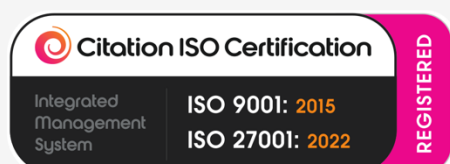
About Ripple Suicide Prevention

R;pple is a leading suicide prevention charity and a recognised member of both the International Association of Suicide Prevention (IASP) and the National Suicide Prevention Alliance (NSPA). Founded by Alice Hendy MBE, R;pple transforms harmful online searches into a journey of hope, offering life-saving support to individuals at their most vulnerable moments.

With over 1.9 million users across 50 countries and territories, R;pple's crisis intervention tool intercepts online searches related to self-harm, suicide, and a wide range of mental health challenges, directing individuals to free, 24/7 mental health support.

Backed by leading organisations and freely available to educators, individuals, and charities, R;pple continues to broaden its impact, creating safer online spaces and saving lives from suicide.

Memberships and accreditations



Endorsements

Organisations that recommend the deployment of the R;pple tool include:



The need for R;pple

#1 cause
of death

Suicide is the biggest killer of people under the age of 35 and of men under 50 in the UK. (ONS) Globally, more than 720,000 people die due to suicide every year. (WHO)

While the internet is the most significant invention of a generation, and its benefits are clear and easy to measure, online harm of all types poses a substantial danger to society.

The volume of self-harm and suicide-related materials online is astonishing. Easily accessible to anyone, anytime, such materials can have a deadly effect on individuals going through a crisis or struggling with mental health conditions.

1.2 m

internet searches for ways to take your own life happen every month, globally. (Suicide forum)

>26%

of suicide cases in under 20s have a suicide-related search history. (The Lancet & University of Manchester)

Self-harm and suicide content is just one click away on major search engines.

Ofcom [research](#) reveals the extent to which Google, Microsoft Bing, DuckDuckGo, Yahoo! and AOL can act as gateways to harmful self-injury-related web pages, images and videos:

1 in 5

results links, in a single click, to content which celebrates, glorifies, or offers instruction about self-injury, suicide or eating disorders (Ofcom)

x6

likelihood of finding harmful content when entering deliberately obscured search terms (Ofcom)



Microsoft Bing

yahoo!



DuckDuckGo

Aol.

Our story

After tragically losing her only sibling, her brother Josh, to suicide at age 21, Alice Hendy MBE made it her life's mission to protect vulnerable people from dangerous online content.

Josh had been researching over the internet techniques to take his own life.

Witnessing the alarming availability of harmful online content and the lack of supportive interventions, Alice was determined to take action.

Alice Hendy MBE, Founder



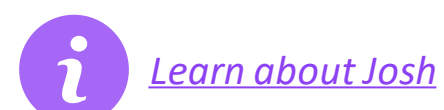
“I set up Ripple Suicide Prevention charity to ensure more help and support is given to anyone searching for harmful content online.”



Josh Hendy, Forever our inspiration



Josh was the most genuine and kind person anyone could wish to meet. The life and soul of the party, and part of an incredibly close-knit family.



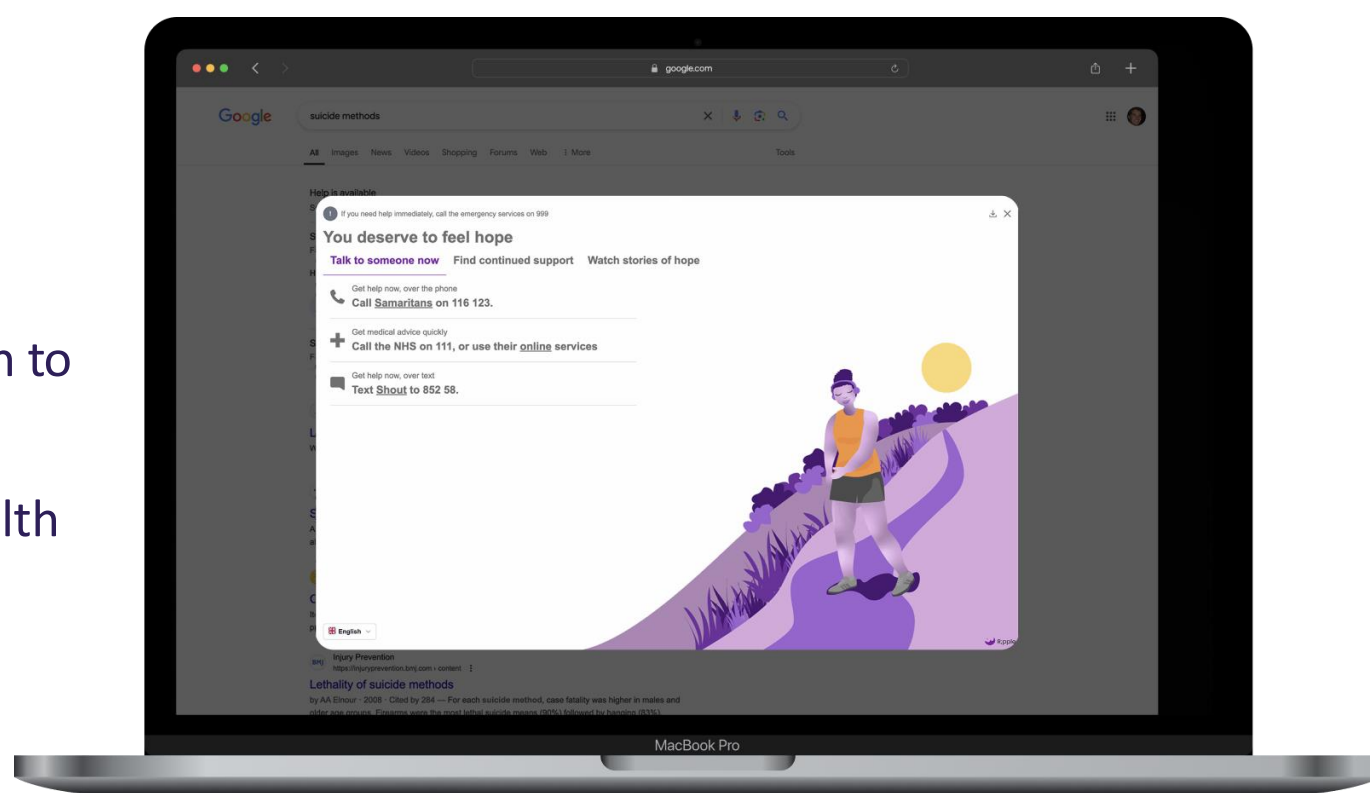
How R;pple works

R;pple is a digital crisis intervention tool that protects individuals at their most vulnerable moments.

It intercepts online searches related to self-harm and suicide, directing individuals to free mental health support they can access immediately and in the long term.

R;pple gets activated when a person searches online for harmful content. It provides support in 3 simple steps:

1. Intercepts the search with a calmly presented pop-up screen.
2. Guides the person through a filter of breathing exercises statistically proven to help them pause and reflect.
3. Signposts to helplines and mental health resources.



Endorsements

Organisations that recommend the deployment of the R;pple tool include:



Operating model

As of January 1st, 2024, R;pple operates under two entities:
Ripple Suicide Prevention Charity and Ripple Online Safety Ltd.

Ripple Suicide Prevention Charity

Individuals, Parents & Guardians

Protect your loved ones from harmful online searches - download the R;pple Browser Extension for **free** on all home laptops and computers.

Education Sector

Enhance online safeguarding with an additional layer of protection for students and staff. Deploy R;pple Browser Extension en masse, for **free**.



Ripple Suicide Prevention Charity strives for a safe World Wide Web that protects individuals from dangerous online content leading to self-harm and suicide.

It advocates for a safer internet, combats the stigma surrounding suicide and mental ill health, and aims to ensure hope and support are available to anyone searching for harmful online content.

The Charity promotes the deployment of the R;pple Browser Extension free of charge to individuals, parents, guardians, educational establishments and charities.

Strategic goals

1. Prevent suicide through innovative tech interception and nonjudgmental signposting.
2. Promote the free deployment of the R;pple Browser Extension for educational institutions, charities, and individuals - globally.
3. Provide hope and reduce the stigma surrounding suicide and mental health conditions.
4. Advocate for improvements to online safety legislation.

Our values

R Responsibility
to make the online world a safer place

; Hope
because no matter how hard it is, your story isn't over

P Passion
for fighting the stigma surrounding mental health

R Persistence
in reducing suicide rates, globally

; Leading
the way in classification and signposting technology

P Empathy
towards anyone finding things tough

Our people



Josh Hendy
R;pple's Reason



Alice Hendy
CEO & Founder



David Savage
Chief Technology Officer



Craig Butler
Network Product Manager



Harrison Read
R;pple FC Founder & Manager



Ian Hendy
Admin Coordinator



Elena Yaneva
Marketing Manager



Sam Smith
Education Advocate & Development Manager



Tom Kingston
Data Privacy Officer



Ilian Rizovski
Technology Lead



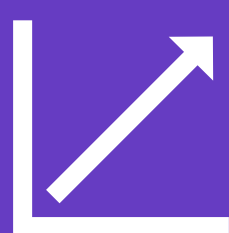
Ryan Murtagh
Data Consultant



Richard Howarth
Web Designer

Lives saved

Despite not tracking or capturing any personally identifiable information, R;pple has been approached by 31 individuals directly, to tell us that they are still here because R;pple intervened at their most vulnerable point.



Launch of Ripple Online Safety Ltd.

We launched Ripple Online Safety, a technology company dedicated to enhancing R;pple's life-saving tool through AI and machine learning capabilities.

Protection beyond crisis search

R;pple expanded its capabilities to intervene with harmful online searches related to a broad range of mental health challenges and protect individuals before they reach a crisis point.



YouTube support

R;pple extended its protection to YouTube, addressing a critical safety gap on the world's second-largest search engine.

Age-specific signposting

The R;pple browser extension now provides age-specific signposting, connecting young people to mental health resources tailored to their age group.



Our Work in 2024



Strategic Goal 1)

Prevent suicide through innovative tech interception and nonjudgmental signposting.

An overwhelming amount of self-harm and suicide-related content is readily available online. For individuals experiencing a mental health crisis, this exposure can intensify distress, increase vulnerability and trigger dangerous behaviours.

Harmful online searches represent pivotal moments - points where timely and compassionate intervention could mean the difference between despair and hope. Yet traditional mental health systems and online protections miss these moments, leaving a critical gap in support when it is needed most.

Ripple bridges this gap by identifying harmful online searches and responding with nonjudgmental resources and support. By meeting individuals in digital spaces at their most vulnerable time, we can offer hope, connection, and pathways to recovery so that no one is left alone in their darkest hours.

R;pple's impact today

1.9 m

weekly active users

70,000+

harmful searches intercepted

22%

in-tool interaction rate

Global footprint

Mental health challenges know no borders - neither do we

Europe

Austria, Belgium, England, France, Germany, Gibraltar, Guernsey, Ireland, Isle of Man, Italy, Jersey, Netherlands, Portugal, Russia, Scotland, Spain, Switzerland, Sweden, Wales

Americas

Argentina, Brazil, Canada, Columbia, Costa Rica, Ecuador, Honduras, Mexico, Peru, Puerto Rico, Uruguay, USA

Africa

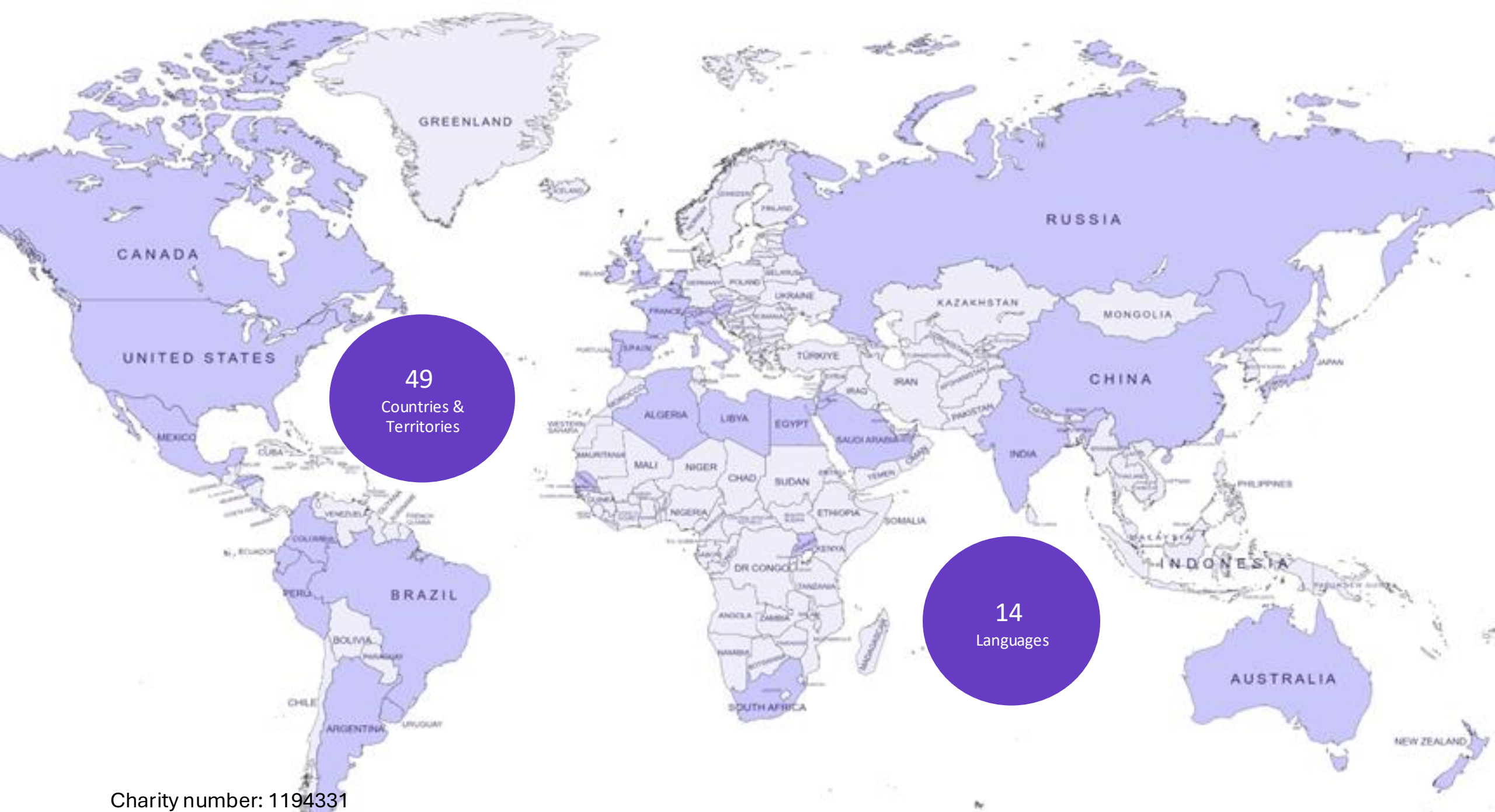
Algeria, Egypt, Libya, Senegal, South Africa, Uganda, Cameroon

Asia

China, Hong Kong, Japan, Jordan, Lebanon, Qatar, Saudi Arabia, Taiwan, UAE, India

Oceania

Australia, New Zealand



R;pple's impact today

31
lives saved

Although we do not collect any personally identifiable information, 31 individuals have reached out to us directly to tell us that R;pple has saved their life.

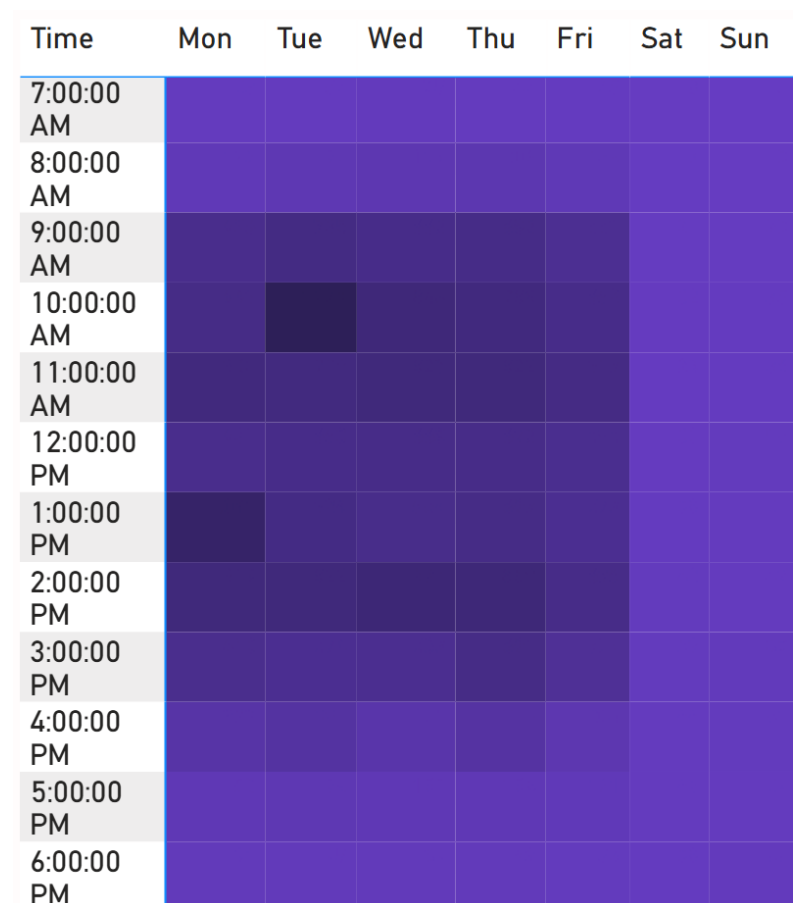
Privacy-first crisis intervention

User privacy is hard-coded in Ripple's DNA. Our browser extension guides individuals to mental health support and crisis intervention without monitoring, tracking or collecting any personally identifiable information. This privacy-first approach ensures individuals feel safe seeking help while maintaining their choice to access support or continue browsing.

Anonymous data showing Ripple's crisis intervention patterns across the UK:



Heat map showing R;pple activations by geographic region, with darker areas indicating higher numbers of harmful search activities.



R;pple activations throughout the week, with darker areas revealing periods when more people conduct harmful searches.

The tech development



Expanded protection

In a groundbreaking development, R;pple has expanded its capabilities to intervene with harmful online searches related to a broader range of mental health conditions and life challenges.

The critical need

Research data reveals alarming suicide risk correlations across vulnerable populations:



Our response

Working with 30+ Advisory Board experts, we have expanded the R;pple Browser Extension capabilities to support individuals experiencing mental health challenges before they reach a crisis point.

Implementation

Throughout 2024, we staged deployments across UK businesses, with full rollout for all UK R;pple Browser Extension users planned for 2025.

The tech development



YouTube support

Ripple extended its protection to YouTube, addressing a critical safety gap on the world's second-largest search engine.

The critical need

YouTube's massive reach - 1 billion daily viewing hours across 2.5 billion users - creates significant exposure to harmful content. Videos glorifying self-harm and suicide are readily accessible on the platform, creating severe risks for vulnerable individuals.

Current protections are failing to:

- Effectively address 'hidden' or encrypted search terms related to self-harm and suicide;
- Offer vulnerable individuals various support options and channels;
- Provide mental health resources for ongoing support, limiting long-term positive impact.

Our response

By extending Ripple's protection to YouTube online searches, we now provide immediate intervention when users are actively seeking harmful content - transforming moments of crisis into opportunities for life-saving support.

“This is another milestone for Ripple in our ongoing efforts to make the internet safer for everyone and to fill critical gaps in existing safeguarding mechanisms.

There is still much to be done, and we will continue to hold tech companies accountable for how they operate online, seek collaboration to enhance user safety, and advocate for change at the highest levels.”

David Savage
CTO



The tech development



Age-specific signposting

R;pple's age-specific signposting connects students to mental health resources tailored to their age group.

The need

Students face unique mental health challenges at different ages. A one-size-fits-all approach doesn't work when it comes to safeguarding - the challenges faced by a primary school child, a teenager, and a university student are very different.

Our response

Free for the education sector, the R;pple browser extension now provides age-specific signposting, offering timely, tailored intervention that connects young people to the right support at the right time.

By deploying R;pple, schools, colleges, and universities can now direct students to tailored mental health support for:

- Primary education (ages 5-11)
- Secondary education (ages 11-16)
- Further and higher education (ages 16+)

Age-specific services include:



The tech development

R;pple is a vital piece of technology that requires extensive focus on technical excellence, security, further development and enhancements so that it is up to date with the complex needs of those it serves and the dynamic technology landscape.



Security

We renewed our Cyber Essentials Certification. The National Cyber Security Centre Government backed scheme allows us to reassure our users that we secure our IT against cyber-attacks, commit to having cyber security measures in place, and have a clear picture of our cyber security level.

We also passed successfully another penetration test by Pentest LTD, ensuring best practices are applied to the R;pple browser extension and backend CMS.



Accessibility: WCAG compliance

The R;pple tool is fully compliant with the Web Content Accessibility Guidelines (WCAG 2.1), an internationally recognised set of recommendations for improving web accessibility.

In 2024 we continued to maintain and re-audit the browser extension, ensuring it is accessible to everyone, including users with impairments to their vision, hearing, mobility, thinking and understanding.

The tech development

224 m

requests
per day

R;pple Wi-Fi Solution

Powered by Netsweeper's advanced filtering technology, R;pple extends its protection to every device connected to organisational Wi-Fi networks.

The need

Wi-Fi networks create exposure points where traditional safeguards often fail. Users accessing harmful content through shared networks on mobile and personal devices need the same level of protection as those using laptop or desktop computers.

Our response

R;pple's Wi-Fi solution delivers real-time protection across organisational and public networks - transforming moments of crisis into moments of hope by redirecting users to life-saving support.

Implementation

From Premier League stadiums to coffee shops, R;pple Wi-Fi is trusted by a growing number of organisations across sports, transport, hospitality, and public venues - keeping users connected safely, wherever they are.

"R;pple's Wi-Fi Solution has grown exponentially over the past year, becoming a cornerstone for protection across a diverse range of industries.

This year, it has reached a major milestone: it now inspects an average of 224 million requests per day, helping to shield users from harmful content when they are most vulnerable.

This scale of protection reflects our commitment to proactively safeguarding users in real-time. Whether it's a fan checking scores at half-time or a traveller navigating a new city, R;pple is there, quietly safeguarding every click."

Craig Butler
Network Product Manager



Partnerships that drive change

At R;pple, we believe in the power of collaboration. We partner with like-minded organisations ensuring the R;pple tool reaches and helps as many people as possible. Our broad partner network includes technology companies, mental health and wellbeing training organisations, and fellow charities.



Blue Tea x R;pple

Blue Tea Software are leading the technological development of the R;pple tool. They are experts in helping businesses transform, scale and economise their operations through digital transformation.



Netsweeper x R;pple

Netsweeper's technology is a key component of R;pple's Wi-Fi solution. As a leading global provider of online filtering and digital safety solutions, they deliver a robust, scalable platform for R;pple Wi-Fi users.

“Suicide prevention is a collective responsibility. No single voice, no matter how strong, can reach every person in crisis or overcome every barrier to support.

Real change happens when we unite with a shared purpose. Through collaboration, we can create safer spaces, expand access to life-saving resources, and ensure that those in crisis are never left unseen or unsupported.

Every partnership brings us closer to a world where hope is within reach for all.

Elena Yaneva
Marketing Manager

Charity number: 1194331



Partnerships that drive change



15+ virtual sessions | 1,000+ registrations |
100+ supporting organisations

FinWELL x MHFA England x R;pple

In partnership with FinWELL Training and Mental Health First Aid England (MHFA England) we organised the first-ever Financial Wellbeing Month in April.

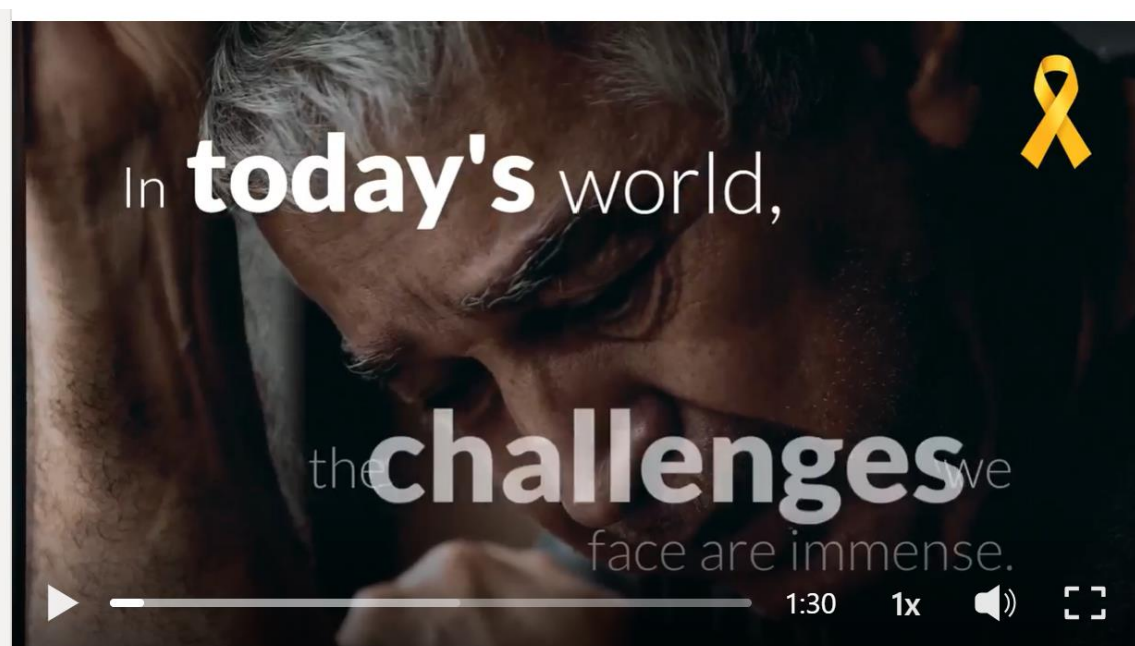
#FWM tackles the critical link between financial stress, mental health challenges, and suicide prevention in the workplace through events, resources, and expert guidance.

 [Learn more](#)

Wellity Global x R;pple

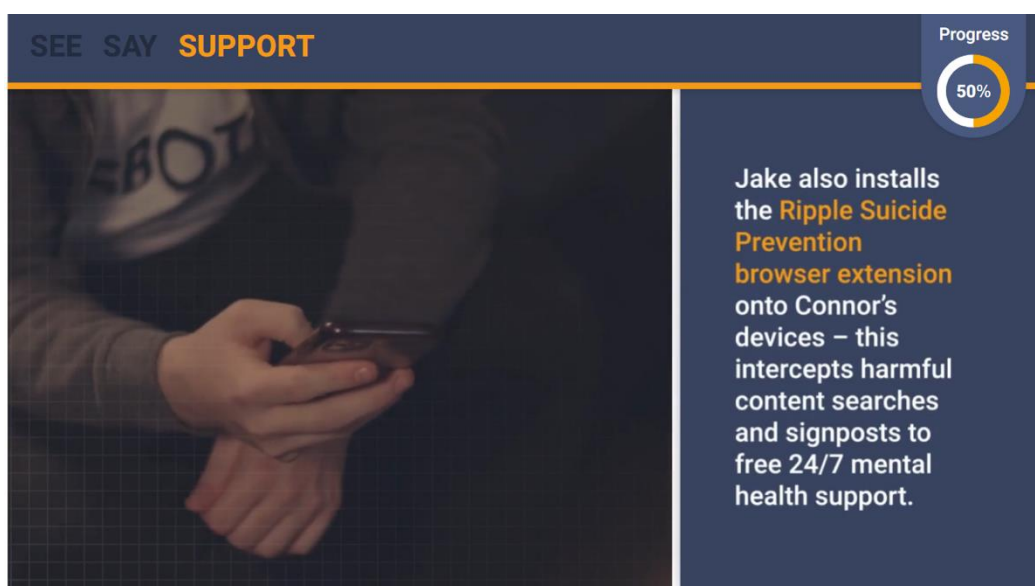
We've partnered with Wellity, the world's leading consultancy for workplace training, to give our clients access to over 450 mental health and wellbeing training programs tailored to their needs.

Together, we help HR & Wellbeing leads foster positive mental health, prevent suicide, and create a work environment where individuals can thrive.



 [Watch video](#)

Partnerships that drive change



Zero Suicide Alliance x R;pple

The Zero Suicide Alliance (ZSA) provide free suicide awareness training programs that teach individuals how to identify, understand and help someone who may be experiencing suicidal thoughts.

In the new 2024 editions of their Suicide Awareness and Autism & Suicide Awareness Training ZSA signpost to R;pple, recognising the importance of utilising our technology as part of a holistic approach to suicide prevention.

The Drinks Trust x R;pple

The Drinks Trust supports the drinks and hospitality workforce with financial aid, wellbeing resources, and mental health services. Through articles and events, they raise awareness of R;pple, helping us provide a proactive, digital safeguard to the hospitality sector.



Talk Club x R;pple

Talk Club is a male mental health charity on a mission to create a mentally fit society. From preventative conversations and healthy habits to digital crisis intervention and signposting, together we are committed to creating safe spaces and tools to support people when they need it the most.

Awards and recognitions



Our life-saving technology and suicide prevention work have brought us multiple recognitions in the technology and mental health space.

In 2024, R;pple was recognised for excellence in:

Technology Innovation | Social Impact | Mental Health | Women in Tech



WOMEN IN
IT
SUMMIT & AWARDS
SERIES



Excellence in
Global Online
Protection
Awards



Our awards:

- Start Up Awards - Social Enterprise StartUp of the Year in the South East
- Prestige Awards South England: Mental Health Support Service of the Year
- Women in IT Summit - Tech for Good Award
- Computing - Women in Tech Excellence Woman of the Year
- Computer Weekly - Women in UK Tech Rising Star
- Excellence in Global Online Protection - Tech Innovation (Finalist)
- UK Top Influencer Awards - Top Technology Influencer (Finalist)
- InsideOut Awards 2024 - U.K. Campaigner Of The Year (Finalist)

Ripple is driving a new era of online safety - a pioneering technology with the power to unite communities, challenge the status quo, and push policymakers and industry leaders to take greater responsibility for protecting individuals from harmful content.

Too many people reach a crisis point because the support they so desperately need isn't there when they search for harmful content online. Ripple Suicide Prevention Charity is determined to change this, and the launch of Ripple Online Safety marks a crucial step towards that goal.

Strategic Goal 2)

Promote the free deployment of the R;pple Browser Extension for educational institutions, charities, and individuals – globally.

Suicide is the biggest killer of people aged under 35 in the UK. Globally, it is the third leading cause of death among 15–29-year-olds (WHO).

Too often, youth suicide prevention is treated as a tick-box exercise, while online safeguarding fails to keep pace with real digital risks.

Protecting young lives is urgent - and it's everyone's responsibility. Every school, college, and university must be equipped to go beyond compliance and take real, proactive steps to protect students.

Many already are. Hundreds of organisations have deployed the R;pple tool, closing a critical gap in online safeguarding.

But we need to go further. Student suicide prevention must sit at the heart of every education and safeguarding system - worldwide.

R;pple in Education



R;pple helps educational institutions protect at-risk students where traditional safety measures fall short. Free browser extension, easy to deploy en masse across every managed device.

Schools, colleges, and universities are on the front lines of student suicide prevention, yet many lack the tools and resources needed for proactive intervention.

Limited to blocking access to harmful content, traditional online safety tools miss critical moments to intervene with life-saving support.

R;pple helps educational institutions globally strengthen suicide prevention efforts and enhance online safety, protecting at-risk students and staff when they need it most.

“This year in the UK, we’ve seen the introduction of the Online Safety Bill and a renewed call from the government urging universities to do more to protect their students, following a deeply concerning report highlighting high suicide rates in higher education.

Suicide remains one of the leading causes of death among young people globally. This is a stark reminder that more must be done as lives depend on it.

Suicide prevention must be embedded across every layer of education, from the curriculum to the digital tools we use. We cannot afford to wait as every moment matters for those who are suffering in silence.

Sam Smith
Education Advocate & Development Manager



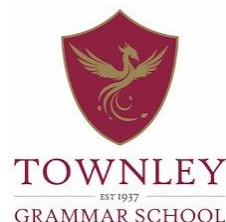
R;pple in Education

550+

educational
deployments

By the end of 2024, the R;pple browser extension has been deployed by more than 550 schools, colleges and university, protecting students and staff from harmful online content.

New deployments include:





Delivering Expertise. Empowering Leaders. Driving Improvement

“ R;pple is such an important, non-intrusive factor in suicide prevention – pressing the pause button and giving opportunities to get different thinking in.

Anna Robinson, Mental Health & Wellbeing Lead
Birmingham Education Partnership

R;pple in Education



We are proud to have contributed to the development of national guidance for preventing suicide in higher education, a vital step in protecting students across the UK.

The AMOSSHE guidance is a vital resource for Higher Education Institutions across the UK, offering practical steps, case studies, and digital safeguards aimed at protecting students and reducing access to means of suicide.

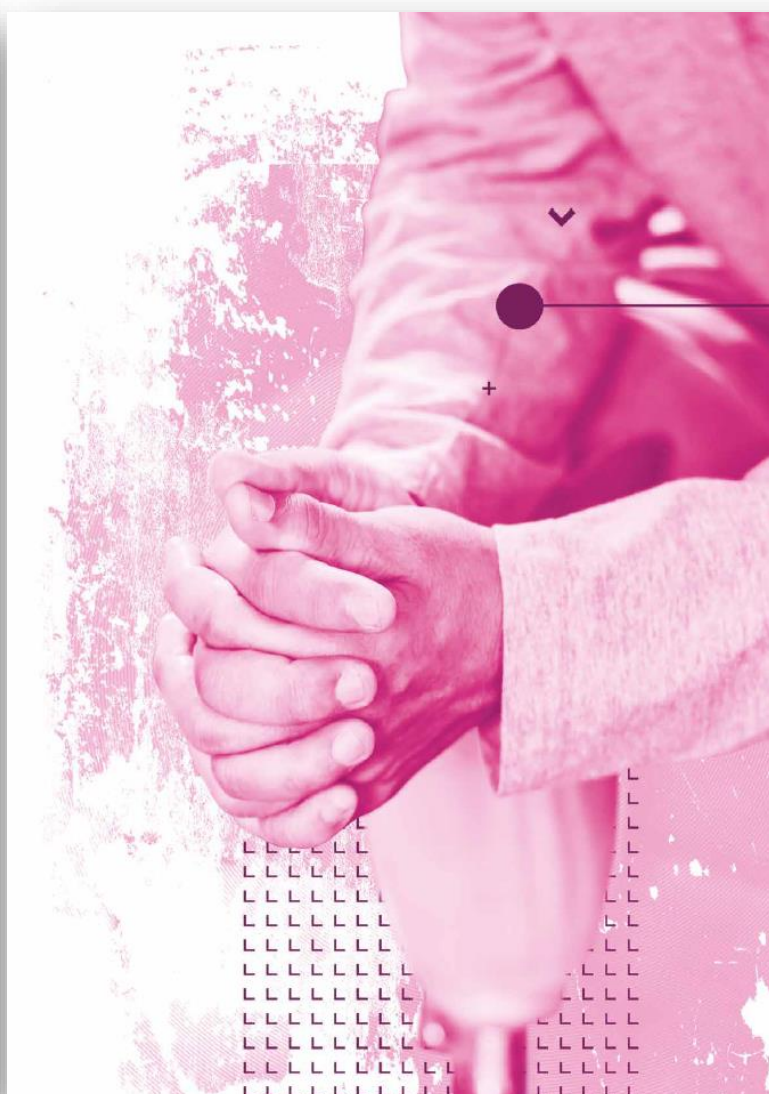
The guide is developed with input from leading UK universities, professors, mental health experts, and key organisations, including Ripple Suicide Prevention Charity.

Collective responsibility, collective action to prevent student suicide

Guidance for the higher education sector to reduce risk and restrict access to means of suicide



Supported by   



9 Online safety and social media

Does your institution have online safety tools in place?

With HEIs using the internet to aid in education, it is important to consider how to safeguard students online. The *Online Safety Act 2023* and the new regulatory framework to make internet use safer applies to HEIs and it may be helpful to appoint a member of the management team to investigate how to deliver the new responsibilities.

With students spending a considerable amount of their time within education settings, some students may be using the education providers managed services to research harmful content.

Many education providers will use content filters that block access to harmful sites relating to suicide. This can safeguard an individual in the moment, but the individual may be able to bypass the filter or decide to search for the content on a personal device that does not have the filter present. It is important that education providers consider all methods of online safeguarding where appropriate.

26% of deaths by suicide in under 20-year-olds and 13% of deaths by suicide in 20-24 year olds involved researching harmful content on the internet prior to their death.⁴⁵

Ripple Suicide Prevention Charity offers a free service to reduce exposure to harmful online content relating to self-harm and suicide. The *Ripple Tool* does not filter or block content, it intercepts harmful searches and redirects the individual to a message of hope and signposts them to support services. This tool works very well for education providers who cannot use filters to block content due to academic purposes. It also overcomes the issue of individuals finding a different device to search blocked content. *Ripple* can also be customized to provide support information and messaging specific to their HEI, so that it is complementary to the wider support offer already in place.

⁴⁵ Rodway C., Thom SG, Richards N, Ibrahim S, Turnbull P, Kapur N, Appleby L. (2023) Online harms? Suicide-related online experience: a UK-wide case series study of young people who die by suicide. *Psychol Med. Jst.* 53(10): 4434-4445. <https://doi.org/10.1017/S0033291722001258>

[Download here](#)



R;pple in Education



We were at the stage of leading education events, talking about the critical gaps in online safeguarding and calling on schools, colleges and universities to protect students with R;pple.



With an international audience of 35,000+ visitors from over 130 countries, Bett UK is a renowned platform for shaping the future of education worldwide. Our speaking session and article engaged educators and safeguarding professionals, highlighting the R;pple tool and the importance of taking a proactive approach to suicide prevention.



The Mental Health in Schools Conference brings together educators, policymakers, and safeguarding professionals to address the urgent challenge of improving pupil wellbeing. R;pple contributed to the national conversation, emphasising the role of early intervention, age-appropriate signposting, and digital safety in protecting vulnerable young people.



R;pple organised a series of virtual events for the education sector, creating a platform to discuss mental health and suicide prevention, raise awareness of the R;pple tool, and accelerate its adoption as an essential safeguard for student online safety. Supported by expert speakers and adopters, the events attracted over 400 registrations.

R;pple in Education



R;pple supported "Contact Hours" - a powerful psychological drama about student suicide, touring UK universities to encourage open conversations and proactive intervention.

"Contact Hours" is a 25-minute BIFA-qualified short film about student suicide, told through the eyes of a university caretaker struggling to connect with his son.

Supported by suicide prevention and mental health organisations R;pple, PAPYRUS, ForThe100, Start The Conversation, and Beyond, the film toured UK universities reaching students, parents, caretakers, and university staff with vital suicide prevention guidance, resources, and the R;pple tool.



"A searing short film"
– *The Independent*

"Very impressive and really absorbing"
– *The Telegraph*



[Watch the trailer](#)

By BFI-selected director Harry Richards & OFFIE-nominated writer Rufus Love.

Starring Kris Hitchen (Ken Loach's "Sorry We Missed You"), George Osborne ("The Pendragon Cycle")



Suicide is a global crisis, and the need for digital safeguarding knows no borders.

With an impressive and growing number of R;pple deployments across the UK and internationally, we are seeing clear evidence that our technology can make a life-saving impact wherever it's implemented.

Looking ahead, our goal is to see R;pple embedded across education systems worldwide - empowering every school, college, and university to take proactive steps in protecting their students online. Suicide prevention should not depend on geography, resources, or policy timelines; it should be a shared global standard.

Our ambition is simple: to make suicide prevention a fundamental part of digital infrastructure in education - everywhere.

Strategic Goal 3)

Provide hope and reduce the stigma surrounding suicide and mental health issues.

At R;pple, we believe that no one should feel isolated or silenced when facing mental health challenges or thoughts of suicide. Too many people still experience stigma that prevents them from asking for the help they need, when they need it most.

Stigma can prevent people from reaching out for help, driven by fear of judgment, career implications, or the mistaken belief that seeking support is a sign of weakness. Too often, it worsens existing struggles and creates barriers to timely care.

We are committed to breaking that stigma and encouraging open conversations so that everyone feels safe, understood, and supported.

Every life matters. Together, we can replace silence with support and ensure that reaching out for help is always seen as an act of strength.

R;pple's Ambassadors

R;pple ambassadors are public figures who advocate for the use of R;pple technology. They are open to sharing their experience in mental health and suicide, inspiring others to engage in open discussions on these topics and take a proactive approach to mental well-being.

We work collaboratively with our growing ambassador network to shift attitudes and confront the stigma surrounding these critical issues.



Fay Greaves

A well-known face from the Bafta-winning BBC One's 'The Traitors,' Fay brings more to the table than her television stardom. She has a remarkable thirty-year career in the education sector and serving as 'Head of School Welfare', and passion for creating a positive impact and supporting young individuals facing mental health struggles. Fay is supporting the adoption of R;pple in Education.



Ryan Briggs

Ryan is the Founder of FinWELL Training – a global financial education and wellbeing company. Ryan also serves as an advisory board member, offering expertise on the topic of financial wellbeing. Our partnership with FinWELL sheds light on the link between financial wellbeing, mental health, and suicide prevention. Together, we support employees across diverse industry sectors and the sports community.



Daniel Winter-Bates

Dan is Head of Inclusion and Sustainability in the NHS, and the lead singer of the popular British band Bury Tomorrow. Incredibly passionate about mental health, he is helping educate businesses and the NHS community about the R;pple technology, ensuring as many of them as possible are signposted to mental health support when they are most vulnerable.

The events



In partnership with public figures and leading voices in education, mental health, and suicide prevention, we organised and took part in various events raising awareness of suicide prevention and the R;pple tool.

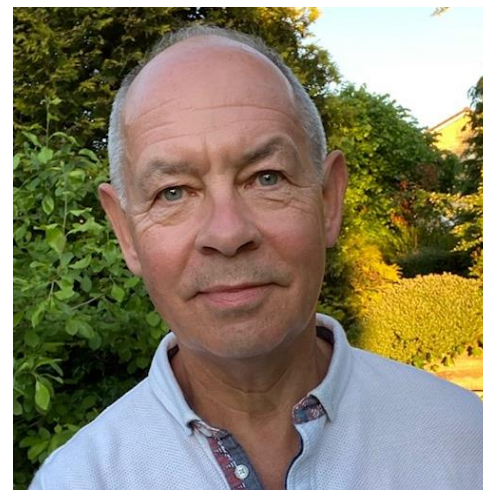
Some of our 2024 guest speakers, hosts, and fellow panellists included:



Simon Blake
CEO, Mental Health First Aid (MHFA) England



Prof. Ann Luce
Bournemouth University



Steve Philip
Founder, The Jordan Legacy; BatonOfHopeUK



Elizabeth Anderson
CEO, Digital Poverty Alliance



Fiona Aldred
CEO, National Centre for Suicide Prevention Education



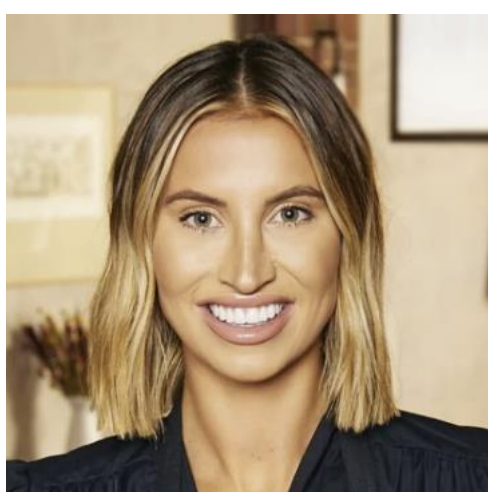
Adwoa Aboah
Model, actor, political activist



Rachel Johnson
Journalist, TV presenter



Simon Scott-Nelson
Co-Founder, Wellity



Ferne McCann
Celebrity influencer



Steve Carr
Founder, MindCanyon



Fay Greaves
The Traitors, R;pple Ambassador



Elle Macpherson
Australian model and businesswoman

Call for change: Hospitality



The hidden crisis behind UK's "Happy Hour"

With over 3 million workers, hospitality is one of the UK's largest sectors. R;pple's research reveals the scale of the mental health challenges hidden within it.

The hospitality industry thrives on bringing joy to others, but behind the scenes many workers face poor mental health. Long hours, zero-hour contracts, high stress, and a "work hard/play hard" culture all add to the problem.

The R;pple-commissioned "Mental Health and Suicide Risk in Hospitality Report 2024" reveals the hidden mental health crisis among UK hospitality workers:

1 in 2

of hospitality workers have thought of suicide, self-harm or other harmful, negative thoughts

55%

of those who have experienced mental health conditions, have searched for harmful content online whilst in their workplace

75%

are concerned that their colleagues were accessing harmful content while in the workplace

3 in 5

of hospitality workers are or have experienced mental health conditions whilst at work

61%

of hospitality workers have been concerned about a colleague's mental-wellbeing

34%

do not think there is enough support provided in the industry to support their mental wellbeing



[Read the report](#)

Call for change: Hospitality



The hospitality pledge

R;pple is campaigning for change alongside Revolution Bars Group - the popular chain that has implemented the R;pple tool - and The Burnt Chef Project.

We have identified five commitments to help employers, HR and Wellbeing leads within the hospitality industry to foster positive change for their staff and customers.

The 5 commitments:

- Even better communication to reduce the stigma of suicide & mental ill health.
- Upskill employees on how to support peers and raise concerns.
- Protect staff safety at every touchpoint
- Ensure a 'wellness action plan' is in place.
- Provide support for each of the most triggering elements of the job.

Supported by:

REVOLUTION
BARS GROUP


THE BURNT CHEF
PROJECT

— THE —
DRINKS
TRUST
— EST. 1886 —


SERVING UP
SUPPORT MAINE

These commitments come with actionable steps and are tiered by timescale based on how easy they are to implement.



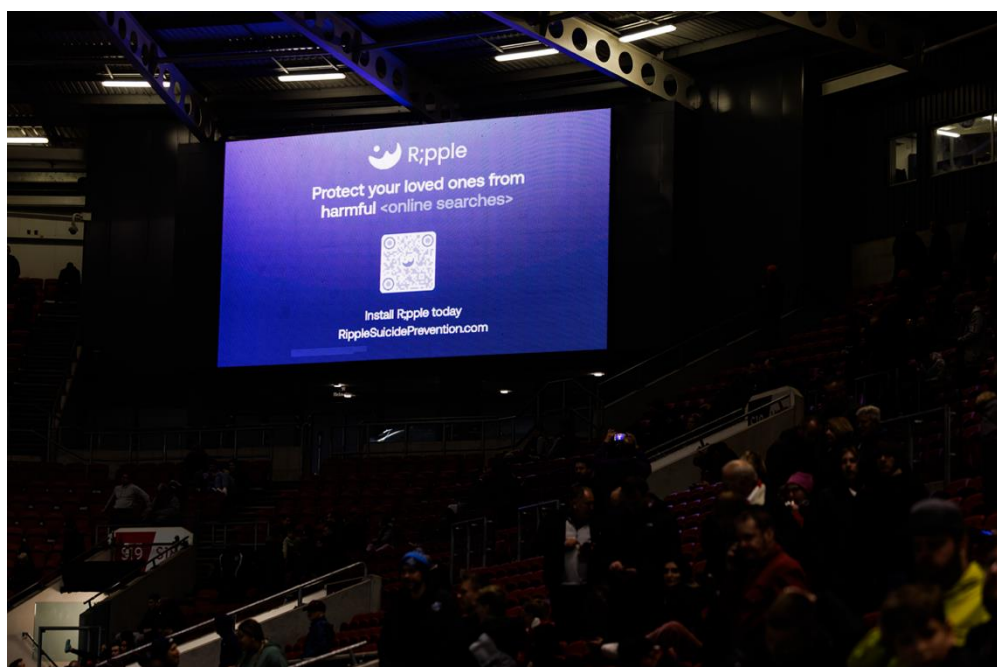
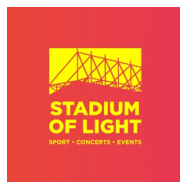
[Learn more](#)

Call for change: Sports



Sport clubs are uniquely positioned to spark positive change for mental health. R;pple is proud to partner with an ever-growing number of clubs driving that change.

In 2024, Sunderland AFC and Bristol Sport marked the deployment of R;pple with powerful launch events aimed at inspiring players, staff, scholars, and fans to prioritise mental health. During pitch-side interviews, Alice Hendy MBE shared her personal story with tens of thousands of fans, underscoring R;pple's life-saving impact and raising awareness about suicide prevention and the importance of early intervention.



The events



R;pple took part in high-visibility events, connecting with industry leaders and highlighting our initiatives in suicide prevention and digital safeguarding.

Event highlights



The Watercooler, London

Welcoming over 6,000 industry experts, The Watercooler event is shaping the future of work across wellbeing, culture, and innovation in the modern workplace.

Over 2 days at Excel London, the R;pple team engaged attendees with insights on digital crisis intervention and explored opportunities for collaboration across sectors.

Be the Spirit, Manchester

Organised by Claritee Group, leaders in alcohol-free events, Be the Spirit highlighted drinking habits and their links to poor mental health and suicide risk, fostering a culture of fun without alcohol.

Alice Hendy MBE joined a star-studded panel alongside Elle Macpherson, Ferne McCann, Lorri Haines, Josh Connolly, and Jay Motty.



The events



We amplified our message and supported the community by partnering with other charities and like-minded organisations, contributing speakers on suicide prevention and digital safeguarding.

Event highlights



Baton of Hope's Conference is for anyone who cares about suicide prevention to change the way suicide is seen, talked about and treated.



The Canmore Trust's Wellbeing Conference in Glasgow brought together dentists, doctors, nurses and vets, to learn about preventing suicide in these higher-risk professions.



Organised by This Can Happen, the event covers topics such as diagnosed mental ill health, AI, domestic abuse and retaining women in the workforce.



Let's Get Talking is a free community event in Portsmouth that opens up honest conversations around suicide, mental health, and resilience.



The Digital Poverty Alliance, a charity working to end digital poverty, improving access to devices, connectivity and skills, hosted a webinar to introduce R;pple to their network.



Suicide&Co's Sector Summit is a must-attend event for professionals supporting those bereaved by suicide, with themes spanning innovation, data-driven decisions, and managing suicide risk.

The media

350+ m
total audience reach

R;pple 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.

In 2024 R;pple had over 80 pieces of media coverage, reaching a potential audience of over 350 million people through leading media outlets, including:



ITV: The woman helping to stop people from accessing harmful internet content



BBC South TV - Alice Hendy awarded an MBE



ITV Meridian - Alice Hendy awarded an MBE at Buckingham Palace



BBC Breakfast - Alice Hendy MBE on measures against harmful online content

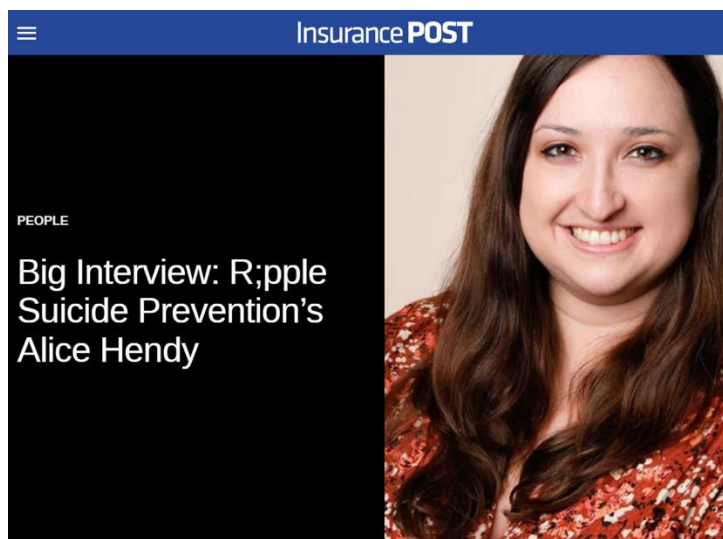


R;pple's media presence is powered by our PR agencies:

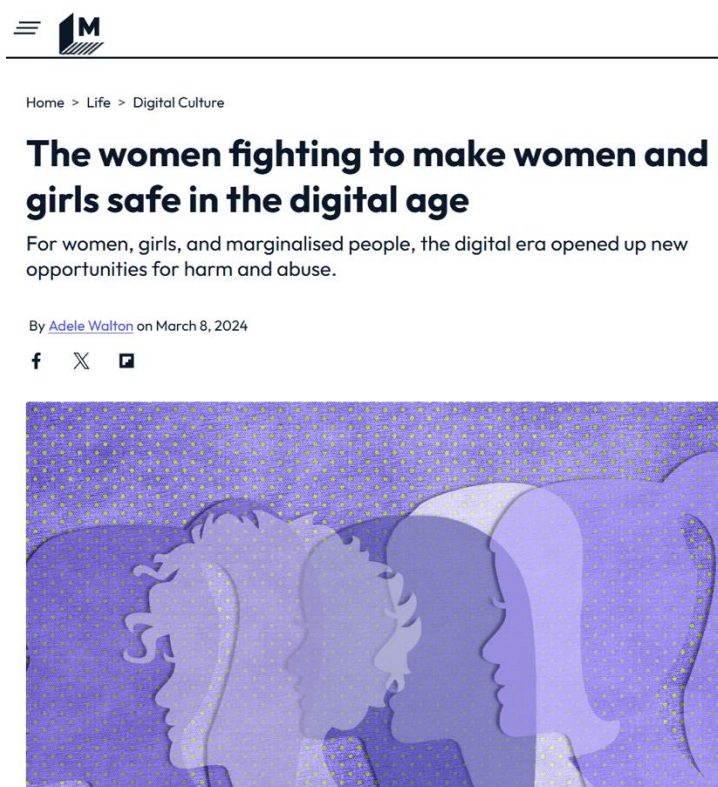


The media

R;pple was featured across a range of channels - including trade media, mainstream outlets, and podcasts - adding its voice to timely and topical conversations while raising awareness of suicide prevention.



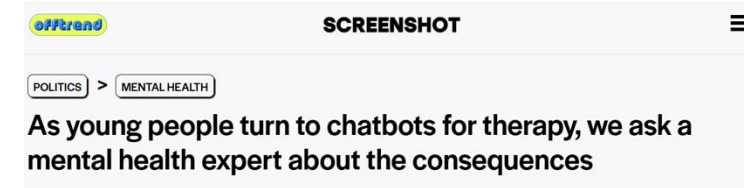
By Tom Luckham
12 Mar 2024
Indicative reading time: 10 minutes



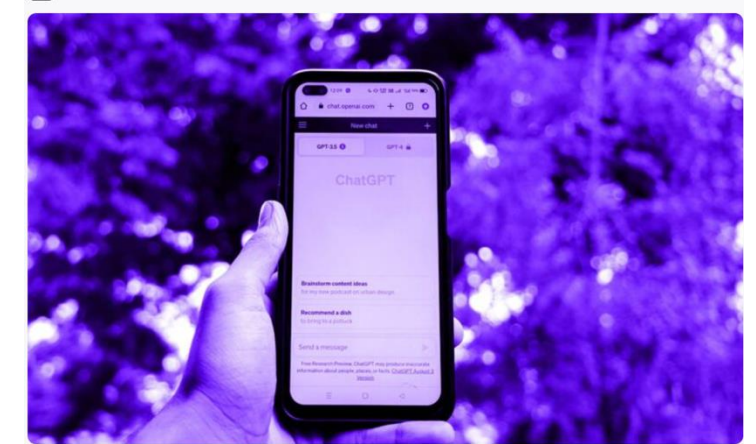
If OCD is not effectively treated the condition can become severe with sufferers wanting to self harm.

The R;pple Suicide Prevention Charity has created a browser extension that discreetly intercepts frequently flagged search terms where individuals are most susceptible to harmful ideation, providing a critical window of opportunity for support. It signposts to free 24/7 mental health support.

Alice Hendy MBE, CEO & Founder explained: "For those with OCD, a condition often characterised by relentless, intrusive thoughts, the internet can be both a refuge and a trigger. For many, these intrusive thoughts can spiral into harmful ideations, exacerbated by the vast and often unfiltered nature of the internet."



By Abby Amoakuh
Updated May 30, 2024 at 04:18 PM
Reading time: 4 minutes



TEEN HELP FOR EXAM ANXIETY

GCSE and A-level results are imminent, and the anxiety and stress can be overwhelming, says Sam Smith, who works for mental health awareness platform Ripple (ripplesuicideprevention.com). "There's no one-size-fits-all solution for managing exam anxiety, so try different approaches. "Chat to anyone you feel comfortable with, whether that's friends, family, school staff or a GP. Talking to peers can be helpful, as they may be experiencing similar. Sharing your feelings can create a sense of solidarity and understanding. "Most schools and colleges have designated wellbeing teams but if you prefer to open up to someone you don't know, support services and charities include YoungMinds (youngminds.org.uk), PAPYRUS (papyrus-uk.org) and The Mix (themix.org.uk), and all offer support. It's crucial to avoid catastrophising and recognise exam results do not define your future. Engage in activities you enjoy, such as exercise, socialising, and relaxing. Downtime is essential for managing stress and anxiety from exams." When it comes to results day, Sam says: "It's natural to feel disappointed if results don't meet expectations, and it's healthy to process emotions. But don't let this dictate your future. There are many paths to achieving goals. Don't let disappointment discourage you, and remember: be kind to yourself."

[Read here](#)

The media

R;pple was featured across a range of channels - including trade media, mainstream outlets, podcasts, and webinars - adding our voice to timely and topical conversations while raising awareness of suicide prevention.



09/09/2024 · S1, E78 · 27 MIN
Alice Hendy from tragedy to triumph
Rachel Johnson's Difficult Women



By The Gurls Talk Podcast > The Gurls Talk Podcast



R;pple Suicide Prevention founder Alice Hendy...
on creating a ripple effect of change

Health, home and consumption

Play 4/9/2024 · 41:24

0 0 10 ...



Alice Hendy MBE on the Ripple Effect Event

Tuesday, 22 October 2024

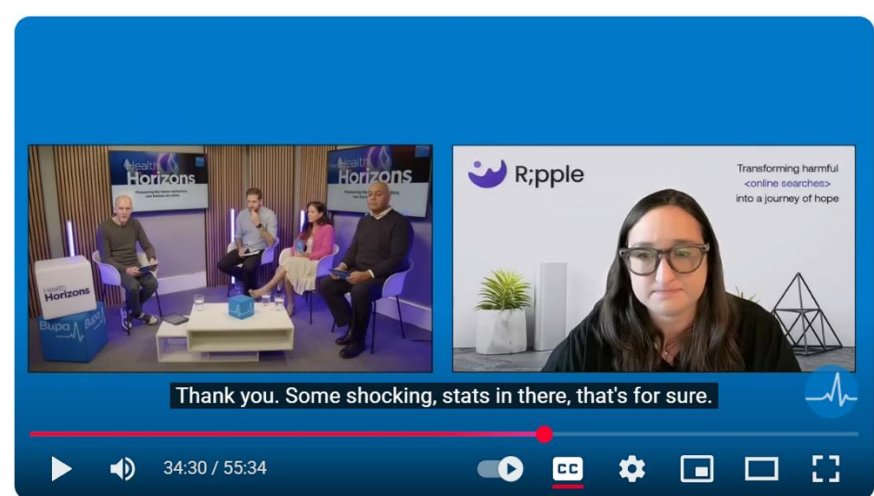
13 minutes

Alice joined Paul Marsh in the studio

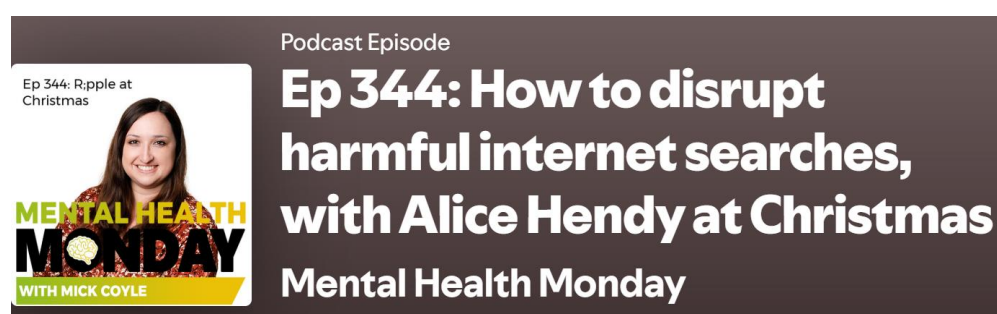


Wednesday Jul 24, 2024
Ripple Suicide Prevention Messages
People Who Search Online For
Suicide And Self Harm Information

Likes Download Share



Bupa | Health Horizons | Men's health in the workplace: a silent crisis?



Podcast Episode

Ep 344: How to disrupt harmful internet searches, with Alice Hendy at Christmas
Mental Health Monday



Episode 5 - Alice Hendy MBE

VOICE - The Podcast • Feb 22, 2024

00:00

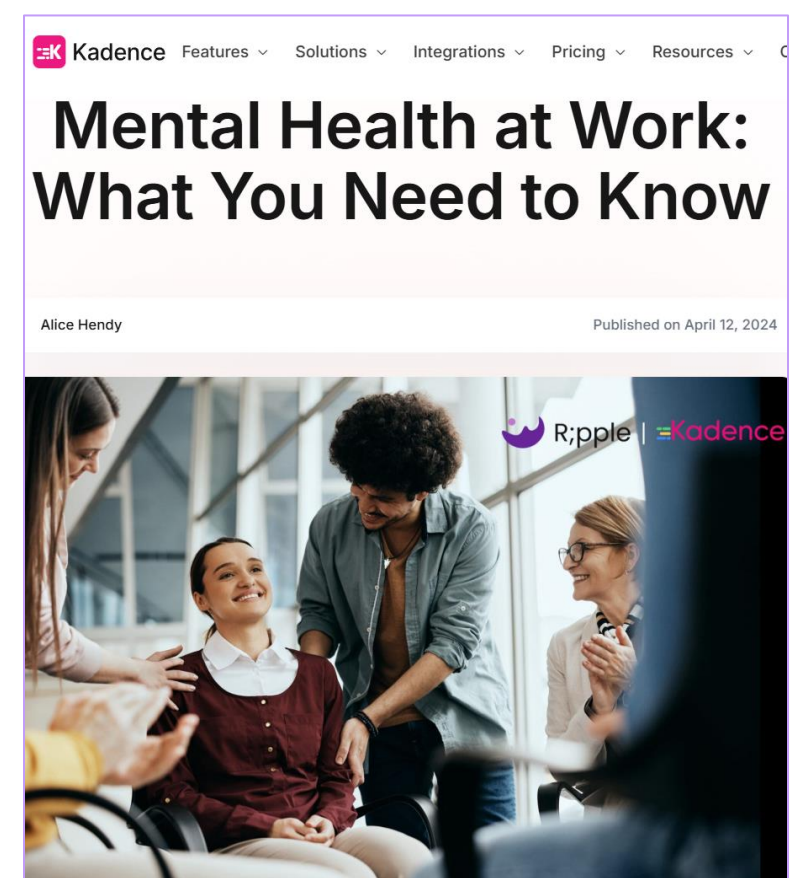
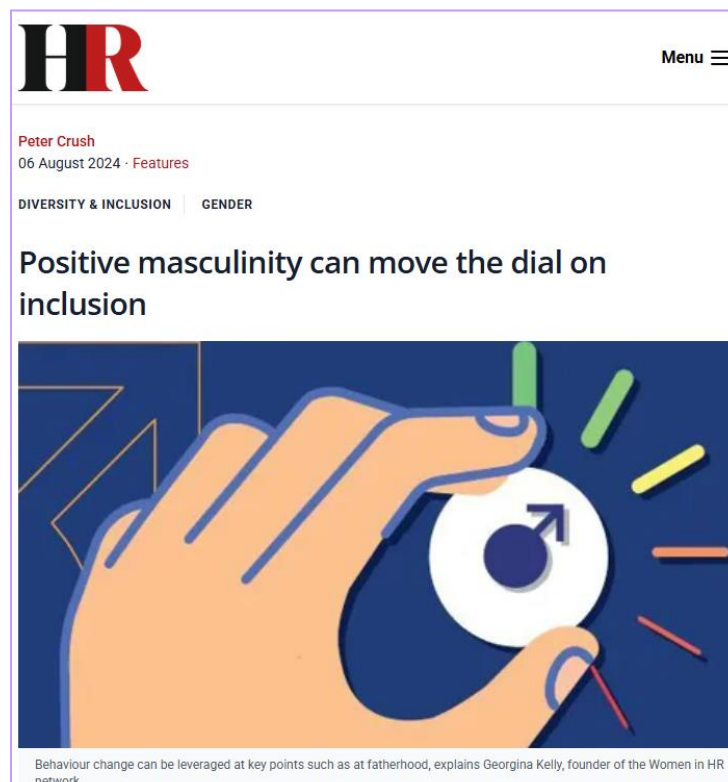
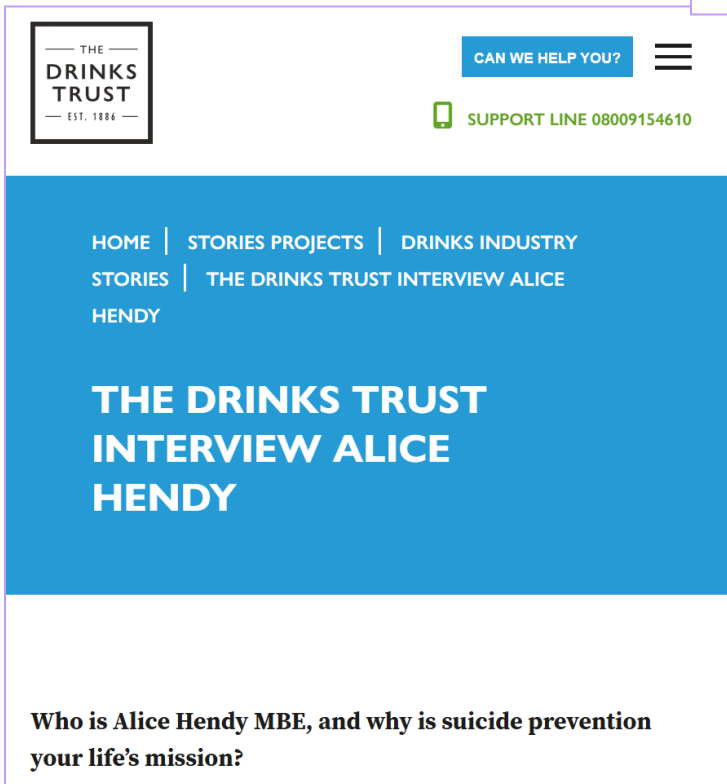
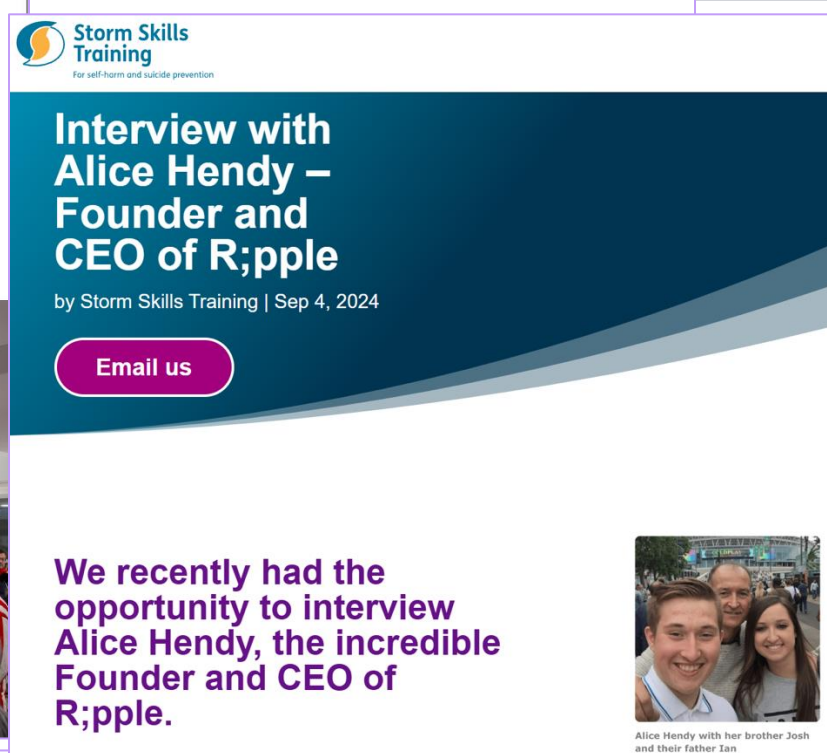
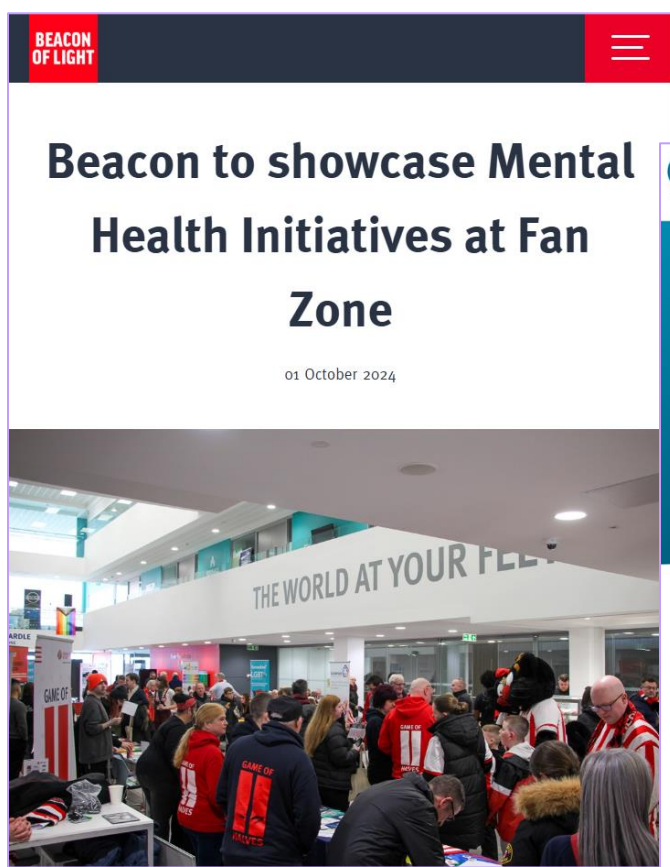
Share

29:02



Partnerships that drive change

Our vital work continued to be featured by our partners, customers, public and like-minded organisations, through interviews, articles, and video content.



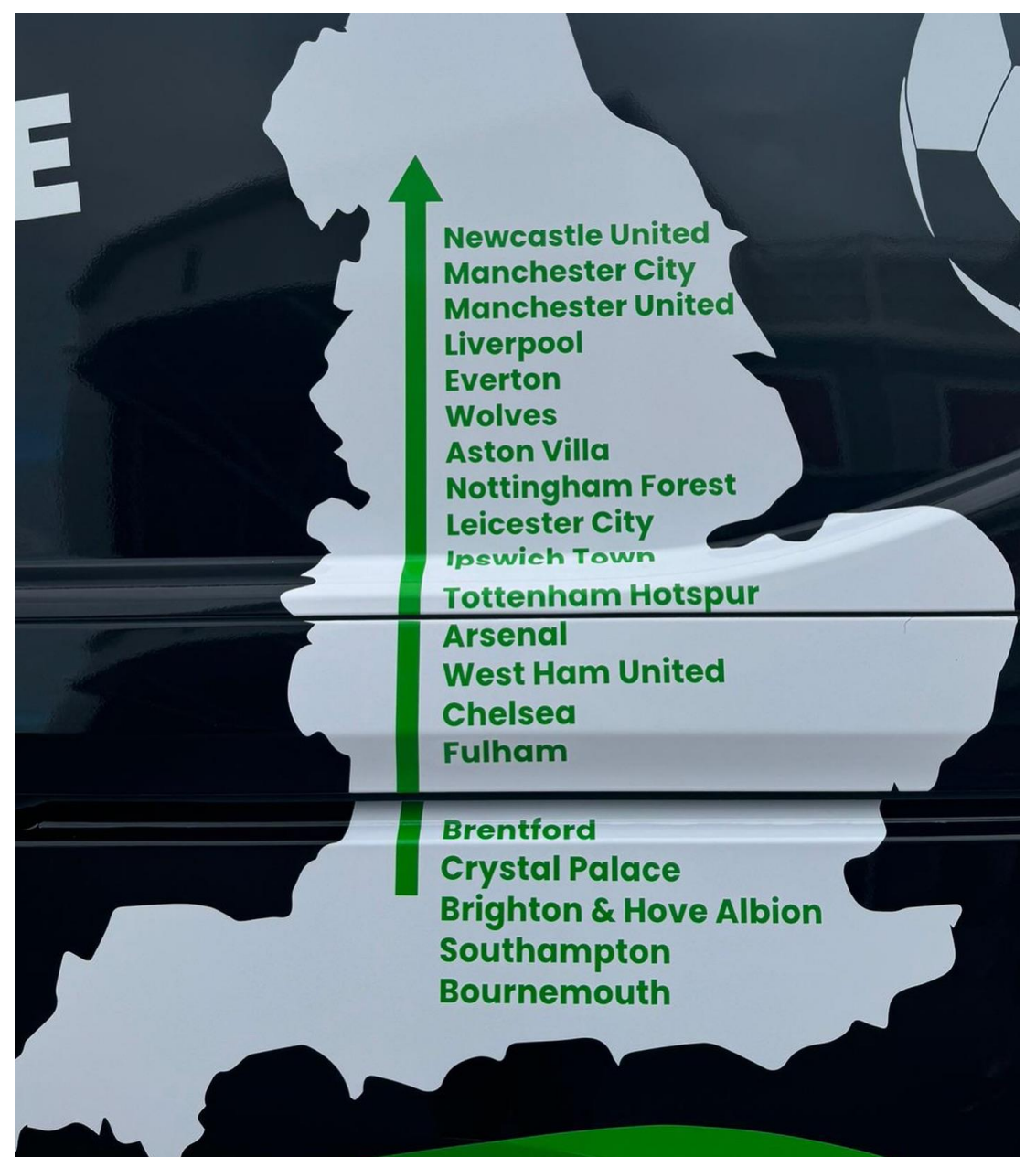
Partnerships that drive change

Matthew's Premier League grounds run



We were honoured to support Matthew Smith, founder of IfUCareShare charity, in his remarkable challenge - running 800+ miles between all Premier League football stadiums to raise awareness and funds for suicide prevention.

Throughout his journey, Matthew wore a football shirt displaying the names of over 230 people lost to suicide, including Josh Hendy, Alice's brother and the reason for R;pple. This powerful tribute transformed each mile into a moving memorial, carrying forward the memory of lives lost while fighting to prevent future tragedies.

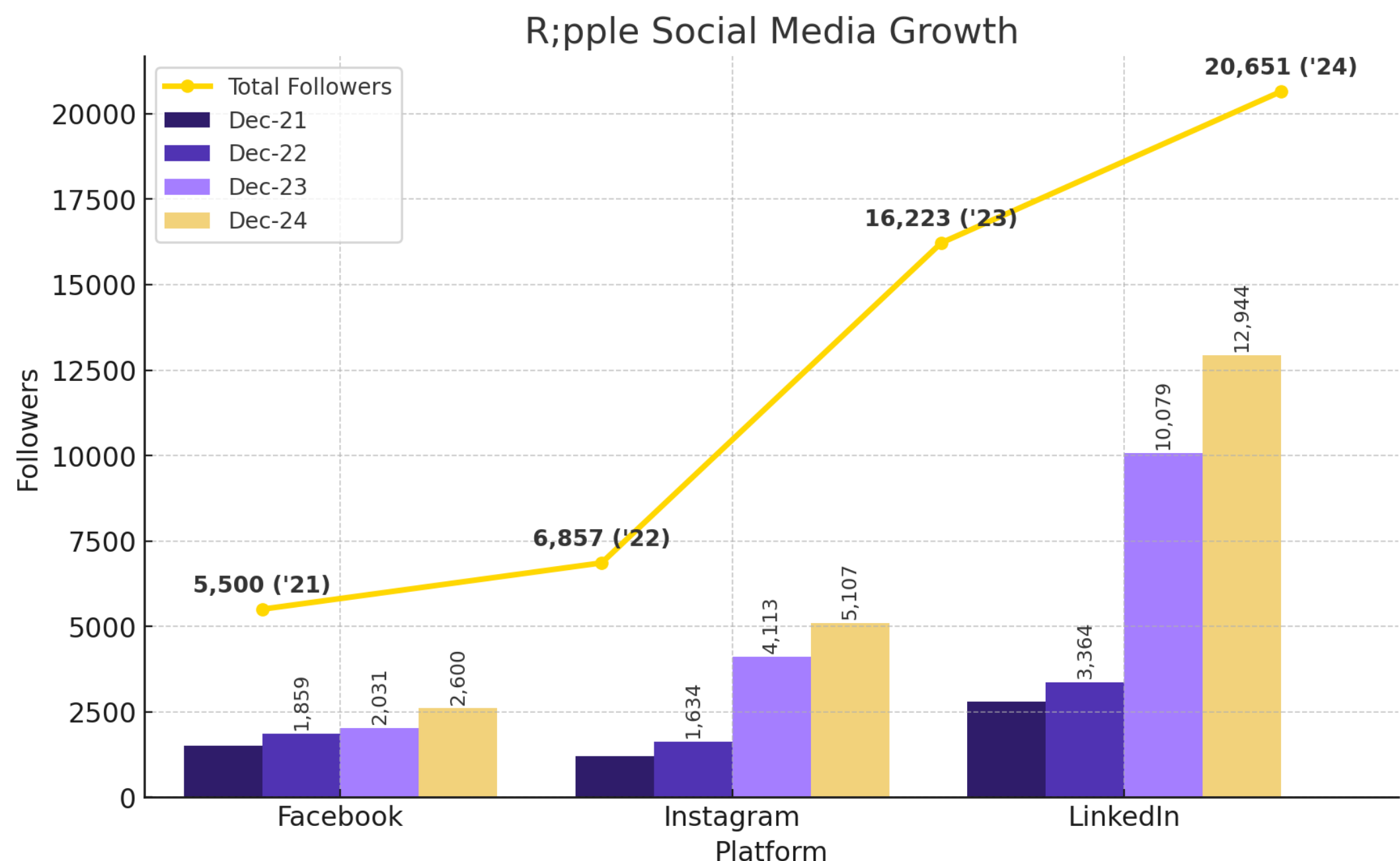


Social media growth

R;pple's social media presence plays a pivotal role in promoting open conversations about mental health challenges and suicide, increasing awareness of mental health support services, and spreading the word about R;pple.

Our primary platforms for engaging with our target audiences are LinkedIn, Instagram, and Facebook, and we are witnessing consistent, organic growth in our followers across these channels. This growth has been made possible through the creation of content aligned with our key themes, as well as the implementation of a diverse range of engagement strategies.

In 2024, we observed a substantial surge in our followers on both LinkedIn and Instagram, with an impressive 28% and 24% growth, respectively.



We will continue to grow our network of partners, ambassadors, and influencers, and spread the message of hope through various platforms and activities.

Our efforts will focus particularly on:

- Educational institutions, going beyond the UK to reach the US;
- Parents and guardians;
- Individuals at higher risk of suicide, including young people, men, and those struggling with mental health conditions such as substance abuse, eating disorders, gambling addiction, and more;
- High-risk industries like sports, construction, and veterinary;
- Authorities and public service providers.

Going forward, we will feature more R;pple voices, including team members, advisory board members, and customers, to increase our reach and authenticity.

By showcasing these diverse voices, we aim to strengthen engagement, build trust, and inspire action.

Strategic Goal 4)

Advocate for improvements to online safety legislation.

At R;pple, we believe that technology must be used as a force for good, to protect, not to harm. Over the last few years, the UK has faced political turmoil surrounding the Online Safety Bill, yet as a society, we still have not gone far enough.

Too many lives continue to be lost because online environments remain unsafe, unregulated, and unaccountable.

We cannot continue to accept this.

All platforms, big or small, and every individual involved in shaping the digital world must be held responsible for the impact of their actions online. The wellbeing and safety of users, especially our most vulnerable, must come before profit, politics, or convenience.

That is why Ripple Suicide Prevention is not just supporting those in crisis. We are advocating for systemic change. We are working at the highest levels to ensure that legislation is strengthened, accountability is enforced, and online safety becomes a non-negotiable standard across every corner of the internet.

Through the work of our charity and our technology arm, we are leading the way in using innovation and artificial intelligence to detect, prevent, and respond to online harm, while continually pushing for a safer and more compassionate digital world.

Because saving lives online is not optional. It is our responsibility.

Voice for change

Ripple joined forces with The Mental Health Foundation and over 10 other leading organisations calling on the government to urgently regulate the most dangerous online forums that promote and glorify suicide and spread hate.

Rt Hon Sir Keir Starmer MP
Prime Minister
10 Downing Street
London
SW1A 2AA

Dear Prime Minister,

Public letter: dangerous suicide and hate forums

We write to you as CEOs and senior leaders working across mental health, suicide prevention, the countering of anti-Jewish racism and other forms of hate, and as parents and family members affected by suicide.

We were encouraged to hear you set out last year that a Labour government would reverse the rise in the number of deaths from suicide, highlighting that suicide is the biggest killer of young lives in this country.

Your focus on suicide could not be more timely. As you will be aware, the latest figures from the ONS show 6069 suicides registered in England and Wales in 2023; the highest rate in over 20 years. In Lord Darzi's recent report to the Secretary of State for Health on the state of the NHS, he highlighted that "there has been a worrying increase in suicides of young people" and advised that "suicide rates are now at their highest levels this century, and this is an area where close attention will need to be paid in the years ahead".



[Read the letter here](#)

Voice for change

Alice Hendy MBE joined Tim Muffett on BBC News to discuss measures against harmful online content, after Ofcom launched their latest online safety rules for tech platforms. In line with Ian Russell from the Molly Rose Foundation and other bereaved families, she highlighted the scale of the problem and the urgency to act now.



“My hope is that all of us coming together as a collective will make our voice louder and encourage the government to act now.”

- Alice Hendy MBE

BBC Breakfast - Alice Hendy MBE on measures against harmful online content



 [Watch here](#)

Our future ambitions

This year we put huge amount of time and effort trying to contact social media and tech companies (including Meta, TikTok, Snap Inc., YouTube, Twitter, Google and Microsoft) to join forces with R;pple and protect more people from harmful online content.

Getting to the safeguarding teams is almost impossible – we have went through filling out endless forms, receiving emails informing us that the email they told us to contact 'is no longer monitored', receiving more emails informing us that we 'won't receive a reply', directing us to download their apps as opposed to re-routing us to the safeguarding team.

This is not the first time we are trying to contact them and not the first time our efforts are in vain.

We will continue trying different routes until the tech giants take their share of responsibility to protect the billions of people using them.

We will further expand our efforts by reaching out to Spotify and Amazon to reduce the harmful content they host on their platforms.

We will continue supporting the petitions and initiatives of like-minded organisations and will re-launch our own public petition addressed to major social media and tech companies.

Together, we can achieve what now seems impossible.

Governance and Fundraising



The Charity is controlled by its governing document, a deed of trust, and constitutes an unincorporated charity under the Charities Act 2011.

The Trustees

Ripple Suicide Prevention is governed by a board of trustees, each of whom has been personally touched by suicide and are appointed by ordinary resolution of the members. The Trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the Charity should undertake.

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. Our trustees devote their passion, skills, time and commitment to help us save lives. 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.



David Savage

“R;pple exists as a safety net for people in crisis, searching for ways to harm themselves. Sadly, online safety legislation lags behind developments in technology, particularly for social media platforms and AI. R;pple is working hard to spread the safety net far and wide, now looking to integrate with as many platforms as possible. Our 2025 target of 5 million weekly active users will lead to at least 150 saved lives – this is what drives us each and every day.”

- **David Savage, Trustee, CTO**



Laura Pike

“The R;pple tool has a proven history for saving lives. The tool helps redirect someone searching for harmful content to immediate support resources. As the charity grows, more help and support can be provided to protect anyone when searching for negative content online.”

- **Laura Pike, Trustee**



Becci Isaac

“In a world filled with stresses and pressures driven by everything from financial difficulties to social media, R;pple acts as a line of defence in helping people who may be in their darkest times. We’ve already seen how important R;pple has been in intervening on a significant number of occasions and stopping the worst from happening.”

- **Becci Isaac, Trustee**

Overview

The need for our work has been steadily rising, especially as mental health challenges and suicide rates are a growing concern within the society. We assess our strategy on a regular basis to ensure that our projections remain aligned with our past performance, the external opportunities, and our ambitions as a charity.

Fundraising plays an essential role in our mission as it fuels our growth and development, enabling us to safeguard more people from harmful online searches.

Fundraising standards

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

Ripple Suicide Prevention Charity is registered with the Fundraising Regulator and adhere to the Code of Fundraising Practice. We comply with the latest fundraising standards and continue to monitor amendments to the Code to make sure we stay compliant, and our operational policies and practices are regularly updated in line with the standards.

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.



British
bank
awards

Insurance
choice
awards

“ Smart Money People is proud to have supported R;pple at both our British bank awards and Insurance choice awards. R;pple’s vital mission to provide life-saving interventions for those in crisis is one we deeply value, addressing an urgent need with innovation and compassion.

R;pple has been our chosen charity for 2024, allowing us to highlight their offering so our award guests can support via donations. We encourage other organisations to join us in supporting this vital cause, to help make a real difference in people’s lives.”

2024 Funders

We are incredibly grateful to all organisations that supported us through grants, donations, and fundraising activities. Their trust and generosity empower R;pple to continue saving lives and driving meaningful change.

A heartfelt thank-you to all who stand beside us:





“ Beals Wealth Management has proudly stood alongside Ripple Suicide Prevention, helping to raise awareness and vital funds for this life-saving cause.

From conquering Mount Snowdon, to Mark’s Dolomites challenge, to unforgettable charity football games like Josh’s Game and matches against Ripple FC — every step, every match, every challenge has been about coming together for something bigger than ourselves.

At Beals, we truly believe financial services firms like ours can play an important role by showing up, speaking out, and supporting mental health. It's an issue that touches everyone — and sometimes all it takes is a little encouragement to start a conversation.”

The events



In honour of Josh and support R;pple's vital cause, **The R;pple Effect** event was a night of remembrance, a celebration of hope, and an inspiration for action.

November 25, 2024, marked another sorrowful year since we lost Josh - the reason R;pple was created - and our ongoing guiding light.

It's an anniversary no one ever wants to face, and through all that we do, we strive to prevent other families from enduring such a devastating loss.

We are immensely grateful to our friends, partners and supporters who joined us for the R;pple Effect Event to honour the memory of Josh and support R;pple's vital cause.



WHUF & R;pple Football Tournament

R;pple and the West Ham United Foundation hosted our first-ever five-a-side football tournament in partnership with West Ham United FC and Shawbrook Bank.



- Supported by 200+ players and organisations
- Joined by former Hammers Matt Jarvis, Stuart Slater and more
- SkySports coverage
- Sponsored by Shawbrook Bank, Brickflow, LDS, AWH, Kwits, Westminster Consultants
- Over £23,000 raised for R;pple and WHUF

Watch the full story



R;pple FC

R;pple FC was set up by the R;pple volunteer and family friend Harrison Read who donates a huge amount of his spare time into arranging training sessions and matches against other charity teams, where the game takes place in a friendly and social environment and any funds raised are split between the two charities.



FINAL SCORE

4
R;PPLE FC

6
SSFC CHI

FINAL SCORE



LINE-UP

STARTING XI

- 82 CALLUM BASSETT (GK)
- 22 LEWIS FRENCH
- 5 LUKE CHURCH
- 34 JAKE CLEMENTS
- 24 SCOTT LAY
- 2 SIMON WALLER
- 35 CAM MELLING
- 16 ANDY DOOLER
- 9 MIKE WOOLDRIDGE
- 69 JORDAN FEWINGS
- 10 HARRISON READ (C)

SUBSTITUTES
RUSS GOODMAN, RYAN SWANSTON, JACOB PUGH



WWW.RIPPLESUICIDEPREVENTION.COM

“R;pple FC isn’t just about football — it’s about community, connection, and conversation. We give players a safe space to belong, be active, and open up about the challenges they face.

Every match we play helps raise awareness for mental health and suicide prevention, while raising funds for R;pple’s vital work.

Harrison Read
R;pple FC Manager

Charity number: 1194331



Public fundraising

JustGiving™

R;pple has been raising funds from members of the public and supporters who make one-off or regular donations through established platforms like JustGiving and GoFundMe.



John McGhee

McGhee's secret Santa donations - thank you Alice, Ian and the whole R;pple team x

£75.00



Anonymous

Alice & Team Keep going - you are making such a difference. Wishing you strength and happiness at this difficult time of year. x



Georgios M

As promised end of last year 🏃, personally doubling the Cancer Research UK donations to support R;pple and its cause. You're all amazing and making a big difference! 🙌

£1,050.01



Lucy Hazzell (on behalf of ForrestBrown)

Donating in the names of John McGhee & Anna Szymanska, who both asked for donations to the wonderful charity that is R;pple in lieu of gifts on their last day of work with us at ForrestBrown. <3

£730.00



Nikhil and Kavina Kotak

Donation in lieu of wedding favours from our recent wedding. Thanks for all the incredible life saving work you do.

£150.00



Arthur and Bea

Happy 60th Birthday to our Uncle John, who has this charity very close to his heart ❤️ x

£100.00



Exclaimer Ltd

We first heard about R;pple at the UK Tech Awards 2022, and were blown away and inspired & so have chosen to raise money via a companywide steps challenge! Thank you for all you do for others.



Anonymous

Suicidal ideation and self harm has haunted us since my son was as little as 9 years old. Keeping your child alive whilst social media freely promotes 'solutions' has to stop and more help is needed.

“ I’ve been doing 24-hour gaming streams for R;pple for three years now - not just because it’s a great cause, but because it’s something I’ve lived through myself.

I know firsthand the ripple effect suicide has on friends and family of victims, so anything I can do to prevent that pain for others is worthwhile.”

Sean Green (Cena Wow)



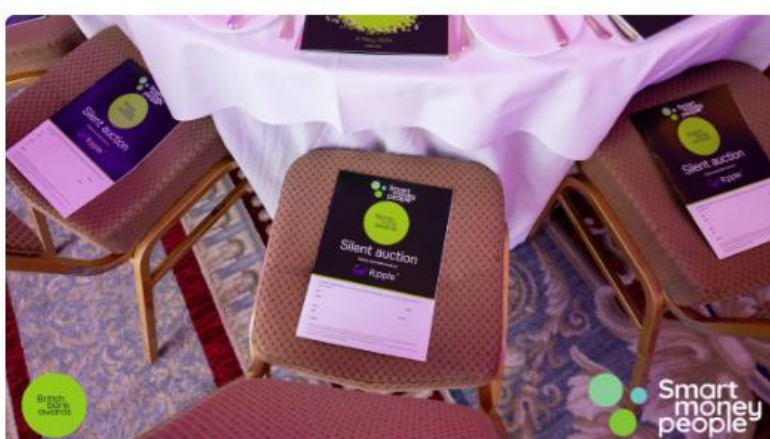
Community and events

Throughout the year, our incredible supporters have gone above and beyond to fundraise for R;pple - running marathons, hosting events, taking on personal challenges, and finding creative ways to spread hope and awareness. Their passion and dedication make our life-saving work possible, and we can't thank them enough!

Some of 2024's fundraising activities:



Fay Greave's Machu Picchu Charity Trek



Smart Money People's Awards nights



Dan Arnold's Ultra White Collar Boxing



Wellity's Awards nights



Equinix's team 22k London walk



Sukhy Hogwood's Charity Run



The Life Jacket campaign



Cena Wow 24-hour gaming tournament



Cocoon Aftercare Christmas fundraising

Financial Review



It is the policy of the Charity that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to between three and six-months' expenditure.

The Trustees considers that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the Charity's current activities while consideration is given to ways in which additional funds may be raised. This level of reserves has been maintained throughout the year.

David Howard LLP were appointed as the charity accountants during the year. This report has been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities (issued in March 2005).

Charity name	Ripple Suicide Prevention Charity
Other name the charity uses	R;pple
Registered charity number	Charity number: 1194331
Charity's principal address	Floor 4, Silverstream House Fitzroy Street Fitzrovia London W1T 6EB

RIPPLE SUICIDE PREVENTION CHARITY

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 DECEMBER 2024

	Notes	Unrestricted funds 2024 £	Unrestricted funds 2023 £
<u>Income and endowments from:</u>			
Donations and legacies	3	106,571	224,343
Charitable activities	4	172,600	338,771
Investments	5	9,090	-
Other income	6	248	-
Total income		<u>288,509</u>	<u>563,114</u>
<u>Expenditure on:</u>			
Charitable activities	7	<u>451,843</u>	<u>261,288</u>
Net (expenditure)/income for the year/ Net movement in funds		(163,334)	301,826
Fund balances at 1 January 2024		<u>631,059</u>	<u>329,233</u>
Fund balances at 31 December 2024		<u><u>467,725</u></u>	<u><u>631,059</u></u>

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

RIPPLE SUICIDE PREVENTION CHARITY

BALANCE SHEET

AS AT 31 DECEMBER 2024

	Notes	2024		2023	
		£	£	£	£
Fixed assets					
Tangible assets	13		11,012		13,727
Unlisted shares investment	14		1,000		-
			<u>12,012</u>		<u>13,727</u>
Current assets					
Stocks	15	4,770		5,292	
Debtors	16	19,205		41,716	
Cash at bank and in hand		447,825		562,370	
		<u>471,800</u>		<u>609,378</u>	
Creditors: amounts falling due within one year	17	(16,087)		7,954	
Net current assets			<u>455,713</u>		<u>617,332</u>
Total assets less current liabilities			<u><u>467,725</u></u>		<u><u>631,059</u></u>
Income funds					
Unrestricted funds			<u>467,725</u>		<u>631,059</u>
			<u><u>467,725</u></u>		<u><u>631,059</u></u>

RIPPLE SUICIDE PREVENTION CHARITY

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 31 DECEMBER 2024

	Notes	2024		2023	
		£	£	£	£
Cash flows from operating activities					
Cash (absorbed by)/generated from operations	20		(121,927)		268,236
Investing activities					
Purchase of tangible fixed assets		(1,701)		(1,214)	
Proceeds from disposal of tangible fixed assets		994		-	
Purchase of investments		(1,000)		-	
Investment income received		9,090		-	
Net cash generated from/(used in) investing activities			7,383		(1,214)
Net cash used in financing activities			-		-
Net (decrease)/increase in cash and cash equivalents			(114,544)		267,022
Cash and cash equivalents at beginning of year			562,370		476,023
Cash and cash equivalents at end of year			447,825		562,370

RIPPLE SUICIDE PREVENTION CHARITY

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2024

1 Accounting policies

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's governing document, the Charities Act 2011, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the Charities SORP "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (effective 1 January 2019). The charity is a Public Benefit Entity as defined by FRS 102.

The financial statements have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations but which has since been withdrawn.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention, [modified to include the revaluation of freehold properties and to include investment properties and certain financial instruments at fair value]. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the Trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

Endowment funds are subject to specific conditions by donors that the capital must be maintained by the charity.

1.4 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

RIPPLE SUICIDE PREVENTION CHARITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2024

1 Accounting policies

(Continued)

Legacies are recognised on receipt or otherwise if the charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

1.5 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement, and the amount of the obligation can be measured reliably.

Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges are allocated on the portion of the asset's use.

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Equipments	25% reducing balance
Motor vehicles	25% reducing balance

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

1.7 Fixed asset investments

Fixed asset investments are initially measured at transaction price excluding transaction costs, and are subsequently measured at fair value at each reporting date. Changes in fair value are recognised in net income/(expenditure) for the year. Transaction costs are expensed as incurred.

1.8 Impairment of fixed assets

At each reporting end date, the charity reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

RIPPLE SUICIDE PREVENTION CHARITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2024

1 Accounting policies

(Continued)

1.9 Stocks

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell. Cost comprises direct materials and, where applicable, direct labour costs and those overheads that have been incurred in bringing the stocks to their present location and condition. Items held for distribution at no or nominal consideration are measured the lower of replacement cost and cost.

Net realisable value is the estimated selling price less all estimated costs of completion and costs to be incurred in marketing, selling and distribution.

1.10 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.11 Financial instruments

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

RIPPLE SUICIDE PREVENTION CHARITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2024

1 Accounting policies (Continued)

Derecognition of financial liabilities

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

1.12 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.13 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

2 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

3 Donations and legacies

	Total	Total
	2024	2023
	£	£
Donations and gifts	106,571	224,343
	<u>106,571</u>	<u>224,343</u>

RIPPLE SUICIDE PREVENTION CHARITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2024

4 Charitable activities

	2024 £	2023 £
Charitable activities	116,523	338,771
Other income	56,077	-
	<u>172,600</u>	<u>338,771</u>

5 Investments

	Total 2024 £	Total 2023 £
Interest receivable	9,090	-
	<u>9,090</u>	<u>-</u>

6 Other income

	Total 2024 £	Total 2023 £
Net gain on disposal of tangible fixed assets	248	-
	<u>248</u>	<u>-</u>

RIPPLE SUICIDE PREVENTION CHARITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2024

7 Charitable activities

	2024	2023
	£	£
Staff costs	178,729	103,160
Depreciation and impairment	3,671	4,576
Purchases	28,847	6,112
Closing stock	(4,770)	(5,292)
	<u>206,477</u>	<u>108,556</u>
Grant funding of activities (see note 8)	-	1,850
Share of support costs (see note 9)	243,126	149,370
Share of governance costs (see note 9)	2,240	1,512
	<u>451,843</u>	<u>261,288</u>

8 Charitable and Political Donations

	2024	2023
	£	£
Solent sports sponsorship	-	350
Aldingbourne Trust	-	1,500
	<u>-</u>	<u>1,850</u>

RIPPLE SUICIDE PREVENTION CHARITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2024

9 Support costs

	Support costs		2024	Support costs		2023
	£	£	£	£	£	£
IT software and consumables	94,201	-	94,201	50,909	-	50,909
Staff training	704	-	704	750	-	750
Legal and professional fees	4,605	-	4,605	378	-	378
Repairs & maintenance	5,368	-	5,368	3,263	-	3,263
Insurance	1,312	-	1,312	1,090	-	1,090
Advertising	108,424	-	108,424	68,371	-	68,371
Printing, postage and stationery	706	-	706	101	-	101
Travel and subsistence	24,913	-	24,913	22,518	-	22,518
Licences and subscriptions	1,754	-	1,754	1,264	-	1,264
Sundry expenses	1,139	-	1,139	726	-	726
Accountancy fee	-	2,240	2,240	-	1,512	1,512
	<u>243,126</u>	<u>2,240</u>	<u>245,366</u>	<u>149,370</u>	<u>1,512</u>	<u>150,882</u>
Analysed between Charitable activities	<u>243,126</u>	<u>2,240</u>	<u>245,366</u>	<u>149,370</u>	<u>1,512</u>	<u>150,882</u>

Governance costs includes payments to the auditors of £2,240 (2023- £1,512) for audit fees.

10 Trustees

Trustees were reimbursed for expenses including travel and subsistence and general expenses, totalling £Nil (2023: Nil) trustees during the year.

11 Employees

The average monthly number of employees during the year was:

	2024	2023
	Number	Number
	<u>5</u>	<u>2</u>

RIPPLE SUICIDE PREVENTION CHARITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2024

11 Employees (Continued)

Employment costs	2024 £	2023 £
Wages and salaries	163,930	95,110
Social security costs	11,358	5,197
Other pension costs	3,441	2,853
	<u>178,729</u>	<u>103,160</u>

There were no employees whose annual remuneration was more than £60,000.

12 Taxation

The charity is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 252 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects.

13 Tangible fixed assets

	Equipments £	Motor vehicles £	Total £
Cost			
At 1 January 2024	11,701	12,995	24,696
Additions	1,701	-	1,701
Disposals	(994)	-	(994)
	<u>12,408</u>	<u>12,995</u>	<u>25,403</u>
At 31 December 2024	12,408	12,995	25,403
Depreciation and impairment			
At 1 January 2024	5,284	5,685	10,969
Depreciation charged in the year	1,843	1,827	3,670
Eliminated in respect of disposals	(248)	-	(248)
	<u>6,879</u>	<u>7,512</u>	<u>14,391</u>
At 31 December 2024	6,879	7,512	14,391
Carrying amount			
At 31 December 2024	<u>5,529</u>	<u>5,483</u>	<u>11,012</u>
At 31 December 2023	<u>6,418</u>	<u>7,309</u>	<u>13,727</u>

14 Fixed asset investments

RIPPLE SUICIDE PREVENTION CHARITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2024

14 Fixed asset investments	(Continued)	
	Unlisted investments	
	£	
Cost or valuation		
At 1 January 2024		-
Additions		1,000
		<u>1,000</u>
At 31 December 2024		<u>1,000</u>
Carrying amount		
At 31 December 2024		<u>1,000</u>
		<u>1,000</u>
At 31 December 2023		<u>-</u>
		<u>-</u>
15 Stocks	2024	2023
	£	£
Finished goods and goods for resale	4,770	5,292
	<u>4,770</u>	<u>5,292</u>
16 Debtors	2024	2023
	£	£
Amounts falling due within one year:		
Trade debtors	18,642	11,226
Other debtors	-	30,000
Prepayments and accrued income	563	490
	<u>19,205</u>	<u>41,716</u>
	<u>19,205</u>	<u>41,716</u>

RIPPLE SUICIDE PREVENTION CHARITY

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2024

17 Creditors: amounts falling due within one year

	Notes	2024 £	2023 £
Other taxation and social security		897	(9,354)
Deferred income	18	1,944	-
Trade creditors		11,706	-
Accruals and deferred income		1,540	1,400
		<u>16,087</u>	<u>(7,954)</u>

18 Deferred income

	2024 £	2023 £
Other deferred income	<u>1,944</u>	<u>-</u>

19 Related party transactions

There were no disclosable related party transactions during the year (2023 - none).

20 Cash generated from operations

	2024 £	2023 £
(Deficit)/surplus for the year	(163,334)	301,826
Adjustments for:		
Investment income recognised in statement of financial activities	(9,090)	-
Gain on disposal of tangible fixed assets	(248)	-
Depreciation and impairment of tangible fixed assets	3,671	4,576
Movements in working capital:		
Decrease/(increase) in stocks	522	(344)
Decrease/(increase) in debtors	22,511	(31,643)
Increase/(decrease) in creditors	22,097	(6,179)
Increase in deferred income	1,944	-
Cash (absorbed by)/generated from operations	<u>(121,927)</u>	<u>268,236</u>

21 Analysis of changes in net funds

The charity had no debt during the year.

Thank You!



At R;pple, we exist to reach people when they need it most. Through our technology, guidance, and education, we bring hope to those who feel lost, offering a clear route to support when it matters most.

Our mission is simple: to use technology for good, protecting children, students, employees, and communities across the UK and beyond.

This year has seen R;pple continue to grow its voice and impact. From powerful media coverage and national speaking engagements to direct conversations with Government, our message is being heard louder than ever. Every story shared, every discussion sparked, and every hand raised in support brings us one step closer to a safer online world.

The need for our work has never been greater. Too many people are still reaching crisis point without the right help, and we refuse to stand by and let that continue. R;pple is leading the way in changing how support is offered online, ensuring that no one searching for help is met with silence.

None of this would be possible without our incredible fundraisers, donors, and supporters. Your kindness powers everything we do. Whether you ran a marathon, hosted an event, shared our message, or made a donation, you have helped us save lives.

From the bottom of our hearts - thank you.

Together, we are creating real change and proving that hope can begin with just one click.

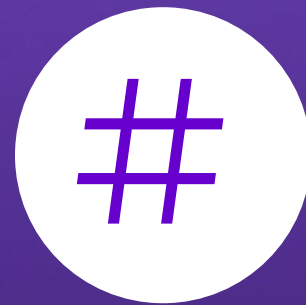
Ian Hendy
Admin Coordinator
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