



The Annual Report 2022

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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
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.

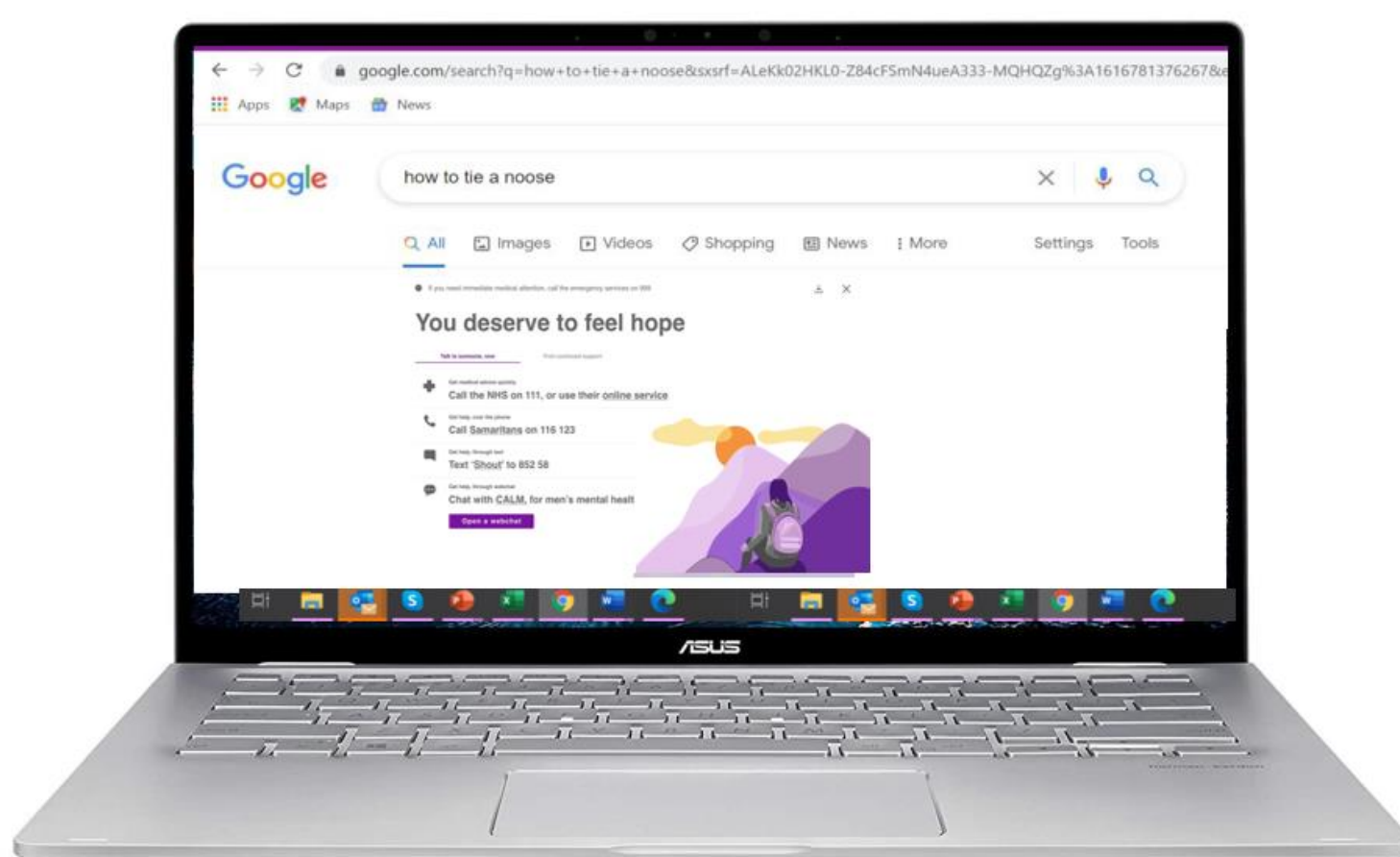
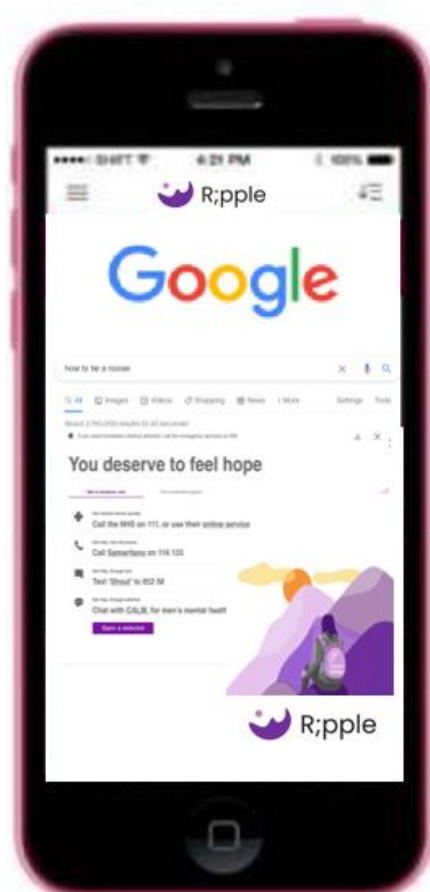
R;pple provides an immediate, vibrant display on a user's device once they have been flagged as searching for online content relating to self-harm or suicide, and consists of a message of hope as well as a selection of mental health resources in a range of different communicative options (call, text,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

The How

The aim is for R;pple to be reactive as opposed to pro-active. 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 large, stylized illustration of a person's face, showing the eye, nose, and mouth, with a warm, orange-toned skin. The person has dark hair and is smiling slightly.

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

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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, 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

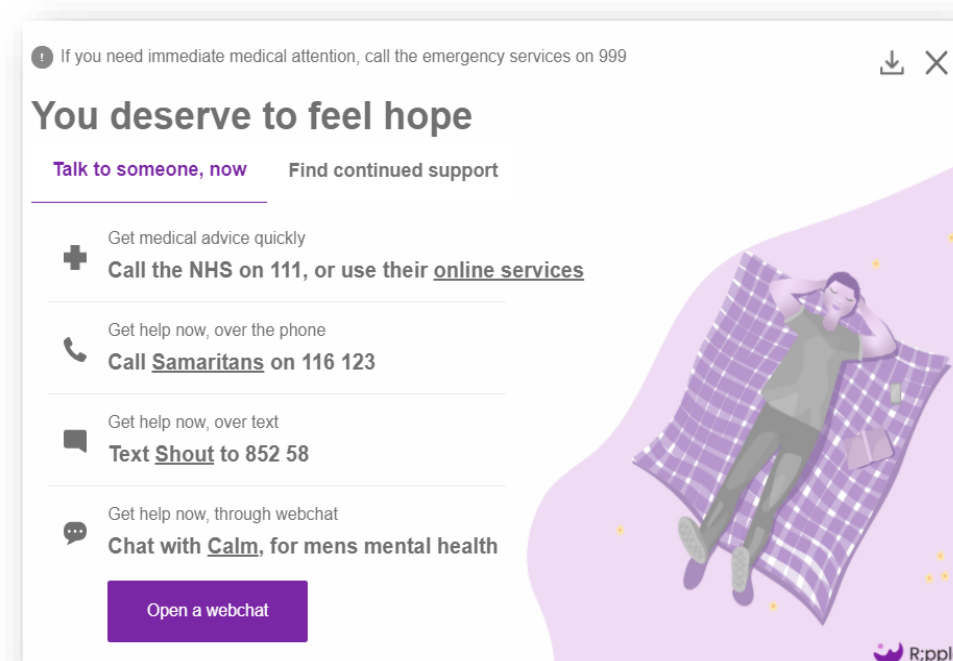
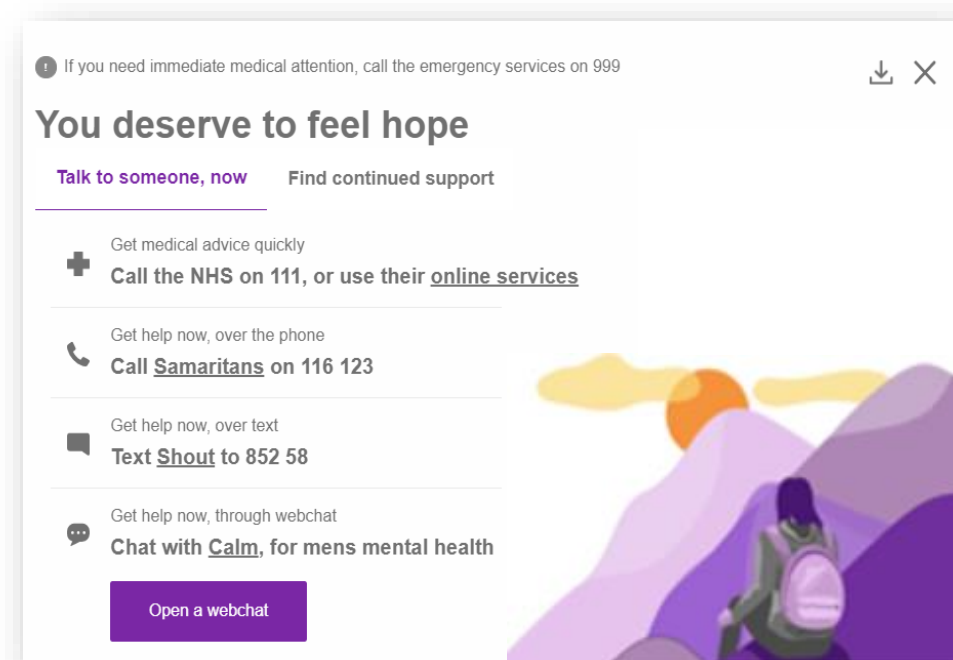
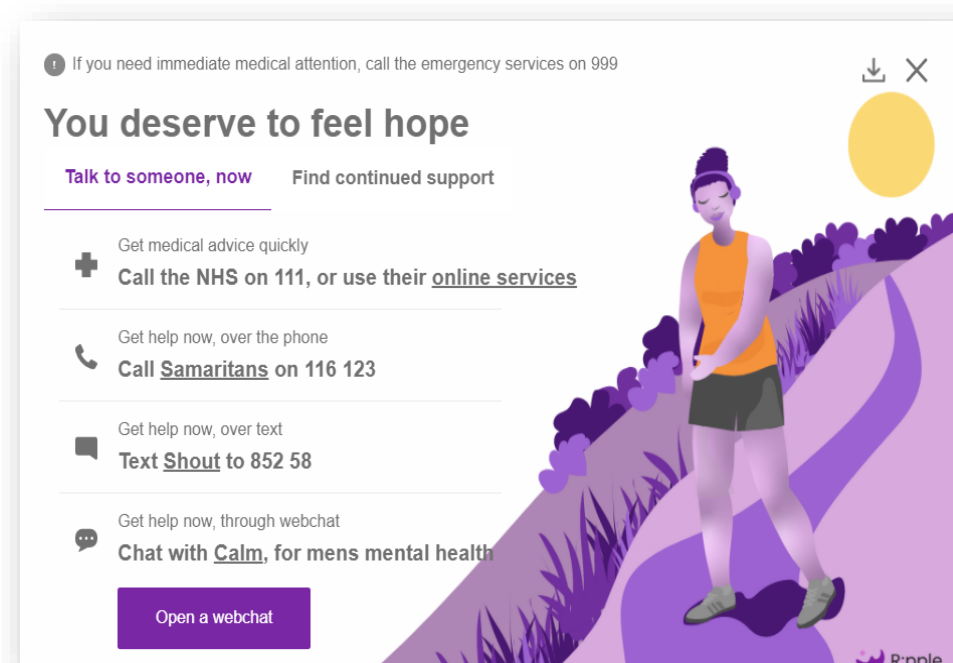


Edge new
Microsoft



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 whole heartedly

– R;pple supporter



Tech Development

Cyber Essentials Certified

2022 has seen R;pple become Cyber Essentials certified. 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!



Expanding our compatibility

In April 2022, we launched R;pple on two additional browsers alongside our current offering on Google Chrome and Microsoft Edge by launching on Safari and Mozilla Firefox.



Accessibility

The Web Content Accessibility Guidelines (known as WCAG 2.1) are an internationally recognised set of recommendations for improving web accessibility. This year, R;pple has been working to ensure our browser extension is accessible to everyone, including users with impairments to their:

- vision - like severely sight impaired (blind), sight impaired (partially sighted) or colour blind people
- hearing - like people who are deaf or hard of hearing
- mobility - like those who find it difficult to use a mouse or keyboard
- thinking and understanding - like people with dyslexia, autism or learning difficulties



Going Global

Expanding worldwide

Throughout 2022, R;pple launched in 9 countries around the world, including England, Australia, New Zealand, Canada, US, Scotland, Ireland, Wales, South Africa.



By the end of 2022, we would have also deployed R;pple in the Netherlands, Belgium, France, Switzerland, Luxembourg, Germany, India, Italy, Japan, China, Portugal, Russia, Spain, Sweden, Tunisia, , Egypt, Algeria, Sudan, Saudi Arabia, Morocco, Libya, UAE, Kenya, Israel, Singapore, Taiwan,



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 850,000 downloads of R;pple and saved 24 lives due to R;pple intercepting a harmful online search.



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

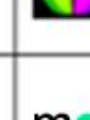
Semrush

Who has deployed R;pple?

Universities

 Manchester Metropolitan University	 Durham University	 Bournemouth University	 UNIVERSITY OF LINCOLN
 UNIVERSITY OF GREENWICH	 University of Northampton	 UNIVERSITY OF PORTSMOUTH	 Canterbury Christ Church University
 Edinburgh Napier UNIVERSITY	 University of Central Lancashire UCLan	 Keele University	 PRIFYSGOL ABERYSTWYTH UNIVERSITY
 UNIVERSITY OF LEICESTER	 Aston University BIRMINGHAM UK	 University of Nottingham UK CHINA MALAYSIA	 DE MONTFORT UNIVERSITY LEICESTER
 UNIVERSITY OF EXETER	 CARDIFF UNIVERSITY PRIFYSGOL CAERDYDD	 UNIVERSITY OF WOLVERHAMPTON KNOWLEDGE • INNOVATION • ENTERPRISE	 Birkbeck UNIVERSITY OF LONDON
 University of St Andrews	 PRIFYSGOL BANGOR UNIVERSITY	 Sheffield Hallam University	 University of Reading
 UNIVERSITY OF BIRMINGHAM			

Corporates & Charities

 MIP COMMUNICATIONS	 British Insurance Brokers' Association	 beazley	 Solent NHS Trust
 NHS Bassetlaw Clinical Commissioning Group	 NHS Southern Health NHS Foundation Trust	 RSA	 CHAMPION HEALTH
 BEAL'S The Independent Estate Agents & Surveyors	 Dorset Council	 LOCKTON	 MAG Manchester Airport
 NHS South West London Clinical Commissioning Group	 tmd insurance group	 PrettyGreen	 RPC PREMIER LAW
 AGASTA EUROPE LIMITED	 edf	 STORM Enhancing Skills, Saving Lives	 C.F. Walker & Son
 QBE	 nlig insurance group	 PETAUK	 momentum
 OWLSTONE MEDICAL	 Sanctuary Group	 amey	 WEST HAM UNITED
 trinity winchester support change aspire	 INS INTEGRATED NETWORK SOLUTIONS	 PHL	 NHS Berkshire Healthcare NHS Foundation Trust
 greencross GLOBAL	 Barbour ABI Providing construction intelligence to UK businesses	 Leonard Cheshire	 eni
 Save the Children			

Schools & Colleges

 Chichester college	 SOUTH & CITY COLLEGE BIRMINGHAM & UNIVERSITY CENTRE	 S6F Scarborough Sixth Form College	 ROCHDALE SIXTH FORM COLLEGE
 WOODHOUSE COLLEGE	 PETER SYMONDS COLLEGE WINCHESTER	 Rochdale sixth form college	 CROFTON SCHOOL
 The Sheffield College	 HAVANT & SOUTH DOWNS COLLEGE	 south essex college SKILLS EDUCATION CAREERS	 Lancaster & Morecambe the College
 St Vincent COLLEGE	 FITZWILLIAM COLLEGE	 Lincoln College	 winstanley college
 Fareham College	 SALFORD CITY COLLEGE	 City COLLEGE SOUTHAMPTON	 STRODE College
 Grimsby Institute	 Bishop Luffa School A Church of England Independent Day School	 THE TRAFFORD COLLEGE GROUP	 THE SIXTH FORM BOLTON
 Portsmouth College	 Skegness TEC Training Education Careers	 Barton Peveril Sixth Form College	 [inclusion] College
 Building bridges to a brighter future SOUTH CUMBRIA PUPIL REFERRAL SERVICE	 CARDINAL NEWMAN COLLEGE		



Our 2022 Funders

We are incredibly grateful to all of our funders for their financial contributions and donations. We would like to thank the following donors in 2022.



Our Impact in 2022

850,000

R;pple
downloads



19

Awards
won



3,200+

Contacts
engaged



1,500+

Businesses
engaged



24

Lives
Saved



4,500+

Harmful
Searches
Intercepted



9

Countries
with a
R;pple
presence



11M

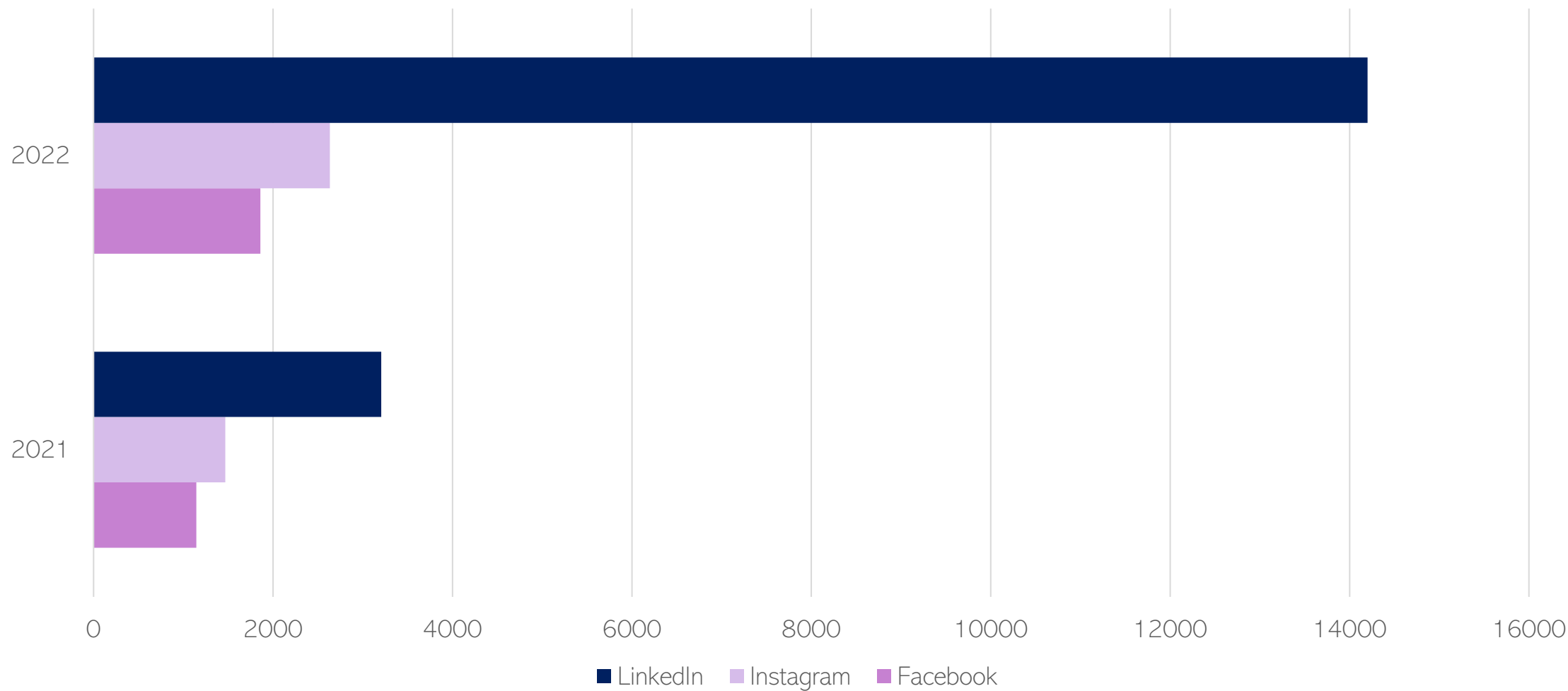
People
reached
through
PR



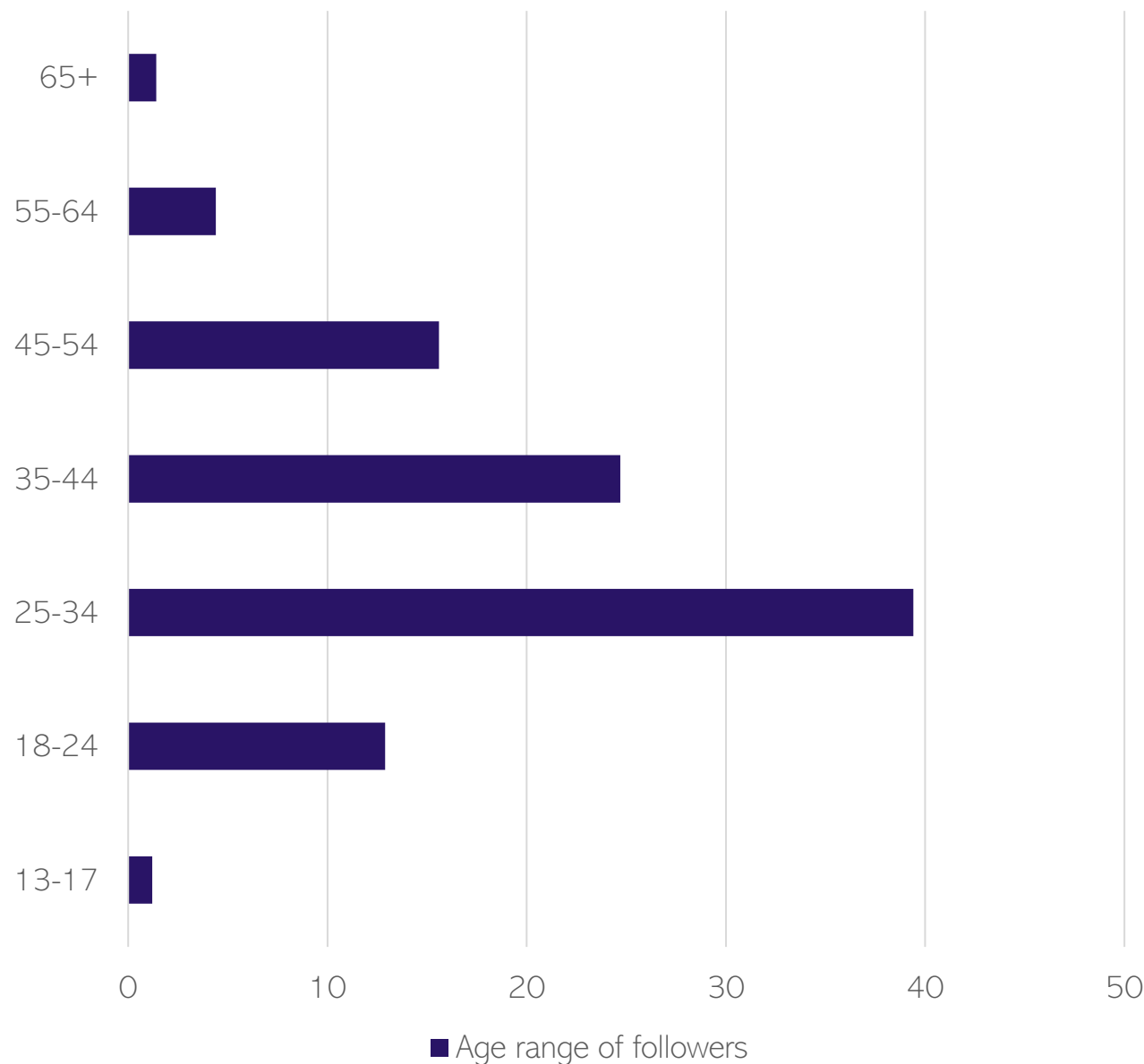
Social Media Presence

R;pple began a social media presence on LinkedIn, Instagram and Facebook. Since then, XXX 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.

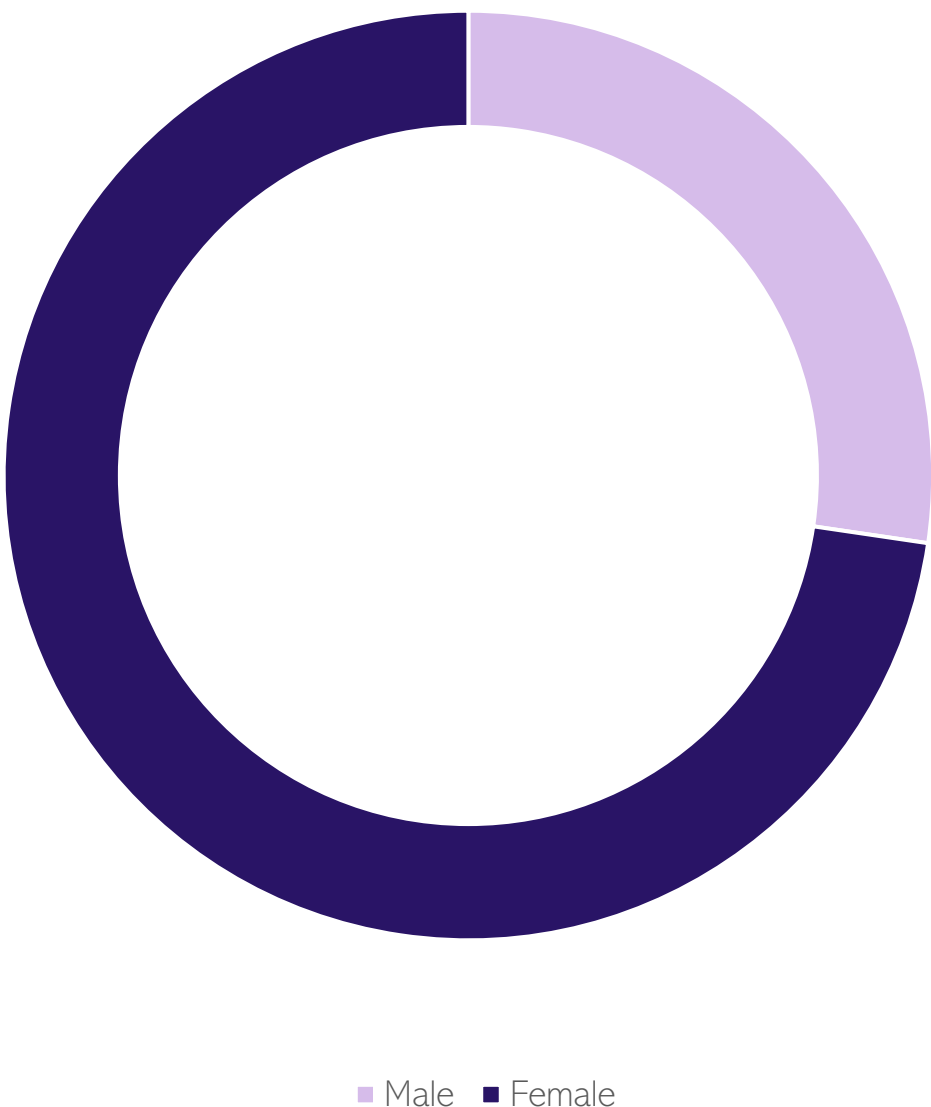
R;pple Social Media Growth



Age range of followers



Gender of followers



Our Team

Voluntary Support

R;pple 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 R;pple. The simple fact is, R;pple 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 R;pple both personally and professionally.



Josh Hendy
The Inspiration



Alice Hendy
The CEO & Founder



Annette Duvdevani
The Canadian Lead



Becci Read
The Financial Lead



Charlotte McCarthy
The Broadcasting Partner



Craig Butler
The Online Safety Manager



David Savage
The Chief Technology Officer



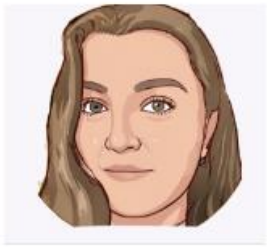
Emma Grace
The PR Creative & Strategy Director



Elidh Gibson
The UX Designer



Harrison Read
The Co-Ordinator



Hollie Williams
The Newsletter Guru



Ian Hendy
The Executive Administration Officer



Josh Harding
The Social Media Executive



Lloyd Mullis
The PR Account Manager



Lucy Mart
The PR Operations Manager



Luke Haseldine
The Senior B2B Executive



Richard Howarth
The Web Designer



Sarah Crawley
The Social Media Executive



Shelley Cukier
The Broadcasting Partner



Stephen Goodings
The Cyber Security Manager



Sheeraz Gulsher
The PR & Media Lead



Tom Kingston
The Data Privacy Officer



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.

Breathing 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.

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

Colours

Parkin discusses the opportunities for colour to exert mental health impact in healthcare facility design, again pointing to certain colours that might exert specific impacts on mental health.

Bookmark

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

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)

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.

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 and the UK Government.

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. StayAlive's user base is predominantly represented by younger demographics given the inherent nature of the solution being a digital application. Survey results showed that the majority of app users were supporting someone at-risk rather than at-risk individuals themselves, which mirrors the fact that more individuals are performing a supporting role rather than experiencing thoughts of suicide. This finding fits with our desire to not only offer support to those at-risk, but to offer help to those supporting others with thoughts of suicide.

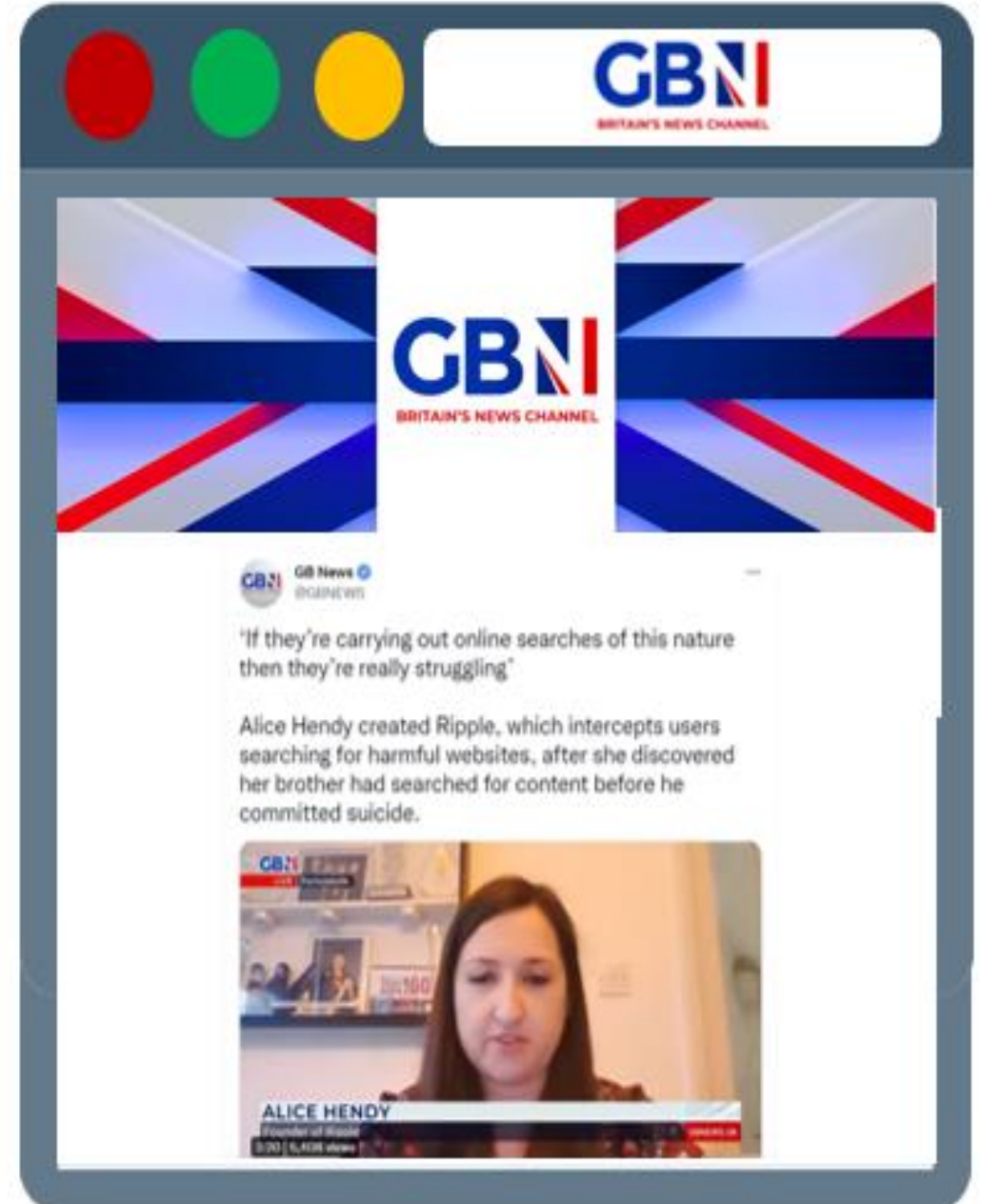
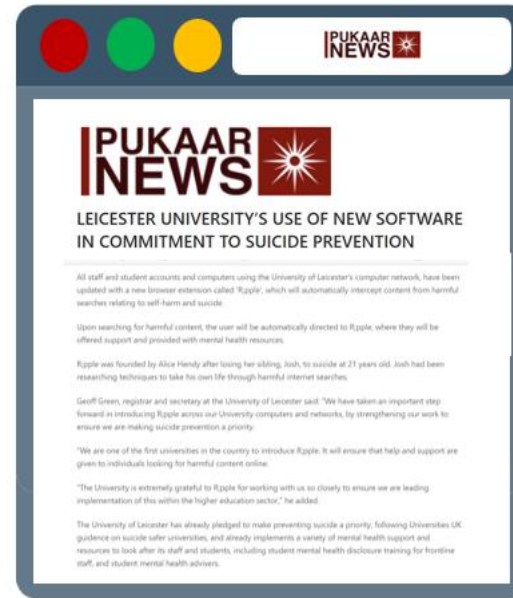
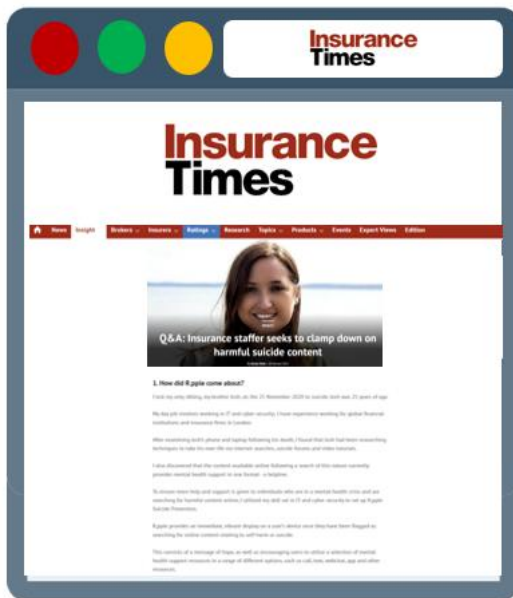
QR Codes

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.



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 GB News, Capital FM, Sky News and Daily Echo.



2021



Named in Top 100 Women in IT 2021



Winner 'Entrepreneur of the Year' Award
WeAreTheCity 2021



Winner 'Rising Star' Award
WeAreTheCity 2021



Winner 'Digital Champion of the Year'
Women in Insurance 2021



Winner 'Unsung Hero' Award
Women in Insurance 2021



Winner 'Most Inspirational Person of the Year'
UK IT Computing 2021



Winner of 'SHEro' Award
Inspire Awards 2021



Winner of 'Entrepreneur of Excellence'
National Diversity Awards 2021



Winner of 'Hero of the Year' Award
Women in Tech Excellence Awards 2021

2022



Winner 'Platinum Champion'
Queen's Jubilee Royal Voluntary Service



Winner 'Product Impact Award'
This Can Happen Awards 2022



Winner 'Grand Prix Award'
This Can Happen Awards 2022



Winner 'Regional Rising Star Award'
NHS Parliamentary Awards 2022



Winner 'National Rising Star Award'
NHS Parliamentary Awards 2022



Winner 'Future Leader of the Year' Award
InsideOut Awards 2022



Winner 'Diversity & Inclusion Initiative of the Year'
British Insurance Awards 2022



Winner of 'Women of the Year' Award
Women in Insurance Awards 2022



Winner of 'Product of the Year' Award
This Can Happen Awards 2022



Winner of 'Grand Prix' Award
This Can Happen Awards 2022



Winner of 'Digital Innovation of the Year' Award
Third Sector Awards 2022



Winner of 'Public Mental Health & Wellbeing' Award
Royal Society for Public Health 2022



Highly Commended 'Trailblazer' Award
Women in Insurance 2022



Shortlisted 'Campaigner of the Year' Award
InsideOut Awards 2022



Shortlisted 'Outstanding Women With Community Impact'
The Women's Awards 2022



Shortlisted 'Small Charity, Big Achiever' Award
Third Sector Awards 2022



Shortlisted 'Diversity & Inclusion Award'
Insurance Insider Awards 2022



Shortlisted 'Digital Innovation of the Year Award'
Third Sector Awards 2022



Shortlisted 'Woman of the Year Award'
Business Woman Excellence Awards



Shortlisted 'Social Care, Advice and Support'
The Charity Awards 2022



“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.



Public Engagements

26

International Womens Day Speaker Showcase

R;pple were in attendance at the International Women's Day (IWD) Speaker Showcase in April 2022. For the past five years, Lord and Lady Popat have hosted an IWD showcase specifically to highlight the voices of diverse women from grassroots changemakers to established business leaders across sectors from finance to education.



The One Tech World Conference

WeAreTechWomen hosted their seventh conference aimed at global female technologists who are seeking to broaden their technology horizons, learn new skills and build their tech networks. R;pple attended the conference as a speaker to present and promote our browser extension to the tech community.



The BIBA Conference

With thousands of insurance professionals under one roof, The BIBA Conference provides a forum for the industry to reunite, network and do business together, efficiently and effectively. R;pple attended the BIBA 2022 Conference in Manchester, UK to connect with the Insurance Industry and promote staff wellbeing across the sector.,



The BETT Conference

R;pple were in attendance at the BETT Conference at the Excel Arena in London to connect with a global community in education technology. We spoke to hundreds of educational institutions to promote the download and implementation of R;pple across their IT infrastructure.



Public Engagements

27

Shaping Portsmouth

R;pple were honoured to be invited to the annual Shaping Portsmouth event, taking place at the Guildhall. With around 300 attendees, it was the first time some people had been in such a forum for over two years and there was a mixture of excitement, nervousness, anticipation and warmth. Alice spoke about her story and the journey of founding R;pple to a widespread audience.



Public Sector Insight Week

R;pple were in attendance the 2022 Public Sector Insight Week, contributing to one of their 100 free talks to allow the audience to discover more about the digital transformation of public services in the UK. It provided a perfect opportunity to learn best practice, hear practical solutions, and absorb the latest thought leadership from the sector.



WLA International Women's Day Conference

R;pple were delighted to be invited to The WLA International Women's Day Conference in Crewe, UK. Each year, The WLA mark the occasion with their biggest event of the year as they celebrate equality and bring live interactive debates and discussions on the issues facing leaders today.



Downing Street

In February 2022, R;pple were chosen by The Oli Leigh Trust to present our charitable objectives to hundreds of MPs, businesses and charities at Number 11 Downing Street.



Public Engagements

28

Tough Enough to Play

Tough Enough To Care presented a fun filled family day of Rugby, live music and street food raising awareness for mental health and kicking the stigma into touch. R;pple attended the event to raise awareness of the R;pple technology and took part in some great conversations around suicide prevention.



Flackstock

Family and friends of TV presenter Caroline Flack organised and presented Flackstock – an intimate day festival to celebrate Caroline's life with comedy, dance and musical acts this summer, whilst raising critical funds for mental health charities. R;pple attended with volunteers to promote the R;pple technology and support those bereaved by suicide.



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

30

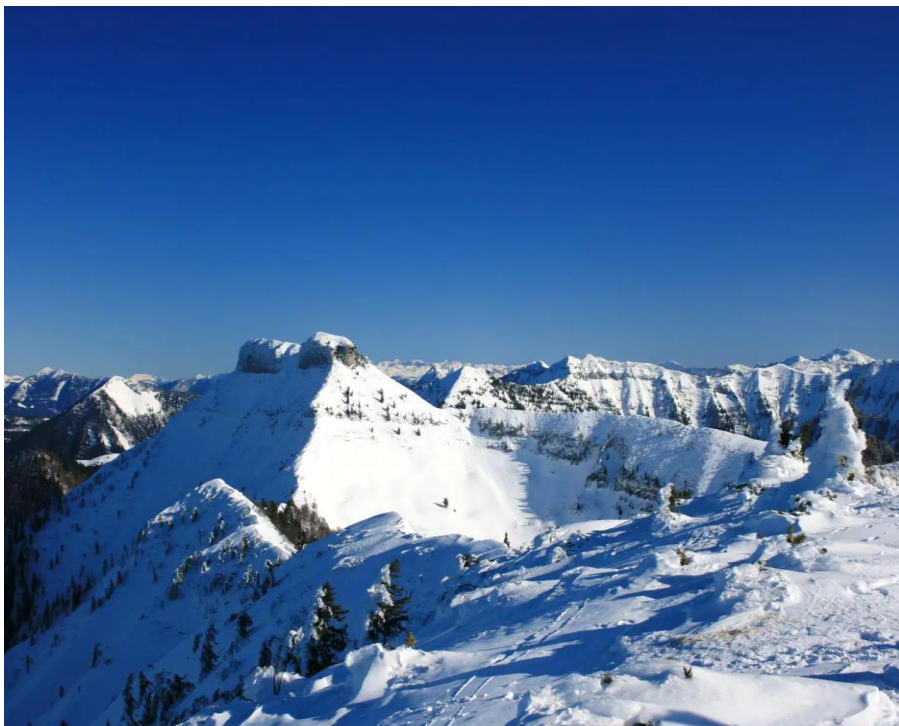
Thanks so much for all you do to raise funds for our work. You continue to help us get closer to a world where no person feels alone with their mental health.

Here are some highlights:



Spinnaker Tower Abseil

On April 16th 2022, Kelly Anderson abseiled down Portsmouth's Spinnaker Tower to mark what should have been her son's 25th birthday. Daniel passed away in July 2019 after taking his own life and Kelly's abseil was a wonderful way to remember Daniel and support R;pple. [Fundraising Link](#)



Mount Elbrus Summit

On June 22, 2022, Mark Hurst took on one of his toughest challenges yet - to reach the summit of Mount Elbrus to raise money for R;pple Suicide Prevention, in memory of Josh Hendy. Standing at 18,510ft, Mount Elbrus features the highest peak in Europe, it's one of the Seven Summits, as well as the 10th most prominent peak in the world. With wind speeds often exceeding 100km/h and temperatures frequently below -50', the mountain, is a physical representation of the mental battles and challenges that some people face every single day. [Fundraising Link](#)



The Cotswold Way Hike Challenge

Mental health is a subject close to Daniel Johnston's heart, who has suffered some dark times himself. Daniel will be hiking The Cotswold Way solo, taking on the 102-mile long-distance footpath, running along the Cotswold Edge escarpment of the Cotswold Hills in England. Daniel's fundraising efforts have also been matched up to £500 by his employer.

[Fundraising Link](#)



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:



Jurassic Coast Hike

On 14th and 15th May 2022, Amy Snowden, Steph Burton and Barbara Robertson took on the Jurassic Coast – from Corfe Castle, the route heads down to Swanage, and along through Lulworth Cove, past Durdle Door, with ups & downs to Weymouth. The girls then headed to Chesil Beach, then to West Bay with its famous sandstone cliffs, before finally reaching the Bridport finish line!

[Fundraising Link](#)



Yorkshire Dales Hiking Challenge

15-year-old Jamie Vercelli from Wakefield walked 32 miles/50km for R;pple on 23rd July 2022, a mammoth task with hilly terrain! Jamie began her trek in the beautiful Nidderdale area, on the south east edge of the Yorkshire Dales before heading towards Ripley Castle, and Gouthwaite Reservoir.

[Fundraising Link](#)



Honey Badger Mental Health Awareness

Throughout 2022, Zach Yeldham has been tirelessly raising money for R;pple within his work as an Arborist.

[Fundraising Link](#)



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:



Josh's Game

R;pple Suicide Prevention Charity hosted 'Josh's Game' on 21st May at AFC Totton's Football Stadium. The charity football match was dedicated to Josh to raise vital funds towards R;pple's lifesaving technology. Raffles, competitions and merchandise stalls saw a bumper crowd cheering on celebrities, ex pro footballers and Josh's friends and family in what was a fun filled (and competitive!) fundraising afternoon!



English Channel Row

Darren English and his team rowed the English Channel in June courtesy of the Coastal Rowing Academy. The mammoth trip on the water proved a huge challenge for all with novice rowers coming together to raise funds for R;pple!



96for96

During Men's Health and Loneliness Awareness Weeks in June, speaker and campaigner of male mental health and disability, Nick Wilson, tackled 96km of the Ridgeway National Trail on his off-road mobility chair. He is looking to complete the trail over a two-day period, during the weekend of 18/19th June. Through the challenge he hopes to educate and empower individuals to better manage their challenges and showing how, we all have the ability to do more, so we can be more.



What's next?

Our focus moving into 2023 will include the following key aims and objectives.

Mobile Device Development

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

Building on our Global Presence

Ensuring specific versions of R;pple are provided in countries around the world, prioritising:

- Greece
- Bulgaria
- Poland
- Denmark
- Finland
- Thailand
- Japan



Our Income

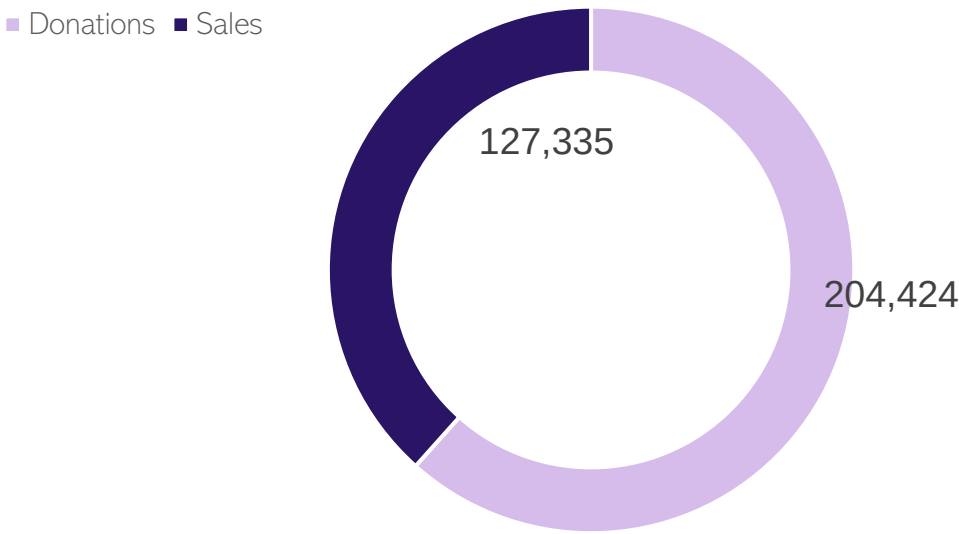
Income for the year was £331,759. Public fundraising involves raising income from public participation in and sponsorship of challenge and community events throughout the country by R;pple supporters. Donations consist of income from trusts and foundations. Corporate income consists of donations from companies and businesses.

Income is categorised in the below table and chart:

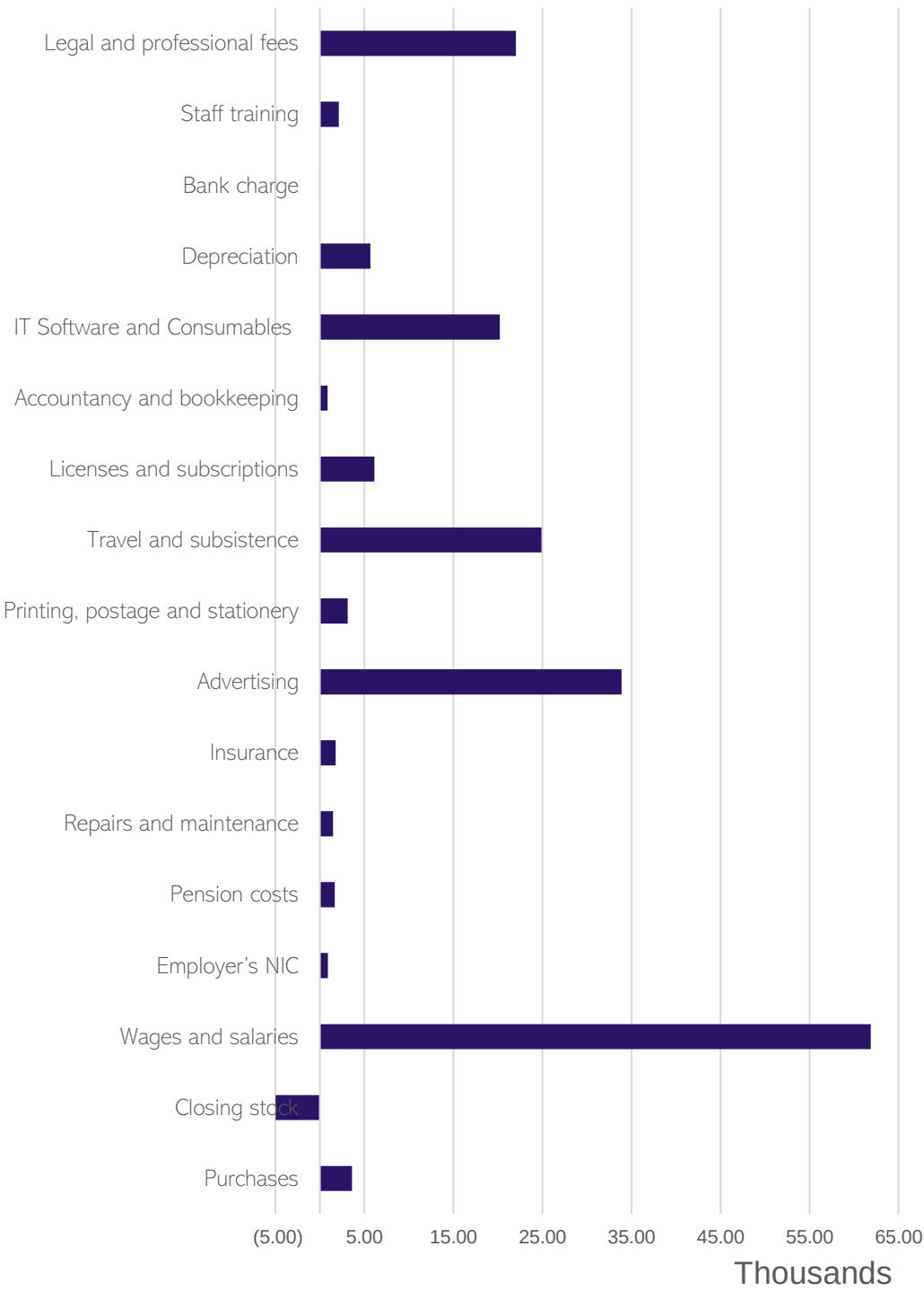
Our income in 2022	Monetary value	%
Donations	£204,424	61.62%
Sales	£127,335	38.38%
Total Income	£331,759	

How we spent the money we received in 2022	Monetary value	%
Purchases	£ 3,627	1.95%
Closing stock	£ (4,948)	(2.67%)
Wages and salaries	£ 61,851	33.38%
Employer's NIC	£ 896	0.48%
Pension costs	£ 1,681	0.91%
Repairs and maintenance	£ 1,493	0.81%
Insurance	£ 1,770	0.96%
Advertising	£ 33,896	18.29%
Printing, postage and stationery	£ 3,122	1.68%
Travel and subsistence	£ 24,889	13.43%
Licenses and subscriptions	£ 6,121	3.30%
Accountancy and bookkeeping	£ 869	0.47%
IT Software and Consumables	£ 20,224	10.91%
Depreciation	£ 5,696	3.07%
Bank charge	£ (63)	(0.03%)
Staff training	£ 2,138	1.15%
Legal and professional fees	£ 22,033	11.89%
Total Spend	£ 185,295	

Our Income in 2022



Our Expenditure



Ripple Suicide Prevention Charity

Independent Examiner's Report to the Trustees of Ripple Suicide Prevention Charity

Year ended 31 December 2022

I report to the trustees on my examination of the financial statements of Ripple Suicide Prevention Charity ('the charity') for the year ended 31 December 2022.

Responsibilities and basis of report

As the trustees of the charity you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the charity's financial statements carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

Since the charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Association of Chartered Certified Accountants, which is one of the listed bodies.

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the financial statements do not accord with those records; or
3. the financial statements do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Independent Examiner

TML House
1a The Anchorage
Gosport
Hampshire
PO12 1LY

30 Oct 23



Ripple Suicide Prevention Charity

Statement of Financial Activities

Year ended 31 December 2022

		Year to 31 Dec 22		Period from 4 May 21 to 31 Dec 21
	Note	Unrestricted funds £	Total funds £	Total funds £
Income and endowments				
Donations and sales	4	331,759	331,759	200,989
Total income		<u>331,759</u>	<u>331,759</u>	<u>200,989</u>
Expenditure				
Expenditure on charitable activities	5	185,295	185,295	18,220
Total expenditure		<u>185,295</u>	<u>185,295</u>	<u>18,220</u>
Net income and net movement in funds		<u>146,464</u>	<u>146,464</u>	<u>182,769</u>
Reconciliation of funds				
Total funds brought forward		182,769	182,769	—
Total funds carried forward		<u>329,233</u>	<u>329,233</u>	<u>182,769</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

Statement of Financial Position

31 December 2022

	Note	2022 £	2021 £
Fixed assets			
Tangible fixed assets	9	17,089	2,094
Current assets			
Stock	10	4,948	—
Debtors	11	13,069	549
Cash at bank and in hand		295,348	180,930
		<u>313,365</u>	<u>181,479</u>
Creditors: amounts falling due within one year	12	<u>1,221</u>	<u>804</u>
Net current assets		<u>312,144</u>	<u>180,675</u>
Total assets less current liabilities		<u>329,233</u>	<u>182,769</u>
Net assets		<u>329,233</u>	<u>182,769</u>
Funds of the charity			
Unrestricted funds		<u>329,233</u>	<u>182,769</u>
Total charity funds	14	<u>329,233</u>	<u>182,769</u>

These financial statements were approved by the board of trustees and authorised for issue on 30 Oct 23, and are signed on behalf of the board by:



Miss A Hendy
Trustee



Ripple Suicide Prevention Charity

Notes to the Financial Statements

Year ended 31 December 2022

1. General information

The charity is a public benefit entity and a registered charity in England and Wales and is unincorporated. The address of the principal office is Silverstream House, Fitzroy Street, Fitzrovia, London, W1T 6EB, United Kingdom.

2. Statement of compliance

These financial statements have been prepared in compliance with FRS 102, 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland', the 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) (Charities SORP (FRS 102)) and the Charities Act 2011.

3. Accounting policies

Basis of preparation

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through income or expenditure.

The financial statements are prepared in sterling, which is the functional currency of the entity.

Going concern

There are no material uncertainties about the charity's ability to continue.

Judgements and key sources of estimation uncertainty

No significant judgements have been made by the trustees in preparing these financial statements.

Fund accounting

Unrestricted funds are available for use at the discretion of the trustees to further any of the charity's purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular future project or commitment.

Restricted funds are subjected to restrictions on their expenditure declared by the donor or through the terms of an appeal, and fall into one of two sub-classes: restricted income funds or endowment funds.



Ripple Suicide Prevention Charity

Notes to the Financial Statements *(continued)*

Year ended 31 December 2022

3. Accounting policies *(continued)*

Incoming resources

All income is included in the statement of financial activities when entitlement has passed to the charity, it is probable that the economic benefits associated with the transaction will flow to the charity and the amount can be reliably measured. The following specific policies are applied to particular categories of income:

- income from donations or grants is recognised when there is evidence of entitlement to the gift, receipt is probable and its amount can be measured reliably.
- legacy income is recognised when receipt is probable and entitlement is established.
- income from donated goods is measured at the fair value of the goods unless this is impracticable to measure reliably, in which case the value is derived from the cost to the donor or the estimated resale value. Donated facilities and services are recognised in the accounts when received if the value can be reliably measured. No amounts are included for the contribution of general volunteers.
- income from contracts for the supply of services is recognised with the delivery of the contracted service. This is classified as unrestricted funds unless there is a contractual requirement for it to be spent on a particular purpose and returned if unspent, in which case it may be regarded as restricted.

Resources expended

Expenditure is recognised on an accruals basis as a liability is incurred. Expenditure is classified under headings of the statement of financial activities to which it relates:

- expenditure on raising funds includes the costs of all fundraising activities, events, non-charitable trading activities, and the sale of donated goods.
- expenditure on charitable activities includes all costs incurred by a charity in undertaking activities that further its charitable aims for the benefit of its beneficiaries, including those support costs and costs relating to the governance of the charity apportioned to charitable activities.
- other expenditure includes all expenditure that is neither related to raising funds for the charity nor part of its expenditure on charitable activities.

Tangible assets

Tangible assets are initially recorded at cost, and subsequently stated at cost less any accumulated depreciation and impairment losses. Any tangible assets carried at revalued amounts are recorded at the fair value at the date of revaluation less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

An increase in the carrying amount of an asset as a result of a revaluation, is recognised in other recognised gains and losses, unless it reverses a charge for impairment that has previously been recognised as expenditure within the statement of financial activities. A decrease in the carrying amount of an asset as a result of revaluation, is recognised in other recognised gains and losses, except to which it offsets any previous revaluation gain, in which case the loss is shown within other recognised gains and losses on the statement of financial activities.



Ripple Suicide Prevention Charity

Notes to the Financial Statements *(continued)*

Year ended 31 December 2022

3. Accounting policies *(continued)*

Depreciation

Depreciation is calculated so as to write off the cost or valuation of an asset, less its residual value, over the useful economic life of that asset as follows:

Motor vehicles	-	25% reducing balance
Equipment	-	25% reducing balance

Impairment of fixed assets

A review for indicators of impairment is carried out at each reporting date, with the recoverable amount being estimated where such indicators exist. Where the carrying value exceeds the recoverable amount, the asset is impaired accordingly. Prior impairments are also reviewed for possible reversal at each reporting date.

For the purposes of impairment testing, when it is not possible to estimate the recoverable amount of an individual asset, an estimate is made of the recoverable amount of the cash-generating unit to which the asset belongs. The cash-generating unit is the smallest identifiable group of assets that includes the asset and generates cash inflows that largely independent of the cash inflows from other assets or groups of assets.

Stocks

Stocks are measured at the lower of cost and estimated selling price less costs to complete and sell. Cost includes all costs of purchase, costs of conversion and other costs incurred in bringing the stock to its present location and condition.

Defined contribution plans

Contributions to defined contribution plans are recognised as an expense in the period in which the related service is provided. Prepaid contributions are recognised as an asset to the extent that the prepayment will lead to a reduction in future payments or a cash refund.

When contributions are not expected to be settled wholly within 12 months of the end of the reporting date in which the employees render the related service, the liability is measured on a discounted present value basis. The unwinding of the discount is recognised as an expense in the period in which it arises.

4. Donations and sales

	Unrestricted Funds £	Total Funds 2022 £	Unrestricted Funds £	Total Funds 2021 £
Donations				
Donations	204,424	204,424	197,322	197,322
Sales	127,335	127,335	3,667	3,667
	<u>331,759</u>	<u>331,759</u>	<u>200,989</u>	<u>200,989</u>



Ripple Suicide Prevention Charity

Notes to the Financial Statements *(continued)*

Year ended 31 December 2022

5. Expenditure on charitable activities by fund type

	Unrestricted Funds £	Total Funds 2022 £	Unrestricted Funds £	Total Funds 2021 £
Expenditure on charitable activities	<u>185,295</u>	<u>185,295</u>	<u>18,220</u>	<u>18,220</u>

6. Net income

Net income is stated after charging/(crediting):

	2022 £	2021 £
Depreciation of tangible fixed assets	<u>5,696</u>	<u>698</u>

7. Independent examination fees

	Year to 31 Dec 22 £	Period from 4 May 21 to 31 Dec 21 £
Fees payable to the independent examiner for: Independent examination of the financial statements	<u>730</u>	<u>804</u>

8. Trustee remuneration and expenses

No remuneration or other benefits from employment with the charity or a related entity were received by the trustees

Trustees were reimbursed for expenses incurred on the charity's behalf as follows:

	Year ended 31 December 2022 £	Period from 4 May 21 to 31 Dec 21 £
Printing, postage and stationery	–	113
IT software and consumables	–	41
Fixed assets	–	780
Travel and subsistence	2,392	1,177
Repairs and maintenance	–	807



Ripple Suicide Prevention Charity

Notes to the Financial Statements *(continued)*

Year ended 31 December 2022

9. Tangible fixed assets

	Motor vehicles £	Equipment £	Total £
Cost			
At 1 January 2022	–	2,792	2,792
Additions	12,995	7,696	20,691
At 31 December 2022	12,995	10,488	23,483
Depreciation			
At 1 January 2022	–	698	698
Charge for the year	3,249	2,447	5,696
At 31 December 2022	3,249	3,145	6,394
Carrying amount			
At 31 December 2022	9,746	7,343	17,089
At 31 December 2021	–	2,094	2,094

10. Stocks

	2022 £	2021 £
Stock	4,948	–

11. Debtors

	2022 £	2021 £
Trade debtors	9,726	–
Prepayments and accrued income	348	549
Other debtors	2,995	–
	13,069	549

12. Creditors: amounts falling due within one year

	2022 £	2021 £
Accruals and deferred income	730	804
Social security and other taxes	491	–
	1,221	804

13. Pensions and other post retirement benefits

Defined contribution plans

The amount recognised in income or expenditure as an expense in relation to defined contribution plans was £1,681 (2021: £Nil).



Ripple Suicide Prevention Charity

Notes to the Financial Statements *(continued)*

Year ended 31 December 2022

14. Analysis of charitable funds

Unrestricted funds

	At 1 January 2022	Income	Expenditure	At 31 December 2022
	£	£	£	£
General funds	<u>182,769</u>	<u>331,759</u>	<u>(185,295)</u>	<u>329,233</u>

	At 4 May 2021	Income	Expenditure	At 31 December 2021
	£	£	£	£
General funds	<u>–</u>	<u>200,989</u>	<u>(18,220)</u>	<u>182,769</u>



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



Our Contact Information

Accounting

TML, TML House 1A The Anchorage, Gosport PO12 1LY

Administration

Ian Hendy

Australian Lead

Peter Argus

B2B Sales Executive

Luke Haseldine

Banking

NatWest, 45 Tottenham Court Road, London, W1T 2EA

Charity Number

R;pple Suicide Prevention Charity
Charity Registration Number: 1194331

Chief Executive

Alice Hendy

Cyber Security

Stephen Goodings

Chief Technology Officer

David Savage – Blue Tea

Data Privacy Officer

Tom Kingston

Illustrator

Joanna Hughes

Japanese Lead

Taisuke Yamamoto

Newsletter Comms

Hollie Williams

Online Safety Lead

Craig Butler

PR & Media

Sheeraz Gulsher – Snap Inc
Emma Grace – Pretty Green
Lucy Mart – Pretty Green
Lloyd Mullis – Pretty Green
Tania Burnham – Pretty Green
Charlotte McCarthy – Broadcast Revolution
Shelley Cukier – Broadcast Revolution

Registered Office

4th Floor, Silverstream House, 45 Fitzroy Street, Fitzrovia, London, W1T 6EB

Social Media

Sarah Crawley – The Good Influence
Josh Harding – The Good Influence

Tech Support

Blue Tea Ltd, Unit D4, West Entrance, Fair Oaks Airport Chobham, GU24 8HU

Trustees

Alice Hendy
Rebecca Read
Laura Pike
David Savage

UX Designer

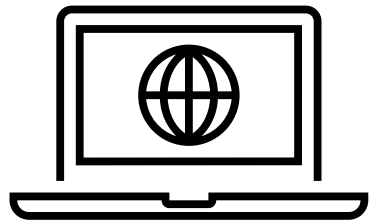
Eilidh Gibson

Website Designer

Richard Howarth



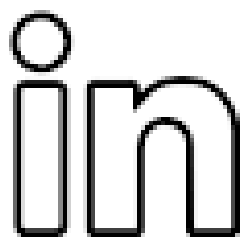
Contact Us



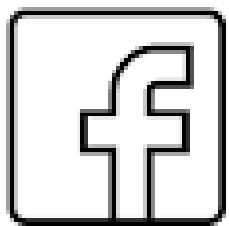
www.ripplesuicideprevention.com



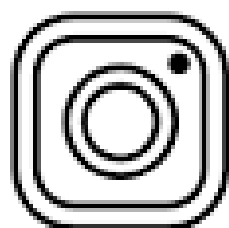
info@ripplesuicideprevention.com



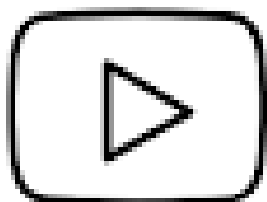
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@Ripplesuicideprevention



Ripple Suicide Prevention Charity



