

# Report and Financial Statements

For the Year Ended 31 Dec 2023

Charity number 1194331



| Section                                                      | Page |
|--------------------------------------------------------------|------|
| <u>Foreword</u>                                              | 3    |
| <u>About R;pple</u>                                          | 4    |
| <u>Who we are</u>                                            | 5    |
| <u>2023 key achievements</u>                                 | 9    |
| <u>Our work in 2023</u>                                      | 10   |
| <u>Goal 1: Prevent suicide</u>                               | 11   |
| <u>Goal 2: Reduce the stigma</u>                             | 24   |
| <u>Goal 3: Advocate for legislative changes</u>              | 40   |
| <u>Goal 4: Authority in self-harm content classification</u> | 46   |
| <u>Governance and fundraising</u>                            | 50   |
| <u>Financial review</u>                                      | 60   |
| <u>Thank you note</u>                                        | 64   |
| <u>Contacts</u>                                              | 65   |

2023 has seen the R;pple team grow to a fully functioning team of professionals, each bringing passion, lived experience, and efficiency to their varied, demanding, and crucially important roles.

Little did I know when I came up with the idea of R;pple back in 2020 that it would transform into what it is today; an essential 24/7 mental health signposting support service that saves lives.

On a personal level, I can't describe the pride I feel when I look around at my team and witness the impact that they are having on people experiencing mental health issues both nationally and globally.

Mental health continues to be a real problem in society, the stigma still exists despite many people's best efforts, and lives are continuing to be lost to suicide. Statistics simply don't do this justice, as behind each and every one of the lives lost, there is a devastated mother, father, brother, sister, son, daughter, auntie, uncle, niece, nephew, grandparent, grandchild, friend, neighbour, or colleague desperately trying to come to terms with their loss.

I am one of those people.

R;pple is not just about helping people in the present moment, it's been built firmly upon the memory of those we have tragically lost to suicide, like my brother Josh. Josh is, and always will be, the inspiration behind R;pple and everything we stand for, and his legacy continues through our work and commitment to improving mental health.

This report looks into what we've achieved, learnt, and developed during our third year in operation. We consider 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.

I appreciate you taking the time to read about our tireless work in suicide prevention, and for all of the support you have provided to my team and I as we continue to build R;pple into the best technological support tool we can.

Keep going.



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







# About R;pple



1



## The next level of suicide prevention

R;pple is a digital crisis intervention tool designed to present a visual prompt when a person searches for harmful keywords or phrases relating to the topic of self-harm or suicide. It provides an additional layer of support to those who need to individuals in their darkest hours, giving hope and a range of support options.

### The R;pple story

Alice Hendy MBE lost her only sibling, her brother Josh, to suicide at 21 years old. Josh had been researching over the internet techniques to take his own life. To ensure more help and support is given to individuals searching for harmful content online, Alice set up R;pple.



## The need for protection from harmful online content

- 1 in 5 people have accessed sites which provide information on how to hurt or kill themselves. (Suicide Forum)
- 1.2 million internet searches for ways to take your own life happen every month, globally. (Suicide Forum)
- Harmful internet use was found in 26% of deaths in under 20s and 13% of deaths in 20–24-year-olds. (Samaritans)
- Searches for suicide helpline number have increased by 125% since January 2019. (SEMrush)

## Mission

We work collaboratively with educational establishments and charities to save lives by intercepting harmful online searches and redirecting individuals, to relevant support services.

## Vision

We strive for a safe world wide web that protects individuals from dangerous online content leading to self-harm and suicide.

## Our strategic goals

1. Prevent suicide through innovative tech interception and nonjudgmental signposting.
2. Provide hope and reduce the stigma surrounding suicide and mental health conditions.
3. Advocate for changes to online safety law.
4. Be the authority in suicide and self-harm content classification.

## Who is R;pple aimed towards?

### Parents

Parents can download R;pple for **free** on all laptops and computers in their household.

### Education Sector

Schools, colleges and universities of all varieties can deploy R;pple en masse, for **free** to put an additional layer of protection in place for their students.

### Businesses & Public Sector

Businesses and organisations can deploy R;pple for a subscription fee to protect their staff who may be conducting harmful online searches.

### Venues

Venues such as concert halls, stadiums, football grounds, coffee shops, airports and hotels can deploy R;pple through Wi-Fi integration.



# Who We Are



## Our team



**Josh Hendy**  
R;pple's Reason



**Alice Hendy**  
CEO & Founder



**David Savage**  
Chief Technology Officer



**Craig Butler**  
Network Integration Manager



**Luke Haseldine**  
Senior B2B Sales Executive



**Ian Hendy**  
Executive Administrative Officer



**Elena Yaneva**  
Marketing Manager



**Sam Smith**  
Education Advocate & Development Manager



**Harrison Read**  
R;pple FC Founder & Manager



**Tom Kingston**  
Data Privacy Officer



**Josh Harding**  
Senior Social Media Manager



**Hollie Williams**  
Marketing Assistant

## Our values

**Responsibility** to make the online world a safer place  
**; Hope**, because no matter how hard it is, your story isn't over  
**Passion** for fighting the stigma surrounding mental health  
**Persistence** in reducing suicide rates, globally  
**Leading** the way in classification and signposting technology  
**Empathy** towards anyone finding things tough

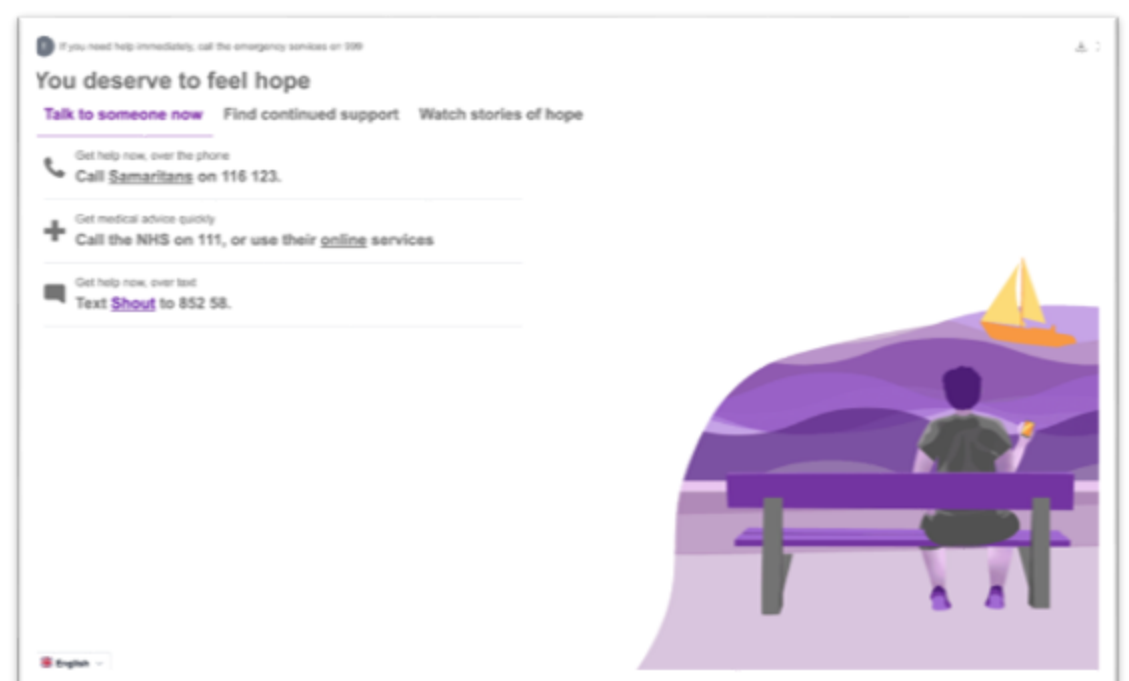
Charity number: 1194331



## How R;pple works

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, they can access both now and longer term, accompanied with messages of hope and encouragement to keep safe.



## Memberships and accreditations



## Endorsements

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



# 2023 Key Achievements



## Lives saved

Despite not tracking or capturing any personally identifiable information, R;pple has been approached by 26 individuals directly, to tell us that they are still here because R;pple intervened at their most vulnerable point.

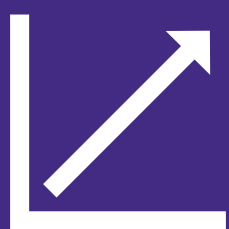


## Language and translation capabilities

Expanding globally to protect more individuals in more countries around the world from harmful online content.

## Wi-Fi Capability

Developing our technology to provide interception of harmful online content through Wi-Fi integration, enabling us to protect more individuals on more devices.



## Organisational Growth and Development

Thanks to the grants, donations, and businesses subscribing to R;pple, we have been able to grow our team by 2 members, enabling us to do more, faster.

## Ambassadors

Our growing ambassador network plays a vital role in spreading awareness about R;pple and expanding our outreach, helping us safeguard more people from harmful online content.



# Our Work in 2023





## Strategic Goal 1)

**Prevent suicide through innovative tech interception and nonjudgmental signposting.**

## Why is it important?

While the internet is the most significant invention in a generation and its benefits are clear and easy to measure, online harm of all types continues to be a 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.

Ripple exists to ensure intervention and support are provided to individuals following a harmful online search, giving them hope that things can and will become better.

## R;pple's impact today

1.8 m

weekly active R;pple users

22,500+

harmful searches intercepted

27

Lives saved (people who reached out to us directly)

We launched in 40 new countries this year, reaching a total of 49 countries and territories around the world.

### 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

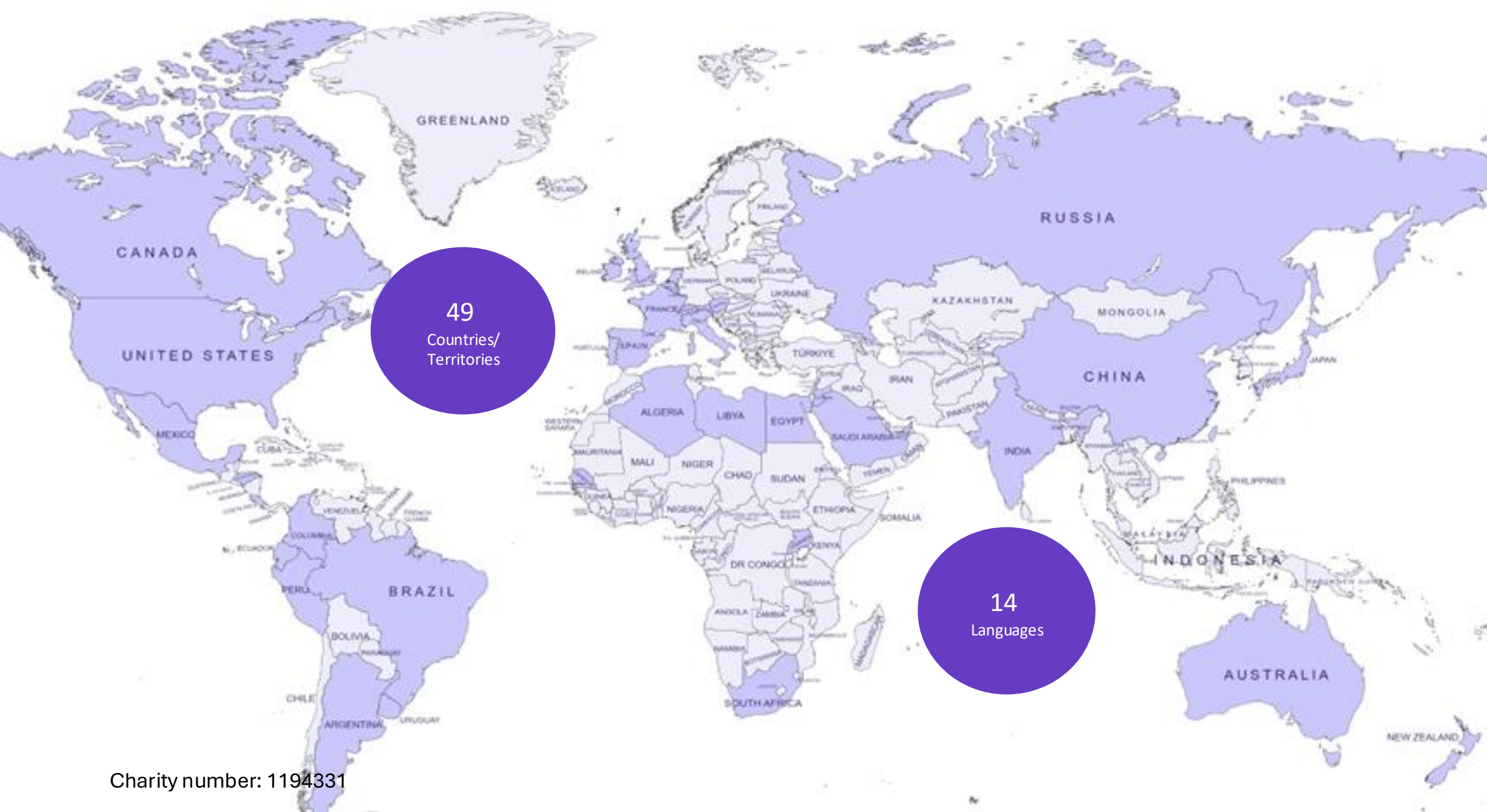
Algeria, Egypt, Libya, Senegal, South Africa, Uganda

### Asia

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

### Oceania

Australia, New Zealand





## What we achieved

### UK market penetration

In 2023 we expanded our client base to over 130 organisations across all sectors. We helped schools, colleges and universities protect their students and staff from harmful online searches and create a suicide-safer environment.

New names within the education and non-profit sectors include:



"Suicide is the leading cause of death among young people in the UK, and in a digital world where students spend hours behind screens, the R;pple tool is a necessity, not a luxury. High youth suicide rates are a global issue, which is why R;pple is now available internationally, covering 49 countries and territories.

Mass deployment of the tool across educational institutions is simple, and the more schools, colleges, and universities that install it, the more lives can be saved.

Across the education sector, R;pple is driving the rollout of this lifesaving tool, while providing advice and support on suicide prevention. R;pple also advocates for improved mental health support and suicide prevention, influencing positive change through professional discussions and national guidance."

Sam Smith  
Education Advocate & Development Manager





## What we achieved

### UK market penetration

We worked closely with employers and HR leaders to help them proactively safeguard their staff and clients during their most vulnerable moments. R;pple complements existing mental health and wellbeing programs, supporting strategic efforts to create safe and supportive workplaces.

New names within the corporate and public sectors include:



“The ripple effect of a single suicide extends far beyond one individual, touching the lives of up to 135 people. For organisations, this impact can be profound, affecting workplace morale, productivity, and the overall wellbeing of their teams.

Forward-thinking organisations are taking a proactive stance on suicide prevention. By implementing comprehensive mental health support systems and tools like R;pple, they're not just fulfilling their duty of care - they're creating a workplace culture where employees feel valued, supported, and heard.

We're honoured to partner with organisations that prioritise their employees' mental wellbeing. As we continue to enhance the R;pple tool, we invite other companies to make that commitment as well. Together, we can create workplaces that truly support and protect their most valuable asset: their people.”

Luke Haseldine  
Senior B2B Executive



## Awards and recognitions



### Alice Hendy rewarded an MBE

Ripple's founder & CEO, Alice Hendy, has been awarded a Member of the Order of the British Empire (MBE) in the New Year Honours List.

The MBE is appointed for an outstanding achievement or service to the community which has delivered sustained and real impact that stands out as an example to others.

### Other notable recognitions include:

- Winner: Great British Entrepreneur Awards - 'Purpose Entrepreneur of the Year'
- Winner: Start Up Awards - 'Start-up of the Year'
- Winner: Start Up Awards - 'Wellbeing & Fitness Start Up of the Year'
- Winner: Women's Business Awards - Overcomer Award
- Finalist: Women in Tech Excellence Awards 2023 - 'Unsung Hero'



**WOMEN IN TECH  
EXCELLENCE  
AWARDS 2023™**



**Women's Business  
AWARDS**



“

Here at Manchester Airport Group, the safety and security of customers and colleagues is of the utmost importance. We are committed to providing a safe and healthy working environment for our colleagues and that's why we have embedded the R:pple suicide prevention tool across all our workplace devices.

We strongly believe it's important to shield colleagues from accessing harmful content online and with the R:pple tool, we know there is now an intervention for those colleagues in a mental health crisis.

**Manchester Airport Group**



**University of  
Reading**



“

The wellbeing of our students is paramount, and we recognise the increasing number of welfare issues being reported. We hope the use of this tool will help students seek help and ultimately prevent attempts of harm.

The tool is being used across all halls with nearly 5000 students in residence. Those passing through the area will have access to the tool through Wi-Fi.

The University Wi-Fi provider, UPP IT and R:pple worked together to roll this out and we went live on 6th September 2023.”

**University of Reading and UPP**

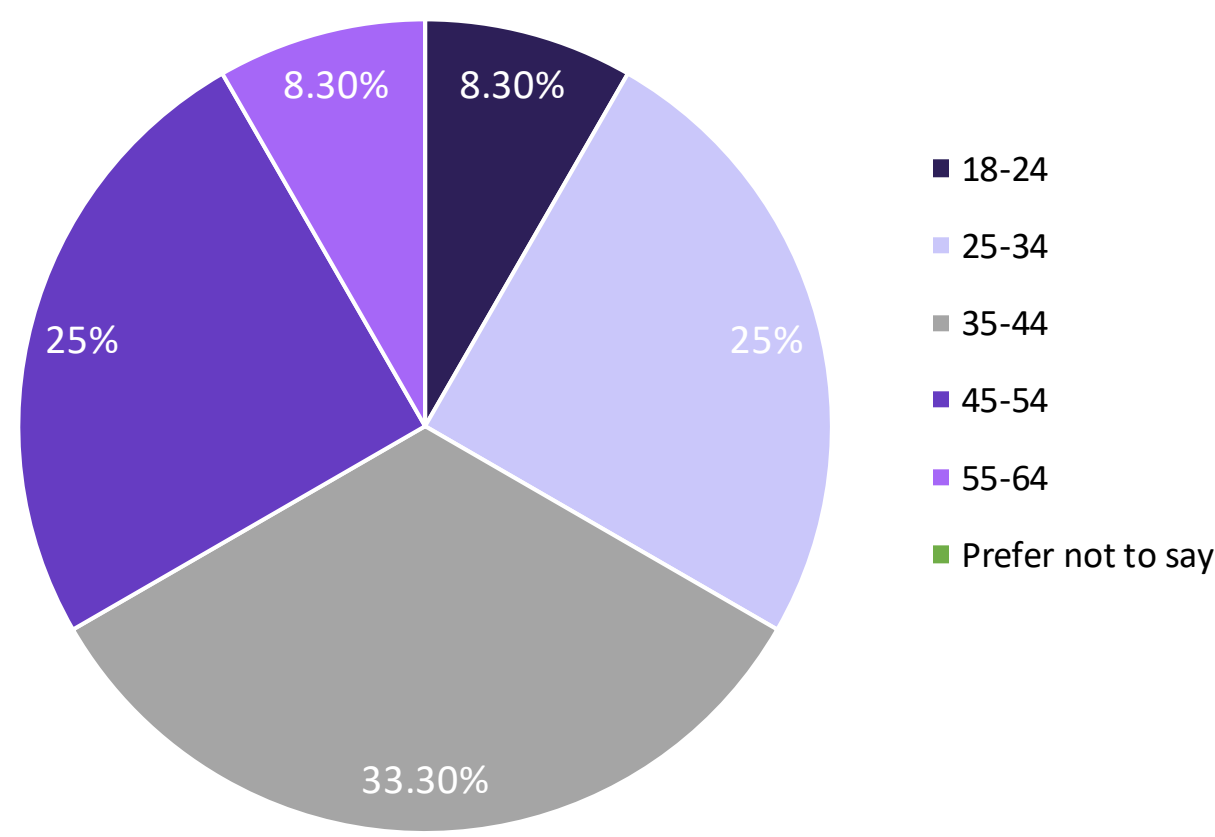


## What we achieved

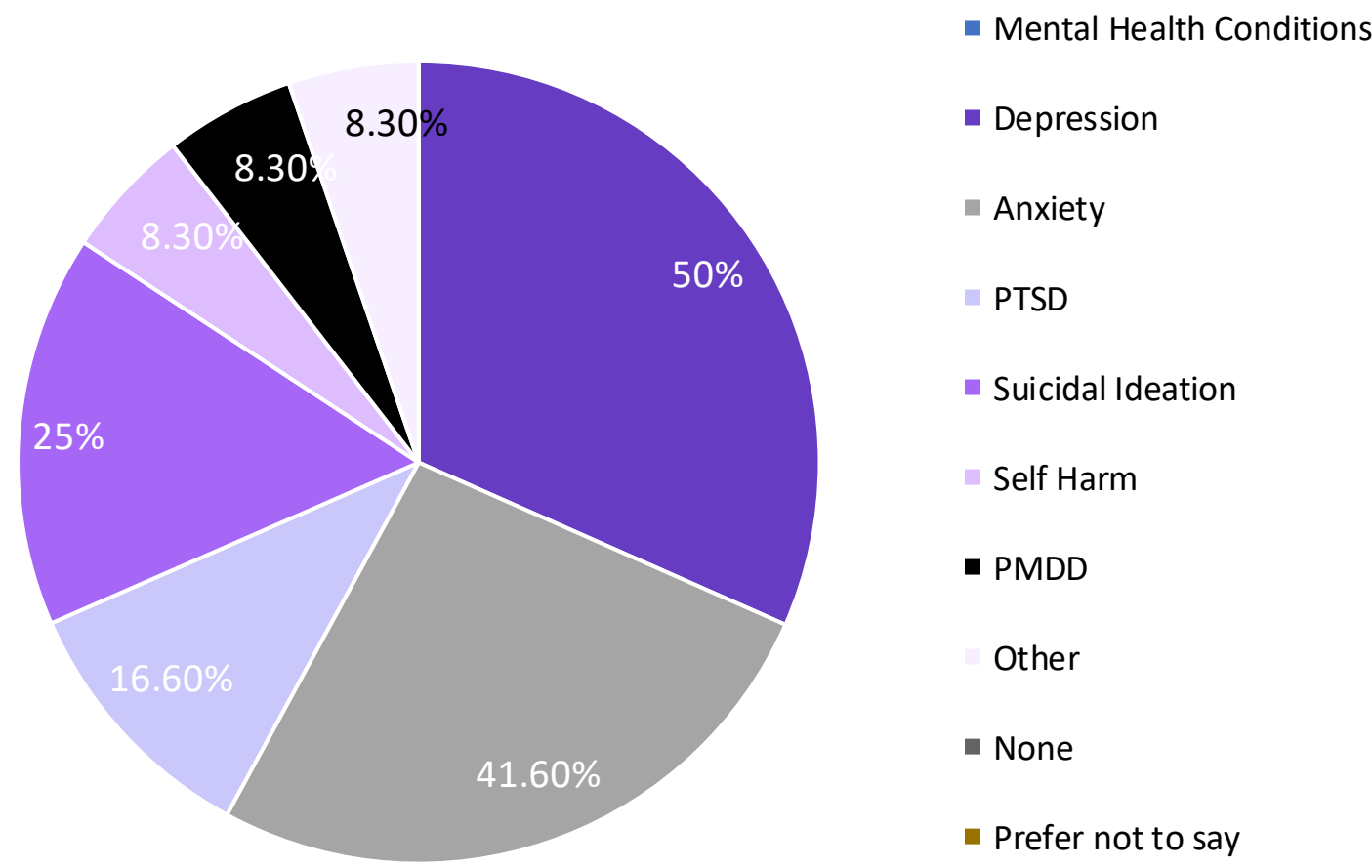
### User Experience Survey & Interviews

R;pple’s vital mission requires regular review and validation of the tool and constant focus on increasing its efficiency. In 2023 we conducted extensive research and development with a variety of individuals from a range of backgrounds regarding their experience with R;pple.

Age of Participants

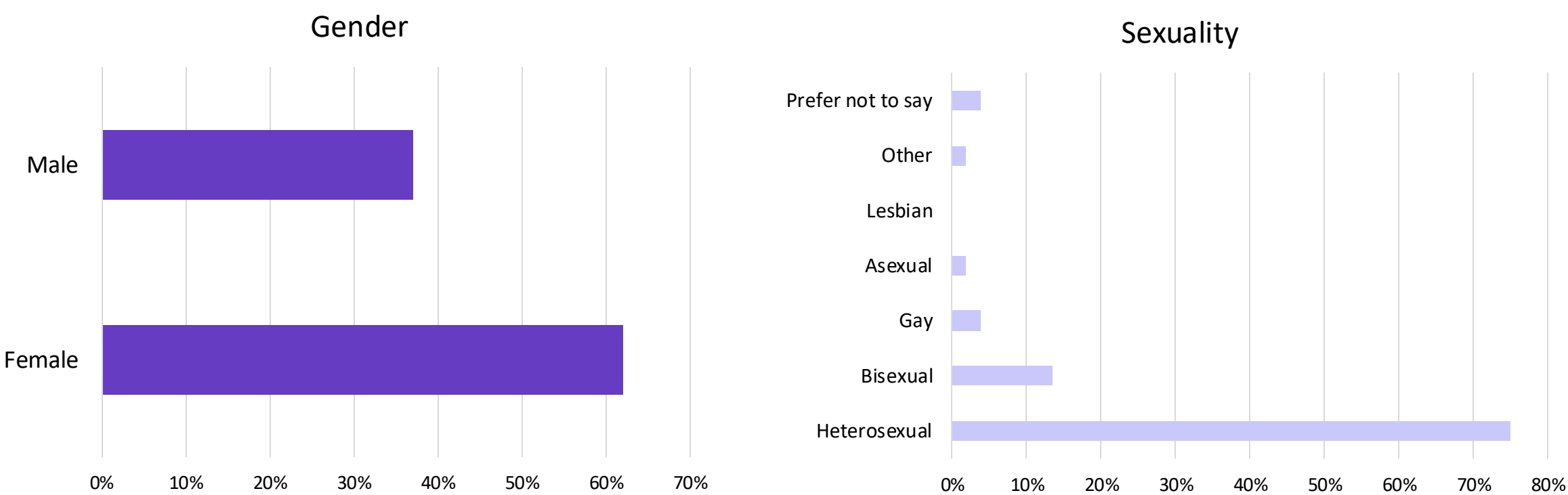


Mental Health Conditions of Participants



## What we achieved

### User Experience Survey & Interviews (cont.)



The survey helped us get first-hand feedback on the tool’s performance and get recommendations for its roadmap. The feedback from the participants was hugely positive.

Out of the 60 people surveyed:

85%

felt **comforted** when interacting with the R;pple tool

87%

felt **safe and secure** when interacting with R;pple

91%

felt R;pple was **easy to explore** and find necessary information

94%

felt interacting with R;pple was a **positive experience**

“

My younger brother took his own life when he was just 16, although he had cleared his internet history, I strongly believe that he found out how to follow through with hanging himself on the internet. R;pple is such a good cause that I believe will help so many young people find the help they deserve and need. You guys are doing an amazing job and really making a big change!

- R;pple supporter

“

I just wanted you to know that I checked out your most recent podcast episode with and have been thoroughly intrigued by R;pple's intention to disrupt the harmful searches.

Not too long ago, I almost ended my own life, and things like your podcast invite me back into a warm and welcoming world... I think you do great work.

- R;pple supporter, Germany



## What we achieved

### 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 the ones it serves and the dynamic technology landscape.

### Compatibility

We launched R;pple on the Opera browser, now covering the top 5 most popular desktop browsers in the world, covering 97.64% of the web searches: Google Chrome, Microsoft Edge, Safari, Mozilla Firefox and Opera.



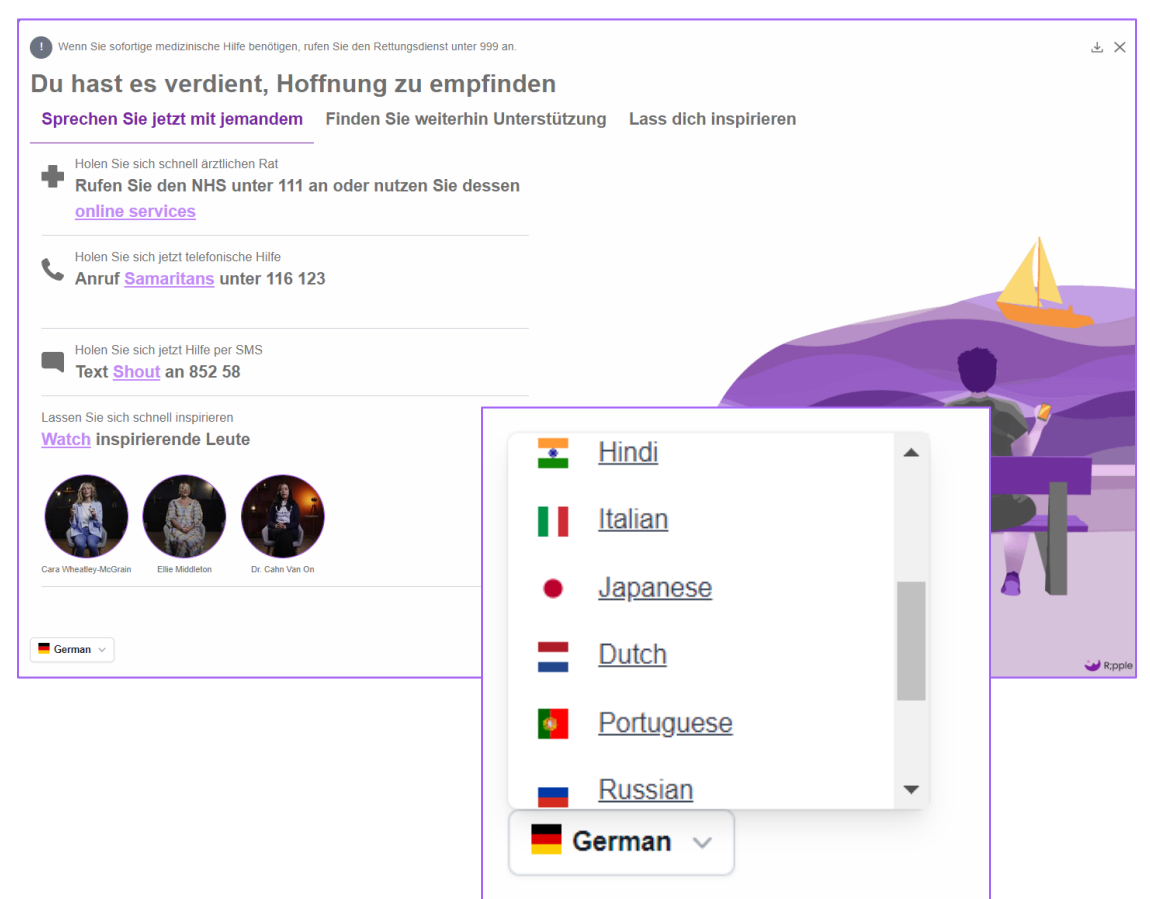
### Accessibility: WCAG compliance

The R;pple tool is now fully compliant with the Web Content Accessibility Guidelines (WCAG 2.1), an internationally recognised set of recommendations for improving web accessibility. R;pple has worked to ensure the browser extension is accessible to everyone, including users with impairments to their: vision, hearing, mobility, thinking and understanding.

### Languages

R;pple is now available in 14 languages, allowing us to cover a total of 49 countries and territories. In addition to English, 13 new languages were added in 2023.

The R;pple tool now seamlessly adapts to the user's browser language settings, ensuring automatic language switching. Additionally, a convenient drop-down menu allows users to select their preferred language manually



## What we achieved

### The tech development

#### 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.

#### Word bank growth

To be able to provide support for a broader spectrum of mental health conditions, we have expanded the list of words and phrases that activate R;pple to include substance misuse, eating disorders, gambling, LGBTQA+, domestic abuse, financial well-being, in addition to suicide and self-harm. With 429% growth, the list now includes over 10,000 search terms and continues to expand.

#### Keyword collection tool

Monitoring and collecting keyword searches that have not activated the tool. These terms undergo an internal review and moderation process to determine which should be incorporated into the R;pple word bank. We have also introduced a public keyword suggestions form, offering users a convenient and swift method to propose words and phrases they believe should trigger the tool.

#### Snooze function

In certain scenarios, if an individual is required to conduct harmful online searches relating to self-harm or suicide as part of their day-to-day job or studies, it is possible to snooze R;pple on their individual device which would stop R;pple appearing.

“It is critical that we are continuously advancing our technological capabilities to effectively meet the evolving needs of the population.

A strategic focus on innovation will allow us to develop solutions that enhance our service delivery, increase efficiency, and ultimately improve public health and safety. By prioritising innovation and intervention, we can significantly improve outcomes and save more lives.”

David Savage  
CTO



## What we achieved

### The tech development

#### Ripple Wi-Fi Solution – powered by



Leveraging Netsweeper's web and content filtering capabilities, Ripple provides extended protection from harmful online content to all devices connected to our clients' Wi-Fi networks.

The Ripple Wi-Fi Solution works using DNS technology to identify self-harm and suicide content in real-time. It categorises all content accessed by the user, resolving all unharmed URLs, however when a user attempts to access content related to self-harm or suicide, they are redirected to Ripple's messages of hope and support options.

The growing need to protect users on both public and corporate Wi-Fi networks demonstrates the demand for the Ripple Wi-Fi solution across various sectors, including sporting venues, student accommodation, hospitality, and transport services. In 2023 we were delighted to see it adopted by leading organisations including:



**University of  
Reading**

University of Reading made Ripple available across all halls with nearly 5,000 students in residence.

**REVOLUTION**  
BARS GROUP PLC

Revolution Bars Group safeguard all their staff accounts and computers using the internal Wi-Fi network.

"The Ripple Wi-Fi Solution has gone from strength to strength, now inspecting over 20 million requests weekly for harmful content. Following this success, plans were implemented in August to expand the service into Netsweeper's new data centre.

With the Wi-Fi offering expected to triple in growth by 2025, Netsweeper's partnership with Ripple – delivering both technical excellence and dedicated team members to support the project – has been warmly welcomed by the Ripple Team.

We thank Perry Roach, Netsweeper CEO, and his team for their continued support both this year and in the years ahead."

Craig Butler  
Network Integration Officer





## What we achieved

### Organisational growth and development

#### Team focus

To be able to achieve our goals, we invested in:

- expanding the team with two key new members: Marketing Manager and Education Advocate & Development Manager;
- training and certifying all team members in Mental Health First Aid;
- conducting workshops on how to reach our key audiences strategically and from a creative perspective.

#### Market research

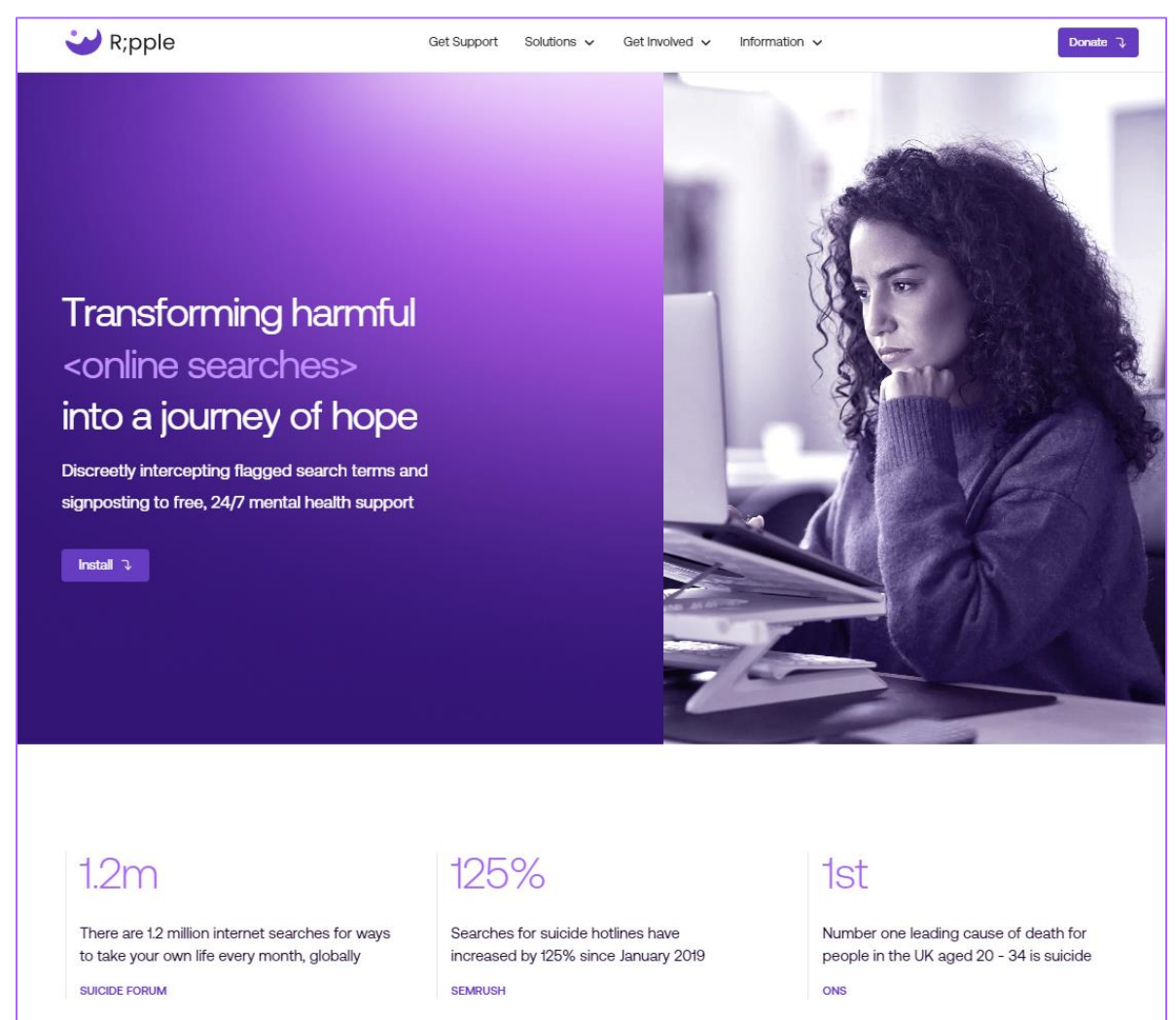
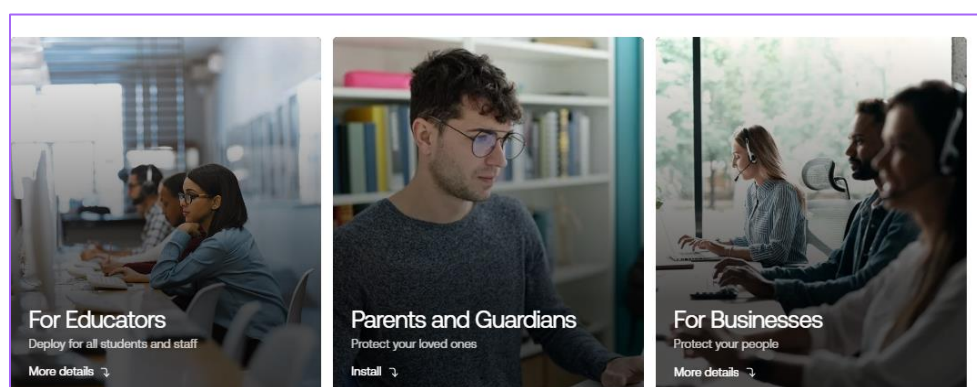
Market research helped us gain deeper insights into the environment we're operating in, identify areas where we can have the most immediate impact towards saving lives, and increase our knowledge for our target audiences to better tailor our messaging.

#### New brand identity and website

We refreshed our brand identity to enhance R;pple's credibility and ensure our image remains relevant and resonates with the target audiences. Our new website was launched, reflecting this new identity and implementing best practices while remaining a reliable and accessible resource for all users.

R;pple's website is now:

- better aligned to our target audiences;
- faster and easier to navigate;
- more accessible;
- more engaging and interactive;
- integrated with the CRM system for increased efficiency and improved reporting.



## Our future ambitions

We envision R;pple as a true game-changer, a technological innovation that has the potential to mobilize the broader community, disrupt the status quo, and compel policy-makers and the big players in the global internet landscape to take their share of responsibility in safeguarding against harmful online content.

To bring about these transformative shifts, we recognise the importance of a widespread R;pple adoption, expanding our influence in the public sphere, and securing the necessary investments to support future developments.

Our ongoing battle to make the R;pple tool available for mobile devices is yet to yield success. Despite our continuous efforts over the past two years, our prospects for success remain constrained until legislation compels tech giants like Google, Apple, Microsoft, to incorporate this additional layer of protection for their users.

Building on our core strengths, we have strategically focused on the R;pple Wi-Fi Solution as a means of ensuring individuals' safety, regardless of the device they use.

The R;pple Wi-Fi solutions stands out as the optimal choice for public spaces such as railway stations, campuses, sports fields, and the hospitality industry, among others.

## Strategic Goal 2)

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

## Why is it important?

Despite the growing public awareness, there still exists a pervasive stigma surrounding mental health and suicide within society.

Stigma can discourage people who are struggling from seeking help due to fears of social judgment, potential career repercussions, the misconception that mental health struggles indicate weakness and more. It can also make mental health problems worse and delay or stop people from getting help when they need it the most.

As a society, we should do more to support people with mental ill health and suicidal thoughts. Talking openly, supporting and looking out for each other are the steps to it.

At R;pple, we are committed to working together to reduce the number of lives lost and tackle the stigma surrounding the topic of self-harm and suicide so that people are no longer afraid to speak up, whatever they might be going through.



## R;pple's New 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 Organisational Development 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.

## What we achieved

### Visibility: Media presence

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 2023 R;pple and our messages were included in over 40 pieces of media coverage, including leading media BBC News, BBC South, iTV, BBC Radio, LBC News, The News, Telegraph, Daily Echo, Channeleye, and many more. Alice Hendy was a special guest at ITV Loose Men's first ever campaign "Half Time Team Talk" in partnership with West Ham United.



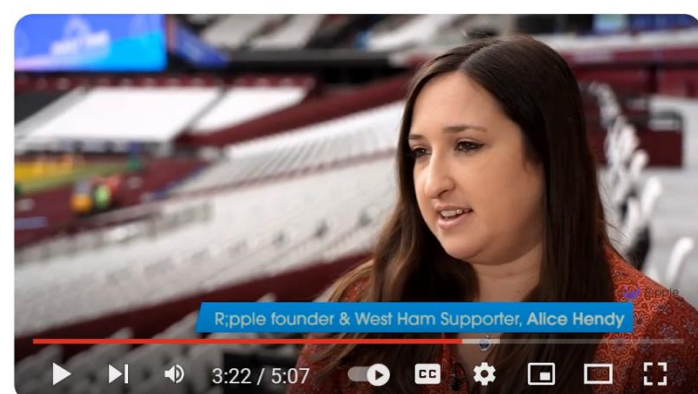
[Watch here](#)



[Watch here](#)

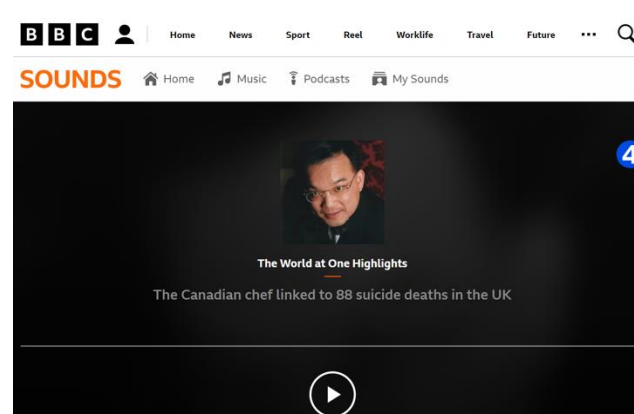


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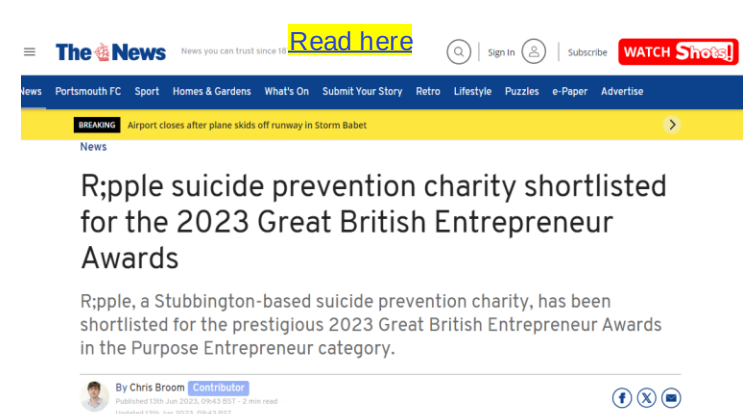


Mark Wright Introduces R;pple during Loose Men's 'Half Time Team Talk' At West Ham

[Watch here](#)



[Listen here](#)



[Read here](#)

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





## What we achieved

### Visibility: 3<sup>rd</sup> party websites

The US National Cyber Security Alliance, a highly reputable nonprofit organisation that promotes cyber security awareness and education, now signpost to R;pple in their cyberbullying tips page.

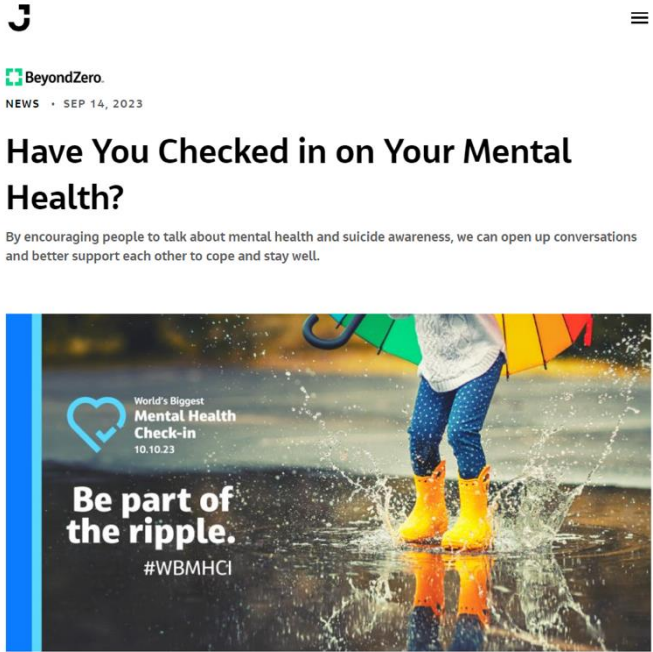
R;pple's vital work continued to be featured by our partners, customers, public and like-minded organisations, including: MHFA England, Jacobs, Suicide and Co, Puma Capital Group, Darwen Council's news website, Thrive Mental Wellbeing and more.



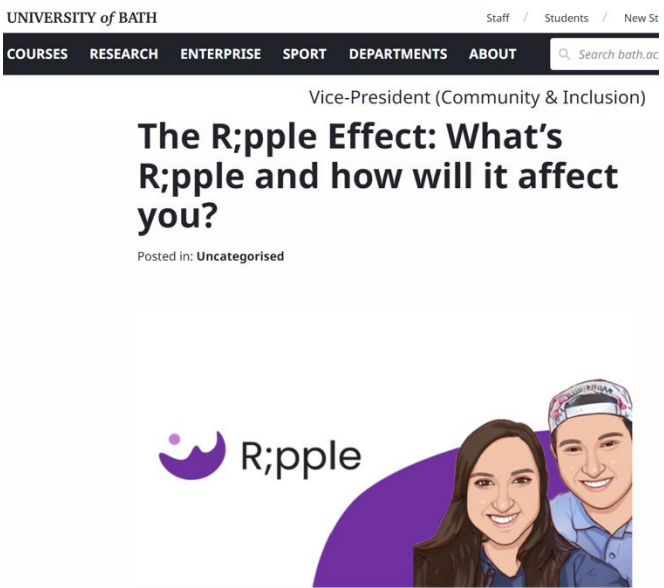
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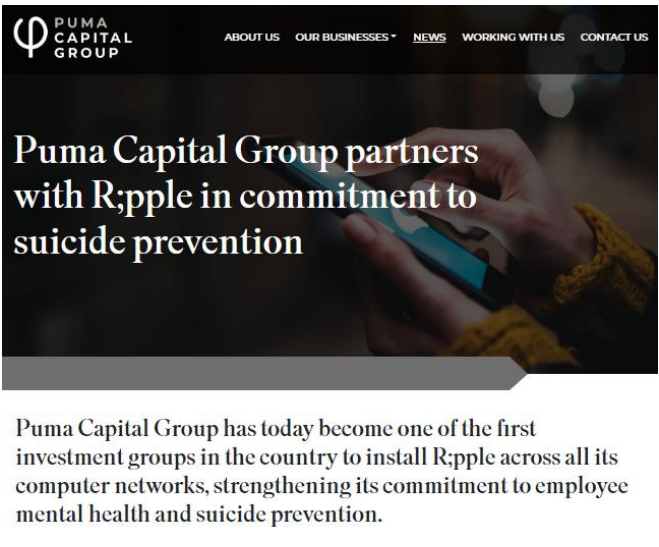
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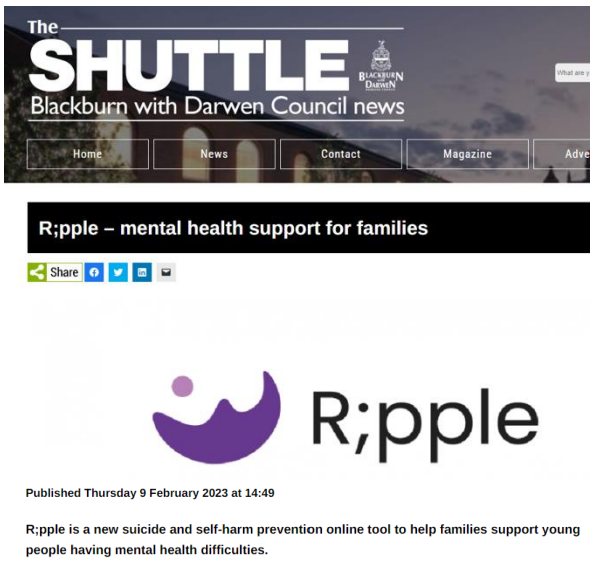
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## What we achieved

### Visibility: High-profile conferences and events



#### TEDxNHS

Alice Hendy's prominent role in the healthcare field garnered recognition from TED, a renowned global platform for exchanging knowledge and ideas. Alice had been invited to speak at TEDxNHS 2023. Her presentation “Combating suicide’s invisible accomplice: a quest for change” received an overwhelmingly positive response from the audience. Watch the talk [here](#)

#### One Young World Summit, Belfast

Alice Hendy delivered a keynote at the OYW summit – an annual event that convenes the brightest young leaders from 190+ countries and 250+ organisations, working to accelerate social impact.

Among a plethora of exceptional leaders, Alice had been selected as a Delegate Speaker, representing the UK on the topic of mental health.

Watch the talk [here](#)





## What we achieved

### Visibility: High-profile conferences and events



#### International Womens Day (IWD) Speaker Showcase

R;pple was in attendance of the IWD Speaker Showcase presented by the UK Parliament with support from the Oliver Wyman Forum.

For the past six years, Lord and Lady Popat have hosted the event to highlight the voices of diverse women from grassroots changemakers to established business leaders across sectors from finance to education.



#### The BIBA Conference

R;pple was part of the largest insurance conference and exhibition for brokers throughout the UK. Exhibiting gave us significant exposure and valuable connections within the insurance industry.



#### #RISK Conference

R;pple exhibited at #RISK London, a global event for the cyber security community. It was an importance place for us to meet leaders from different businesses and have conversations about how we can make workplaces safer.



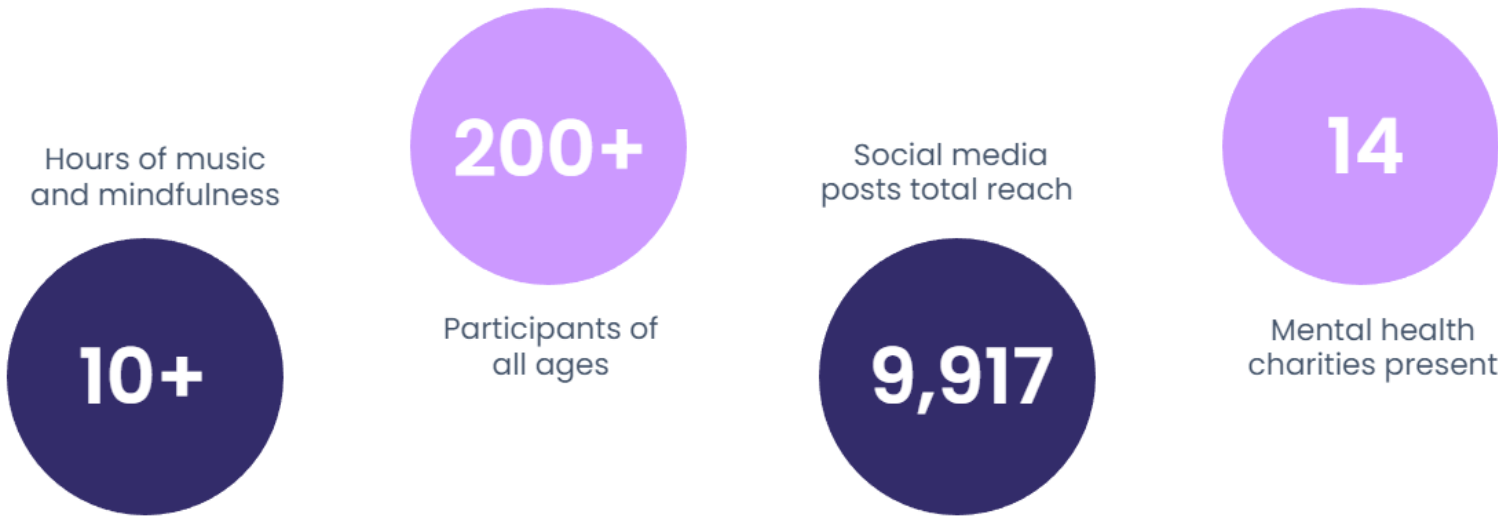
## What we achieved

### Visibility: R;pplefest



We hosted our first ever R;pplefest - a wonderful celebration of life and a beautiful tribute to Josh. The family-friendly festival united the community in support of mental health and suicide prevention.

Packed with mindfulness tents, significant mental health charity presence, live music and DJ sets, the event gathered over 200 participants and got extensive media coverage, including BBC South, BBC News, The News and more.





## What we achieved

### Visibility: Campaigns

Expanding the reach of our message is essential to achieving R;pple's mission. We collaborate with partners, clients, and media to create high-impact campaigns, effectively touching the lives of a larger audience.

Through these initiatives, we aim to raise awareness about the struggles of people with mental ill health and suicidal thoughts and give them hope that there is always support available; that things can and will become better.

### World Suicide Prevention Day

World Suicide Prevention Day is a pivotal moment, capturing the public's attention and focusing it on the critical issues of suicide and mental health. In alignment with the 2023 theme, which centres on creating hope through action, we crafted a campaign around the promise each of us can make to help save lives from suicide.

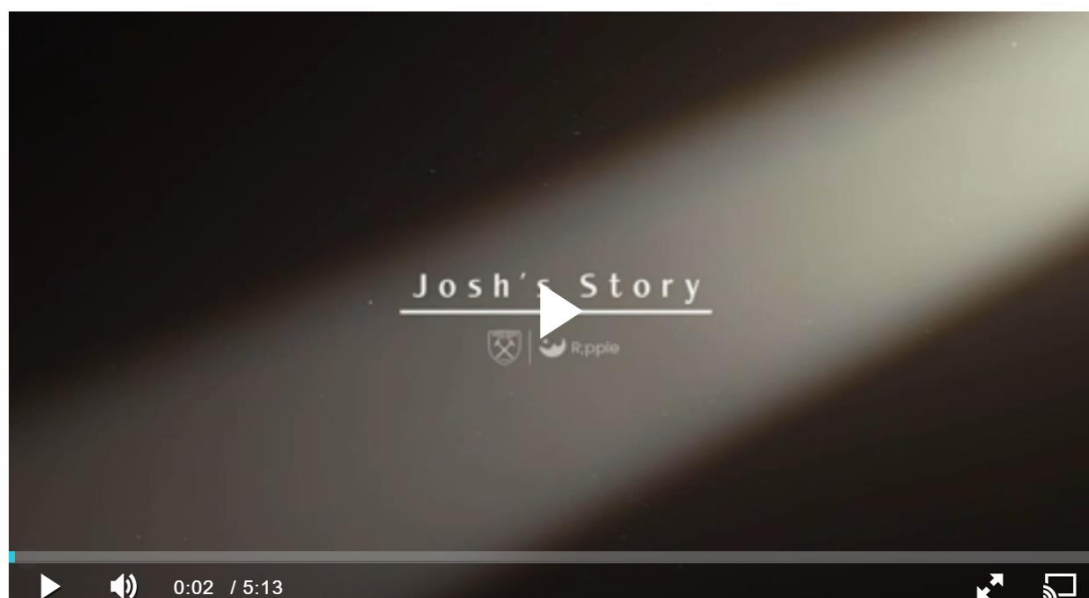
Our partners, team members, volunteers, and ambassadors shared their personal commitments in a powerful video.

Prominent media outlets, including LBC News, GB News, BBC Radio, and Talk TV, invited Alice Hendy to discuss R;pple's pivotal role in the realm of suicide prevention.



[Watch here](#)

### West Ham United x R;pple



[Watch here](#)

On World Suicide Prevention Day West Ham United reaffirmed their partnership with R;pple in a breathtaking video.

The video got **hundreds of thousands views and thousands of likes** on social media.



## What we achieved

### ITV Loose Men



Alice Hendy was live on ITV with West Ham United FC in 'Half Time Team Talk' – a special edition of Loose Men, bringing the incredibly important topic of male mental health to daytime TV.

The programme is focused on breaking the silence around male mental health, encouraging men to embrace 15 minutes of halftime for open and honest conversations.

[Watch here](#)

### The Life Jacket Initiative

17 people take their lives daily in the UK. 17 Life Jackets in 17 locations across the country now give hope to those who are struggling and educate those who want to help.

Launched by Jonathan Lee, Creative Director at Havas People, in partnership with R;pple, The Life Jacket is on a mission to work with organisations big and small to give as many people as possible the skills, knowledge and confidence to take action.

[Read the story here](#)





“

What a beautiful way to remember those we have lost to suicide. Meeting the people involved in changing the way suicide is portrayed and being in an environment where people just "get it" is such a unique experience. Thank you to everybody involved in such a wonderful day.

- Lara

“

Thank you for letting me be there, was great event. Well done Alice and team!

- Chris MacArthur, European Mental Health Lead, Jacobs

“

Lovely afternoon at @ripplesuicideprevention R;pplefest. Very humbling to be surrounded by such amazing people and super proud to do what I can for this incredible charity.

- Mark Hurst

“

What a brilliant day! So many inspiring people in one place <3

- Julia Flint, The Maggie Oliver Foundation

## What we achieved

### Partnerships that drive change

At R;pple, we believe in the power of collaboration. We partner with over a hundred like-minded organisation, supporting each other and raising awareness of our products and services, ensuring they reach and help as many people as possible. Some of the key new partnerships include MHFA England, JAAQ, FinWELL Training, Champion Health, and more.



**MHFA England**

#### **MHFA England x R;pple**

We are proud to have joined forces with MHFA England to safeguard their workforce and advance suicide prevention across the UK. The organisation rolled out R;pple across all its workstations, introduced the tool to its 400k+ contact base and incorporated it within its Suicide First Aid training program.



#### **JAAQ x R;pple**

JAAQ (Just Ask a Question) is the new mental health platform that brings together world-leading mental health professionals and people with lived experience to answer thousands of questions on various topics related to mental health conditions and learning differences. Alice Hendy and R;pple are featured on the JAAQ platform within the sections dedicated to Suicide Prevention and Real-life Stories. [Watch here](#)

“The challenge of improving mental health and preventing suicide is too great for any single organisation to tackle alone. It demands a collective effort — charities, technology companies, mental health professionals, educators, policymakers, and communities — working together with a shared purpose.

Through meaningful partnerships, we can strengthen support systems, create safer digital spaces, and ensure that hope and help reach everyone who needs them. Every collaboration brings us closer to a world where no one has to face their darkest moments alone.”

Elena Yaneva  
Marketing Manager





## What we achieved

### Partnerships that drive change



#### 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.



#### Pentest Limited x R;pple

For over 2 years, Pentest Limited have been an invaluable asset in security testing and ensuring best practices are applied to the R;pple browser extension and backend CMS.



#### Champion Health x R;pple

Champion Health is a market-leading health and wellbeing solution provider. This partnership will see both organisations work together to improve mental health and reduce the incidence of suicide – inside and outside of the workplace.



#### FinWELL Training x R;pple

FinWELL helps employees understand, measure and improve financial education and wellbeing empowering healthier relationships with money. Together, we shine a light on the link between financial wellbeing, mental health and suicide.

Throughout 2023, R;pple's team also engaged in numerous podcasts, webinars, and publications on the topics of suicide prevention and mental health with partnering organisations like Baton of Hope, JAAQ, Suicide&Co, Language Matters and more.



**MHFA England**

“

We are proud to work in partnership with R;pple and join the impressive list of workplaces and education settings that have already downloaded the tool. Together, we can all work to raise awareness of suicide, take steps to prevent it and help reduce the stigma surrounding it.

- Alicia Nagar, Head of People,  
Wellbeing and Equity, MHFA England



# Our Work in 2023



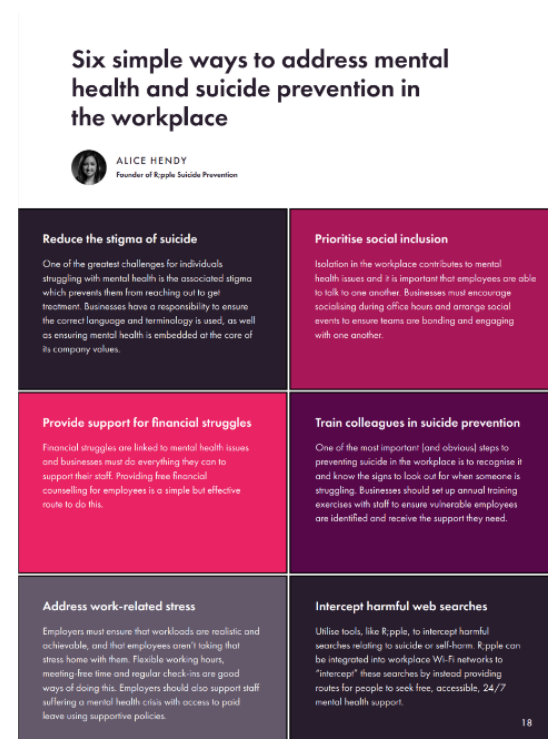
## What we achieved

### Reports and Educational Materials

We continued educating the general public on the critical topics of suicide prevention and mental health using a variety of formats such as reports, guidelines, checklists, and more. These resources were distributed through multiple channels including our website, social media, partners, and newsletters to maximise their reach.

### Champion Health's Workplace Health Report 2023

Alice Hendy co-authored Champion Health's annual report that helps business leaders cut through the noise and make informed, data-driven decisions about how to support their people. Read the report [here](#).



### New R;pple materials including:

- Mental Health and Suicide Prevention Resources
- Workplace Mental Health Checklist
- Language Matters
- One-pagers for the Education Sector, Parents, Businesses, and more

#### Safeguarding Your Child Online

Today's digital world brings hidden risks even to the safest home. Invisible to parents, harmful content is easily accessible to kids online. Content that can trigger desperate decisions and take vulnerable ones to places from which there might be no return.

##### Protection When it's Needed the Most

Rpple exists to save lives by turning harmful online searches into a journey of hope and support. It is a browser extension that gets activated when a person searches online for content relating to self-harm or suicide and provides support in 3 simple steps:

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

##### Easy to Install, Free to Use

You can get Rpple on your home laptops and computers in seconds, for free.

##### Privacy-minded

Rpple does not collect, monitor or track any personally identifiable information.

#### Trusted by Educators

Over 80 educational institutions have adopted Rpple to protect their students and staff.

#### Rpple for Parents and Guardians

##### The Rpple Story

###### Giving Others a Chance

Alice Hendy lost her brother Josh to suicide at 21 years old. Josh had been researching over the internet techniques to take his own life. To ensure more help and support is given to individuals searching for harmful content online, Alice set up Rpple.

##### Why Act Now?

3rd Leading Cause of death in young people worldwide is suicide. (WHO)

>26% of suicide cases in under 20s had a suicide-related search history. (Samaritans)

7% of UK children attempt suicide by the time they reach 17 years old. (Centre for Longitudinal Studies)

##### Rpple's Impact Today

|                     |                      |              |            |
|---------------------|----------------------|--------------|------------|
| 1.8m                | 18,000+              | 26           | 27         |
| Weekly Active Users | Searches Intercepted | Lives Saved* | Awards Won |

##### Get Rpple Now

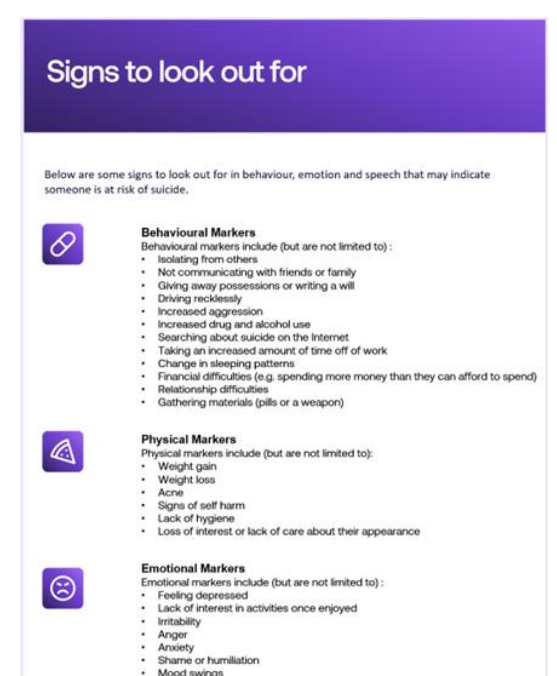
See how to install Rpple on your computer\* here

\* Rpple is not available on mobile devices or home Wi-Fi.

\* People who have reached out to us directly

#### Download, Free, Today.

Protect Your Loved Ones from «Harmful» Online Searches



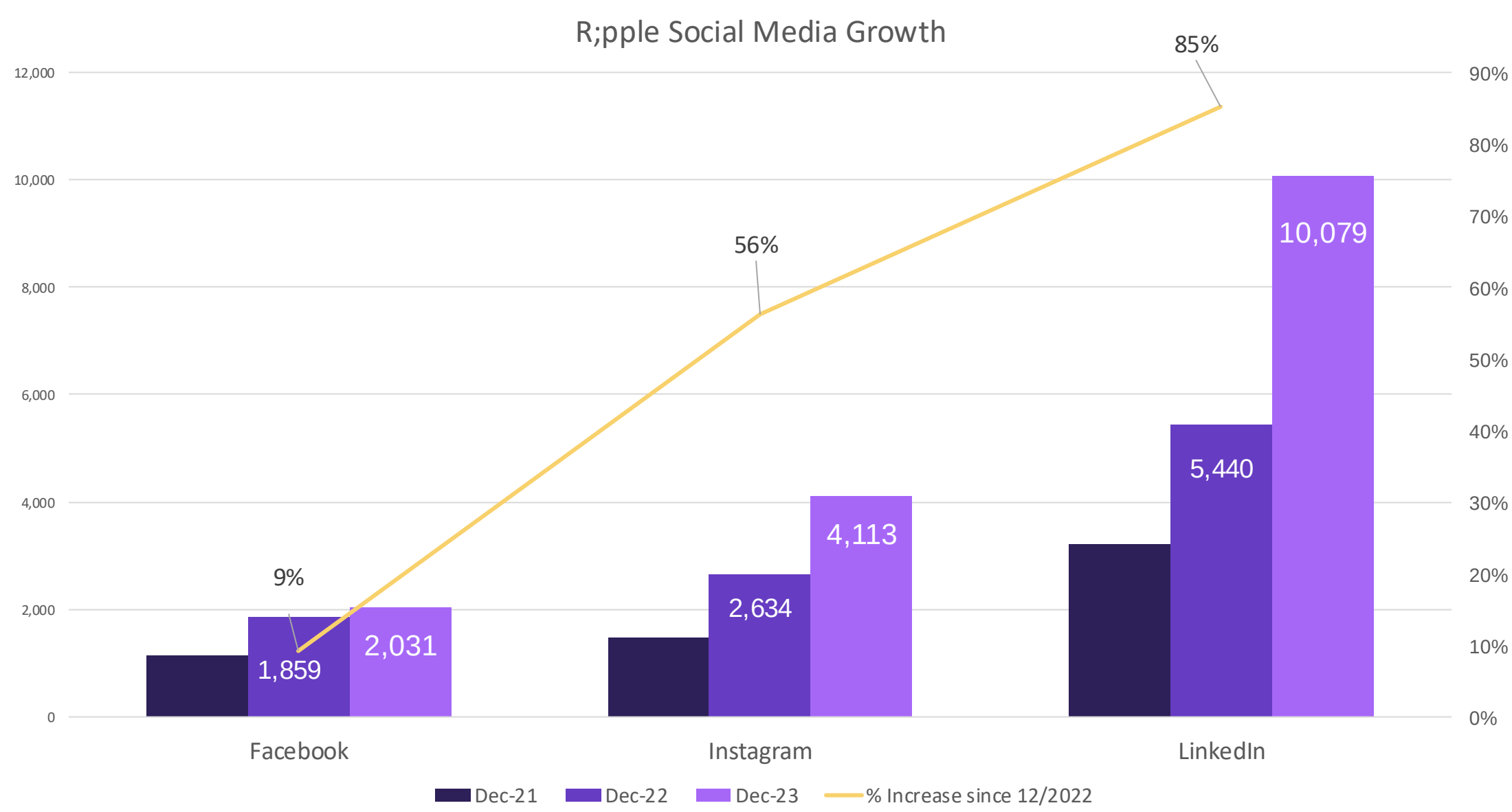
## What we achieved

### 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 2023, we observed a substantial surge in our followers on both LinkedIn and Instagram, with an impressive 85% and 56% growth, respectively. Our posts collectively garnered over 1.6 m impressions across all platforms.





## Our future ambitions

We will continue to grow our network of partners, ambassadors and influencers and spread the message of hope through various platforms and activities with a particular focus on:

- Individuals at a higher risk of suicide, incl. young people, men, and those struggling with mental health or conditions like substance abuse, eating disorders, gambling addiction and more;
- Parents and guardians;
- Educational institutions;
- Employers, specifically at high-risk industries like sports, construction, veterinary;
- Authorities and public service providers.

In pursuit of these objectives, we plan to launch paid campaigns across social media and Google, allowing us to amplify the voice of R;pple on a larger scale, faster.

## Strategic Goal 1)

### Advocate for changes to online safety law

## Why is it important?

Over the last few years, in the UK we've gone through political turmoil around the online safety bill but, as a society, we haven't gone far enough.

All platforms, big and small, and all individuals must be held accountable for how they operate online.

Ripple is leading the way with technical solutions to online harm and advocating for change at the highest levels.



## What we achieved

### Voice for change

We made our stance on significant matters, such as the new Suicide Prevention Strategy and the Canadian chef connected to numerous deaths, known to the public..

We partnered with fellow charities and like-minded organizations, uniting our efforts to advocate for legislative changes and better support to individuals experiencing mental health crisis and suicide ideation. Through these alliances, our voice becomes stronger, and our initiatives become even more impactful and influential.



Alice Hendy and Dame Caroline Dinenage MP

### MPs advocating for suicide prevention

A drop-in session, hosted by Liz Twist MP gathered Members of Parliament in support of mental health and suicide prevention. In partnership with Jacobs, R;pple and Make A Difference (MAD) Media, the session cast a light on the tools and resources provided by these organisations and resonated in media.

LANCASHIRE  
**Telegraph**

**MAD**  
make a difference  
workplace culture / mental health / wellbeing

**PoliticsHome**



Alice Hendy and Nigel Evans MP [Press release](#)



Paul Howell MP [took a video](#) talking about the importance of the suicide prevention tool R;pple and included R;pple in his speech to UK Parliament



“

Suicide is something which has touched so many lives, yet something which many people are still so afraid to speak about. One of the reasons that it is so very tragic is that it is preventable.

Through raising the profile of charities like R;pple Suicide Prevention and others, I hope we can encourage more people to feel they are able to talk about their mental health.

- Nigel Evans MP



“

Every suicide is a tragedy, and most often a complex one with no single cause. (...) It was therefore encouraging to see so many colleagues attend the parliamentary drop-in session I hosted this week with Jacobs and charity R;pple and Make A Difference (MAD) to raise awareness during Suicide Prevention Week and learn more about services available to those who are struggling.

- Liz Twist MP



## What we achieved

### **R;pple's statement regarding the new Suicide Prevention Strategy for England**

R;pple welcomes the launch, particularly the exploration of further opportunities to address online harms, including harmful content shared in pro-suicide websites and forums.

Urgent measures are much needed, as there has been no fall in suicide rates since 2018, and we are experiencing a mental health pandemic.

One disappointing point from the new strategy is that there does not appear to be new funding for the plan's initiatives, aside from a £10m grant, for charities to invest in suicide prevention activity. The plan relies on existing resources which are not enough to generate real change in driving down suicides.

At R;pple, we will continue our tireless work to lobby the Government into recommending the use of the free R;pple technology to all schools, colleges and universities nationwide as an additional layer of protection in safeguarding their students from harmful online searches.

**Alice Hendy MBE**

CEO & Founder, R;pple Suicide Prevention Charity





## What we achieved

### Supporting like-minded organisations



R;pple supported a petition to introduce a national emergency mental health number run by our fellow suicide prevention charity 'The Calzy Foundation'.

In October 2023, over 167,000 signatures were handed in to the UK Government, pleading for a government funded 24/7 emergency mental health number, operated and staffed by professional mental health practitioners, to save lives.



We supported our friends at IfUCareShare in a huge 286 mile run from Yarm to 10 Downing Street. The charity founder, Matthew ran for 11 days, to deliver a letter to government expressing concerns around the exclusion of suicide prevention in the levelling up agenda. For his run Matthew was wearing a T-shirt containing the names of over 180 loved ones lost to suicide, Josh Hendy among them.



R;pple supported The Jordan Legacy's petition for the introduction of a Suicide Prevention Act to prevent loss by suicide, which includes the creating of a National Suicide Prevention Office, requiring suicide prevention plans, frameworks and training for public and private organisations and more.

## 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.



## Strategic Goal 4)

### Be the authority in suicide and self-harm content classification

## Why is this important?

For years, industry giants have dominated the realm of digital content classification. Yet, despite their extensive resources, they have often fallen short in one critical area: the nuanced and comprehensive identification of self-harm content. Many existing systems either overlook this category entirely or fail to delve into its complexities with the depth and sensitivity it demands. As a result, they lag behind emerging trends and miss the mark in effectively safeguarding online communities.

Ripple is set to change this narrative. By expanding our capabilities to focus on the intricacies of harmful content, particularly self-harm, we are not just keeping pace with the digital age—we are setting a new benchmark for excellence and responsibility. This strategic move is more than just an enhancement of existing services; it's a profound shift towards a more empathetic and informed approach to online safety.

## How will we achieve this?

We wish to establish Ripple as the leading authority in suicide and self-harm content classification to further solidify our role as a trusted resource. To achieve this, we aim to focus on the following key areas:

- 1. Research and Development:** Invest in cutting-edge research to advance our understanding of suicide and self-harm content. Collaborate with academic institutions and industry experts to develop innovative classification models.
- 2. Technology Integration:** Leverage advanced technologies, such as artificial intelligence and machine learning, to enhance the accuracy and efficiency of content classification.
- 3. Partnerships:** Forge strategic partnerships with tech companies, social media platforms, and mental health organizations to broaden our influence and integrate our classification systems into existing platforms.
- 4. Policy Advocacy:** Engage with policymakers to establish industry standards for content classification, ensuring Ripple's methodologies are recognized and adopted at a regulatory level.

## What we achieved

### Preparing to expand our protection

R;pple is preparing to expand our capabilities to provide support for other serious conditions which can lead to individuals starting to self-harm or experiencing suicidal ideation.

Such conditions include:

- Substance misuse
- Gambling addictions
- Financial struggles
- Eating disorders
- Domestic abuse
- LGBTQ+ struggles
- Divorce and separation
- Civilian to military transition

To enable this expansion, R;pple collaborates with more than 30 Advisory Board members, each specialising in different aspects of mental health. Their expertise and lived experience have been instrumental in guiding the development of R;pple's technology, ensuring it is in line with industry standards, regulations, and requirement

Individuals working for the below organisations are representing R;pple's in advisory boards on the above topics.



## What we achieved

### Data-driven development

The new development is grounded in data highlighting the strong correlations between these mental health conditions and suicidal ideation:

#### Financial Wellbeing

- 1 in 4 adults are now deeply concerned about their financial situation.
- People with problem debt are 3 times more likely to have had recent suicidal thoughts. (Money & Mental Health)

#### Domestic Abuse

- Women who are domestic abuse victims are 3 times more likely to try to kill themselves.
- Women subjected to sexual abuse by a partner are 7 times more likely to try and kill themselves. (Agenda Alliance)

#### Substance Misuse

- People who abuse drugs or have an alcohol addiction are up to 14 times more likely to die by suicide than others. (Wilcox HC, Conner KR, Caine ED, et al)
- 40% of all patients seeking treatment for alcohol dependence report at least one suicide attempt at some point in their lives. (Alcohol Change)

#### Eating Disorders

- Approximately 9% of all people with eating disorders report having serious thoughts of attempting suicide. (Borges G, et al 2010)
- 20% of premature deaths in patients with anorexia nervosa are as a result of suicide. (Borges G, et al 2010)

#### Gambling addiction

- Problem gamblers are at 15 times higher risk of suicide (Lund University)
- 37% of male respondents who had attempted suicide in the previous year had links with problem gambling. (Glasgow University)

#### LGBTQ+

- LGBTQ youth are more than 4 times as likely to attempt suicide than their peers (Johns et al., 2019/2020)
- 45% of LGBTQ youth seriously considered attempting suicide in the past year. (The Trevor Project's 2022 National Survey on LGBTQ Youth Mental Health)

#### Military to civilian transition

- Military suicide rates are 4 times higher than deaths that occurred during military operations. (2021 Watson Institute for International and Public Affairs)

#### Divorce and separation

- Compared to divorced women, divorced men are 9 times more likely to die by suicide (Kposowa, 2003)



## Our future ambitions

As we look to the future, our technical vision extends far beyond Ripple's current capabilities.

The rapidly evolving digital landscape presents both challenges and opportunities in protecting vulnerable individuals online. By leveraging emerging technologies and deepening our expertise in content classification, we're building a more sophisticated system that can adapt to changing online behaviours and emerging risks.

We're not just creating a crisis intervention tool; we're developing an ecosystem where technology serves as a proactive force for prevention.

The AI-driven approach helps us continuously learn and improve, staying ahead of harmful content trends while providing more timely and relevant support resources.

The technology we're developing today will serve as the foundation for a safer digital future.

David Savage  
Chief Technology Officer (CTO)



# 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

R;pple Suicide Prevention is governed by a board of trustees each of whom have 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.

R;pple 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.

## 2023 Funders

We are incredibly grateful to all of our funders for their financial contributions and donations. We would like to thank the following organisations for their trust and generous support:



## Workplace wellbeing and commercial training

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

Alice's story resonates strongly with anyone who has faced mental health challenges, has been affected by suicide or cares for the safety of others. Businesses, educational bodies, authorities, health services, sports clubs, event organizers and leading media invite her to address topics such as suicide prevention, mental health in the workplace, removing stigma and more. Alice's presentations are both informative and powerful, with the passion that only lived experience can bring.

In 2023 we delivered high-impact motivational sessions to big corporates like:



## Participants' feedback:

“Thank you so much for this amazing session, so much good information to help us help others, really appreciate it!”

“Thank you for the thought-provoking, heartfelt and expert insights - they're much appreciated.”

“These calls are simply brilliant. We can all strive for impact in the corporate world but when we are talking about impact on human lives this is what really matters.”

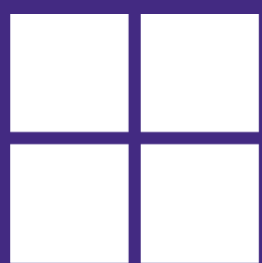
“Thank you for sharing your experiences to help us learn what we should do to support our youth.”



# Deloitte.

“ It is a privilege to welcome Alice to the Guernsey office during our Mental Health and Wellbeing Week. Alice’s amazing charity reminds us of our responsibility to be compassionate and care for each other, which includes supporting colleagues to look after their mental health.

**Jo Huxtable, Partner**  
**Deloitte Guernsey**



# Microsoft

“ Your involvement on the panel was truly impactful and inspiring. I was really impressed by your openness and vulnerability in sharing yours and Josh's story and know this will have helped many people. I know this is not an easy topic to talk about, but you showed courage and leadership in leaning in and addressing the challenges that we face breaking the stigma around mental health. Your contribution was invaluable to the success of the event and the feedback from the attendees was overwhelmingly positive.

**Flora Kleeger-Rowe, Client Solutions Manager**  
**Microsoft**

## Public fundraising

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.

### JustGiving®



**Redbrick Research on behalf of Unite Students**  
5 months ago

We recently completed a research project for Unite Students where participant incentives were in the form of donations. This is the sum of those donations. We are pleased to give on their behalf.



**Control-F**  
4 days ago

We are a training company and each quarter a member of our staff chooses a charity for a percentage of our bookings to be donated to. This quarter R;pple was the chosen charity.

**£730.00**



**In memory of David Jarvis**  
11 days ago

In memory of our friend David Jarvis. We're glad to have added towards your target. Thank you for the work that you do.

**£486.86**



**Margaret**  
2 months ago

Such a great idea. Hope the search engines take this up and automatically divert

**£10.00**



**Raise vital funds for R;pple Suicide Prevention.**  
by Grace Williams

**£580 raised**



**Strands running the GSR**  
by danielle carrier

**£970 raised**



**Ripple Suicide Prevention Charity**  
by Linda Planas

**£965 raised**



## Community and events

Working with people who raise funds for R;pple by participating in events such as marathons and other sponsored activities, or who organise local community fundraising events.



### Mount Snowden

The Royale Group Team took on the mammoth task of hiking Mount Snowdon fundraising for R;pple.



### Jurassic Coast Ultra Challenge

Alice Kan walked 58km of the Jurassic Coast to raise money for R;pple in memory of her little sister Polly.



### London Marathon

Lindsay Hughes from Mach Tech Whitely participated in the 2023 London Marathon in memory of her niece Abi and supporting R;pple.



### 24hr gaming stream

After the success of last year's charity stream for Ripple, CenaWoW did it once again, raising funds to support our mission.



## Community and events



### The Great South Run

R;pple supporters once again took part in the Great South Run, raising funds for our charity. The 10-mile (16km) route takes runners through Portsmouth on the South coast of England, through the Historic Dockyard, passing HMS Victory and then along Southsea Common via the pier to the finish line.



### Run 60 miles challenge

Georgios Michalakidis, CTO at Vivup, and co-founder at BlueTea Software, ran 60 miles with his dog Hugo, raising funds for CRUK and R;pple.



### Spinnaker Tower

Tilley Cousin, one of Josh's closest school friends, conquered her fear of heights and embarked on a sponsored abseil down the magnificent Spinnaker Tower in memory of Josh and raised funds for R;pple.



### 24-hour deadlift competition

An ex-military serviceman who is currently the UK disabled deadlift champion, Mark Tonner did a charity 24-hour deadlift competition, supporting R;pple as his chosen charity.



## 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.

R;pple FC is more than a football club. It is a team playing to raise awareness about mental health and suicide prevention, while raising funds for R;pple.



[Watch the video](#) to learn how R;pple FC started and what drives Harrison.

**Steven McGowan** 2 months ago  
Ripple Vs Saints Legends Thanks for the game mate. Brilliant work as usual  
**£9.00**

**Nathaniel Holland** 3 months ago  
Brilliant weekend away in Wales. Proud to have represented R;pple FC in the game. Keep up the brilliant work.  
**£50.00**

**Solent Sports v Hants Fire and Rescue** 2 months ago  
  
**£90.00**

### Josh's game

R;pple FC ran the annual charity football event in memory of Josh Hendy.

'Josh's Game' raises awareness of the increasing rate of suicides in the UK and generates funds to help R;pple fight back.





# 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 auditors 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<br>Fitzroy Street<br>Fitzrovia<br>London<br>W1T 6EB |

**RIPPLE SUICIDE PREVENTION CHARITY**  
**LEGAL AND ADMINISTRATIVE INFORMATION**

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|                             |                                                                                             |
|-----------------------------|---------------------------------------------------------------------------------------------|
| <b>Trustees</b>             | A Hendy<br>David Savage<br>L D Pike<br>R K Isaac                                            |
| <b>Charity number</b>       | 1194331                                                                                     |
| <b>Registered office</b>    | Silverstream House<br>45 Fitzroy Street<br>Fitzrovia<br>London<br>United Kingdom<br>W1T 6EB |
| <b>Independent examiner</b> | Siobhan Glenister, ACA<br>5 The Square<br>Bagshot<br>Surrey<br>United Kingdom<br>GU19 5AX   |



## RIPPLE SUICIDE PREVENTION CHARITY

### STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

*FOR THE YEAR ENDED 31 DECEMBER 2023*

|                                                           | Notes | Unrestricted funds<br>2023<br>£ | Unrestricted funds<br>2022<br>£ |
|-----------------------------------------------------------|-------|---------------------------------|---------------------------------|
| <b><u>Income from:</u></b>                                |       |                                 |                                 |
| Donations and legacies                                    | 3     | 224,343                         | 204,424                         |
| Charitable activities                                     | 4     | 338,771                         | 127,335                         |
| <b>Total income</b>                                       |       | 563,114                         | 331,759                         |
| <b><u>Expenditure on:</u></b>                             |       |                                 |                                 |
| Charitable activities                                     | 5     | 261,288                         | 185,295                         |
| <b>Net income for the year/<br/>Net movement in funds</b> |       | 301,826                         | 146,464                         |
| Fund balances at 1 January 2023                           |       | 329,233                         | 182,769                         |
| <b>Fund balances at 31 December 2023</b>                  |       | 631,059                         | 329,233                         |

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

All income and expenditure derive from continuing activities.

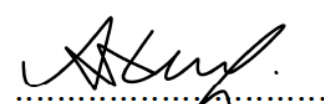
## RIPPLE SUICIDE PREVENTION CHARITY

### BALANCE SHEET

AS AT 31 DECEMBER 2023

|                                                       | Notes | 2023<br>£      | £              | 2022<br>£      | £              |
|-------------------------------------------------------|-------|----------------|----------------|----------------|----------------|
| <b>Fixed assets</b>                                   |       |                |                |                |                |
| Tangible assets                                       | 11    |                | 13,727         |                | 17,089         |
| <b>Current assets</b>                                 |       |                |                |                |                |
| Stocks                                                | 12    | 5,292          |                | 4,948          |                |
| Debtors                                               | 13    | 41,716         |                | 10,073         |                |
| Cash at bank and in hand                              |       | 562,370        |                | 295,348        |                |
|                                                       |       | <u>609,378</u> |                | <u>310,369</u> |                |
| <b>Creditors: amounts falling due within one year</b> | 14    | <u>7,954</u>   |                | <u>1,775</u>   |                |
| Net current assets                                    |       |                | 617,332        |                | 312,144        |
| <b>Total assets less current liabilities</b>          |       |                | <u>631,059</u> |                | <u>329,233</u> |
| <b>Income funds</b>                                   |       |                |                |                |                |
| Unrestricted funds                                    |       |                | 631,059        |                | 329,233        |
|                                                       |       |                | <u>631,059</u> |                | <u>329,233</u> |

The financial statements were approved by the Trustees on ...30th October 2024



A Hendy  
Trustee



## RIPPLE SUICIDE PREVENTION CHARITY

### STATEMENT OF CASH FLOWS

*FOR THE YEAR ENDED 31 DECEMBER 2023*

|                                                  | Notes | 2023<br>£ | £       | 2022<br>£ | £        |
|--------------------------------------------------|-------|-----------|---------|-----------|----------|
| <b>Cash flows from operating activities</b>      |       |           |         |           |          |
| Cash generated from operations                   | 16    |           | 268,236 |           | 135,364  |
| <b>Investing activities</b>                      |       |           |         |           |          |
| Purchase of tangible fixed assets                |       | (1,214)   |         | (20,691)  |          |
| <b>Net cash used in investing activities</b>     |       |           | (1,214) |           | (20,691) |
| <b>Net cash used in financing activities</b>     |       |           | -       |           | -        |
| <b>Net increase in cash and cash equivalents</b> |       |           | 267,022 |           | 114,673  |
| Cash and cash equivalents at beginning of year   |       |           | 295,348 |           | 180,675  |
| <b>Cash and cash equivalents at end of year</b>  |       |           | 562,370 |           | 295,348  |

## RIPPLE SUICIDE PREVENTION CHARITY

### NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2023

#### 1 Accounting policies (Continued)

##### 1.12 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

|                     | Unrestricted<br>funds | Unrestricted<br>funds |
|---------------------|-----------------------|-----------------------|
|                     | 2023<br>£             | 2022<br>£             |
| Donations and gifts | 224,343               | 204,424               |

#### 4 Charitable activities

|                       | 2023<br>£ | 2022<br>£ |
|-----------------------|-----------|-----------|
| Charitable activities | 338,771   | 127,335   |



**Draft Financial Statements at 23 October 2024 at 15:43:24**  
**RIPPLE SUICIDE PREVENTION CHARITY**

## **NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**

***FOR THE YEAR ENDED 31 DECEMBER 2023***

### **5 Charitable activities**

|                                          | <b>2023</b>    | <b>2022</b>    |
|------------------------------------------|----------------|----------------|
|                                          | <b>£</b>       | <b>£</b>       |
| Staff costs                              | 103,160        | 64,428         |
| Depreciation and impairment              | 4,576          | 5,696          |
| Purchases                                | 6,112          | 3,626          |
| Closing stock                            | (5,292)        | (4,948)        |
|                                          | <u>108,556</u> | <u>68,802</u>  |
| Grant funding of activities (see note 6) | 1,850          | -              |
| Share of support costs (see note 7)      | 149,370        | 115,624        |
| Share of governance costs (see note 7)   | 1,512          | 869            |
|                                          | <u>261,288</u> | <u>185,295</u> |

### **6 Charitable and Political Donations**

|                           | <b>2023</b>  | <b>2022</b> |
|---------------------------|--------------|-------------|
|                           | <b>£</b>     | <b>£</b>    |
| Solent sports sponsorship | 350          | -           |
| Aldingbourne Trust        | 1,500        | -           |
|                           | <u>1,850</u> | <u>-</u>    |

## RIPPLE SUICIDE PREVENTION CHARITY

### NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2023

#### 7 Support costs

|                                        | Support costs  | Governance costs | 2023           | Support costs  | Governance costs | 2022           |
|----------------------------------------|----------------|------------------|----------------|----------------|------------------|----------------|
|                                        | £              | £                | £              | £              | £                | £              |
| IT software and consumables            | 50,909         | -                | 50,909         | 20,224         | -                | 20,224         |
| Staff training                         | 750            | -                | 750            | 2,138          | -                | 2,138          |
| Legal and professional fees            | 378            | -                | 378            | 21,971         | -                | 21,971         |
| Repairs & maintenance                  | 3,263          | -                | 3,263          | 1,493          | -                | 1,493          |
| Insurance                              | 1,090          | -                | 1,090          | 1,770          | -                | 1,770          |
| Advertising                            | 68,371         | -                | 68,371         | 33,896         | -                | 33,896         |
| Printing, postage and stationery       | 101            | -                | 101            | 3,122          | -                | 3,122          |
| Travel and subsistence                 | 22,518         | -                | 22,518         | 24,889         | -                | 24,889         |
| Licences and subscriptions             | 1,264          | -                | 1,264          | 6,121          | -                | 6,121          |
| Sundry expenses                        | 726            | -                | 726            | -              | -                | -              |
| Accountancy fee                        | -              | 1,512            | 1,512          | -              | 869              | 869            |
|                                        | <u>149,370</u> | <u>1,512</u>     | <u>150,882</u> | <u>115,624</u> | <u>869</u>       | <u>116,493</u> |
| Analysed between Charitable activities | <u>149,370</u> | <u>1,512</u>     | <u>150,882</u> | <u>115,624</u> | <u>869</u>       | <u>116,493</u> |

Governance costs includes payments to the auditors of £1,512 (2022- £869) for audit fees.

#### 8 Trustees

None of the Trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

Trustees were reimbursed for expenses including travel and subsistence and general expenses, totalling £Nil (2023: £2,392) trustees during the year.

#### 9 Employees

The average monthly number of employees during the year was:

| 2023<br>Number | 2022<br>Number |
|----------------|----------------|
| <u>2</u>       | <u>2</u>       |



## RIPPLE SUICIDE PREVENTION CHARITY

### NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2023

| 9 | Employees             | (Continued)    |               |
|---|-----------------------|----------------|---------------|
|   | Employment costs      | 2023<br>£      | 2022<br>£     |
|   | Wages and salaries    | 95,110         | 61,851        |
|   | Social security costs | 5,197          | 896           |
|   | Other pension costs   | 2,853          | 1,681         |
|   |                       | <u>103,160</u> | <u>64,428</u> |

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

### 10 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.

### 11 Tangible fixed assets

|                                    | Equipments<br>£ | Motor vehicles<br>£ | Total<br>£    |
|------------------------------------|-----------------|---------------------|---------------|
| <b>Cost</b>                        |                 |                     |               |
| At 1 January 2023                  | 10,488          | 12,995              | 23,483        |
| Additions                          | 1,214           | -                   | 1,214         |
|                                    | <u>11,702</u>   | <u>12,995</u>       | <u>24,697</u> |
| At 31 December 2023                |                 |                     |               |
| <b>Depreciation and impairment</b> |                 |                     |               |
| At 1 January 2023                  | 3,145           | 3,249               | 6,394         |
| Depreciation charged in the year   | 2,139           | 2,437               | 4,576         |
|                                    | <u>5,284</u>    | <u>5,686</u>        | <u>10,970</u> |
| At 31 December 2023                |                 |                     |               |
| <b>Carrying amount</b>             |                 |                     |               |
| At 31 December 2023                | 6,418           | 7,309               | 13,727        |
|                                    | <u>6,418</u>    | <u>7,309</u>        | <u>13,727</u> |
| At 31 December 2022                | 7,343           | 9,746               | 17,089        |
|                                    | <u>7,343</u>    | <u>9,746</u>        | <u>17,089</u> |

## RIPPLE SUICIDE PREVENTION CHARITY

### NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2023

#### 12 Stocks

|                                     | 2023<br>£ | 2022<br>£ |
|-------------------------------------|-----------|-----------|
| Finished goods and goods for resale | 5,292     | 4,948     |

#### 13 Debtors

|                                             | 2023<br>£ | 2022<br>£ |
|---------------------------------------------|-----------|-----------|
| <b>Amounts falling due within one year:</b> |           |           |
| Trade debtors                               | 11,226    | 9,725     |
| Other debtors                               | 30,000    | -         |
| Prepayments and accrued income              | 490       | 348       |
|                                             | 41,716    | 10,073    |

#### 14 Creditors: amounts falling due within one year

|                                    | 2023<br>£ | 2022<br>£ |
|------------------------------------|-----------|-----------|
| Other taxation and social security | (9,354)   | (2,505)   |
| Accruals and deferred income       | 1,400     | 730       |
|                                    | (7,954)   | (1,775)   |

#### 15 Related party transactions

There were no disclosable related party transactions during the year (2022 - none).

#### 16 Cash generated from operations

|                                                      | 2023<br>£      | 2022<br>£      |
|------------------------------------------------------|----------------|----------------|
| Surplus for the year                                 | 301,826        | 146,464        |
| Adjustments for:                                     |                |                |
| Depreciation and impairment of tangible fixed assets | 4,576          | 5,696          |
| Movements in working capital:                        |                |                |
| (Increase) in stocks                                 | (344)          | (4,948)        |
| (Increase) in debtors                                | (31,643)       | (10,073)       |
| (Decrease) in creditors                              | (6,179)        | (1,775)        |
| <b>Cash generated from operations</b>                | <b>268,236</b> | <b>135,364</b> |



# Thank You!



At R;pple, we provide advice and information to people at their most vulnerable point. We are a guiding light of hope to those with nowhere else to turn, and we provide tech for good to education, charities, parents, businesses, and organisations wanting to support their children, students, employees, and customers as best they can with their mental health.

This year, we've been involved in multiple press campaigns, a plethora of television and radio interviews, high-profile speaking events, Government lobbying and gained a mighty following of supporters on social media and beyond.

Positive mental health and suicide prevention have never been more important.

We know that too many people are reaching a crisis point with their mental health. Why? Because the support they so desperately need when searching for harmful content online just isn't there for them.

At R;pple, we are determined to change this, and we are.

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

**Ian Hendy**

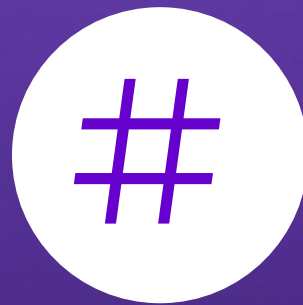
Executive Administrative Officer  
R;pple Suicide Prevention Charity



# Contact Us



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Ripple Demo  
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LinkedIn  
Link



Contact form  
Link





Transforming harmful  
<online searches>  
into a journey of hope