Who We Are

R;pple

The R;pple
story and impact

Alice Hendy MBE 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 R;pple.

1.9m
Active
Users

100,000+
Searches
Intercepted

32
Lives
Saved*

38
Awards
Won

*People who have reached out to us directly

Suicide Statistics

R;pple

#1 cause

of death for men under the age of 50 in the UK is suicide. (ONS)

13%

of employees report thoughts of self-harm or suicide. (Champion Health)

24%

of employees report a mental health diagnosis, compared to 19% in 2022. (Champion Health)

1 in 5

people have accessed sites which provide information on how to hurt or kill themselves (Suicide Forum)

Suicide's Invisible Accomplice

R;pple

1.2 m

internet searches for ways to take your own life

happen every month, globally. (Suicide forum)

>26%

of suicide cases in under 20s and 13% of those in 20–

24-year-olds had a suicide-related search history.

(*The Lancet & University of Manchester*)

Online Harm: One Click Away

R;pple

1 in 5

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

x6

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

Google   Microsoft Bing   yahoo!   DuckDuckGo   Aol.

The Next Level of Suicide Prevention

Protect your people at their most vulnerable moments

R;pple is a digital crisis intervention tool that intercepts online searches related to self-harm, suicide, and a wide range of mental health challenges, and directs individuals to free, 24/7 mental health services.
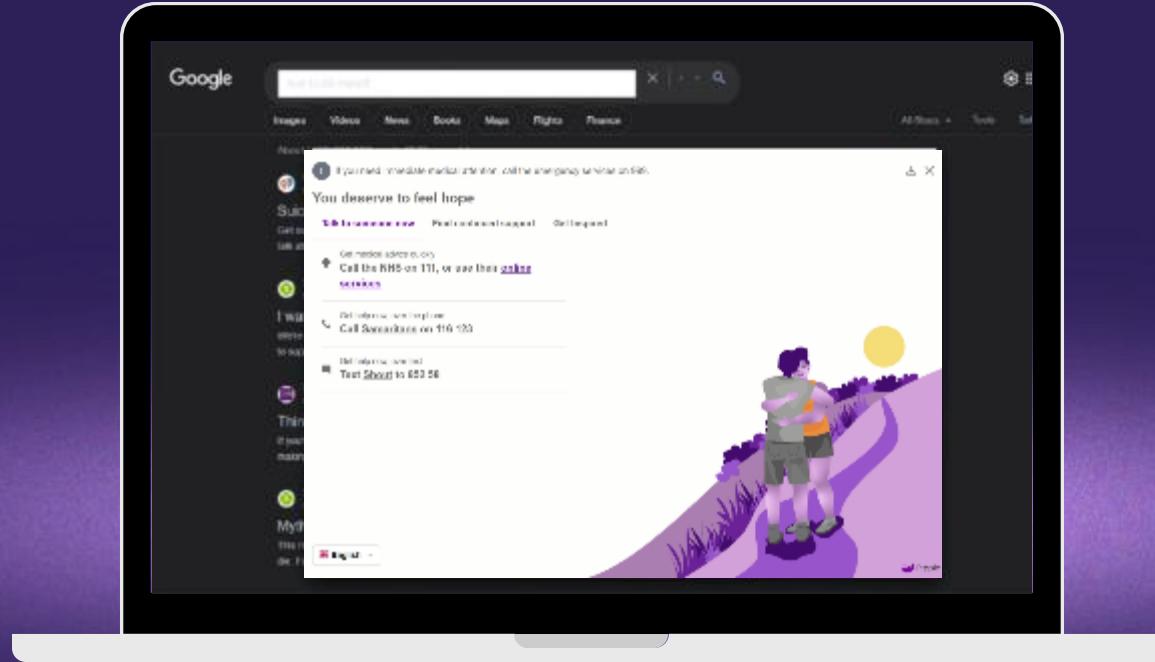
How R;pple Helps

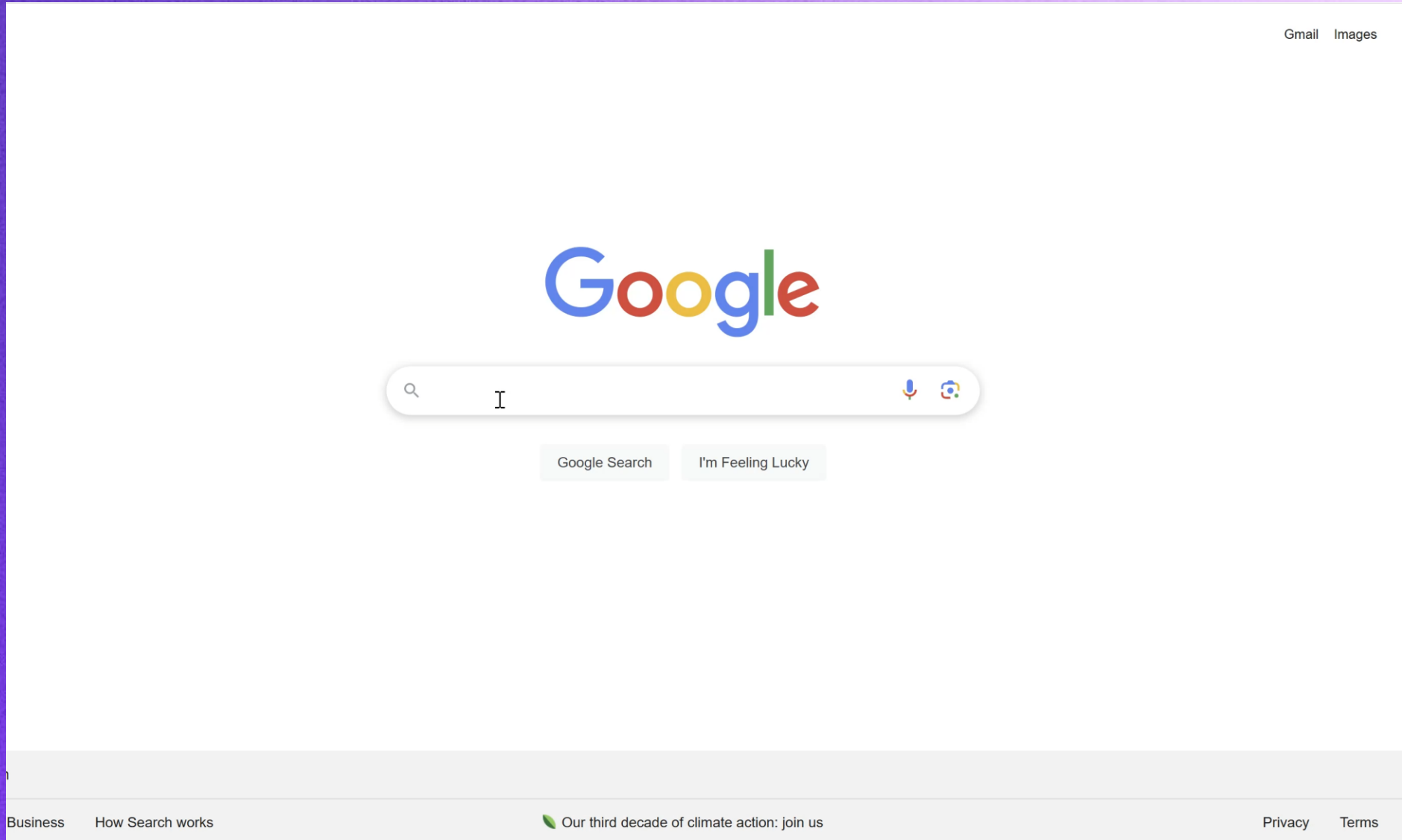R;pple

Protection 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 to help them pause and reflect.

3 Signposts to helplines and mental health resources, accompanied with messages of hope.

R;pple Demo

Expanded Protection

Support through mental health challenges and life's struggles

R;pple

Substance Misuse
x14 higher suicide risk

Gambling Addiction
x15 higher suicide risk

Eating Disorders
9% with serious thoughts of suicide

Financial Struggles
x3 suicidal thoughts

Military to Civilian
x2-4 higher suicide rates among young veterans

Divorce and Separation
Almost x3 higher suicide risk among divorced men

Domestic Abuse
x3 higher suicide risk

LGBTQIA+ Struggles
x4 higher youth suicide risk

Autism
x9 higher suicide risk

Child Sexual Abuse
x3 higher suicide risk

Who is R;pple Aimed Towards?

R;pple

Individuals, Parents & Guardians

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

Free

Education Sector

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

Free

Businesses & Public Sector

Join the movement for safe and supportive workplaces. Protect your staff when they are most vulnerable and complement your wellbeing strategy.

Subscription model

Venues

Safeguard anyone connected to your Wi-Fi network, on any device - deploy R;pple for hotels, bars, train stations stadiums, airports, and more.

Subscription model

*Wi-Fi integration available on a subscription model.

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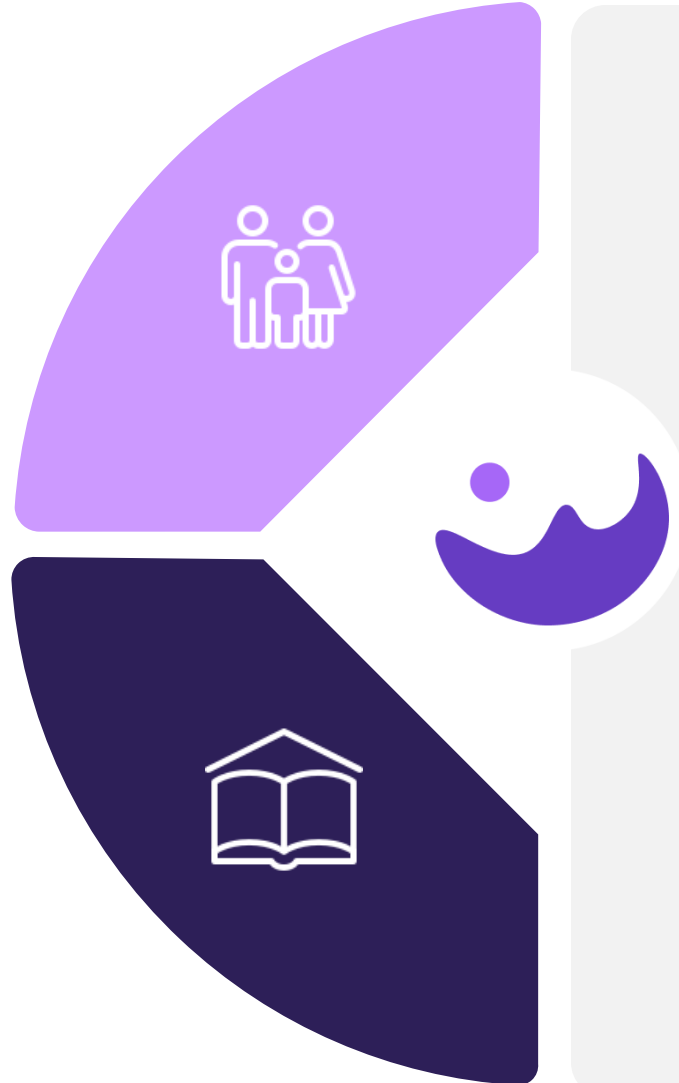
R;pple Suicide Prevention Charity

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

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

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

*Wi-Fi integration available for a subscription fee.

Who is R;pple Aimed Towards?

R;pple

R;pple Online Safety

R;pple Online Safety is a technology organisation specialised in classifying harmful online content and advancing online safety through AI and machine learning.

An extension of R;pple Suicide Prevention Charity, it supports the Charity by providing technological innovations and resources for its award-winning digital crisis intervention tool.

Through partnerships with private and public sector organisations, R;pple Online Safety aims to broaden the adoption of the R;pple tool, ensuring safer online experiences for all.
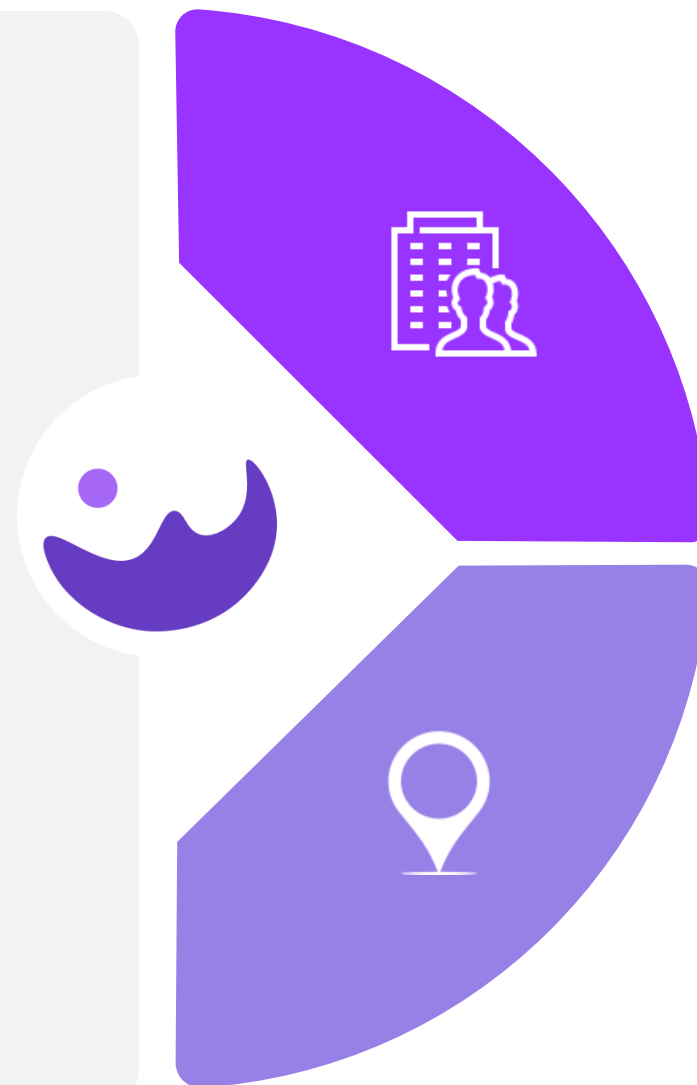
Businesses & Public Sector

Join the movement for safe and supportive workplaces. Protect your staff when they are most vulnerable and complement your wellbeing strategy.
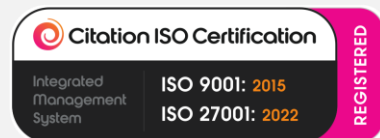
Subscription model

Venues

Safeguard anyone connected to your Wi-Fi network, on any device - deploy R;pple for hotels, bars, train stations stadiums, airports, and more.

Subscription model

Memberships and Accreditations

Endorsements

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

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

Sam Smith
Education Advocate &
Development Manager

Jennifer Gower
Compliance Manager

Tom Kingston
Data Privacy Officer

Ilian Rizovski
Technology Lead

Ryan Murtagh
Data Consultant

Snezhana Kamovski
Bookkeeper

Elena Yaneva
Marketing Manager

Richard Howarth
Web Designer

Alex Bennett
Content Lead

Harrison Read
R;pple FC Founder &
Manager

Our Strategic Goals

R;pple

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.

Why Deploy R;pple

Create a safety net for all employees

Digital crisis intervention

Safeguard individuals experiencing mental health struggles at a time when they are most vulnerable.

Privacy and security-first

Cyber Essentials certified. Does not collect, monitor or track any personally identifiable information.

Additional protection

Provide an additional layer of protection, complementing and enhancing your existing wellbeing programs.
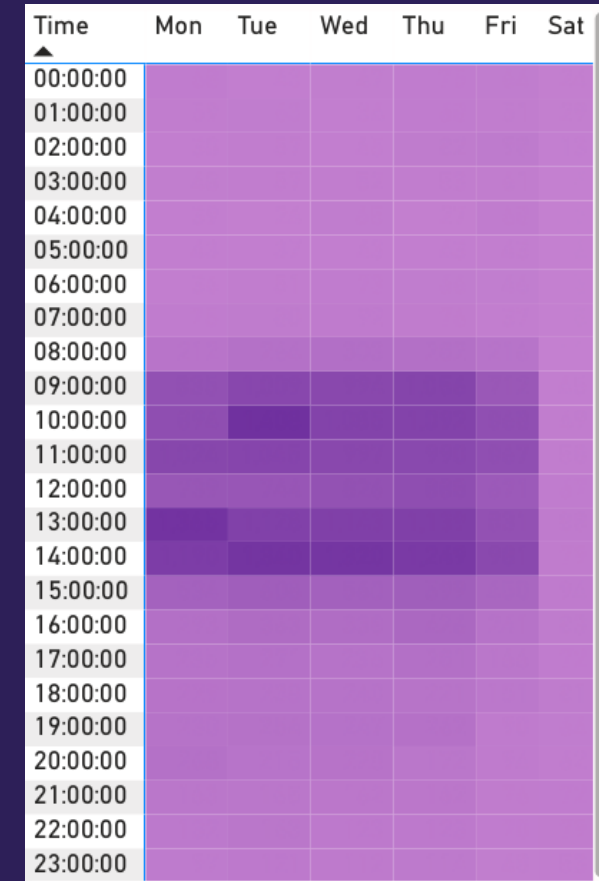
Easy for IT teams

R;pple is easily deployed onto managed machines, without compromising IT systems security.

Tech for good

Subscription fees help us keep the browser extension free for families and educators.

Trusted by your peers

Over 140 institutions have already adopted R;pple.

What our Charity can Provide

R;pple

Providing hope to those who need it the most

There's a gap in the landscape and we're uniquely placed to fill it.

Our innovative and interceptive R;pple tool presents great benefit to those with mental health struggles at a time when they are most vulnerable. While other mental health charities offer similar services to a degree, none present the choice of support options or message of hope that R;pple does.

Social is the right place for us to be

Given the nature of the online support we are offering, a presence on social media is a must. It's the place our audience expect us to be spoken to and provides us with an obvious platform to communicate. We will continually optimise content to improve and introduce Test & Learn tactics to ensure our tool remains fresh and relevant.

High level, non-granular analysis

To achieve our goal of reducing suicide and ensuring more people secure mental health support, we only look at: The number of individuals who have searched for harmful content online / The number of individuals who have clicked on one of R;pple's mental health support options. Note: we cannot provide organisation specific metrics.

We are GDPR compliant, and privacy minded

With more rigorous regulatory obligations to abide by, R;pple does not capture any personally identifiable information, or 'track' people. Privacy remains at the heart of what we do,

Tailored content bespoke to your organisation

We can tailor the content and services that appear on the R;pple tool (e.g. Employee Assistance Lines) to meet your requirements for a one-off fee of £749.00.

> "The R;pple tool is an innovative solution to the problem of vulnerable people using the internet to access harmful content related to suicide. Alice has used her skills to create technology that is providing support and saving lives. "

sky | Wellbeing Manager – Sky

Trusted by

700+ organisations

Awards Won

Our clients' continued support for R;pple and the impact we have been making together have brought us to some exciting places.
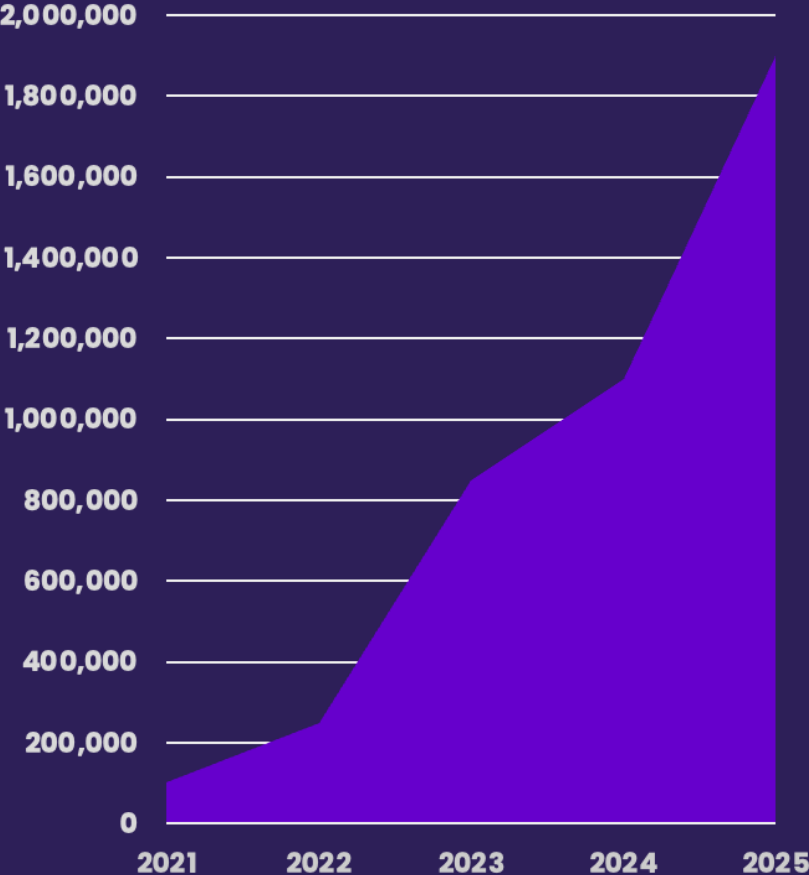
Publicity

R;pple is a crucial voice in the media, challenging misinformation and stereotype, giving hope and advice, and advocating for changes that can save lives.

sky news   BBC NEWS   Daily Mail   itv

LBC NEWS   TEDx   Evening Standard   EXPRESS

GQ   Mirror   5   GBN   BBC RADIO

yahoo! news   The News   The Telegraph   CHANNELEYE

Our Impact

R;pple

Media Reach

1M — 11M

Active Users | **1,900,000**

Interceptions | **100,000+**

Lives Saved* | **32**
*People who have reached out to us directly

Awards Won | **38**

Chart axis (vertical):
2,000,000
1,800,000
1,600,000
1,400,000
1,200,000
1,000,000
800,000
600,000
400,000
200,000
0

Chart axis (horizontal): 2021 2022 2023 2024 2025

Global Reach

R;pple

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

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

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

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

Oceania
Australia, New Zealand

50 Countries/ Territories

14 Languages
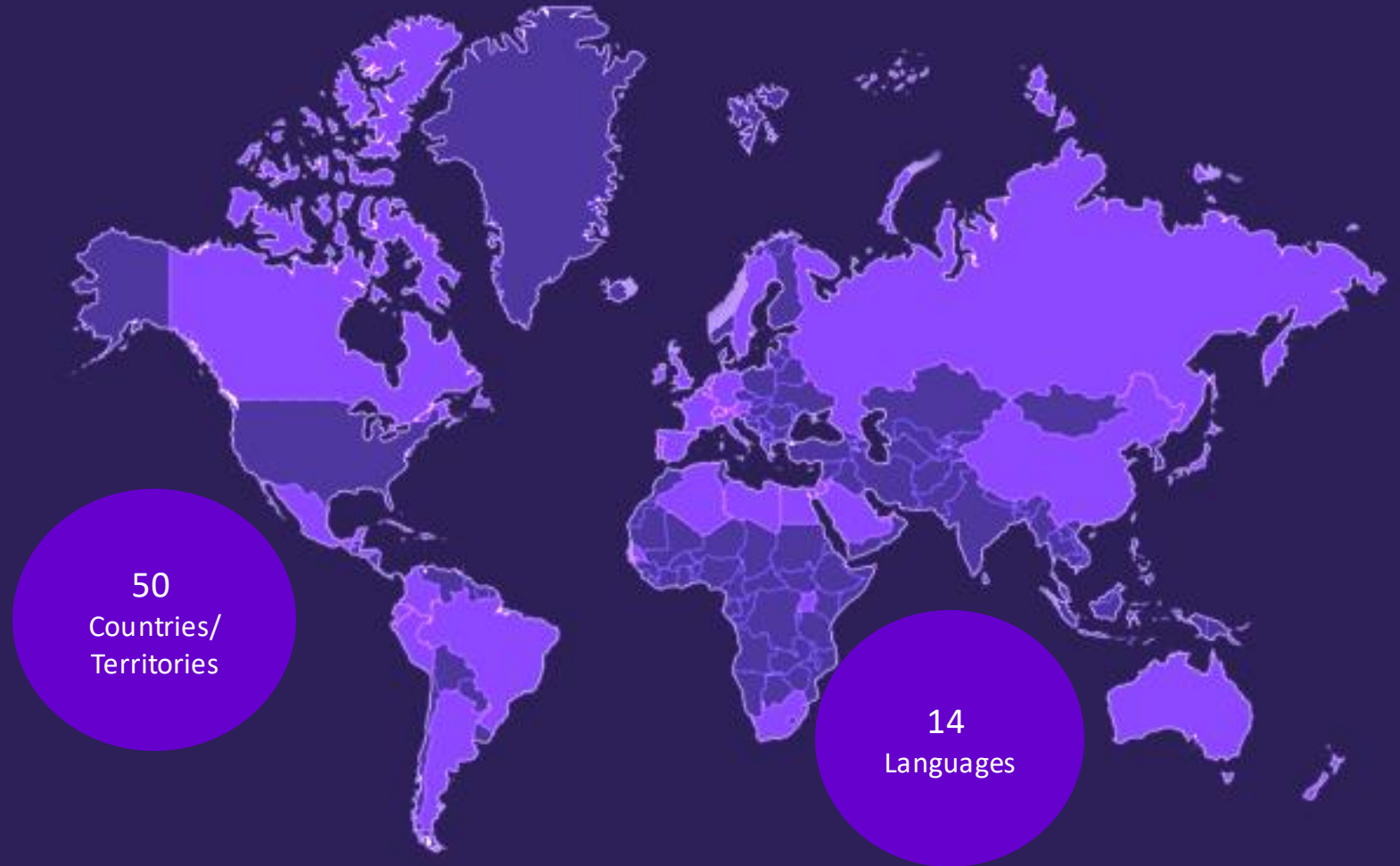
Deployment Options

R;pple Browser Extension

Protect desktop machines managed by your organisation – anytime, anywhere

- Any operating system

- Most popular desktop browsers

- Various deployment options

- Support for IT teams in testing, pilot initiatives and full roll outs

- Free for the Education sector

- Options for tailored content bespoke to your organisation

1

R;pple does not see, share, or save search histories or identifiable personal data.

R;pple

Deployment Options

R;pple Wi-Fi Solution

Extended protection to any device connected to your organisation's
Wi-Fi network

- Any operating system

- Easy 5-minute configuration

- Support for IT teams in testing, pilot initiatives and full roll outs

- Subscription model – annual or multi-year

- Options for tailored content bespoke to your organisation

Powered by netsweeper

2

R;pple does not see, share, or save search histories or identifiable personal data.

R;pple

Deployment Options

R;pple Combined Solution

Protect all devices, buildings and spaces by deploying R;pple as a browser extension and via Wi-Fi.

- Any operating system

- Support for IT teams in testing, pilot initiatives and full roll outs

- Options for tailored content bespoke to your organisation

- Subscription model – annual or multi-year

3

R;pple does not see, share, or save search histories or identifiable personal data.

R;pple

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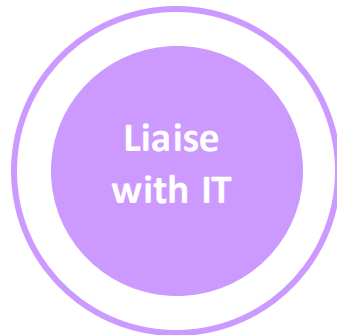The tool is being used across all halls with nearly 5000 students in residence. Those passing through the area will have access to the tool through Wi-Fi."

University of Reading

upp

R;pple Adoption Process

R;pple

Buy in

Liaise with IT

Send Info

Deploy

Announce
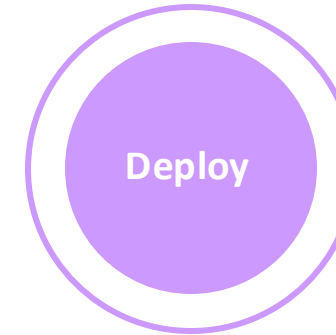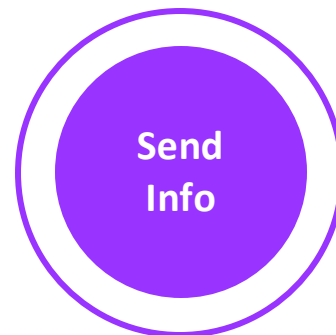
1 Get buy in from HR, Wellbeing teams and Finance.

- Agree subscription period and costs.

2 Liaise with your IT team for:

- Security review (Cyber Essentials Certificate and Pentest reports available).
- Deployment – pilot first or full deployment.

3 Send R;pple details about the deployment:

- How many machines you want to deploy R;pple on to.
- What Browser you would like to deploy R;pple onto.

4 Get the extension onto managed machines via:

- GPO (Group Policy Object)
- Force installs through browser management
- Or using a third-party management tool

5 Create a communications plan

- Explore the communications section on our website
- Decide if, when and how to publicise your commitment to employee wellbeing and suicide prevention.

How You Can Further Support R;pple's Vital Mission:

1
Social media
Promote, share and like R;pple via your Social Media channels

2
Case study
Tell the story to encourage others to follow suit

3
Employee events
Organise employee wellbeing events dedicated to mental health

4
Fundraising
Sponsor R;pple events or fundraise for us on JustGiving, GoFundMe

5
Advocacy
Ask educational institutions to deploy R;pple for free

Preferred Global Training Partner

R;pple

Training is an essential component for fostering workplace wellbeing, promoting positive mental health and preventing suicide.

R;pple has partnered with Wellity Global to offer over 450 mental health and wellbeing training programs tailored for your organisation.

Wellity Global is a recognised provider of mental health and wellbeing training to over 1,000,000 employees across 70 countries and including all industries and sectors.

As a R;pple customer, enjoy a 10% discount on all Wellity training programs booked within 6 months of your R;pple subscription date. Visit Wellity at www.wellityglobal.com

Downloadable Resources

R;pple

Mental health materials

R;pple is committed to help you create a workplace supportive to employees struggling with their mental health.

Get your complementary pack of mental health resources:

Workplace Mental Health Checklist

Download ⤵

Language Matters

Download ⤵

Mental Health and Suicide First Aid Resources

Download ⤵

R;pple for Businesses - Overview

Download ⤵

Ripple Workplace A3 Signage

Download ⤵

Thank you!
Q&A

R;pple
Subscriptions

📞 +44 (0) 20 3988 6040

✉️ info@ripplesuicideprevention.com

Thank you!
Q&A
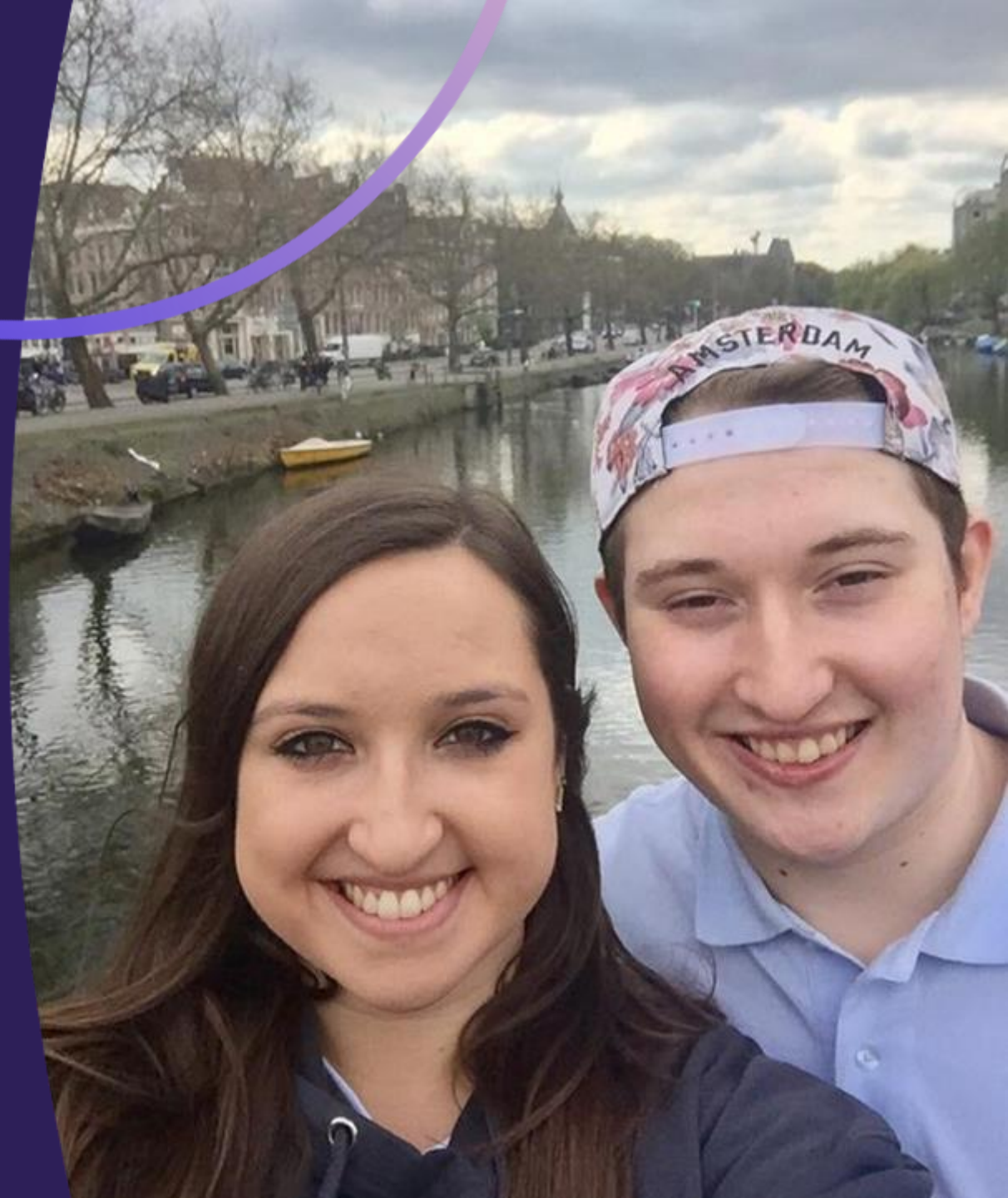
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**Here to
Support You:**

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Senior B2B Executive

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luke@ripplesuicideprevention.com