



Protect your students and staff from harmful <online searches>



Student Mental Health



The numbers

#1 cause

of death for young people aged between 5 and 34 in England and Wales in 2019 was suicide. (ONS)

7%

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

About 1 in 5

children and young people aged 8 to 25 years had a probable mental disorder in 2023. (NHS)

Nearly 50%

of 17–19-year-olds with a diagnosable mental health disorder has self-harmed or attempted suicide at some point. (NHS)



Student Mental Health



The stories

Why did my daughter kill herself at [redacted] together
[redacted] I'm piecing it

'My brother took his own life, but his university didn't even know he was absent. Things must change'

Universities must treat students better, says UK father whose son killed himself

Bereaved parents say review into student suicides in England is 'slap in the face'

[redacted] student saw GP just days before he died by suicide, inquest hears

Lecturer's widow hits out at [redacted] University workload

[redacted] University rocked by rise in student suicides


The six pupils who died in 2022 represent a 500 per cent increase in deaths

UNI TRAGIC TRIO

[redacted] investigating 'unrelated' suicides of three fresher students since start of term – as families slam lack of support

Universities told to contact students' loved ones to stop suicides

[redacted] failed to make student who died feel wanted, says mother

The background is a solid purple color with a subtle gradient. In the center, there are three concentric ellipses, each slightly larger than the one inside it, creating a ripple effect.

1 suicide loss
affects up to 135 people

The Call for Change

Universities

Parents urge UK universities to reveal student suicide rates

Universities urged to do more to prevent student suicide

'Universities can help save lives when they adopt a proactive response to suicide prevention,' sector leader says

Press release

Major national strategy to reduce number of tragic suicides

Government pledge to reduce England's suicide rate within 2 and a half years with launch of new national suicide prevention strategy.

- the Department for Education is engaging experts and those with lived experience to review relationships, sex and health education guidance to determine whether suicide and self-harm prevention will be included as an explicit part of the curriculum to support young people

- we are investing £2.3 billion extra a year into mental health services, and have set out our aim in the [NHS Long Term Plan](#) for an additional 345,000 children and young people to access NHS-funded mental health support by 2024

- we are also tackling harmful material that encourages self-harm or suicide through the [Online Safety Bill](#), and continue to work with multiple agencies to ensure appropriate messaging and labelling is used

Suicide's Invisible Accomplice

1.2m

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)



The Next Level of Suicide Prevention



Protect your students at their most vulnerable moments

Ripple 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.



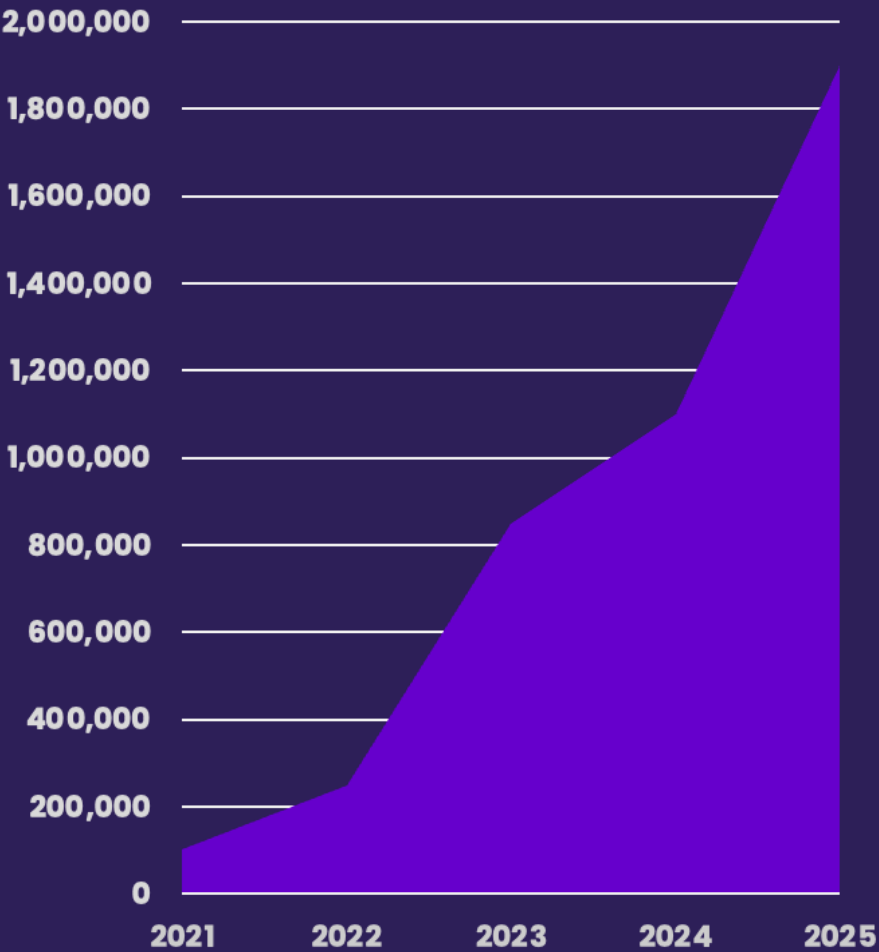
Our Story



Alice Hendy MBE lost her only sibling, her brother Josh, on 25th November 2020 to suicide at 21 years old. Josh had been researching over the internet techniques to take his own life – and he was not alone. Globally, an alarming 1.2 million online searches linked to suicide occur each month.

To ensure more help and support is given to individuals searching for harmful content online, Alice set up R;pple.

Our Impact



Active Users **1,900,000**

Interceptions **100,000+**

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

Awards Won **38**

How R;pple Helps

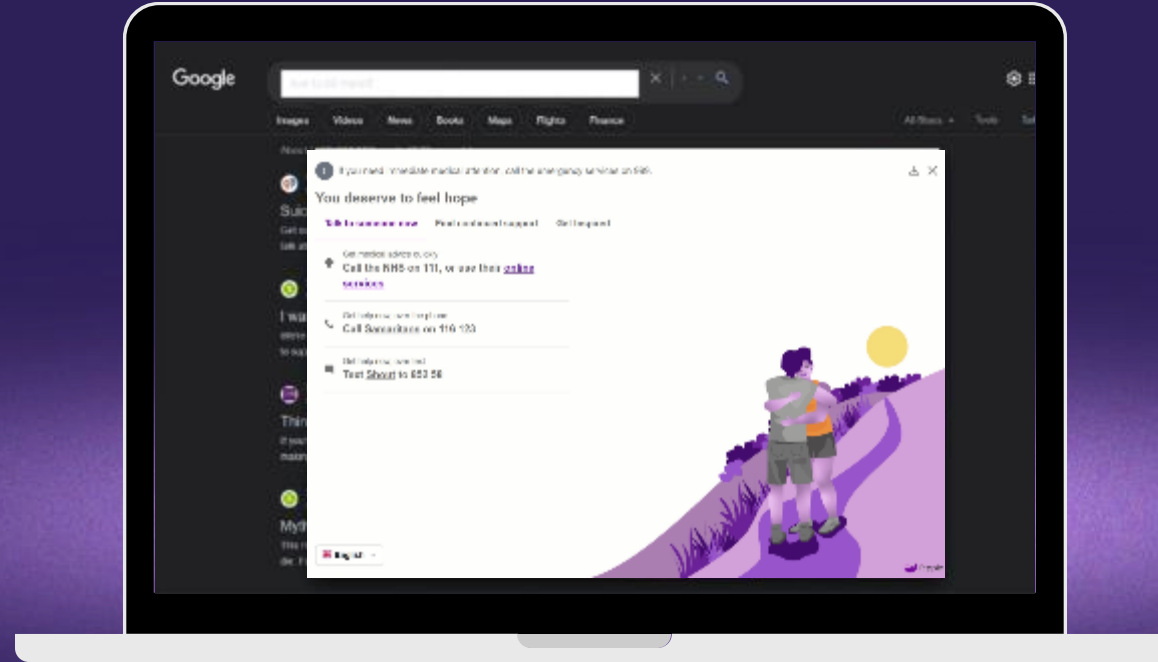


Protection in 3 simple steps

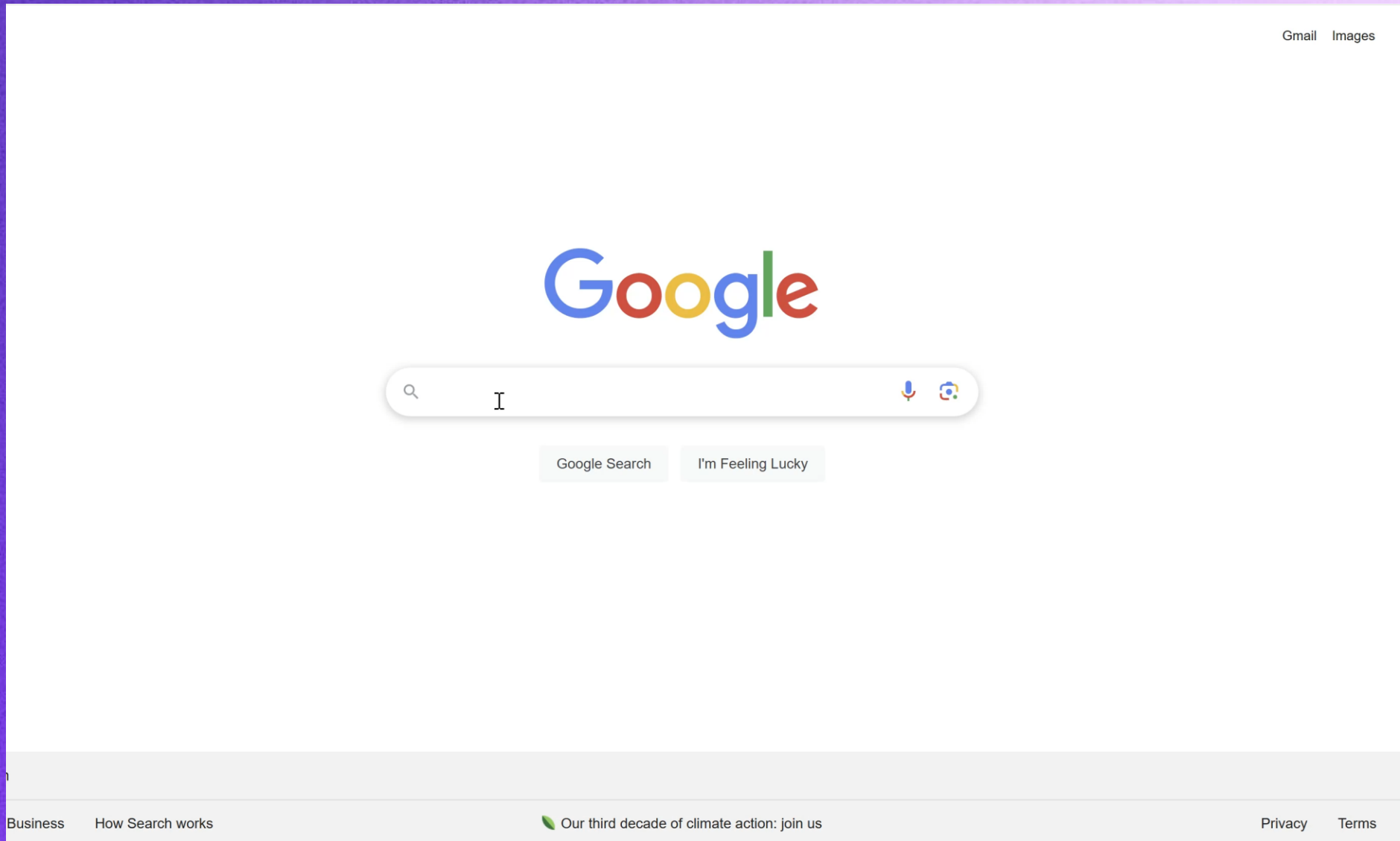
1 Intercepts the search with a calmly presented pop-up screen.

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.



Ripple Demo



Age-Specific Crisis Intervention

Safeguard students with tailored mental health support

 **PAPYRUS**
PREVENTION OF YOUNG SUICIDE **KIDSCAPE**
Help With Bullying
here for you 24/7

Students face unique mental health challenges at different ages.

By deploying R;pple at your school, college, or university, you can direct students to tailored mental health support for:

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

Who is R;pple Aimed Towards?



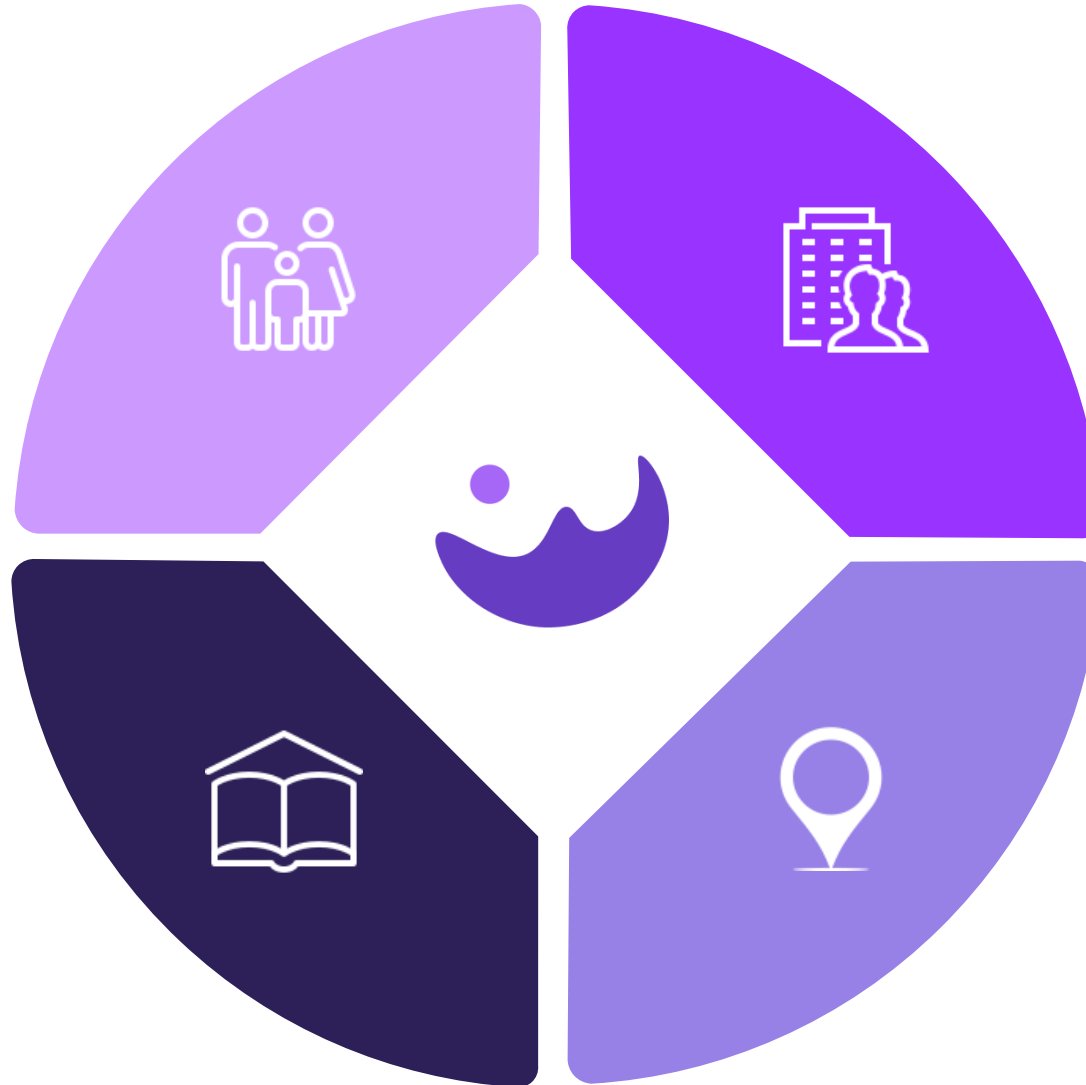
Individuals, Parents & Guardians

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



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**.



Businesses & Public Sector

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



Venues

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



*Wi-Fi integration available for a subscription fee.

Who is R;pple Aimed Towards?



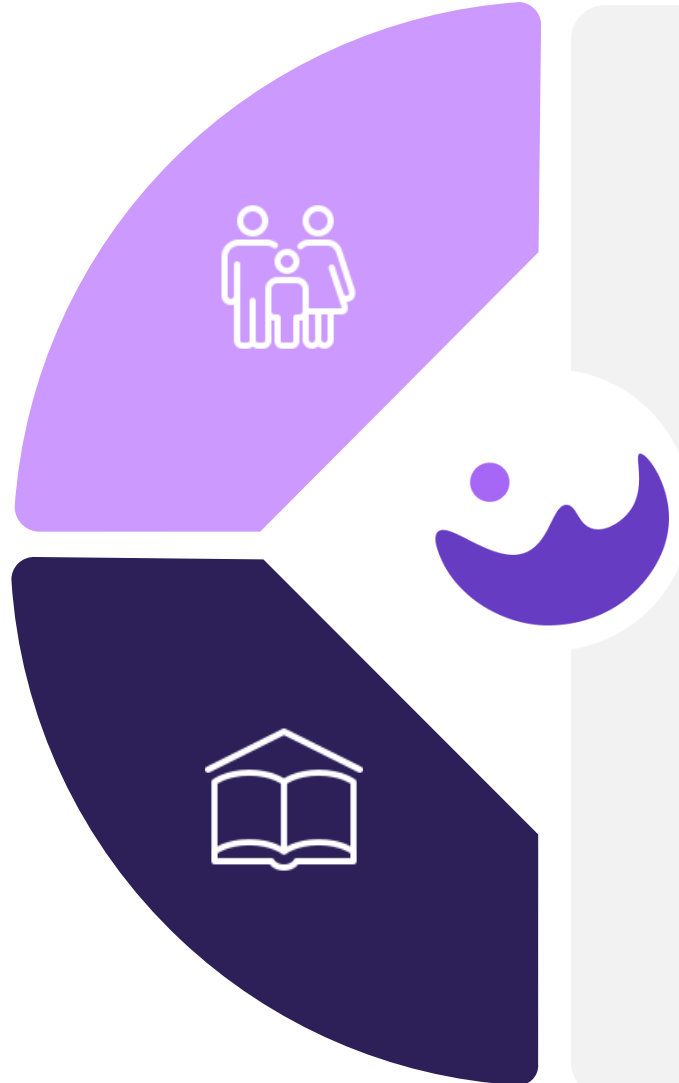
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R;pple Suicide Prevention Charity

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.

Who is R;pple Aimed Towards?

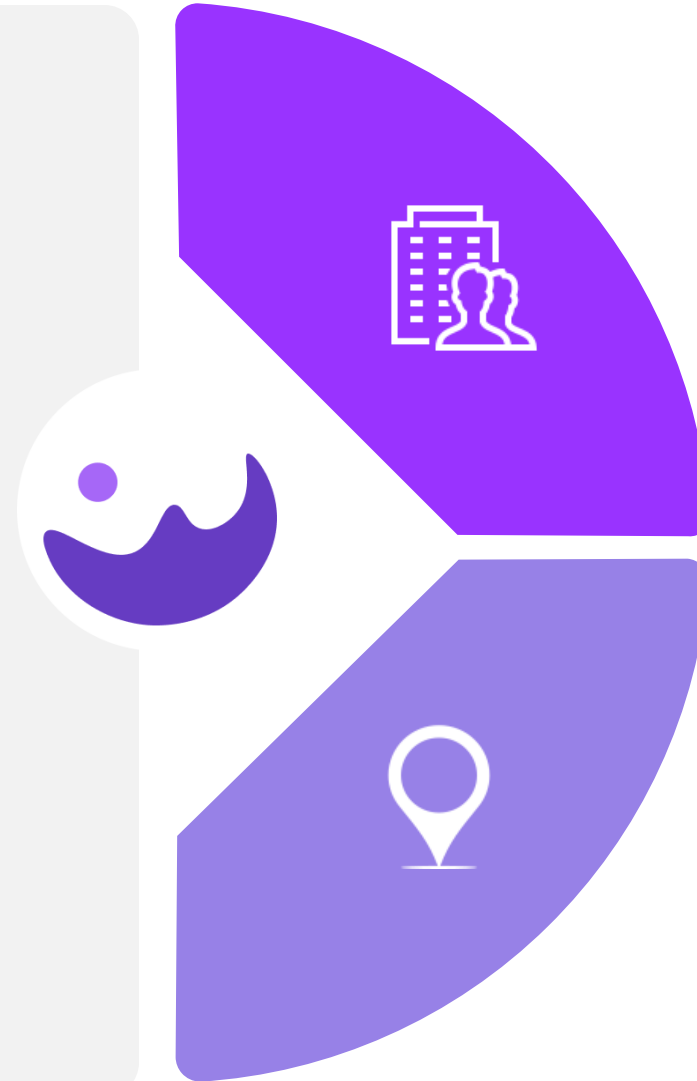


R;pple Online Safety

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:



Why Deploy R;pple



Create a safety net for your students and staff

Digital crisis intervention

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

Additional protection

Provide an additional layer of protection, complementing and enhancing your existing wellbeing strategy.

Privacy-minded

Feel confident that no personally identifiable information is collected, monitored or tracked.

Free for educators

Schools, colleges and universities can deploy the R;pple browser extension for free.

Easy for IT teams

R;pple is easily deployed onto managed machines. It works alongside any existing filtering in place, without compromising IT systems security.

Trusted by your peers

Over 90 educational institutions have already adopted R;pple.

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.

Deployment Options

Ripple 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
- Charity support – subscription costs include donations to Ripple, helping us keep the browser extension free for families and educators

Powered by  netsweeper



2

Ripple does not see, share, or save search histories or identifiable personal data.



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
- Charity support – subscription costs include donations to R;pple, helping us keep the browser extension free for families and educators.



3

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



Trusted by Educators

“

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



Mental Health & Wellbeing Lead,
Birmingham Education Partnership

Trusted by Educators

“ Without this tool, it is quite possible that within a couple of clicks an incredibly distressed individual, will be able to access content that not only demonstrates means of dying by suicide, but encouragement and detailed instruction of how to do so. ”



Academic Lead Mental Health and Well-being,
University of Wolverhampton

Trusted by Schools



Trusted by Colleges



Trusted by Universities



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

Ripple 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

CHANN EYE



Global Reach



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

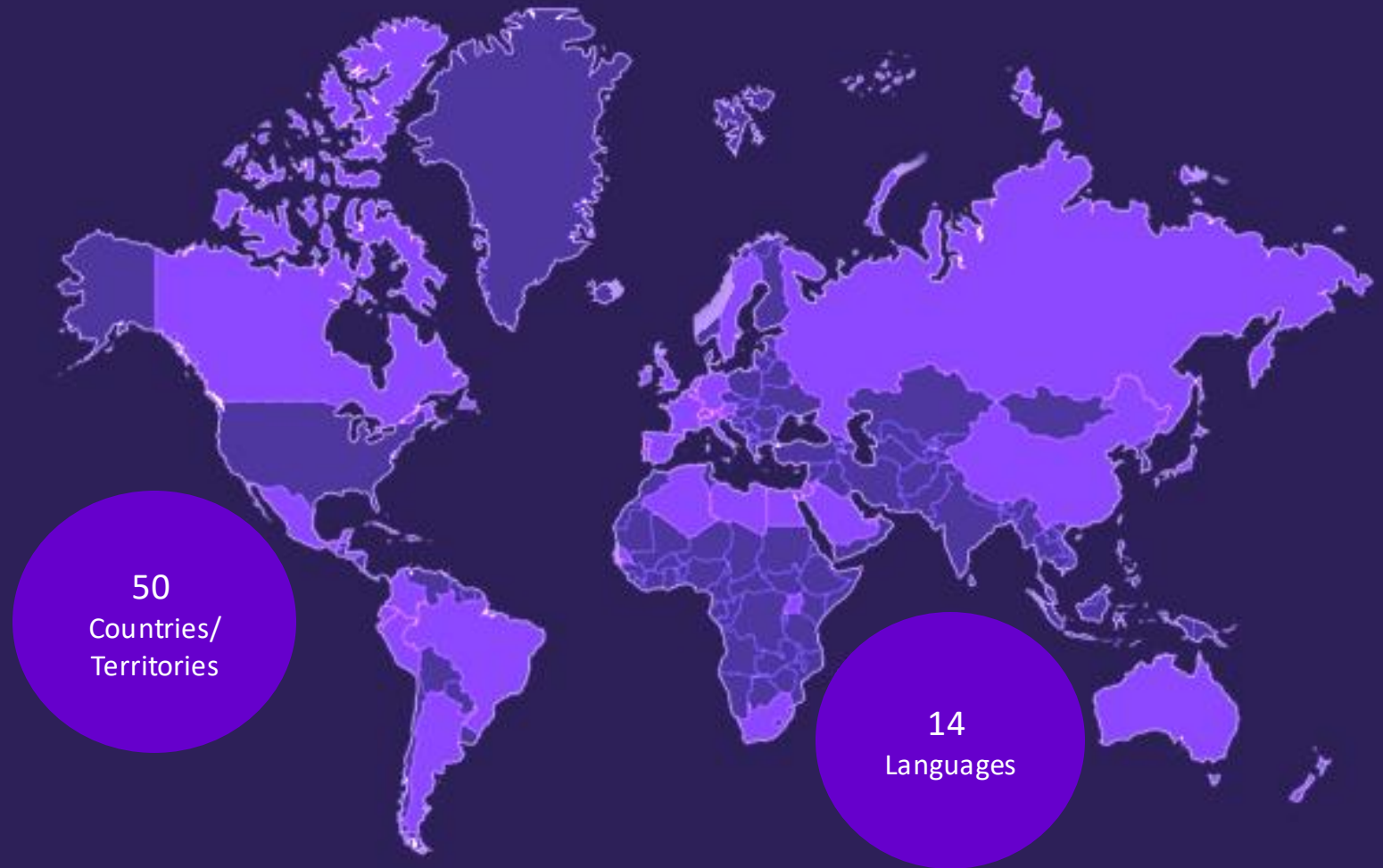
Argentina, Brazil, Canada, Columbia, Costa Rica, Ecuador, Honduras, Mexico, Peru, Puerto Rico, Uruguay, USA

Asia

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

Oceania

Australia, New Zealand

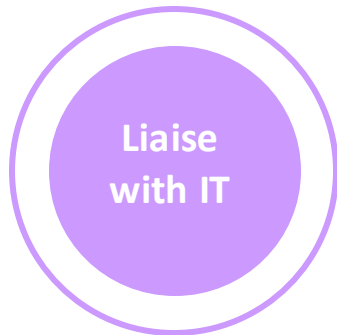


R;pple Adoption Process



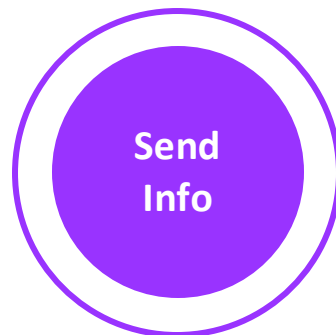
1 Get buy in from HR, Wellbeing teams and Finance.

- Agree subscription period and costs.



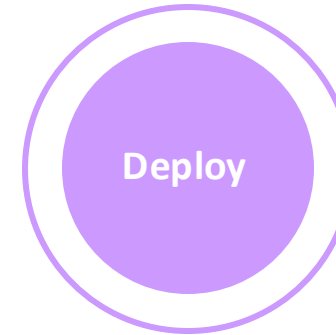
2 Liaise with your IT team for:

- 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

Wellbeing events

Organise wellbeing events for students and staff dedicated to mental health

4

Fundraising

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

5

Advocacy

Ask other educational institutions to deploy R;pple for free



Preferred Global Training Partner



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.

Downloadable Resources



Mental health materials

R;pple is committed to help you create a workplace supportive to students and staff 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 Educators -
Overview**

Download ↗

**Ripple Workplace A3
Signage**

Download ↗



Addressing Concerns



A student won't look for suicide and self-harm content on their school, college or university laptop.



Searches



Someone who is experiencing a mental health crisis will not be thinking about what device they are searching on, as to them, they won't be here to experience the consequences. Our data demonstrate that harmful searches are conducted on work machines.

We don't want anything tracking or monitoring our students



Data Privacy



R;pple does not track or monitor any personally identifiable information. The only information we gain is the number of times R;pple has been activated and the number of click throughs to mental health support services.

We already have wellbeing offerings



Current Offerings



R;pple is not a 'wellbeing offering', our technology goes significantly beyond cycle to work schemes or flexible working policies. R;pple is for individuals who are at crisis point and provides a silent intervention for people who are at acute risk of suicide.

This does not fit within our strategy



Strategic Direction



Simply put, there should not be a 'strategy' which R;pple should align to, it's just the right thing to do. R;pple is a standalone crisis intervention tool that should be deployed on every machine to put an additional layer of protection in place for your colleagues, irrelevant of any strategy.

What our Charity can Provide



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.

Our Team



Josh Hendy
Ripple'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
Ripple FC Founder &
Manager

Thank you!


Q&A



**Here to
Support You:**

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Education Advocate & Development Manager

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R;pple for
Educators



Stay in Touch



Website

[Link](#)



Facebook

[Link](#)



LinkedIn

[Link](#)



Instagram

[Link](#)



Shop

[Link](#)



Speaker Request

[Link](#)



Media Coverage

[Link](#)



Ripple Demo

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Subscriptions

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Sponsorships

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FAQs

[Link](#)



Privacy

[Link](#)



Transforming harmful <online
searches>
into a journey of hope.