R;pple

THE KING'S AWARDS FOR ENTERPRISE
2025
INNOVATION

Safer Workplace, Today.

Protect your employees from harmful <online searches>

Who We Are

R;pple

The Ripple
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 Ripple.

1.9m	**100,000+**	**32**	**40**
Active Users	Searches Intercepted	Lives Saved*	Awards Won

*People who have reached out to us directly

Suicide Statistics

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#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

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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

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.
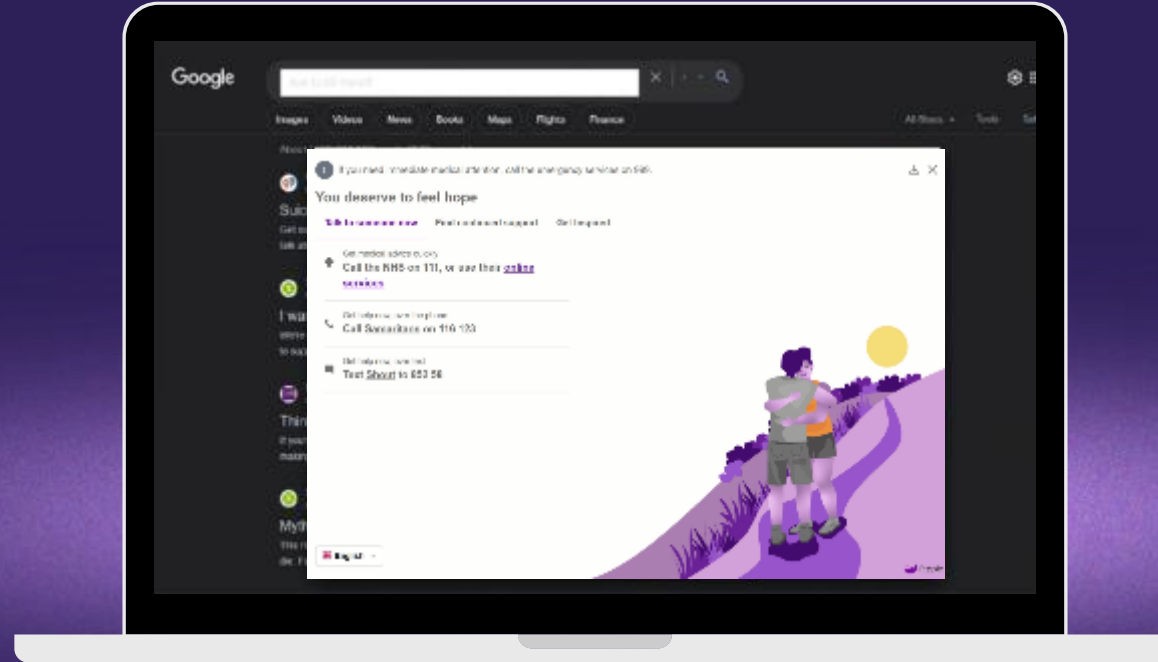
How Ripple Helps

Ripple

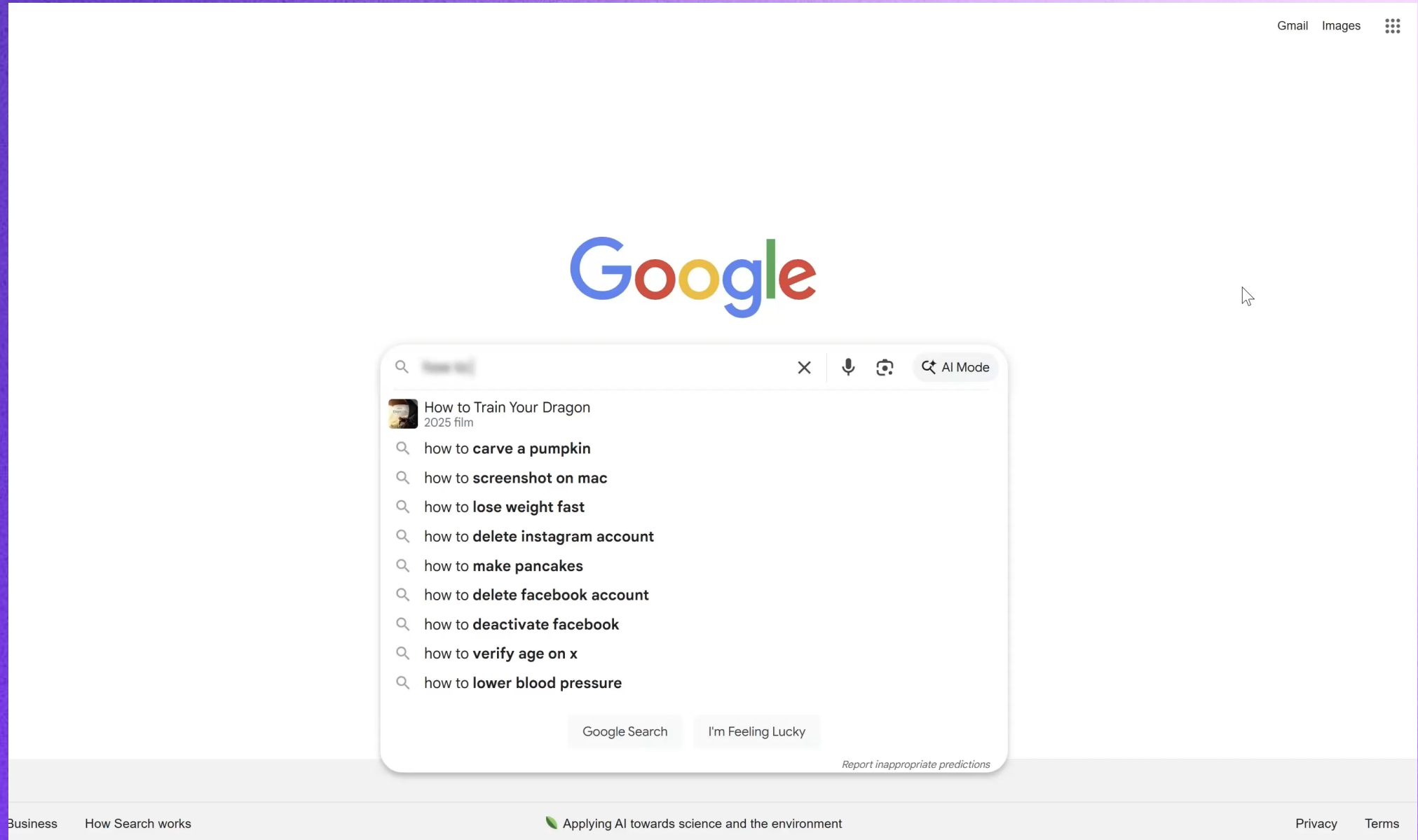## Protection in 3 simple steps

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.

Expanded Protection

Support through mental health challenges and life's struggles

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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 Ripple Aimed Towards?

R;pple

Ripple Online Safety

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

An extension of Ripple 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, Ripple Online Safety aims to broaden the adoption of the Ripple tool, ensuring safer online experiences for all.
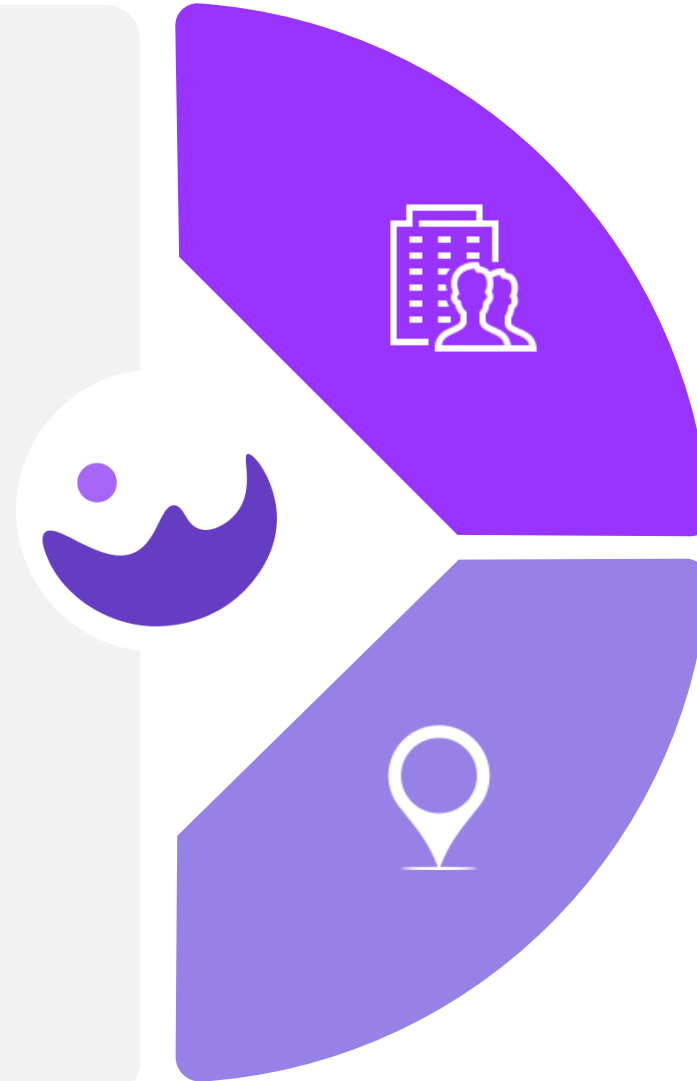
Businesses & Public Sector

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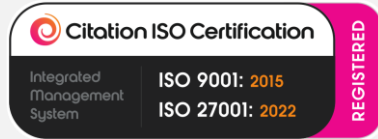
Subscription model

Venues

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

Subscription model

Memberships and Accreditations

Citation ISO Certification — Integrated Management System — ISO 9001: 2015 — ISO 27001: 2022 — REGISTERED

International Association for Suicide Prevention

CYBER ESSENTIALS CERTIFIED

OSTIA — ONLINE SAFETY TECH INDUSTRY ASSOCIATION

ico. — Information Commissioner's Office

PROUD MEMBER Association of Mental Health First Aiders

NCPS — NATIONAL COUNSELLING & PSYCHOTHERAPY SOCIETY

National Suicide Prevention Alliance

Endorsements

Organisations that recommend the deployment of the Ripple tool include:

NHS

Mind

Zero Suicide Alliance

NATIONAL CYBERSECURITY ALLIANCE

MHFA England

AMOSSHE — The Student Services Organisation

North Lincolnshire Council

Jacobs — One Million Lives

Norfolk County Council

aoc — ASSOCIATION OF COLLEGES

netsweeper

PREVENT SUICIDE RHODE ISLAND

worcestershire county council

Our Team

Josh Hendy
Ripple's Reason

Alice Hendy
CEO & Founder

David Savage
Chief Technology
Officer

Craig Butler
Network Integration
Manager

Luke Haseldine
Business Development
Manager

Craig Miller
Business Development
Manager

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Sam Smith
Education Advocate &
Development Manager

Tom Kingston
Data Privacy
Officer

Ilian Rizovski
Technology Lead

Ryan Murtagh
Data Consultant

Jennifer Gower
Compliance Manager

Elena Yaneva
Marketing Manager

Richard Howarth
Web Designer

Alex Bennett
Content Lead

Harrison Read
Ripple FC Founder &
Manager

Why Deploy Ripple

Create a safety net for all employees

Ripple logo

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

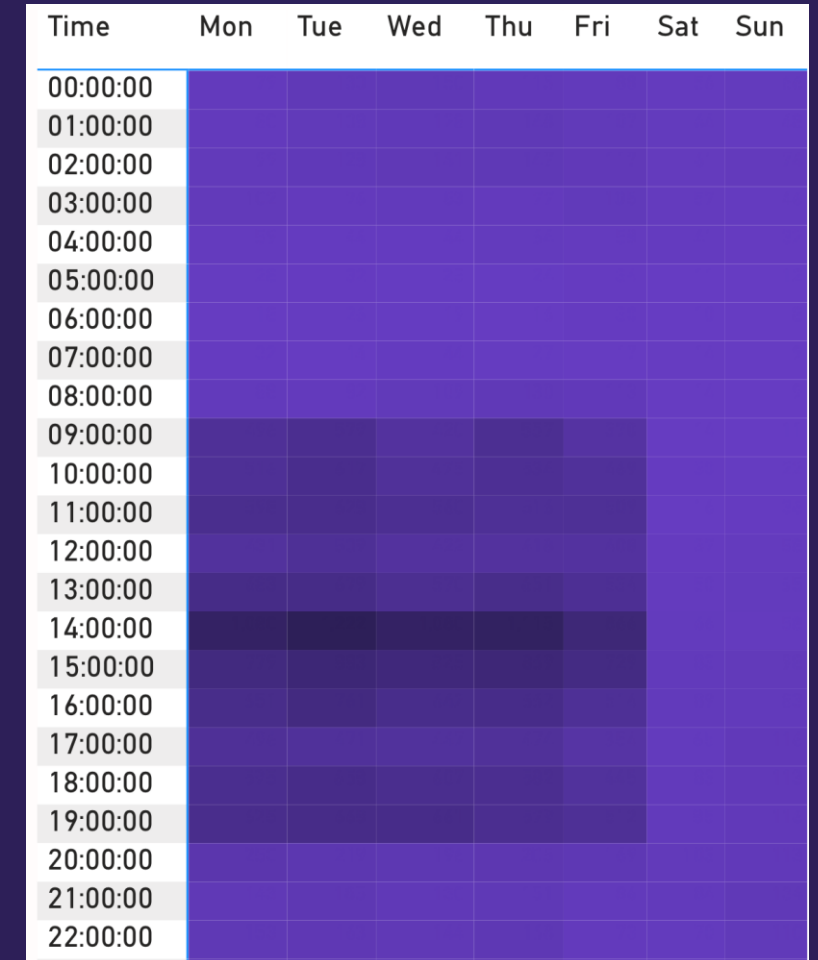Provide an additional layer of protection, complementing and enhancing your existing wellbeing programs.

Easy for IT teams

Ripple 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 700 organisations have already adopted Ripple.

Time	Mon	Tue	Wed	Thu	Fri	Sat	Sun
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02:00:00							
03:00:00							
04:00:00							
05:00:00							
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20:00:00							
21:00:00							
22:00:00							

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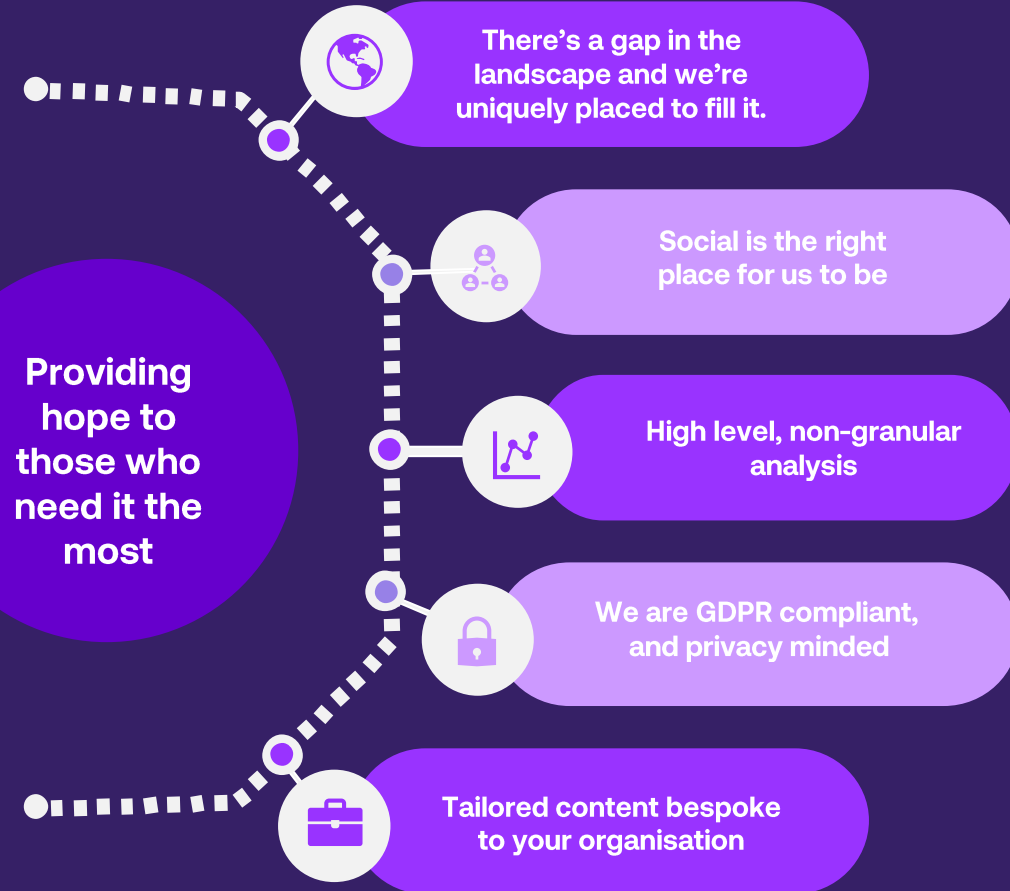
Our innovative and interceptive Ripple tool presents great benefit to those with mental health struggles at a time when they are most vulnerable. While other mental health charities offer similar services to a degree, none present the choice of support options or message of hope that Ripple does.

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 Ripple'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, Ripple 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 Ripple tool (e.g. Employee Assistance Lines) to meet your requirements for a one-off fee of £749.00.

> " The Ripple 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 Ripple 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.

Global Reach

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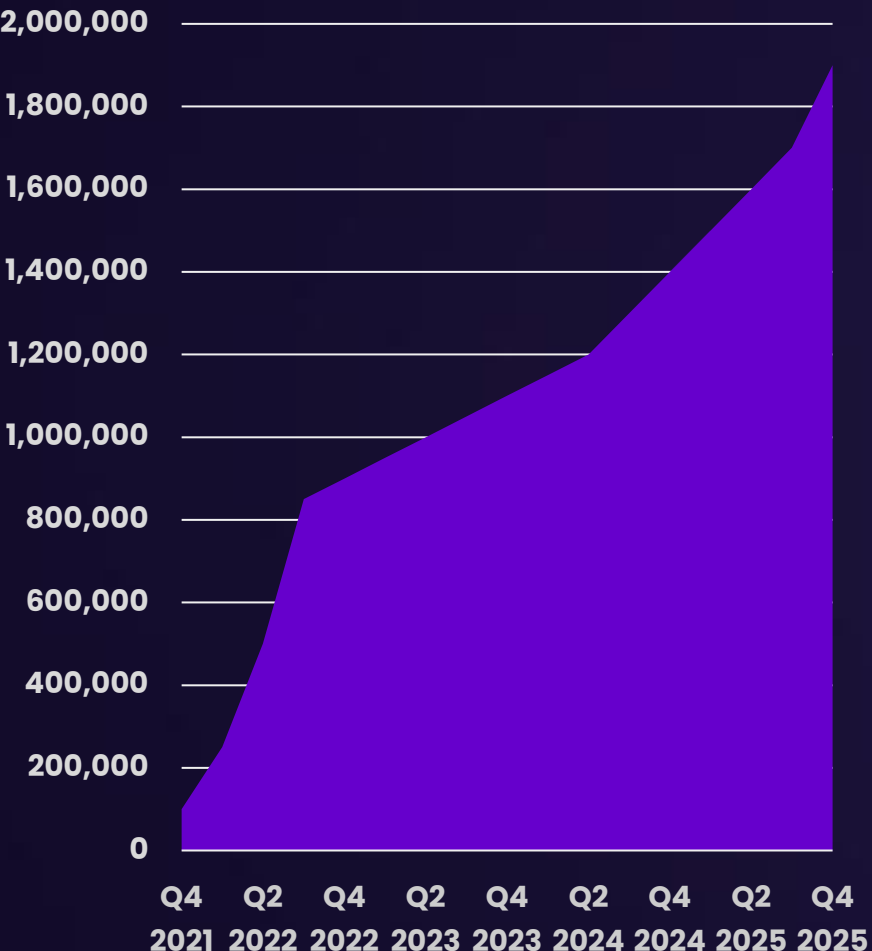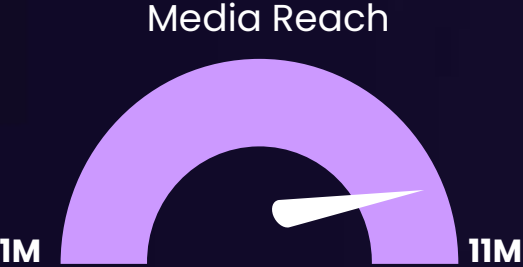
Europe
Austria, Belgium, England, France, Germany,
Gibraltar, Guernsey, Ireland, Isle of Man, Italy,
Jersey, Netherlands, Portugal, Russia, Scotland,
Spain, Switzerland, Sweden, Wales

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
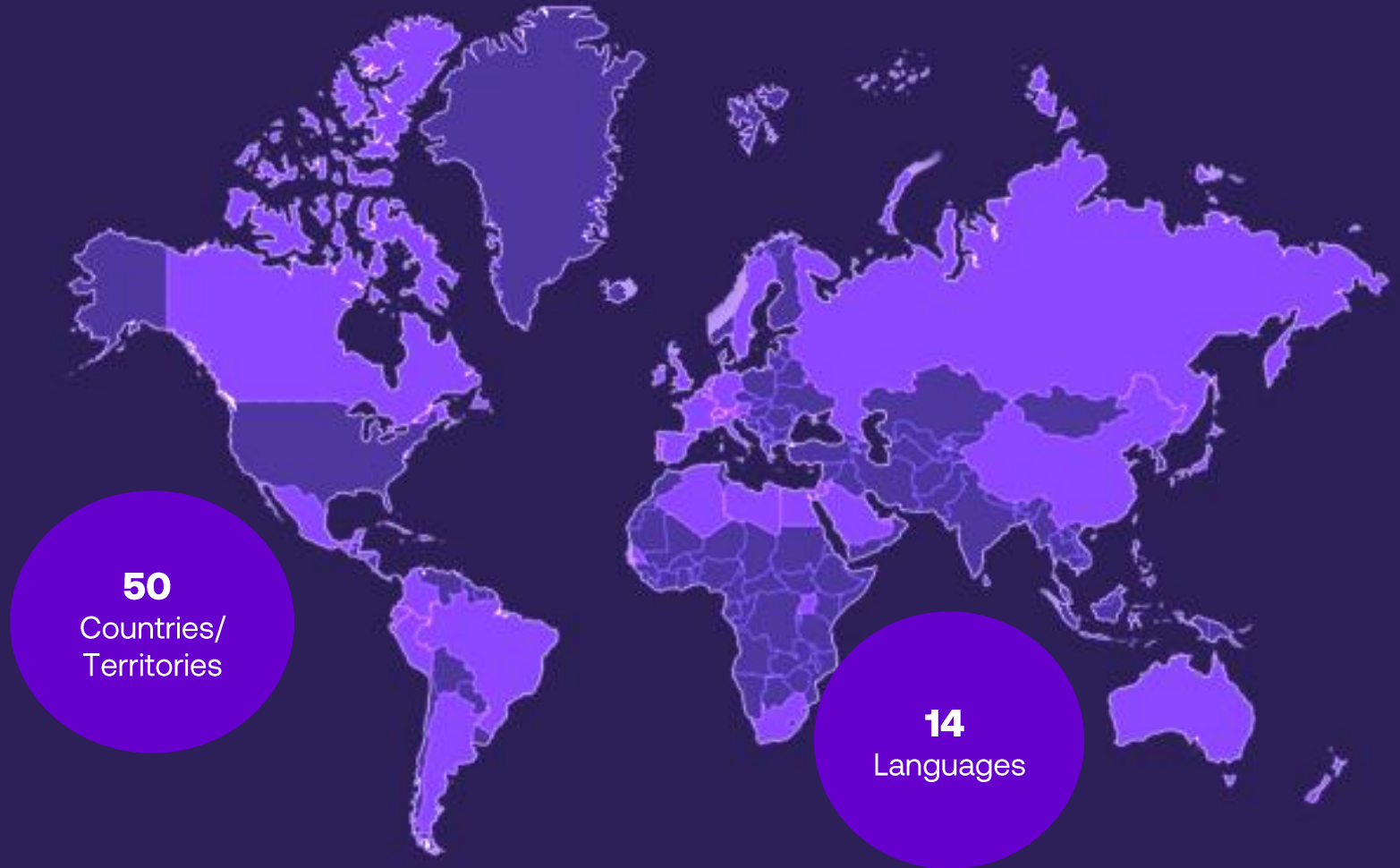
Deployment Options

Ripple 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

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

R;pple

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

Powered by **netsweeper**

2

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

R;pple

Deployment Options

Ripple Combined Solution

Protect all devices, buildings and spaces by deploying Ripple 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

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

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> "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."
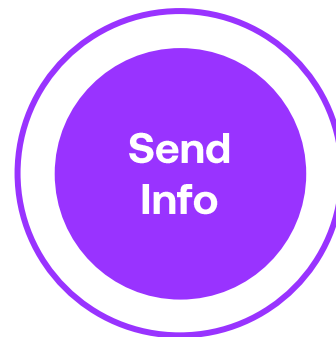
University of Reading

upp

Ripple 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.
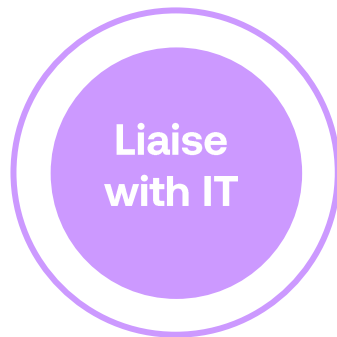
2 Liaise with your IT team for:

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

3 Send Ripple details about the deployment:

- How many machines you want to deploy Ripple on to.
- What Browser you would like to deploy Ripple onto.
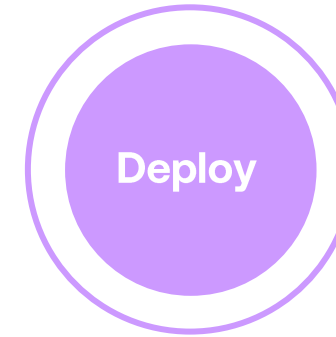
4 Get the extension onto managed machines via:

- 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 Ripple's Vital Mission:

1
Social media
Promote, share and like Ripple via your Social Media channels

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

3
Employee events
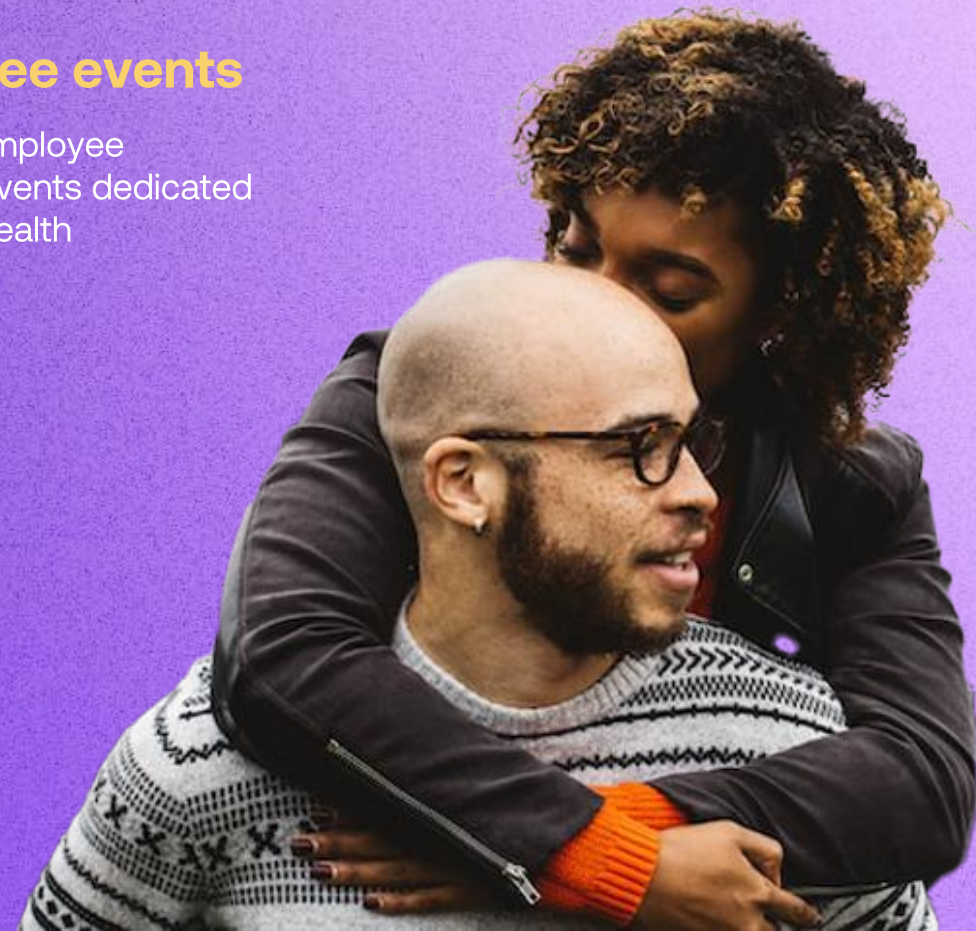Organise employee wellbeing events dedicated to mental health

4
Fundraising
Sponsor Ripple events or fundraise for us on JustGiving, GoFundMe

5
Advocacy
Ask educational institutions to deploy Ripple for free

Preferred Global Training Partner

R;pple

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

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

Downloadable Resources

R;pple

Mental health materials

Ripple 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 ⤓

How to Talk About Suicide Guide

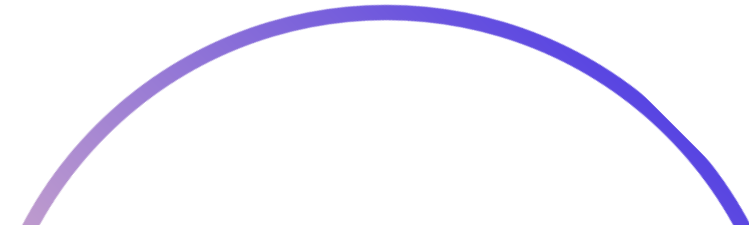Download ⤓

Mental Health and Suicide First Aid Resources

Download ⤓

Ripple for Businesses - Overview

Download ⤓

Ripple Workplace A3 Signage

Download ⤓

Website
Link

Facebook
Link

LinkedIn
Link

Instagram
Link

Shop
Link

Speaker Request
Link

Media Coverage
Link

Ripple Demo
Link

Subscriptions
Link

Sponsorships
Link

FAQs
Link

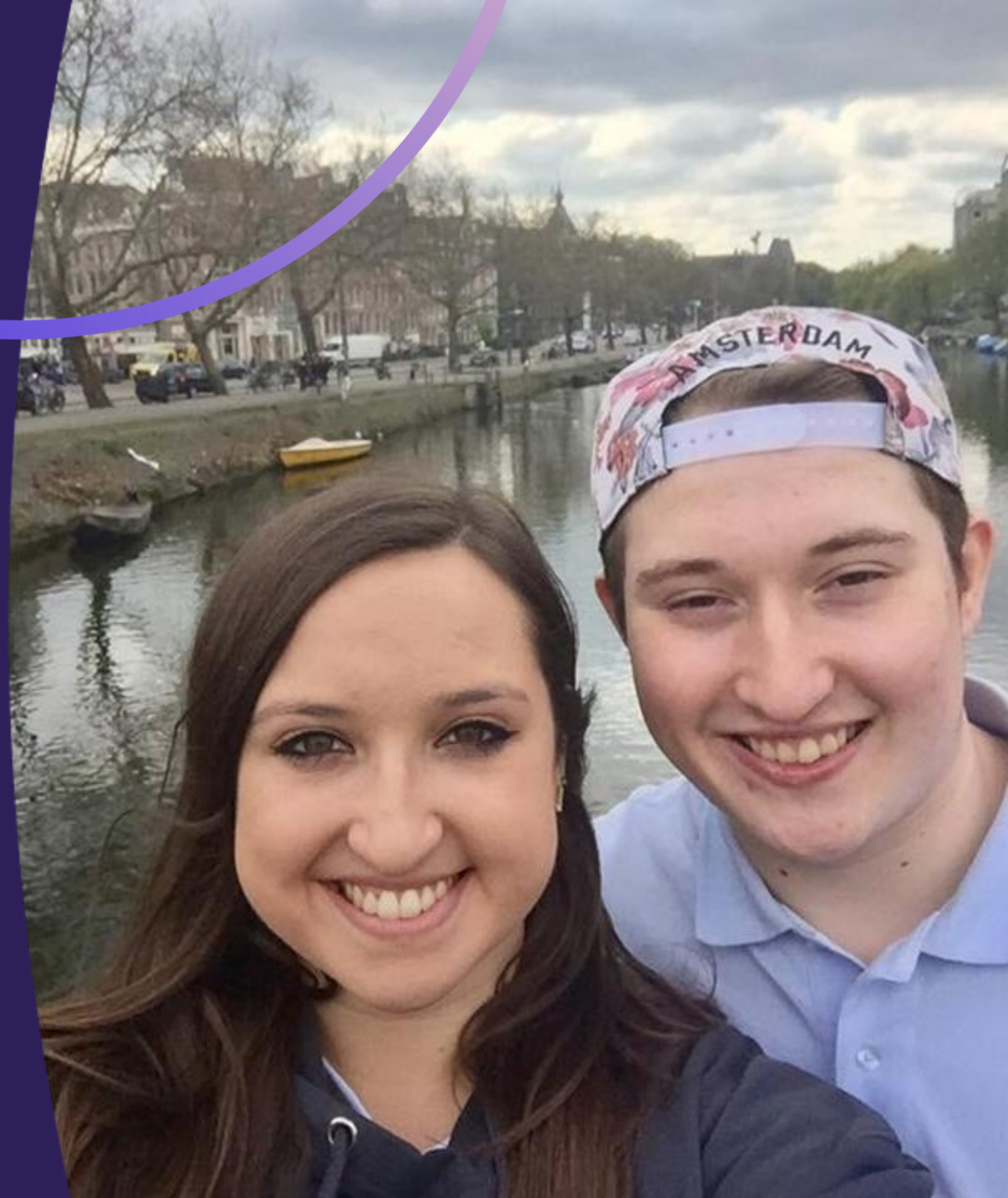**Privacy**
Link

Thank you!
Q&A

Ripple
Subscriptions

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info@ripplesuicideprevention.com

R;pple

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