Report & Financial Statements

For the Year Ended 31 Dec 2025



Charity number 1194331

R;pple
Suicide Prevention

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Foreword

2025 has been a year of growth, progress and renewed focus. Our vision is simple: an online world that promotes hope, not harm. Everything we do is driven by our mission to prevent suicide by equipping individuals, communities and organisations with life-saving technology, while promoting hope, challenging mental health stigma and advocating for online safety.

At the heart of this work is Ripple technology. The volume of self-harm and suicide-related material available online is deeply concerning, and for someone experiencing a crisis, harmful content can be accessible at the moment they are most vulnerable. Our technology is designed to change this - intercepting harmful online searches and offering pathways to hope and support.

But technology alone is not enough. Throughout 2025, we have continued to normalise conversations about suicide and mental health, challenge stigma and encourage people to seek support. We have also continued to advocate for stronger online safety and work to ensure that platforms and those who host and promote harmful content are properly accountable.

This year Ripple continued to develop as two distinct but closely connected organisations: Ripple Online Safety Ltd, our business arm, and Ripple Suicide Prevention, our registered charity. Our charity ensures that vital, free support reaches education settings and vulnerable communities - those who might otherwise have nowhere to turn. Our business arm harnesses AI and machine learning to create intelligent, proactive interventions that identify people in crisis and connect them with support earlier. We're proud to be at the forefront of using these technologies ethically and responsibly to protect those most at risk online.

Behind all of this is a team of passionate, dedicated people who bring expertise, compassion and lived experience to work that is both challenging and deeply meaningful.

Ripple was founded in memory of my brother, Josh, and his life and legacy remain at the heart of everything we do. His memory reminds us that behind every statistic is a person, a family and a community.

Thank you for taking the time to read about our continued journey, and for standing alongside us as we grow Ripple technology into the most effective, life-saving technological support tool possible.

Keep going.



Alice Hendy MBE
CEO & Founder,
Ripple Suicide Prevention Charity

01

About Ripple Suicide Prevention

R;pple
Suicide Prevention

About Ripple Suicide Prevention

Ripple Suicide Prevention is a charity founded by Alice Hendy MBE after she lost her brother Josh to suicide at 21 years old. Josh had been searching the internet for ways to take his own life. The charity's pioneering technology, Ripple BrowserShield, was created to protect people online at their most vulnerable moments. It intercepts harmful searches related to self-harm, suicide and a wide range of mental health challenges, offering a message of hope and guiding people in crisis to free mental health support.

To date, BrowserShield protects close to 2 million people, has intercepted over 100,000 harmful searches and is available in 14 languages across more than 50 countries and territories. Backed by leading organisations and freely available to educators, individuals, and charities globally, Ripple technology continues to broaden its impact, creating safer online spaces and saving lives from suicide.

Memberships & Accreditations

Endorsements

Organisations that recommend the deployment of BrowserShield include:

The need for Ripple technology

Suicide is the biggest killer of people under the age of 35 and of men under 50 in the UK. (ONS) Globally, 720k+ people die by suicide every year (WHO). Every day, people in crisis search the Internet for ways to self-harm or take their own life. Too often, those searches lead to content that encourages them to act.

57.9M

The estimated volume of suicide & self-harm internet searches per year, globally.

RIPPLE ANALYSIS

1 in 5

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

OFCOM

>26%

of suicide cases in under 20s have a suicide-related search history.

THE LANCET & UNIVERSITY OF MANCHESTER

An overwhelming amount of self-harm and suicide-related content is readily available online. For individuals experiencing a mental health crisis, this exposure can intensify distress, increase vulnerability and trigger dangerous behaviours.

Harmful online searches represent pivotal moments - points where timely and compassionate intervention could mean the difference between despair and hope. Yet traditional online protections and mental health systems miss these moments, leaving a critical gap in prevention.

Too many people reach a crisis point because the support they so desperately need isn't there when they search for harmful content online.

Ripple technology exists to change that. It identifies dangerous online searches relating to suicide and self-harm, intercepts them with a message of hope and guides people to the mental health support they need.

Who we are

Our story

After tragically losing her only sibling, her brother Josh, to suicide at age 21, Alice Hendy MBE made it her life's mission to protect vulnerable people from dangerous online content.

Josh had searched online for ways to take his own life. Witnessing the alarming availability of harmful online content and the lack of supportive interventions, Alice was determined to take action.



Alice Hendy MBE, Founder

"I set up Ripple Suicide Prevention charity to ensure more help and support is given to anyone searching for harmful content online."

WATCH OUR STORY





Josh Hendy, forever our inspiration

Josh was the most genuine and kind person anyone could wish to meet. The life and soul of the party, and part of an incredibly close-knit family.

LEARN ABOUT JOSH

Who we are

Vision

An online world that promotes hope, not harm.

Mission

We prevent suicide by equipping individuals, communities and organisations with our lifesaving technology. We promote hope, challenge mental health stigma, and advocate for online safety.

Values

Safeguard with expertise

We are the experts in digitally safeguarding individuals in crisis. We lead the way in classifying and intercepting dangerous online content relating to self-harm and suicide. As experts, we continue to learn - bringing together human psychology and technology innovation.

Lead with empathy

Empathy is the state of hearing and understanding the person in front of us, but also our motivation to improve their situation. We lead our suicide prevention mission and technology development with empathy, care and kindness at the core.

Keep going

The journey of protecting and saving lives online is non-linear. The only way for us to overcome the next challenge, save another life, and win against harmful content, is to keep moving forward without hesitation. Full of hope and persistence.

Strategic priorities

1. Prevent suicide through the usage of Ripple technology
2. Provide hope and reduce the stigma surrounding suicide and mental health
3. Advocate for changes to online safety law

Who we are

Our technology

BrowserShield

Free digital crisis intervention

Ripple BrowserShield provides real-time crisis intervention, built into the browser. It identifies dangerous online searches and intervenes at the critical moment, guiding people to messages of hope and 24/7 mental health support.

Protection in 3 simple steps:

1

Ripple technology identifies high-risk search terms related to suicide or self-harm.

2

A message of hope appears on the user's device before any harmful content is displayed.

3

Free helplines and mental health services are shown, with encouragement to seek help.

Who we protect

Through our charitable work, BrowserShield is free for parents and guardians, educational institutions and registered charities worldwide.



Individuals, parents & guardians



Schools, colleges & universities



Registered charities

Our people



Josh Hendy
Our inspiration



Alice Hendy MBE
CEO & Founder
CHARITY & BUSINESS



David Savage
Chief Technology Officer
CHARITY & BUSINESS



Craig Butler
Network Integration Officer
CHARITY & BUSINESS



Harrison Read
Ripple FC Founder & Manager
CHARITY



Ian Hendy
Executive Administration Officer
CHARITY



Elena Yaneva
Marketing Manager
CHARITY & BUSINESS



Sam Smith
Education Advocate & Development Manager
CHARITY



Jennifer Gower
Compliance Manager
CHARITY & BUSINESS



Tom Kingston
Data Privacy Officer
CHARITY & BUSINESS



Ilian Rizovski
Technology Lead
CHARITY & BUSINESS



Ryan Murtagh
Data Consultant
CHARITY



Richard Howarth
Web Designer
CHARITY & BUSINESS

02 Our Work in 2025

R;pple
Suicide Prevention

2025 at a glance

5

Milestones achieved

100K+ harmful searches intercepted

Ripple technology intervened with over 100,000 harmful online searches, offering a message of hope and connecting people with relevant mental health support.

Expanded protection became standard

Expanded protection became available to all Ripple BrowserShield users in the UK. BrowserShield now recognises harmful searches for more than 10 mental health conditions and life challenges linked to increased suicide risk.

1st African country protected

Ripple BrowserShield was implemented across seven higher-education institutions in Cameroon, becoming the first digital crisis intervention tool of its kind protecting students across the country.

Joining the National Suicide Prevention Network

Ripple Suicide Prevention became an Innovation Partner of The National Suicide Prevention Network - a collaborative initiative by The Royal Foundation of The Prince and Princess of Wales - aimed at transforming the understanding and prevention of suicide across the UK's four nations.

Technology backed by ISO 27001 & ISO 9001

Our technology is underpinned by ISO 27001 and ISO 9001 certified processes, reflecting internationally recognised standards for information security and quality management.

Strategic Priority #1:

Prevent suicide through the usage of Ripple technology

The volume of self-harm and suicide-related materials online is astonishing. Easily accessible to anyone, anytime, such materials can have a harmful and potentially deadly effect on individuals going through a crisis or struggling with mental health conditions.

Ripple technology 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.

By the end of 2025, Ripple technology reached more than 1.9 million weekly active users and intercepted over 100,000 harmful searches.

Our impact at a glance

1.9M
weekly active users*

100,500+
harmful searches intercepted*

32
self-reported lives saved**

* Source: Ripple BrowserShield extension metrics, 2025.
** Although we do not collect any personally identifiable information, 32 individuals have reached out to us directly to tell us that they are still here because Ripple intervened at their most vulnerable moment.

Global footprint

Ripple technology is available across **50 countries and territories, in 14 languages**, connecting people in crisis to local 24/7 support services and mental health resources.

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, Colombia, Costa Rica, Ecuador, Honduras, Mexico, Peru, Puerto Rico, Uruguay, USA

Africa

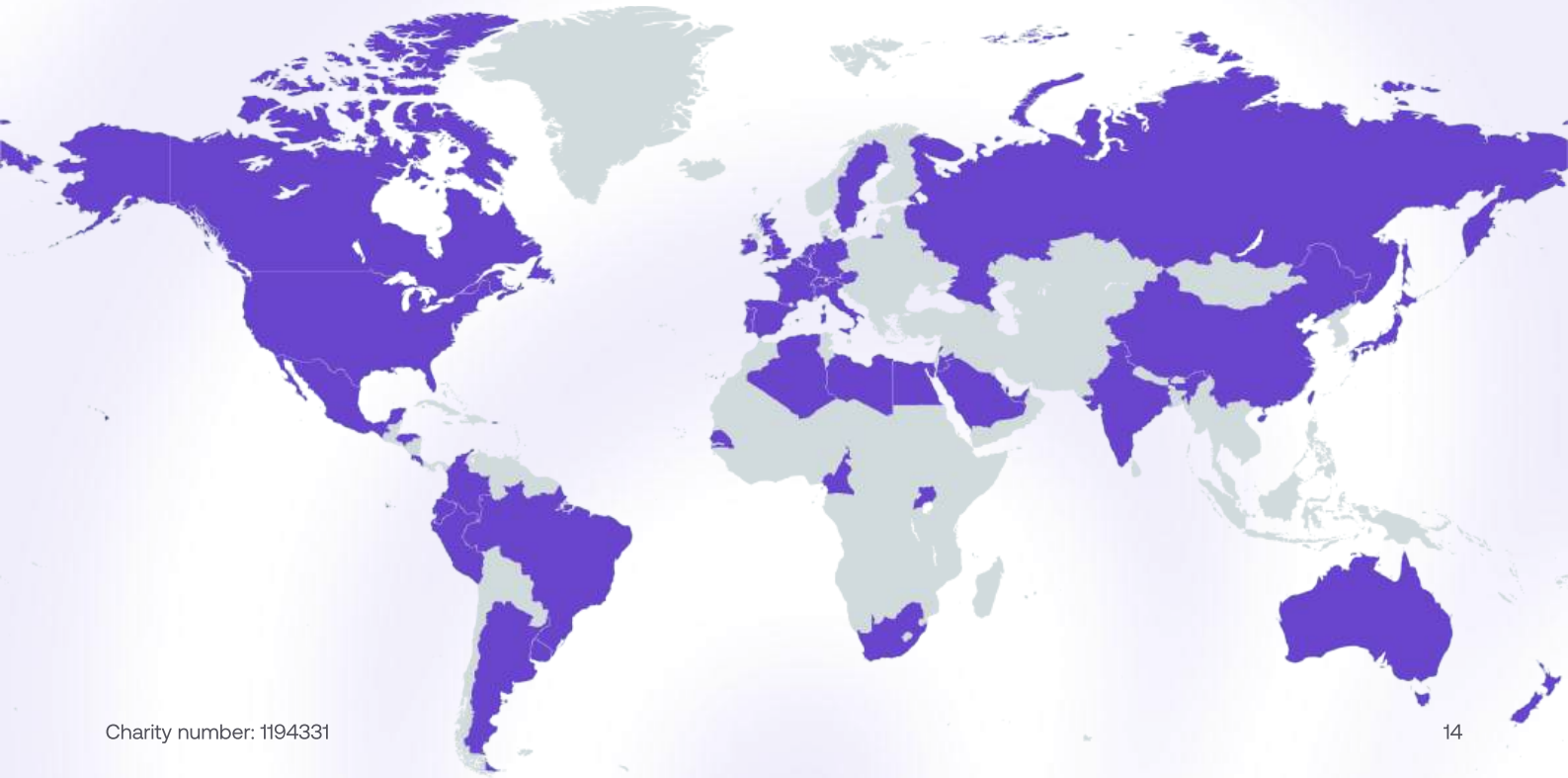
Algeria, Egypt, Libya, Senegal, South Africa, Uganda, Cameroon

Asia

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

Oceania

Australia, New Zealand



Our work in 2025

Protecting students

Schools, colleges, and universities are on the front lines of student suicide prevention, yet many lack the tools and resources needed for proactive intervention.

Limited to blocking access to harmful content, traditional online safety tools miss critical moments to intervene with life-saving support.

Ripple Suicide Prevention helps educational institutions globally strengthen suicide prevention efforts and enhance online safety, protecting at-risk students and staff when they need it most.

650+

educational deployments

By the end of 2025, Ripple BrowserShield has been deployed by more than 650 schools, colleges and universities, protecting students and staff from harmful online content.

New deployments include:



First deployment in Africa: Cameroon

In 2025, Ripple BrowserShield was implemented across seven higher-education institutions in Cameroon, becoming the first digital crisis intervention tool of its kind protecting students across the country.

In partnership with SAFE (Cyber Safety for Teens and Youths in Cameroon), Ripple technology is now installed on computers and devices managed by the institutions, intercepting harmful online searches and connecting students with support.



Why it matters

Cameroon has more than 12 million internet users, yet access to mental health and safeguarding services remains limited. With fewer than two mental health workers per 100,000 people, digital tools can play an important role in extending access to support.

> "This collaboration means young people are no longer alone when navigating moments of crisis online, they now have an extra layer of digital protection and support. This marks a significant step forward in our commitment to holistic online safety and mental health awareness for teens and youths alike."



- Linda Bawa, CEO, SAFE

Looking ahead

The Cameroon launch demonstrates how partnerships and technology can help overcome geographical barriers to support. We look forward to building on this milestone and expanding Ripple protection across Africa.

The tech developments

Built to the highest standards

Ripple technology is developed and supported by Ripple Online Safety Ltd, trading as Ripple for Business. In 2025 Ripple for Business achieved ISO 27001 and ISO 9001 certification — internationally recognised standards for information security management and quality management.

Citation ISO Certification
Integrated Management System
ISO 9001: 2025
ISO 27001: 2025
REGISTERED



David Savage
Chief Technology Officer

"Achieving ISO 27001 is a proud day for the team. Data security and privacy are woven into how we operate. This certification formalises the already robust systems and processes we have in place and proves our commitment to best practices and international standards while maintaining a customer-first approach. This certification further strengthens the trust educators, charities, families and partners place in BrowserShield, which we provide free of charge through our charity."



Jennifer Gower
Compliance Manager

"From the start, the tech team behind Ripple Suicide Prevention has aimed to deliver high-quality products that work when it matters. ISO 9001 shows that we are not leaving quality to chance. It is built into how we design, review and improve our work. For BrowserShield, this means continually learning, improving and maintaining the quality of a product designed to make a real difference to the people and organisations who rely on it."

CYBER ESSENTIALS
CERTIFIED

In 2025, Ripple for Business renewed its Cyber Essentials certification - the government-backed scheme that reassures our users we have robust measures in place to protect our IT systems against cyber-attacks and maintain a clear understanding of our cyber security level.

Ripple technology also undergoes regular penetration testing, confirming that security best practices are consistently applied.

Privacy by design

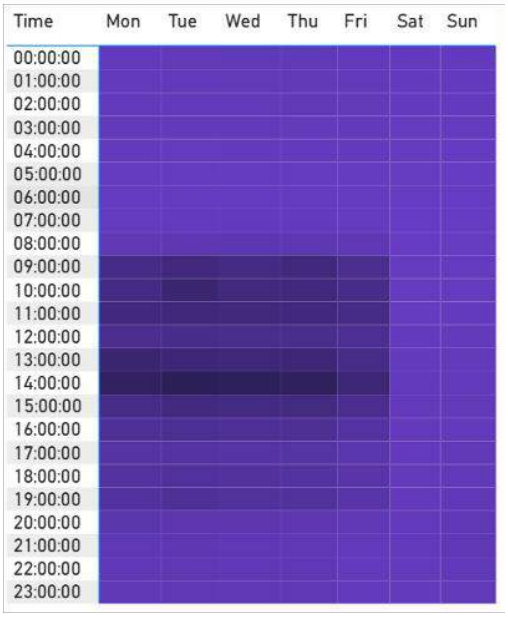
User privacy is hard-coded in Ripple technology's DNA. Our browser extension guides individuals to mental health support and crisis intervention without monitoring, tracking or collecting any personally identifiable information. This privacy-first approach ensures individuals feel safe seeking help while maintaining their choice to access support or continue browsing.

Anonymous data showing Ripple BrowserShield crisis intervention patterns across the globe

1 Heat map showing BrowserShield activations by geographic region, with darker areas indicating higher numbers of harmful search activities.



2 BrowserShield activations throughout the week, with darker areas revealing periods when more people conduct harmful searches.



Ripple BrowserShield's expanded protection goes on general release in the UK

Expanded protection became available to all Ripple BrowserShield users in the UK, following a staged deployment. BrowserShield now recognises harmful searches linked to more than 10 mental health conditions and life challenges - helping connect people to support earlier, before they reach a crisis point.

The critical need

Challenges like substance misuse, debt, gambling addiction, eating disorders, domestic abuse, relationship breakdown and identity struggles are linked to increased suicide risk. Research data is alarming:

Substance misuse

People with substance abuse are up to 14 times more likely to die by suicide.

WILCOX HC, CONNER KR, CAINE ED, ET AL

Gambling addiction

Problem gamblers are 15 times more likely to die by suicide.

LUND UNIVERSITY, 2019

Child sexual abuse

People who were sexually abused as a child are 3 times more likely to try to take their own lives.

PSYCHOLOGICAL MEDICINE, 2018

LGBTQIA+ struggles

LGBTQ+ young people are more than 4 times as likely to attempt suicide than their peers.

JOHNS ET AL., 2019; JOHNS ET AL., 2020

Eating disorders

Approximately 9% of people with eating disorders have serious thoughts of attempting suicide.

BORGES G, ET AL., 2010

Financial struggles

People with problem debt are 3 times more likely to have had recent suicidal thoughts.

MONEY & MENTAL HEALTH, 2017

Our response

Ripple Suicide Prevention is responding to that reality by expanding our protection to more than 10 mental health conditions and life challenges beyond suicide and self-harm. Having worked with **over 30 Advisory Board members**, we have developed our technology to recognise the struggle behind the search and make it easier for people to find help, directing them to relevant helplines and support services.

Voices from the advisory boards



Katie Maycock

Ripple Advisory Board for Eating Disorders
Founder of GYST Well-being

Eating disorders are a lot more complex than they seem

At 15, Katie developed an eating disorder. For seven years, it remained a hidden shame within her family. At 19, she finally reached a point where she knew she needed help. But when she contacted the appropriate services, she was told she didn't meet the physical criteria for support.

> "This was absolutely heartbreaking because it felt like I wasn't "sick enough" for help."

That experience became the reason she began speaking openly about her journey and educating others about what eating disorders really are.

> "Many people think that having an eating disorder is all about being skinny, when it's not. It's a truly horrific mental health issues that needs to be addressed as so."

One of the biggest challenges remains access to support. Long waiting lists can leave people and their families struggling, while a lack of understanding means many eating disorders can go unchecked. The disorder can also create an extremely negative internal "voice", contributing to significant distress and increasing the risk of suicidal thoughts.

As a member of Ripple's Advisory Board for Eating Disorders, Katie helps identify dangerous search phrases or words that can lead people to pro-eating disorder sites and harmful weight loss content.

> "Being able to be the buffer between that content and the people suffering is so important, especially when there are organisations that can be signposted to."

Katie believes technology has an important role to play. Social media and online content can contribute to eating disorders, but technology can also help protect vulnerable people by creating a barrier between them and harmful content, while directing them towards appropriate support.

Voices from the advisory boards



Ryan Briggs

Ripple Advisory Board for Financial Wellbeing
Ripple Ambassador
Founder of FinWELL Training

Financial wellbeing and mental health go hand in hand

Ryan's career in professional sport taught him a lesson that shaped everything since. Having money and having financial wellbeing are not the same thing.

> "My experiences within professional sports taught me that simply having money does not mean having healthy relationships with money, mental health or, indeed, happiness."

He qualified in financial services in 2013 and began to see how little most of us are ever taught about money, a gap that widened through lockdown and the cost of living crisis that followed.

> "Our relationship with money is ingrained in us by the age of seven and every life stage and event has an impact on our financial wellbeing and mental health."

Financial difficulties can bring overwhelming stress, anxiety, helplessness and despair, sometimes leading to isolation, reduced self-esteem and, at the most serious end, increased suicide risk. Financial wellbeing and mental health are intrinsically linked, and shame and stigma around both can make it difficult for people to talk about their struggles or seek support.

Ryan's work with Ripple Suicide Prevention brings these issues together. Alongside Ripple founder Alice Hendy MBE, he established Financial Wellbeing Month, raising awareness of the connection between financial wellbeing, mental health and suicide prevention.

Ryan sees technology playing an increasingly important role in prevention, with developments in AI, data and digital support creating opportunities for more accessible, personalised and proactive help.

His message is simple: as a society, we need to keep the conversations going, increase access to support, review what is working and what can be improved. We can also focus more on early intervention, prevention, and more support around the root causes of escalating issues.

Four-nations approach to prevention

Ripple Suicide Prevention joined The National Suicide Prevention Network

ROYAL FOUNDATION
OF THE PRINCE AND PRINCESS OF WALES

Suicide prevention requires collaboration across communities, organisations and nations.

Ripple Suicide Prevention is honoured to be an Innovation Partner of The National Suicide Prevention Network, launched by The Royal Foundation of The Prince and Princess of Wales on World Mental Health Day 2025.

The Network brings together organisations across the UK's four nations to strengthen collaboration, share learning and support a more coordinated approach to suicide prevention.





> "Working alongside The Royal Foundation of The Prince and Princess of Wales and leading organisations, we're building something transformative - a movement that ensures people can access help wherever they are, whenever they need it.
>
> Too many people reach crisis point because the support they so desperately need isn't there when they search for harmful content online. The funding provided to us by The Royal Foundation will enable Ripple Suicide Prevention to expand our life-saving work and ensure more help and support are available when it's needed most."

- Alice Hendy MBE, Ripple Founder and CEO.



Awards and recognitions

Our work sits at the intersection of technology, mental health and suicide prevention, and has earned us multiple recognitions for innovation and social impact. In 2025, we were deeply honoured to receive two prestigious awards: The King's Award for Enterprise and The Centre for Social Justice Award.

The King's Award for Enterprise: Innovation

Ripple Suicide Prevention Charity is one of just 197 organisations across the UK to receive the prestigious King's Award for Enterprise in 2025.

The Award programme, now in its 59th year, is among the UK's most respected business and enterprise awards, recognising outstanding achievements across a range of areas, including innovation.

> "The Royal recognition is more than just a testament to the work we've put in to build the technology. It's also a powerful validation of our suicide prevention mission. This award energises us to keep moving forward."



David Savage
Chief Technology Officer

The Centre for Social Justice Award

The Centre for Social Justice Awards recognise the UK's most effective grassroots charities that transform people's lives.

Ripple Suicide Prevention was selected from hundreds of applicants, shortlisted to the top 12, and reviewed by a panel of 17 judges.



Alice Hendy MBE received the award from Sir Gareth Southgate.

WATCH THE FULL SPEECH HERE

Awards and recognitions

ComputerWeekly.com's 50 Most Influential Women in UK Tech 2025

Ripple Founder, Alice Hendy MBE, has been named among ComputerWeekly.com's 50 Most Influential Women in UK Tech 2025.

Selected from over 770 nominations, this recognition celebrates women driving meaningful change across the technology sector.

Digital Leaders Impact Award for Health Tech

We are honoured to receive the Digital Leaders Impact Award for Health Tech, recognising Ripple technology's role in providing a digital lifeline for those struggling with their mental health.

Honorary Doctorate from the University of Portsmouth

Ripple Founder and CEO, Alice Hendy MBE, has been awarded an Honorary Doctorate from the University of Portsmouth for Outstanding Achievements in Suicide Prevention.

Featured on Rhode Island's Suicide Prevention portal

Ripple technology is now featured on Rhode Island's Suicide Prevention portal, as part of the state's recommended resources for schools, students, and parents – another important step in our journey to expand access to life-saving support in the U.S.

The Rad Awards 2025

The Life Jacket, a campaign of Ripple Suicide Prevention and Havas People, has won two categories of The Rad Awards 2025: Work of the Year and Creative Idea.

"This was a unique campaign that dealt with a sensitive but important cause in a truly innovative way," the judges said.

Strategic Priority #2:

Provide hope and reduce the stigma surrounding suicide and mental health

At Ripple Suicide Prevention, 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.

We help individuals and communities normalise conversations about suicide and mental health, and leverage media presence to educate, signpost resources, and instil hope.

Reducing stigma

Through proactive media appearances, expert commentary, and public-facing communications, Ripple Suicide Prevention educates the general public on the realities of suicide and mental health conditions, challenges harmful misconceptions, and consistently signposts available support services and resources, ensuring that every media interaction leaves audiences informed, empowered, and aware that help is available.

323M+

total audience reach

In 2025 Ripple Suicide Prevention had over 120 pieces of media coverage, with more than 323 million total audience reach.

We were featured across a range of channels, including trade media, mainstream outlets and broadcast media, adding our voice to timely and topical conversations while raising awareness of online harms and suicide prevention resources.

Some of the media outlets we featured in include:

THE TIMES · BBC NEWS · sky NEWS RADIO · LBC · BBC RADIO · GREATEST HITS RADIO · Education today · STYLIST · PRWeek · Mirror · UCB 1 · LBC NEWS · Sussex World · Warwickshire World · Notebook

Ripple's media presence was powered by our PR agencies:

PrettyGreen · Broadcast Revolution

Our work in 2025

Ripple Suicide Prevention 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 2025, we covered topics ranging from online safety and children's mental health, to links between mental health challenges and suicide risk, veterans' mental health, eating disorders, January blues and lived experiences of bereavement.

BBC RADIO	Supporting mental health through January and beyond
GREATEST HITS RADIO	January challenges and mental health support
BBC RADIO SOLENT	Fay Greaves, BBC Traitors star and Ripple Ambassador, talks about Ripple's latest advancements
GREATEST HITS RADIO	Ross Abbott, Ripple Advisory Board member, on supporting veterans' mental health
BBC RADIO NEWCASTLE	Katie Maycock, Ripple Advisory Board member: The eating disorders crisis and pathways to support
LBC NEWS	Ofcom targets suicide forum - what's next for online safety?
THE TIMES	'Speak up, put yourself forward': female tech bosses share wisdom
Mirror	'My brother took his own life - what I found on his phone broke my heart'
NationalWorld	A Levels 2025: Tips for students with results day anxiety - or parents supporting them
STYLIST	My brother died by suicide. This Grief Awareness Day, I want everyone to know the signs of when someone is struggling.
LBC	Suicide is never the answer - Alice Hendy MBE talks to Matthew Wright
BBC RADIO LONDON	Children mental health and the importance of online protection

How to talk about suicide guide

Talking about suicide is difficult, but silence can be devastating.

We developed the How to talk about suicide guide in partnership with Zero Suicide Alliance to help people have open, empathetic, and potentially life-saving conversations about suicide.

Created with leading experts and people with lived experience, it provides practical advice for families, educators and colleagues at work.



Download here

Talking about financial stress and suicide risk

#FWM FINANCIAL WELLBEING MONTH

In partnership with FinWELL Training and Mental Health First Aid England (MHFA England), we held our second Financial Wellbeing Month in April.

#FWM highlights the often-overlooked link between financial stress, mental health, and suicide prevention. Through events, expert advice and practical resources, the campaign encouraged open conversations, early intervention and access to support.

Learn more

Our work in 2025

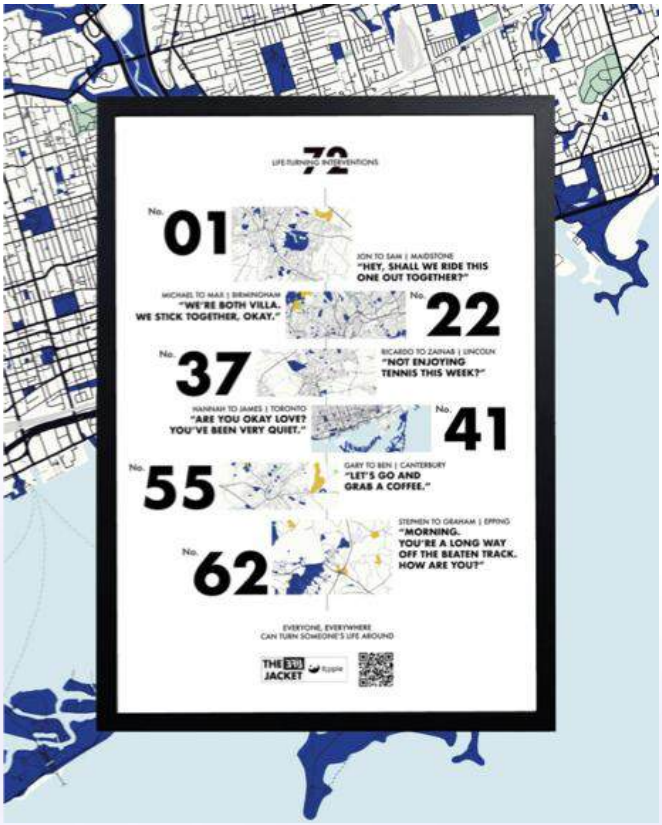
72 life-turning conversations

The Life Jacket is a suicide prevention initiative driven by Jonathan Lee and Havas People in partnership with Ripple Suicide Prevention.

It was launched in 2023, giving hope to those who are struggling and educating those who want to help.

By 2025, The Life Jacket had inspired people in various locations to step in and start a conversation. 72 of these conversations turned someone's life around.

From London to Toronto to Sydney - none of the people were experts in suicide prevention, and none was word-perfect. But they cared enough to learn how they could help and then used that knowledge to make a life-changing intervention.





Jonathan Lee
Creative Director, Havas People

"One of the barriers to people intervening when they think someone may be struggling is not knowing what to say. Since we started, The Life Jacket has been addressing this by giving people the skills, knowledge and confidence to step in.

What 72 Life-Turning Interventions shows, however, is that while language absolutely matters, the perfect words don't exist. The important thing is that they come from a place of awareness and empathy. And that they are said."

Follow The Life Jacket's journey as it continues to turn lives around: www.thelifejacket.co.uk



Charity number: 1194331

Carrying The Baton Of Hope

In 2025, the Baton Of Hope UK arrived in Portsmouth for the very first time. Ripple founder, Alice Hendy MBE, had the honour of carrying the opening leg through her hometown, beginning a powerful day of remembrance and unity.



"It was an incredible honour to carry the Baton of Hope to kick off the Portsmouth leg of its journey. While it was deeply sad, it was also comforting to stand alongside so many others who, like me, have been bereaved by suicide. It felt especially poignant to begin from Mick's Monster Burger Van, a place my brother loved to visit with his friends, overlooking the city he called home."

Alice Hendy MBE

About

The Baton of Hope Initiative is a UK-wide suicide prevention movement dedicated to raising awareness, breaking stigma, and fostering hope through community engagement, education, and support.



Every year, The Baton of Hope Tour travels across the UK, visiting schools, workplaces, towns, and cities. The tour involves carrying a handcrafted Baton of Hope, which symbolises hope and the shared responsibility to stand up to suicide. The Baton Bearers are selected based on their personal stories of bereavement or their desire to change societal attitudes towards suicide. The tour visits various locations across the UK, engaging with communities to spread the message of hope and support suicide prevention efforts.

Ripple Ambassadors

Ripple ambassadors are public figures who advocate for the use of Ripple 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 Ripple BrowserShield 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.



Daniel Winter-Bates

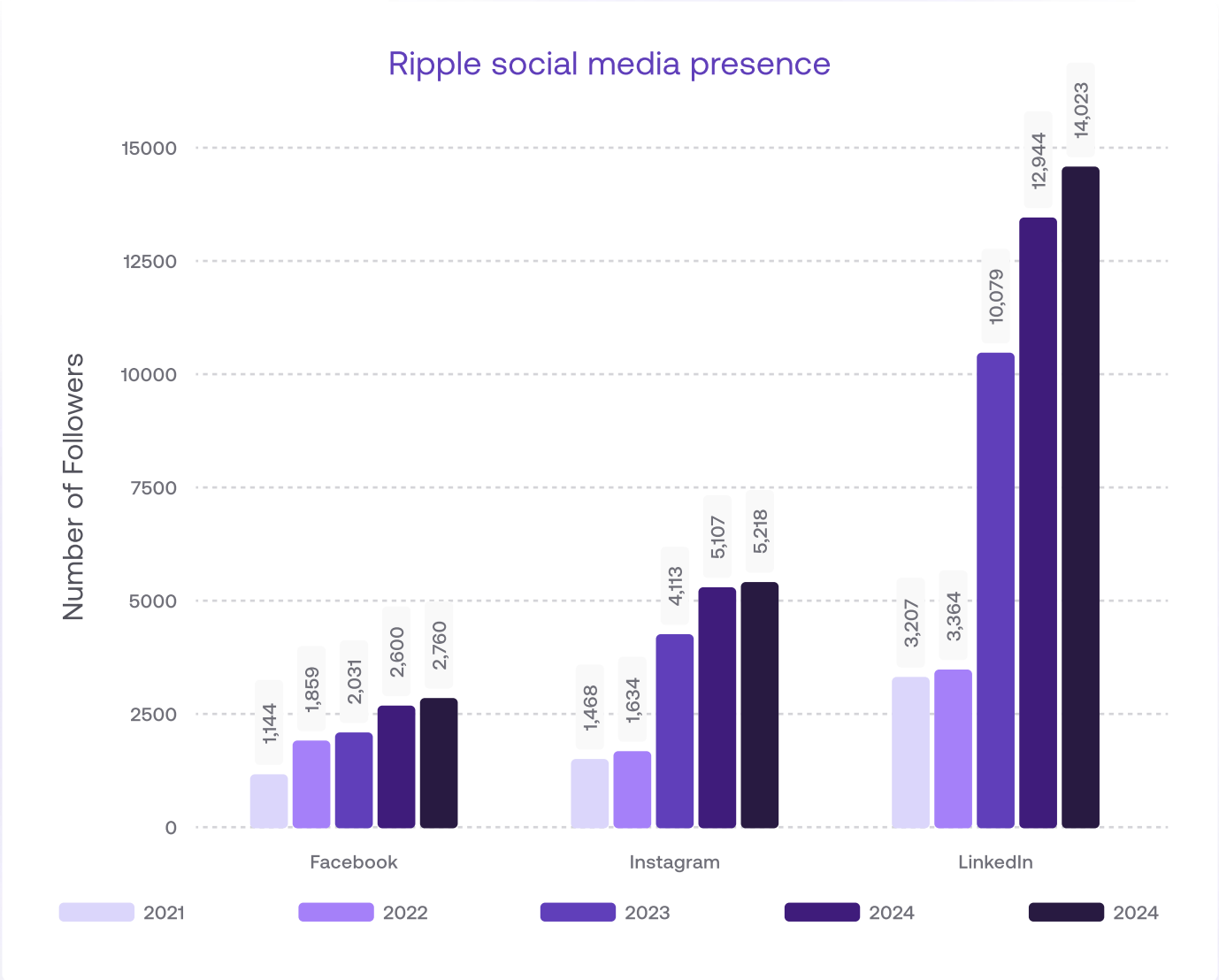
Dan is Head of Inclusion and Sustainability in the NHS and the lead singer of the popular British band Bury Tomorrow.

Through the band, he is helping raise awareness of our life-saving technology, reaching fans with an important message about staying safe online and accessing mental health support when they need it most.

Social media growth

Ripple Suicide Prevention's social media presence plays an important role in encouraging open conversations about mental health and suicide, raising awareness of available support, and sharing information about our crisis intervention technology.

The main platforms for engaging with our audiences are LinkedIn, Instagram and Facebook, and we continue to see steady organic growth across all three. This has been driven by creating content around our key themes, alongside a range of different approaches to encourage engagement and reach new audiences. In 2025, this growth continued, with LinkedIn remaining our strongest-performing channel, growing by more than 8%.



Strategic Priority #3:

Advocate for changes to online safety law

Over the last few years, the UK's Online Safety Act has been through repeated delays and revisions, but as a society we haven't gone far enough. All platforms, big and small, and all individuals who host and promote harmful material must be held accountable for how they operate online.

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

Our research

Parents can see the harm. 9 in 10 cannot see the searches.

We surveyed 2,009 UK parents of children aged 4 to 18 to find out what their children are being shown online. The findings show how routine exposure to harmful content has become, and how little visibility parents have over it.

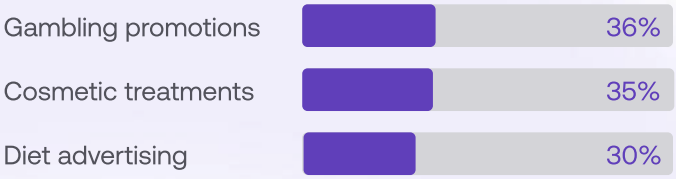
90%
of parents do not know what their child is searching for online

75%
worry their child will grow up facing serious issues such as mental illness, addiction, eating disorders or financial struggles

61%
believe harmful content online could be a direct cause of these issues

Harmful content is being marketed directly to children

74%
of parents have seen harmful content marketed directly to their child



What parents fear

64%
say online content may affect their child's mental health

53%
expect risky behaviour such as gambling and drinking to start earlier

28%
fear their child could have suicidal thoughts or self-harm as a result

Why exposure matters

Substance misuse
People with substance abuse are up to 14 times more likely to die by suicide. (1)

WILCOX HC, CONNER KR, CAINE ED, ET AL

Gambling addiction
Problem gamblers are 15 times more likely to die by suicide. (2)

LUND UNIVERSITY, 2019

Eating disorders
Approximately 9% of people with eating disorders have serious thoughts of attempting suicide. (3)

BORGES G, ET AL., 2010

Our research

Parents areasking schools to act

The safeguarding gap in schools

97%

of parents say they would feel more at ease if a safeguarding technology like Ripple was in place in their child's school.



Where schools are falling short

27%

of parents believe their child's school offers enough digital safety education

29%

just 29% of parents are confident their school is actively monitoring new online risks

45%

of parents do not know whether suicide prevention is covered at school at all

1 in 10

parents say their school has no safeguarding software installed

Ripple BrowserShield is digital crisis intervention tool that intercepts harmful online searches and guides users to mental health support, offering a vital layer of protection when it's needed most. It's free to deploy as a browser extension on home laptops and desktop computers and on managed devices by any school, college and university to protect their students online. Download today: Get Ripple BrowserShield

The research was carried out online in partnership with Research Without Barriers – RWB. All surveys were conducted between 27th August 2025 and 2nd September 2025 across a sample of 2,009 UK parents of children aged 4-18 years-old. All research conducted adheres to the MRS Codes of Conduct (2023) in the UK and ICC/ESOMAR World Research Guidelines). RWB is registered with the Information Commissioner's Office and is fully compliant with the General Data Protection Regulation (GDPR) and the Data Protection Act (2018).

Voices for change

Throughout the year, Ripple Suicide Prevention continued to use its voice to advocate for safer online environments, improved access to mental health services, and stronger suicide prevention measures. We shared our position on new policies and guidance, supported petitions, open letters and public calls for action, working alongside charities, bereaved families, campaigners, policymakers and other organisations to highlight gaps in protection and push for meaningful change.

Open letter: MPs urged to stop TikTok sacrificing online safety with mass AI-driven cuts

We joined an open letter calling on MPs to urgently investigate TikTok's proposed 400+ job cuts in its London office, targeting the 'Trust and Safety Team', which is responsible for protecting users and communities from harmful online content.

The letter called for an investigation into the impact on online safety and workers' rights, including the role of human moderation and the potential risks of replacing safety-critical roles with AI.

Read the open letter

Campaign against pro-suicide forums

Government departments were warned 65 times about a nihilistic suicide forum and a poison it promotes. The substance is linked to 133 deaths and there have been a series of missed opportunities and warnings ignored by authorities.

Ripple Suicide Prevention joined the Molly Rose Foundation, bereaved families and survivors calling for a public inquiry for lessons to be learned and lives to be saved.

Voices for change

Petition: Urgent action to improve mental health support and accessibility

Ripple Suicide Prevention supported a petition launched by Ben Holmes, founder of The Guiding Light Mental Health Charity, calling for ring-fenced funding for mental health services, a legal maximum waiting time for care, funded mental health support in schools and workplaces, and a national campaign to address mental health stigma.

Read the petition

New standard for protecting women and girls from online harms

We welcomed Ofcom's new guidance for protecting women and girls from online harms, calling on tech firms to take action against misogyny, pile-ons, online domestic abuse, and other harms.

By taking responsibility and implementing the measures proposed by Ofcom, tech giants can help build an internet that is safe and inclusive for all users.

Read the guidance

England's first Men's Health Strategy

Released in November 2025, the Government's Men's Health Strategy was welcome news and a positive step forward in men's mental health. The focus on suicide prevention is crucial, as suicide remains the leading cause of death for men under 50, with three-quarters of all suicides being men.

Read the strategy

03 Governance & Fundraising

R;pple
Suicide Prevention

Governance

The Charity is controlled by its governing document, a deed of trust, and constitutes an unincorporated charity under the Charities Act 2011.

The Trustees

Ripple Suicide Prevention is governed by a board of trustees, each of whom has 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 Ripple Suicide Prevention's message and helping to change behaviours across communities.



David Savage
Trustee, CTO

FOCUS AREAS

Business leadership, online safety technology, digital transformation, product innovation.



Alice Hendy MBE
Trustee, CEO & Founder

FOCUS AREAS

Lived experience, cyber security, online safety technology, innovation, team leadership.



Laura Pike
Trustee

FOCUS AREAS

Lived experience, technology, digital innovation, online safety, mental health advocacy.



Matthew Wilkie
Trustee

FOCUS AREAS

Business leadership, telecommunications, IT, software development and innovation, mental health advocacy.



Becci Isaac
Trustee

FOCUS AREAS

Financial management, accountancy, governance, audit and compliance, charity finance.

Governance

Reference and administrative details

Charity name	Ripple Suicide Prevention
Charity number	1194331
Principal address	4th Floor, Silverstream House, 45 Fitzroy Street, London, W1T 6EB
Trustees	David Savage, Laura Pike, Becci Isaac Matthew Wilkie, Alice Hendy
Bankers	Natwest
Independent examiner	Siobhan Glenister FCA
Contact	info@ripplesuicideprevention.com +44 (0) 20 3988 6040 ripplesuicideprevention.com/charity

Public benefit

The Trustees confirm that they have complied with the duty in section 17 of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit.

The charity delivers public benefit by intercepting harmful online searches and directing people at risk of suicide to free, immediate support, and by raising awareness of suicide prevention in schools, universities, workplaces and communities.

Risk management

The Trustees review the charity's principal risks and the controls in place for each. The main risks in 2025 were:



Funding

The charity relies on a small number of funders. We are widening income across trusts, corporate partners and community fundraising, and hold reserves in line with our reserves policy.



Safeguarding

Our work reaches people at moments of crisis. Our safeguarding policies guide how we respond, and BrowserShield directs users to established crisis services.



Dependence on one technology partner

The charity relies on Ripple Online Safety Limited to develop and maintain BrowserShield. The relationship is set out on the next page.



Technology and data security

BrowserShield must work reliably and protect users' privacy. Our processes are ISO 9001 certified, and our Data Privacy Officer and Compliance Manager oversee data protection.



Reputation

Our impact figures must be accurate. They are taken directly from BrowserShield metrics and reviewed before publication.

Related parties

Ripple operates as two separate but connected organisations with different purposes.

R;pple
Suicide Prevention

Ripple Suicide Prevention
(the charity)

- Promotes suicide awareness
- Advocates for improvements to online safety laws
- Promotes the Ripple browser extension to education providers and charities worldwide
- Develops partnerships to achieve these aims

R;pple
For Business

Ripple Online Safety Limited
(the company)

- Generates revenue by licensing the browser extension and Netsweeper products
- Develops the technology further, including research and development
- Raises investment where required

Fundraising

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.

Ripple Suicide Prevention Charity is registered with the Fundraising Regulator and adheres 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.

Registered with FUNDRAISING REGULATOR

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.



Fundraising disclosures

In line with the Charities (Protection and Social Investment) Act 2016, the Trustees report the following for 2025:

- Professional fundraisers: we did not use any professional fundraisers.
- Complaints: we received no fundraising complaints.
- Protecting vulnerable people: we protect vulnerable people through our safeguarding policies.

Fundraising

2025 Funders

We are incredibly grateful to all organisations that supported us through grants, donations and fundraising activities. Their trust and generosity help our charity to continue saving lives and driving meaningful change. Every contribution directly supports the advancement of Ripple technology, the expansion of our free protection, and the creation of more supportive, stigma-free cultures.

A heartfelt thank-you to all who stood beside us in 2025:

THE NICK KILHAMS FOUNDATION

CSJ The Centre for Social Justice

agilio SOFTWARE

BEALS The Independent Estate Agents & Surveyors

Smart money people

itp

Focus Foundation

FINWELL

shawbrook

HTB

FOUNDATION

TEAM LEWIS FOUNDATION

HAVAS People A Havas Company

Enterprise Mobility™

MODERN HEALTH

dha

NMA CAMPERS LTD

LzBc



"At The ITP, safeguarding and supporting mental wellbeing is at the heart of what we do. That's why we are so proud to name Ripple Suicide Prevention as our chosen charity. Their life-saving work aligns perfectly with our mission to create a safer, more supportive environment for everyone in our industry. Together, we can raise awareness, protect the most vulnerable, and make a real difference."

– Charlotte Goodwill, CEO, ITP

WHUF & Ripple Suicide Prevention Football Tournament

We hosted our second annual five-a-side football tournament in partnership with the West Ham United Foundation, welcoming 20 teams and over 170 participants for a day filled with excitement, sportsmanship, and open dialogue about mental health and suicide prevention.



Watch the video



Former West Ham and England striker Carlton Cole, now an Ambassador for the Foundation, was among those lending his support.

"I've had experiences in my life when I've been really low. Talking to someone is massive, it puts things into perspective, but I understand that some people don't have that strength, and that's where love and support become so important.

In football, we talk about resilience and masculinity, but now empathy is becoming more important. Days like today shine a light on that, recognising the signs when people are struggling and showing care."

- Sponsored by Shawbrook Bank & Hampshire Trust Bank, TSA Riley, Kuits Solicitors, Anderson Wilde & Harris, Align Property Finance, Brickflow and FinWELL Training
- Over £30,000 was raised to support Ripple Suicide Prevention Charity and the West Ham United Foundation.

Ripple FC

Ripple FC was set up by Ripple Suicide Prevention volunteer and family friend, Harrison Read, who generously dedicates a huge amount of his spare time to organising training sessions and friendly matches against other charity teams. The games provide a relaxed and social environment, with any funds raised shared equally between the two charities.







Harrison Read
Ripple FC Founder & Manager

"Ripple FC is about more than football. It's about bringing people together, building connections and creating a safe space where players can belong, stay active and talk openly about the challenges they face. Every match brings people together for a shared purpose - helping to raise awareness of mental health and suicide prevention, while raising vital funds to support Ripple's life-saving work.

We're using the power of football to remind one another that no one has to face life's challenges alone."

Community & events

Throughout the year, our incredible supporters have gone above and beyond to fundraise for Ripple Suicide Prevention - running marathons, hosting events, taking on personal challenges, and finding creative ways to spread hope and awareness. Their passion and dedication make our life-saving work possible, and we can't thank them enough!

More of 2025's fundraising activities:



Agilio Software | Peak District Ultra Challenge

"This year, the Peak District Ultra Challenge carries even deeper meaning as we raise awareness and funds for our charity partner, Ripple Suicide Prevention. Their vital work aligns with our strong commitment to create awareness around mental health and wellbeing, both within Agilio and throughout the healthcare profession that we serve."

Nikki Berryman, Group HR Business Partner



Smart Money People | Ongoing support

"Smart Money People is proud to have supported Ripple Suicide Prevention at both our British bank awards and Insurance choice awards. Ripple's vital mission to provide life-saving interventions for those in crisis is one we deeply value, addressing an urgent need with innovation and compassion."

Kirsty La Garde, Head of Events



Beals Wealth Management | Ongoing support

"We truly believe financial services firms like ours can play an important role by showing up, speaking out, and supporting mental health. We're so proud to champion Ripple Suicide Prevention's tool that's making a real difference - reminding people that help, hope, and support are always within reach."

Grace Williams, Head of Marketing

Fundraising



DHA | 1,000 miles challenge

"53 members of the DHA team took on an ambitious 24-hour run-and-cycle challenge from our office in Kent. We chose to fundraise for Ripple Suicide Prevention due to a personal connection and ethos of our company, and it has been amazing to be able to support a charity that is making such a difference to our community every day."

Elizabeth Bryant, Executive Assistant



Jenna | Skydiving challenge

"I have previously struggled with my mental health and know many others who have struggled or are going through difficult times at the moment, so I feel that sharing the protection Ripple has to offer may help some of them and many other people that are struggling."

Jenna



Sophia Benham | Beside The Seaside Photography

"I was deeply moved by the warmth and generosity of the Vietnamese people. Their sense of community was truly inspiring. This exhibition is my way of sharing that beauty while raising funds for Ripple Suicide Prevention Charity, a cause close to my heart."

Sophia Benham



Michael Marsh | Cycling challenge

Michael Marsh did the impressive 180 mile cycle from Brecon Beacons to Portsmouth in a memorial ride, raising £3050 to support our work.

Fundraising



Harrison Read
Ripple FC Founder & Manager

"The Great South Run was an incredible challenge and I loved every minute of being part of it. Representing Ripple Suicide Prevention and seeing so many runners wearing the charity's colours was truly inspiring. I've supported Ripple for four years now and it's amazing to see how far the charity and its community have come — but there's still a long way to go. Ripple's work in the online space is saving lives every day, and your support can help it reach even further. Let's keep working together to support this innovative charity."

Running for Ripple Suicide Prevention | October 2025



Team Ripple | The Great South Run







04 Financial Review

R;pple
Suicide Prevention

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 consider 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.

During the period, the charity had incoming resources of £419,974 (2024: £288,509) and total expenditure of £453,300 (2024: £451,843), resulting in a net deficit of £33,326 (2024: deficit of £163,334). At the end of the financial year, the charity held unrestricted reserves of £434,399 (2024: £467,725).

David Howard LTD were appointed as the charity's accountant for the year ended 31 December 2025. The accounts have been prepared in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Statement of Recommended Practice: Accounting and Reporting by Charities (Charities SORP (FRS 102), second edition, October 2019).

Charity name	Ripple Suicide Prevention Charity
Other name the charity uses	Ripple
Registered charity number	Charity number: 1194331
Charity's principal address	Floor 4, Silverstream House Fitzroy Street Fitzrovia London W1T 6EB

05 Accounts

R;pple
Suicide Prevention

Charity registration number 1194331 (England and Wales)

RIPPLE SUICIDE PREVENTION CHARITY

ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2025

RIPPLE SUICIDE PREVENTION CHARITY

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	A Hendy Mr D C Savage L D Pike R K Isaac I Zapantis A Monument-Jones
Charity number	1194331
Registered office	Silverstream House 45 Fitzroy Street Fitzrovia London United Kingdom W1T 6EB
Independent examiner	Siobhan Glenister, FCA For and on behalf of David Howard Chartered Accountants 5 The Square Bagshot Surrey United Kingdom GU19 5AX

RIPPLE SUICIDE PREVENTION CHARITY

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Statement of cash flows	5
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RIPPLE SUICIDE PREVENTION CHARITY

STATEMENT OF TRUSTEES RESPONSIBILITIES

FOR THE YEAR ENDED 31 DECEMBER 2025

The Trustees are responsible for preparing the Trustees Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England and Wales requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that year.

In preparing these financial statements, the Trustees are required to:
- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The Trustees are responsible for keeping sufficient accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

RIPPLE SUICIDE PREVENTION CHARITY

INDEPENDENT EXAMINER'S REPORT

TO THE TRUSTEES OF RIPPLE SUICIDE PREVENTION CHARITY

I report to the Trustees on my examination of the financial statements of Ripple Suicide Prevention Charity (the charity) for the year ended 31 December 2025.

Responsibilities and basis of report

As the Trustees of the charity you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities Act 2011.

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

Independent examiner's statement

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

Your attention is drawn to the fact that the charity has prepared financial statements in accordance with Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

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

1 accounting records were not kept in respect of the charity as required by section 130 of the Charities Act 2011.
2 the financial statements do not accord with those records; or
3 the financial statements do not comply with the applicable requirements concerning the form and content of financial statements set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the financial statements give a true and fair view, which is not a matter considered as part of an independent examination.

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



Siobhan Glenister, FCA

For and on behalf of David Howard Chartered Accountants

5 The Square
Bagshot
Surrey
GU19 5AX
United Kingdom

Dated: 6 October 2026

RIPPLE SUICIDE PREVENTION CHARITY

STATEMENT OF FINANCIAL ACTIVITIES
INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 DECEMBER 2025

	Notes	Unrestricted funds 2025 £	Unrestricted funds 2024 £
Income and endowments from:			
Donations and legacies	**3**	295,519	106,571
Charitable activities	**4**	112,449	172,600
Investments	**5**	12,006	9,090
Other income	**6**	-	248
Total income		419,974	288,509
Expenditure on:			
Charitable activities	**7**	453,300	451,843
Total expenditure		453,300	451,843
Net expenditure and movement in funds		(33,326)	(163,334)
Reconciliation of funds:			
Fund balances at 1 January 2025		467,725	631,059
Fund balances at 31 December 2025		434,399	467,725

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 2025

	Notes	2025		2024	
		£	£	£	£
Fixed assets					
Tangible assets	**12**		8,914		11,012
Unlisted shares investment	**13**		1,000		1,000
			9,914		12,012
Current assets					
Stocks	**14**	6,226		4,770	
Debtors	**15**	677		19,205	
Cash at bank and in hand		423,519		447,825	
		430,422		471,800	
Creditors: amounts falling due within one year	**16**	(5,937)		(16,087)	
Net current assets			424,485		455,713
Total assets less current liabilities			434,399		467,725
Income funds					
Unrestricted funds			434,399		467,725
			434,399		467,725

The financial statements were approved by the Trustees on 6 October 2026

A Hendy
Trustee

RIPPLE SUICIDE PREVENTION CHARITY

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 31 DECEMBER 2025

	Notes	2025		2024	
		£	£	£	£
Cash flows from operating activities					
Cash absorbed by operations	**21**		(35,438)		(121,927)
Investing activities					
Purchase of tangible fixed assets		(874)		(1,701)	
Proceeds from disposal of tangible fixed assets		-		994	
Purchase of investments		-		(1,000)	
Investment income received		12,006		9,090	
Net cash generated from investing activities			11,132		7,383
Net cash used in financing activities			-		-
Net decrease in cash and cash equivalents			(24,306)		(114,544)
Cash and cash equivalents at beginning of year			447,825		743,045
Cash and cash equivalents at end of year			423,519		447,825

1 Accounting policies

Charity information

Ripple Suicide Prevention Charity was registered as a Charitable Incorporation Organisation on 04 May 2021 and is governed by its constitution formed under an association model.

1.1 Basis of preparation

The financial statements have been prepared in accordance with the charity's governing document, the Charities Act 2011, FRS 102 “The Financial Reporting Standard applicable in the UK and Republic of Ireland” (“FRS 102”) and the Charities SORP "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (effective 1 January 2019). The charity is a Public Benefit Entity as defined by FRS 102.

The financial statements have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations but which has since been withdrawn.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the Trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors or grantors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

Endowment funds are subject to specific conditions by donors that the capital must be maintained by the charity.

1.4 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

1 Accounting policies (Continued)

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

1.5 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement, and the amount of the obligation can be measured reliably.

Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges are allocated on the portion of the asset's use.

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Equipments	25% reducing balance
Motor vehicles	25% reducing balance

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

1.7 Fixed asset investments

Fixed asset investments are initially measured at transaction price excluding transaction costs, and are subsequently measured at fair value at each reporting date. Changes in fair value are recognised in net income/(expenditure) for the year. Transaction costs are expensed as incurred.

1.8 Impairment of fixed assets

At each reporting end date, the charity reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1 Accounting policies (Continued)

1.9 Stocks

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell. Cost comprises direct materials and, where applicable, direct labour costs and those overheads that have been incurred in bringing the stocks to their present location and condition. Items held for distribution at no or nominal consideration are measured the lower of replacement cost and cost.

Net realisable value is the estimated selling price less all estimated costs of completion and costs to be incurred in marketing, selling and distribution.

1.10 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.11 Financial instruments

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

1 Accounting policies **(Continued)**

Derecognition of financial liabilities
Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

1.12 Employee benefits
The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.13 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

	Total	**Total**
	2025	**2024**
	£	**£**
Donations and gifts	280,519	106,571
Grant income	15,000	-
	295,519	106,571

4 Charitable activities

	2025	2024
	£	£
Charitable activities	34,084	116,523
Other income	78,365	56,077
	112,449	172,600

5 Investments

	Total	Total
	2025	2024
	£	£
Interest receivable	12,006	9,090

6 Other income

	Total	Total
	2025	2024
	£	£
Net gain on disposal of tangible fixed assets	-	248

7 Charitable activities

	2025	2024
	£	£
Staff costs	216,291	178,729
Depreciation and impairment	2,972	3,671
Purchases	9,727	28,847
Closing stock	(6,226)	(4,770)
	222,764	206,477
Share of support costs (see note 8)	228,883	243,126
Share of governance costs (see note 8)	1,653	2,240
	453,300	451,843

8 Support and governance costs allocated to activities

	2025	2024
	£	£
IT software and consumables	94,712	94,201
Staff training	914	704
Legal and professional fees	1,475	4,605
Repairs and maintenance	995	5,368
Insurance	1,832	1,312
Advertising	119,881	108,424
Printing and stationery	223	706
Travel and subsistance	7,432	24,913
Licences and subscriptions	520	1,754
Sundry expenses	899	1,139
Independent examination fee	1,653	2,240
	230,536	245,366
Analysed between:		
Charitable activities	230,536	245,366

Governance costs includes independent examination fee of £1,653 (2024 - £2,240).

9 Trustees

Trustees were reimbursed for expenses incurred during the year, including travel, subsistence and general expenses, totalling £9,249 (2024: Nil).

10 Employees

The average monthly number of employees during the year was:

	2025 Number	2024 Number
	5	5

Employment costs	2025 £	2024 £
Wages and salaries	162,855	163,930
Social security costs	19,350	11,358
Other pension costs	34,086	3,441
	216,291	178,729

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

Remuneration of key management personnel
The remuneration of key management personnel was as follows:

The key management personnel of the charity comprise the trustees, the Chief Executive and the Chief Technology officer. The total employee benefits comprising gross wages, employer pension contributions and employer NI contributions received by the charity's key management personnel in the period was £34,983 (2024: £50,610).

11 Taxation

The charity is exempt from taxation on its activities because all its income is applied for charitable purposes.

12 Tangible fixed assets

	Equipments	Motor vehicles	Total
	£	£	£
Cost			
At 1 January 2025	12,409	12,995	25,404
Additions	874	-	874
At 31 December 2025	13,283	12,995	26,278
Depreciation and impairment			
At 1 January 2025	6,879	7,513	14,392
Depreciation charged in the year	1,601	1,371	2,972
At 31 December 2025	8,480	8,884	17,364
Carrying amount			
At 31 December 2025	4,803	4,111	8,914
At 31 December 2024	5,529	5,483	11,012

13 Fixed asset investments

	Unlisted investments
	£
Cost or valuation	
At 1 January 2025 & 31 December 2025	1,000
Carrying amount	
At 31 December 2025	1,000
At 31 December 2024	1,000

14 Stocks

	2025	2024
	£	£
Finished goods and goods for resale	6,226	4,770

15 Debtors

	2025	2024
Amounts falling due within one year:	**£**	**£**
Trade debtors	-	18,642
Prepayments and accrued income	677	563
	677	19,205

16 Creditors: amounts falling due within one year

	Notes	2025	2024
		£	**£**
Other taxation and social security		3,410	897
Deferred income	**17**	-	1,944
Trade creditors		882	11,706
Accruals		1,645	1,540
		5,937	16,087

17 Deferred income

	2025	2024
	£	**£**
Other deferred income	-	1,944

18 Retirement benefit schemes

	2025	2024
Defined contribution schemes	**£**	**£**
Charge to profit or loss in respect of defined contribution schemes	34,086	3,441

The charity operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the charity in an independently administered fund.

19 Unrestricted funds

The unrestricted funds of the charity comprise the unexpended balances of donations and grants which are not subject to specific conditions by donors and grantors as to how they may be used. These include designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes.

	At 1 January 2025	Incoming resources	Resources expended	At 31 December 2025
	£	£	£	£
General funds	467,725	419,974	(453,300)	434,399

Previous year:	At 1 January 2024	Incoming resources	Resources expended	At 31 December 2024
	£	£	£	£
General funds	631,059	288,509	(451,843)	467,725

20 Related party transactions

During the year, the charity received donations totalling £75,000 (2024: £56,054) from Ripple Online Safety Limited, a company of which one of the charity's trustees is a director.

The charity continues to employ the father of one of its trustees. Total remuneration paid during the year was £46,163, including employer pension contributions of £1,163. The employment was authorised in accordance with the charity's governing document.

21 Cash absorbed by operations	2025	2024
	£	£
Deficit for the year	(33,326)	(163,334)
Adjustments for:		
Investment income recognised in statement of financial activities	(12,006)	(9,090)
Gain on disposal of tangible fixed assets	-	(248)
Depreciation and impairment of tangible fixed assets	2,972	3,671
Movements in working capital:		
(Increase)/decrease in stocks	(1,456)	522
Decrease in debtors	18,528	22,511
(Decrease)/increase in creditors	(8,206)	22,097
(Decrease)/increase in deferred income	(1,944)	1,944
Cash absorbed by operations	(35,438)	(121,927)

22 Analysis of changes in net funds

The charity had no material debt during the year.

Thank you!

At Ripple Suicide Prevention, we exist to reach people at the moment they need it most. When someone searches online for ways to harm themselves, Ripple BrowserShield steps in with a message of hope and a direct route to support.

In 2025, that happened more than 100,000 times. Ripple BrowserShield now protects 1.9 million people every week, in over 50 countries and 14 languages. Thirty-two people have told us they are still here because Ripple reached them in time.

Our voice has grown too. Our work featured in more than 120 pieces of media coverage, reaching an audience of over 323 million, and we took the case for safer online spaces directly to Government.

Behind every number is a person. Too many people still reach crisis point without the right help, so our work is far from finished.

None of this would be possible without our fundraisers, donors, partners and volunteers. Whether you ran a race, hosted an event, shared our message or made a donation, you helped save lives.

From all of us at Ripple, thank you.

Together, we are proving that hope can begin
with just one click.



Ian Hendy
Admin Coordinator
Ripple Suicide Prevention Charity

Stay connected



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Access now



Ripple Demo

Access now



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FAQs

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