

Why we exist

Alice Hendy lost her only sibling, her brother Josh, in November 2020 to suicide at just 21 years old. Josh had been researching techniques to take his own life via harmful internet searches. To ensure more help and support is given to individuals searching for harmful content online, Alice set up R;pple.

What is R;pple?

R;pple is a digital tool, which if a user searches for harmful content online, they will first be guided through a filter of breathing exercises and then simple, calmly presented strategies and forums, help lines and mental health services they can access both now and longer term: accompanied with messages of hope and encouragement to keep safe. R;pple does not track or monitor any personally identifiable information.

Why Now?

Searches for suicide hotlines have increased by **125%** since Jan 2019 (*Semrush*)

How to install R;pple



Individuals

1. [Google Chrome](#)
2. [Microsoft Edge](#)
3. [Opera](#)
4. [Firefox](#)

A video demo can be found [here](#).



Organisations

1. GPO (Group Policy Object)
2. Force installs through browser management.
3. Using a third-party management tool

The impact we've made

3,000+

Contacts engaged



1,034

Businesses engaged



300,000

R;pple downloads



12

Awards won



9

Countries R;pple has reached



10.5M

People reached through PR



24

Lives saved by R;pple



1,900+

Harmful online searches intercepted



Why should we deploy R;pple?

Corporate Social Responsibility – meet your CSR requirements



Reach a wider customer demographic and connect with other organisations engaging with the charity



Provide your colleagues with support if they are struggling with their mental health.



Promote a positive brand for your organisation, one that acts and prioritises staff wellbeing.



Testimonials



"The passion and heart behind this project is truly awe inspiring. The R;pple tool is an innovative solution to the problem of vulnerable people using the internet to access harmful content that is providing support and saving lives."



"You're inspiring people. You're putting hope out in the world. You're de-stigmatizing mental illness. We're incredibly grateful to know you."



"We value the tremendous work you are doing – putting vision into practice every day to help provide a safety net around those in crisis. Thank you isn't enough – and please know you are all appreciated so much."

Socials



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