

**DITCH
THE LABEL**

**WELCOME TO
DITCH THE LABEL**

**Here to help young people navigate
the tough stuff.**

**GOOD
vibes
ONLY**



WELCOME TO DITCH THE LABEL

REGISTERED CHARITY NUMBER: 1156329

Growing up is tough and made even harder by the pressures that come with modern living. With 1-in-3 experiencing bullying, 7-in-10 worried about online abuse and 25% struggling with their mental health, it is clear that Gen-Z's are inundated with new and unprecedented challenges.

Born as an anti-bullying charity, Ditch the Label has grown to become a powerhouse of support and advocacy. Using a scientific and evidence-based approach, we are part of the global solution to tackling some of the issues affecting young people aged 12-25 the most, namely:

- Online and offline bullying
- Poor mental health and wellbeing
- Digital literacy
- Identity and freedom of expression
- Relationships and communication

We use cutting edge, world class research to understand the complex nature and dynamics of the core issues and then provide pioneering support and interventions to the young people who are impacted. We offer free and confidential advice and support online through our online support community, digital resources and partnerships with online platforms; such as games and social networks. We also produce and distribute free educational resources for schools and colleges; supporting teachers in talking about the tough stuff.

It is estimated that each minute, at least 4 young people will benefit from our support.

We are passionate about working with our brand partners to tackle and address the societal issues that we passionately care about. We do this in a variety of ways; from award-winning campaigns and

world-class research to pioneering online and offline interventions and support programs.

Our work with corporate partners to date has enabled us to reach over 500-million additional consumers globally and generated discussions in places such as the United Nations, the Houses of Parliament and across policy makers globally.

Our corporate partners include: Unilever, ASOS, Urban Decay, EA Games, River Island, Barclays and MTV.

If you are passionate about creating a world where young people are empowered, happy and healthy, we'd love to hear from you.

OUR WEBSITE

3.6M HITS IN 2019



OVER 1,000 SUPPORT GUIDES AND GROWING DAILY



LARGEST ONLINE GEN Z SUPPORT COMMUNITY



TOP COUNTRIES: U.K., U.S.A, CANADA, AUSTRALIA AND PHILIPPINES



300% YEAR-ON-YEAR TRAFFIC GROWTH

TRAFFIC SOURCES:

ORGANIC: 50%, PAID: 19%, SOCIAL: 13%, DIRECT: 10%, REFERRALS: 7% & EMAIL: 1%.

our SOCIAL MEDIA

A GROWING COMMUNITY OF **300K+ PEOPLE**



PLUS...

A NETWORK OF OVER 200 INFLUENCERS AND AMBASSADORS
RANGING FROM MICRO-COMMUNITIES TO 20M+



Facebook

- > 157k page followers
- > 145k page likes
- > Up to 20k engagements a day
- > 60m video views



Instagram

- > 65k followers
- > 2.7k average image likes
- > 5k monthly follower growth
- > Over 100 influencer partners



YouTube

- > 43k subscribers
- > 16m video views



Twitter

- > 34k followers
- > 800k average monthly impressions
- > Average of 1.5k RTs, 2k likes and 485 mentions per month



our MEDIA PROFILE

APPROXIMATE PR VALUE OF **£8.9M PER ANNUM** 

RELATIONSHIPS WITH OVER **250 INFLUENCERS AND CELEBRITIES**

 **REGULAR BROADCAST, RADIO, PRINT AND DIGITAL MEDIA**



RECENT COVERAGE INCLUDES...

BBC

itv

sky news



BBC
RADIO

1

theguardian

THE INDEPENDENT

Daily Mail

The New York Times

Mashable

COSMOPOLITAN

The LADbible

UNILAD

VICE

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