DITCH THE LABEL

Corporate Deck
Welcome to Ditch the Label
We’re the global youth charity and are here to support young people aged 12-25 through the issues affecting them the most.

This Corporate Deck is a general introduction to Ditch the Label and our work.
HELLO AND WELCOME!

Dr. Liam Hackett, Chief Executive Officer

It is my pleasure to introduce you to Ditch the Label. Born from my own experiences of bullying and the struggles that come with growing up, Ditch the Label has grown to be a leading force of empowerment and advocacy for millions of young people across the globe.

Ditch the Label was launched on a series of founding principles that are still deeply embedded within our DNA and the ways in which we engage, and support young people. Those are:

1. Practical support and education that isn’t patronising
Whether it’s direct support provided online or education delivered in the classroom, we are committed to giving the best possible interventions that create measurable and long-lasting impact. We work hard to genuinely help young people navigate some of the biggest challenges in their lives in ways that are authentic, empowering and young person centred.

2. Strong engagement with Gen Z’s led by their needs
We believe that it is vital to continuously demonstrate to our young people that we understand them and are here as allies to help them navigate whatever it is they are struggling with. Whether that’s their mental health, bullying, identity or relationships, we use language that they understand and deliver interventions in environments that feel native and familiar to them. What we do is constantly evolving based on the changing demands of young people.

3. Thought leadership and understanding of emerging issues
Each year, we measure the thoughts, opinions and ideas of thousands of young people to best understand the current and emerging challenges that they are facing. We use this research to continuously inform our interventions and as a powerful tool for innovation.

4. A positive influence on society
Many of the issues that we deal with; such as bullying, online toxicity and low self-esteem are preventative. This is why we are so passionate about using public facing campaigns and education to positively influence societal attitudes and behaviours as a means of prevention.

We recognise that in order to achieve many of these goals, it is essential to partner with brands, corporates, NGO’s and other stakeholder groups in order to best support and benefit young people.

Over the years, I have been fortunate enough to work with an amazing collective of deeply passionate brands who share our vision of empowering and supporting young people through a range of different challenges. These include Unilever, EA Games, Barclays, MTV, ASOS and Tumblr, amongst many others. These partnerships have enabled us to reach millions of additional young people and further our goals beyond what would have been possible without them.

What I have learned from the 10+ years of working on these partnerships is that there is a lot of good in the world and so many passionate people and brands that want to do the right thing and create powerful initiatives. Whether that’s through new education resources, public awareness campaigns, direct support, or collective thought leadership.

The key to success is quickly establishing a mutual mission and KPI’s and using that to co-create initiatives. We operate a mutually beneficial partnership model here at Ditch the Label and want your organisation and employees to also benefit from our work together. The magic happens when we’re all aligned towards a common goal and work together to achieve it.

I hope that you will find this introduction presentation helpful. If you have any questions, require further information or would like to chat about ways in which we can work together, please do not hesitate to contact us.

We look forward to hearing from you,

E: Hello@DitchtheLabel.org
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:

- Bullying prevention and support
- Online abuse and toxicity
- Harassment and equality
- 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 and the young people we support deeply 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 people globally and generated discussions in places such as the United Nations, the Houses of Parliament and across policy makers globally.

Our brand partners include: Unilever, ASOS, Schwarzkopf, 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.
1. RESEARCH

We regularly survey young people and analyse big data to accurately understand the current and emerging issues affecting our audience.

Examples:
> www.DitchtheLabel.org/research

2. SUPPORT

We provide powerful direct support to young people. Examples include our dedicated online support community, the free toolkits on our website and direct support through most major social networks.

Examples:
> www.DitchtheLabel.org
> https://forums.DitchtheLabel.org
> www.DitchtheLabel.org/report

3. EDUCATION

We produce high-impact education interventions designed to equip young people with the knowledge, advice and tools that they need to navigate issues such as: bullying, mental health, unconscious bias and digital literacy.

Examples:
> www.DTLED.org

4. CAMPAIGNS

Our campaigns, often in partnership with brands are designed to positively influence societal attitudes and behaviours, whilst raising awareness on important issues.

Examples:
> www.DitchtheLabel.org/campaigns
AN INDICATION OF ANNUAL IMPACT

- **5.1M** MILLION VISITS TO THE DITCH THE LABEL SUPPORT HUB BETWEEN 2019-2020
- **7,870** ONE-TO-ONE SUPPORT SESSIONS DELIVERED IN 2020
- **8,220** PIECES OF HARMFUL CONTENT REMOVED FROM SOCIAL MEDIA IN 2020
- **23K** REACHING AN AVERAGE OF 23K STUDENTS PER MONTH IN CLASSROOMS DURING 2020
- **+204** OVER 750+ FREE DIGITAL SUPPORT RESOURCES AND TOOLKITS FOR YOUNG PEOPLE
- **8.5M** OVER 8.5 MILLION REACHED WITH PSA CAMPAIGNS AND EDUTAINMENT IN 2020

+ OVER 300,000 SOCIAL MEDIA FOLLOWERS
HOW WE WORK WITH PARTNERS

One of the things our partners love about working with us the most, is our expertise in the co-creation of new initiatives and to truly collaborate with our brand partners. We operate a flexible approach when it comes to partnerships and whilst we already have a range of exciting initiatives and partnership opportunities available, we are also open to new ideas and ways of approaching things.

Each partner is different. Some partners prefer hands-on, whereas others like to pledge support and receive an impact report a year later. There is no one-size-fits-all approach.

We are able to pitch a selection of opportunities depending on desirable impact, areas of interest and range of support.

Feel free to get in touch to find out more!
what should we do about it?