

**DITCH
THE LABEL**

Partnership Pack



Welcome to Ditch the Label



Liam Hackett MBE
Founder & CEO

We are Ditch the Label: the digital-first youth charity, helping young people aged 12-25 to navigate the issues most affecting them. Whether that's mental health, bullying, identity, relationships, or the bits in between – we're always here.

For over a decade, we've dedicated ourselves to supporting young people. Our ground-breaking research, educational initiatives, and campaigns help elevate their voices, raise awareness of the issues they face and allow us to support them in the way they need. We know that young people are almost entirely oriented around seeking advice online when they most need help; so we provide digital safe spaces and direct, non-judgemental support in a matter of clicks. In the time it takes you to read this, at least 2 young people will have benefited from Ditch the Label support.

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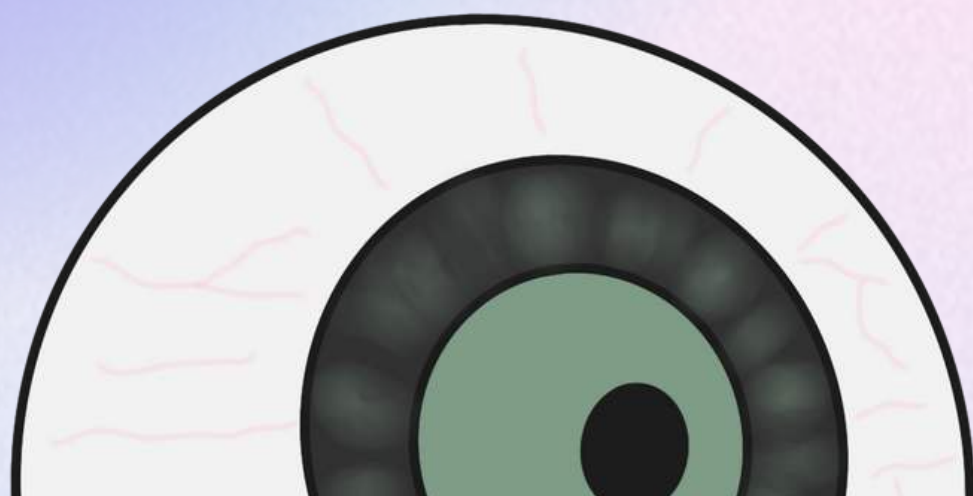


The problem

The problem is noise. The problem is toxicity. The problem is a world of chaos. Research consistently shows that growing up is now harder than ever before. Hate is at an all-time high, mental health is at an all-time low and young people are facing unprecedented challenges in both analogue and digital worlds.

In this world of overstimulation, noise and misinformation, it's increasingly difficult for young people to find and trust information and support. Gen Z's are being deprived of meaningful connection, against a backdrop of manipulation and polarising views. In a world of growing connection, this generation has never felt lonelier.

- More than one in four young people around the world feel lonely
- Online hate is at an all time high, translating into an increase in both on and offline incidents of hate and violence
- Mental health is in decline while levels of stress, anxiety and depression continue to grow
- LGBTQ+ and racist hate and discrimination is on the rise
- Social media continues to drive negative consequences for body image, mental health and loneliness



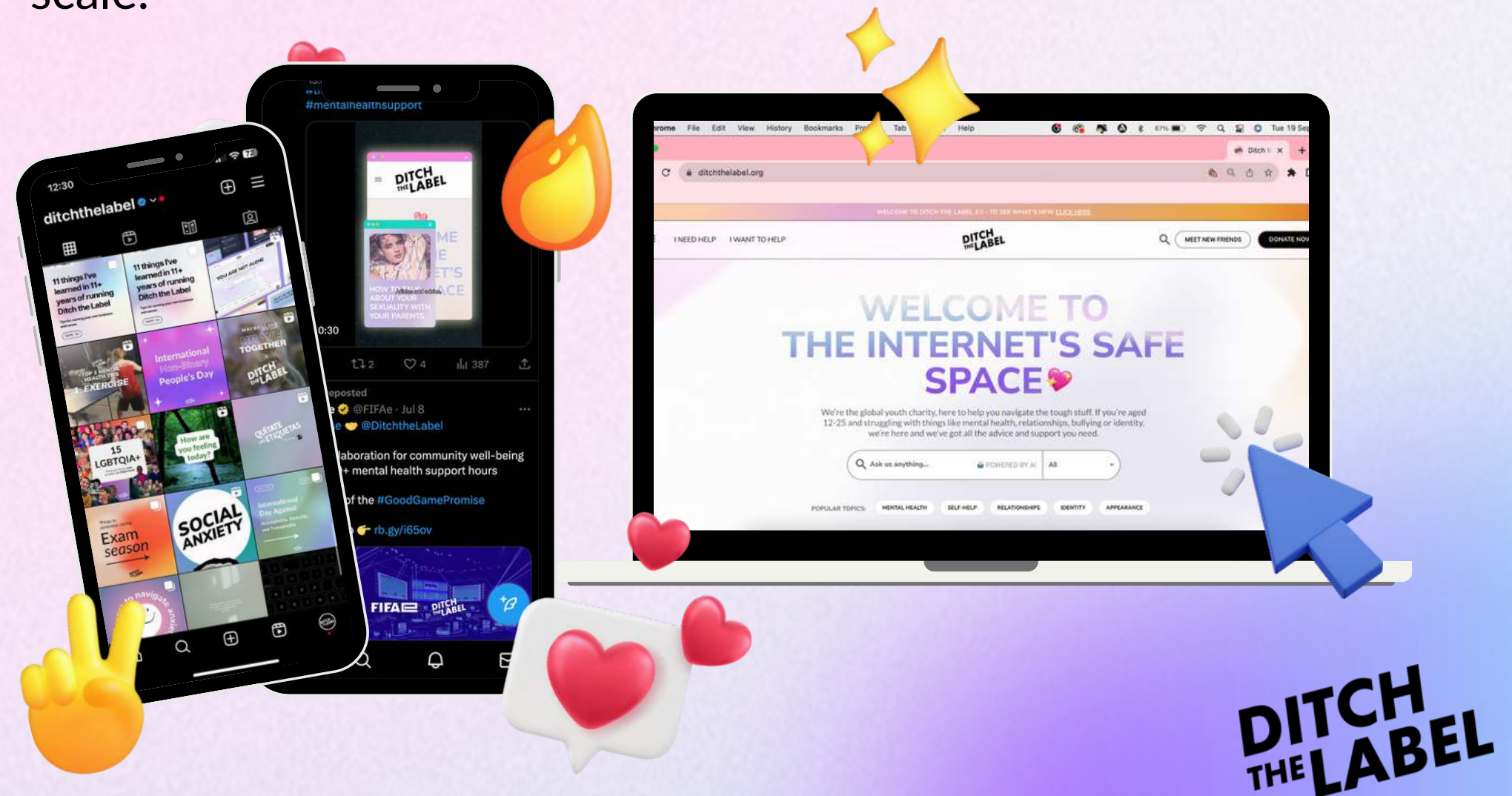
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The solution

Ditch the Label is a safe space and a break from the noise, toxicity and pressures to conform. Ditch the Label means that no young person should ever grow up feeling lonely, isolated or like nobody understands or cares. We are here, judgement free, and are ready to listen and provide empowering support.

We are the antidote to many of the modern challenges young people find themselves in and by being accessible in existing digital spaces, we are engaging with young people in ways that feel safe and familiar. Not only are we providing direct help and prevention, but we are lending our voice to advocate for the challenges young people are facing and we are standing up for their rights on a global scale.



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Research

We produce research and use big data to better understand young people, their challenges and the best ways to provide support and prevent issues from escalating.

Support

We provide an online peer-to-peer support community with free, confidential support from our team of therapists and psychologists, along with hundreds of social media and online tools and self-help resources.

Our work

Education

Each month, we reach thousands of young people in the classroom with our education programmes that are designed to empower, educate and prevent issues such as bullying, unconscious bias and poor mental health.

Campaigns

Our award-winning campaigns have reached over 180 million people globally and are designed to positively influence societal attitudes and behaviours.

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Our annual impact

1.5 million

visited ditchthelabel.org for information or support

1.2 million

received help from our guides, resources or tools

180,000

students supported in the classroom after 12,000 educators downloaded our school resources



40,000

posts made on our online community

7,000

support requests responded to on our online community by clinically trained support mentors

263

pieces of extreme, hateful, abusive or revenge porn content removed from social media

43

lives saved of young people who were either in crisis or a dangerous situation

"Thanks a million for your support. I had no one to talk to these days. I think that without someone listening and caring about what I was saying, I would have harmed myself. But I didn't because you, whoever you are, made me feel unjudged and welcomed. So thanks, for real, you saved my life."

- Anonymous community member

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Partnership opportunities

Case study: Are you living an Insta-lie?

Boohoo.com

#1

Sponsor an integrated support campaign that aligns with your brand

Co-designed and co-branded

Based on data and insights from young people

Launches at a key moment or awareness day



Our viral campaign raised awareness of the challenges young people face every day on Instagram navigating social media vs reality - and the support we provide from comparison culture to body image, relationships, bullying and more.

82 million video views

950,000 likes 70,000 comments

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Partnership opportunities

#2

**Sponsor year-round support
for an issue that's important to
your brand**

Mental Health

Bullying

Relationships

Identity

Any issue most affecting young people today

**Case study: Express Yourself
got2b**



Our new co-branded Self-Expression Hub, articles and social media support will guide young people through a self-discovery journey to empower them to embrace, showcase and celebrate their unique identities.

Launching 2024

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Partnership opportunities

Case study: Breaking bias in schools ASOS

#3

Sponsor a support channel that aligns with your brand

Online support hub and articles

Social media support

Online Community

In school education programme

Research



We launched a collaborative school education programme about unconscious bias with free education packs for teachers - to provide students with the tools to untrain negative messaging that leads to prejudiced and hateful behaviour both on and offline.

30,000 supported on social media
10,000 supported in the classroom

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Partnership opportunities

Case study: Gamers Unite for Equal Play EA Games

#4

Sponsor a bespoke initiative

Co-designed with Ditch the Label and based on data and insights from young people
This could be a promotion, event, publicity stunt, corporate training, policy work and more



Nearly 60 percent of players have been bullied in an online game. We've helped to tackle this issue by collaborating on new policies, technology and campaigns to deliver a more fun, safe and inclusive community online.

**Games impacted include Fifa, Madden NFL,
NBA Live, Battlefield & Mass Effect**

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Why partner with Ditch the Label?

Build trust and brand loyalty from Gen Z

where 83% want brands to take a stance on social issues* and 75% of shoppers prioritise ethics and values over price**

Reach, engage and support millions of young people

across our platforms that have reached over 160-million people globally

Gain access to valuable data, information and advice

on the issues most affecting your community from our team of experts

*Merkle, Consumer Behaviours Report 2022 **Alchemy, Future of Retail: Is Generation Z leading the way? Report 2022

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Thank you!
We'd love to talk
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