



THE CYBERSMILE FOUNDATION

CORPORATE PARTNERSHIP PROGRAMME 2015

THE CYBERSMILE FOUNDATION IS A MULTI AWARD WINNING ANTI CYBERBULLYING NON-PROFIT ORGANIZATION. COMMITTED TO TACKLING ALL FORMS OF DIGITAL ABUSE AND BULLYING ONLINE, WE WORK TO PROMOTE DIVERSITY AND INCLUSION BY BUILDING A SAFER, MORE POSITIVE DIGITAL COMMUNITY.

Through education and the promotion of positive digital citizenship we reduce incidents of cyberbullying and through our professional help and support services we enable victims and their families to regain control of their lives.

Founded in 2010, by the parents of children directly affected by cyberbullying, Cybersmile has grown to become the worlds leading anti cyberbullying non-profit organization.

Our educational programs, support services and messages of hope and positivity reach millions of people around the world each year, whilst maintaining our core values of integrity, equality and compassion – the Cybersmile hallmark.

Our mission is a simple one; we believe that everyone should be able to enjoy being part of the new connected online world. Regular and productive use of the Internet has become essential to a healthy social and personal development.

Unfortunately, cyberbullying and digital abuse is increasing, holding many back from enjoying the benefits that this connected community can provide. Our current online environment lacks the balance and social rules of engagement that have been cultivated over generations, governing the behaviour and relationships in the communities where we live, play and work – the physical world. A safe and positive digital future.

Policing, monitoring and internet restrictions can only go so far, although useful additions to any internet safety policy, they are not adequate substitutes for a thorough understanding of cyberbullying and its related issues such as netiquette and emotional intelligence.

The Cybersmile Foundation are committed to helping everyone realize their true potential by supporting those that are bullied online, changing the behaviour of the bullies themselves and through education – preparing this and further generations forward.

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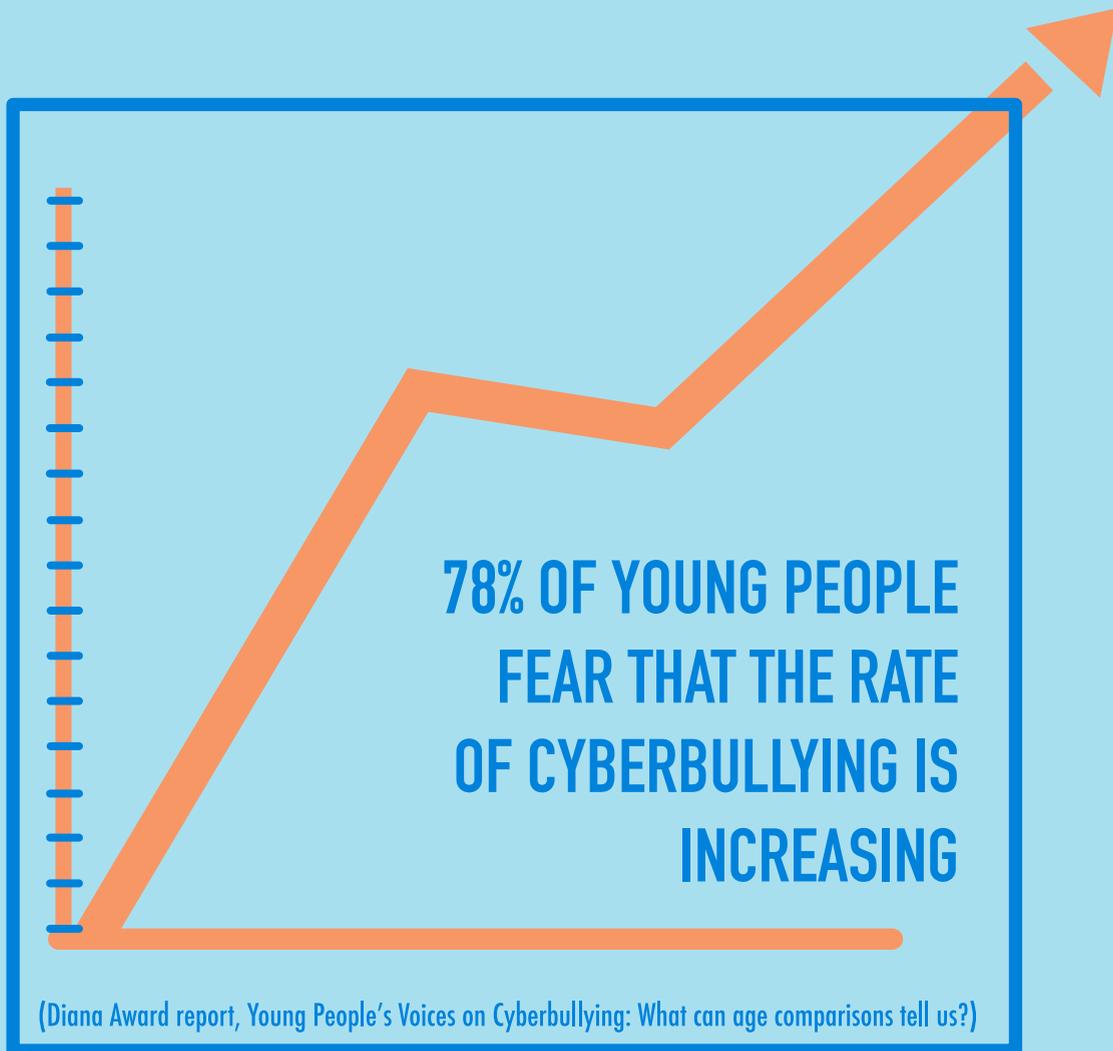
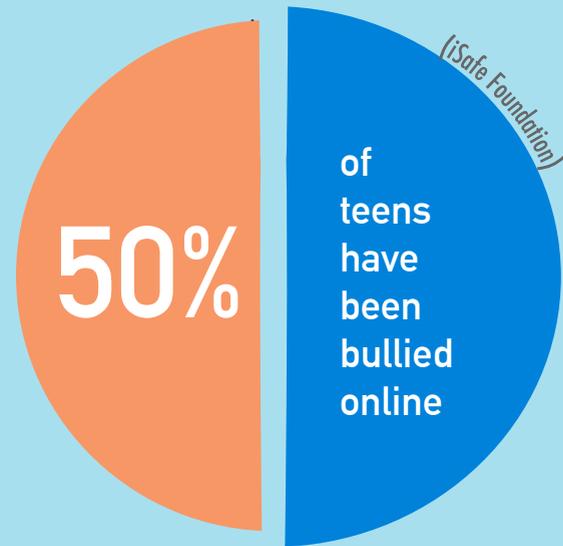
CYBERBULLYING & DIGITAL ABUSE

The effects of cyberbullying and digital abuse are commonly seen in media reports across the globe highlighting the devastation caused to the family, friends and colleagues of a loved one unable to cope with their experience of bullying online.

One of the most harmful facets of bullying online is the lack of respite that conventional bullying victims might experience when reaching the relative safety of their family home, with cyberbullying the problem follows; it follows wherever technology can reach.

Simply not using technology isn't an option for most, especially for entire generations of children and teenagers that have never experienced life without it; social media is an essential part of our children's social growth and development.





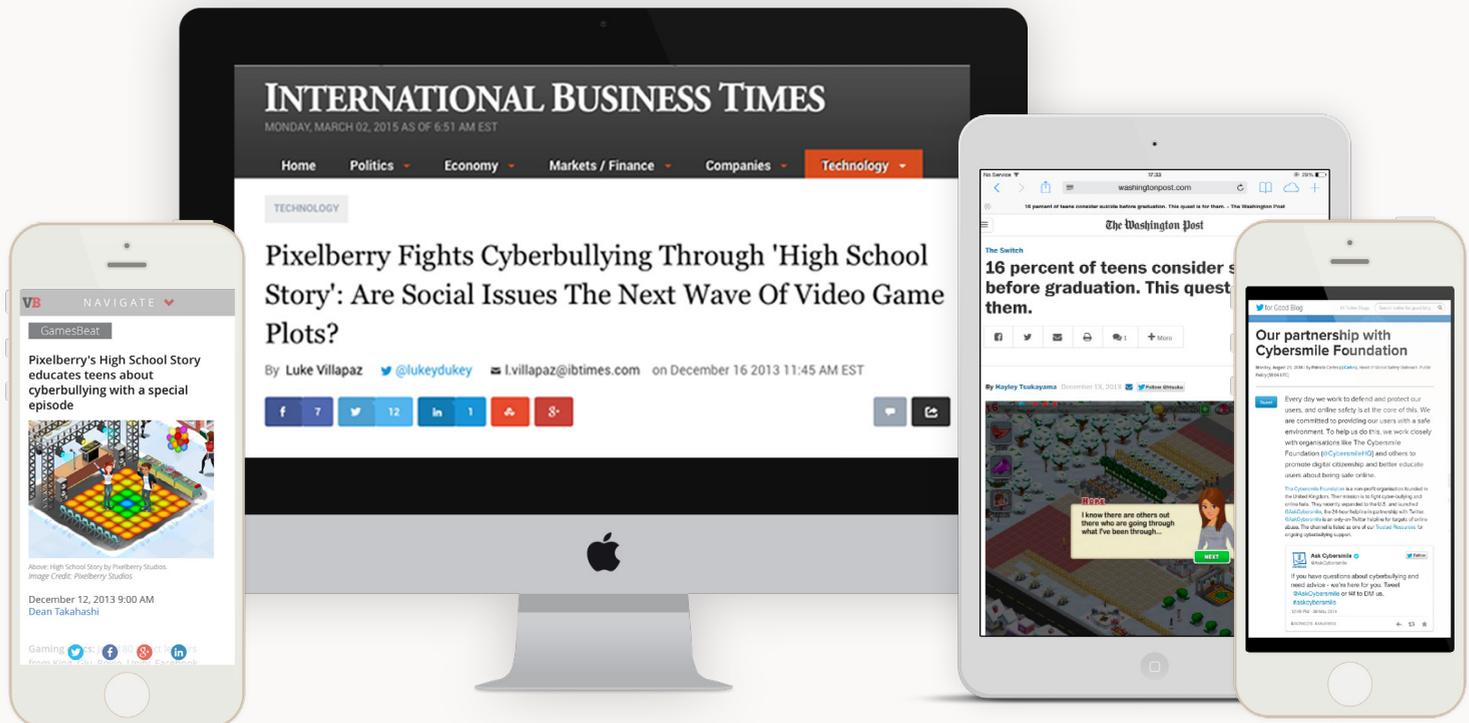
PARTNERING WITH CYBERSMILE

PARTNERING WITH THE CYBERSMILE FOUNDATION WILL POSITION YOUR BRAND AT THE VERY FOREFRONT OF THE GLOBAL SEARCH FOR AN ANSWER TO THE FASTEST GROWING SOCIAL ISSUE OF CURRENT TIMES.

By aligning with us your brand will benefit from exposure to a wide spectrum of society including teenagers, adults, children, families and professionals. Your workforce and customers will no doubt include many parents and young people – two groups regularly affected by cyberbullying issues and by choosing to create a partnership with The Cybersmile Foundation you will not only be

enhancing your brand's social responsibility strategy but also showing a real commitment to issues directly affecting your client base, employees and the wider community as a whole.

Your company will be associated with the very essence of our unique movement: kindness, compassion, mutual respect, happiness and positivity.



PARTNERSHIP BENEFITS

CYBERBULLYING HAS BECOME ONE OF THE MOST WIDELY REPORTED SOCIAL ISSUES IN THE MEDIA TODAY.

This trend is predicted to increase in coming years as younger and younger children access the Internet without a full understanding of the inherent dangers that exist online.

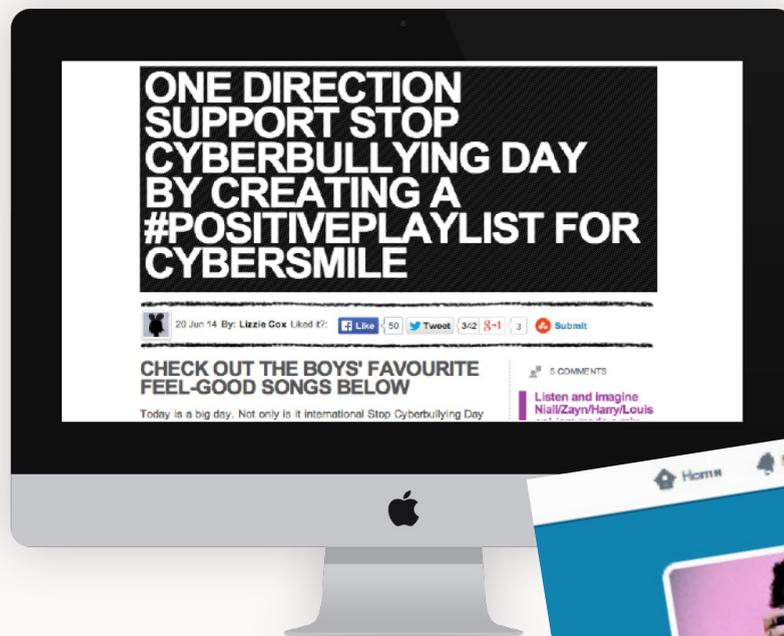
The Cybersmile Foundation are one of the world's leading voices for cyberbullying related issues and regularly contribute to various news publications across the world, by partnering with Cybersmile you will benefit greatly by being aligned with our unique media presence.

Some of the opportunities enjoyed by official Cybersmile partners include:



ANNOUNCING OUR PARTNERSHIP

A press release announcing our partnership and commending your brand's commitment to tackling cyberbullying. We will reinforce this with a news story on our website and full social media support.



SOCIAL MEDIA PROMOTION

News, updates and promotions surrounding our partnership will be heard by over 100,000 of Cybersmile's digital subscribers and amplified by our celebrity followers

PARTNERSHIP BENEFITS

PARTNERSHIP BENEFITS

Your Tweets earned **3.4M impressions** over this **28 day** period



PR AND MEDIA OPPORTUNITIES

Our PR team will work with you to ensure maximum yield from our partnership

VISUAL BRAND ALIGNMENT

The unification of our brands will offer your company an unrivalled advertising opportunity. We will work together to ensure maximum impact for your brand



CORPORATE INTERACTION

Staff interaction has proved very rewarding in previous partnerships. We have found corporate interaction to be beneficial for both parties - strengthening the partnership. Some of the opportunities our official partners benefit from include:

School visits to meet the children and staff that use our services and materials

Regular newsletters showing how your support is making a real quantifiable difference to The Cybersmile Foundation and the lives of the cyberbullying victims

Volunteering Opportunities

Unique Team Building Opportunities



Sugarscape staff fundraising for Cybersmile

Awareness and Fundraising Opportunities



Patricia Cartes, Head of Global Trust & Safety Outreach, Public Policy at Twitter after completing the London 10k Run for The Cybersmile Foundation



CURRENT PARTNERSHIPS

“We decided to partner with The Cybersmile Foundation not only because cyberbullying is a problem affecting many of our readers, but because Cybersmile have a unique ability to understand the teenagers and young adults of today. Through various initiatives and teaming up with relevant celebrities Cybersmile have gained credibility in the fickle world of social media, allowing them a position of influence over today's youth. It's been the perfect partnership for us, both staff and readers have come together to support Cybersmile and have even done fundraising together! With their incredible teen engagement and the way they have made being nice to each other cool, we are hugely excited about our future together”

Lizzie Cox
Editor, Sugarscape

SugarScope

“The Cybersmile Foundation is one of our main partners worldwide. Their feedback and support have been instrumental to us as we have continued to grow. Their initiatives help bring home a very positive messaging amongst young users. Cybersmile's insight into online abuse, swift support and ongoing collaboration with Twitter make them a key partner for us”

Patricia Cartes
Head of Global Trust & Safety
Outreach, Public Policy at Twitter



“When looking for organisations to form partnerships with we look for groups who are dynamic, innovative and inspiring but also who create a huge positive impact, with just a dash of brilliance. The Cybersmile Foundation is an incredible example of our criteria.

Inspired by their determination and dedication to provide expert help and support for cyberbullying victims and their families, we are extremely proud to be partners with The Cybersmile Foundation”

Adelle Scott
The Bodyshop

“Partnering with Cybersmile has been an amazing experience, after announcing our partnership we saw a 16% increase in player numbers and an 18% increase in revenue. They have been incredibly responsive to work with, helped us grow our social media presence and because of our partnership with them, news of our story has been published through media outlets such as The Washington Post, International Business Times and VentureBeat. They effectively used celebrities to tweet about our partnership reaching millions of people and even arranged for One Direction to be involved in our game. Most importantly, knowing that our partnership has changed and even saved lives has been incredibly rewarding”

Oliver Miao
CEO Pixelberry Studios



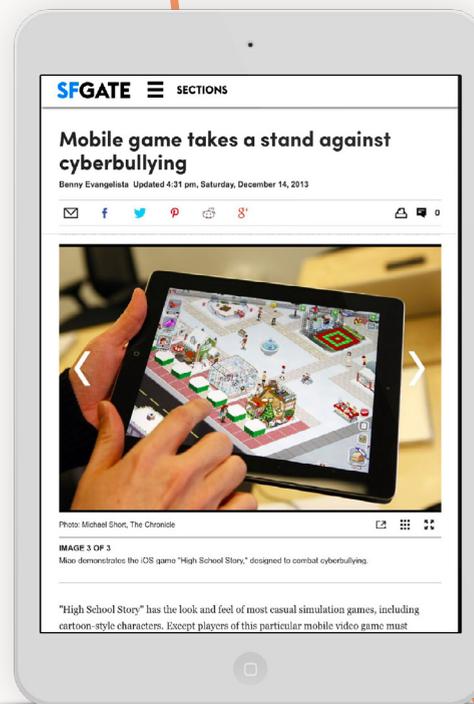
PARTNERSHIP CASE STUDY 1

PIXELBERRY STUDIOS BEGAN THEIR PARTNERSHIP WITH CYBERSMILE IN NOVEMBER 2013, LAUNCHING A CAMPAIGN IN THE IOS VERSION OF THEIR GAME, HIGH SCHOOL STORY. ORIGINALLY PLANNED TO LAST 30 DAYS, SUCCESS OF THE PARTNERSHIP SAW IT EXTENDED FOR A FULL 12 MONTHS.

Players supported the cause by purchasing virtual in-game items including premium currency, a banner and Cybersmile branded t-shirts. Pixelberry also replaced their usual starter package with a Cybersmile starter package, keeping the price the same and adding the Cybersmile banner as a bonus decorative item. The Cybersmile starter package quickly became one of the most popular items for purchase in the game.

Downloads of educational content increased over 20%

The partnership saw a 36% increase in visitors to the Cybersmile help centre



Social media campaigns attracted over 40,000 new digital followers to High School Story social media channels'

During the partnership, Pixelberry donated more than \$350,000 to Cybersmile through the generous support of their players

4 million young people were educated about cyberbullying with hundreds of thousands being helped through the Cybersmile support services

CYBERSMILE TESTIMONIALS



"The Cybersmile Foundation is such a wonderful organisation. It is not only a charity, but is also a community to those who have been/are affected by cyberbullying. It is a very positive community where the bullied people can be safe and have harmless

and positive interaction with those in similar circumstances and those that care a great deal. In addition, the professional team at Cybersmile and the followers of the charity called "Cybersmilers" provide those who are bullied with much helpful advice and protection and is easily accessible to anyone. It's a safe haven!"

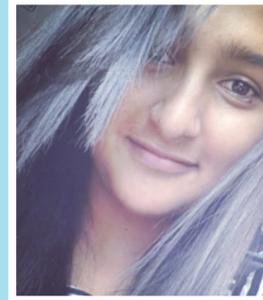
**SAMANTHA AREVALO,
ONTARIO, CANADA**



"Cybersmile, if it wasn't for you guys I wouldn't have had the courage to see a counsellor about my depression, low confidence and low self-esteem. You have helped put this smile on my face. You are my heroes and I am happy to

say that #IMACYBERSMILER. I really hope that others can get the help from you guys like I did

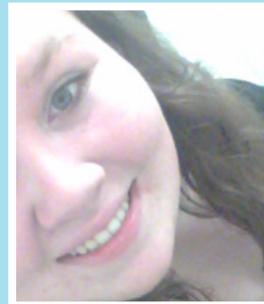
**RUBY HARRIS,
SUFFOLK, ENGLAND**



"I just wanted to say that The Cybersmile Foundation is the best charity with the best ways of bringing everybody together, this helps people who have/are being cyberbullied, self-harm, eating disorders..... When I started to feel sad, not

happy with myself and was being bullied, this charity helped me, gave me advices and answered every single email I sent, they taught me to stay strong! THEY SAVED MY LIFE! Now i'm getting my life back on track and feeling better thanks to them :) Thank you so much, I am a damn proud CYBERSMILER!"

**SILVIA OROZCO,
HEREDIA, COSTA RICA**

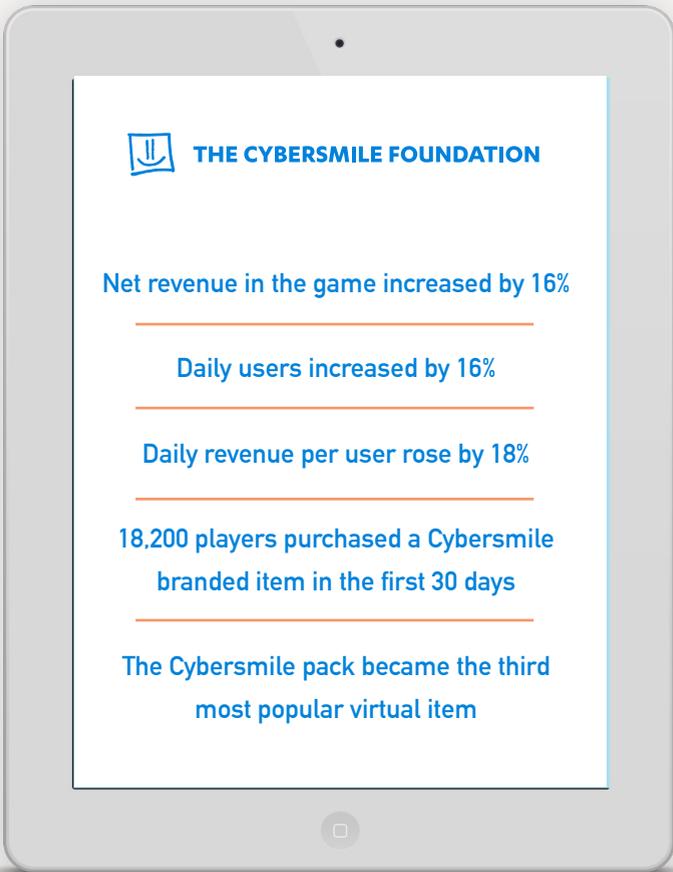


"TheCybersmile Foundation is amazing. I have been online bullied before, and bullied in person. Life can be hard, and people can be mean, but you just have to pick your head up. No one deserves to be bullied and no matter who you are or what you are going through there will always be someone willing to help.

I love this organization because they help people, who then help someone else and it becomes like an explosion of happiness that never stops. I want to encourage you to support this foundation and help them grow. Become a Cybersmiler and spread the love and happiness. I can proudly say that I AM A CYBERSMILER, and I am so thankful a website like this exists. I will continue to support this Foundation and inform everyone I know about the wonderful work they are doing. <3 If you are being bullied, please don't hesitate to talk to someone. I Promise it will change your life!"

**KATY MURPHY,
FLORIDA, USA**

PARTNERSHIP CASE STUDY 2



Comprehensive global press coverage in publications including the San Francisco Chronicle, Fast Company, TechCrunch, The Washington Post, VentureBeat, Inside Mobile Apps and IB Times

Cybersmile's celebrity supporters tweeted about the partnership to over 15 million followers

Cybersmile and One Direction competition hosted on High School Story platform and received over 800,000 entries

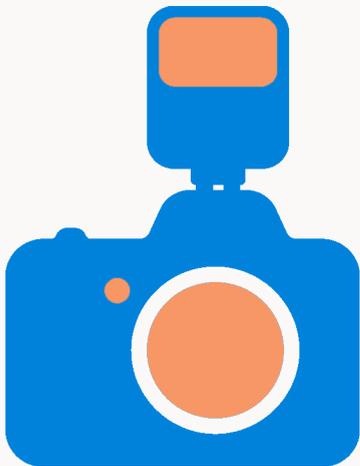


PARTNERSHIP OUTCOMES

Partnerships such as this are also a rewarding way for a company and its employees to give back, offering great CSR opportunities and a chance to contribute to new or pre-existing initiatives involving non-profit organizations.

To summarize the benefits of partnering with us:

**THROUGH THEIR PARTNERSHIP WITH
CYBERSMILE, PIXELBERRY STUDIOS
INCREASED THEIR USER ENGAGEMENT,
RETENTION AND MONETIZATION AS WELL
AS BRAND AWARENESS.**



**EXTENSIVE MEDIA COVERAGE
OF THE CHARITABLE
PARTNERSHIP OFFERED UNIQUE
EXPOSURE TO TARGET MARKETS**

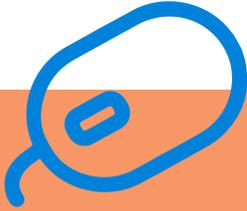


**INCREASED SOCIAL MEDIA
PRESENCE ACROSS
MAJOR INTERACTIVE
PLATFORMS**



**INCREASED LEVEL OF
ENGAGEMENT AND
RETENTION IN PARTNER
AUDIENCE**

PARTNERSHIPS AVAILABLE



WEBSITE PARTNERSHIP

Our website receives over 1 million unique visitors annually and houses the internet's largest comprehensive bank of cyberbullying resources

FLEXIBLE PARTNERSHIPS

With your new ideas and our attentive, open-minded approach to partnerships we can make great things happen

ASKCYBERSMILE

Launched in partnership with Twitter, our dedicated channel delivers help where it is needed, to those who need it most

STOP CYBERBULLYING DAY

An annual day of positivity reaching millions of people around the world, both on and offline

RESEARCH PARTNERSHIP

Groundbreaking research in partnership with world-leading institutions

DIGITAL EDUCATION PROGRAMS

These programs provide innovative, dynamic cyberbullying education for everyone, everywhere!

LICENSING AGREEMENTS

Licensing Agreements
We have a full range of licenses available ranging from single item to global exclusives



PRODUCT PARTNERSHIPS

Your product will benefit from the integrity, reliability and positivity of the Cybersmile brand

CYBERBULLYING YOUTH ADVISORY COUNCIL

We believe that with our help, children can change the world

CYBERBULLYING HELPLINE

Our 24-hour helpline is a vital resource for desperate victims of cyberbullying to reach trained Cybersmile Support Advisors

PARTNERSHIP CASE STUDY 3

Intel recently announced a five year campaign to improve diversity within the tech industry. Cybersmile, along with many of the world's leading technology companies are key strategic partners for this initiative addressing topics such as digital abuse, acquisition and retention of female professionals within the tech industry and the promotion of a more inclusive online environment.

A large part of this initiative centres around gender diversity and offering support to female consumers and professionals for issues ranging from ensuring women are given fair career opportunities to the support of those affected by digital abuse.

Being recognized as the world leaders within the cyberbullying and digital abuse fields, Cybersmile are integral to the campaign and are working to enhance the initiative by fostering an inclusive digital environment for females through education, awareness and the support of our digital abuse experts around the world.



CYBERSMILE AMBASSADORS

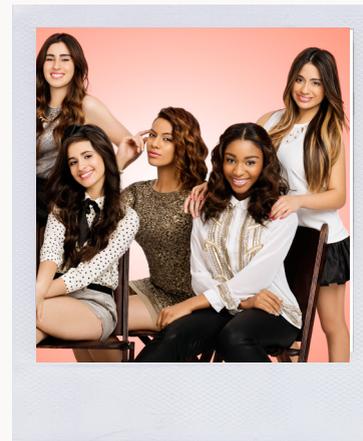
RICHARD ARMITAGE



Richard Armitage is a British film, television, theatre and voice actor. He is best known internationally for his role as Thorin Oakenshield in Peter Jackson's film trilogy adaptation of *The Hobbit* and has also starred in recent box office hits including *Captain America: The First Avenger*. Richard's loyal fanbase has also followed him through his portrayal of various characters in TV

roles including John Thornton in *North & South*, Guy of Gisborne in *Robin Hood*, Harry Kennedy in *The Vicar of Dibley* and Lucas North in *Spooks*. Richard is set to star in the new series of acclaimed US TV drama *Hannibal* which airs in 2015.

FIFTH HARMONY



Fifth Harmony is an American girl group formed on the second season of the *X Factor USA*. The group consists of members Ally Brooke Hernandez, Normani Kordei, Dinah

Jane Hansen, Camila Cabello, and Lauren Jauregui. They signed a joint deal with Syco Music, owned by Simon Cowell, and Epic Records, L.A. Reid's record label, after finishing in third place on the show.

Fifth Harmony won MTV's Artist To Watch award at the 2014 MTV Video Music Awards. Their debut studio album, *Reflection* was released in February 2015,

debuting at number five on the *Billboard 200*. Fifth Harmony has emerged as the most successful alumni from the *X Factor USA* franchise and have also been labeled the most influential contestant to come from the series.

STEPHANIE HARVEY



A five-time world champion in competitive Counter-Strike, and longtime female pro-gaming icon, Stephanie Harvey currently co-owns and plays professionally for the all-female team Ubinited. She also works full-time as a game designer for Ubisoft, having notably been part of development for *Prince of Persia: The Forgotten*

Sands and James Noir's *Hollywood Crimes*. Beyond that, she's a partner on TWITCH.TV, the biggest live streaming gaming platform, and broadcasts gameplay daily. Outside of gaming, she enjoys sports, manga and all other things geeky.

DANIELLE PEAZER

Danielle was born in London and started professional dance training at the age of 16 after having danced since she was a child. After graduating from English National Ballet School she went



on to further train herself and gain experience in the commercial field. Danielle's first commercial dancing job was for Leona Lewis at the Brit Awards in 2008; since then she has continued to work with some of the World's best Choreographers, Creative Directors and Artists. With a huge online following and

personal experience of cyberbullying, her professional credits include: Jessie J, Kylie, *The X Factor*, the Queen's Diamond Jubilee and the London 2012 Olympic Games.

Thank you for taking the time to learn more about our partnership programme, we would be honored to join forces and create a safer, more positive online environment for this generation and many more to come.

To express your interest in forming a partnership or for more information regarding specific projects please contact our Corporate Partnership Manager using the details below

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