

**PRACTICING THE SCIENCE OF**

# **HAPPINESS**



**THE CYBERSMILE FOUNDATION**

## WHO WE ARE

The Cybersmile Foundation is a multi-award winning anti-cyberbullying nonprofit organization. Committed to tackling all forms of digital abuse, harassment and bullying online, we work to promote diversity and inclusion by building a safer, more positive digital community.

Founded in 2010, Cybersmile has grown to become the world's leading anti-cyberbullying nonprofit organization. Registered as a 501(c)3 not-for-profit organization in the U.S. and as a registered charity in the U.K. – Cybersmile provides expert support, resources and consultancy to individuals, governments, corporations and educational institutions around the world.



< Search Twitter 

@laurenDee23 and @universe5 are Tweeting about this

- 1 **#FlashbackFriday**  
103,043 Tweets
- 2 **#ImACybersmiler**  
@raphaelle01, @tomdalaney54 and 20 more are Tweeting about this
- 3 **#NationalDogDay**  
33,231 Tweets

## OUR APPROACH

We work with globally recognized brands, celebrities and influencers to facilitate a truly diverse and inclusive internet, where everybody feels free to express themselves without fear of judgement and ridicule, where we can all communicate and connect with each other without being harassed, intimidated and abused.

Through thought leadership, expert educational resources, global support services, innovative creative campaigns, established influencer networks, corporate partnerships and celebrity Ambassadors, we work together for an internet that offers everybody equal access to information and education – regardless of their identity.

# WHAT WE DO



## GLOBAL SUPPORT SERVICE

Trained Cybersmile advisors from all corners of the world provide one-time or longterm support and guidance for anybody affected by cyberbullying, harassment and online abuse.



## INTERNATIONAL RESEARCH

Large and small scale studies of social media platforms, online behaviors, social trends, diverse perspectives and attitudes covering all demographics and age groups.



## ONLINE HELP CENTER

A comprehensive online Help Centre with continuous development, offering a global support community, expert contributions and practical advice to internet users and gamers of all ages.

## WHAT WE DO



Founded and coordinated by Cybersmile, Stop Cyberbullying Day is an internationally recognized day of awareness and positivity – both on and offline.



Through our educational programs and resources we reduce incidents of cyberbullying, harassment and online abuse while facilitating positive digital citizenship.

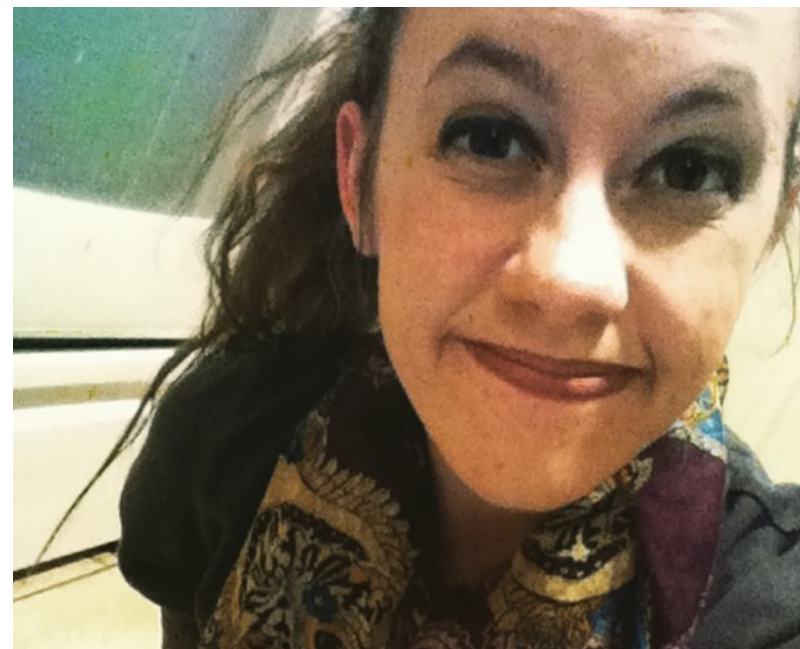


Working alongside companies and organizations of all sizes, we deliver high profile, newsworthy awareness campaigns for maximum social impact around the world.

## PEOPLE WE'VE HELPED!



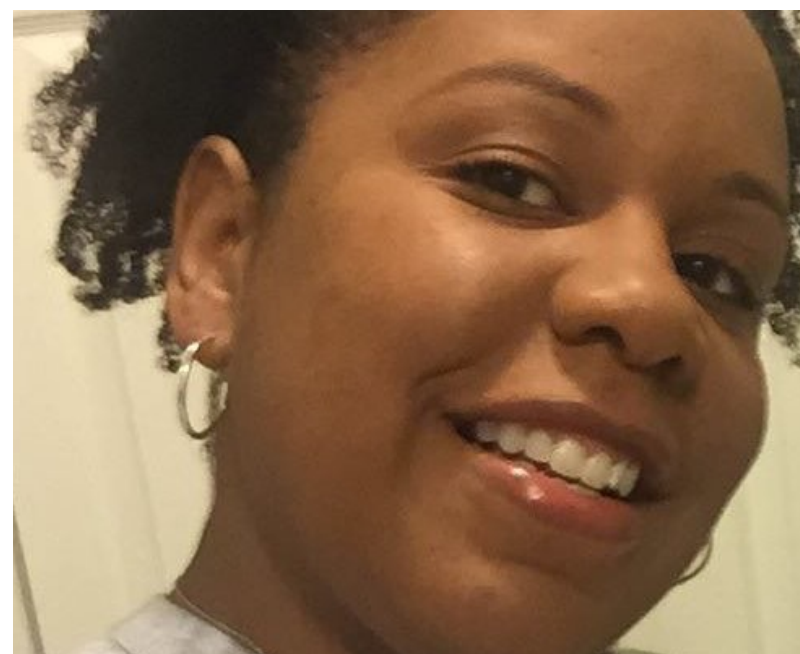
Thank you from the bottom of my heart.. I've struggled so much with bullying because I didn't have the same taste as someone else or I didn't come from a rich family. Cybersmile taught me there's nothing wrong with being who I am. I don't have to pretend to be someone I never was. Cybersmile has helped me so much. Thank you for being lifesavers.



Kani Lott, Utah, USA



In recent months I've learned that cyberbullying knows no bounds – it can happen to anyone and is not unique to children or teenagers. This is why the work that Cybersmile does is so important. The positivity and light to the world that The Cybersmile Foundation adds is immeasurable.



Nicole Herring, New Jersey, USA



Hello Kim Nathan here, half Korean and Filipino, 13 years old! I was enduring bullying for 5 months and that days are miserable. That time I don't know what to do and I am very confused. I just want to commit suicide because of my miserable life. But when I have encountered Cybersmile Foundation, I was refreshed and I am now brave. I got courage and I started to move forward.



Nathan Tumanda, South Korea



Cybersmile has taught me there's nothing wrong with me being who I am. I don't have to worry about what others think or say about my acne – I don't feel the need to edit my photos anymore! It feels great to be a part of the Cybersmile community.



Laurence, UK

## GLOBAL CAMPAIGNS



Our #FilteredLife campaign garnered 200 million earned impressions and raised awareness of Cybersmile's support services. The Late Late Show segment about the campaign has been viewed online more than 7.7 million times.

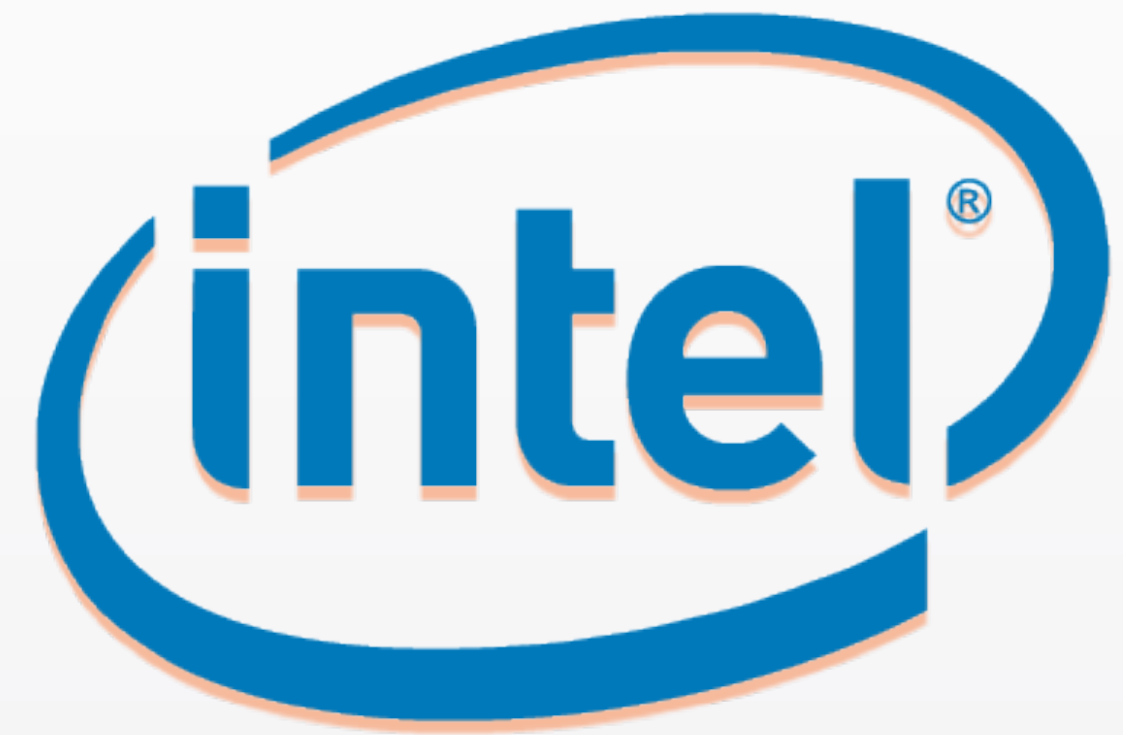


For Bullying Prevention Month, Claire's and Cybersmile teamed up internationally to deliver educational and inspiring content, supported by a number of our celebrity Ambassadors. In-store donations for the month totalled over \$57,000.



Our in-game partnership with Pixelberry Studios educated over 4 million young internet users about the dangers and consequences of cyberbullying. The campaign saw Pixelberry's revenue increase 18% and raised \$350,000 for Cybersmile support services.

CORPORATE PARTNERS



## CORPORATE TESTIMONIALS



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 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



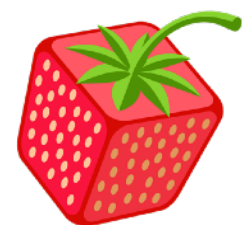
Cybersmile has already made a positive impact within our gaming community. We are seeing clear evidence of attitudinal change as a consequence of Cybersmile's messages and content. Small, subtle changes in attitude and behaviour – Small steps but giant leaps!



Lucky 7 Entertainment



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.



Pixelberry Studios

Oliver Mao  
CEO, Pixelberry Studios



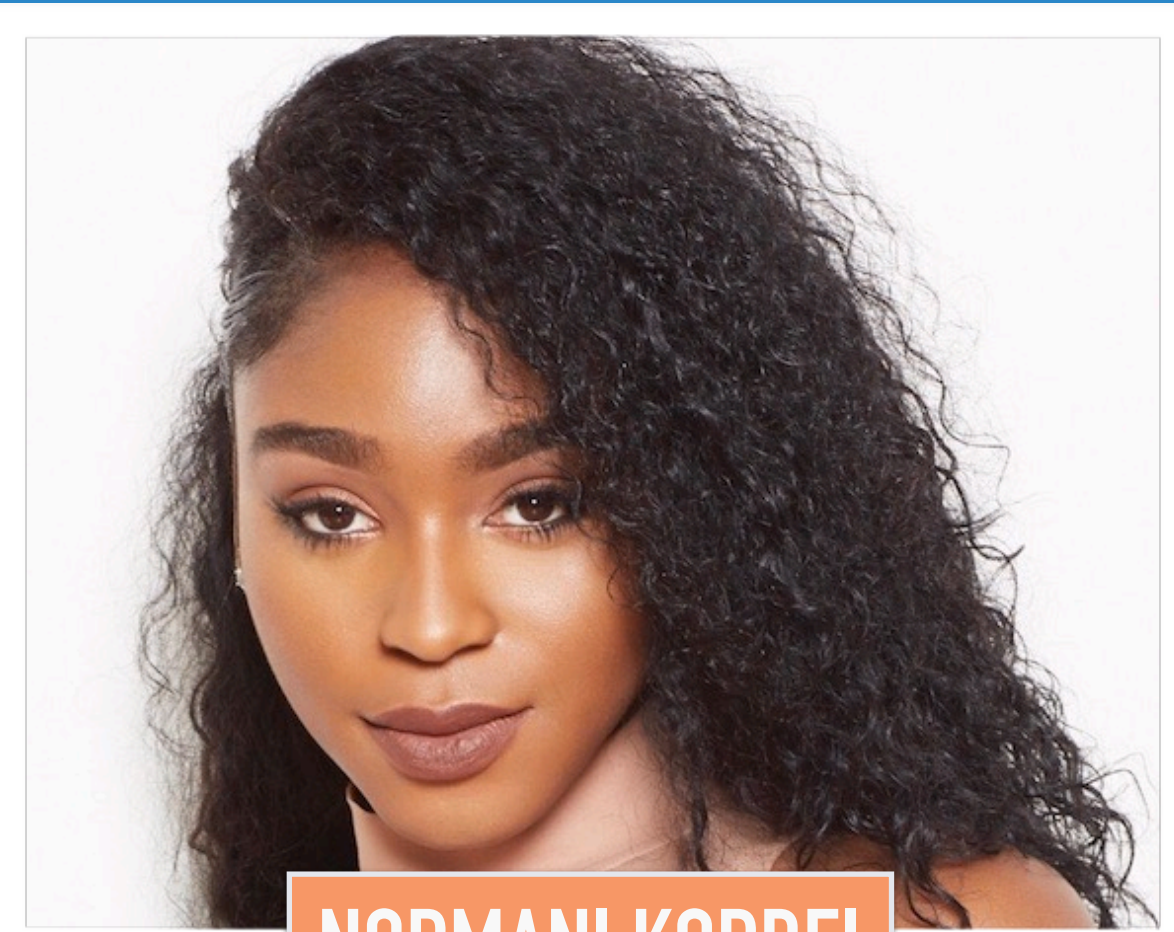
Exciting, innovative, trail blazing; these are just a few words I'd use to sum up Cybersmile and their incredible work. We are delighted to have invested in this organisation; such an incredible impact from our donations felt positively across the internet. An essential group for the issues facing today's youth and one we are proud to support.



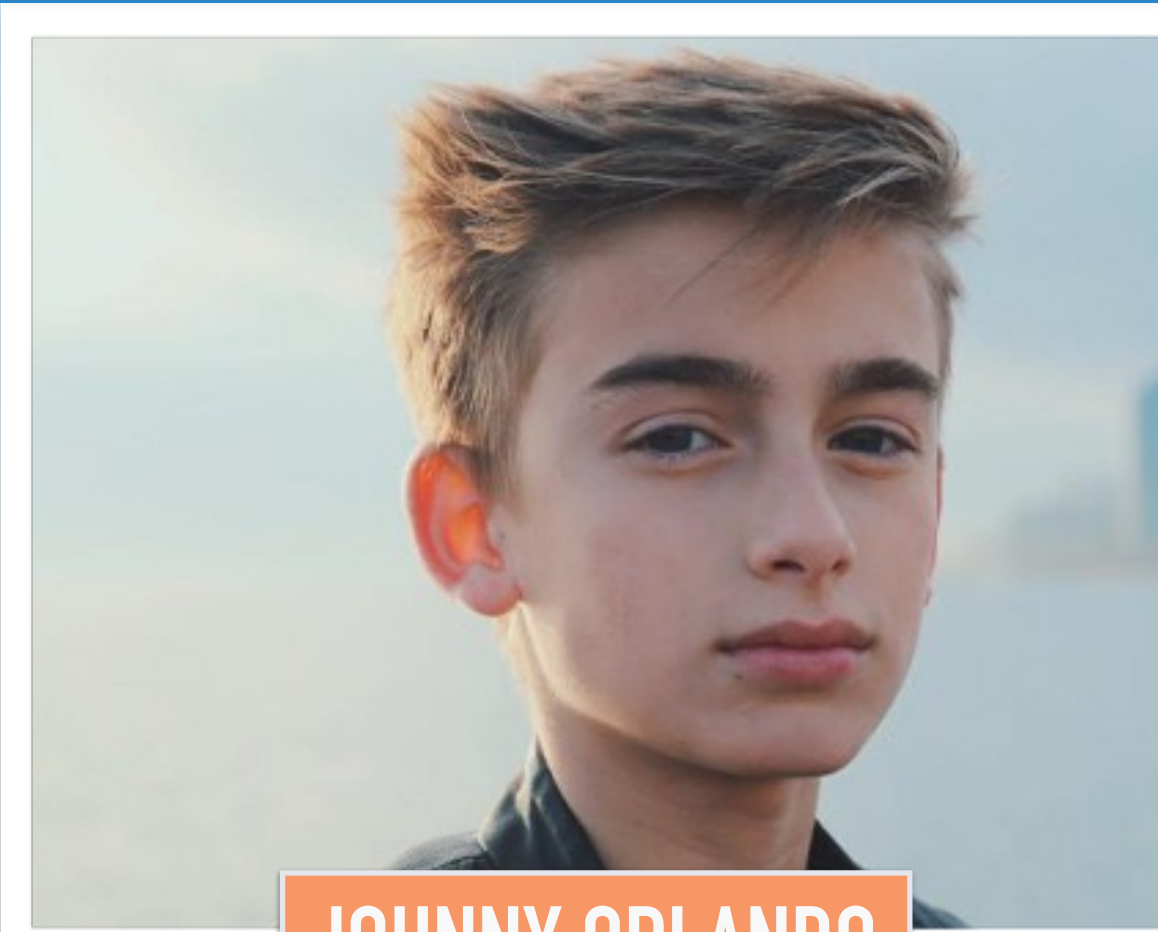
Adelle Scott  
The Bodyshop



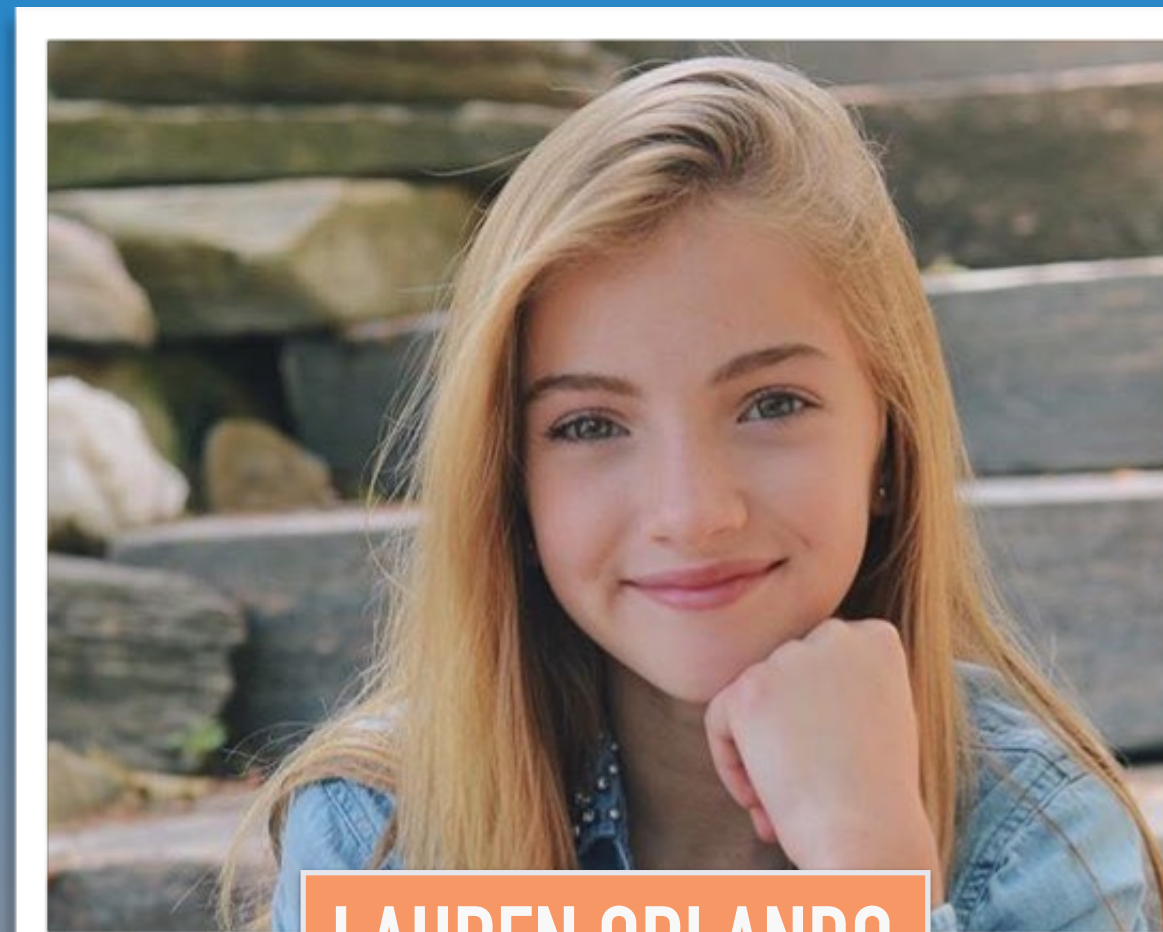
# OFFICIAL AMBASSADORS



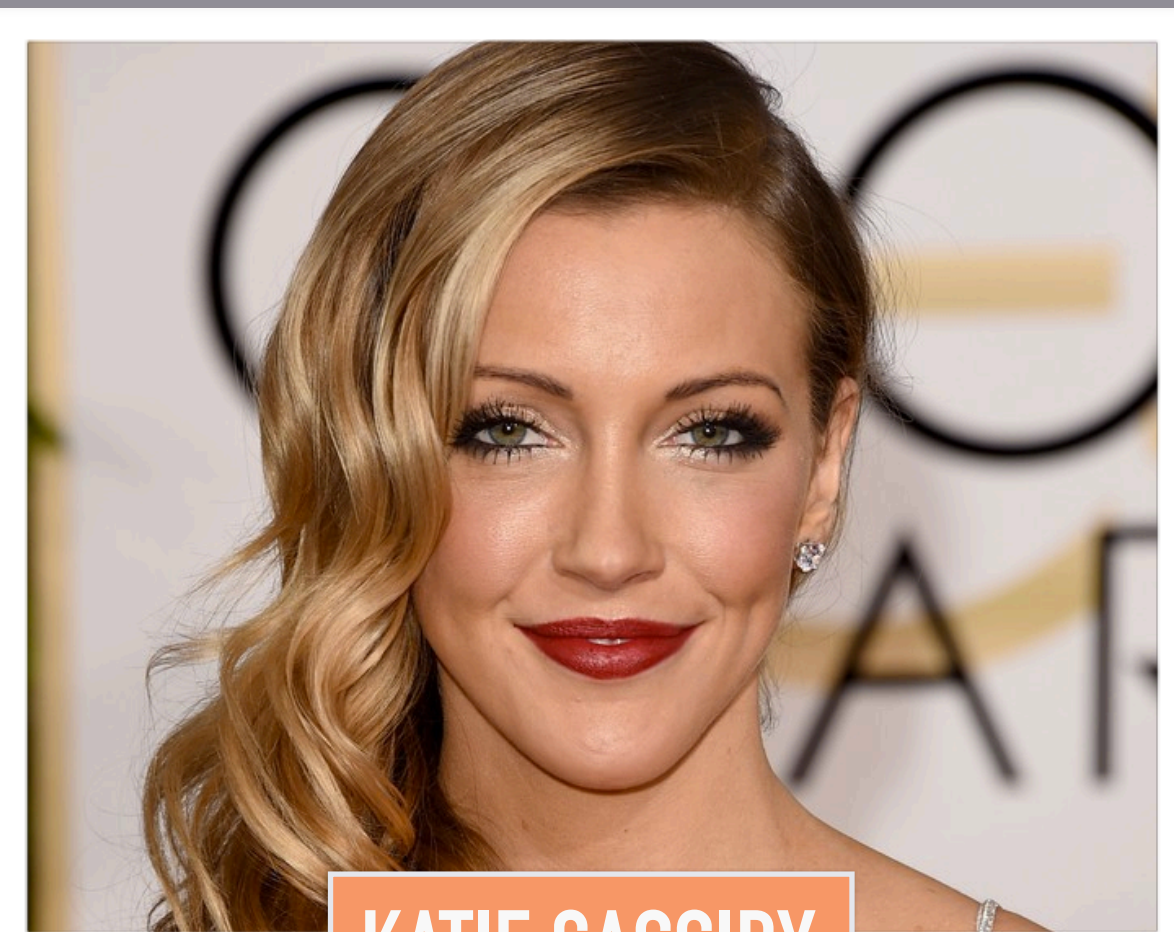
**NORMANI KORDEI**



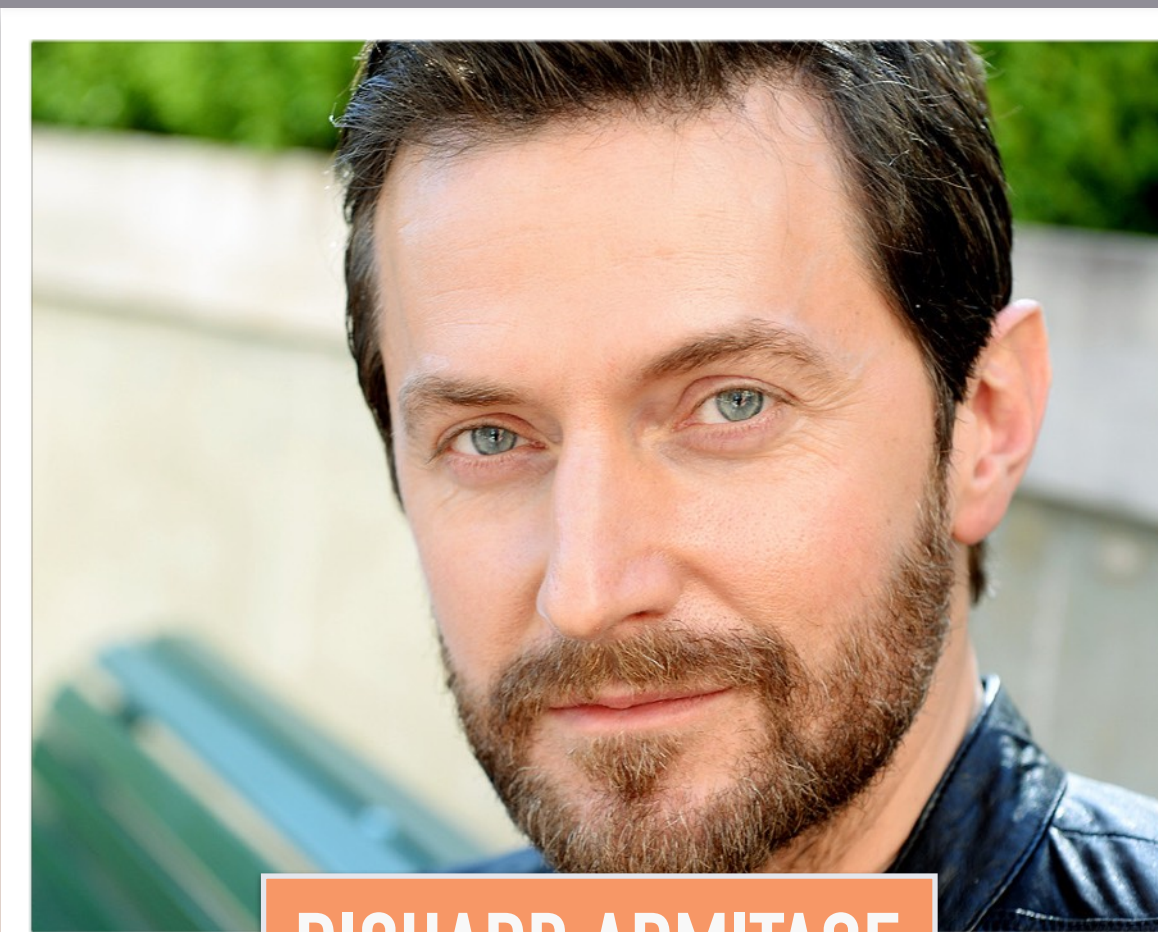
**JOHNNY ORLANDO**



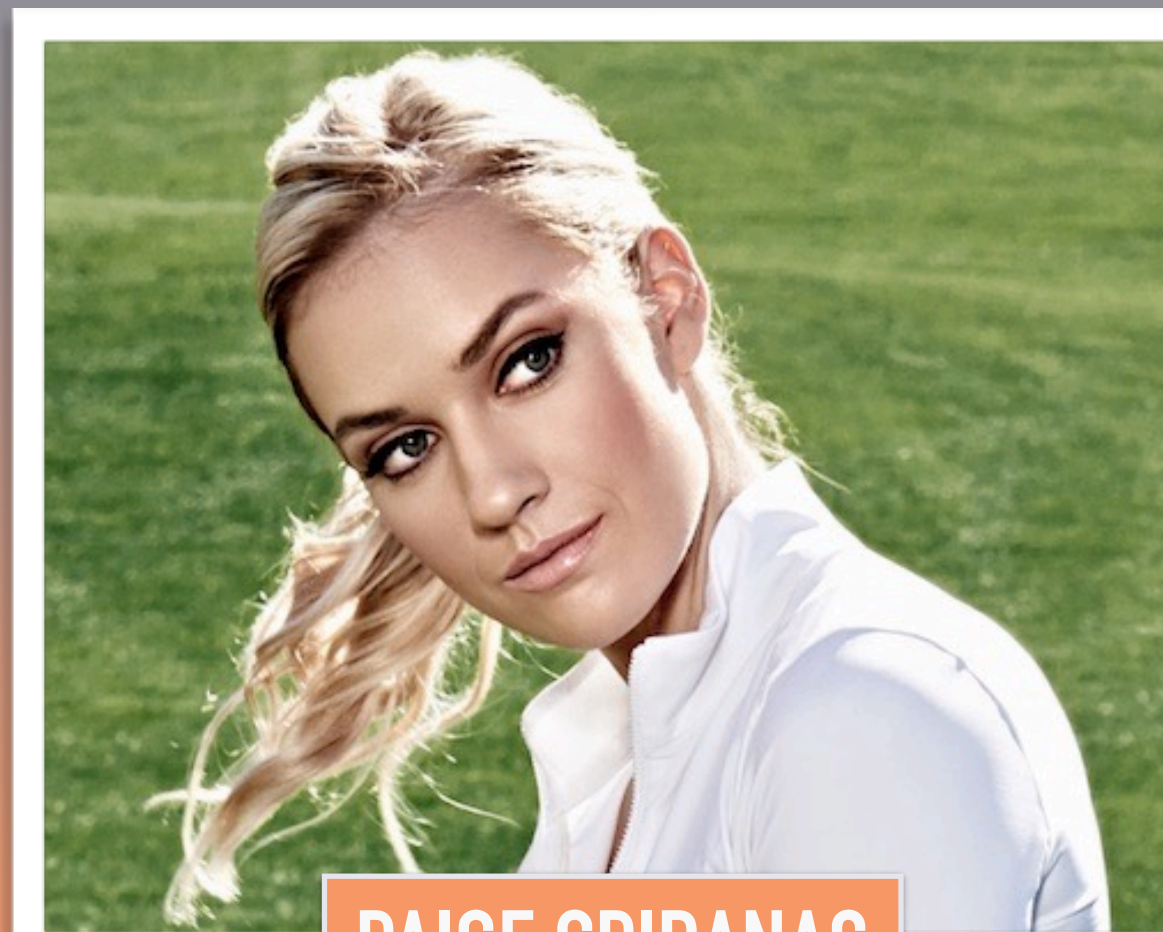
**LAUREN ORLANDO**



**KATIE CASSIDY**



**RICHARD ARMITAGE**



**PAIGE SPIRANAC**

# OFFICIAL AMBASSADORS



KATHRYN BERNARDO



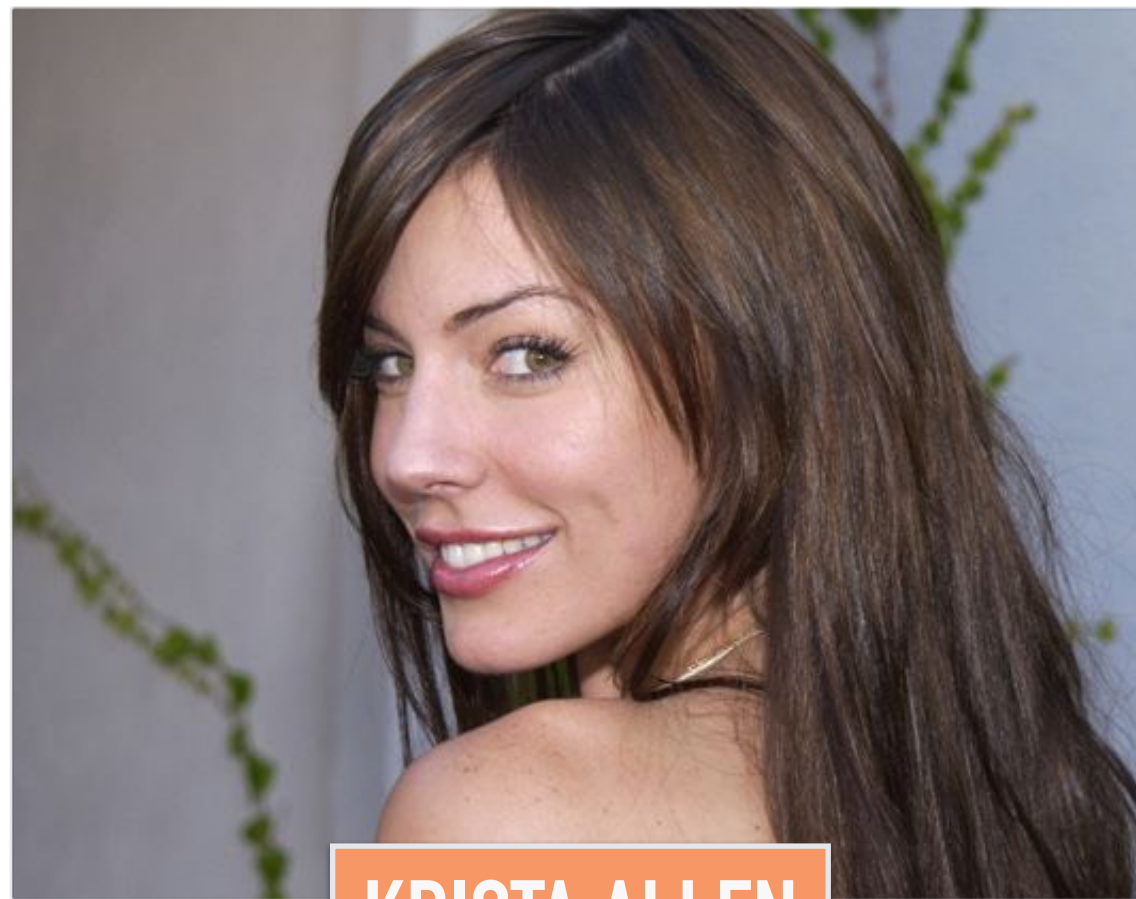
DANIEL PADILLA



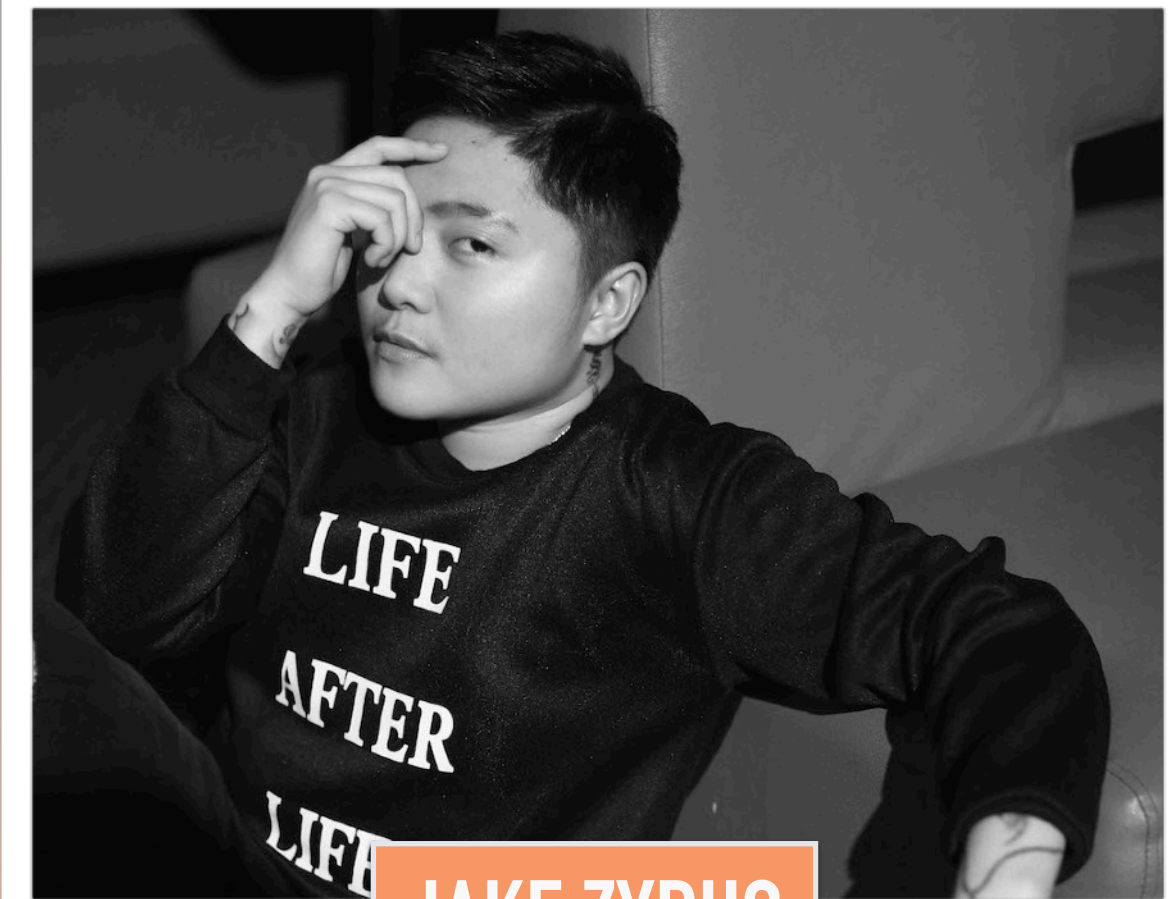
FIFTH HARMONY



STEPHANIE HARVEY

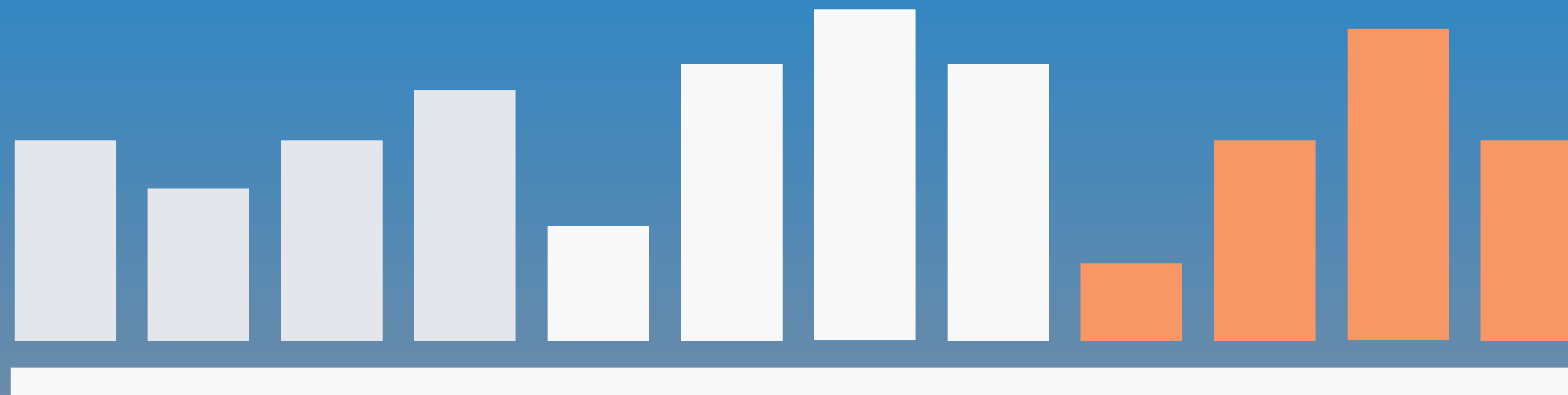


KRISTA ALLEN

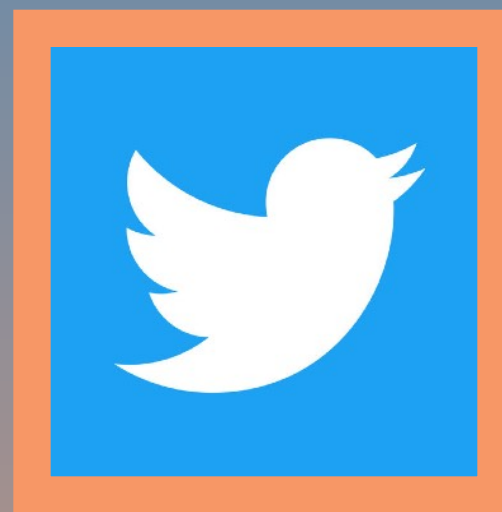


JAKE ZYRUS

# AMBASSADOR REACH



INSTAGRAM  
29.8 MILLION



TWITTER  
24.6 MILLION



FACEBOOK  
13.7 MILLION

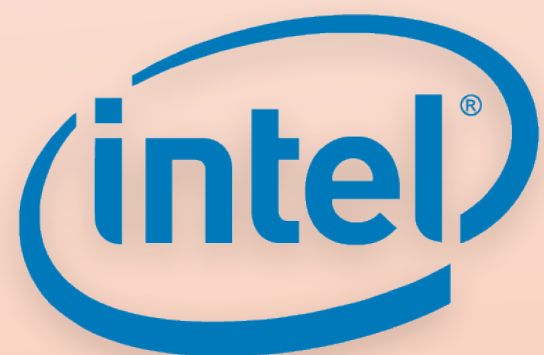


YOUTUBE  
13 MILLION

81.2 MILLION FOLLOWERS

# STOP CYBERBULLYING DAY

Stop Cyberbullying Day brings together corporations, educational institutions, media outlets, non-profit organizations, governments and public figures to speak out against online abuse, cyberbullying and harassment of any kind. Together we defend our human right to freedom of speech, while adhering to the basic principle of mutual respect for others.



# THANK YOU!



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