



**THE CYBERSMILE FOUNDATION**

**2016 CYBERSMILE AMBASSADOR PROGRAMME**

**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.**

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, Cybersmile has grown to become the worlds leading anti cyberbullying non-profit 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.

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 behavior and relationships in the communities where we live, play and work – the physical world.

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 behavior of the bullies themselves and through education – preparing this and further generations for a safe and positive digital future.

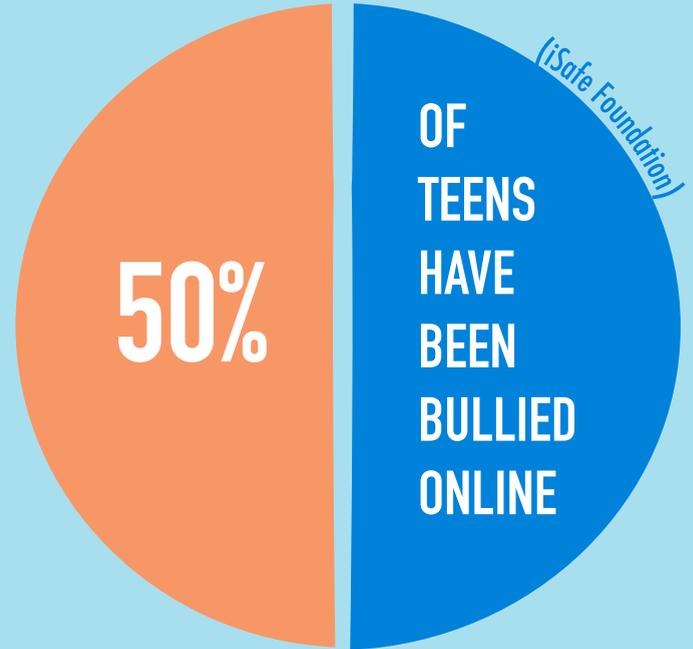
# CYBERBULLYING & DIGITAL ABUSE

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 that have never experienced life without it, social media is an essential part of our social growth and development.





# VARYING LEVELS OF SUPPORT

Becoming a Cybersmile Ambassador is a public show of support and concern for a problem directly affecting your fans as well as the wider community. With a wide range of actions available, you can commit as much or as little time as you have!

## NAME ONLY

Lend us your name! Never underestimate the impact that just stating your support for our work can have. Your seal of approval helps to give young victims the strength to speak out about cyberbullying

## BECOME A PATRON

The ultimate level of support. This role is flexible depending on your other commitments and could include a mixture of the listed support options with the addition of broader media coverage and award ceremonies

## MINI INTERVIEW

Answer some short questions by email and feature on our blog. Share your experience or opinions about cyberbullying with the online community!

## FUNDRAISING

Like Richard Armitage, you too could make a massive difference to our anti-cyberbullying work, by using your social reach to fundraise for our cause.

## PROMOTE OUR POSITIVITY

Whether it's in an Instagram snap, a vlog or a personal appearance, talking about (or even just being seen in!) our #POSITIVITY merchandise helps us to fuel sales and spread the message!

## POSITIVE PLAYLIST

Let us know a minimum of 8 tracks that get you feeling positive – and we'll do the rest! To top up your support, share the Spotify link we provide on your social media channels

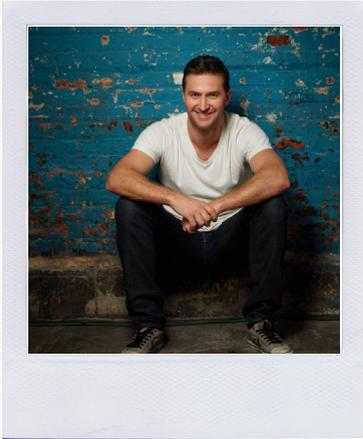
## SOCIAL MEDIA SUPPORT

There is a wide variety of ways to use your online following to help us out; retweets, messages of support, Q&As – This is a great way to get involved and all conveniently available on your own phone or laptop!



# CYBERSMILE AMBASSADORS

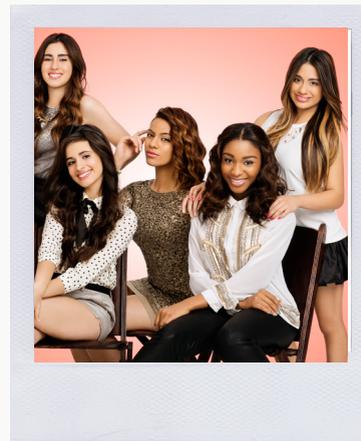
## RICHARD ARMITAGE



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 US* 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

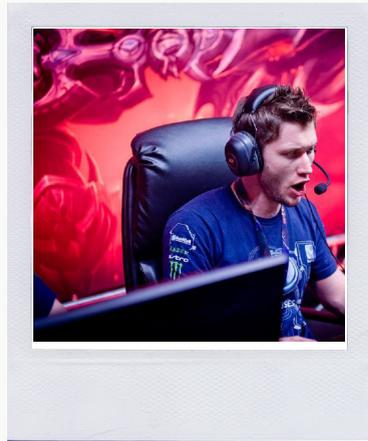


on to further train herself and gain experience in the commercial field. Danielle's first commercial dancing job was for Leona Lewis at the Brit Awards in 2008; since then she has continued to work with some of the World's best Choreographers, Creative Directors and Artists. With a huge online following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

# CYBERSMILE AMBASSADORS

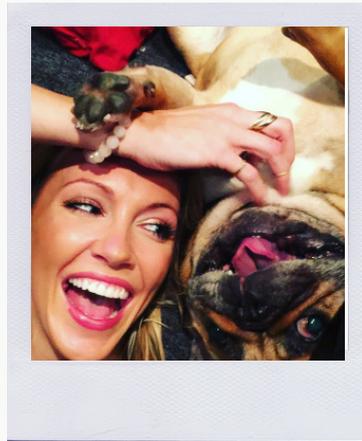
## STEPHEN 'SNOOPEH' ELLIS



Stephen Ellis, otherwise known as 'Snoopeh' in the world of esports was a professional League of Legends player for four years. Captaining one of the most iconic teams in the game's history through the World Championships in 2012. During his career Stephen played competitively in over 21 countries. He is outspoken on the subject

of player welfare within the esports industry and has a mission to change the mainstream perception of gaming and esports. Stephen participated in the #IEM San Jose charity match in aid of Cybersmile and was given the role of coach to 'Team Cuban'.

## KATIE CASSIDY



Katie Cassidy is rapidly emerging as one of Hollywood's most engaging young actresses. She is best known for her role as the 'Black Canary' aka Laurel Lance on the CW series, Arrow – Based on the DC comic series 'Green Arrow', she stars alongside Stephen Amell. Katie's other film credits include Monte Carlo, A Nightmare on Elm Street,

Taken, Black Christmas, Click, The Lost and When a Stranger Calls. Katie can next be seen in New Line Cinema's upcoming thriller 'The Wolves At The Door'. No stranger to the small screen, her other television credits include the female lead role in CBS' 13-week murder mystery mini-series 'Harper's Island' along with CW's 'Gossip Girl', 'Melrose Place' and 'Supernatural'.



# 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!"

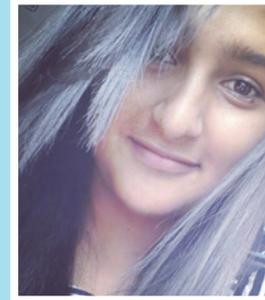
**SAMANTHA AREVALO,  
ONTARIO, CANADA**



"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"

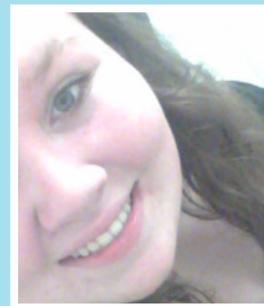
**RUBY HARRIS,  
SUFFOLK, ENGLAND**



"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**

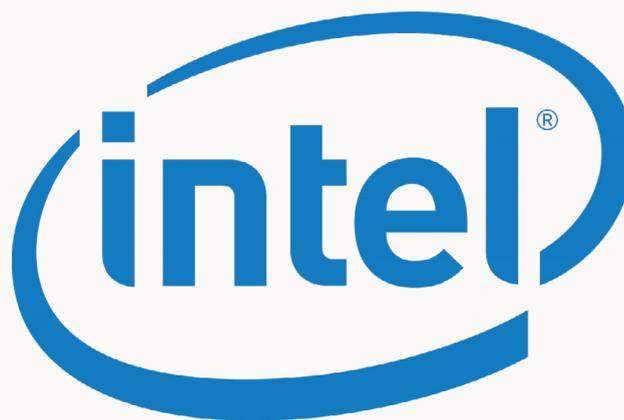
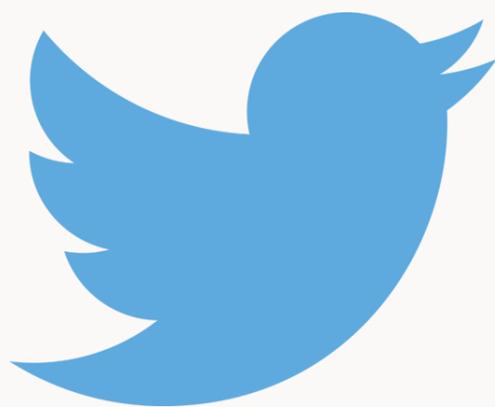


"The Cybersmile Foundation is amazing. I have been online bullied before, and bullied in person. Life can be hard, and people can be mean, but you just have to pick your head up. No one deserves to be bullied and no matter who you are or what you are going through there will always be someone willing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

# CURRENT CORPORATE PARTNERS



Thank you for taking the time to learn more about Cybersmile and how you can work with us to help victims of cyberbullying.

To express your interest in becoming an ambassador or for more information regarding specific projects please contact our Corporate Partnership Manager using the details below.

Email : [corporate@cybersmile.org](mailto:corporate@cybersmile.org)



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