

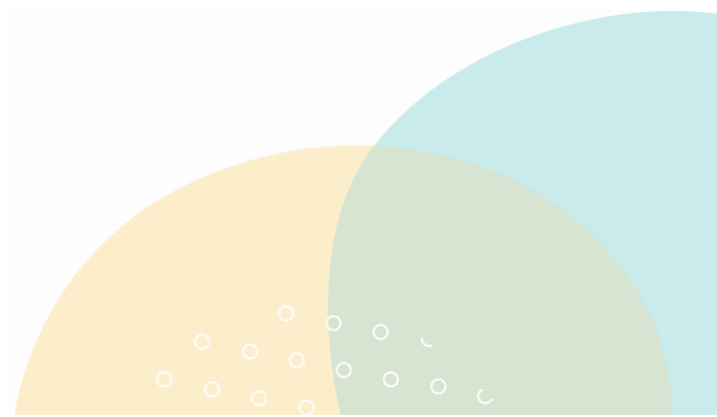


Togetherall Global Media Kit

2022

For media enquiries, please email:

press@togetherall.com



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ABOUT TOGETHERALL

Established in 2007 as Big White Wall, Togetherall, is a leading online mental health service that provides millions of people throughout the UK, US, Canada and New Zealand access to a community and professional support, 24 hours a day, 365 days a year. The service is clinically proven to help those who are struggling with stress, isolation, anxiety, depression and other common mental health issues. Togetherall has supported over 350,000 members with their mental health since launch in partnership with organisations in the corporate, education, health and charity sectors as well as the British Armed Forces and NHS.

Visit our website at: www.togetherall.com

FACTS

- Togetherall was founded in 2007 as 'Big White Wall', to provide a safe online space to talk openly and without fear of stigma or judgement.
- Togetherall harnesses the protective and therapeutic effects of connectedness and healthy social networks in its unique community where people share with, and support each other.
- Togetherall is a digital mental health service supporting people primarily with anxiety, depression and low to moderate mental health conditions, using online community support, self-guided courses and other tools and resources. The whole service is monitored by a clinically managed team of registered mental health professionals.
- Togetherall has helped over 350,000+ members using the service from the UK, US, Canada and New Zealand.
- Togetherall is a social impact organization guided by three core principles of inclusive access, measurable impact and financial self-sufficiency and sustainability.
- In November 2020, Togetherall has secured \$10 million investment from software and services growth investor, [FPE Capital LLP](#) (FPE) who work alongside the executive leadership to support Togetherall's mission to help as many people as possible gain access to an immediate and instant form of support.

CONTACT DETAILS AND SOCIAL MEDIA HANDLES

Email: press@togetherall.com

Website: www.togetherall.com

Twitter: [@Togetherall](#) / [@TogetherallNA](#)

Facebook: [Togetherall](#)

Instagram: [@togetherall](#)

LinkedIn: [Togetherall](#) / [Togetherall North America](#)



BACKGROUND

Togetherall offers anonymous and free online support in a safe and welcoming community environment, alongside courses and resources. The service is clinically managed and professionally moderated 24 hours a day by a team of registered mental health practitioners called Wall Guides, who facilitate engagement across the community and its behaviour. The team also manages cases of risk.

Togetherall complements existing services within a care pathway and is easily scalable to support entire population health due to its community model. It uses a “one-to-many” approach which means it is accessible to thousands at a time and can also complement treatment in a one-patient-to-one-practitioner model.

Togetherall plays a key role in supporting people across the world with their mental health needs at a time when demand for support is increasing. Coming together as a community to support mental health has a positive impact on our personal lives, extended families, workplaces as well as global health care systems and the economy.

HOW TOGETHERALL WORKS

- Togetherall is a mobile-optimised website that members log-in to use via a web browser.
- Organisations of many types commission Togetherall for their population to have free access to the service. As an example, the University of Sheffield has commissioned Togetherall, so that their staff and students can access free mental health support when they need it.
- When a member decides to register, they will be taken through a simple registration process that requires no collection of names, exact DOB, addresses, or telephone numbers. They will be asked to activate their account using their email address. Upon activation, members will be presented with a short questionnaire that asks for details about their current mental health to help personalise their experience on Togetherall and help Togetherall identify high-risk cases.



When registered, members can choose to participate in the community, creative outlets, courses and resources sections, at their own pace.

- Using a post code – potential member inputs their post code to understand if their NHS or local authority has commissioned Togetherall on a population wide basis.
- Using their organisation-specific email address – usually applicable to the educational sector
- Using a specific URL – Togetherall create a landing page for all members to use.
- Referral – Togetherall can be offered via referral using referral codes. Used most for working alongside mental health treatment centres or services where a professional will refer a client to the service.

WHO DOES TOGETHERALL WORK WITH?

Over 300 organisations in the UK, US, Canada and New Zealand currently commission Togetherall.

Partners include:

- Employers such as ITV, Experian, Citizens Advice and Waterstones.
- The Ministry of Defence and NHS England, who collectively offer Togetherall freely to the serving forces population, their families aged 16+, and all veterans.
- UK Healthcare commissioning bodies and local authority public health teams.
- Almost 200 education institutions, including colleges and universities ranging from Oxbridge and Russell Group universities, to specialist institutions such as London Film Academy and St George's, University of London.
- Multiple colleges throughout the UK also provide access to Togetherall to their students aged 16+ such as Glasgow Colleges Regional Board, Wyke Sixth Form College, Weston College and many more.
- In the US, Togetherall is expanding rapidly, particularly in the education space. Some of the universities and colleges that have recently commissioned Togetherall are University of South Florida, Oregon State University, University of Maryland, Baltimore County, Bridgewater State University, Rasmussen University, University of Michigan and many more.
- In Canada, Togetherall currently works with Alberta Health Services, Nabs Canada, MindBeacon, Georgian College, QEII Foundation, Canadian Veterinary Medical Association, Nova Scotia Health and many more.



OUR IMPACT IN THE UK & NZ

- Since 2007, Togetherall **has supported over 350,000 people**
- 78% sought Togetherall support with feelings of depression or low mood.
- 78% who shared a feeling did so for the first time.
- Anonymity is the primary reason members say they feel comfortable using Togetherall to open up.
- 70% experienced at least one wellness gain since joining Togetherall
- 77% of people who used Togetherall following discharge from mental health treatment found it helped them.
- A quarter of members said they have taken less time off work since joining Togetherall.

OUR IMPACT IN NORTH AMERICA

- 93% self-report an improvement in their well-being
- 80% felt less isolated after using Togetherall (Ontario study)
- 64% share on Togetherall because it's anonymous
- 35% report that Togetherall is their only source of reliable mental health support
- Supports 3 million+ students

ABOUT OUR MEMBERS IN NORTH AMERICA

- 50% registered identify as BIPOC
- 22% registered are ages 25+
- 5% of users identify as trans or non-binary
- 55% shared something about their mental health for the first time on Togetherall
- 64% of student users access Togetherall outside of 9-5 working hours
- 70% of students join Togetherall because of its immediate access



NEW NAME, CONTINUED MENTAL HEALTH SUPPORT

In August 2020, the service changed its name from Big White Wall to Togetherall. This was to better reflect our community that brings people together and is a place of safety for all people, without fear of judgement.

The name 'Big White Wall' was originally inspired by the displacement of a community in London, UK, who wrote their thoughts and feelings on the walls of their buildings before their homes were demolished and rebuilt. The previous name represented opportunity and a blank space to say what you are truly thinking.

In the 15 years since we launched our platform, we've expanded our services and grown a vibrant and welcoming community in the UK, New Zealand, Canada and the United States. As we grew and our community evolved, we needed a name that communicated a message of belonging to all, regardless of ability, age, ethnicity, gender identity or expression, national origin, race, religious belief, sex, or sexual orientation.

We believe that the name 'Togetherall' speaks to the true inclusivity of our service, where all are truly welcome."

OUR CEO: HENRY JONES



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Henry Jones leads Togetherall as CEO. Since joining Togetherall in 2019, Henry has led the business through several fundamental and transformative changes. This includes re-building the platform with future-proof technology, re-launching the business with new name, tripling the growth, securing new investment, and supporting an additional 200,000 people with their mental health, all whilst keeping social purpose at the very heart of business and its people. Henry brings over 20 years' P&L experience in disruptive services and technology companies.

Most recently, Henry was Executive Vice President for International Growth at Aconex. During his time there, he was part of the executive team that managed the successful IPO in 2014, the acquisition of the largest competitor in Europe and the sale to Oracle in 2018.



MEMBER TESTIMONIALS

"The members on here are amazing. I've realised I'm not alone and actually helping others in my position makes me feel like I have something to give."

"I started using it at a time of crisis. I was finding it difficult to manage my distress. Using the site has helped me reduce anxiety, stress and feelings of isolation, enabled me to feel connected to others who have emotional issues, and given me an opportunity to be part of a helping community."

"I feel that the support given by Togetherall is fantastic. You are not judged, and you can be yourself. Most of us are very good at hiding our feelings. This is the only place I have felt comfortable in expressing myself."

"I was always the strong one, but when I was signed off with work-related stress, I thought I was a failure. On logging in to Togetherall, I wasn't alone anymore. I've been using it for a year now, and I'm recovering and back at work. I'm truly grateful for Togetherall."

BRAND, IMAGES AND VIDEOS

[Logo and Brand Guidelines](#)

[Image Library](#)

[Videos](#)



EXAMPLES OF PREVIOUS PRESS COVERAGE

University Business:

[Peer support: How one university and an online platform are providing mental health help for students](#)

CTV News:

[Virtual mental health network now online for Albertans](#)

The Guardian:

['Don't be afraid to ask for help': taking care of your mental health at uni](#)

ITV News:

[Cumbria's push to help those struggling with mental health during the pandemic](#)

Atlanta Journal-Constitution:

[Mental health a challenge for Georgia college students providers](#)

The Glasgow Evening Times:

[Mental Health Awareness Week: School pupils join forces in mental health bid](#)

