

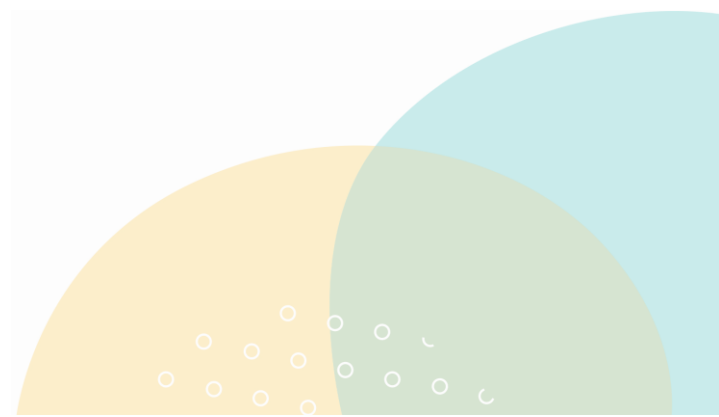


Togetherall Media Kit

Togetherall - 2021

For media enquiries:
press@togetherall.com

Permissions if required



CONTENTS

[About Togetherall](#)

[Contact details and social media handles](#)

[Company background](#)

[How Togetherall works](#)

[Who do we work with?](#)

[Name change](#)

[Our CEO](#)

[Institution testimonials](#)

[Brand and Images](#)

[Examples of articles and press coverage](#)



US HIGHER EDUCATION – HOW TOGETHERALL SUPPORTS STUDENT MENTAL HEALTH

- Togetherall is an online peer-to-peer mental health community that empowers students to anonymously seek and provide support to help combat feelings of isolation. The platform is moderated 24/7 by registered mental health practitioners, ensuring that members are safe, supported, and navigated to additional campus resources or crisis supports, where necessary.
- Togetherall's integrated peer-to-peer support model is an integral part of university's step care approach to mental health
- Campus counselors can use Togetherall as a tool in their overall student mental health approach. They can recommend that students use Togetherall while waiting for an initial appointment, in between sessions or after traditional counseling.
- We partner with institutions to break down the barriers that prevent students who are historically underrepresented in campus counseling from receiving support they need.
- Adding our 1 counselor-to-many student model to existing 1-1 campus counseling models extends reach and capacity with 24/7 counselor moderation.
- Togetherall is integrated into 24/7 support lines for any student through our partnership with ProtoCall
- Togetherall takes a population approach to mental health, partnering to support large groups in ways that are safe and scalable.

ABOUT TOGETHERALL

Founded in 2007, Togetherall is a leading online mental health service that provides millions of people throughout the Canada, United States, U.K. and New Zealand, access to community and professional support 24 hours a day, 365 days a year. The service is proven to help those who are struggling with stress, isolation, anxiety and other common mental health issues. Togetherall partners with organizations in the corporate, education, health and non-profit sectors.

Visit our website at: <https://togetherall.ac-page.com/about-togetherall>



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 is available to 250 education institutions worldwide
- Togetherall has helped over 300,000+ members using the service from the UK, US, Canada and New Zealand.
- Support student mental health for more than 15 years
- 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.

OUR IMPACT

- 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 250+ institutions and 2M+ students

ABOUT OUR MEMBERS

- 40% 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

CONTACT DETAILS AND SOCIAL MEDIA HANDLES

Email: press@togetherall.com

Twitter: <https://twitter.com/TogetherallNA>

Facebook: <https://www.facebook.com/wearetogetherall/>

LinkedIn: <https://www.linkedin.com/company/together-all>

Instagram: <https://www.instagram.com/togetherall/>



HOW TOGETHERALL WORKS

- Togetherall is a mobile-optimized website that members log-in to use via a web browser.
- Organizations of many types commission Togetherall for their population to have free access to the service.
- 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.

When an organisation has commissioned Togetherall, they can offer registration via several options:

- Using a post code – potential member inputs their post code to understand 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.

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 12 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



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.

INSTITUTION TESTIMONIALS

"Togetherall provides an open and creative space for students to share and gain support from their community of peers, who are experiencing similar worries, doubts, fears and questions. I want GSU students to know that they are not alone in their struggle and I want to promote spaces that encourage a willingness to seek and accept support from each other."- Dr. Mikyta Daugherty, Director of Counseling Services

"Given the value of peer connection and the prevalence of mental health issues, along with the challenges of the pandemic, this is an ideal expansion and enhancement of the services provided by UWF's Counseling and Psychological Service,"- Dr. Michele Manassah, executive director for Counseling and Wellness at UWF

"We are hopeful that by adding Togetherall to our toolkit, we will meet the mental and emotional needs of even more Bucknell students by opening a door to an entire community of peers they can



relate to on a deeper level."- Kelly Kettlewell, Director of the Counseling & Student Development Center

"Students said they're thankful for the crucial tool that helps provide a sense of belonging and a safe space to express themselves. 'All it takes is one person to say you're not alone, I'm here too,' she said." Loyola University Maryland

BRAND AND IMAGES

Logo and Brand Guidelines:

<https://www.dropbox.com/sh/ixwemovwra7gde4/AADYhfeDrgMGpr2Pr4VzxpQLa?dl=0>

Image Library:

<https://www.dropbox.com/sh/mtprjc3f9013kza/AABE3YildC3OE06mhF4EBDdWa?dl=0>

Videos: <https://www.dropbox.com/sh/cxoemcrxs8szwz3/AAC9wFdsNGHDMnm5ewTCPYVka?dl=0>

EXAMPLES OF PREVIOUS PRESS COVERAGE

1. **Atlanta Journal-Constitution**, May 3: <https://www.ajc.com/education/mental-health-a-challenge-for-georgia-college-students-providers/M2NA6PRIXZF6DK5SH5YIASTFUQ/>
2. **University Business**, March 16: <https://universitybusiness.com/despite-reopening-hopes-mental-health-concerns-remain-for-college-students/?highlight=togetherall>
3. **University Business**, February 12: <https://universitybusiness.com/peer-support-how-one-university-and-an-online-platform-are-providing-mental-health-help-for-students/>
4. **The College Post**, May 17: <https://thecollegepost.com/maryland-unis-online-mental-health-services/>
5. **Baltimore Business Journal**, May 17: <https://www.bizjournals.com/baltimore/news/2021/05/17/8-things-you-need-to-know-today-may-17-2021.html>

