



## Ditch the Label & EA Games 2018 Impact Report

With the continued support of EA Games and *Gamers Unite for Equal Play*, Ditch the Label was able to build upon the success of the 2017 campaign and achieve the following during 2018:

We proudly announced the partnership on 31st May 2018 and ran a series of targeted social media advertisements which reached **109,032** young people across the US and the UK.

With your help we were able to further develop and increase our gaming content across the Ditch the Label website which enabled us to reach over **10,276** vulnerable young people, connecting them to vital help and support. This included a new guide for parents and an 'easy read' version of bullying within gaming to ensure our support reached an even wider demographic. Our dedicated gaming content continues to reach and support many more.

We created the [Gamers Unite for Equal Play](#) campaign hub which has reached **696** young people and in addition, the EA Games website directly drove **397** young people to the Ditch the Label website.

The help from EA Games allowed us to truly build upon the success of 2017 (19,230 total people reached); overall in 2018, we were able to reach an incredible **120,401** young people.

The valued partnership with EA Games has been instrumental in raising significant awareness and credibility for Ditch the Label within the gaming industry and additionally with high profile gaming influencers. We are currently planning a gaming strategy roundtable with Square Enix and Julian Ward, Head of Digital and Tech (Lee & Thompson Law Firm, London) to place Ditch the Label at the forefront of support for abuse and bullying within gaming.

### Revenue Allocation

We are proud to report that 93% of your donation was allocated towards the development and promotion of anti-bullying support to young people aged 12-25 globally.

