

**2021-  
2022**

**BDD  
FOUNDATION  
Impact Report**

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# 01

## WHO WE ARE

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Since 2013, the BDD Foundation has been dedicated to the relief of suffering from Body Dysmorphic Disorder.

Together, we can change lives.

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### **At the BDD Foundation**

we aim to advance education and understanding of BDD. We support research into BDD and its treatments. Whilst we are based in the UK, our reach is international and we are proud to be the only charity in the world exclusively dedicated to BDD.

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## Together, we aim to:

- ➔ Raise awareness about BDD.
- ➔ Advance the education of the public and healthcare professionals, supporting them to understand the nature of BDD and how it is best treated.
- ➔ Relieve suffering from BDD through support and high-quality information. Reduce stigma, discrimination and isolation caused by BDD.
- ➔ Help develop a sense of community for people affected by BDD. This includes individuals with BDD, their families, friends, partners and carers. Provide information on relevant treatment options.
- ➔ Support research into the understanding and treatment of BDD.

# 02 WELCOME FROM OUR CHAIR



“ Although the past two years have presented immense and unforeseen challenges, both for the BDD community and for our charity, we have met the challenge with growth and innovation, both with our services and our public outreach campaigns. ”

## Problem Statement

The past two years have presented enormous challenges, both for our community and the world at large. The pandemic exacerbated isolation and people's mental health challenges increased, especially for individuals experiencing Body Dysmorphic Disorder (BDD). Many in our community faced severe distress and heightened symptoms due to lockdowns, social distancing, restricted access to support and treatment, and increased online engagement.

The BDD Foundation responded with resilience and innovation. We expanded our online presence, launched new platforms, and strengthened our support services. Recognising the increased need for virtual interaction, we hosted regular peer support groups via Zoom. We continued delivering our Overcoming BDD Programme and provided support through our E-Helpline, allowing us to connect with and support our community. Our collaboration with brands like Monki also pushed for change, with a focus on improving online image transparency.

## Our Response

## Achievements

This period has been one of significant progress. Our Change.org petition garnered over 41,000 signatures, and we provided vital evidence to the Health & Social Care inquiry into body image, advocating for legislative reform to protect those with BDD. Additionally, we expanded our core services, supporting over 3,000 individuals through various programmes and launched impactful campaigns that raised awareness on a global scale.

The BDD Foundation will remain dedicated to providing support and improving the lives of those affected by Body Dysmorphic Disorder. We won't stop until everyone impacted by BDD is understood and has access to the support and treatment they need, because we know that recovery is possible. Together, we can alleviate the suffering of those living with BDD, while advancing research, treatments, and raising awareness and understanding of the condition.

**Our Promise**

# MISSION, VISION & VALUES

# 03

## MISSION



We are the leading charity for Body Dysmorphic Disorder. We shine a light on a condition that is misunderstood by raising awareness, providing support and fostering community, to shatter stigma and shame.

We alleviate suffering and inspire hope - because we know recovery is possible.





# VISION

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We envision a world where  
Body Dysmorphic Disorder is  
truly understood, and everyone  
impacted has timely access to  
support, care and treatment

# VALUES

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Hope  
Community  
Compassionate  
Pioneering  
Dedicated

# 04

# OUR TEAM

The BDD Foundation is a very small charity comprising of an active Trustee Board, Patrons, Associates and 2 part-time staff.

Today, we have a Head of Operations, and a E-helpline Manager as well as an excellent group of volunteers.

## Trustees

**Dr Rob Willson** is Chairman of the BDD Foundation. He is a Cognitive Behaviour Therapist with a special interest in obsessional problems. He co-authored with David Veale and Alex Clarke the self-help book *Overcoming Body Image Problems including BDD*. He first became involved in research on BDD 20 years ago.



**Professor David Veale**. David is a Consultant Psychiatrist at the South London & Maudsley NHS Trust, where he directs a national specialist service for people with BDD and at The Nightingale Hospital London in Marylebone, . He is a Visiting Professor at the Institute of Psychiatry, King's College London. He has been researching BDD for nearly 20 years and has published about 40 scientific and teaching articles in BDD.



# Trustees



**Joe Davidson** - Treasurer. Joe is a Managing Partner of Fulcrum Asset Management. Prior to Fulcrum's launch, Joe worked at Goldman Sachs and previously within Schroders Investment Management. He has been a CFA charter holder since 2008. Since becoming Treasurer at the BDD Foundation, he has driven an overhaul of the charity's accounting systems and has supported management with his astute business acumen.

**Dr Nicole Schnackenberg** - Secretary. She is a child, community & educational psychologist with lived experience of BDD. She is also a certified yoga teacher. Nicole currently divides her time between working as an educational psychologist in Southend, Essex, her position as a Director of the Yoga in Healthcare Alliance and her position as a trustee.



**Dr Amita Jassi**. She is a Consultant Clinical Psychologist and lead for the National Specialist BDD service for young people at South London & Maudsley NHS Trust. She has taught and trained nationally & internationally, whilst engaging with media to help increase awareness & understanding of BDD and related disorders. She has authored several books on BDD & published peer-reviewed papers in this field.



**Scarlett Bagwell**. She worked for the Italian Trade Centre & American Airlines in Düsseldorf, Germany. Scarlett is now a stay-at-home mother of four, one of whom has suffered with BDD. She has had to fight the NHS system to obtain treatment for her daughter & has an extremely close insight into BDD and the struggles of supporting a BDD sufferer.



**Emily Bell.** She worked for over 15 years in programme management & implementation for organisations such as Médecins Sans Frontières and Pact. Emily relocated to the UK from Zambia in 2020, and she now works as a Family Worker for Cornwall Council. Emily has clinically diagnosed OCD & BDD. She feels strongly that both conditions are widely misunderstood.

# Patrons



**Lady Northampton.** Tracy is an accredited Psychotherapist with over 25 years of experience in the field of mental health. Tracy has a great interest in the mind, body, somatic connection and is a committed student of yoga. Tracy became interested in BDD when one of her close relations was diagnosed with the illness while being treated by Professor David Veale and Rob Willson.

**Katharine A. Phillips, M.D.** She is Professor of Psychiatry at Weill Cornell Medical College, Cornell University, & Attending Psychiatrist at New York-Presbyterian Hospital. Dr Phillips is a physician & scientist who has spent her career caring for patients & conducting scientific research studies on BDD. She is internationally renowned for her clinical expertise & her pioneering work on BDD.



**Danny Gray.** He is the founder of JAAQ (just ask a question), an idea he had in response to the hundreds of people who contacted him looking for quality, accessible help on mental health, in particular BDD as he shares openly about his own experience. Danny is a passionate mental health advocate speaking to thousands of people every year.

# Associates



**Dr Benedetta Monzani** - Clinical Advisor. Benedetta is a Senior Clinical Psychologist at the National & Specialist OCD, BDD & Related Disorders Service for young people at the Maudsley Hospital. Alongside her clinical practice, she continues to be actively involved in research into BDD and OC spectrum disorders.

**Stuart Chandler** - Founding Member. Stuart graduated from Manchester Uni in 1999 & worked for several years in the City as a web designer. His BDD meant not being able to work for a prolonged period. He was eventually treated & has returned to health (but still battles with BDD). Stuart currently runs his own business offering PC Support & web design & is webmaster for the BDDF website. Stuart was part of the charity's inception in 2006 and helped to re-launch the charity in 2013.



# Staff



**Kitty Wallace** - Head of Operations. She is a University of Exeter graduate, who worked in the fashion industry prior to working for the BDDF. Her personal experience of BDD drove her to help raise awareness of the condition, becoming a trustee of the charity in 2017, and Head of Operations the following year. Kitty's focus is to help raise awareness, reduce the stigma connected with BDD and to give hope of recovery to those suffering from the condition.

**Christian Bower** - E-helpline Manager. He is a mental health advocate with a focus on supporting individuals affected by BDD, OCD & related conditions. He oversees our dedicated team of helpline volunteers. He holds a qualification in Independent Advocacy & has extensive experience providing support through helplines and mental health services. His work with OCD Action & the Maytree suicide respite service have shaped his commitment to providing empathetic support & ensuring individuals feel heard.



“

**I FEEL AS  
THOUGH A  
WEIGHT HAS  
BEEN LIFTED  
FROM ME  
AFTER FINDING  
THE BDD  
FOUNDATION  
AND ALL OF  
THEIR  
AMAZING  
RESOURCES.**

”

# KEY ACHIEVEMENTS

# 05

The BDD Foundation has been campaigning hard for changes in policy and legislation to protect individuals, such as those with BDD. This has included:

## 1

### HEALTH & SOCIAL CARE INQUIRY

Our team of media volunteers spoke in Parliament about the impact of Body Image on physical & mental health

## 2

### MONKI x BDDF SELF LOVE CAMPAIGN

Our collaboration with Monki for our [Monki X BDDF Selfie Love Campaign](#).

## 3

### CHANGE.ORG PETITION

Our [petition](#) received over 40,000 signatures.

## 4

### LUKE EVANS' BODY IMAGE PLEDGE

We signed up to Dr Luke Evans [pledge](#) and call for the Body Image Bill.



# 06 OUR YEAR IN NUMBERS

**1,759**

INDIVIDUALS DIRECTLY  
SUPPORTED THROUGH OUR  
SERVICES

**773**

SUPPORT HOURS PROVIDED

**467,716**

WEBSITE REACH ACROSS

**109**

COUNTRIES

BDD TEST TAKEN

**476,612**

TIMES

**23,276**

VIEWS FROM 15 PUBLISHED  
VIDEOS

OUR BDD INFO PAGES WERE  
ACCESSED

**80,733**

TIMES

OUR E-HELPLINE RESPONDED TO

**1,279**

REQUESTS FOR HELP &  
SUPPORT

WE SHARED CONTENT

**352**

TIMES VIA OUR SOCIAL MEDIA



**YOU ARE IN A  
GREAT  
COMMUNITY  
HERE, WITH  
PEOPLE WHO DO  
UNDERSTAND  
AND GET WHAT  
YOU ARE  
EXPERIENCING IN  
TERMS OF BDD.  
WE ARE IN THIS  
TOGETHER, ALL  
OF US!**



# OUR PROJECTS

# 07

The BDD Foundation offers a range of pioneering services, tailored to support anyone affected by or working with people experiencing Body Dysmorphic Disorder (BDD). Our key projects include:

## 1 ONLINE SUPPORT GROUP

Our bi-monthly Zoom support groups provide a safe and inclusive space for individuals over 18, with or without a formal BDD diagnosis, to share experiences and receive empathetic peer support.

## 2 EMAIL HELPLINE

The only email support service solely dedicated to BDD in the UK, this project provides a non-judgmental space for anyone impacted by BDD to seek advice and support. Our Helpline Manager and dedicated volunteers offer high-quality information, guidance on accessing treatment, and empathetic support tailored to individual needs, with expert input from trustee clinicians.

## 3 OVERCOMING BDD PROGRAMME

The only programme of its kind globally, this self-help, peer support treatment option combines the expertise of Professor David Veale and Dr. Rob Willson with lived-experience insights. The programme helps individuals reduce isolation, improve self-understanding, and develop effective coping strategies through practical and emotional peer support and effective CBT-based principles.

Together, these core projects aim to reduce isolation, promote awareness, improve access to treatment, and provide practical, emotional, and clinical guidance for those affected by BDD.

# ONLINE SUPPORT GROUP

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Our bi-monthly zoom peer support groups are delivered online by volunteers with lived experience. Our peer support groups provide a safe environment where people living with BDD over the age of 18 can talk openly about their condition, providing compassion, encouragement, and guidance to each other. It is inclusive and user-led, available to people with or without a diagnosis.

We are one of only 2 organisations offering support groups to individuals with BDD.



Zoom Support groups  
were launched in

**APRIL 2020**

in response to the  
pandemic

From 2020-2022 we  
delivered

**80**

support group sessions over

**120.5**

hours, supporting

**1,564**

people, which was only  
possible through the support  
of our 5 compassionate and  
dedicated volunteers

During September 2021-  
2022 we delivered

**23**

support group sessions over

**35**

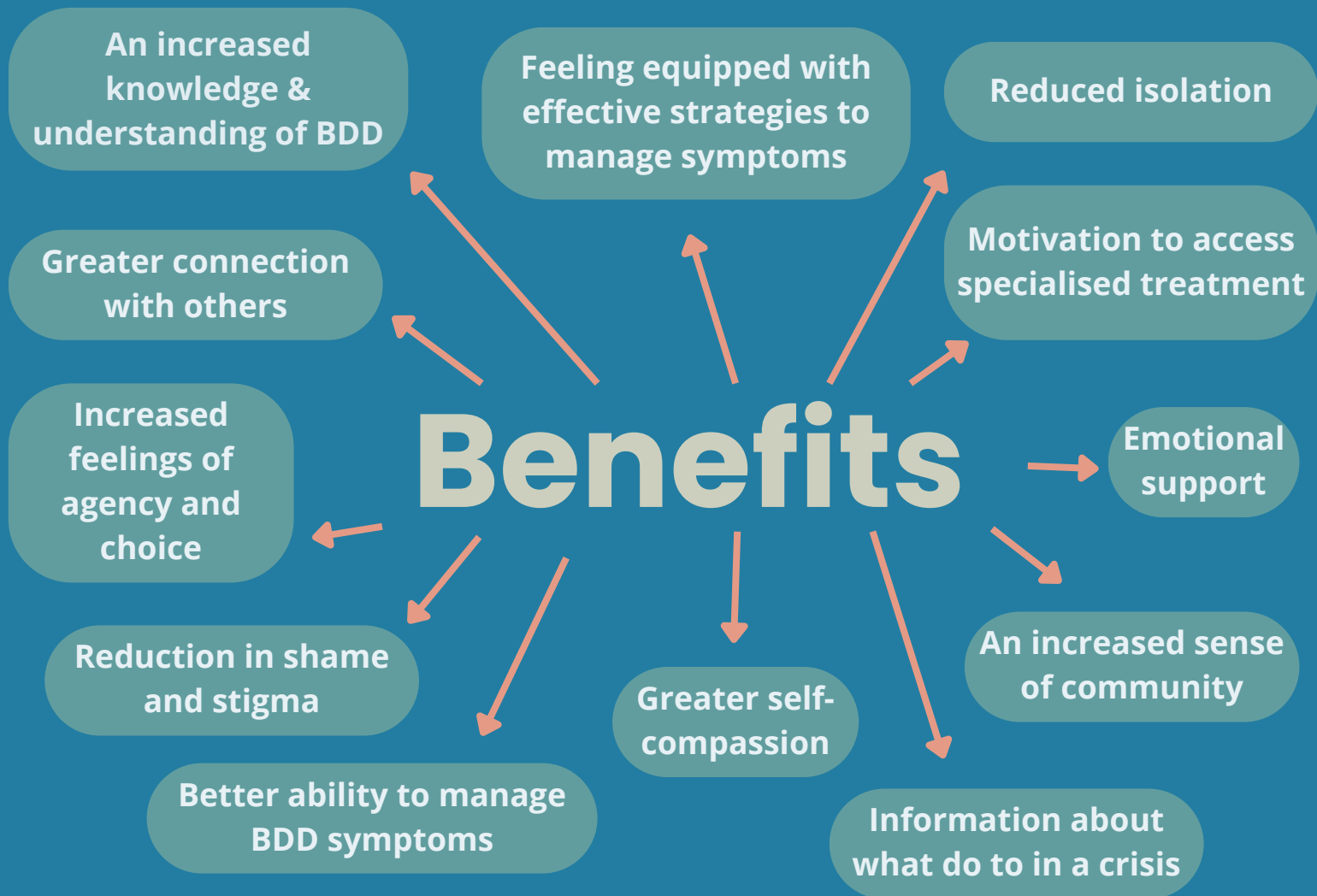
hours, supporting

**424**

people

# What we do

1. Help people to recover from and manage their BDD
2. Sharing of useful tips, strategies and advice
3. Benefit people during and after their treatment
4. Provide valuable opportunity for people in recovery to give back and share positive and encouraging stories with the community



**This group has been a blessing, I finally feel someone understands.**

**BDD can be such an isolating and distressing condition. Having somewhere to regularly go, share, or just listen with people who understand really helps.**

**I joined the peer support zoom last night and have felt really good ever since. Peer support is one of the most powerful tools against mental health conditions, especially ones which are so difficult to talk about. I don't feel alone anymore. I am able to think about it as an illness. That takes away the guilt and shame.**



# EMAIL HELPLINE

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The BDD Foundation's email support service is for anyone affected by BDD, or anyone who is concerned that they, their friends or family may have BDD or a related disorder. We are the only email support project specifically for BDD in the UK.

We provide high quality information about BDD, support available, and accessing recommended treatments for the condition. We offer a non-judgmental space to talk about how BDD symptoms are affecting someone and what options for treatment and support they may have, and effective signposting to resources and other services.

The service is run by our fantastic Helpline Manager and our dedicated volunteers, who are adaptive to individual needs and empathetic in the support they provide. We also draw on the expertise of our trustee clinicians.





Our E-helpline was  
launched in

**FEB 2021**

by the end of September 2022  
We have responded to

**1,775**  
emails

With the support  
of our compassionate and  
dedicated volunteers,  
from

**SEPT 21 - SEPT 22**

we responded to

**1,279**  
emails

During September  
2021-2022  
we delivered over

**650**  
hours of support

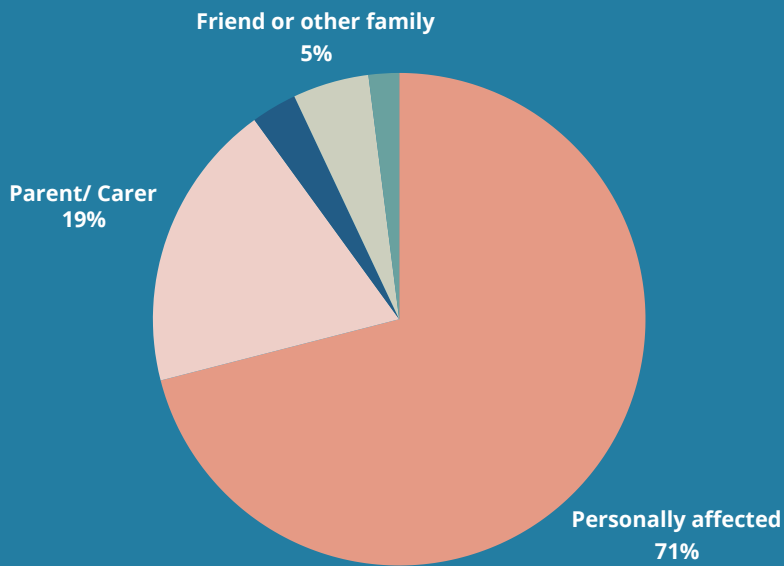
**96%**

Found the service  
very or extremely  
helpful

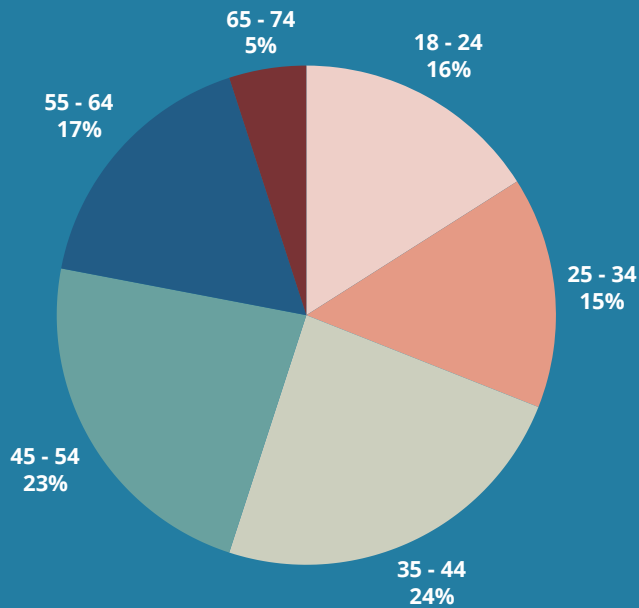
**81%**

Felt that their knowledge  
about the recommended  
treatments for BDD,  
& how to access them,  
has improved

**WHO WAS CONTACTING US.**



**AGE RANGE OF THOSE CONTACTING US.**



**Benefits**

Feel less isolated after reaching and speaking about the BDD

Better understand their condition and treatment options

Feel more understood

Feel comforted

Feel more confident and empowered

Feel able to advocate for themselves

Be better informed about BDD and more likely to take the next step to getting help

An increased sense of hope

The email was very empathetic and encouraging and it made me feel I could help my daughter and that not all was lost! I'm really glad I made contact.  
Thank you so much.

Thank you so much for all the support/ advice/ guidance. The email really touched me and brought me close to tears. There is support out there!

It's reassuring to know I am not alone. This email was beautifully written and so compassionate. I could relate to everything that was said. Thank you.



# OVERCOMING BDD PROGRAMME

The Overcoming BDD Programme is a pioneering, evidence-based initiative designed to bridge gaps in BDD treatment. Developed by leading experts Professor David Veale and Dr Rob Willson, the programme combines CBT techniques with peer-led facilitation, offering a unique and one of a kind approach to overcoming BDD.

The 20-week programme (initially 12 weeks in pilot phase), delivered online to individuals ages 18+, is divided into 3 structured phases: Psychoeducation, Behavioural Experiments with ERP, and Recovery Maintenance. The groups are facilitated by Lead Facilitators and a team of incredible volunteers, all using their lived experience of BDD to give back to the community. This approach ensures a supportive, empathetic and safe environment where participants can form connections with group members, reduce their isolation, and support one another through recovery.

Throughout each phase, participants are guided through practical CBT strategies to help reduce BDD symptoms and isolation, increase self-compassion, and build sustainable recovery practices.



These Structured Support  
Groups started in

**MARCH  
2018**

by the end of September 2022  
8 groups have been supported  
over 5 cycles of the  
programme.

Our first programme in  
2018 was delivered in-  
person over 12 weeks and  
since cycle 2, we extended  
this to

**20 WEEKS**  
delivered online.

To date,  
we have delivered

**112**  
sessions over 4 cycles,  
supporting

**92**  
people.

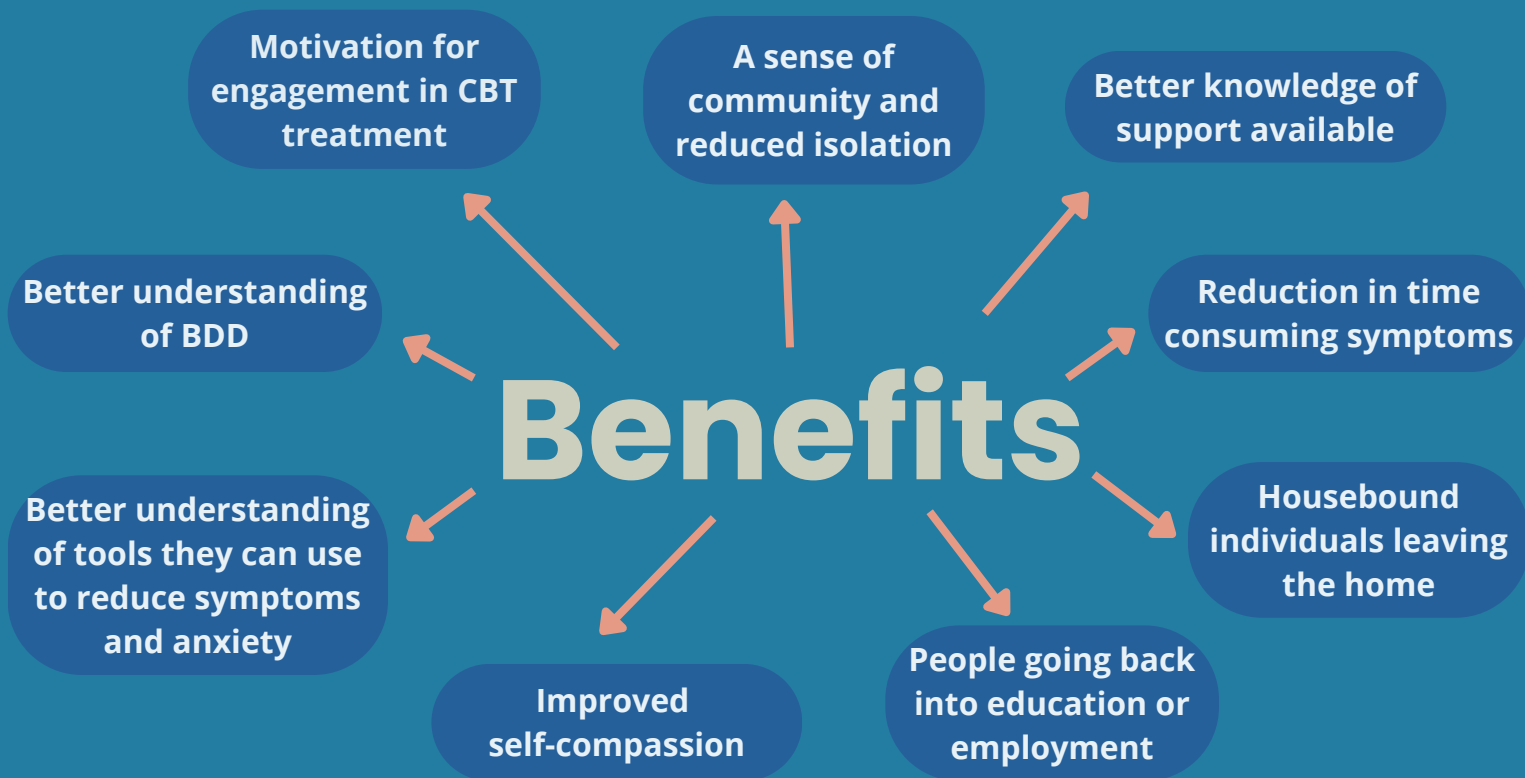
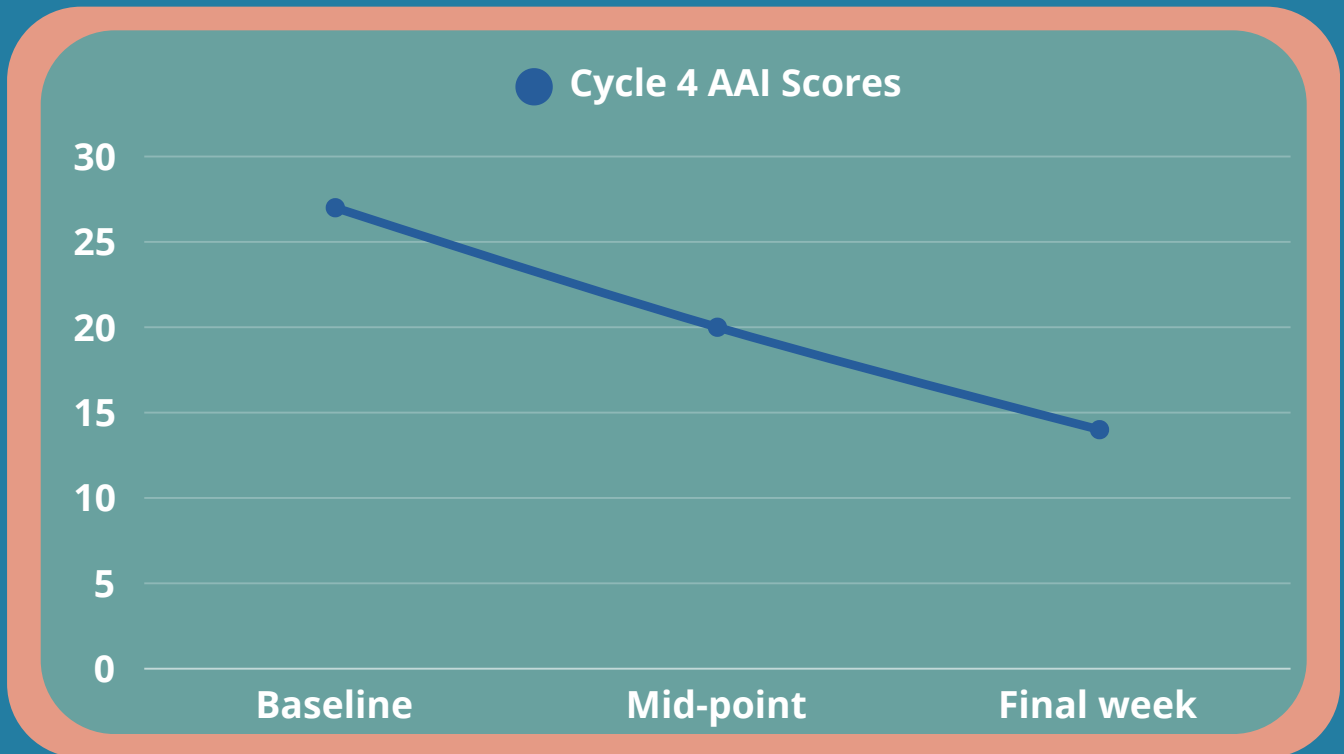
With the support of 5  
dedicated volunteers, from

**SEPT 21 – SEPT 22**  
we delivered

**40**  
sessions, over  
**80**  
hours, supporting  
**26**  
people

Each iteration undergoes an evaluation to monitor its impact and improve future delivery. To date, seven cycles have demonstrated positive outcomes, with participants reporting reduced Appearance Anxiety Inventory (AAI) scores and an enhanced quality of life.

Below demonstrates the average AAI scores for the group which ran in 2021-2022 (Cycle 4) from baseline throughout the programme and at the point of follow-up.



**I'm just so grateful. I can't believe I was able to have this help. I am so grateful to everyone at the foundation who made this available and all the research that clearly went into this.**

**I now value myself as a person, and I no longer suffer from BDD- it doesn't control me.**

**I can accept myself for the way I look, without feeling disgusted.**

**I feel empowered and I feel warm when I think of the facilitators and participants, like they are cheering me on.**

**The online programme has given me my life back!**

**I am less anxious about going out, I haven't had one panic episode before leaving the house, I'm able to get dressed and start my day.**

# Flora's Story

I first contacted the BDD Foundation after realising that for my entire adult life of 20+ years, I had been suffering from BDD. I have always had a debilitating preoccupation with my perceived flaws, but had never approached the reality of potentially having BDD, due to not feeling ill enough to have it and not wanting to face the fear of accepting it and dealing with it.

When I first reached out for support, it was after 4 months of self-sabotaging, convincing myself I didn't have BDD and wasn't worthy of recovery. None of my friends or family understood or knew how to support me, and I had no idea how to navigate it. But I was at the point of not wanting to live a life of complete and utter destruction anymore, and knew something had to change. I felt completely alone, like a freak, helpless, hopeless and at a complete loss with life with no way out. My safety behaviours were dictating my life and I couldn't escape the grips of BDD.

But, after finding the BDD Foundation online, I took the hugely scary step of attending the Zoom support groups, off camera and silent during the sessions. But hearing people's identical feelings and experiences reassured me that I wasn't alone. The BDD Foundation offered a 20-week, CBT-based structured support group (now known as the Overcoming BDD Programme) which I applied for and attended and it was life-changing.

**“This is me, having a professional photoshoot done on holiday, with quite a few spectators... living my life, enjoying being present, in my ‘broken mirror’ dress that I made myself as an empowering take on the ‘broken mirror’ metaphor of the distorted view I had of my body.”**





# Flora's Story

It was a small group led by facilitators who had lived experience of BDD, and we explored our past experiences that have shaped us developing BDD and learnt some incredibly transformational CBT-based practises, such as the Big I and Little I, the vicious flower, exposure exercises and behavioural experiments, Theory A vs Theory B, looking beyond our appearances and exploring personal qualities, and self-compassion - which was the turning point for me in being able to recover.

If it wasn't for the help of the BDD Foundation, I would not have been able to value myself for who I am rather than based on my appearance, and I would never have been able to realise that the problem was the way I thought about my body, not my body itself. Thanks to the BDD Foundation and my recovery, I now appreciate myself for who I am, the energy I bring to life, and the qualities I have that make me who I am, rather than place all my self-worth and value in the way my body looks.

I now don't camouflage myself and instead, I wear (and even make) bright, vibrant and exciting clothes that make me feel good. I now go out to social events and enjoy them and can be present, rather than avoiding them and isolating myself away from everyone to avoid being seen. I now have self-compassion and know I am worthy of happiness and a fulfilling life, regardless of what I look like. And thanks to the BDD Foundation, I have the coping mechanisms and toolkit to be able to not let BDD overcome me when the thoughts come creeping back.

I have also gained the confidence to share my experiences and took part in the Beating BDD podcast, as well as participating as a volunteer in a self-compassion exercise at a BDD Foundation Conference. I would say that the most impactful thing I have gained from the BDD Foundation is **knowing that recovery is possible and will always be worth it.**

# 08

# OUR COMMUNITY

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At the core of everything we do is our community. The BDD Foundation exists to support those impacted by BDD, and it's deeply important to us that our decision making is led by the voices and experiences of the very people we serve. Every charity project, initiative, and campaign is created with our community at the forefront and in a response to their needs. We are dedicated to consulting with our community where possible and regularly invite members to share their insights and ideas to help shape our work.

Within our community, we are especially fortunate to have an incredible group of creatives who bring insight to the experience of living with BDD. Artists, poets, musicians and writers generously help us to raise awareness of BDD through their art, whilst processing their own experiences and sharing their stories. These creative outlets have become a powerful way to develop connections amongst the community and we are honoured to support and showcase their talents.

Given the sensitive nature of BDD, we have many members of our community who choose to remain anonymous, connect online or engage behind the scenes. Although we don't see all of these individuals, their support and presence is acknowledged and we are continually inspired by the incredible strength and resilience by so many individuals. Thank you to our wonderful community. We are grateful for every contribution, whether visible or not.



**I'VE DEFINITELY  
MADE PROGRESS  
WITH MY BDD AND  
I FEEL SO GOOD  
NOT FEELING LIKE  
I'M FACING IT  
ALONE, AND BEING  
PART OF A  
COMMUNITY OF  
PEOPLE WHO  
REALLY  
UNDERSTAND ME**



# WEBSITE

Our website is where the BDD Foundation began - a resource developed to educate, support and provide better understanding of BDD as a condition. Over time, it has grown into a rich hub of information and resources. For many people visiting the website, it is their first step in recognising and understanding BDD. We often hear from individuals who have discovered the website and subsequently identified their own experiences, feeling validated for the first time. The website offers comprehensive information for those living with BDD, their loved ones, and professionals working in the field - we strive to provide something valuable to everyone. The website is continually evolving, and we work hard to improve and expand it's content, ensuring we remain a trusted and up to date source of information and guidance to all.

Between  
**SEPT 21 – SEPT 22**  
we reached  
**467,716**  
people

Our website was  
accessed by around  
**109**  
countries

Information pages  
were viewed  
**80,733**  
times

Our BDD Test  
was taken  
**476,612**  
times

# SOCIAL MEDIA COMMUNITY

## INSTAGRAM



**69** Posts

**137** Stories

**4048** Likes

**245** Shares

## FACEBOOK

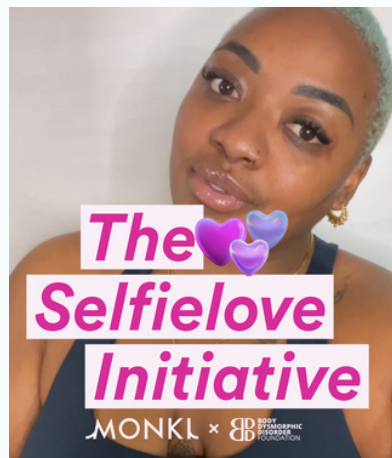


**76** Posts

**994** Likes

**163** Shares

## Top Posts



**705**

likes across all platforms



**EXCLUSIVE:** 'Body dysmorphia left me suicidal - I didn't even know men could suffer from it'

Danny Bowman was just 15-years-old when he developed a fixation on his physical appearance that was so debilitating it halted his education for years and left him housebound

**309**

likes across all platforms



**'I had this strong feeling that my face was disfigured' - Kitty Wallace, the body dysmorphic sufferer turned campaigner**

**254**

likes across all platforms

# Creative Community



“ *For one of my final year university projects, I decided to base it around a subject close to my heart – Body Dysmorphic Disorder. I created these two posters in the hopes of shedding light on something that has truly affected my life for many years – skin picking. Growing up, I never knew it was part of a disorder to get help for as I had never seen or heard anyone talk up about it.* ”  
Evie Horrell



Don't  
Suffer  
Alone  
Anymore

**BD**  
**BD**  
**BODY**  
**DYSMORPHIC**  
**DISORDER**  
**FOUNDATION**

# Personal Stories

Over the course of the year, we shared 97 personal stories of recovery and hope via our website.



Charlie King, an ambassador of the BDD Foundation, first shared his story of BDD on [Steph's Packed Lunch](#), bringing public awareness to the condition. He courageously shared about his path to realising he was suffering from BDD and steps towards managing his condition. Charlie also brought his experience to a [parliamentary inquiry](#) on body image & mental health, advocating for policy change and improved care for those suffering.



Kim Booker tirelessly supported our work during this period, using her [social media platform](#) as a tool for improving understanding of BDD and providing hope to those suffering with the condition. Kim also spoke at the [parliamentary enquiry](#), bravely sharing her experiences in a public space to allow others to feel heard whilst contributing to important policy change. Kim continues to use her personal experience to positively impact others and create solidarity within the community.



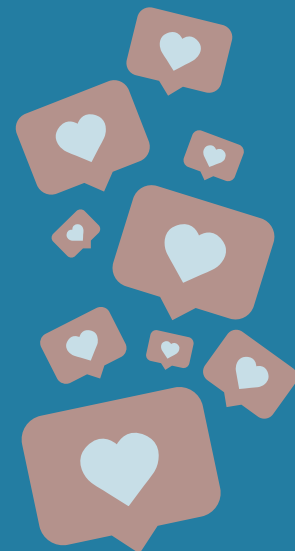
Having spoke at one of our previous conferences, Danny Bowman strengthened his voice in mental health advocacy, particularly within body image and BDD. His article in [The Mirror](#) shared personal insights into living with BDD, aiming to reduce stigma, shame, and improve understanding about the condition, with a focus on the misconception about BDD being a female condition. Danny's activism has been important in shaping public perception around BDD and mental health.

# Video Resources

Our video resources are an important part of what we do. By offering access to recordings from our webinars and conferences, we ensure that everyone can benefit from these at any time. They are vital for those learning about the condition and particularly for individuals who are struggling to access treatment, or unable to leave their homes. The resources cover a wide range of topics and provide information and guidance for people at every possible stage of recovery.

## WEBINARS

Since launching webinars in 2020 we have shared 16 sessions which have been viewed **23,276** times.





# CONFERENCE VIDEOS

➔ To date, we have published **55** conference videos.

➔ This year, we published **15** videos from our joint virtual conference with OCD Action


➔ **TOTAL VIEWS: 428,343**



# PARTNERSHIPS

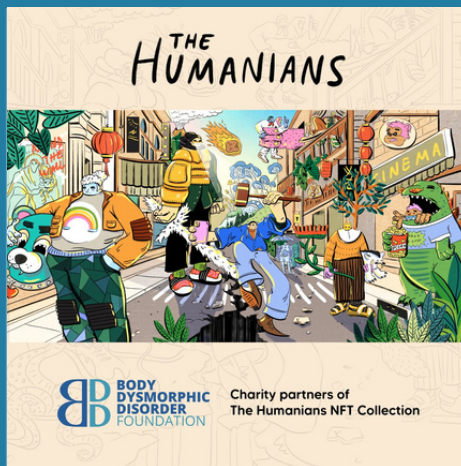
We formed some amazing Partnerships, helping us to increase awareness and understanding of BDD, and the importance of the BDD Foundation's efforts to support anyone impacted by BDD.

## The Selfielove Initiative

MONKL x  BODY DYSMORPHIC DISORDER FOUNDATION

We teamed up with the fashion brand Monki to raise awareness of BDD.

The Selfie Love initiative involved an interactive social media campaign, with downloadable filters aimed to highlight our Change.org petition calling for transparency on altered images online that are used by companies and influencers.



The BDD Foundation became an official charity partner of The Humanians.

They are a socially conscious NFT collection aiming to raise awareness of BDD, whilst tackling unrealistic body expectations perpetuated by social and modern media.

10% of proceeds donated.



Our Ambassador, Charlie King, kindly designed and produced an exclusive t-shirt via his clothing brand 'By Charles King'. All proceeds were donated to the BDD Foundation.

Raising awareness & understanding of the condition is extremely important to Charlie, due to his own experiences.

# VISBII THE HUMANIANS



We partnered with the Humanians, a socially conscious NFT collection born on the Ethereum Blockchain led by the celebrated female artist Amber Day, creator of VISBII. Through their inclusive and supportive Web3 communities on Twitter & Discord, The Humanians celebrate everyone and anyone, free of prejudice and judgement.


The team behind Humania, Odd One Out Labs joined forces with Amber to make a real difference in the NFT space. The Humanians wanted to help & promote The BDD Foundation's aim, which is to relieve the suffering for people with BDD.



We received a **£54,000 Donation**

# 10 AWARENESS RAISING

Our dedicated staff, trustees, patrons, ambassadors & volunteers helped us to raise awareness of BDD, reach more people, support important policy change, and build hope for anyone impacted by BDD through their involvement in media and news publications, features, podcasts, interviews, panels and providing information and evidence. This included:



News

Dr Amita Jassi  
Consultant clinical psychologist, Maudsley Hospital

16 Aug 2022

Concerns raised over lack of support for body dysmorphic disorder sufferers

Dr Amita Jassi on Channel 4 News focusing on the need for more specialist centres



sky news

1:27 / 2:21

A third of young British men say they need to change their appearance because of the "picture perfect culture" on social media.

A survey of more than 2,000 people by health and fitness company Origym also found that it was affecting the mental health of one in 10 of them.

Dr Rob Willson on Sky News highlighting Muscle Dysmorphia



Charlie King & Dr Rob Willson on Steph's Packed Lunch raising awareness of BDD



The Guardian  
for 200 years

The outspoken

**'I had this strong feeling that my face was disfigured' - Kitty Wallace, the body**

Kitty Wallace talks to the Guardian on living with BDD & the importance of the BDDF's work


COSMOPOLITAN



Do I have Body Dysmorphic Disorder? These are the signs and symptoms to look out for

Dr Rob Willson & Kitty Wallace talk to Cosmopolitan Magazine

The   
Selflove  
Initiative

MONKL x 

We teamed up with fashion brand Monki for an awareness campaign



LIVE

West London

Omari Eccleston Brown on Sky News sharing his experience of BDD

sky news



Kim Booker on Sky News talking about BDD & the parliamentary Inquiry

# Campaigns



## House of Commons

### HEALTH & SOCIAL CARE COMMITTEE PARLIAMENTARY INQUIRY ON THE IMPACT OF BODY IMAGE ON MENTAL AND PHYSICAL HEALTH

Two of our media volunteers, Kim Booker and Charlie King, as well as Dr Georgina Krebs, gave knowledgeable verbal evidence in parliament. Our team also submitted written evidence.

As a result of their powerful testimony, the final report included a section specifically focused on the impact of Body Dysmorphic Disorder and significant recommendations to the government.

Some highlights were:

“We urge the Department to ensure more is done to make the diagnosis and treatment of Body Dysmorphic Disorder (BDD) a priority.” “Make training in BDD compulsory for all mental health practitioners”. “Suitable care for those living with BDD must be available” & they recommended that BDD specialist practitioners were eventually embedded into multidisciplinary teams in every new community model for adults severely affected by mental illness.

MONKL

BODY  
DYSMORPHIC  
DISORDER  
FOUNDATION



## WE JOINED FORCES WITH MONKI TO RAISE AWARENESS OF BODY DYSMORPHIC DISORDER

They supported our [Change.org petition](#) directed at the EU Parliament calling for transparency on altered images on social media. We believe organisations, companies, and influencers should be legally required to state when images have been manipulated for paid content online.



We know that the highest rates of BDD are seen in adolescent girls (5.6%) and the proliferation of unrealistic images being viewed by this age group is causing harm.

Monki collaborated with amazing female AR artists to launch a set of purpose-driven filters that helped to spread the word about the petition & BDD as a condition.

Monki made a **£8,400** donation towards the development of a BDD Youth Website.

**41,329**

PETITION SIGNATURES ON :

**change.org**

BODY  
DYSMORPHIC  
DISORDER  
FOUNDATION

# FUNDRAISING



Fraser ran the Loch Ness Marathon raising **£1,040**



Our team cycled the London Nightrider, raising **£3,000**



Game Copping held a 24 hour livestream gaming marathon raising **£1,265**



Life Drawing Marathon Fundraiser raising **£500**



Tracy Northampton x Silver Bell Coaching - Recovery day at the Falcon Hotel raising **£2,000**



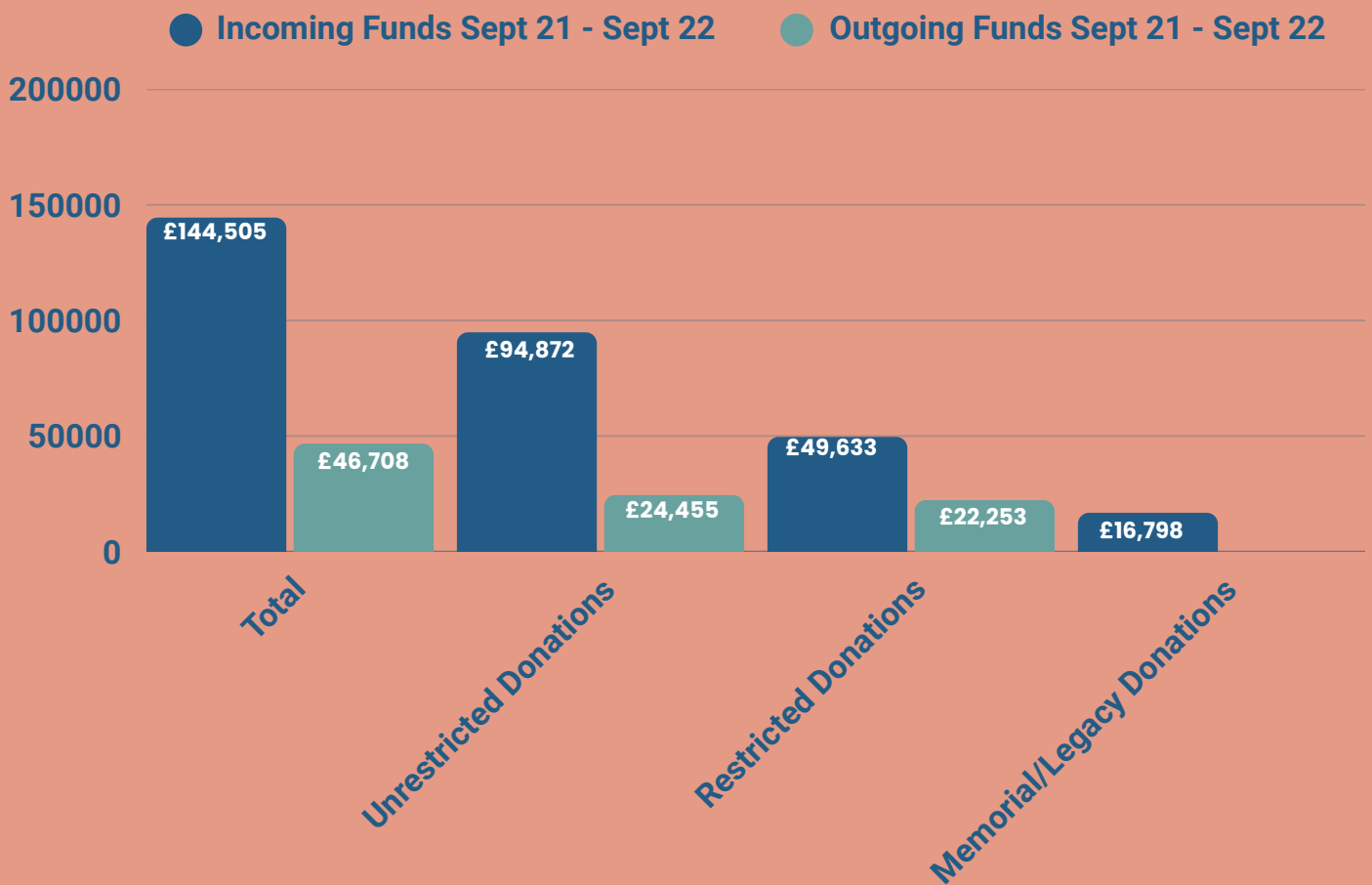
Greg completed a Bear Crawl Marathon raising over **£1,143**

Raising a total of  
**£8,948**



# 12 FINANCES

Our Finances section provides an overview of how our funding was sourced during this period. Thank you to all who make our work possible, supporting us to drive our mission forwards and make a meaningful impact for those affected by BDD. This funding has helped us to offer new projects and expand existing projects, including our Overcoming BDD Programme, our E-helpline, our Social Media and Outreach activity, and increasing our Volunteer Team. The generous £54k we received from the Humanians project was a huge jump in our revenue, and we will consider carefully how best to utilise this in the years ahead.



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# THANK YOU

**We are deeply grateful to our donors, fundraisers, volunteers & community. Your support enables us to continue making a difference for those affected by Body Dysmorphic Disorder.**

**Together, we are changing lives.**

