2022-2023

BDD FOUNDATION

Impact Report

BODY
DYSMORPHIC
DISORDER
FOUNDATION

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WHO WE ARE

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

Together, we can change lives.

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 exclusively for BDD in the world.

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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 might best be 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.

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WELCOME FROM OUR CHAIR

This year has been a brilliant period of growth and progress for the Foundation. We've expanded our team with passionate new employees and volunteers, allowing us to broaden our services and reach more people needing support. Through partnerships and impactful campaigns, we've amplified awareness of BDD as a serious condition that deserves greater understanding and support. As we reflect on these achievements, we remain dedicated to building on this momentum and continuing to make a lasting difference in the lives of those affected by BDD.

Problem Statement

Across this year, demand for mental health services continued to grow, yet BDD remained widely misunderstood, leaving many struggling to access the specialist support they desperately needed. The cost of living crisis further reduced access to mental health care, with financial pressures impacting both the sector and the communities we serve. Stigma, misinformation, and a lack of treatment left many isolated and suffering, tragically resulting in lives lost to this debilitating condition. At the same time, the rise of AI-generated and altered images reinforced unrealistic beauty standards, increasing distress for those with BDD. We also saw a rise in young people and men accessing our services, highlighting the urgent need for tailored, effective support for all affected individuals and their loved ones.

Our Response

The BDD Foundation remained committed to providing support, education, and community for those affected by BDD. We expanded direct support, reaching 1,721 people through core services such as Zoom Support Groups, the Overcoming BDD Programme, and our E-Helpline. To improve access to information, we launched the JAAQ platform and a Youth Website offering age appropriate resources for young people and their support networks. We also recruited Youth Ambassadors to ensure our services reflect the voices of young people. Our collaboration with Monki raised awareness of BDD & unrealistic beauty standards. We secured vital funding through grants, community fundraising, and The Big Give which enabled us to extend our impact - all made possible by the dedication of our staff, volunteers and community.

Achievements

- **Increasing Understanding & Accessibility:** Through JAAQ, our Youth Website, social media growth, webinars, and media campaigns, we provided more people with evidence-based, accessible information about BDD.
- **Growing Our Support Services:** With an expanded team and more volunteer engagement, we offered personalised support to more individuals than ever.
- **Advocating for Change:** Partnering with Monki and through our community's media presence, we increased public engagement, promoted understanding, and pushed for policy change and transparency in the fitness and fashion industries.
- **Strengthening Community & Fundraising Efforts:** Our fundraisers and awareness campaigns helped sustain and grow support services, ensuring more people could access help when needed.

Our Promise

At the BDD Foundation, we remain committed to inspiring hope, to reduce the numbers of lives lost to BDD. This year has shown us that the need for support continues to grow, but so does our commitment to meet the needs of the community we serve. We will keep fighting to provide more support, to break stigma, improve understanding & access to treatment, and amplify the voices of people impacted by BDD. Recovery is possible, and we won't stop until everyone impacted by BDD is understood, supported, and given the care they deserve.

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MISSION, VISION & VALUES

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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

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

VALUES

Hope
Community
Compassionate
Pioneering
Dedicated

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OUR TEAM

The BDD Foundation is a very small charity comprising of an active Trustee Board, Patrons, Associates and 3 part-time members of staff.

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

During this year, our media volunteers grew from a team of 9 to 12 and our we successfully recruited 2 Youth Ambassadors, helping us to better serve our community of children and young people.

Trustees

Dr Rob Willson is Chair 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.

Trustees

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.

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. Nicole 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. Amita 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.

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Trustees

Scarlett Bagwell. Scarlett 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. Emily 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. Katharine 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.

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Patrons

Danny Gray. Danny 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.

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Staff

Kitty Wallace - Head of Operations. Kitty 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.

Gem Ponting - Administrator. Gem is a part-time Administrator at the BDD Foundation. She first connected with the charity as a service user and then became a volunteer facilitator in 2020. Passionate about raising awareness and understanding of BDD as a condition, Gem supports the Foundation's work in providing essential services to those affected. She brings experience from various charity sector roles and also works in HR for another UK charity.

Christian Bower - E-helpline Manager. Christian 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.

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“THANK YOU SO MUCH FOR ALL THAT YOU DO. I’M SO GRATEFUL YOUR FOUNDATION EXISTS”

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KEY ACHIEVEMENTS

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

1

YOUTH WEBSITE LAUNCHED

This year, we launched our youth website to provide tailored resources for young people and their supporters. It features videos sharing real-life experiences from young people and parents.

2

MONKI x BDDF ‘MORE THAN YOUR REFLECTION’

For International Women’s Day, we partnered with Monki on the ‘More Than Your Reflection’ campaign to raise awareness of BDD. The collaboration included a limited-edition underwear collection featuring affirmations to inspire self-confidence and celebrate uniqueness.

3

JAAQ PLATFORM LAUNCHED

We launched JAAQ on our website, thanks to founder and BDD sufferer Danny Gray. Originally created to raise awareness of BDD and other mental health conditions, JAAQ provides insight and support for those affected.

4

AUTUMN WEBINAR SERIES

This year, we delivered a webinar series covering a range of topics from both clinicians and lived experience speakers, to engage and support as many people as possible in our community.

06 OUR YEAR IN NUMBERS

1,721

INDIVIDUALS DIRECTLY SUPPORTED THROUGH OUR SERVICES

779

SUPPORT HOURS PROVIDED

415,200

WEBSITE REACH ACROSS

109

COUNTRIES

BDD TEST TAKEN

476,612

TIMES

9,794

VIEWS FROM 7 PUBLISHED VIDEOS

WE SHARED CONTENT

731

TIMES VIA OUR SOCIAL MEDIA

OUR E-HELPLINE RESPONDED TO

1,328

REQUESTS FOR HELP & SUPPORT

OUR SOCIAL MEDIA CONTENT WAS LIKED

12,219

TIMES

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> FANTASTIC WEBSITE AND PODCAST.
>
> VERY HELPFUL AND DETAILED.
>
> NOW I KNOW WHERE TO RECEIVE SUPPORT FROM, AS WELL AS UNDERSTANDING

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OUR PROJECTS

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

1 PEER 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 CBT-informed programme 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. Providing practical and emotional guidance for those affected by BDD. Through these core services we have supported **5,197 people** to date.

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PEER SUPPORT GROUP

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 in the UK offering support groups to individuals with BDD.

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Zoom Support groups were launched in

APRIL 2020

in response to the pandemic

From 2020-2023 we delivered

103

support group sessions over

155.5

hours, supporting

1,927

people. This was only possible through the support of our 5 compassionate and dedicated volunteers

During September 2022-2023 we delivered

23

support group sessions over

35

hours, supporting

363

people

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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 opportunities for people in recovery to give back and share positive and encouraging stories with the community

Benefits

- An increased knowledge & understanding of BDD
- Feeling equipped with effective strategies to manage symptoms
- Reduced isolation
- Greater connection with others
- Motivation to access specialised treatment
- Increased feelings of agency and choice
- Emotional support
- Reduction in shame and stigma
- Greater self-compassion
- An increased sense of community
- Better ability to manage BDD symptoms
- Information about what do to in a crisis

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When it became unbearable, I reached out to join the support groups. This was the best thing I ever did. Hearing from people like me a world I often feel alone in, was such a revelation

The groups are a lifesaver for people with this disorder. I know because I suffer from this condition and for a long time there was no access to online support groups. Keep up the great work you do and thank you

These support groups give me a sense of comfort & it's a big relief to be able to talk to & hear from people that actually understand BDD. Everyone is so supportive and kind and I'm very thankful that these groups exist

When I was feeling suicidal and waiting for treatment, this group really helped. Hearing from people like you, who understand, is really important as you feel less alone

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EMAIL HELPLINE

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 the options for treatment and support available, as well as 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.

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Our E-helpline was launched in

FEB 2021

by the end of September 2023 We have responded to

3,103

emails

With the support of our compassionate and dedicated volunteers, from

SEPT 22 - SEPT 23

we responded to

1,328

emails

During September 2022-2023 we delivered over

664

hours of support

91%

Found the service very or extremely helpful

84%

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

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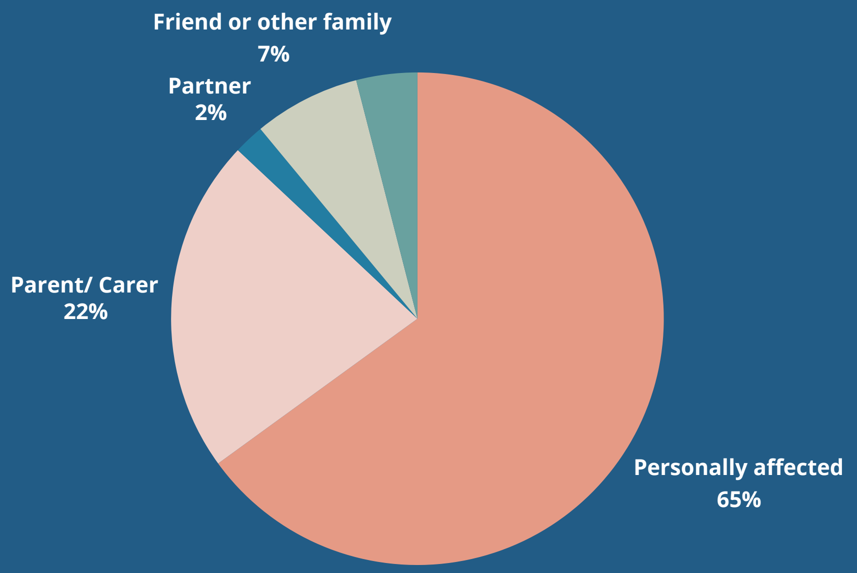
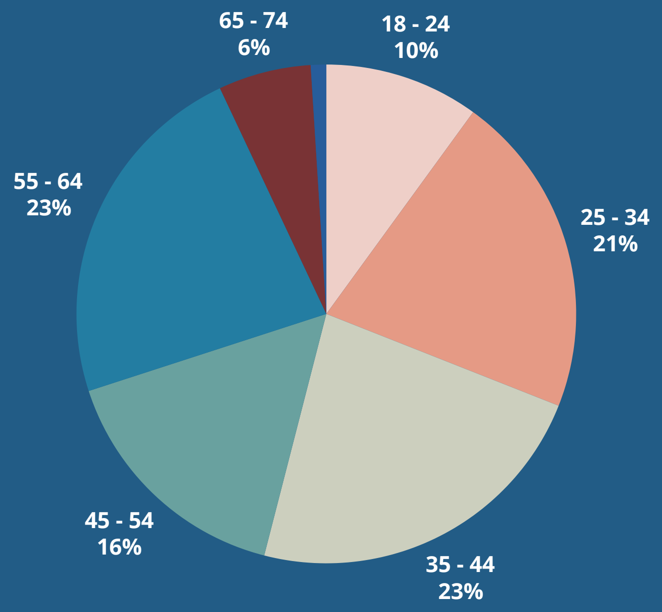
EMAIL HELPLINE

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 better 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

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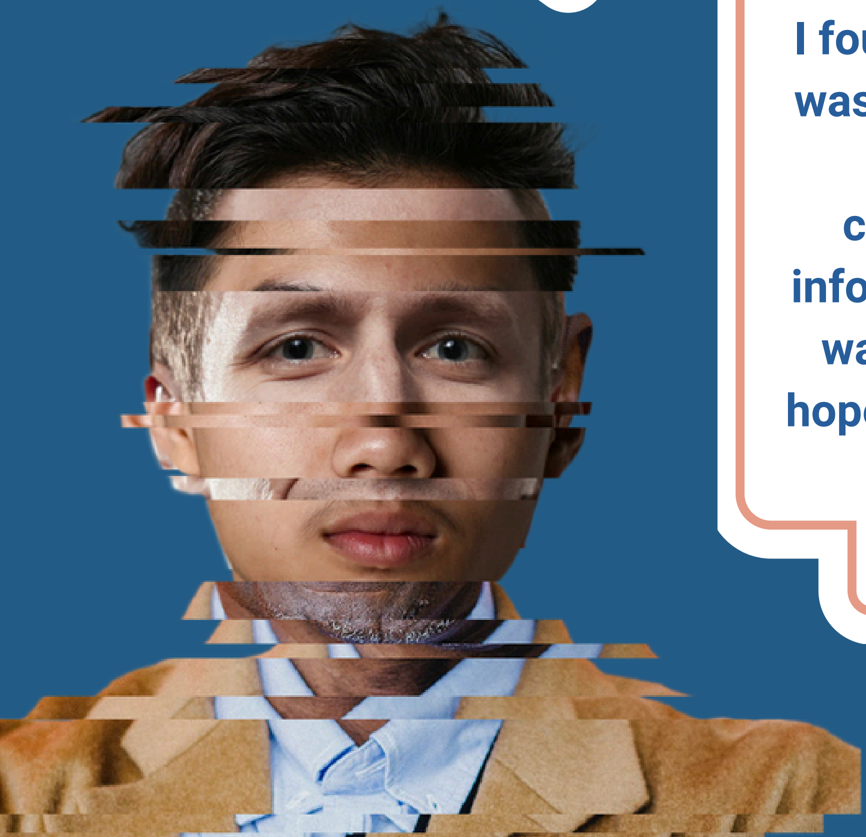
“I have trawled the internet for information to help me understand BDD and how I can help my son. I was desperate when I contacted the BDD Foundation. Debbie’s reply and the amount and quality of her information and advice has given us the confidence to get the right things in motion to help our son and we feel hopeful for the first time in years”

“I am stunned by the amount and level of detail in the advice I got. Thank you!”

“I was so pleased and relieved to get such a friendly, informative, insightful and supportive message”



“I found accessing help via e-mail was of huge aid. The person who replied was so kind and compassionate, with helpful information. They made me feel I was of worth, whilst giving me hope when I really didn’t have any at that time”

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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.

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These Structured Support Groups started in

MARCH 2018

by the end of September 2023 10 groups have been supported over 6 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

152

sessions over 6 cycles, supporting

120

people.

With the support of 5 dedicated volunteers, from

SEPT 22 – SEPT 23

we delivered

44

sessions, over

88

hours, supporting

54

people

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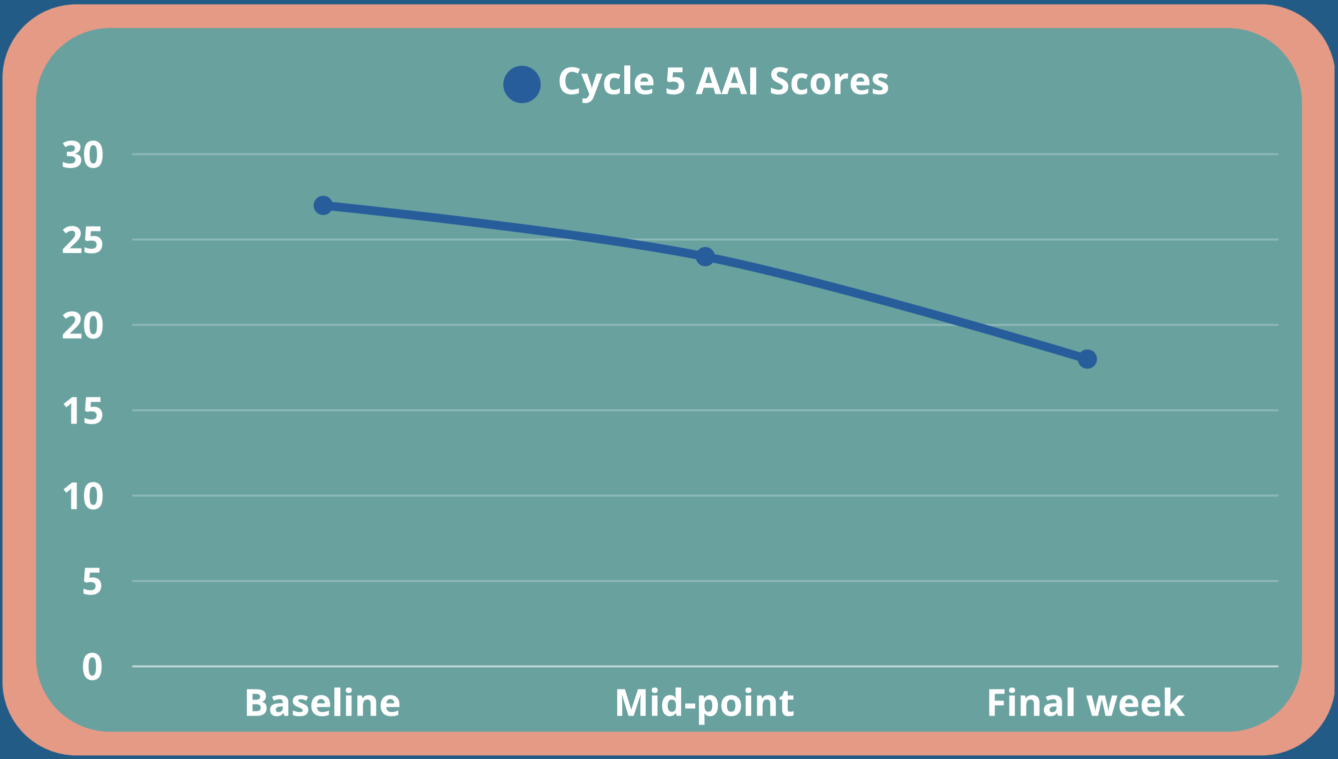
Each iteration undergoes an evaluation to monitor it’s impact and improve future delivery. To date, seven cycles have demonstrated positive outcomes, with participants reporting reduced Appearance Anxiety Inventory (AAI) scores and an enhanced quality of life.

Below demonstrates the average AAI scores for the groups which ran in 2022-2023 (Cycle 5&6) from baseline throughout the programme.



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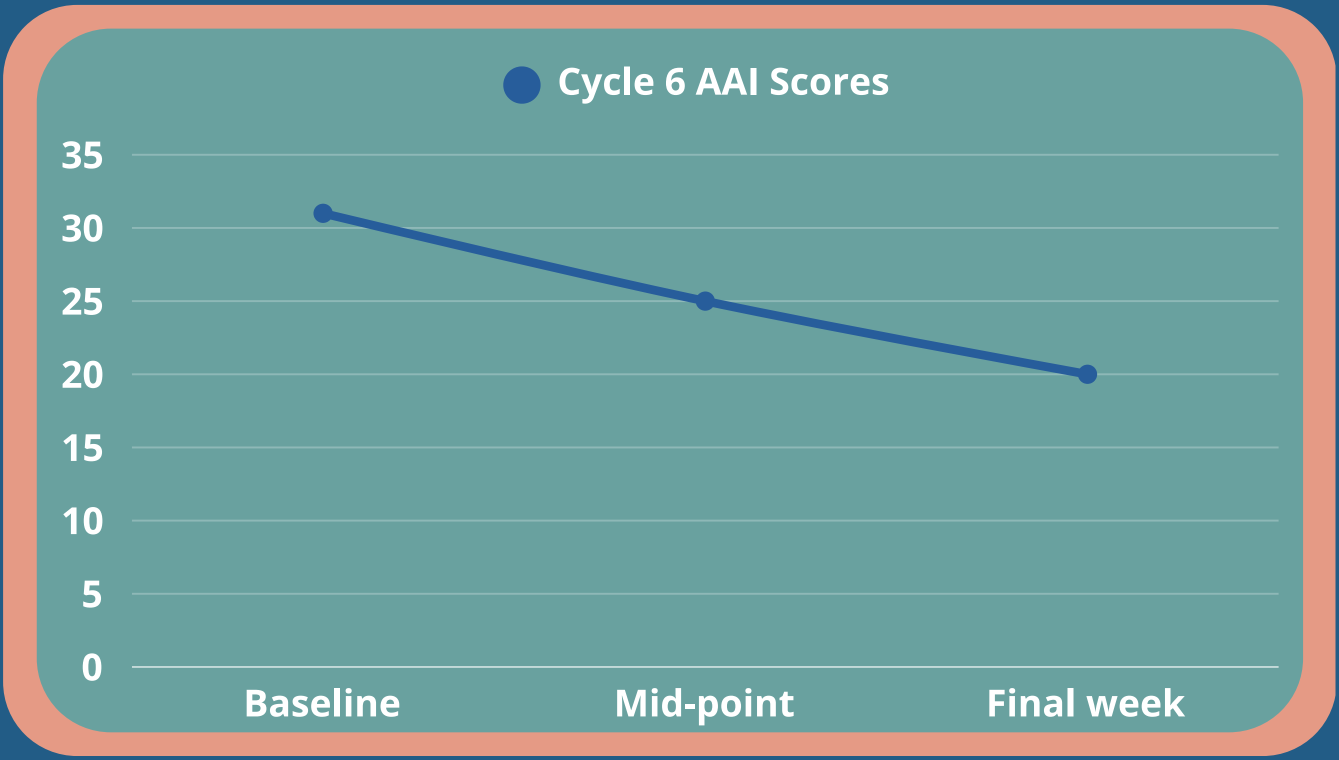

Benefits

- Motivation for engagement in CBT treatment
- A sense of community and reduced isolation
- Better knowledge of support available
- Reduction in time consuming symptoms
- Housebound individuals leaving the home
- People going back into education or employment
- Improved self-compassion
- Better understanding of tools they can use to reduce symptoms and anxiety
- Better understanding of BDD

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BDD no longer dominates my life

I struggled to receive the correct help on the NHS and am so grateful to have found the online groups via the BDD Foundation's website

I am less depressed, more hopeful, more energetic, happier and accepting

This debilitating and misunderstood condition has held me back and made my life a misery. Now I am better able to manage my BDD and live a more fulfilling life

The 20 week programme was amazing and the facilitators were incredible

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Natalia’s Story

My BDD began when I was around 14 with a preoccupation about my teeth. I remember having my photos taken, and my mum asking me to smile but being reluctant as I didn’t want to show my teeth. The defect was not visible to others and UK dentists refused to give me braces.

My mum gave into my preoccupation and helped me get braces privately. I thought I fixed the issue but I then developed a new preoccupation with my buttocks.

I fixated on the idea that if I had the buttocks that I considered desirable then I would be “lovable” and “good enough”. I was convinced that the ones I had made me “ugly” and “unattractive”.
In 2021 I experienced a breakdown of a relationship. At the same time, I discovered I had BDD. After learning I have BDD, the people I dated afterwards never understood my experience. I could not rely on my family for support, instead they exacerbated my symptoms. My safety seeking behaviours were out of control, I was constantly seeking reassurance from partners and comparing myself to other women. Engaging in those behaviours offered short term relief but it wasn’t long until I engaged in those behaviours again which fueled the BDD and made me feel worse.

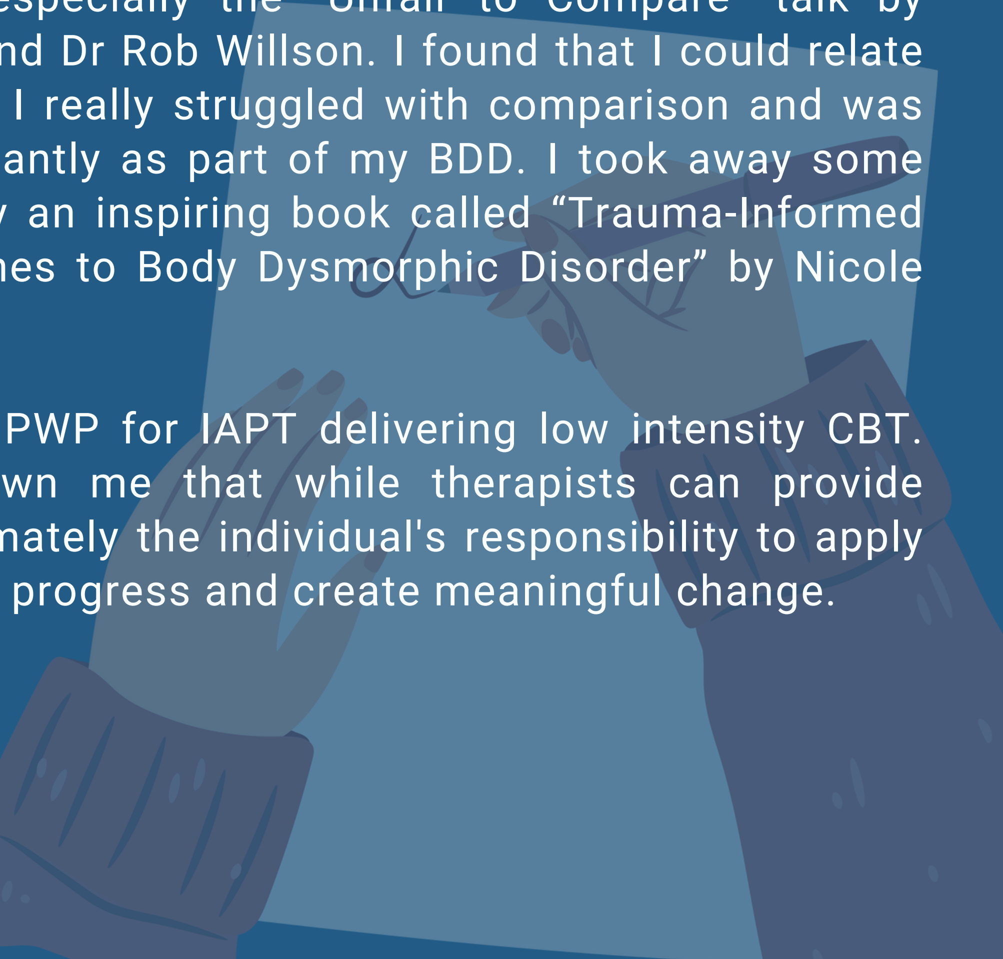
I started my first course of CBT privately which was unsuccessful. In the sessions, we worked on the ‘cognitive’ component which wasn’t useful and involved a constant battle between me and the therapist, debating who was right and who was wrong - which was very counterproductive.

At the time I felt hopeless that things would ever get better and that I'd be able to maintain a healthy relationship. In desperation, I found the BDD Foundation, where I joined some online support groups with individuals who experienced similar thoughts and feelings. It was comforting to know I wasn't alone, and I felt I was part of a community. I listened to other people's stories but I was also able to share my own experiences of BDD, and felt heard, seen and understood. Coming to these groups, I felt I could be myself without any judgement. Individuals with BDD often experience intense shame, but in the support groups, I felt free from that shame and less concerned about how others perceived me.

Soon after that, I also started the Overcoming BDD Programme, which taught me various tools based on CBT techniques, to manage BDD. I was highly resistant to any treatment for a long time and found it hard to implement the tools I was learning.

I took a break from treatment and in 2023 I attended the BDD Foundation conference where I had an opportunity to learn more about BDD and services which offered treatment. I found the various talks very useful and especially the "Unfair to Compare" talk by Professor David Veale and Dr Rob Willson. I found that I could relate to this talk the most as I really struggled with comparison and was comparing myself constantly as part of my BDD. I took away some useful resources namely an inspiring book called "Trauma-Informed and Embodied Approaches to Body Dysmorphic Disorder" by Nicole Schnackenberg.

I have since become a PWP for IAPT delivering low intensity CBT. Being a PWP has shown me that while therapists can provide countless tools, it's ultimately the individual's responsibility to apply them consistently to see progress and create meaningful change.



I decided to give CBT another try and completed a full course for BDD through the NHS, focusing on changing my behaviours. Through the sessions, I learned about the cycle of BDD, identified my behaviours, and worked on reducing them gradually with behavioural experiments, which helped challenge negative predictions and ease my anxiety.

These were the same tools that were taught on the Foundation's Overcoming BDD programme, and it was helpful to build on what I learnt on this programme. I found the Exposure Response Prevention (ERP) process valuable as it helped with gradually decreasing anxiety in situations that provoked it. The ERP helped me to re-engage in activities that I avoided due to my BDD and it helped me to reclaim my life. The process takes time, and involves repeated exposure until the anxiety has subsided. Behavioural experiments are helpful as they let you test your predictions and often reveal that the feared outcomes rarely occur.

I was able to get my life back, I became more engaged socially and joined a local hiking group. I am now better at shifting my attention and focusing externally when in social situations. I also met my partner through the hiking group. I have been focusing on building areas that do not involve appearance and instead I am focusing on developing interests and passions. I now volunteer for the BDD Foundation, both on the E-helpline and as a co-facilitator on the Overcoming BDD Programme.

Volunteering for the BDD Foundation has been an extremely positive experience. It has given me a sense of purpose. Helping other people has also made me value myself for aspects outside of my appearance such as dedication, caring nature and kindness. Each time I volunteer, I come away with a sense of accomplishment that I've helped someone in need. Volunteering for the BDD Foundation has allowed me to focus more on my passions, interests, and meaningful areas of life.

Once I recognised that I had BDD, the BDD Foundation has been there for me each step of the way. From initially joining support groups which helped me feel less alone, to the Overcoming BDD Programme which introduced me to the tools I needed for recovery, to enabling me to be a greater part of the community by giving back as a passionate volunteer facilitator on the same programme I went through myself.

My final message is to persist and don’t give up - recovery is not linear, but instead a process involving ups and downs and at times you may notice that the BDD is still trying to rear its head as you continue to work on yourself. Recovery may require you to be intentional in consciously implementing the tools you’ve learnt in treatment.

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OUR VOLUNTEERS

Our work would not be possible without our incredible volunteers. Their dedication, empathy, and ongoing support allow us to provide life changing services to individuals affected by BDD. Whether they're offering emotional support, sharing lived experience, or guiding participants through recovery programmes, our volunteers create a safe and compassionate space where people feel heard, supported, and empowered. Without their time, energy, and unwavering support, our services simply wouldn't be possible. We are incredibly grateful for their contribution and the positive impact they have on so many lives.

Peer Support Group Volunteers

The volunteers on our online peer support groups create a safe and welcoming space for individuals to talk openly about their experiences with BDD. Using their lived experience and deep understanding of BDD, they offer empathy and encouragement, helping attendees feel less alone while learning from others at different stages of recovery. Their work is so important in creating a supportive community where people can build hope and resilience to move forwards in their recovery.

> **The peer support of the zoom group is amazing, as is the kindness and professionalism from the volunteer facilitators who, crucially, have lived-experience of BDD too.**

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E-Helpline Volunteers

Our E-Helpline volunteers provide compassionate, non-judgmental support via email for individuals affected by BDD and their loved ones. They respond to questions and concerns with empathy, offering high-quality information about BDD, treatment options, and additional resources. Using their strong communication skills and understanding of BDD, volunteers ensure that everyone who reaches out to us receives tailored, accessible support in a safe online space.

I received so much kindness, understanding and stellar practical information in one email. What wonderful volunteers you have supporting people like me. This service is, I believe, a literal lifesaver, and I mean literally based on how I was feeling before receiving understanding and amazing resources.

Overcoming BDD Programme Volunteers

Volunteer peer facilitators on our 20-week Overcoming BDD programme play a important role in guiding and encouraging participants through the structured programme. Drawing from their own lived experience of BDD, and expertise in group facilitation, they create a supportive and safe environment where individuals can build practical coping strategies and work toward long-term recovery. Their dedication throughout the 20 weeks allows them to build trust and form meaningful connections with participants, creating a safe space where individuals feel empowered and supported every step of the way.

The volunteer facilitators were incredible. So knowledgeable professional, kind, compassionate and considerate. They took the time to check in with me when I was struggling. Can't praise them enough for how they conducted the sessions and more.

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09

OUR COMMUNITY

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 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 DON'T FEEL ALONE WITH THIS ANYMORE. THE BDD COMMUNITY I NOW FEEL PART OF HAS GIVEN ME A VOICE SO I CAN ARTICULATE MY NEEDS TO THE MEDICAL PROFESSION

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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 22 – SEPT 23
we reached
415,200
people

Information pages
were viewed
80,733
times

Our website was
accessed by around
109
countries

Our BDD Test
was taken
476,612
times

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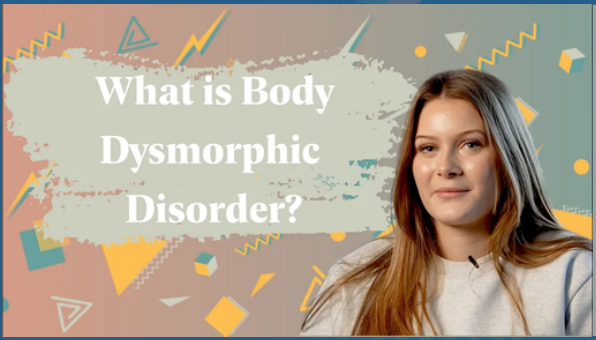
YOUTH! WEBSITE

This year, we proudly launched our new youth website, designed to provide tailored resources and support for young people and their families. Developed with input from parents and young people, the site reflects their insights and needs. It features inspiring and educational videos, created with the courageous participation of those who shared their stories to help others.

Thanks to funding from Monki, the website has become a valuable resource. Together, these efforts have created a space where young people and their families can find the information and support they need, offering connection, understanding, and support.



In this video a wonderful group of young people share their first hand experience of BDD, from thoughts and behaviours to how it impacted them day to day.

The second video of the series focuses on the experience of getting a diagnosis and receiving CBT therapy. They discuss elements of the treatment process and how it helped in their recovery.

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This video shares hints and tips for how to support someone with BDD from the perspective of both young people and their parents. They share their invaluable insights on how to become a team when battling BDD.

In this video parents share their experiences and what they have learnt whilst supporting their adolescent child on their BDD recovery journey.

YOUTH AMBASSADORS

We introduced our youth ambassadors, Mia and Elias - both passionate advocates amplifying the voices of young people with BDD. Through their lived experiences, they bring authenticity to our initiatives, share their stories, and help us shape resources that resonate with young audiences. Their ongoing commitment to sharing inspires others to seek support and encourages important conversations about living with BDD.

> **IF I WERE TO ADVISE ANYTHING TO SOMEONE WHO MAY HAVE BDD – IT WOULD BE TO VISIT THE BDD FOUNDATION WEBSITE. IT LITERALLY WAS AND STILL IS A LIFE SAVER FOR ME**

Katie

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SOCIAL MEDIA COMMUNITY

INSTAGRAM

+534	Followers
127	Posts
248	Stories
8880	Likes
629	Shares

FACEBOOK

+286	Followers
134	Posts
2535	Likes
238	Shares

BODY DYSMORPHIC DISORDER FOUNDATION

Top Posts

3,843
views across all platforms

303
likes across all platforms

227
likes across all platforms

SOCIAL MEDIA COMMUNITY

Absolutely love this campaign!

This is so great! And only the beginning..

This makes me really happy. Really helps just to know that it’s being recognised in these kind of ways. Thank you

This makes me feel less alone. Thank you

Thank You! 🙏🙏🙏 It means the world, that the BDD Foundation is specifying this!!

If only people could understand this.

Exactly! I feel like this often holds those who have BDD back from talking about it

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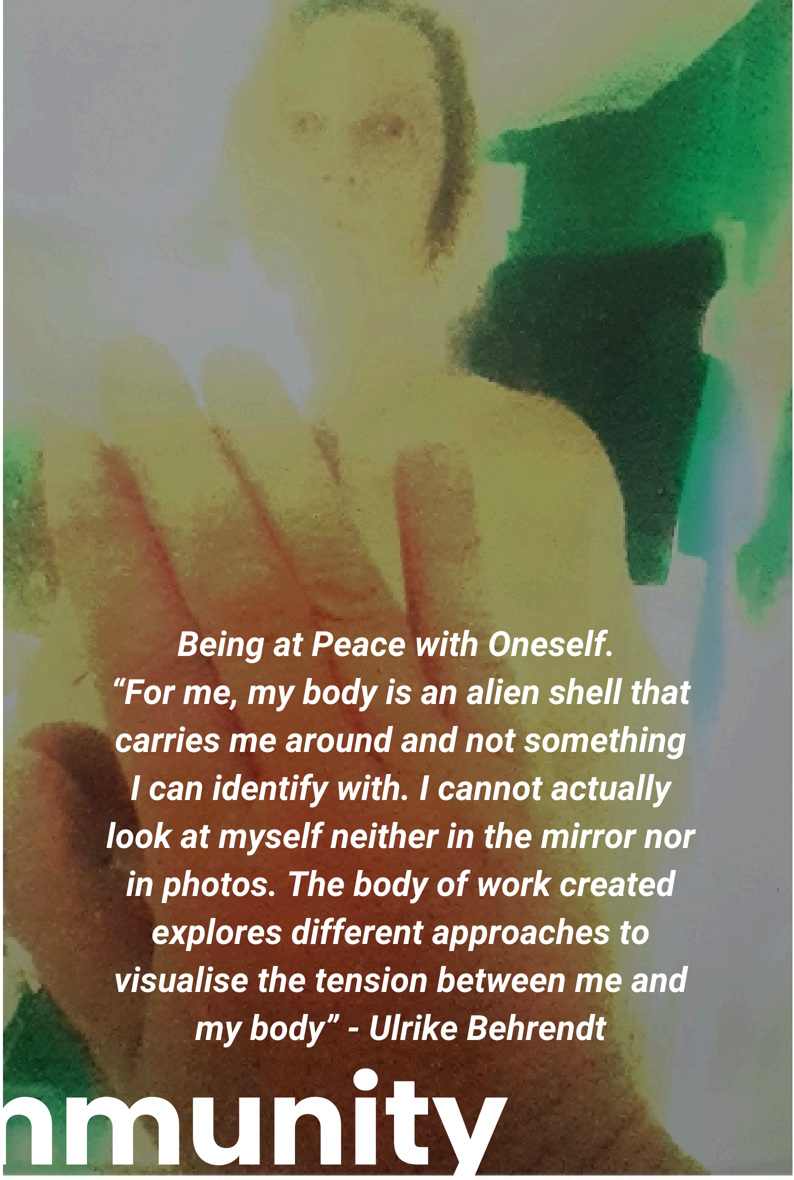
Creative Community



Being at Peace with Oneself.

"For me, my body is an alien shell that carries me around and not something I can identify with. I cannot actually look at myself neither in the mirror nor in photos. The body of work created explores different approaches to visualise the tension between me and my body" - Ulrike Behrendt

Personal Stories

Over the course of the year, we shared 27 personal stories of recovery and hope via our website.

Beau shared his experience of BDD as a result of devastating and heartbreaking childhood trauma. *"I've had long stretches of periods of time where I couldn't leave the house. The weight on me felt so heavy it felt as though it was crushing my organs."* Beau discovered a love for cycling as part of his healing from BDD - finding a community and connecting with others through a welcoming and inclusive club, has been an essential part of Beau's recovery. He reflects that *'the community aspect of cycling, is the thing that gets me out of bed.'*

Our volunteer, Tilly, was interviewed on BBC Sounds Room 5 Medical Mysteries Podcast with broadcaster Helena Merriman. Tilly shared how, from an early age, she never felt right in her body and how utterly disorientating that was, until one day she sat down with a therapist to put a label on that feeling. Tilly also contributed to episode 28 of our Beating BDD Podcast where she shares her recovery journey and how important it is to keep putting in the work.

As someone who lives with BDD, Alex is passionate about raising awareness of BDD & being an important voice for the many people out there who are yet to speak about their condition or get support.
"I have been diagnosed with this disorder for a while now and at times it can be debilitating for myself and massively impact those who love me."
Alex has engaged with support from the BDD Foundation and with his partner Bryony walked the West Highland Way in June, to raise funds for the BDDF.

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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.

AUTUMN WEBINAR SERIES

2.4K views

'The Neglected Trauma of Neglect: Considering Emotional Developmental Trauma in the Etiology of BDD'

Arie Winograd in conversation with Dr Nicole Schnackenberg.

' BDD and Relationships'
with
Scott Granet, Chris Trondsen
& Robyn Stern

1.7K views

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PARTNERSHIPS

JAAQ

This year, we partnered with JAAQ (Just Ask A Question), an innovative platform founded by Danny Gray, who has personal lived experience of BDD.

This collaboration offers individuals an interactive and accessible way to ask questions about BDD and receive information from leading experts (including Professor David Veale) and those with lived experience (including Founder, Danny Gray).

The tool provides accessible, reliable information to those affected by BDD, their loved ones, and anyone seeking to understand the condition better. JAAQ's technology supports us in our mission and working towards greater understanding.

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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:

I became six months housebound. That was my rock bottom. From then

Ben West speaks with Kitty Wallace & Danny Bowman on the devastating consequences associated with BDD, specifically in men

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BBC Morning Live ran a feature on body image issues in men, featuring Danny Bowman & Kitty Wallace


THE TIMES

"The obstacle is getting the referral, either because of funding reasons or because it's not recognised, perhaps, as being sufficiently severe."

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The Times newspaper spoke with families who lost loved ones to BDD and us at the BDDF.

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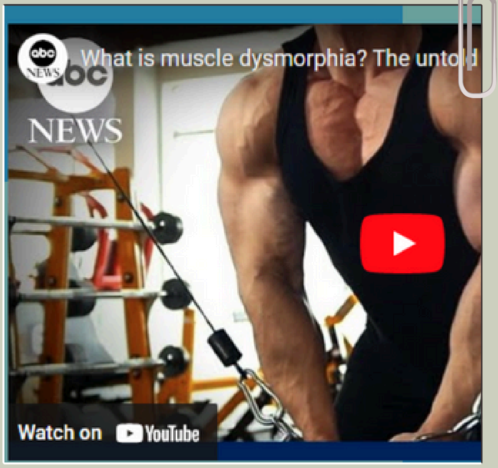


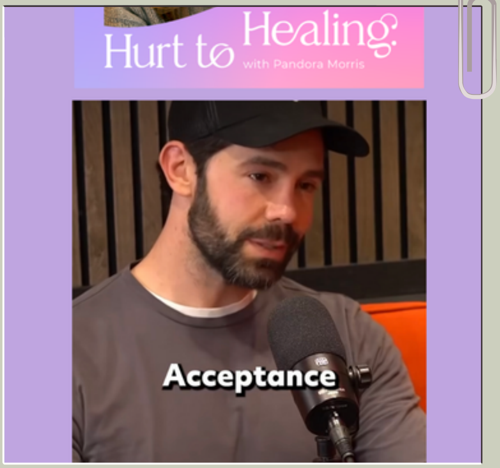
ABC News spoke with our media volunteer, George Mycock on Muscle Dysmorphia.

GQ talks to experts and sufferers including Charlie King & Dr. Rob Willson

Dr Amita Jassi on BBC News for a feature on BDD & access to treatment for young people.

Kitty Wallace shares her experience of BDD, treatment and recovery.

Our volunteer Tilly Kaye on BBC's Room 5 about the impact of a BDD diagnosis



Charlie King & Dr Amita Jassi interviewed on Hurt to Healing Podcast

Campaigns

In March 2023, we partnered with Monki for the ‘More Than My Reflection’ campaign, launched to coincide with International Women’s Day. The campaign aimed to raise awareness about BDD and promote self-acceptance and confidence.

Monki released a limited edition underwear collection featuring positive affirmations and body illustrations designed to boost confidence. Alongside the collection, Monki donated £12,500 to BDDF. They also hosted a panel talk in central London, developed a video series sharing personal stories to highlight BDD’s impact and displayed posters in major cities across the UK raising awareness of BDD.

This collaboration marked an important step toward challenging beauty norms, not usuing re-touched imagery, and supporting mental health awareness in the fashion industry.

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MONKI X BDD - More Than Your Reflection

Kim Booker

“By raising awareness we can help those struggling with BDD to understand what they are going through and to seek out the support that will help them regain control of their lives. Understanding my condition was the first step on a positive journey towards living with BDD”

Sandeep Saib

“BDD does not discriminate, it can affect and happen to anyone, any gender, at any age, any race across the world (like with any mental health illness). I think it is also paramount to have equality, diversity and inclusion part of the image representation in the media - be proud of who you are wholeheartedly”

Mia Hill

“When you’re scrolling through Instagram, you’re not seeing all the behind the scenes and hours of editing, you’re seeing that you look different to all these gorgeous women and not understanding why you don’t look like them. Being transparent about images we put online is much more important than we may think”

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RELAXER
"BDD is not seeing yourself as a whole person."
What do you see in the mirror?
MONKL × BODY DYSMORPHIC DISORDER FOUNDATION


What do you see in the mirror?
MONKL × BODY DYSMORPHIC DISORDER FOUNDATION
"It's like a distorted reality."
Hear Mia's story
MONKL × BODY DYSMORPHIC DISORDER FOUNDATION
"BDD is not seeing yourself as a whole person."
Hear Kim's story
MONKL × BODY DYSMORPHIC DISORDER FOUNDATION

12

FUNDRAISING

Triathlon Fundraiser in memory of Conrad Colson **£14,000**

Charlie MacNiece completed the Staffordshire Ironman **£1,100**

Mikey held various fundraisers over a year, most notably a live wax-a-thon **£2,554**

Alex & Bryony's West Highland Way fundraiser **£735**

A 46 mile walk from Machynlleth to Montgomery, in memory of Morgan-Rose **£600**

George challenged himself to run 50miles in a month **£528**

Raising a total of

£19,517

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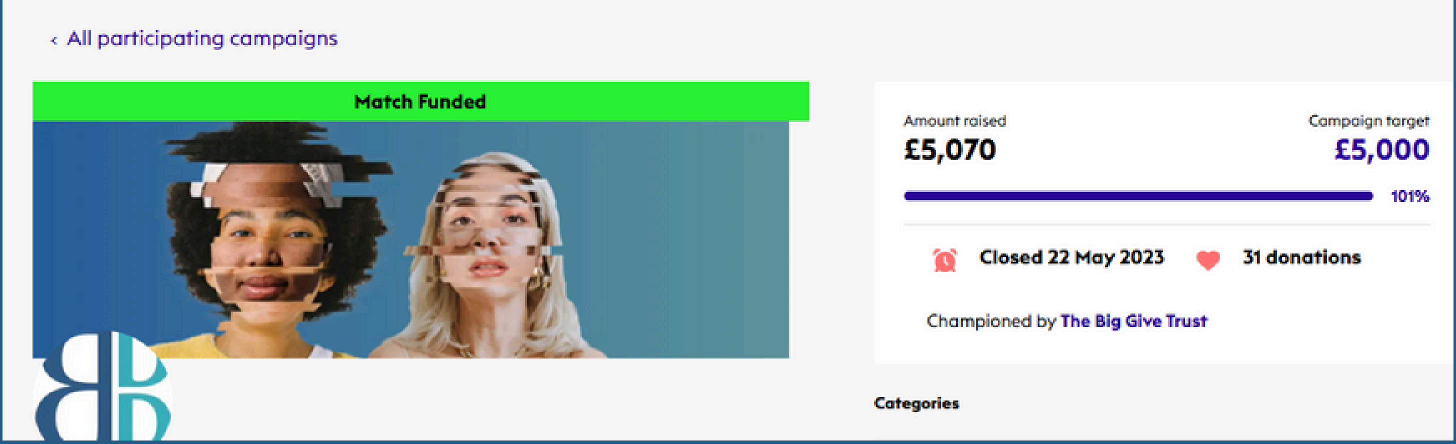
The Big Give

In May 2023, we participated in The Big Give campaign to raise funds for our Overcoming BDD Programme. Thanks to the incredible support of our community, we reached our £5,000 target! This success was a true team effort, with individuals coming together to share, donate, and fundraise for the cause. We are so grateful to everyone who contributed, helping us continue to provide vital services to those affected by BDD.



‹ All participating campaigns

Match Funded

Amount raised
£5,070

Campaign target
£5,000

101%

Closed 22 May 2023

31 donations

Championed by The Big Give Trust

Categories

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In Memory of Conrad Colson

Conrad was a deeply valued member of the BDD community and dedicated fundraising volunteer. Sadly, he felt unable to continue his brave and lengthy battle with BDD in March 2022.

Over the past 2 years Conrad helped with all of our grant funding applications. Most notably, his help was fundamental in securing the Foundation a grant of **£101,124** from the National Lottery Community Fund. This guaranteed and expanded the work of our support services (e-helpline, support groups and Overcoming BDD Programme) for the next 3 years. It is the largest sum that the BDD Foundation has ever been awarded. We will be receiving £33k each year, an amount that matches what we would normally receive in a year, effectively doubling our yearly income. Furthermore, Conrad raised around **£6,000** through applications to smaller trusts last summer.

The final grant of **£14,850**, awarded by the Fore, was received posthumously to cover the cost of a part-time Administrator.

Through his fundraising efforts, Conrad leaves a legacy that will continue to help those affected by BDD for years to come and we are profoundly grateful.

Conrad had many friends, and a loving family, who continued Conrad's fundraising efforts after his passing, through his memorial fundraiser, taking part in a triathlon and releasing Conrad's music. Their efforts contributed to a further **£25,400** coming to the BDD Foundation.

Conrad meant more to us than money ever could, but we are determined to use the total of **£147,374** to continue supporting anyone affected by BDD, as Conrad would have wished.

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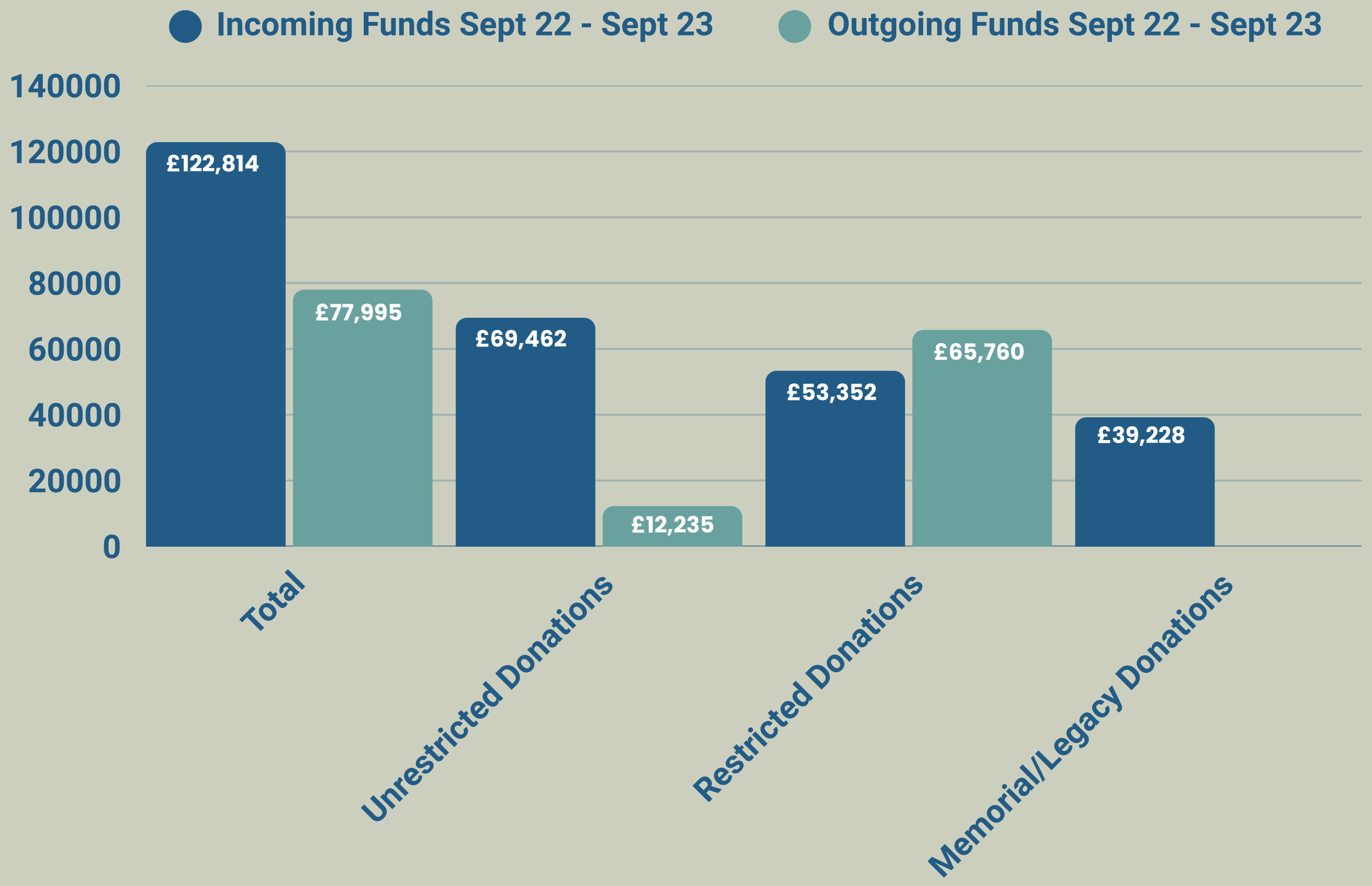
13 FINANCES

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 helped us to offer new projects and expand existing projects, including our Overcoming BDD Programme, our E-helpline, our social media and outreach activities, and increasing our Volunteer Team. We were also able to expand our amazing staff team through recruiting our Administrator, and by increasing the working days of our Head of Operations.



THANK YOU

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

Together, we are changing lives.

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ACKNOWLEDGEMENTS

Thank you to everyone who contributed to the creation of this impact report. Your expertise, insights, and support were instrumental in shaping this work.

Creators

Holly Staunton, Kitty Wallace & Gem Ponting

Contributors

Natalia, Tilly, Sandeep, Kim, Mia, Elias, Charlie, Beau & Alex

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