



Invest £500 a year for 5 years to change & save lives affected by Body Dysmorphic Disorder.

Your support funds vital services; helpline responses, peer support groups, and training – reaching hundreds of people every year who would otherwise face years of isolation.

Join a growing network of employers investing in better mental health



Benefits to your organisation

- Champion employee wellbeing and inclusion;
- Meet CSR goals with measurable social impact;
- Obtain a free 'workplace toolkit' offering practical guidance for supporting someone with BDD in the workplace;
- Be featured as a 5-for-5 partner on our website, newsletters, and impact report.

We'll provide you with a ready-to-use communications pack to help you share your involvement internally and externally.

About Body Dysmorphic Disorder

We are the leading charity for Body Dysmorphic Disorder (BDD). We are a small, but high impact charity advancing education & understanding of BDD, alongside support for anyone affected by this debilitating condition. Whilst we are based in the UK, our reach is international.

BDD is a serious mental health condition affecting **1 in 50 people**, men and women almost equally.

Those affected have a distressing preoccupation with one or more perceived flaws in their appearance e.g. nose, skin, hair, etc. Any body part could be the focus of concern in BDD. It leads to severe emotional distress and very commonly, social isolation.

Around **30% of people with BDD will find themselves housebound** at some point during the course of their illness and very sadly **1 in 4 will attempt suicide**.

With the right support and treatment, BDD can be overcome, but it takes an average of **10-15 years for someone to receive a diagnosis**. Our charity aims to shorten this, and provide the much needed support for this vulnerable community.

Our work changes, and ultimately saves lives.

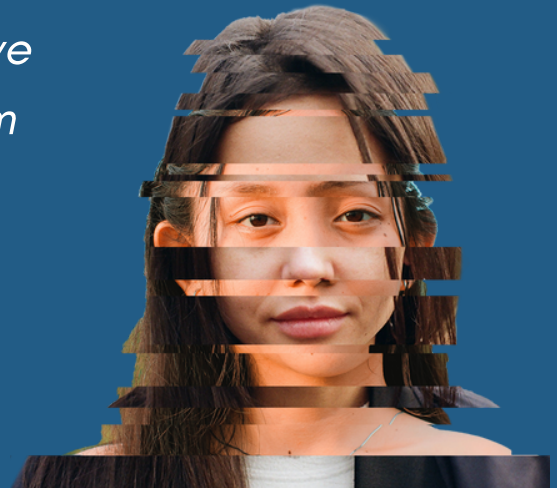


"When I was feeling suicidal and waiting for treatment, this group really helped. Hearing from people like you, who understand, is really important as you feel less alone"



"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"

"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"





Our year in numbers:

1,901

INDIVIDUALS DIRECTLY
SUPPORTED THROUGH OUR
SERVICES

OVER **200,000**

WEBSITE REACH ACROSS

195
COUNTRIES

OUR E-HELPLINE RESPONDED TO

1,436

REQUESTS FOR HELP &
SUPPORT

OUR 'DO YOU HAVE BDD?'
TEST WAS USED

938,000

TIMES

1,350

SUPPORT HOURS PROVIDED

OUR SOCIAL MEDIA CONTENT
WAS LIKED

9,725

TIMES

Meet our Leadership Team



Dr Rob Willson – Chair. He is a Cognitive Behaviour Therapist with a special interest in obsessional problems. He co-authored the self-help book *Overcoming Body Dysmorphic Disorder* amongst other publications. He first became involved in research on BDD over 20 years ago. Currently, he divides his time between private practice and conducting research on improving the understanding and treatment of BDD.



Dr Amita Jassi – Vice Chair. 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.



Kitty Newman – Managing Director. Kitty previously worked as a brand manager in the wholesale fashion industry. Her personal experience of BDD drove her to shift focus, becoming a trustee of the charity in 2017, & Head of Operations the following year. Kitty also a qualified psychotherapist, registered with the BACP. Her MSc research focused on integrative therapy for BDD.



Gem Ponting – People & Projects Manager. Gem 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.



Take the first step today



Email fundraising@bddfoundation.org or visit www.bddfoundation.org to join a growing network of employers investing in better mental health.

£500 can change two lives.

That's what it costs to guide two people through our Overcoming BDD Programme – helping them rebuild confidence, work, study, and relationships. Your gift doesn't just support treatment; it restores hope and gives people their futures back.

£1,000 answers 100 cries for help.

Many emails we receive are from someone in distress. Your support ensures every message gets a thoughtful, expert reply – often the first moment someone feels heard.

£1,500 keeps our door open to the world.

Our website reaches more than 250,000 visitors in 195 countries – often the first stop for people searching “Do I have BDD?” Your donation keeps that lifeline online.

Interested in giving more?

We would be keen to discuss unique partnership opportunities or provide bespoke support to corporate donors who want to go beyond the 5 for 5 giving programme.

This could involve online or in-person workshops, or other interventions to improve your team's understanding of BDD, how to recognise it and how to help employees.

Please email us to discuss your interest and needs.



Email fundraising@bddfoundation.org or visit www.bddfoundation.org to join a growing network of employers investing in better mental health.