

2024-
2025

BDD
FOUNDATION
Impact Report

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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.

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.

02

WELCOME FROM OUR CHAIR

Dr Rob Willson



As I reflect on the past year, I am reminded that the need for The Body Dysmorphic Disorder Foundation has never been greater. While awareness of mental health continues to grow, too many people living with Body Dysmorphic Disorder still face misunderstanding, stigma, delayed diagnosis, and significant barriers to accessing appropriate treatment and support.

Despite these challenges, I have been continually inspired by the strength, courage and resilience of the people we connect with. This year has demonstrated what can be achieved when people come together with a shared purpose: to ensure nobody affected by BDD suffers alone. Through the dedication of our staff, volunteers, trustees, ambassadors, supporters and partners, we have continued to provide hope, connection and life-changing support to thousands of people around the world.

Everything we achieve is made possible by the remarkable people who stand alongside us. To our staff, volunteers, trustees, patrons, ambassadors, associates, partners, fundraisers, donors, creatives and community members - thank you. Your commitment, compassion and belief in our mission make our work possible every single day. While there is still much progress to be made and significant work ahead, I remain hopeful that we will achieve great things for our BDD community together.

2024–2025 was marked by continued economic uncertainty, welfare reforms, cost-of-living pressures, and growing demand for mental health support. Across the UK, mental health services remained under significant strain, with long waiting times and increasing barriers to accessing timely and appropriate care. The Government progressed reforms to the Mental Health Act, placing greater emphasis on patient rights, autonomy and person-centred care, while charities and sector leaders continued to highlight the growing gap between demand for support and the capacity of statutory services to respond. Youth mental health remained one of the most significant public health concerns. Evidence showed rising rates of anxiety, depression and related conditions, with NHS data indicating that around 1 in 4 young adults in England were experiencing a common mental health condition. As mental health challenges increased, conversations across the sector increasingly focused on prevention, early intervention and community-based support. For many individuals and families affected by BDD, accessing specialist help remained difficult, leaving people feeling isolated and unsupported.

2024–2025 also saw a rapid expansion in artificial intelligence, image-editing technologies, and appearance-altering filters. Across the mental health, education and online safety sectors, concerns grew about the impact of digitally altered appearances on mental health and self-esteem. For people living with BDD, this further intensified appearance-related pressures and reinforced unrealistic beauty standards. During this period, new safety measures and requirements were introduced, designed to protect children from harmful online content and improve online safety. Policymakers increasingly recognised the role that social media algorithms, image-altering technology and appearance-focused content can play in affecting people's mental health, however, there was still a vital need need for stronger protections and regulation.

Against this backdrop, the role of the BDD Foundation became more important than ever. In response to growing need, we remained committed to delivering compassionate, accessible and transformative support. Throughout the year, we continued to raise awareness of these issues, engage with media and policymakers, amplify lived experience voices, and advocate for greater understanding of the challenges facing our community. As the world's only charity dedicated exclusively to BDD, we continued to provide specialist support, trusted information, meaningful connection and hope to people living with or affected by the condition. We supported 1,901 people through our core services, delivered 1,350 hours of support, responded to 1,436 requests for help through our E-Helpline, and saw our BDD Test completed more than 938,000 times. Our website reached over 200,000 people across 195 countries, while our webinars, social media platforms and growing community ensured that thousands more people could access support, understanding and evidence-based information when they needed it most. We listened carefully to the needs of those we serve and remained focused on ensuring that nobody affected by BDD feels alone.

This year brought significant achievements and exciting developments. We proudly relaunched the Beating BDD Podcast, creating a platform dedicated to recovery, community and hope, which achieved 17,484 listens during the year. We delivered our Autumn Webinar Series, providing expert-led and lived experience-focused content that now serves as a lasting online resource for our community. We also hosted an online BDD Conference in partnership with the International OCD Foundation (IOCDF), bringing together leading clinicians and inspiring speakers from across the UK and US. Following the success of our collaboration, we formalised our relationship with the IOCDF as Global Partners, strengthening our collective efforts to improve understanding, treatment and support for BDD worldwide. We welcomed three new valued trustees to our Board, expanded our incredible volunteer team, and saw growth to our dedicated fundraising and supporter community, ensuring we are well placed to build on our impact in the years ahead.

At the BDD Foundation, we remain dedicated to ensuring that everyone living with, or affected by BDD has access to the understanding, support and treatment they need. We will continue to amplify lived experience, challenge stigma, advance awareness, strengthen our services, support research, and advocate for better understanding and care. We know recovery is possible because we see it every day in the stories of our community. Together, we will continue working towards a future where nobody faces BDD alone, where every person is treated with compassion and respect, and where hope, support and recovery are within reach for all.

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

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

VALUES



Hope - We inspire hope by showing that recovery is possible and that no one faces BDD alone.

Community - We create a supportive and understanding community where those affected by BDD can connect and share experiences. We actively involve our community in shaping our work, ensuring we remain community-led and responsive to their needs.

Compassionate - We approach our work with compassion, empathy, and a deep understanding of the challenges faced by those affected by BDD.

Pioneering - We champion innovative research and treatment options to create a better future for those with BDD.

Dedicated - We are committed to raising awareness, providing support, and driving meaningful change to improve the lives of those affected by BDD.

04

OUR TEAM

The BDD Foundation is a very small charity comprising of an active Trustee Board, Patrons, Associates and 4 members of staff.

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

During this year our volunteers grew from a team of 12 to 25 more than doubling in size. This incredible growth has allowed us to expand our reach and offer more consistent, compassionate support to those affected by BDD.

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.



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.

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.





Dr Benedetta Monzani. 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.

Mike Pounsford. Mike is a strategic communications leader with 30+ years' experience helping organisations navigate change, purpose and culture, and is the author of *Leading the Listening Organisation* (2024). He co-facilitates the BDD Foundation's Overcoming BDD Programme and is a parent of an adult daughter with lived experience of BDD.



Holly Staunton - Holly has over a decade of experience in the charity sector, specialising in mental health, social inclusion and impact. Alongside her role as Operations Manager for a human rights charity, she advises values-led organisations on strategy and impact. With lived experience of BDD since her teens, Holly is deeply committed to the Foundation's mission and ensuring lived experience remains at the heart of all we do.



Louisa Cottrell. Louisa is a partner and business development director at investment management firm Brown Advisory, supporting the growth of its UK private client and charity business. A keen volunteer, she has supported a number of charities including The BDD Foundation, and has a strong personal connection to the BDDF through long-term support of a close friend with BDD.



Patrons



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.

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.

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 due to his other enterprise, Warpaint for Men. He shares openly about his own experiences of BDD. Danny is a passionate mental health advocate speaking to thousands of people every year.



Associates



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.

Dr Georgina Krebs - Clinical Advisor. Georgina is an Associate Professor at University College London (UCL), where she co-leads a research group called the Anxiety, self-Image and Mood (AIM) Lab. Much of her research is focused on BDD. She has published around 90 peer-reviewed papers and book chapters, many of which have focused on BDD. Georgina is also an Honorary Consultant Clinical Psychologist. Previously she worked for over 15 years in a National & Specialist Clinic for Young People with OCD & Related Disorders.



Staff

Kitty Newman - Managing Director. 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 - 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.



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.



Lana C. - E-helpline Co-ordinator. Lana supports the day-to-day administration & coordination of the E-Helpline service. Her work ensures that those accessing this service receive high-quality empathetic & helpful support around their experience & how they can access the appropriate help. Lana has an academic & professional background & passion in Psychology. She possesses in-depth knowledge of BDD, OCD, & other related conditions, their treatments and how they can be accessed, and of the varied lived experiences of sufferers & their loved ones.



**THE BDD FOUNDATION
HAS MADE A PROFOUND
DIFFERENCE TO MY LIFE.**

**ALTHOUGH I WAS
DIAGNOSED OVER 20
YEARS AGO I HAVE ONLY
REALLY NOW STARTED TO
OPEN UP ABOUT MY
JOURNEY.**

**I HAVE BEEN ATTENDING
THE FOUNDATION'S ZOOM
SUPPORT GROUPS,
WRITING POEMS,
DRAWING PICTURES AND
EVEN SHARED MY STORY**

Louise



KEY ACHIEVEMENTS

05

The BDD Foundation has marked a number of significant milestones this year. This has included:

1

Relaunch of Beating BDD Podcast

This year saw the exciting re-launch of the Beating BDD Podcast, a podcast dedicated to community, connection and recovery. With support from the Big Give campaign, we now have funding to create 24 episodes across a two year period.

2

Autumn Webinar Series

We delivered our Autumn Webinar Series, offering a range of topics from expert clinician and lived experience speakers that are now available as long term online resources, free for our community to revisit whenever they need support or guidance.

3

Joint BDD Conference with IOCDF

We hosted an online BDD Conference in partnership with the IOCDF, bringing together leading clinicians from the UK and US alongside powerful lived experience speakers to share insights, treatment methods and options, research and recovery focused perspectives.

4

New Trustees

We welcomed three new trustees, diversifying the board's skillset and bringing fresh passion and energy to drive our mission and vision forward. We look forward to working alongside them as we strengthen and grow our impact in the years ahead.

06 OUR YEAR IN NUMBERS

1,901

INDIVIDUALS DIRECTLY
SUPPORTED THROUGH OUR
SERVICES

1,350

SUPPORT HOURS PROVIDED

OVER **200,000**

WEBSITE REACH ACROSS

195
COUNTRIES

BDD TEST TAKEN

938,000

TIMES

5,711

VIEWS FROM 8 PUBLISHED
WEBINAR VIDEOS

OUR CONTENT WAS SHARED

988

ON INSTAGRAM AND FACEBOOK

OUR E-HELPLINE RESPONDED TO

1,436

REQUESTS FOR HELP &
SUPPORT

OUR SOCIAL MEDIA CONTENT
WAS LIKED

9,445

TIMES



IF IT WASN'T FOR THE WEBSITE, I WOULDN'T OF KNOWN HOW TO BEGIN TO HELP MY DAUGHTER GET DIAGNOSED AND WHERE TO START TO GET HELP AND TREATMENT.

THE PODCASTS ARE MY FAVOURITE – IT'S LIKE WARM SUPPORT IN YOUR EARS, I JUST FELT I WASN'T ALONE, AND HEARING HOW OTHERS ARE NAVIGATING LIFE JUST LIKE YOU MAKES YOU FEEL THAT IS OKAY TO FEEL THE WAY YOU DO



OUR PROJECTS

07

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, this project provides a non-judgmental space for anyone impacted by BDD to seek advice and support. Our Helpline Manager, Helpline Coordinator 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 **8,634 people** to date.

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.



Zoom Support groups
were launched in

APRIL 2020

in response to the
pandemic

From 2020-2025 we
delivered

148

support group sessions over

223

hours, supporting

3,157

people. This was only
possible through the support
of our 4 compassionate and
dedicated volunteers

During September 2024-
2025 we delivered

23

support group sessions over

35

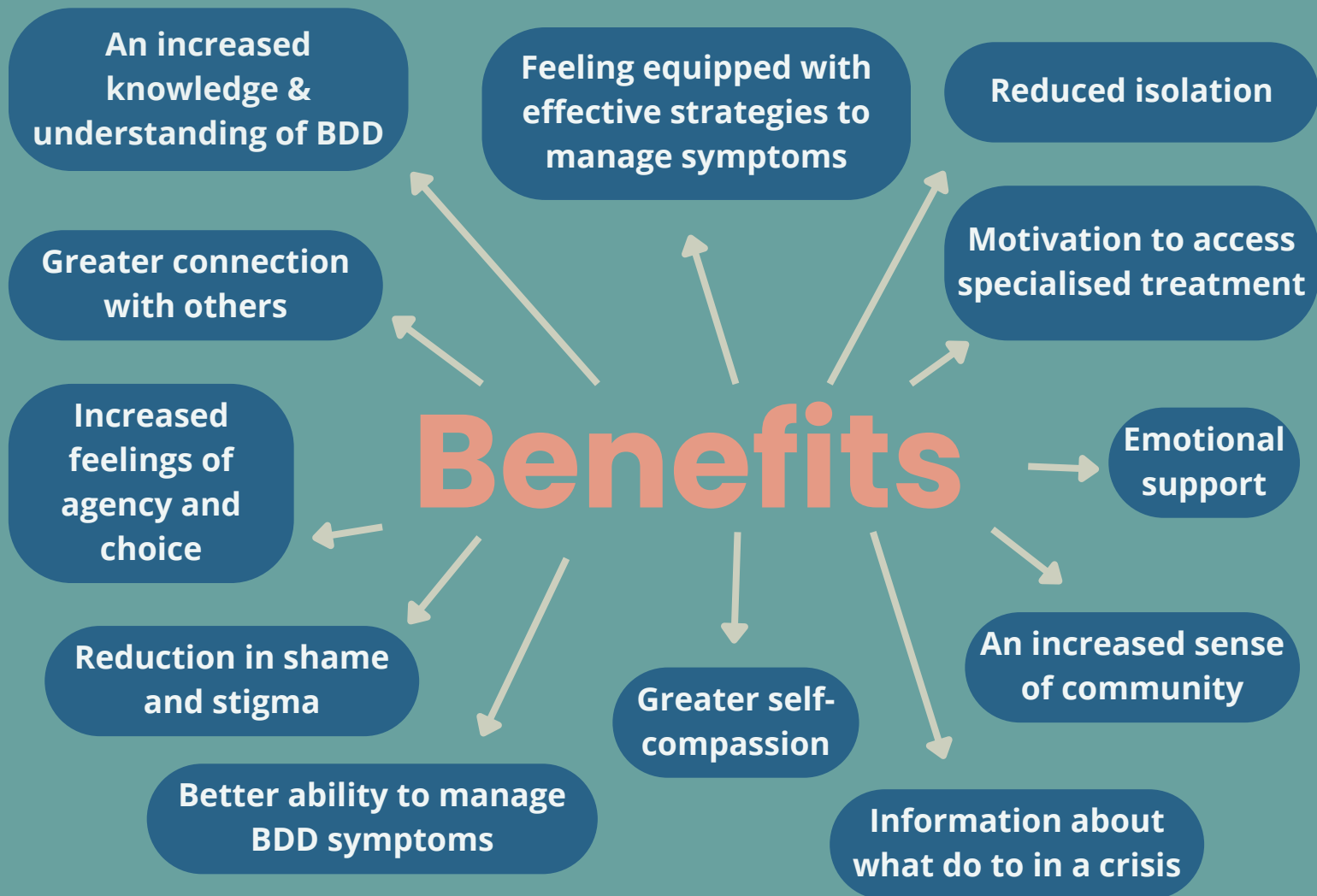
hours, supporting

428

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



“
The zoom group is a lifeline to me. It is there that I can speak freely about this devastating illness which I have suffered from, alone, for 60 years. For the first time in decades I am getting the right support, having had almost zero help from the medical world
”

“
It felt really good to hear others are going or went through the same things as me, that they share the same thought processes and behaviours and that i'm not alone. I feel more uplifted to help myself and its making me recognise that my thoughts aren't facts and are in fact BDD
”

“
This meeting has been a revelation to me. I've found solidarity and commonality in people who think and feel the same way as myself. I can fully relate to what is shared with the group and this helps me understand this condition a little more. Also, the resources given offer an insight into BDD and ways in which living with it can at least become possible.
”

“
The peer support of the zoom group is amazing, as is the kindness and professionalism from the facilitators who, crucially, have lived-experience of BDD too. It is a toe-curlingly shaming illness, but I can talk about my very worst thoughts there, and find that others 'get' it.
”



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, Helpline Coordinator 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 2025
We have responded to

5,735
emails

With the support
of our compassionate and
dedicated volunteers,
from

SEPT 24 – SEPT 25

we responded to

1,436
emails

During September
2024-2025
we delivered over

1,196

hours of support

97%

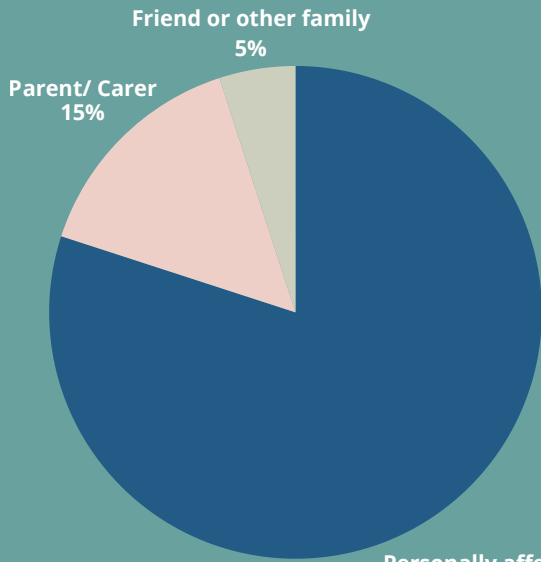
Found the service
very or extremely
helpful

84%

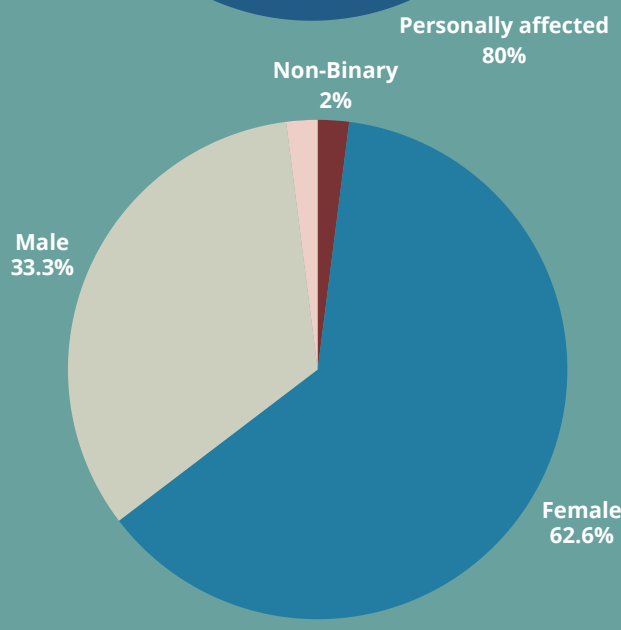
Felt that their knowledge
about the recommended
treatments for BDD,
& how to access them,
has improved

EMAIL HELPLINE

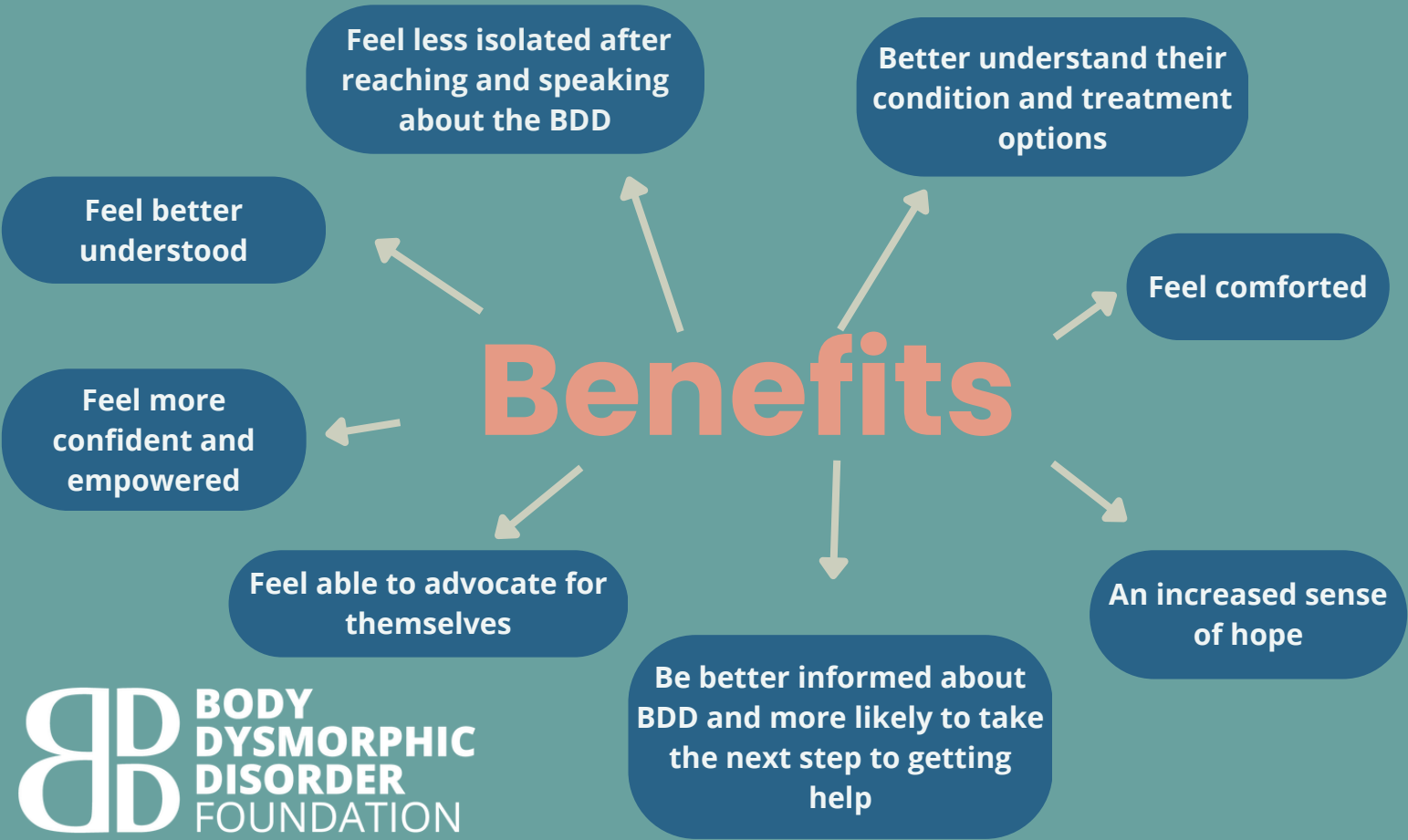
WHO WAS CONTACTING US.



GENDER OF THOSE CONTACTING US



Benefits



I have been struggling with this for a long time. I sent an email to your organisation and received a response within 48 hours. Just receiving that email from Liz with so much useful information has put me more at ease, given me hope and a path to getting better. Thank you!

Thank you for offering this support. I wish I'd known about/ had access to this kind of help when I developed BDD as a teenager, I felt so lost and alone for many years.

It means a lot to know there are people out there who understand. I feel it may be a bit of a minefield in terms of treatment on the NHS and will take time to achieve anything, but knowing there are resources out there and people in the same boat makes a great deal of difference.

I reached out to your email helpline service and received I really kind and detailed response, explaining options. This, and a lot of the information shared on your site (particularly the stories from those who have overcome BDD) have made me feel less alone.



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, delivered online to individuals age 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 2025

14 groups have been
supported over 8 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

232
sessions over 8 cycles,
supporting

175
people.

With the support of 4
dedicated volunteers, from

SEPT 24 – SEPT 25
we delivered

40
sessions, over
80
hours, supporting

37
people

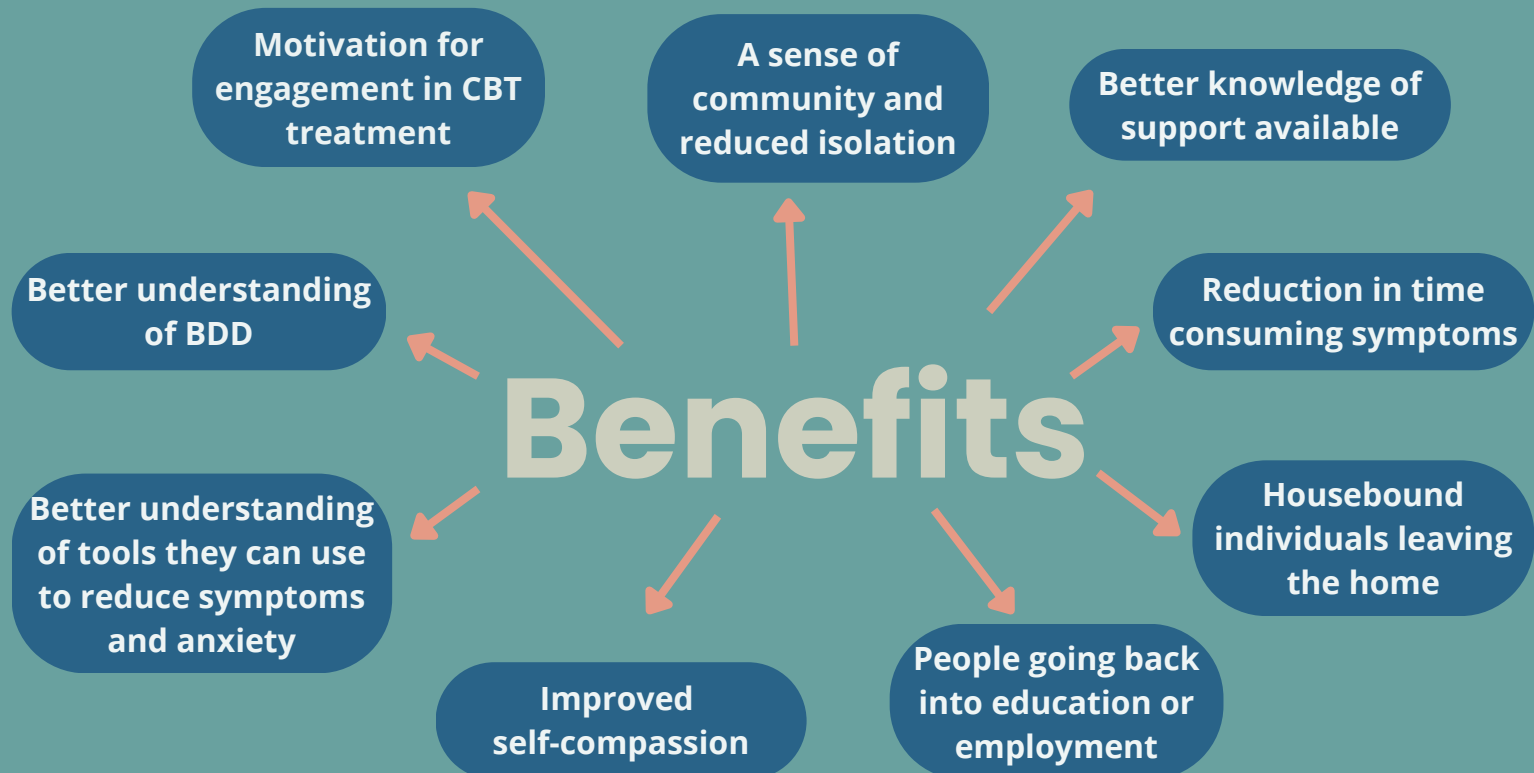
RESULTS OF CYCLE 8

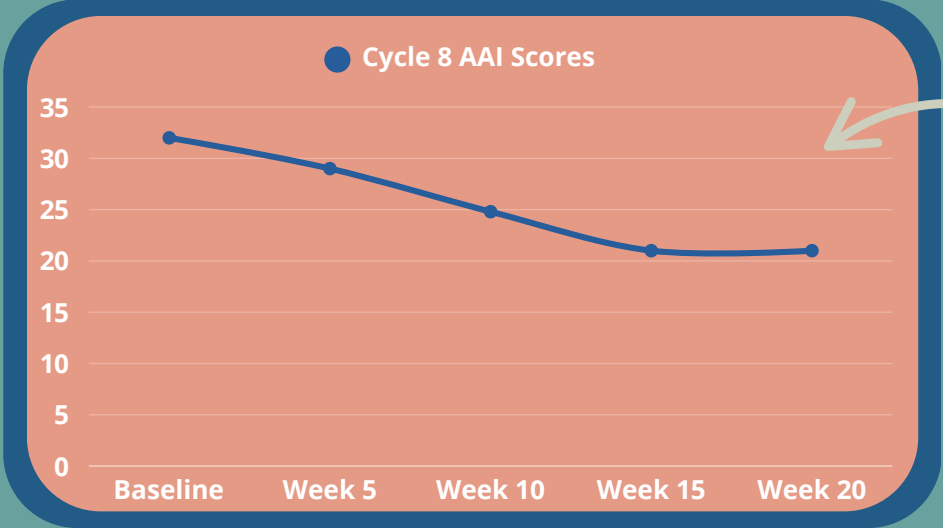
Each iteration undergoes an evaluation to monitor its impact and improve future delivery. To date, eight cycles have demonstrated positive outcomes. On this cycle, we used 4 outcome measures to include; Appearance Anxiety Inventory (AAI), Body Image Questionnaire (BIQ), a Depression Scale (PHQ-9) and a Quality of Life Scale (WSAS).

Full evaluation of Cycle 8 

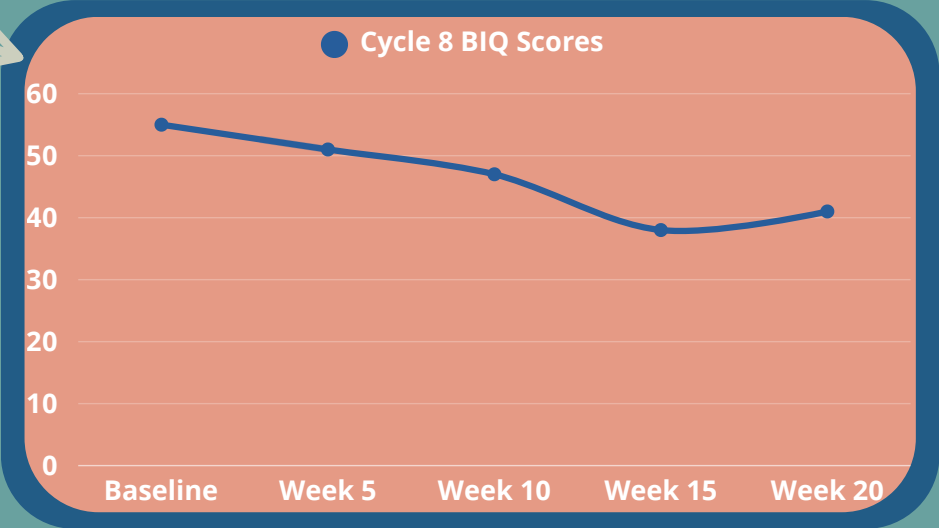
RECOVERY RATES

AAI	43% recovered	81% reliably improved
BIQ	43% recovered	38% reliably improved
PHQ-9	29% recovered	33% reliably improved

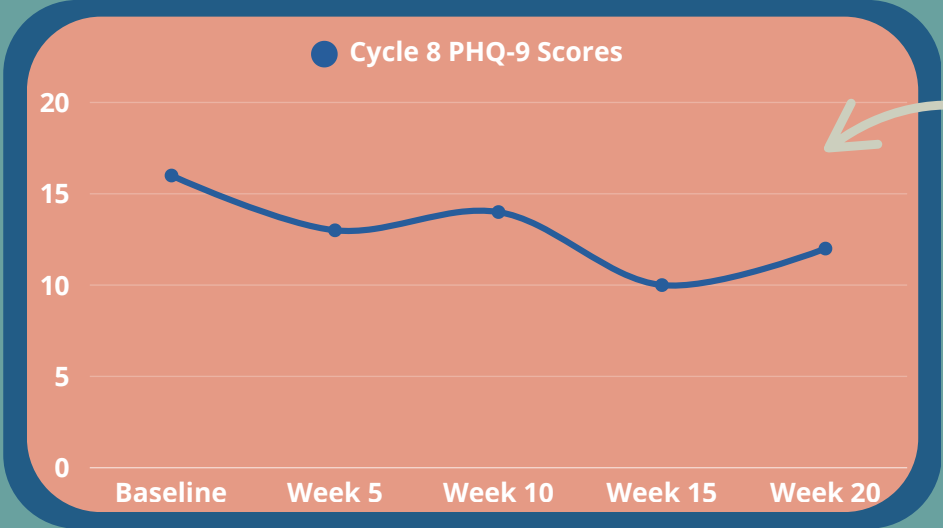




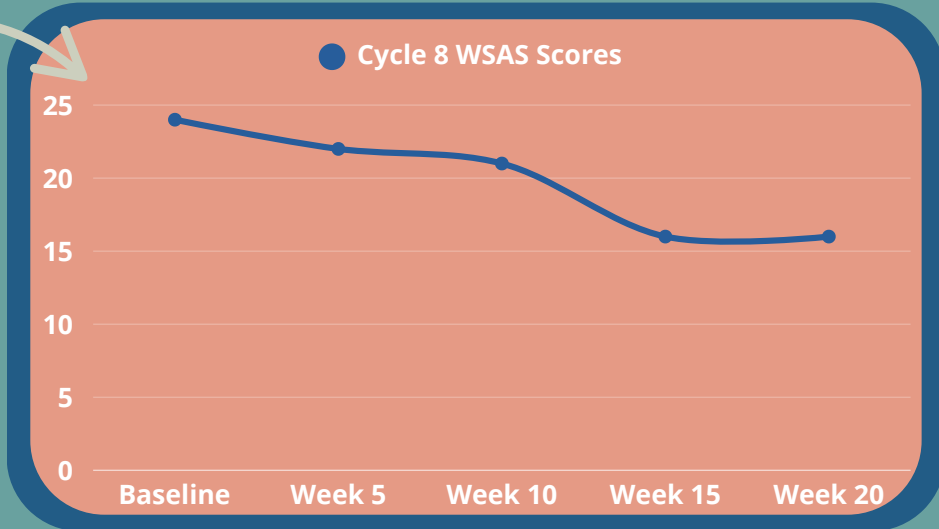
Demonstrates the average reduction in Appearance Anxiety (AAI)



Demonstrates the average reduction in Body Image Dissatisfaction (BIQ).



Demonstrates the average reduction in Depression (PHQ-9).



Demonstrates the average score for quality of life, a lower score indicates an improvement (WSAS)

I am more in control of my BDD rather than it controlling me and living a better quality of life.

I have a better understanding about BDD, I have learnt some excellent coping mechanisms, I don't carry out so many checking behaviours and my family have a better understanding too.

I am so over the moon with the progress I have made, I am finally on the journey to recovery and for the first time in my life I have coping mechanisms. I can finally see a light at the end of the tunnel so THANK YOU.

The facilitators have been the best thing about the course for me. They have been amazing, insightful, life changing.

I have made amazing progress in my personal life. My loved ones have noticed a change in me, which included having no make up on or taking pictures, whilst also not putting myself down as much. My anxiety has also reduced.



Christie's Story



On reflection, my BDD symptoms began to emerge as far back as my pre-teen years. I didn't know why I was feeling so suddenly and disproportionately anxious about certain aspects of my appearance, and what with it being the late 90s, I couldn't have asked Google even if I'd wanted to.

Fast forward to 2026 and I'm less than a year away from my 40th birthday. That anxiety about my appearance remains, but now I have a name (and an acronym) for it - Body Dysmorphic Disorder (BDD).

How were GPs, school counsellors, and therapists not able to identify what was causing me so much anxiety? Anxiety that, despite ebbing and flowing through the years, has remained a constant in my life.

I try not to dwell on the 'what ifs' too much, even if it's admittedly tempting to do so. What's important is the here and now, the present moment and all the incredible possibilities that it brings.

The BDD Foundation has helped me on my way to recapturing that present moment potential.

Decades of coping with BDD on my own meant building complex psychological 'scaffolding' - clever ways of checking mirrors without other people seeing, avoiding certain activities that exposed my perceived physical flaws, bouncing from romantic partner to romantic partner to top up my ever-fragile confidence levels - the list is extensive.

All that scaffolding allowed me to remain 'high-functioning', but was simultaneously keeping my BDD well-fed.

That was until I signed up for the BDD Foundation's 'Overcoming BDD' programme in 2025.

A 20-week programme focusing on what I see as my greatest weakness felt incredibly daunting - what happens if the scaffolding collapses? What happens to my job, my relationship, my ability to get out of bed in the morning? Despite this, the reward surely outweighed the risk? Overcoming BDD - the ultimate reward.

I needn't have worried. The programme facilitators supported me every step of the way, encouraging me to challenge myself and my BDD in a way that felt empowering rather than overwhelming.

Surrounded by a cohort of participants walking the same path as myself, I was supported to put together my own personalised toolkit of skills and strategies to help me wrestle back control of the present moment. I learned to replace the psychological scaffolding with strong, clinically-informed foundations that I've been equipped to build upon in the years to come.

I cannot thank the BDD Foundation enough for what the programme has done for me. Am I cured? No, that's not how it works. Instead, I've turned off my 'BDD auto-pilot'. I'm no longer settling for high-functioning. I'm actively challenging my BDD every day, buoyed by the knowledge that I'm not the only one doing so.

I'm proud to fly the BDD Foundation flag. I raised funds for them in the lead up to participating in the Brighton 10k in early 2026 and felt a deep sense of fulfilment in doing so.

It feels genuinely uplifting to be part of this tenacious and inspiring community we celebrate the wins, we pick each other up when things get tough, and most importantly we speak up to ensure that nobody has to face BDD alone.

It's true, NOBODY has to face BDD alone. Help is just a click away.



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.

WINTER WEBINAR SERIES



ONLINE
WEBINAR SERIES

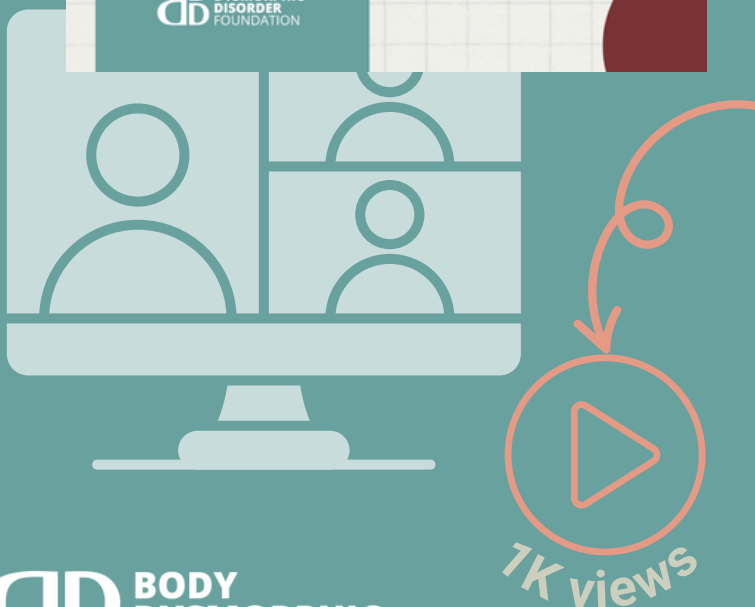
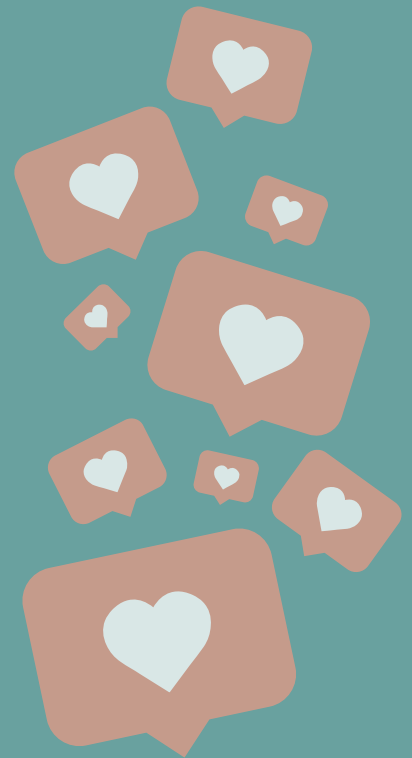
**A Quest for Hope:
Body Dysmorphic
Disorder Compulsions**

ARIE WINOGRAD

8TH JANUARY
7-8PM (GMT)

BD BODY
DYSMORPHIC
DISORDER
FOUNDATION

2.4K views



7K views



WEBINAR SERIES

**Overcoming BDD Programme:
Reflections & Insights from
2024 Participants**

15TH JANUARY
7-8PM (GMT)

GEM PONTING

**RUFUS
DYE-MONTEFIORE**

BD BODY
DYSMORPHIC
DISORDER
FOUNDATION

OUR VOLUNTEERS

08

Our work wouldn't be possible without our incredible volunteers. Their empathy, dedication, and support help us provide life-changing services to those affected by BDD. Whether offering emotional support, sharing lived experiences, or guiding recovery, they create a safe, empowering space. We're deeply grateful for the positive impact they make every day.

Volunteer Roles

- E-Helpline Volunteers
- Peer Support Group Volunteers
- Overcoming BDD Programme Volunteers
- Media Volunteers

“The kindness, insight and patience of the facilitators could not be improved upon. Quite frankly they were much more helpful to recovery than some healthcare professionals I have encountered!”

“I truly appreciate the thoughtful and detailed answer; it has made me feel less lost in the journey of finding a trained clinician”

Feedback

“The facilitators were fantastic. I have so many positive things to say about them, and I'm astounded that such a high quality and professional service is provided on a volunteering basis. They each brought something unique.”

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.



**FIRSTLY, LET ME START BY
THANKING EVERYTHING
YOU, THE FOUNDATION,
AND THE COMMUNITY
ARE DOING FOR BDD AND
OTHER SUFFERERS
AROUND THE WORLD.**

**I'M NOT EXACTLY SURE
WHAT I'M GOING
THROUGH, BUT FROM
LISTENING TO YOUR
PODCAST, I KNOW THE
WORK YOU'RE DOING IS
SAVING LIVES AND
MAKING A DIFFERENCE
FOR SO MANY PEOPLE**



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 24 – SEPT 25
we reached
209,000
people

Our website was
accessed by
195
countries

Information pages
were viewed
910,150
times

Our BDD Test
was taken
938,000
times

[LISTEN HERE](#)



Creative Community

Elephant - Charlotte Joy

Us and the rest of the BDD community were blown away with the release of Charlotte's song.

This powerful and beautifully crafted song about her experience of BDD captures the pain, complexity, and resilience that so many in the BDD community will resonate with.

It is such a gift to the BDD and mental health community, helping raise awareness, break stigma, and remind others that they are not alone.

We thank Charlotte for her courage and creativity!

SOCIAL MEDIA COMMUNITY

INSTAGRAM



+700 Followers

97 Posts

8478 Likes

826 Shares

Top Posts



1949
interactions across
all platforms

FACEBOOK

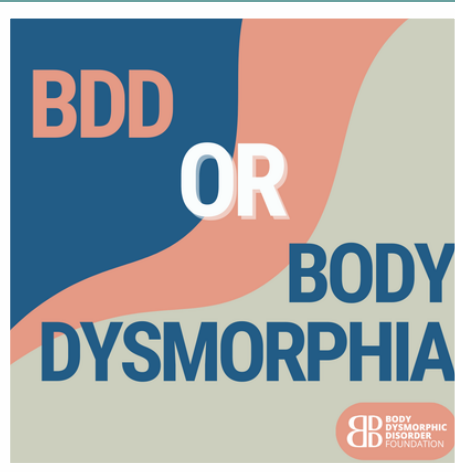


+300 Followers

101 Posts

977 Likes

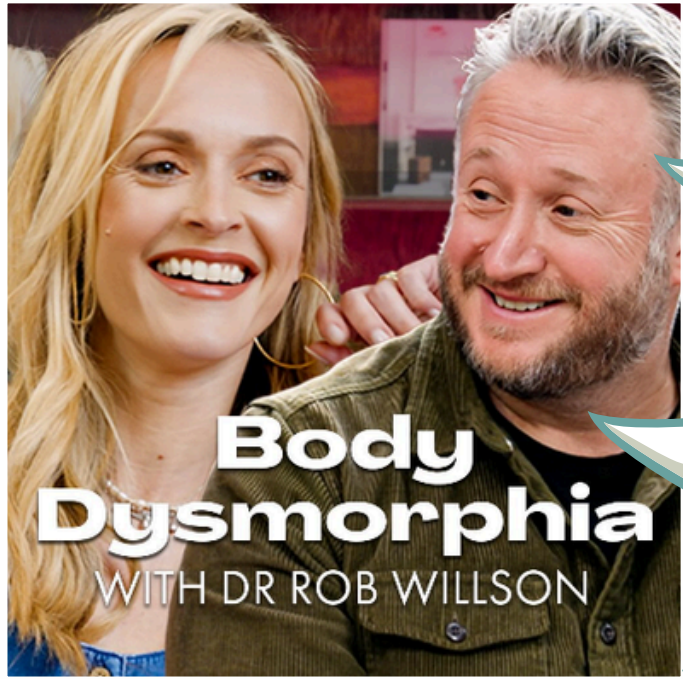
162 Shares



310
interactions across
all platforms



267
interactions across
all platforms



Thank you so much for talking about this 🙌

This is such an important discussion to bring to your wide audience- well done!

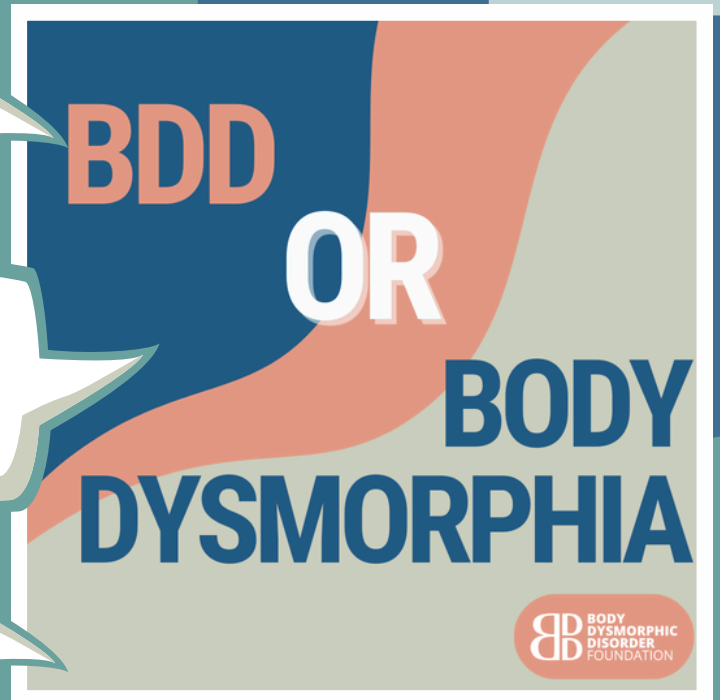
Amazing topic, as somebody who went through this and came out the other side i can tell u it's a huge topic!

It always makes total sense when somebody points in out, this is great.

Thank you. Been feeling this for a while. Body Dysmorphia gets thrown around a lot.

I had no idea they were different and even more surprised that BDD has been a recognised condition for so long

That is very interesting to know, thank you.



PARTNERS

10



&



In 2025, we proudly launched our partnership with the International OCD Foundation (IOCDF), marking an important step in our mission to expand awareness, education, and support for BDD on a global scale.



Online BDD Conference

Our partnership officially kicked off with a joint online BDD conference, delivered in collaboration with IOCDF. This event brought together clinicians, researchers, advocates, and lived-experience voices from across continents, creating an accessible, high-quality platform dedicated entirely to BDD.

The conference was more than an event, it also signaled the growing recognition of BDD within the wider OCD and related disorders community and demonstrated the power of strategic collaboration in elevating underserved mental health conditions.

Through IOCDF's established reach, credibility, and infrastructure in the USA, we were able to:

- Significantly expand our presence within the United States.
- Reach new clinical and academic audiences.
- Connect with individuals and families who may not have previously encountered our BDD-specific resources.
- Deliver content at a large scale and high professional standard.

The online format also enabled global participation, breaking down geographic barriers and allowing us to reach a broader international audience than ever before.

JOINT CONFERENCE STATS:

251
clinicians
attended

119
w/ lived experience
or carers attended

29
trainees/ students
attended

We had a really positive response from attendees with the event described as 'invaluable', 'informative', and 'one of the best conferences' they'd ever attended.

This is a topic that's hard to find resources for and I appreciated getting so much information from experts in the field

It was an amazing opportunity to learn from the leaders in the field.

Becoming Global Partners

Following the success of our initial collaboration, we formalised our relationship as global partners - a milestone that reflects shared values, aligned missions, and mutual commitment to advancing understanding and treatment of BDD.

This partnership positions us within one of the most respected and influential organisations in the obsessive-compulsive and related disorders field. As global partners, we are now embedded within a network of clinicians, researchers, advocates, and policymakers.

Looking Ahead

This marked the beginning of what we believe will be a long-standing and impactful partnership. By combining our focused expertise in BDD with IOCDF's global reach and infrastructure, we are accelerating progress in the support and treatment of BDD together.





IT WAS SO VALUABLE AND HEALING TO HEAR FROM PPL SUFFERING FROM BDD AND ONES WHO HAVE OVERCOME IT. I COULD VERY MUCH RELATE.

ALSO THE EXPERTS AND THERAPISTS OF THE FOUNDATION ARE DOING SUCH GREAT WORK ON SO MANY LEVELS AND IT IS VERY PROFESSIONAL.

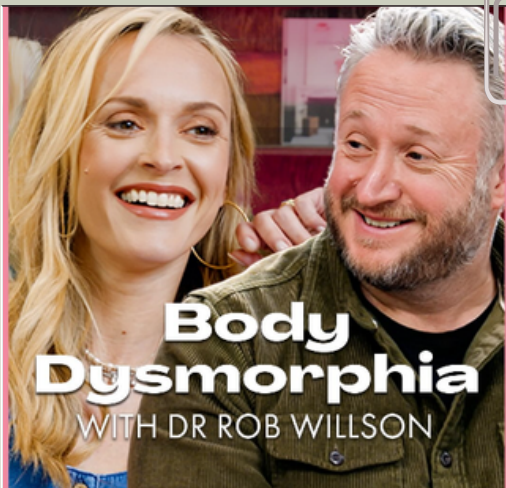
IT WAS THE FIRST TIME I FELT UNDERSTOOD! THEY DO SUCH IMPORT WORK!



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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:



Our Chair Dr Rob Willson spoke on the Happy Place podcast with Fearné Cotton, increasing understanding of BDD and it's treatment.



Our MD, Kitty Newman spoke to Rolling Stone mag about the impact of AI on BDD - checking, comparing, reassurance seeking & more.



Blue Chrysalis produced 'Look at Me', offering a powerful narrative that explored body image and BDD.



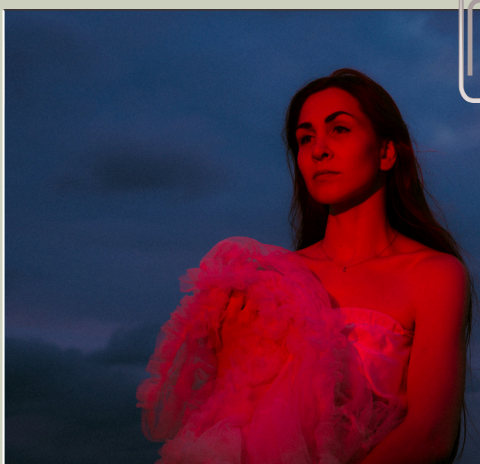
Our Vice Chair Dr Amita Jassi spoke with The Observer about the increasing obsessions around skin care and it's impact on BDD.



Our Youth Ambassador Mia, spoke with Bella Magazine, sharing her personal experience of BDD.



Our male media volunteers spoke with BBC Newsbeat on male body image and BDD.



Charlotte Joy released her incredible, powerful debut single about her experience of BDD.



Our Chair and media volunteer Danny spoke on BBC 5 Live about the pressures of social media on men with BDD.

BEATING BDD

Podcast Relaunch



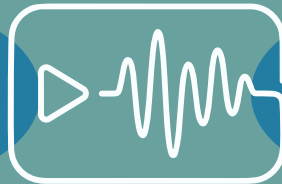
We are so pleased to share that the Beating BDD Podcast was relaunched after a long awaited return. We received many community requests which lead to a successful Big Give Christmas campaign. Before the end of the financial year we were able to share four brave and inspiring stories. We're incredibly grateful to our guests, Billie, Elliot, Danny and Liv. We know our community deeply connect with hearing from others with BDD.



New episodes have received

17,484

listens since first being released
Sept 24 - Sept 25



*" Best conversation I've ever
listened to. Life-changing.
Thank you so so much! "*

This relaunch wouldn't have been possible without the incredible support of our community. A heartfelt thank you to everyone who donated during our Big Give Christmas Campaign 2024, your generosity made this a reality. We're also so thankful to our sponsors: JAAQ, Orri-UK, Nightingale Hospital, and Blondes Fine Art for believing in the power of these conversations.

The funding enables us to release a new Beating BDD episode every month for the next couple of years. The podcast is available on our website and all usual podcast platforms.



SPONSORED BY



NIGHTINGALE HOSPITAL
LONDON

BLONDES
FINE
ART

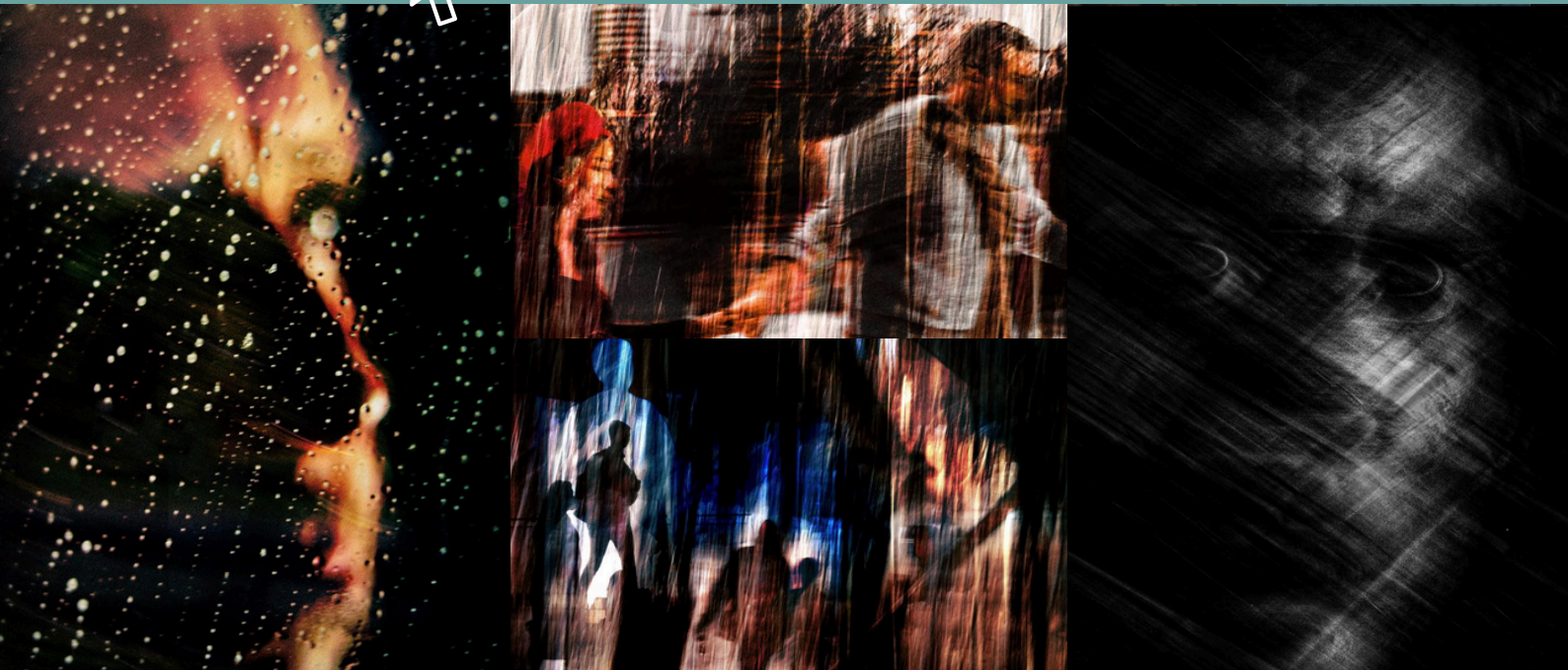
12

FUNDRAISING



[VIEW HERE](#)

Noah chose a unique way to raise funds for us, by creating a new photographic piece every day. He explored unconventional approaches in his photographic work to 'challenge the ideals of beauty in art, as the connection between appearance and value is something that BDD itself is concerned with'. The digital artwork has also been donated to the BDDF.



"By employing blurred, fragmented, and distorted styles, with an emphasis on portraiture, in which subjects are not depicted with clarity or realism, I also want to explore imitating the tragic false self-image that those who suffer with BDD have of themselves."

Raising a total of

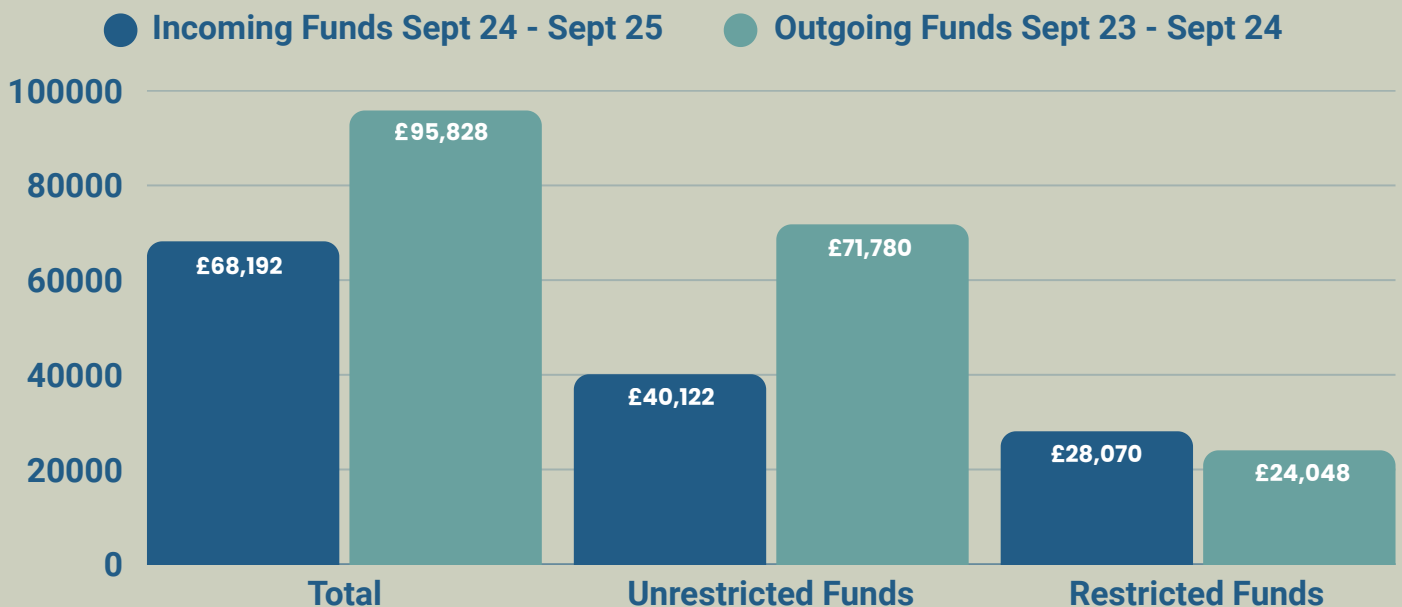
£1,010

BD BODY
DYSMORPHIC
DISORDER
FOUNDATION

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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 expand and maintain existing projects, including our Overcoming BDD Programme, our E-helpline, our social media and outreach activities, and increase our Volunteer Team. We also secured an additional three-year National Lottery grant of £142,037, providing continued delivery of our core services and strengthening our long-term impact. With support from the Big Give campaign, we were able to relaunch the Beating BDD podcast and now have funding to create 24 episodes across a two-year period.



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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.



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 Newman &
Gem Ponting**

Contributors

Christie, Noah & Charlotte.