



Changing Faces Annual Review 2010



“I never dreamed I would see myself up in lights in the middle of London. We all felt like film stars! It’s exactly that sort of confidence and pride I would like other young people with disfigurements to be able to feel, more of the time.”



I feel part of a community of like-minded people who are working together to change the way we all face disfigurement.



A few years ago, I was out with friends on a typical girls' night out and was attacked in the face by a woman holding a drinking glass which left lacerations on the side of my face. It was a life-changing experience.

As well as the trauma of it all, I was frightened that I would be scarred for life. My face was so dramatically different that I questioned my identity: who was this person looking at me in the mirror?

It provoked a chain of very negative thoughts – will my career suffer? Who'll want to marry me now? What will people think of me? I thought the public would be horrified, concerned or curious and treat me accordingly. I was expecting medical staff to treat me with compassion but sadly, that didn't always happen. My family and friends however, offered me lots of love and support.

My wounds were most visible immediately after the attack and I was constantly stared at. I'd catch people's eye to smile and they would turn away quickly. I felt ashamed of my appearance and didn't want to leave the house.

Because I was self-employed, it was important to go out and network to generate work but I found this difficult because I felt embarrassed about my appearance and this obviously had a negative impact on my earnings. The first job I was commissioned to do after my injuries was a very physical one, and I think my clients were concerned that I might not be up to it.

The thought of relationships also caused me a great deal of emotional distress. I was a young, single, girl-about-town when I was attacked. I had been a model when I was younger so I had relied on my looks. Now I wondered whether men would find me attractive.

I heard about *Changing Faces* through Victim Support and rang them to find out more. The support they offered was amazing; I benefited from their excellent counselling service which helped me to become psychologically stronger and able to deal with the change in my appearance.

I now have a very successful career as a freelance interior stylist. I organise photo shoots for magazines and often work with celebrities. I live in London and am happily married to Ivan and we have a busy fulfilling life.

I will never forget how much *Changing Faces* has helped me. I've met some amazing people, heard some inspiring stories and feel part of a community of like-minded people who are working together to change the way we all face disfigurement.



Sally Cullen

Much needs to be done before we have a fair society, where everyone with a disfigurement has the same life opportunities as our society at large.



It is a great pleasure to introduce the 18th Annual Review of *Changing Faces*. This documents a very successful year for the charity, in terms of our support for our children, adults and families, the extension of our reach and influence, and the attraction of funds to support our important work. This Review includes our activities up to 30 June 2010, although the financial information provided reflects our year end of 31 March 2010.

On the following pages we report the key achievements this year, in supporting individuals with disfigurements and their families, and in influencing the way they are treated in hospitals, in schools, at work and in our society. There is much of which to be proud, but there is no room for complacency. Much more needs to be done before we have a fair society, where everyone with a disfigurement has the same life opportunities as our society at large.

Despite the difficult financial environment, *Changing Faces* has attracted significant new grants and our annual income has exceeded £1.5m for the first time. We have also completed the repayment of the £1m loan which we took out to purchase our headquarters in 2004. This dedicated headquarters facility is a huge benefit to our clients and staff as we develop our programmes.

Charities have to be pro-active in raising their media profile to attract support and this year has been phenomenally successful. The Children's Face Equality campaign and the associated Children's BBC documentary, *Billboard Kids*, and the Five News project have been both innovative and inspirational.

Across the whole charity, we can see good progress: a growing team of Officers around the UK representing the charity, a strong policy and training team challenging and resourcing professionals and many employers, and our specialists providing excellent services, the benefits of which are reflected in Sally Cullen's moving story opposite.

I would like to thank all of you who have helped *Changing Faces* this year and there have been many of you. You have contributed enormously in so many different ways and James Partridge, the Trustees and I are hugely grateful. You have provided us with the means to undertake all we do and to lay the groundwork for our exciting future plans, which James describes later in this Review.

Tony Hobson Chairman

Disfigurement is a generic term used to describe the visual effects of a mark, rash, scar or skin graft on a person's skin, or of asymmetry, paralysis or lack of function of the face or part of the body.



WHAT CAUSES DISFIGUREMENT?

- Birthmarks and neurofibromatosis, cleft lip and/or palates, cranio-facial conditions
- Accidents, including scars from road traffic accidents, burns, mistakes in cosmetic procedures
- Warfare and violence including scars from acid or knife attacks
- Disease and its treatment such as surgery for head and neck cancer
- Facial paralysis including strokes and Bell's Palsy
- Skin conditions such as acne, eczema, vitiligo and psoriasis.

HOW MANY PEOPLE HAVE DISFIGUREMENTS?

- It is estimated that over one million people in the UK – one in 45 – have significant disfigurements to their face and body.
- 86,000 people who have a significant facial disfigurement are under 16 years old.
- 415,000 people in the UK are born with or acquire a significant disfigurement each year, some of which are temporary, others life-threatening.

WHY IS CHANGING FACES NEEDED?

Having a disfigurement to your face or body (from any cause) can result in low self-esteem and confidence, social isolation and exclusion.

People with disfigurements are often met with uncertainty and fear, and can encounter prejudice and discrimination: they can be the object of curiosity, bullying, rejection, and be treated as 'abnormal'.

The majority of the UK and many other countries' health/ social care, educational and employment services are inadequate in addressing people's psychological and social needs.

Social attitudes towards disfigurement are still predominately negative. A public attitudes survey undertaken to launch our Face Equality campaign in 2008 showed that nine out of ten people had implicit negative attitudes towards people with disfigurements.

HOW DOES CHANGING FACES AIM TO HELP?

We aim to combat this situation through a three-pronged strategy:

- To build the self-esteem and self-confidence of people who have disfigurements and their families so they can tackle the difficulties they face.
- To work with professionals and policy-makers in health care, education and the workplace so that the system is aware of and addresses people's psychological and social needs.
- To raise public awareness, especially via the media, and through our Face Equality campaign, to promote equality and fair treatment.

Our ultimate goal is to enable everyone who has a disfigurement to lead full and active lives, free of prejudice and discrimination.



Changing Faces' mission is to create a better and fairer world for people with disfigurements.

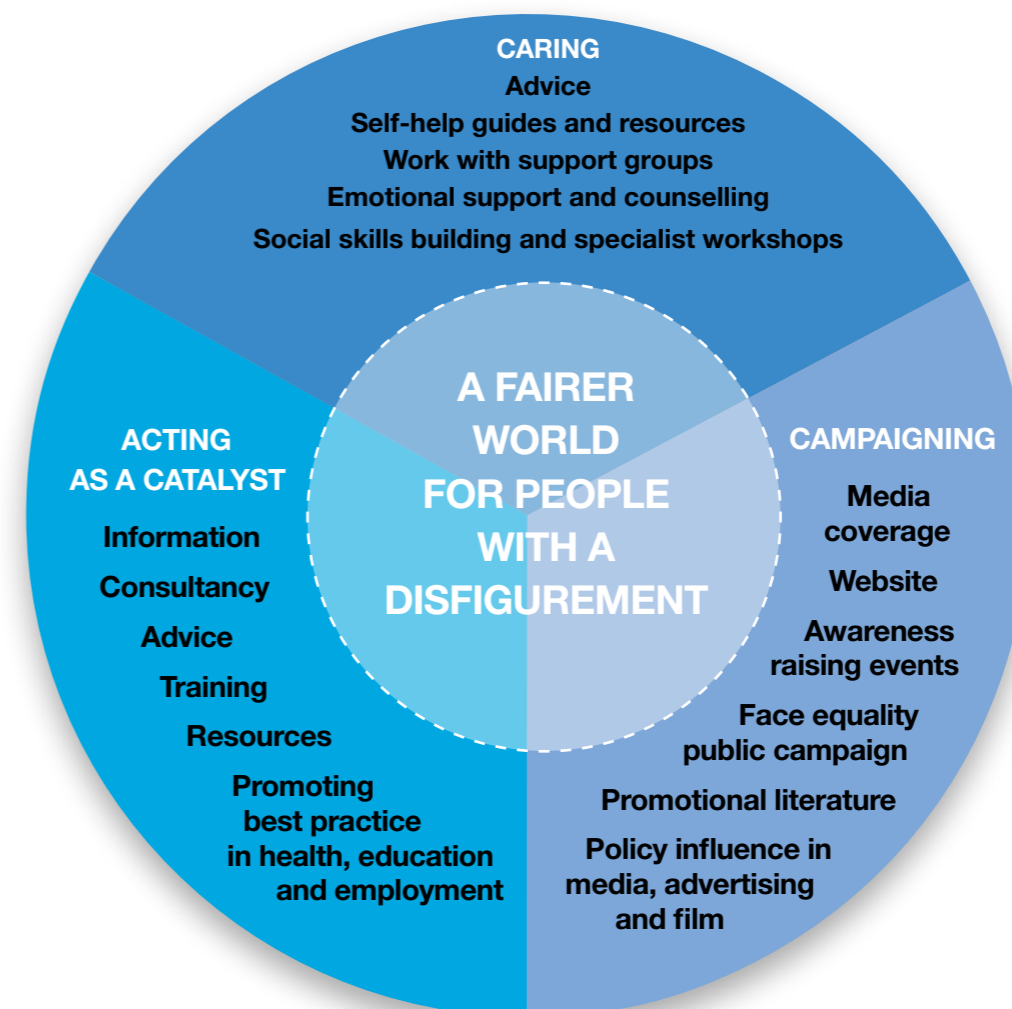
OUR CARING PROGRAMME builds the self-esteem and self-confidence of children, young people, adults and their families who contact us to enable them to lead confident, fulfilled and happy lives.

OUR CATALYST PROGRAMME informs and trains professionals and policy-makers in health and social care, education and in the workplace to promote best practice in psycho-social care, inclusive schools and colleges, and prejudice-free employment and customer service for people with disfigurements.

OUR CAMPAIGNING PROGRAMME raises awareness amongst the general public, the media and cultural opinion formers to promote face equality and bring about changes in attitudes and behaviours that limit the life prospects of people with disfigurements.

OUR UK NETWORK OFFICERS IN ENGLAND, WALES, NORTHERN IRELAND AND SCOTLAND act as signposts to specialist support and promote best practice and face equality in their localities.

All our work is supported by the Fundraising and Operational Support teams.



I used to feel nervous meeting new people, but thanks to *Changing Faces* all that's disappeared. Now I look forward to going out and meeting new people.

OUTCOMES AND ACHIEVEMENTS IN THE YEAR

Below we report on some of the highlights and headlines from the year (primarily in the period from 1st April 2009 – 31st March 2010 unless otherwise stated):

Building the self-confidence of children, young people and adults with disfigurements, and their families

Our specialist teams addressed the needs presented by 293 adults and 235 children and young people. We also had contact with 180 teachers and made 18 school visits across the UK.

We ran a range of creative and empowering workshops which have been very positively received. Examples of these include:

- Two Harry Potter©-themed days for a total of 23 seven- to eleven-year-olds. One, held in Cambridge, was a partnership with the Cleft Service at Addenbrooke's Hospital and the local Cleft Lip and Palate Association group, and the other was in Edinburgh.
- Beauty Inside & Out workshop, in November, for ten women (aged 22 - 55), supported by outside professionals in skin care and make-up, massage aromatherapy, colour analysis and style, drama-therapy and a photographer.

Our increased networking and marketing efforts this year have proved effective and have improved links with related organisations:

- A marketing push to 200 health professionals and 500 youth services increased traffic to our Young People's website (iface) resulting in 16,500 hits this year.
- A six-month project funded by the British Association of Dermatologists enabled us to strengthen links with

over 30 skin condition support groups.

- An "Early Days" project supporting a group of adults being treated for head and neck cancer has been initiated with University College London Hospital.

Increasing professional psycho-social skills and promoting best practice

We have continued to raise awareness amongst professionals in health and social care of their patients' psychological and social (psycho-social) needs by increasing the range of the advice and information available. In particular, we published new advisory guides for plastic surgeons, dermatologists and ophthalmologists that were launched at their respective professional conferences.

We are developing a training package for burn care teams in London and the South East to improve patients' psycho-social outcomes.

Our second annual Essay Prize, to engage medical and other students and promote more research in the field of disfigurement, attracted 31 entries – the winners were presented with their £500 Prizes at the Appearance Matters 4 Conference held at the University of the West of England.

Our policy work in the NHS has focused on national burn care, influencing National Institute for Clinical Excellence (NICE) guidelines and being involved in consultations on cleft care (in Scotland), on stroke services (in Wales), and on vitiligo services.

Changes in education

In order to ensure equality of opportunity for pupils with disfigurements, we adapted our Children's Face Equality campaign posters to include tips and ideas for school staff. These were launched and distributed at the annual National Union of Teachers' conference in April 2010 and will be disseminated widely throughout the year.

Articles have been published in specialist educational publications such as SEN Magazine, Care Co-ordination Network UK News (targeted at key workers for disabled children and their families), Skill Journal and Teacher's Post.

Employers make a difference

By the end of June 2010, 26 employers had signed up to our Face Equality at Work membership scheme which was officially launched in July 2009 by James Smith, Chairman of Shell UK. Members include Tesco, BT, Remploy and Southend Borough Council.

Members commit to an action plan aimed at embedding



The student winners of the Essay Prize at the Appearance Matters 4 Conference held at the University of the West of England; our 'Billboard Kids' (below) in front of one of the illuminated displays.



CENTRE FOR APPEARANCE RESEARCH

and spreading messages about face equality. Examples of what some have done so far include:

- BT staff volunteers were instrumental in trialling and testing our new online forum for employers who have joined our membership scheme.
- Southend Borough Council sent a letter signed by their CEO to every school in the borough with our face equality posters.
- We ran a disfigurement awareness training session with staff at the Science Museum for their Who am I? exhibition which led to our face equality posters being included in the exhibition.

Employers who have joined our membership scheme (by end June 2010)

Addenbrooke's Hospital, Barclays Group plc, BlackRock Investment Management (UK) Ltd, BT, Charles Russell LLP, G4S, Hampshire Constabulary, Hampshire Police Authority, KPMG LLP, Hogans Lovells LLP, Marks and Spencer Group plc, Olympic Delivery Authority, Porchlight, Prospectus, Remploy, Richer Sounds, Royal Mail, The Science Museum, Shell UK, School of Oriental and African Studies, Southend Borough Council, Tesco plc, Thames Valley Police, Visit Scotland, WPP

Extending our reach in the UK

To widen our reach throughout the UK and operate as a truly national organisation, we have expanded our UK Network Team with a new Head and four English regional officers complementing those in Scotland, Northern Ireland and Wales.

From March 2010, we launched our English Offices: in the North with the support of Wigan Athletic FC, in the East and South East with the support of Addenbrooke's Hospital and in the Midlands at the Bullring in Birmingham. The South and South West office will be launching in July 2010 at Bristol Aeroplane Company Welfare Association.

In June 2010, around 60 people attended the launch of the Face Equality campaign in Wales at the Senedd building in Cardiff. Speakers included Lorraine Barrett AM (Commissioner for the Sustainable Assembly), Simon

Weston OBE (Patron), Edwina Hart MBE (Minister for Health and Social Services) and Hamish Laing (Consultant Plastic and Reconstructive Surgeon at the Welsh Centre for Burns and Plastic Surgery).

Cardiff Bus supported the launch by donating advertising space for 200 posters for two weeks on their buses, which are used by 546,000 passengers every week. Coverage of the event included features on ITV, HTV Wales, BBC Wales Today and in the Western Mail.

Changing the public's perceptions of children and young people with disfigurements

In January 2010, we launched the Children's Face Equality campaign which aims to challenge the implicit and limiting public assumptions about children and young people who have disfigurements which can affect how they are treated.

Throughout the London Underground for one week in January 2010, 430 campaign posters appeared – being seen by some of the 3.5 million people who use the Underground every weekday. They were also displayed on a huge Ocean Outdoor digital billboard in Hammersmith and JC Decaux poster sites throughout the country. Face equality adverts have also appeared frequently in The Independent.

There has also been extensive media coverage of the campaign and a documentary about it, *Billboard Kids*, featured on prime-time BBC2 on Saturday 6th March.

Lucas, one of the children involved in the campaign, summed up the campaign's impact: "We all felt like film stars! It's just that sort of confidence and pride that I would like other young people with disfigurements to feel most of the time."

Thinking out of the box

Building on Cardiff University of Journalism's research last year, which highlighted the lack of incidental, 'normalising' coverage and portrayal of disfigurement, we achieved a major breakthrough with Channel Five. Their news team invited James Partridge, who has facial burns, to



COURTESY BBC

Changing Faces is a great charity that supports children and adults who have facial disfigurements. I know from my wife who volunteers for them – they really do change lives.



read their lunch-time bulletins for a week in November 2009 – to our knowledge, a world first for a person with a facial disfigurement. This initiative was received positively by 99% of viewers who emailed Five, and led to worldwide media coverage and over 70,000 views on YouTube.

Influencing national policy

In March 2010, we held an event for 70 MPs, Peers and policy makers at the House of Commons to draw their attention to face equality. The event was hosted by Roger Berry MP and speakers included Nick Robinson (the BBC's Political Editor), Rt Hon Margaret Hodge MP (former Minister for Culture) and John Varley (Group CEO of Barclays Group plc).

To protect the legal rights of people with disfigurements in the new Equality Act and its Codes of Practice, we made representations to the Equality and Human Rights Commission including giving many examples of how employers and schools should be alert to disfigurement discrimination.

Recognition from CEO peers

James Partridge, CEO of *Changing Faces*, received great recognition when he was awarded the accolade of the Third Sector's Most Admired CEO in March 2010 at a presentation ceremony at Barclays' Headquarters in Canary Wharf having been nominated by Dame Mary Marsh and voted for by his peers.



Roger Berry MP submitted an Early Day Motion calling for greater visibility of people with disfigurements in everyday roles and urging the media to adopt *Changing Faces'* Guidelines on coverage and portrayal of disfigurement. The motion was subsequently signed by 47 MPs from all sides of the political spectrum.

Our Guidelines for Broadcasters and Journalists (to promote more informed and balanced coverage of disfigurement) have been disseminated widely and have been included on BBC's intranet and the Media Trust's and The Society of Editors' websites.

Securing an asset for the Charity

In July 2009, after a sustained five-year fundraising effort, we repaid the £1m loan that we took out to purchase our headquarters, The Squire Centre, thus securing an asset for the charity and creating a solid base to enable us to continue to expand our work both nationally and internationally.



BBC Political Editor, Nick Robinson, speaks at the House of Commons event (top); Fiona Squire cuts the celebratory cake watched by Stephen Woodford (left), while James celebrates his Third Sector's Most Admired CEO Award with fellow winners (above).

We can be a major force in transforming the prospects of children and adults with disfigurements in many parts of the world over the next decades.



LOOKING TO THE FUTURE

The challenge of living with a disfigurement in a global society where so much emphasis is placed on 'perfect' looks is one that affects millions of people worldwide. For far too many of them, disfigurement shatters their lives, leaving them isolated, in poverty, without jobs, with few relationships, stigmatised, depressed and – in extreme cases – contemplating suicide.

This happens. It doesn't need to, nor should it.

That is why *Changing Faces* is here and that is why we are determined to grow our work in the UK and throughout the world. With the right support and an inclusive social climate, people with disfigurements can and do live full, active and happy lives. 18 years on from the charity's inception, we have decided it is time to step up our efforts to make change throughout the world. The Trustees and staff are determined in 2010 to take three steps along this way.

First, we will bolster the leadership of the charity by recruiting a Deputy CEO to work closely with me, take responsibility for a significant part of the charity's UK work and add to our fund-raising capacity. And we will strengthen our vital IT infrastructure.

Second, we will continue to build on our success in the UK and expand our team steadily in the coming years.

Third, we will develop, very strategically, our work and influence around the world. Our plans are in embryo and much will depend on our capacity to raise additional funds but I believe that we can be a major force for transforming the prospects of children and adults with disfigurements in many parts of the world over the next decades.

We need your help to take these steps – to bring hope and empowerment to the lives of children, young people and adults who have to deal every day with the stigma and challenge of disfigurement. Please do get in touch with me if you can help in any way.

Thank you very much.

James Partridge, OBE, DSc (Hon), FRCSEd (Hon)
CEO

Jamesp@changingfaces.org.uk

For further information on our work go to www.changingfaces.org.uk

Summary Financial Statements for the year ended 31st March 2010

Trustees' Statement

We confirm that the Summary Financial Statements presented on this page represent a summary of information extracted from the Report and Financial Statements of *Changing Faces* approved by the Board on 28th June 2010. The Summary Financial Statements may not contain sufficient information to allow for a complete understanding of the financial affairs of *Changing Faces*. For further information, the full Report and Financial Statements should be consulted. Copies can be obtained from *Changing Faces*, The Squire Centre, 33-37 University Street, London WC1E 6JN. The 2009-2010 Accounts have been audited by haysmacintyre (registered auditors) and received an unqualified opinion. The Accounts have been submitted to both the Charity Commission and the Registrar of Companies.

Anthony Hobson
Chairman of Trustees

Independent Auditors' statement to the Trustees of *Changing Faces*

We have examined the Summary Financial Statements of *Changing Faces* for the year ended 31 March 2010. This report is made solely to the company's members, as a body. Our work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditor's statement on the summarised financial statements and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of Trustees and Auditors

The Trustees, who act as Directors for the purpose of company law, are responsible for preparing the Summary Financial Statements in accordance with the recommendations of the charities SORP and in compliance with the relevant requirements of section 426 to 429 of the Companies Act 2006 and other applicable law.

Our responsibility is to report to you our opinion on the consistency of the Summary Financial Statements with the full financial statements and Trustees' Annual Report. We also read the other information contained in the Annual Review and consider the implications for our report if we become aware of any apparent misstatements or material inconsistencies with the Summary Financial Statements.

Basis of opinion

We conducted our work in accordance with Bulletin 2008/3 "The auditors' statement on the Summary Financial Statements" issued by the Auditing Practices Board for use in the UK.

Opinion

In our opinion the Summary Financial Statements are consistent with the full financial statements and the Trustees' Annual Report of *Changing Faces* for the year ended 31st March 2010.

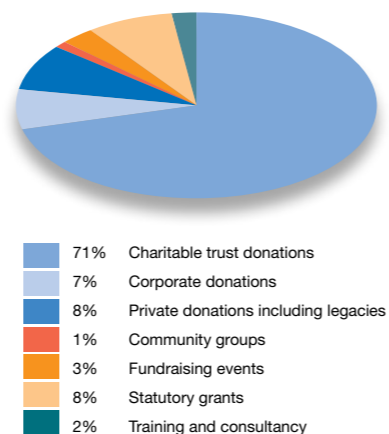
Richard Weaver (Senior Statutory Auditor)

For and on behalf of haysmacintyre, Statutory Auditor
Registered Auditors
Fairfax House, 15 Fulwood Place
London WC1V 6AY

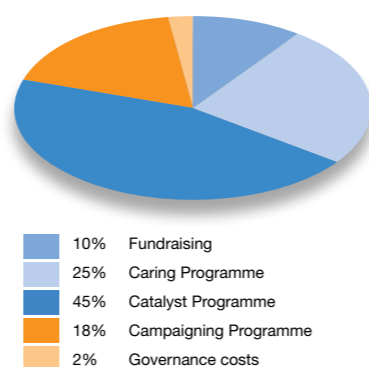
28th June 2010

Summary of Financial Statements for the year ended 31st March 2010

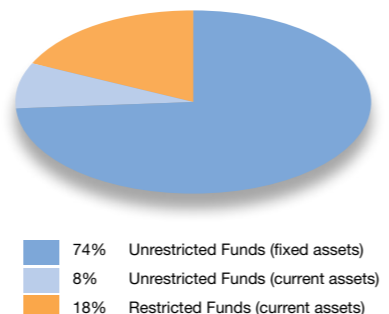
Incoming Resources – £1,630,936



Resources Expended – £1,360,142



Fund Balances – £2,080,547



Our donors

Changing Faces would like to thank very sincerely indeed every single one of our donors throughout the year. For reasons of space, we are unable to list everyone individually and some donors wish to remain anonymous.

We acknowledge the very generous gifts of £10,000 and more from the following trusts and corporate bodies:

Charitable Trusts

Sylvia Adams Charitable Trust
Baxter International Foundation
BBC Children in Need Appeal
A & S Burton Charitable Trust
Childwick Trust
John Coates Charitable Trust
Esmée Fairbairn Foundation
Fidelity UK Foundation
Leathersellers' Company Charitable Fund
Man Group plc Charitable Trust
Medicor Foundation
Persula Foundation
PF Charitable Trust
Rayne Foundation
Robertson Trust
Geoff and Fiona Squire Foundation
TBF and KL Thompson Trust
Venture Partnership Foundation
Vocational Training Charitable Trust
Barbara Ward Children's Foundation
Waterloo Foundation
Garfield Weston Foundation
Westminster Foundation

Companies

Barclays plc
BlackRock Investment Management (UK) Ltd
Bupa
Oil Aid

Other fundraising successes include:

- The annual *Changing Faces* Candlelight Carol Service in Knightsbridge raised £6,000
- A Ralph Lauren cocktails and private shopping evening raised £2,400
- The *Changing Faces*' London Marathon team in 2010 raised an amazing £28,000.

Whilst we rely on and appreciate individual donations, corporate donations are also very important to enable us to carry out our long term projects and campaigns. We are very grateful for the corporate support we have received in the year and in particular:

- BlackRock Investment Management selected *Changing Faces* as their Charity of the Year and amazingly raised over £85,000 through a variety of activities over two years.
- We were also Charity of the Year for Harley Medical Group and Christie's London which raised a brilliant £12,000 and £6,483 respectively.
- Symantec generously donated £5,000 for the distribution of the face equality posters.
- Bupa Giving donated £16,000 for the Children's Face Equality campaign.
- The generosity of those at the British Legal Awards: £7,000 was raised on the night.
- Barclays continues to be a generous supporter, this year donating £15,000.

We would also like to thank the following organisations and individuals for their in-kind support:

Harry, Lauren, Lucas and Max who had the courage to stand out and be counted and became the stars of our Children's Face Equality campaign this year; DDB UK for the fantastic pro bono support on the campaign; Royal Society of Portrait Painters and particularly Alastair Adams for all his support with our events this year; Graham Whitney and his colleagues at Skylark.

And for donating media space for our Children's Face Equality campaign:

JC Decaux; The Independent; Ocean Outdoor; Transport for London and Mark Mendoza for his help in helping us to find space.

Trustees

Mr Tony Hobson, Chairman of the Trustees Chairman, Northern Foods plc and The Sage Group plc

Mr Mike Okninski Hon Treasurer, formerly Partner, PwC

Mr Mark Landon Hon Secretary, Partner, Weightmans Solicitors

Mr Alan Baines Accountant, formerly partner of KPMG

Ms Viki Cooke Founder, BritainThinks

Mr Pieter Folmer Formerly Group Legal Director, Royal Dutch Shell

Dr Felicity Mehendale Consultant Cleft and Plastic Surgeon, Royal Hospital for Sick Children, Edinburgh

Mr Philip Rogerson Chairman, Carillion plc, Aggreko plc and others

Dr Theresa Rose Consultant Psychotherapist, Queen Victoria Hospital NHS Foundation Trust, East Grinstead

Prof Susan Standing Emeritus Professor of Anatomy and Human Sciences, King's College, London

His Honour Judge Paul Thomas QC Circuit Judge based at Swansea Crown Court

Mr Christopher Walker FRCS Retired Consultant Plastic and Reconstructive Surgeon

Mr Stephen Woodford Chairman and CEO, DDB UK

Patrons

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Ms Jan Ravens

Mr William Simons

Mrs Fiona Squire

The Duke of Westminster KG, CB, OBE, TD, CD, DL

Mr Simon Weston OBE

Mr Benjamin Zephaniah

Honorary Solicitor

Ms Fiona Button, Excello Law

Auditors

haysmacintyre

The charity is advised and supported in its work by the Advisory Panel, the Research Council and the Young People's Council and we would like to thank them for all their ideas, support and work throughout the year.



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Registered Charity No. 1011222
Charity registered in Scotland: SC039725
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Registered in England and Wales
No. 2710440

Registered Office:
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Changing Faces is very grateful for the generous support of Barclays Group plc in producing its Annual Review

This Review is also available, on request, in plain text and on CD