

**CHANGING FACES**  
**IMPACT REVIEW 2011**

# MESSAGE FROM OUR CEO

PERSCALLARTIVE



It is hard to believe that Changing Faces is heading rapidly towards its 20th anniversary, on 18th May 2012.

Our ambition, as strong today as at the outset, is to create a world in which people with unusual-looking faces or bodies are confident, and valued and included as citizens.

Progress has continued to be made in 2010 and 2011 and we are proud to report some strong achievements in this Review.

However, even after 20 years, we know that life remains very difficult for hundreds of thousands of people with conditions that affect their appearance – and the help they need is not there when they need it.

A questionnaire conducted this year revealed that many people lack the confidence to present themselves for a job interview – crucial in today's economy. Other recent research suggests that about 30% of people with disfigurements are living with serious psychological problems like social anxiety and low self-esteem.

To meet these needs we have decided to expand the availability of the support and advice that Changing Faces can offer and to step up our advocacy for improved NHS services. Over the next three years, we aim to establish teams of Changing Faces Practitioners around the UK so that people wherever they live have access to face-to-face emotional support, advocacy and social skills advice.

Which is why we are delighted, on the invitation of the British Red Cross, at the prospect of adding their renowned Skin Camouflage Service to our range of services, making ours a very comprehensive offer of help. Skin camouflage is a crucial part of the tool-kit which can build a person's confidence and enable them to live their lives to the full. I was pleased to have it in my own tool-kit when, as a very self-conscious 18-year old, I emerged from the burns unit where I had been treated after a horrendous car fire.

Providing this help is only half the story. We have also made further progress during the year in raising public awareness – of the bullying and harassment that are still far too prevalent and so destructive of people's confidence, and of how it is entirely possible to lead a full and satisfying life looking 'different'. We are pleased to have ensured that the new Equality Act 2010 explicitly outlaws disfigurement discrimination.

Changing Faces has important plans to 'change lives' and 'change minds' but, as ever, these rely on us securing and growing our income. 2010-11 was not an easy year and the increased competition for charitable funding is a grim reality.

Which is why we so much appreciate all the interest and support we have received over the last year; thank you very much indeed. Every pound really does count and I can assure you, we will put it to very good use.

James Partridge, OBE, DSc (Hon), FRCSEd (Hon)  
Chief Executive

# HOW CHANGING FACES HAS MADE A DIFFERENCE

“When I was six months old, I developed a condition called Third Cranial Nerve Palsy with Ptosis of the right eye – sleepy eye. As a teenager, I struggled hugely to come to terms with my facial disfigurement. It affected me in every way possible, from low self confidence right through to not being able to look into the mirror. Dealing with people’s reactions was very hard, and because of the stares, I avoided leaving the house.

In 1992 my mother got in touch with Changing Faces via a campaign on GMTV. Their self-help resource packs were really helpful but it was only in 2004 when I was 14, that I finally became more actively involved.

All I hope is that people can benefit from the same support my mum and I received from Changing Faces. I’ve learned to accept myself and no longer feel the need to change for anyone to love me or consider me as a friend.

Becky, champion and supporter  
of Changing Faces



We report on some of the highlights and headlines from the year (covering the period from 1st April 2010 to 31st March 2011 unless otherwise stated)

## SUPPORTING CHILDREN, YOUNG PEOPLE AND ADULTS

Our Changing Faces Practitioners directly helped 478 children, young people, adults and their families to build their self confidence and manage the everyday challenge of living with a condition that affects their appearance. Our team addressed their needs through face-to-face, phone and email sessions and via six workshops that were held across England and Scotland. We are continuing to be a key source of free advice and emotional support for children and adults with disfigurements.

An initial analysis of our adult service (as measured by the Clinical Outcome and Routine Evaluation (CORE) questionnaire) showed that over 80% of clients who received help reported a significant decrease in distress about their appearance.

We reached 2,900 children with disfigurements through training for education professionals

6,574 people accessed our client focused web pages

We reached 25,900 patients as a result of skills development for health professionals

59,170 people have visited our website to learn about disfigurement and the charity

## REDUCING APPEARANCE-RELATED BULLYING IN SCHOOLS

Ninety-five per cent of children and young people who call us have been bullied in some way. 'Taking action together' was the theme for 2010's Anti-Bullying Week and Lucas Hayward (who featured in our Children's Face Equality campaign last year), spent the week raising awareness of appearance-related bullying on *BBC Breakfast*, BBC Radio Leicester, in the *Daily Mirror*, the *Leicester Mercury*, *Children and Young People Now* and at the Anti-



OLIVER CHARMAN & ADAM BLOOMBERG

Bullying Week 2010 Youth Summit in Westminster. Advice for teachers and pupils on appearance-related bullying was updated on our website and a new video featuring Lucas talking about his experiences was also included. Interventions from Changing Faces helped Lucas when he was being bullied at school and he has now appeared in a national children's documentary and national poster campaign for Changing Faces.

Changing Faces received government funding to produce teaching resources for years 8 and 9 in secondary schools. The resources for Art, Drama and English were launched in March 2011 and disseminated to 1,750 schools across England. These lessons will help to ensure that everyone is treated fairly and equally regardless of facial appearance, resulting in a positive and inclusive school environment.

## WORKING WITH HEALTH PROFESSIONALS TO IMPROVE PATIENT OUTCOMES

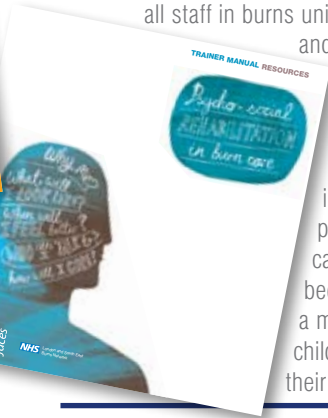
We continue to work with health and social care professionals to ensure they are aware of the psychological and social needs of patients who have disfiguring conditions. This year Changing Faces made presentations at many conferences, these included: the British Burns Association, the British Psychological Society, the Royal Society of Medicine's Squint Forum, Psychodermatology UK, the University of Bradford, the Artificial Eye Service, the Quality of Life conference and the Scottish Burns Network.

We held in-house and external training events for health and social care professionals in Guernsey, London, Dublin and Manchester. We also contributed to teaching on the Head and Neck Cancer Care course at the Royal Marsden School of Cancer Nursing and Rehabilitation and the University of Hertfordshire's MSc in Dermatology Skills and Treatment. In addition, we collaborated in the production of the new module 'Psychological and social issues in head and neck cancer' for a King's College London MSc.

December 2010 saw the official launch of the training manual on 'Psycho-social Rehabilitation in Burn



Care' for the London and South East Burns Network. The training manual, designed to be delivered to all staff in burns units, had been piloted and then evaluated by the



Centre for Appearance Research. The results were positive, with staff members showing increased confidence in providing psycho-social care. Funding has now been secured to develop a module on burn care for children, young people and their parents.

## ENSURING PEOPLE WITH DISFIGURING CONDITIONS RECEIVE THE HIGHEST QUALITY HEALTH AND SOCIAL CARE INFORMATION

Changing Faces was one of the first charities to achieve the Information

Standard. The Department of Health quality mark demonstrates that a thorough process is in place to achieve the highest quality health and social care information. The quality mark will show the public that our information resources and publications are of quality and from a trustworthy and accredited source.

## INFLUENCING POLICY MAKERS TO TAKE ACTION

After the successful launch of Face Equality in Wales in June 2010 to key policy-makers, politicians and opinion formers at the National Assembly, two further Face Equality launches were held at the Scottish Parliament and Northern Ireland Assembly.

Over 100 people attended our event in Scotland which was opened by Malcolm Chisholm MSP



PAUL BENNETT

and included speeches from Tam Baillie, Children's Commissioner for Scotland, actress Juliet Cadzow who starred in the popular children's programme, *Balamory*, and Changing Faces' Young People's Council member, Lisa Kerr. An Early Day Motion to encourage Members of the Scottish Parliament to support face equality was signed by 29 politicians. In March 2011, 30 MSPs signed a pledge to support the Face Equality campaign if they were re-elected in the May elections.



Our Northern Ireland event was equally well attended by over 60 people and hosted by Alex Maskey, MLA. Attendees also included Chris Hill, plastic surgeon, Jodie Hinds, a burns survivor and popular Northern Irish actress and comedienne, Olivia Nash and her granddaughter Livi.

## WORKING WITH BROADCASTERS ON POSITIVE PORTRAYALS OF DISFIGUREMENT

Changing Faces worked closely with Channel 4 and the production company

Betty on a six-part series for Channel 4 called *Beauty and the Beast: The Ugly Face of Prejudice*, which was broadcast in February 2011. Participants included champions of Changing Faces and the series averaged two million viewers per episode. Hits to the Changing Faces website were six times higher than usual in the first week and averaged three times higher in the subsequent weeks; seventy-nine per cent of people who visited our website during broadcast were new visitors who learned about the issues and challenges people with disfigurements can face.

Changing Faces also supported the production of *Kellie: The Girl who Played with Fire*, a BBC Three documentary broadcast in July 2011 which featured Kellie O'Farrell who is a long time supporter and



champion of Changing Faces. The episode followed Kellie, now 22, as she took the big step and left her home in Ireland and moved to London, on her own for the first time. The documentary was extremely positively

received and vividly portrayed the challenges of living with a disfigurement on individuals and their families and the rude comments, staring, prejudice and discrimination people often have to face.

## RECOGNITION OF THE WORK OF CHANGING FACES

Following on from his Third Sector Most Admired CEO award in March 2010, James Partridge was awarded the Beacon Prize for Leadership in November 2010. He 'displayed and communicated

a vision that has inspired others to take action on a significant scale'.

In November 2010, the Children's Face Equality campaign received a Children and

Young People Now Award in the Health and Wellbeing category. This was in recognition of the hard work and courage of the four children who appeared in the posters (Harry, Lauren, Lucas and Max) and the support of DDB London, who created the thought provoking posters. Advertising space was also donated for the posters in *The Independent* and CBS Media boards across railway stations around the country for two weeks.

The Changing Faces Young People's Council (YPC) continued to demonstrate the impact that young people can make and as a result received the Diana Anti-Bullying Award in May 2011. The YPC, which has members aged 13-25 from across the UK, draw on their own experiences to help young people manage the impact of living with a disfigurement. They created an anti-bullying leaflet and have campaigned to challenge the public's perception of disfigurement. Maggie Turner OBE, Chief Executive of the Diana Award, said: "We are immensely proud of our award holders and nothing gives me greater pleasure than

to see their achievements highlighted. With a growing network of 33,000 award holders, we are building a force of young people who are committed to take social action and improve our communities."

## EMPLOYERS COMMITTING TO STAMP OUT APPEARANCE-RELATED DISCRIMINATION

The Face Equality at Work membership scheme has continued to

grow with a total of 39 members, as of August 2011. BT, founding members of the scheme, hosted an event at their head office which attracted new members, such as William Hill, to join. The members employ over 1,170,000 staff and serve millions of customers every year. Their commitment to face equality will ensure all staff are treated fairly and equally and customers with disfigurements are not ignored or treated differently.

ABMU Medical Board	Merz Pharma
Addenbrooke's Hospital	Olympic Delivery Authority
Barclays	Porchlight
Baxters Healthcare	Prospectus
BlackRock	Remploy
University of Bradford	Richer Sounds
BT	Royal Mail
Charles Russell LLP	The Science Museum
Clear Company	Shell UK
Duncan Gibbins	School of Oriental and African Studies
Excello Law	Southend Borough Council
G4S	Southend NHS Trust
Grwp Gwalia	Tesco
Hampshire Constabulary	Thames Valley Police
Hampshire Police Authority	Visit Scotland
Healthline	Welsh Water
KPMG	William Hill
Lindsays Solicitors	WPP
Hogan Lovells LLP	WH Smith
Marks & Spencer	



Front cover: portrait 'Nicola' by Benita Stoney, winner of the Changing Faces Prize 2011; photos: Rebecca McKenzie; Lucas Hayward; Face Equality launch at the Scottish Parliament; Face Equality launch in Northern Ireland; Kellie O'Farrell featured in the BBC Three documentary *Kellie: the Girl who Played with Fire*; James Partridge receiving the Beacon Prize.

# THANK YOU TO OUR DONORS

Changing Faces would like to thank 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 or more from the following trusts and corporate bodies:

## Charitable Trusts

Barbara Ward Children's Foundation  
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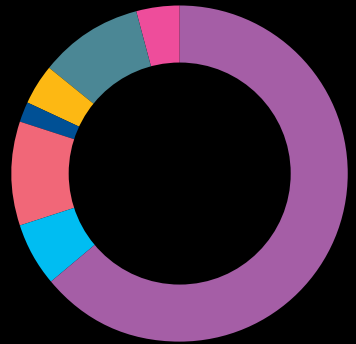
We would also like to thank the following for their in-kind support

Lloyds TSB Foundation for Scotland  
 CTN Communication, who have selected us as their Charity of the Year  
 Touch DDB and DDB London for their on-going pro bono support on campaigns and advertising  
 Royal Society of Portrait Painters and particularly Alastair Adams for all his support for our events  
 Graham Whitney and his colleagues at Skylark  
 CBS Media

# FINANCE 2010-11

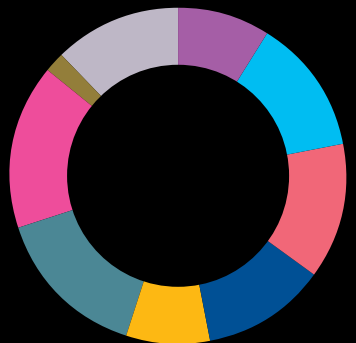
## **INCOMING RESOURCES £1,377,270**

Charitable trusts **64%**  
 Corporate donations **6%**  
 Private donations **10%**  
 Community groups **2%**  
 Fundraising events **4%**  
 Statutory grants **10%**  
 Training and consultancy **4%**



## **RESOURCES EXPENDED £1,551,080**

Supporting adults **9%**  
 Supporting children and young people **13%**  
 Health **13%**  
 Education **12%**  
 Employment **8%**  
 Regional activity **15%**  
 Communications and public attitudes **16%**  
 Governance **2%**  
 Fundraising **12%**



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*the way you face  
disfigurement*

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

“ Changing Faces helps people affected by disfigurement adjust to their situation and develop skills, insight and talents that could be used in every day life and in the work environment.