CHANGING FACES IMPACT REVIEW 2013

Changing the way you face disfigurement
Our vision is “a world in which people with disfigurements are confident, valued and included members of society, and receive comprehensive health and social care that fully addresses their psychological, social and practical needs”. This summer’s sunshine has warmed all of us here at Changing Faces in our efforts but the past year has been dominated by three chilly realities.

First, the UK’s uncertain economic climate. 2012-13 was probably the most testing fundraising year since the charity’s launch in 1992. Thank you very much indeed to everyone who has given money, time, skills and ideas to help Changing Faces over the last 12 months.

Second, the challenge of working with the NHS. Its ever-tightening budget and the new arrangements in England have been exceptionally tricky – and I want to salute the immense hard work of my team and all our 170 Skin Camouflage Service volunteers. 2013-14 has to be the year when we finally consolidate the Service as a viable one, primarily funded by NHS contracts.

Thirdly, public examples of facial prejudice are still all too common. The latest outbursts from Moshi Monsters, Disney and Lego (more about this inside) are frankly astonishing. Sadly, we are a very long way from sensitising our culture – globally – to what ‘face equality’ means. So, I fear, we will have to contend with these nasty squalls for years to come.

We are not deterred by these climatic conditions – if anything they drive us on! And I am very proud of the outstanding work described in this Review. These are the highlights; much more can be found in our Annual Accounts, on the website and in our monthly e-newsletters.

Looking ahead, there are some exciting developments in sight: our first local Centre in Sheffield will open for business this autumn and another will hopefully emerge in Scotland in 2014. The interest and support at local level is extremely gratifying. The same goes for our success in getting Changing Faces Practitioners into NHS teams as will be happening at Great Ormond Street and Salisbury Hospitals. And we are hatching new ways to challenge our society to understand and to avoid disfigurement discrimination too.

I believe Changing Faces is successfully changing lives and minds but we cannot do this without your continuing support. I very much hope you will be inspired to give it. Thank you very much.

James Partridge, OBE, DSc (Hon), FRCSEd (Hon), Chief Executive
Changing Faces supported me when I needed them in the early days following my accident. They helped me to understand my emotions and stay positive about my changed appearance.

My surgeons were brilliant and one of them suggested skin camouflage, but no one provided emotional support. My friends and family also gave me a lot of support, but they couldn’t understand what I was going through. Luckily they found Changing Faces who helped me to come to terms with what had happened and overcome the upsetting comments from on-lookers.

I went back to work as soon as I could and my employers were really understanding. My accident opened their eyes to a lot of issues in the workplace; there was one employee who kept making very negative comments about my appearance. Although the issue was raised with management, I felt that the issue wasn’t properly resolved as no action was taken against the person in question. This made me feel very undervalued and made me realise that many companies don’t face discrimination the way they should. Although this upset me I continued to work for the company as I thoroughly enjoyed my job.

Since the accident my confidence has really grown. It’s come out of nowhere, some would say I used to be a bit of a wallflower.”

In November 2011 Harriet had a life changing accident. She sustained major facial injuries and total loss of sight in one eye. Just a year and a half later Harriet completed the Virgin London Marathon raising a staggering £4,000 for Changing Faces and completing the course in five hours. Harriet has recently taken a job in Texas, USA, to further her career and we wish her every success.
This programme focuses on individuals and families:

1. Over 10,000 children, young people and adults with disfigurements obtained support and advice from us face-to-face, via phone, email and on our client-focused webpages.

2. 5,000 people had consultations with Skin Camouflage Practitioners in around 150 settings to learn how to lessen the visibility of birthmarks, skin conditions and scars.

3. We helped more than 1,000 school children with disfiguring conditions via education professionals who sought our advice, training and curriculum resources.

4. At least 14,000 patients with burns, cancer, amputation, scarring, skin and eye conditions were supported through training and advice given to health care professionals.

OUR FIRST LOCAL CENTRE OUTSIDE LONDON

The new Centre in Sheffield, officially opened by David Blunkett MP in July 2013, will enable us to deliver our support, advice and advocacy across Yorkshire and the Humber in partnership with the NHS, local authorities, schools and employers.

From autumn 2013 the Centre will have two full-time Changing Faces Practitioners (CFPs) who will offer support and advice to adults, children and their families. The Skin Camouflage Service is already provided in many locations across Yorkshire and the Humber and we are developing a new service in Sheffield too.

The Centre will also work with schools, employers and others to address appearance-related bullying and promote positive attitudes towards people with disfigurements.

Our aim is to achieve SLAs in each of the NHS settings where the clinics are run.

SKIN CAMOUFLAGE SERVICE

Over the last year our dedicated team of volunteers, Skin Camouflage Practitioners (SCPs), have seen over 5,000 people come to the Service with a range of conditions, of which vitiligo, scars and rosacea were the most commonly seen, to help rebuild their confidence.

We are continuing to develop the Service, training 43 new SCPs in the last year. We have also agreed a partnership with the NHS 5 Boroughs Partnership Trust in the North West in a project to develop in-house SCPs and research into the effectiveness of skin camouflage as part of a holistic treatment for people who self-harm.

Consultations are provided free of charge and SCPs provide their time on a voluntary basis; the Service relies on donations to survive. We are now concentrating on setting up Service Level Agreements (SLAs) with the NHS to help fund this important work. Our aim is to achieve SLAs in each of the NHS settings where the clinics are run.
COPING WITH OTHER PEOPLE’S REACTIONS – A NEW E-RESOURCE FOR YOUNG PEOPLE

“What’s happened to you?” How do you react when people ask intrusive questions? Helping people learn how to put themselves and others at ease in social situations has always been a core part of our work as a charity. Young people increasingly look to the web to find answers so it’s important that the right help is available. The Young People’s Council (YPC) has produced an excellent online e-resource. Using real experiences narrated by members of the YPC, the guide is split into three helpful sections, giving young people the tools to talk about their disfigurement with confidence. The resource has had over 2,000 hits to date.

EMBEDDING PSYCHOSOCIAL CARE INTO THE NHS

Professionals and policy makers in the health system admit that it often fails to address the psychological and social challenges faced by people with disfigurements. This is unacceptable and unfair and we are working with the NHS to combat this by raising awareness of those challenges, offering training and making our services accessible locally by embedding Changing Faces Practitioners (CFPs) into the system. Last year saw the first CFP to be employed in the NHS in a post at the Royal Hospital for Sick Children in Edinburgh. After a successful first year, where 150 children were referred to Orla Duncan, her position has been extended to allow more work in Fife and the Highlands. The role is being initially funded by the Sick Kids Friends Foundation.

We reached over 800 healthcare professionals and medical students through training days, lectures and newsletters.

GETTING TO KNOW YOU – INVOLVING OUR USERS IN THE CHARITY’S DEVELOPMENT

We have set up a Users’ Council of 25 adults from across the UK to influence and guide our work. The Council is helping us to engage with past, present and potential service users and working with us to make our publications Information Standard compliant.

CHANGING MINDS

This programme seeks to influence how people with disfigurements are received in the health system, in schools and colleges, at work, in the media and society in general.

LOOK AT ME

Common skin diseases can have a significant negative effect on people’s emotional and social well-being. The Look at Me campaign, chaired by Baroness Finlay, aims to ensure that people with a range of skin diseases receive high quality information and appropriate psychological and social support in addition to medical treatment. A preliminary report was published in September 2012 and the final report will come out later this year setting out good practice examples and service models. Look at Me aims to raise awareness and understanding of the psychological and social impact of disfiguring skin conditions amongst health and social care professionals and commissioners in the area of dermatology.
CHANGING THE WORLD OF PLASTIC SURGERY

In the autumn of 2011 the General Medical Council agreed that all final year plastic surgery trainees should take a compulsory module on the psychological and social impact of disfigurement. Changing Faces is now working with the British Association of Plastic, Reconstructive and Aesthetic Surgeons to develop the content for the module which should start being used in training in 2014.

EMBRACING DIGITAL MEDIA

The internet continues to be one of our most effective tools. The Changing Faces website (www.changingfaces.org.uk) received 87,840 hits from 58,850 unique users. We now have over 2,000 followers on Twitter and over 3,000 Facebook fans. Our monthly e-newsletter is sent to over 3,000 people.

ROYAL SOCIETY OF PORTRAIT PAINTERS

The annual Changing Faces reception was held at the Royal Society of Portrait Painters’ Exhibition in May 2013. Mark Roscoe, who won the Changing Faces Prize last year, was commissioned to paint Olivia Roberts as part of our on-going work to ensure that disfigurement is represented in the arts. His sensitive portrait (front cover) won the Society’s prestigious Ondaatje Prize.

CHALLENGING ATTITUDES IN THE MEDIA

We continue to challenge opinions and misconceptions through the media by placing stories and reacting to events. James Partridge, CEO, appeared prominently on several high profile radio programmes and there was significant media coverage across all platforms including Radio 4, Five News, Scottish TV and The Times.

In October 2012, after significant campaigning and pressure, the BBC Trust upheld our complaint about Jeremy Clarkson’s offensive comments on Top Gear.

WORKING AGAINST VISUAL STEREOTYPES

Facial disfigurement is still used as visual shorthand for ‘baddies’ in films, television and the wider media. Changing Faces continues to challenge these stereotypes as they can encourage people to make moral judgments, sometimes unwittingly, based on facial features, or to ridicule those whose faces are scarred or look unusual.

Disney’s Lone Ranger shows how far we still have to go: it makes sure we know that Butch Cavendish is the villain by giving him facial scars and the Lego merchandise that accompanies the film described him as ‘a ruthless outlaw whose terribly scarred face is a perfect reflection of the bottomless pit that passes for his soul’. We contacted Lego and raised our concerns about this and we are pleased to say that Lego has now changed the description focusing on the character, not his appearance.

We’ve also been in contact with Moshi Monsters, asking for more balanced characters and names. The Glumps, who are a nasty family, have disfigurements and sensational names such as Freak Face.
Changing Faces wouldn’t be here without the generous support of our donors and we’re extremely grateful to you all. We can’t list everyone here, but we acknowledge the very generous donations of £10,000 or more in the year to 31st March 2013 from the following:

- 29th May 1961 Charitable Trust
- Barclays plc
- BBC Children in Need
- Body Shop Foundation
- British Red Cross
- BT
- Childwick Trust
- City Bridge Trust
- Drayson Foundation
- Esmée Fairbairn Foundation
- Fidelity UK Foundation
- Freemasons’ Grand Charity
- Goldmark Trust
- Garfield Weston Foundation
- Geoff and Fiona Squire Foundation
- John Ellerman Foundation
- Lloyds TSB Foundation for England and Wales
- Man Group plc Charitable Trust
- Oak Foundation
- Persula Foundation
- Robertson Trust
- Scottish Government S16B
- Sheffield PCT/Clinical Commissioning Group
- Sylvia Adams Charitable Trust
- Thompson Family Charitable Trust
- Venture Partnership Foundation
- Vocational Training Charitable Trust

We are particularly grateful to BT for its sponsorship of the 20th Anniversary Reception and to Barclays for their support of our 20th Anniversary Gala Dinner at the National Portrait Gallery.

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

- DDB Europe with the Leo film and logo development
- DCM with the Leo film
- Happy eLearning
- The Lloyds TSB Foundation for Scotland for office accommodation
- L’Oreal with volunteers
- BT with their Trouble-shooters
- YouGov for a survey of public attitudes.

**Volunteers**

Without a dedicated team of over 170 SCPs we would not be able to provide our Skin Camouflage Service. We also receive valuable time from many people in the form of office/administration work, internship and fundraising. We thank everyone involved for their generous and on-going contribution of time and skills.

**Fundraising highlights 2012-13**

Our 20th Anniversary Gala Dinner in November 2012 raised a staggering £86,000. Thank you to everyone who came and gave so generously and to Marcus Lovett, star of Phantom of the Opera, who sang so brilliantly.

Coral plc donated over £7,000 from a charity walk and corporate day at York Races.

Our 2012 London Marathon team, and other endurance events, brought in over £26,000.

The ‘Face your Fears’ fundraising week in October 2012 (during which people undertook activities that scared them – like rock climbing and sky diving) raised over £10,000.

---

**FINANCE 1 APRIL 2012 - 31 MARCH 2013 (2011-12)**

<table>
<thead>
<tr>
<th>INCOMING RESOURCES</th>
<th>(£1,714,830)</th>
<th>(£1,602,606)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charitable Trusts</td>
<td>68%</td>
<td>(75%)</td>
</tr>
<tr>
<td>Corporate donations</td>
<td>2%</td>
<td>(3%)</td>
</tr>
<tr>
<td>Private donations</td>
<td>13%</td>
<td>(12%)</td>
</tr>
<tr>
<td>Community groups</td>
<td>2%</td>
<td>(1%)</td>
</tr>
<tr>
<td>Fundraising events</td>
<td>7%</td>
<td>(5%)</td>
</tr>
<tr>
<td>Statutory Grants</td>
<td>1%</td>
<td>(0%)</td>
</tr>
<tr>
<td>Consultancy and contracts</td>
<td>7%</td>
<td>(3%)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RESOURCES EXPENDED</th>
<th>(£1,697,218)</th>
<th>(£1,559,775)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Changing Lives</td>
<td>46%</td>
<td>(35%)</td>
</tr>
<tr>
<td>Changing Minds (Professionals)</td>
<td>26%</td>
<td>(35%)</td>
</tr>
<tr>
<td>Changing Minds (Public)</td>
<td>13%</td>
<td>(13%)</td>
</tr>
<tr>
<td>Fundraising</td>
<td>14%</td>
<td>(13%)</td>
</tr>
<tr>
<td>Governance</td>
<td>2%</td>
<td>(3%)</td>
</tr>
</tbody>
</table>
Trustees
Anthony Hobson
Chairman
Mike Okninski
Hon Treasurer
Mark Landon
Hon Secretary
Dr Richard Castle
Dr Tony Cline
Pieter Folmer
Dr Mary Glover
Susan Harrison
Lisa King
Dr Felicity Mehendale
David Rough
His Honour Judge Paul Thomas QC
Christopher Walker FRCS
Stephen Woodford

Patrons
Sir Christopher Benson
Rory Bremner
Michelle Dockery
Lord (Julian) Fellowes of West Stafford
Gloria Hunniford
Terry Mansfield CBE
Jan Ravens
William Simons
Fiona Squire
Simon Weston OBE
Benjamin Zephaniah

Changing Faces
The Squire Centre
33-37 University Street
London WC1E 6JN
Telephone 0845 4500 275
Fax 0845 4500 276
info@changingfaces.org.uk
www.changingfaces.org.uk

Registered Charity No. 1011222
Charity registered in Scotland SC039725
Company Limited by Guarantee
Registered in England and Wales No 2710440
Registered Office:
Changing Faces, The Squire Centre
33 – 37 University Street
London WC1E 6JN

© Changing Faces 2013

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