

Charity Number: 1153753

The Body Dysmorphic Disorder Foundation

Annual Report and Accounts

For the year ended 30 September 2024

The Body Dysmorphic Disorder Foundation

Reference and administrative details

Trustees	Dr R Willson Prof D Veale (until 6 th June 2024) N Schnackenberg J Davidson S Bagwell A Jassi Dr B Monzani (from 6 th June 2024)
Senior management	Kitty Newman, Managing Director
Charity number	1153753
Bankers	National Westminster Bank Plc 250 Bishopsgate London EC2M 4AA
Registered office	45b Stanford Road Friern Barnet N11 3HY
Independent examiner	Steve Brown ACMA 17 Foxcombe Road Bath BA1 3ED

The Body Dysmorphic Disorder Foundation

Trustees' report for the year ended 30 September 2024

The trustees are pleased to present their annual report together with the financial statements of the charity for the year ended 30 September 2024.

The accounts have been prepared in accordance with the accounting policies set out in note 1 to the accounts and comply with the Charity's Constitution and the Statement of Recommended Practice 'Accounting and Reporting by Charities' (revised 2015).

Structure, Governance and Management

Governing Document

The Body Dysmorphic Disorder Foundation is a charitable incorporated organisation (CIO) with voting members other than its Charity Trustees, constituted under an "Association" model constitution date 10th September 2013 and is a registered charity (1153753).

Organisational Structure

The following individuals served as trustees during the year and since the year end:

Dr R Willson
Prof D Veale (until 6th June 2024)
N Schnackenberg
J Davidson
S Bagwell
A Jassi
Dr B Monzani (from 6th June 2024)

All trustees served for the full period unless otherwise stated above.

No trustees had any beneficial interest in the charity and no remuneration of trustees is paid by the charity.

The Board of Trustees meets at least four times a year and is responsible for the strategic direction, policy and overall governance of the charity.

The implementation of strategy once agreed and the day to day running and management of the charity's activities is delegated to the small executive team, led by the Head of Operations.

Recruitment and appointment of new trustees

New Trustees are recruited by the Board who consider the skills currently available and then identify the requirements of any additional or replacement trustees. On successful appointment of a trustee, the Head of Operations provides documentary and verbal induction material to introduce the trustee to the objectives and workings of the charity.

Objectives and Principal Activities and Achievements

The charities' objectives are the relief of sickness and preservation of good health among people affected by Body Dysmorphic Disorder (BDD) in particular but not exclusively by:

- (a) providing information and support to such people and their families;
- (b) advancing education for the public benefit of the condition;
- (c) promoting, supporting and raising funds for research into the condition, the useful results of which will be disseminated for the public benefit.

During the past year and with input from the community the trustee board defined the charities' Values as well as the Vision and Mission statements: '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.'

Over the past year the charity held a 10th Anniversary Conference to commemorate the ten years since our inception in 2013. This was a large event held in central London, with keynote speakers including leading

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Trustees' report for the year ended 30 September 2024

international experts, inspirational speakers with lived experience, workshops and a research stream. This was a huge success and also increased our video resources, as all speakers were filmed.

We continued to engage with the media to raise awareness, most notably supporting a Channel 4 documentary on Muscle Dysmorphia and a LadBible Roundtable on BDD. We contributed to articles in The Times, The Daily Mail, Yahoo Life and more.

We continued to offer support via our email helpline and bi-monthly zoom support group. We held a review of the Overcoming BDD Programme, and successfully launched cycle 7. A new CRM system has been implemented for this project, with a view to expand to other areas of the charity next year. We relaunched our School's Project with the initial recruitment of volunteers.

We took on our first full time employee, Gem Ponting, in the role of People and Projects Manager. Her role was to take over the Project Lead Role of the Overcoming BDD Programme, oversee HR aspects of the charity including onboarding of new volunteers, as well as supporting with various other aspects of administration. We also employed Lana Choufani, in the role of e-helpline co-ordinator.

Public Benefit

The charity carries out a range of activities in furtherance of its charitable objectives, as detailed under Activities and Achievements above. Having reviewed the Charity Commission's general guidance on public benefit, the Trustees consider that these activities provide benefit both to the charity's direct beneficiaries and to the wider public both in the UK and abroad.

Risk Management

The Trustees review the key risks the charity faces, but no formal risk register exists at present. The Trustees are working on putting this in place over the next year.

Future Plans

Over the coming year the Foundation will hold an online webinar series aimed at increasing resources and accessible support for our community. We will be collaborating with the International OCD Foundation on an online BDD Conference with two streams, one aimed at those with lived experience, and another for mental health clinicians. We are aiming to expand our Schools Project by providing training in schools beyond the initial South London catchment area and recruiting new volunteers for this. We will continue to raise awareness of BDD through engagement with the media and our social media. We will be bringing in a new paid membership scheme to encourage support of our charitable activities as well as trying to engage with more corporate partners. We will continue to provide support through our services: e-helpline, support groups and Overcoming BDD Programme (OBP). We are aiming to expand our volunteer team for online support groups and will be delivering two cycles of the OBP Programme. We will have a trustee recruitment campaign, with the goal to bring in more trustees to broaden our areas of expertise on the board.

Financial review

Income in the 2023/24 year which totalled £77,610 fell by £45k/37% versus the prior year, mostly due to a reduction in grant monies received and - to a lesser extent - a drop in 'in memoriam' donations. As an organisation that generates less than 10% of its income from charitable activities, BDDF is heavily reliant on grants – subject to their cycles and the success of grant applications - underpinned by donations from supporters. By introducing a paid for membership scheme in 2025, the Board are looking to build a reliable and steady income stream to support the organisation's ongoing needs.

Expenditure stood at £102,203 and, an increase of £24k/31% year on year. Of the increase, £16,700 can be attributed to additional staff costs following the recruitment of the above mentioned two new members of staff, and a further £13,600 to the 2023 Conference.

The charity expended funds in excess of its income to the value of £24,413 in the year, reducing funds carried forward to £146,939.

With a number of grant applications in the pipeline, as well as a new corporate partnership scheme that we hope to launch in 2025 and the above mentioned membership scheme, the charity is budgeting a financial break even position for the 2024/25 year.

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Reserves

The reserves policy states that, on average over time, unrestricted reserves should exceed three months but are not expected to materially exceed six months' of forecast expenditure unless under specific circumstances for which the Board of Trustees decides additional reserves are necessary.

Based on the 2024/25 budget this is would require reserves of between £23k to £46k.

At the balance sheet date, the charity's reserves (which are shown as unrestricted funds in the balance sheet) stood at £135k. The Trustees note that reserves are significantly above the target figure but believe that this is acceptable for the charity in the current circumstances with heavy reliance on grants and donations and their uncertain nature. As discussed under financial review above, the charity is now in an operational steady state, and the trustees expect that some reserves will be used to support ongoing activities while new income streams are established.

Responsibilities of the Trustees in relation to the financial statements

The trustees are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England and Wales requires trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing those financial statements, the trustees are required to

- select suitable accounting policies and then apply them consistently; observe the methods and principles in the Charity SORP;
- make judgements and estimates that are responsible and prudent;
- state whether applicable accounting standards have been followed, subject to any departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for maintaining proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees have overall responsibility for ensuring that the charity has appropriate systems of internal control across the entire organisation. The systems of internal control are designed to provide reasonable but not absolute assurance against material misstatement or loss.

This report was approved by the Board of Trustees on 20th March 2025 and signed on its behalf by:



Dr R Willson
Trustee

Report of the independent examiner to the members of The Body Dysmorphic Disorder Foundation for the year ended 30 September 2024

I report on the financial statements of The Body Dysmorphic Disorder Foundation for the year ended 30 September 2024 as set out on pages 6 to 12.

Responsibilities and basis of report

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144 of the Charities Act 2022 ("the Charities Act") and that an independent examination is needed.

Having satisfied myself that the charity is not subject to audit under charity law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under section 145 of the Charities Act,
- to follow the procedures laid down in the general Directions given by the Charity Commission (under section 145(5)(b) of the Charities Act), and
- to state whether particular matters have come to my attention.

Basis of independent examiner's statement

My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

Independent examiner's statement

In connection with my examination, no material matters have come to my attention which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a "true and fair" view which is not a matter considered as part of an independent examination.

I have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Steve Brown ACMA
17 Foxcombe Road
Bath
BA1 3ED

17 April 2025

The Body Dysmorphic Disorder Foundation
Statement of Financial Activities
for the year ended 30 September 2024

		2024 <i>Unrestricted Funds</i>	2024 <i>Restricted Funds</i>	2024 <i>Total Funds</i>	2023 <i>Total Funds</i>
	<i>Notes</i>	£	£	£	£
Income					
Voluntary income		32,367	33,758	66,125	115,933
Income from generating funds		1,034	6,074	7,108	6,045
Investment income		4,377	-	4,377	836
Total Income	2	<u>37,778</u>	<u>39,832</u>	<u>77,610</u>	<u>122,814</u>
Expenditure					
Charitable activities		38,511	63,140	101,651	74,983
Costs of generating funds		372	-	372	3,012
Total expenditure	3	<u>38,883</u>	<u>63,140</u>	<u>102,023</u>	<u>77,995</u>
Net income / (expenditure)		<u>(1,105)</u>	<u>(23,308)</u>	<u>(24,413)</u>	<u>44,819</u>
Transfers between funds		<u>(3,380)</u>	<u>3,380</u>	<u>-</u>	<u>-</u>
Net movement in funds		<u>(4,485)</u>	<u>(19,928)</u>	<u>(24,413)</u>	<u>44,819</u>
Reconciliation of funds					
Total funds brought forward		139,049	32,303	171,352	126,533
Total funds carried forward	6	<u><u>134,564</u></u>	<u><u>12,375</u></u>	<u><u>146,939</u></u>	<u><u>171,352</u></u>

The Body Dysmorphic Disorder Foundation

Balance Sheet

as at 30 September 2024

	Notes	2024 £	2023 £
Current assets			
Debtors and prepayments	4	350	-
Cash at bank and in hand		147,862	172,486
		<u>148,212</u>	<u>172,486</u>
Creditors: amounts falling due within one year	5	(1,273)	(1,134)
Net current assets		<u>146,939</u>	<u>171,352</u>
Net assets		<u>146,939</u>	<u>171,352</u>
Funds			
Unrestricted funds		134,564	139,049
Restricted funds		12,375	32,303
Total funds	6	<u>146,939</u>	<u>171,352</u>

Approved by the Board on **20th March 2025** and signed on their behalf by



Dr R Willson
Trustee

The Body Dysmorphic Disorder Foundation

Notes to the accounts for the year ended 30 September 2024

1 Principal accounting policies

The principal accounting policies adopted in the preparation of the financial statements are set out below;

(a) Basis of accounting

These financial statements have been prepared under the historical cost convention in accordance with the Statement of Recommended Practice 'Accounting and Reporting by Charities' effective January 2019 (the Charities SORP (FRS 102)), UK accounting standards, including 'Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland' (FRS 102). The charity is a public benefit entity and has therefore applied the relevant public benefit requirements of FRS 102.

The financial statements are prepared in Sterling which is the functional currency of the charity.

(b) Fund accounting

- (i) Unrestricted funds comprise those funds which the trustees are free to use for any purpose in furtherance of the charitable objects, which include designated funds where the trustees, at their discretion, have created a fund for a specific purpose
- (ii) Restricted funds are funds which are to be used in accordance with specific restrictions imposed by the donor or trust deed.

(c) Income

All income is included in the statement of financial activities when the charity is entitled to it and the amount can be quantified with reasonable accuracy. The following specific policies are applied to particular categories of income.

- (i) Grants and donations are included in full in the Statement of Financial Activities when receivable. Grants, where entitlement is not conditional on the delivery of a specific performance by the charity, are recognised when the charity becomes unconditionally entitled to the grant.
- (ii) Incoming resources from grants, where related to performance and specific deliverables, are accounted for as the charity earns the right to consideration by its performance.
- (iii) Donated services and facilities are included at the value to the charity where this can be quantified.
- (iv) The value of services provided by volunteers has not been included in these accounts.
- (v) Investment income is included when receivable on an accruals basis.

(d) Expenditure

Expenditure is recognised on an accruals basis as a liability is incurred, and includes any VAT which cannot be fully

- (i) Fundraising costs comprise the costs associated with attracting voluntary income and the costs of trading for fundraising purposes.
- (ii) Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them
- (iii) Support costs relate to those functions that assist the work of the charity but do not directly undertake charitable activities. Support costs include back office costs, finance, personnel and governance costs. These costs have been allocated to fund raising and specific areas of charitable activity on a basis consistent with the use of resources.

(e) Tangible fixed assets and depreciation

Tangible fixed assets costing over £500 (including any incidental expenses of acquisition) are capitalized. Depreciation is provided at rates calculated to write off the cost on a straight line basis over their expected useful economic life. The rate of depreciation is 33.33% per annum for all assets.

The Body Dysmorphic Disorder Foundation

Notes to the accounts for the year ended 30 September 2024

2 Income

	Unrestricted funds £	Restricted funds £	Total 2024 £	Total 2023 £
Voluntary income				
Grants	-	33,758	33,758	58,499
Donations	21,546	-	21,546	18,206
In memoriam	10,821	-	10,821	39,228
Total voluntary income	32,367	33,758	66,125	115,933
Income from charitable activities				
Conference tickets/stall fees	-	5,346	5,346	4,131
Fees for Groups/Services/Programmes	-	728	728	-
Book Sales	1,034	-	1,034	1,914
Total income from charitable activities	1,034	6,074	7,108	6,045
Investment income				
Interest	4,377	-	4,377	836
Total investment income	4,377	-	4,377	836
Total income	37,778	39,832	77,610	122,814

3 Expenditure

	Unrestricted funds £	Restricted funds £	Total 2024 £	Total 2023 £
Charitable activities				
Salaried staff	19,057	46,019	65,076	40,257
Recruitment & training	3,053	-	3,053	-
Freelance & temporary staff	70	2,153	2,223	10,375
Website, media & IT	2,431	1,786	4,217	6,600
Conference	-	17,689	17,689	4,057
Survey & data collection	-	-	-	1,260
Other direct costs	5,633	(5,550)	83	3,066
Support costs	8,266	1,044	9,310	9,367
Total charitable activities	38,511	63,140	101,651	74,983
Costs of generating funds				
Fundraising consultant	-	-	-	3,000
Fundraising expenses	372	-	372	12
Total costs of generating funds	372	-	372	3,012
Total expenditure	38,883	63,140	102,023	77,995

The Body Dysmorphic Disorder Foundation

Notes to the accounts for the year ended 30 September 2024

Support costs	Governance function £	General support £	Total 2024 £	Total 2023 £
Bookkeeping	-	3,428	3,428	2,049
Independent Examination Fees	1,000	1,980	2,980	1,000
IT & Office	-	2,351	2,351	2,258
Insurance	-	441	441	758
Bank Fees	-	110	110	39
Freelance & temporary staff	-	-	-	3,263
	1,000	8,310	9,310	9,367

4 Debtors: amounts falling due within one year

	2024 £	2023 £
Prepayments & accrued income	350	-
Total	350	-

5 Creditors: amounts falling due within one year

	2024 £	2023 £
Accruals & other creditors	1,273	1,134
Total	1,273	1,134

6 Movements in funds

	Balance at 30-Sep-23 £	Incoming £	Outgoing £	Transfers in / (out) £	Balance at 30-Sep-24 £
Restricted Funds					
Stronger Together	10,048	33,758	(40,208)	1,950	5,548
Schools Project	6,827	-	-	-	6,827
Conference 2023	4,741	5,346	(11,469)	1,382	-
The Fore Grant	4,916	-	(4,916)	-	-
Monki x BDDF	2,332	-	(2,380)	48	-
Overcoming BDD	3,169	728	(3,897)	-	-
Psilocybin Trial	270	-	(270)	-	-
	32,303	39,832	(63,140)	3,380	12,375
Unrestricted funds					
General funds	139,049	37,778	(38,883)	(3,380)	134,564
	139,049	37,778	(38,883)	(3,380)	134,564
Total funds	171,352	77,610	(102,023)	-	146,939

The Body Dysmorphic Disorder Foundation

Notes to the accounts for the year ended 30 September 2024

Stronger Together	This 3 year National Lottery grant contributes to the cost of our support services including e-helpline, Overcoming BDD Programme, Zoom support group and webinar/video content. The final grant instalment was received in August 2024 and we expect the remaining funds will be fully spent down by the end of February 2025.
Schools Project	The initial focus of our schools project was to create an informative video on BDD (which can be seen on our homepage). After a successful pilot a larger roll out was about to launch at the start of 2020, training volunteers to go into schools in South London to deliver BDD training. It was paused due to the pandemic and has been re-launched in 2024. From February 2025 volunteers will be going into schools, and we may also expand this via online training sessions. As a result we expect to spend more of this fund in 2025.
Conference fund	All restrictive funds for the 2024 Conference have been fully spent. They covered staging the actual conference as well as preparing written and video materials of the events for ongoing awareness raising.
The Fore Grant	This was funding for a part time member of staff. Funds were fully spent in 2024 and it is expected that this post will continue to be funded by other income streams applied for.
Monki x BDDF	This fund stemmed from a collaboration with fashion brand Monki to raise awareness of BDD via the development of a Youth website. Funds have now been fully spent.
Overcoming BDD Programme (was Structed Support Group)	This project delivers peer-led Cognitive Behaviour Therapy principles for BDD to a group of service users over a 20-week period. The project was originally funded by an Awards for All grant which has now been fully spent. After a successful pilot the project is ongoing.
Psilocybin Trial	Funds were raised to support a possible psilocybin trial for BDD. It has been agreed not run the trial as costs would be significant and with the agreement of the funder, funds have subsequently been released to unrestricted funds.

	01-Oct-22	Incoming	Outgoing	in / (out)	30-Sep-23
	£	£	£	£	£
Restricted Funds					
Structed Support Group	(968)	5,016	(879)	-	3,169
Monki x BDDF	7,215	-	(4,883)	-	2,332
Stronger Together	16,498	33,558	(40,008)	-	10,048
The Fore Grant	7,112	7,425	(9,621)	-	4,916
Conference 2023	-	7,328	(2,587)	-	4,741
Lottery Grant - 2019 conference	1,790	-	(1,790)	-	-
2021 conference	5,479	-	(5,479)	-	-
Lottery Grant - covid relief	513	-	(513)	-	-
Email Helpline	-	-	-	-	-
Psilocybin Trial	245	25	-	-	270
Schools Project	6,827	-	-	-	6,827
	<u>44,711</u>	<u>53,352</u>	<u>(65,760)</u>	<u>-</u>	<u>32,303</u>
Unrestricted funds					
General funds	81,822	69,462	(12,235)	-	139,049
	<u>81,822</u>	<u>69,462</u>	<u>(12,235)</u>	<u>-</u>	<u>139,049</u>
Total funds	126,533	122,814	(77,995)	-	171,352

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Notes to the accounts for the year ended 30 September 2024

7 Staff costs and numbers

	2024 £	2023 £
Gross wages and salaries	63,871	39,561
Pension	1,205	696
	65,076	40,257

The FTE (full time equivalent) of staff employed during the period was 2 2

Staff costs have been analysed as:

	2024 £	2023 £
Direct charitable expenditure	65,076	40,257
	65,076	40,257

8 Trustees' remuneration and expenses

The charity did not pay to its trustees any remuneration during the year (2023, £0). No expenses were reimbursed to trustees during the year (2023, £248).

9 Analysis of net assets between funds

	<i>General Funds</i> £	<i>Restricted funds</i> £	<i>Total funds</i> £
Current assets	135,837	12,375	148,212
Current liabilities	(1,273)	-	(1,273)
Net assets at 30 September 2024	134,564	12,375	146,939

10 Pensions

The charity operates an auto-enrolment stakeholder pension scheme with NEST. All employees are eligible, and the charity pays contributions on a qualifying earnings basis. Pension costs stated in note 7 and charged in the statement of Financial Activities represent the total contributions payable by the charity in the year.