



CHARITY COMMISSION
FOR ENGLAND AND WALES

Trustees' Annual Report for the period

From: Period start date 04/04/2024 To: Period end date 05/04/2025

Charity name: World Dignity Project

Charity registration number: 1171219

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	<p>We fight for mental health and well-being for all with equality of treatment and dignity in patient experience as a basic human right – World Dignity Project</p> <p>https://theworlddignityproject.org/</p> <p>https://www.mhinnovation.net/organisations/world-dignity-project</p> <p>https://www.linkedin.com/company/9278127/admin/dashboard/</p> <p>https://www.facebook.com/TheWorldDignityProject/</p> <p>https://www.instagram.com/theworlddignityproject/</p>
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	<p>Most of our activities are already on our websites, various social media platforms, in journals:</p> <p>https://www.mhinnovation.net/organisations/world-dignity-project</p> <p>https://www.linkedin.com/company/9278127/admin/dashboard/</p> <p>https://www.facebook.com/TheWorldDignityProject/</p> <p>https://www.instagram.com/theworlddignityproject/</p> <p>Our activities are focussed on three groups:</p> <p>Public:</p> <p>Mobilising the public to ensure dignity in mental health is a reality:</p> <ol style="list-style-type: none">1. Literacy (promoting knowledge about mental health).2. Advocacy on behalf of vulnerable people and their families and carers.3. Change the public mind-set towards those with mental health issues.4. Encourage wider public discussion about mental health.5. Provide dignity and hope for people affected by mental illness.

		<p>Mental Health Professionals</p> <ol style="list-style-type: none"> 1. Helping mental health professionals to tackle self-stigma and promote a dignity experience for their patients, carers, and families. 2. Connecting professionals and sharing experiences. 3. Increasing understanding of the service user experience. 4. Continuing Professional Development. <p>Policy Makers</p> <p>Engaging and influencing policy makers to ensure policies protect and promote dignity and equality of treatment for those with mental health issues.</p> <p>Details of our activities from April 2024 to April 2025 are summarised in the Achievements and performance section of this document below.</p>
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	<p>The trustees have regard to the guidance issued by the Charity Commission on public benefit and have signed accordingly.</p> <p>The Trustees have regard to best practice guidance and the legal obligations of fundraising for Non-Profit Organisations in the UK.</p>

Additional information (optional)

You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 1.38	The World Dignity Project has a policy on grant making to support any application.
Policy on social investment including program related investment	Para 1.38	The Trustees have regard to best practice guidance and legal obligations with regards to social investment and programme related investment for Non-Profit Organisations in the UK.
Contribution made by volunteers	Para 1.38	<p>The World Dignity Project has a volunteering policy to support the volunteer programme. It defines the role of volunteers within the organisation, and how they can expect to be treated.</p> <p>Trustees, Volunteers, Researchers & Charity Secretary have contributed their time pro bono, covering a range of activities:</p> <ul style="list-style-type: none"> – Administration including management

		of social media, regular bulletins and management of the website <ul style="list-style-type: none"> - Publication - Research - Organised events including educational events
Objectives and policies		The Trustees have considered any risks to which the Foundation could potentially be exposed, reviewing these on an ongoing basis.

Achievements and Performance

	SORP reference	
Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.	Para 1.20	MAIN ACHIEVEMENTS APRIL 2024 TO APRIL 2025 During this period The World Dignity Project has made a difference to mental health professionals, members of the public and policy makers by participating in the following educational and awareness raising activities to better embed dignity in mental health:

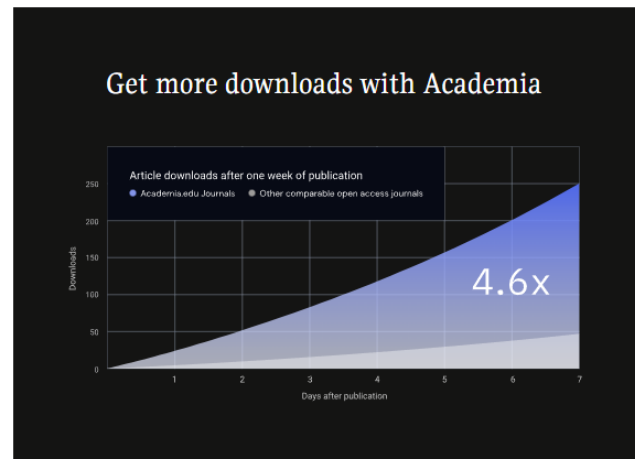
Additional information (optional)

You may choose to include further statements where relevant about:

Achievements against objectives set	Para 1.41	Ongoing 1) The World Dignity Project Website a global resource: Maintaining and updating the World Dignity project website as a global resource for all: https://theworlddignityproject.org/ 2) Publications as a global resource: We have worked with reputable international mental health and well being academic journals to promote dignity in mental health and are producing a Special Issue of Academia Mental Health and Well-Being
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<https://www.academia.edu/journals/academia-mental-health-and-well-being?source=all-journals-page>

Metrics	ARTICLES	VIEWS	DOWNLOADS	LAUNCHED
	87	538K	189K	2023



This is a very important partnership that enables us to promote the issue of dignity in mental health across a broader academic audience.

There have been ten articles published since 2024

<https://www.academia.edu/journals/academia-mental-health-and-well-being/special-issues/1060/Dignity-in-Mental-Health-A-Global-Priority>

3) World Dignity Project aligned Academic Research

- **Claire Brooks** - has developed and validated the first scale for measuring dignity in mental health service user experience, in conjunction with colleagues at the University of Bradford. This work will be published in the near future.

Claire Brooks co-authored and published a synthesis of 2 phases of qualitative research carried out by the World Dignity project to define mental health dignity. This article was co-authored with lived experience researchers.

Claire Brooks has maintained the charity's LinkedIn and Facebook social media pages.

- **Michelle Riba** – Supporting Collaborative Care through editorial role in Current Opinions in Psychiatry
- **Todd Edwards** - Published an article: Edwards, T. M., Patterson, J. E., & Griffith, J.

		<p>L. (2025). Dignity, families, and family therapy. <i>Academia Mental Health and Well-Being</i>, 2(2). https://doi.org/10.20935/MHealthWellB7674</p> <ul style="list-style-type: none"> • Steve Maingot – is an NHS App Ambassador and plays a crucial role in supporting patient dignity through digital inclusion at Professor Ivbijaro's Practice. He is passionate about championing digital tools and services and supports to patients download and use digital tools like the NHS App or online consultation platforms. <p>4) PLAN 2025 -2026</p> <ul style="list-style-type: none"> • Currently updating the World Dignity Project website to enable educational material to be freely downloaded to enable improved mental health advocacy and better promote the Dignity agenda. This will also allow our members publications to be made available to the general public • To hold an online meeting to promote Dignity in Mental Health to academics and the general public • To hold a symposium to highlight the lessons learned from the Special Issue of <i>Academia Mental Health and Well-Being</i>
Performance of fundraising activities against objectives set	Para 1.41	There was no fundraising activities against objectives set because members have donated their time as volunteers pro bono.
Investment performance against objectives	Para 1.41	There was no investment performance against objectives because members have donated their time as volunteer's pro bono.
Other		<p>The new address for the charity is:</p> <p>The World Dignity Project c/o Dr Ivbijaros Practice The Wood Street Health Centre 6 Linford Road London E17 3LA</p> <p>Professor Ivbijaro made a personal contribution to Steve Maingot for his support of £10,800</p>

Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	The trustees have no policy of retaining significant reserves, other than to ensure that sufficient funds are held at any one time to cover the grants already promised in the next three months.
Amount of reserves held	Para 1.22	0
Reasons for holding zero reserves	Para 1.22	There are no financial transactions
Details of fund materially in deficit	Para 1.24	Not Applicable
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern.

Additional information (optional)

You may choose to include further statements where relevant about:

The charity's principal sources of funds (including any fundraising)	Para 1.47	<p>There was no fund-raising activities against our objectives set in the last year.</p> <p>Trustees, Volunteers, Researchers & Charity Secretary have contributed their time pro bono, covering a range of activities:</p> <ul style="list-style-type: none"> - Administration including management of social media, regular bulletins and management of the website - Publication - Research - Organised events including educational events - Managing the World Dignity Champion awards
Investment policy and objectives including any social investment policy adopted	Para 1.46	The Trustees have regard to best practice guidance and legal obligations with regards to social investment and programme related investment for Non-Profit Organisations in the UK.
A description of the principal risks facing the charity	Para 1.46	The Trustees have considered any risks to which the Charity could potentially be exposed, reviewing on an ongoing basis.

Other		

Structure, Governance and Management

Description of charity's trusts:		
Type of governing document (trust deed, royal charter)	Para 1.25	World Dignity Project is governed by its constitution and controlled by the Board of Trustees who will act as Directors for the purposes of company law and Trustees for the purposes of charity law. Decisions are made by a simple majority vote.
How is the charity constituted? (e.g unincorporated association, CIO)	Para 1.25	Association
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1.25	New Trustees, need to apply to the President and would be interviewed by the Board of Trustees to determine suitability. A vote of the Board will ensue and will determine acceptance or otherwise.

Additional information (optional)

You may choose to include further statements where relevant about:

Policies and procedures adopted for the induction and training of trustees	Para 1.51	<p>Management of the charity is the responsibility of the Trustees. The roles and responsibilities required to manage the activities of the charity fall within the remit of the Board of Trustees</p> <p>The Board of Trustees are required to set the charity's goals and aims and are required to oversee their successful fulfilment.</p> <p>The charity has no permanent employees</p>
The charity's organisational structure and any wider network with which the charity works	Para 1.51	<p>Members will come from the following regions:</p> <ul style="list-style-type: none"> • Africa • The Americas • South-East Asia • Europe • Eastern Mediterranean • Western Pacific <p>Membership is of four types:</p> <ol style="list-style-type: none"> a) Individual members b) Organisational Members c) Honorary Members d) Founding Members <p>The World Dignity Project is a voting member of the World Federation for Mental Health (WFMH).</p>
	Para 1.51	

Relationship with any related parties		
Other		

Reference and Administrative details

Charity name	World Dignity Project
Other name the charity uses	WDP
Registered charity number	1171219
Charity's principal address	c/o Dr Ivbijaro's Practice The Wood Street Health Centre 6 Linford Road London E17 3LA

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Professor Gabriel Ivbijaro MBE	President	Not applicable	The World Dignity Project Board
2	Professor Lucja Kolkiewicz	Vice President	Not applicable	The World Dignity Project Board
3	Ms Lisa Weston	Legal Advisor	Not applicable	The World Dignity Project Board

Corporate trustees – names of the directors at the date the report was approved

Director name	Office	Dates acted if not for whole year
Professor Michelle Riba	Director for Diversity, Equality and Inclusion & Director of Scientific Publications	Not Applicable
Dr Claire Brooks	Director of Research & Development	Not Applicable
Professor Jean-Luc Roelandt	Director for Collaboration	Not Applicable
Professor Pierre Thomas	Director of Professional Development	Not Applicable
Professor Henk Parmentier	Director of NGO Relationships	Not Applicable
Professor Todd Edwards	Adviser- Families and Carers	Not applicable
Mr Steve Maingot	Adviser – Governance	Not applicable

Name of trustees holding title to property belonging to the charity

Trustee name	Dates acted if not for whole year	
None	Not Applicable	

Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	Not Applicable
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	Not applicable
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	Not Applicable

Additional information (optional)

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address

Name of chief executive or names of senior staff members (Optional information)

Not Applicable

Exemptions from disclosure

Reason for non-disclosure of key personnel details

Not Applicable

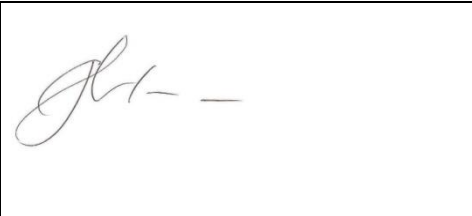
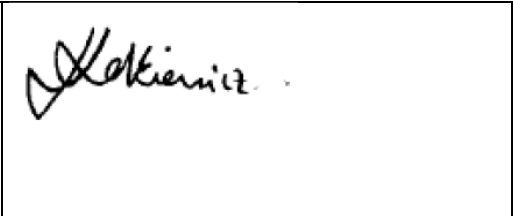
Other optional information

None

Declarations

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity’s trustees

Signature(s)		
Full name(s)	Professor Gabriel Ivbijaro MBE	Professor Lucja Kolkiewicz
Position (eg Secretary, Chair, etc)	President	Vice President
Date	25/08/2025	