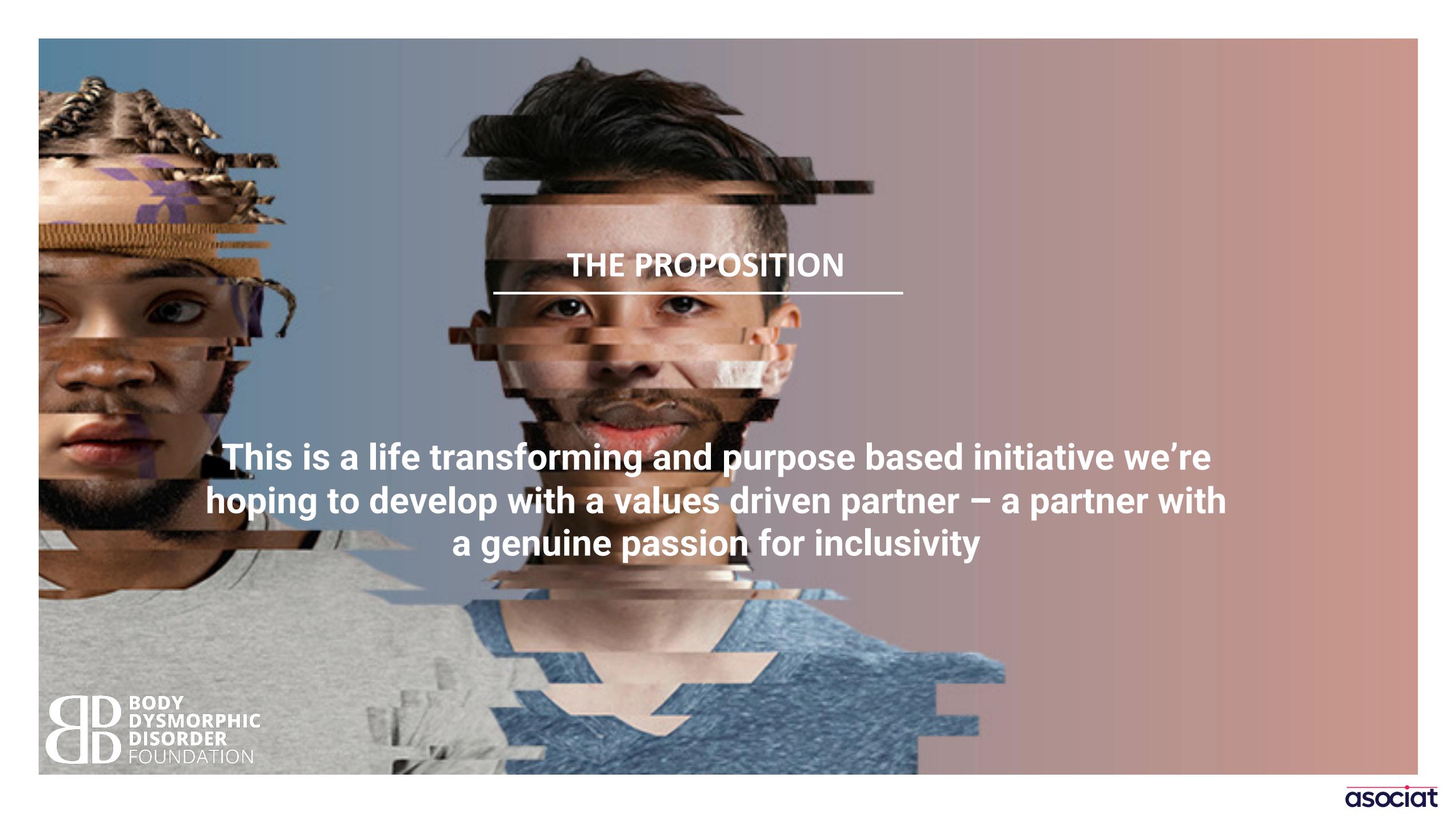


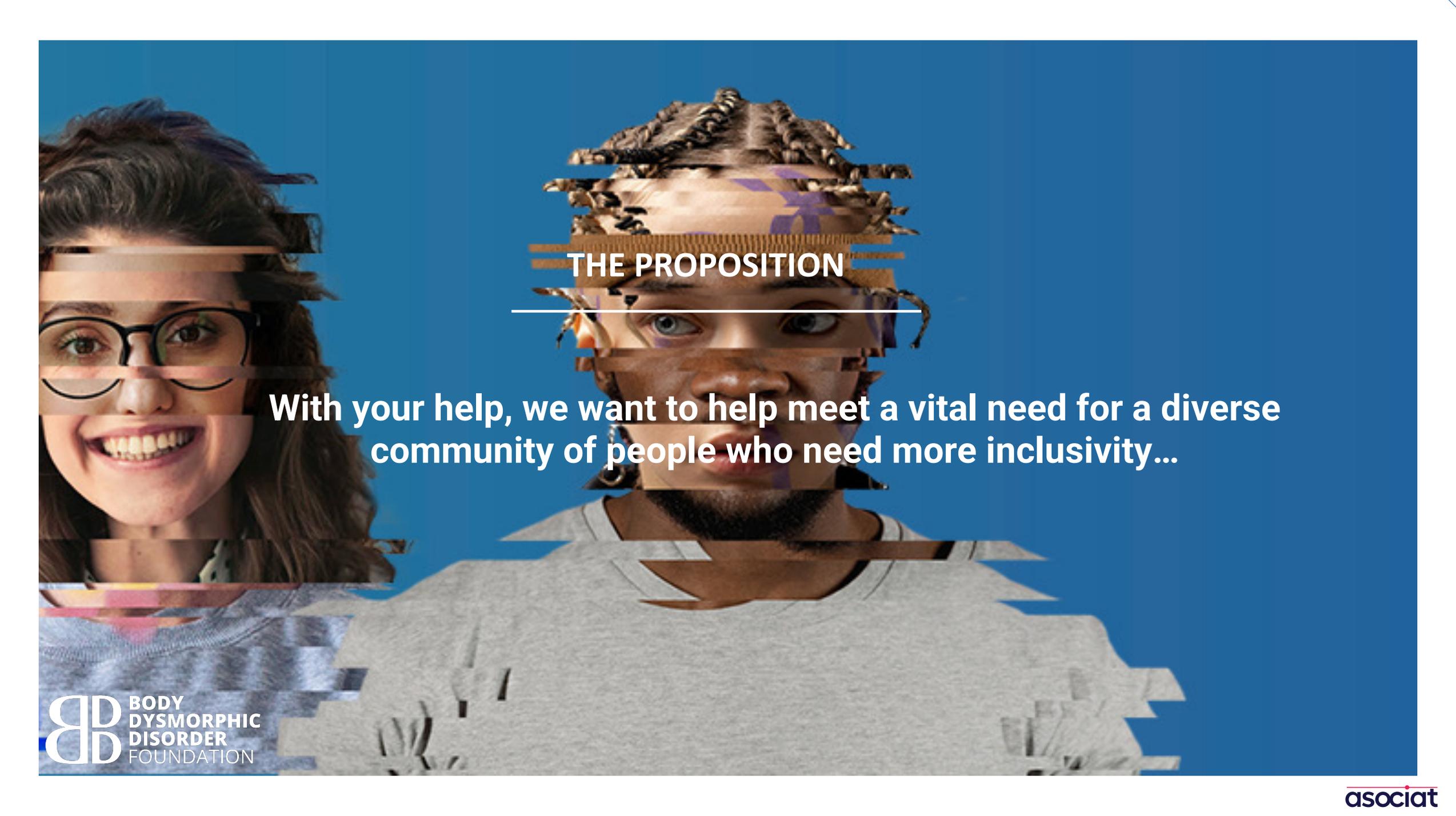
BD BODY
BD DYSMORPHIC
DISORDER
FOUNDATION





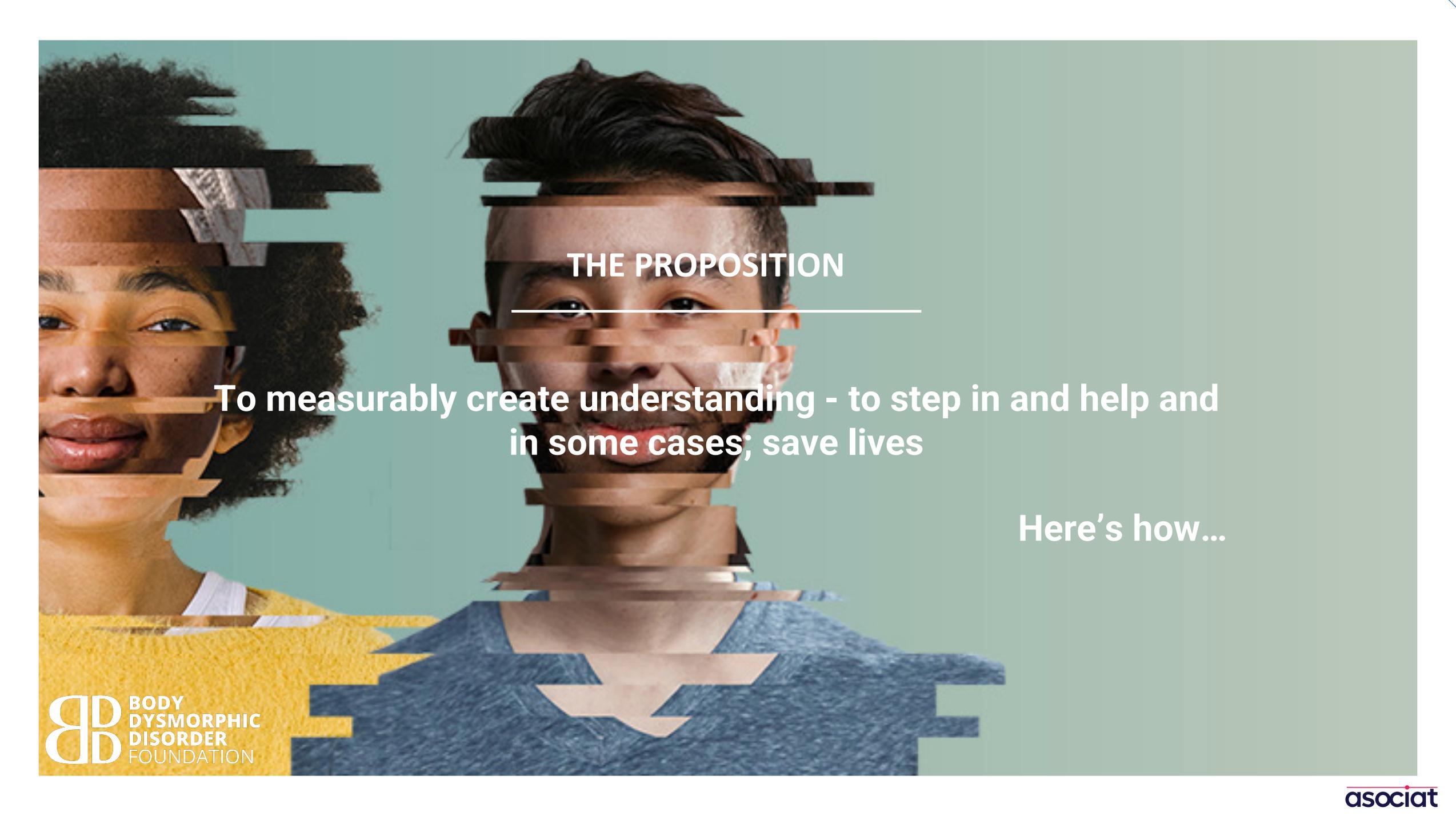
THE PROPOSITION

This is a life transforming and purpose based initiative we're hoping to develop with a values driven partner – a partner with a genuine passion for inclusivity



THE PROPOSITION

With your help, we want to help meet a vital need for a diverse community of people who need more inclusivity...



THE PROPOSITION

To measurably create understanding - to step in and help and
in some cases; save lives

Here's how...

Meet Emma

Emma is 22 and from London.

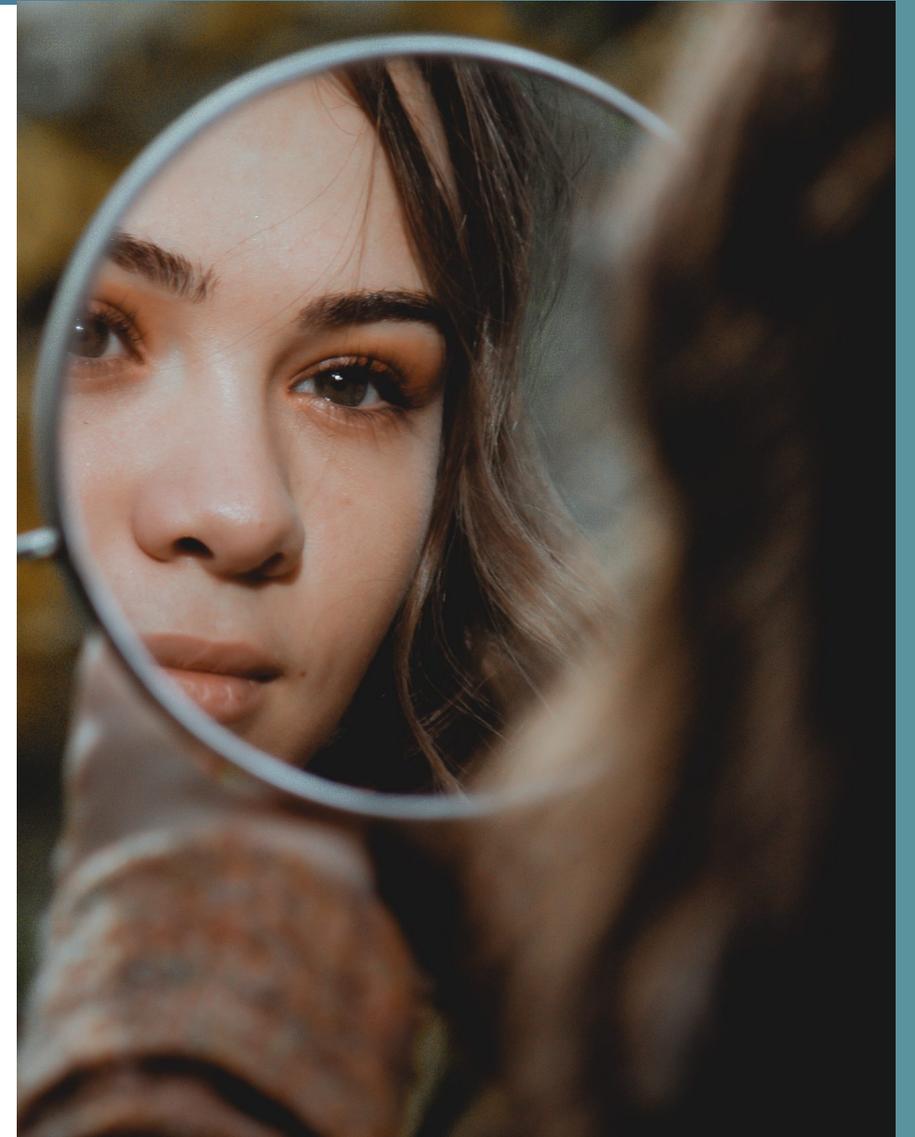
She is bright, articulate and ambitious – Emma also believes herself to be ugly, flawed and repulsive to others.

Emma has Body Dysmorphic Disorder, a debilitating condition characterised by an obsession with a perceived defect in your appearance. Too often, sufferers become house bound and suicide rates are nearly 500% more than the general population.

Emma has experienced feelings of shame, disgust, leading to anxiety and depression.

She's not on her own. In the UK alone, 1,075,980* people are living with the disorder. Approx. 1 in 50 adults have BDD globally – about 155 million people.

* Calculation based on ONS 2021 population survey



A testimony from another sufferer

This is Alanah, BDD sufferer and a BDD awareness activist.

The condition is beatable for all of the the world's +155Million sufferers.

Yet the condition is poorly understood by the wider public.

Some even see sufferers as vain or narcissistic; including the TV presenter Alanah is being interviewed by [\(in this clip\)](#).

The disorder frequently starts in adolescence, but the average wait, from identifying that there's a problem, to a diagnosis is ten years.

The prolonged suffering this causes can be fatal.



Why is BDD relevant to you

While BDD is a complex psychological condition, it can be amplified by the ongoing and unrealistic portrayals of 'beauty' by the fashion, beauty, advertising and the entertainment sectors

All of us, not just BDD sufferers, can feel the pressure to compare ourselves to an unreal standard and find ourselves falling short. Social media doesn't help either.

In a post pandemic society, where a kinder, fairer and more inclusive, more diverse way of doing business is urgent and demanded, we feel there is an opportunity for the right partner with the right values to move away from the pre-pandemic paradigm. To help us ease the pressure to conform to those standards of 'beauty' that have maintained a whole host of mental health issues in our wider society...

Help us ease the pressure...



WHERE WE NEED HELP



WHERE WE NEED HELP

1

Direct Interventions:
It's crucial that we expand treatment to this vulnerable community & their loved ones



2

Awareness: BDD is poorly understood in society – it's under recognised and under diagnosed – this needs to change



3

Information: Access to accurate data, content assets and evidence based treatment options are essential to build understanding



WHAT WE WOULD LIKE TO ACHIEVE



International Awareness Week

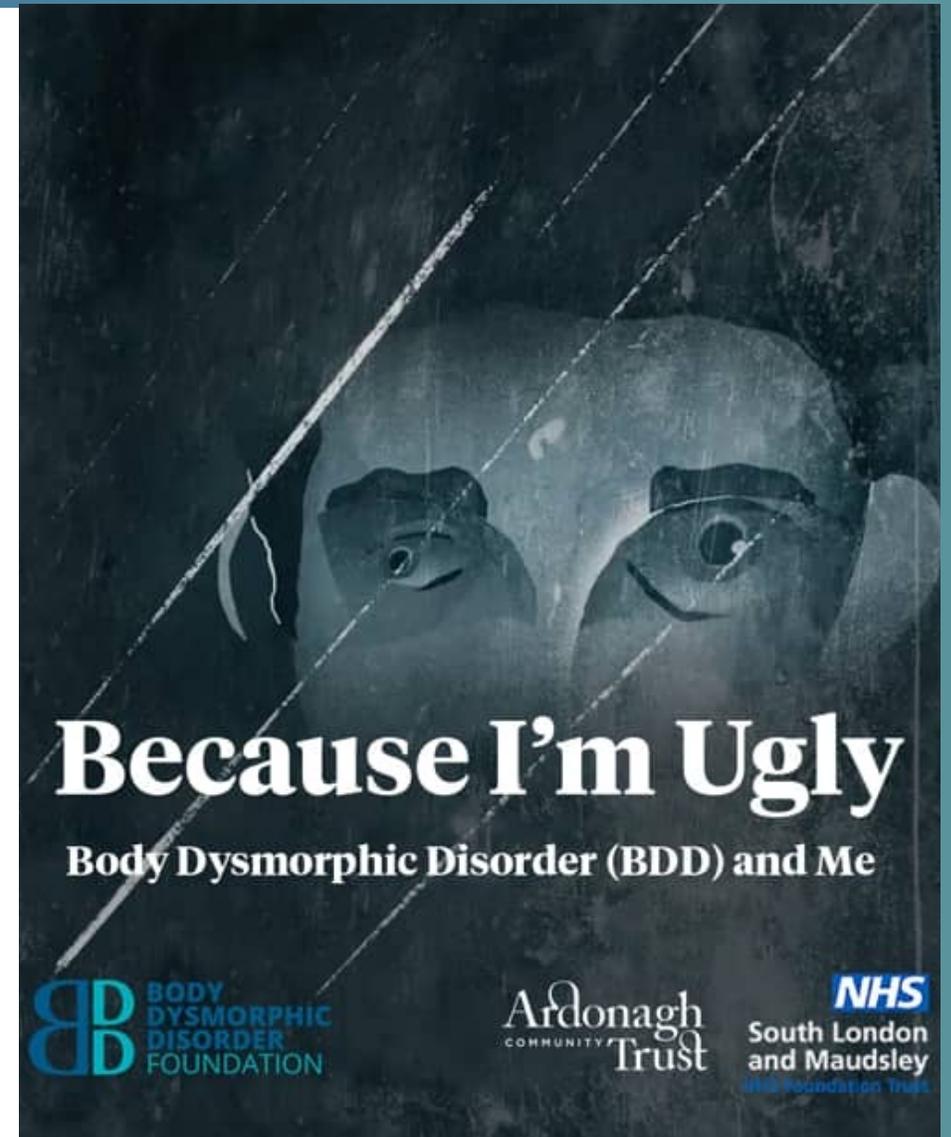
Create a national campaign to encourage community engagement, motivate greater understanding and inclusivity

Expand an 'in schools' program we have begun to establish in South London and grow this into a national program.

Establish our international conference as an annual event inside awareness week - hosting a range of world-renowned experts, workshops and breakthroughs in research, clinical practice and emerging treatments.

Focus attention on BDD survivors /recovery stories.

Communicate survivor experiences through art, film or drama e.g., [Because I'm Ugly](#) is a short film we made with triple BAFTA winning animator, Salvador Maldonado – in partnership with South London & Maudsley NHS Trust' & voiced by a young BDD sufferer.



Inclusive Catwalk Show

A headline feature of our planned Awareness Week. We hope to create a consumer facing fashion / catwalk show to:

Raise public awareness of BDD.

Raise further funding to stage yet more direct interventions that alleviate suffering.

Act as a platform to help the fashion/beauty industry become a part of the solution to BDD.

BDD sufferers are often attracted to a particular style of clothing – where clothing acts as ‘camouflage’ – exploring this theme in context of a fashion show will make for compelling education/ awareness raising – especially if we feature BDD sufferers as models (which will be a challenge given the nature of BDD, but a triumph if we can make it happen).



Beating BDD Podcast

We have our own podcast, now in its [23rd episode](#), available on Apple and Spotify. We aim to inspire sufferers through the experience, advice and life stories of BDD survivors.

We'd like to supercharge the podcast, improve the production values and bring it to a wider audience to encourage more sufferers to contact us.



[See all episodes](#)



Direct Interventions

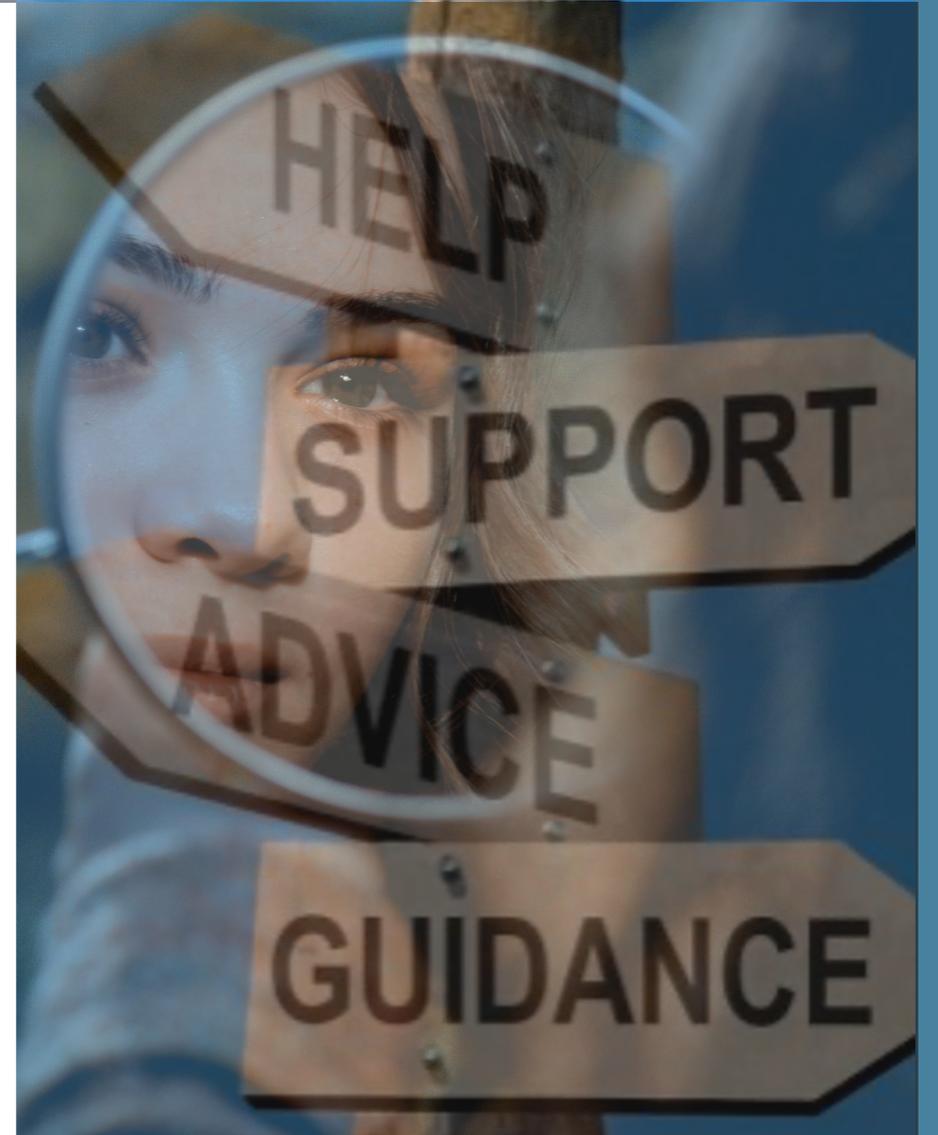
Demand for vital treatment leading to a cure is high. NHS and private care waiting lists are long – we have over 60 people on a priority list that need our urgent help, with hundreds more also waiting. Widening access and gateways to help is vital, and life saving.

Expand our email help service to a phonenumber.

Expand our CBT based [Overcoming BDD Programme](#) and support groups, enabling us to run them on a continuous basis.

Expand our face-to-face regional support groups.

Create an Advocacy and Signposting Service to help vulnerable and severely ill individuals access the appropriate NHS specialist services.



Better Information

There are multiple stakeholders who need better information in multimedia formats and assets. This includes sufferers and their families, but also:

Schools/Universities – the condition often starts in early to late teens – teachers and fellow students can stage early interventions if more is known about the condition inside educational establishments.

Cosmetic practitioners. Sufferers often have needless cosmetic surgery. We'd like surgeons to be able to identify those whose surgery requests are driven by BDD.

NHS services – because so little is known about the condition, even inside the NHS, better and more widely available information is needed.



How the money we hope to raise will get spent



Indicative Investments

Funding or part funding us operationally

- Expanding our Overcoming BDD Programme – for just 5K we can put 30 individuals into a 20 week programme of CBT based group therapy in an online context – we have 61 people on our waiting list who we consider an urgent priority – we can solve that issue with 10K!
- To evolve our email helpline to a telephone line is an investment of circa 25K annually
- The upgrading of our operations manager from PT to FT = 35K annually. Doing likewise for our social media manager (we receive an unanswerable deluge of enquiries to our online channels) is 18KPA
- Expanding our online regional f2f support groups requires a 15K investment annually

Indicative Investments

Collaborate with you to a public facing program which incorporates:

- Creating and launching a BDD Awareness Week = 45K annually (approx.)
- Evolving and launching our National Schools Project = 55K annually
- Creating and launching our International Conference = 22K annually
- Fashion / catwalk show – 1 event with VIK provided by fashion brand partner = circa 120K (approx.)
- Evolving and relaunching our Beating BDD podcast series = 0.9K per episode

Potential ROI for our partner

Content

We believe this initiative will deliver powerful content, for branded programming and storytelling across all your channels. Rich strands of storytelling can emerge from;

- The individual backstories and diversity of life experiences of BDD sufferers and their recovery journeys
- The impact the initiative will make to mental health, future employability and social inclusion of those we are able to help and our partner's role in facilitating this

Potential ROI for our partner

The content can be maximised in compelling ways:

- Internal employee engagement content
- External AV assets to communicate your values and purpose across all your channels from paid and organic social media to TV advertising and all points in between
- As case studies to communicate active commitment to your CSR/ESG and D&I protocols

PR / Media

- A dedicated press call and comms campaign built around your partnership with us

Potential ROI for our partner

Data/ Social Impact

Possibility to brand, contribute to and circulate an impact report detailing the success of our partnership initiatives (as we progress).

- Behaviour change – reducing obsessive behaviours
- Improvements to mental health/wellbeing
- Reductions to the amount of negative thoughts
- Ensuring the improved employability/social inclusion of those we help
- Positive media coverage

PR / Media

- A dedicated press call and comms campaign built around the release of the report to media

Potential ROI for our partner

Branding

- Partner branding on BDDF website (see below stats)
- Co-ownership /branding of Beating BDD podcast – all episodes and ownership of content
- Co-ownership /branding of YT channel – some content regularly gets 40K+ views, fb Insta, twitter
- Co-branding BDD self-diagnosis online questionnaire – currently in development as a potential content partnership with Hearst Media/Cosmopolitan
- Co-branding /messaging aligned to the online group therapy sessions / portal
- Co-branding / messaging on in schools' materials for schools program
- Co-branding/ messaging on all activity/events/materials linked to awareness week

Potential ROI for our partner

Some useful metrics

- There are approx. nearly 1.1 Million over 18s in the UK with BDD and 155 Million globally
- The BDDF website had 543,460 unique visitors to its website last year –double the previous year's figures
- Social channels – some content gets +40K views YT has 4.2K subscribers – fb/insta/twitter has combined 10K followers - all need development and full-time attention – this tends to (rightly) come last to direct interventions for helping people who are living with BDD
- A BDDF petition calling for transparency of altered images on social media was set up on Change.org aiming to get to 50k signatures is currently at over 40,000 signatories [here](#)

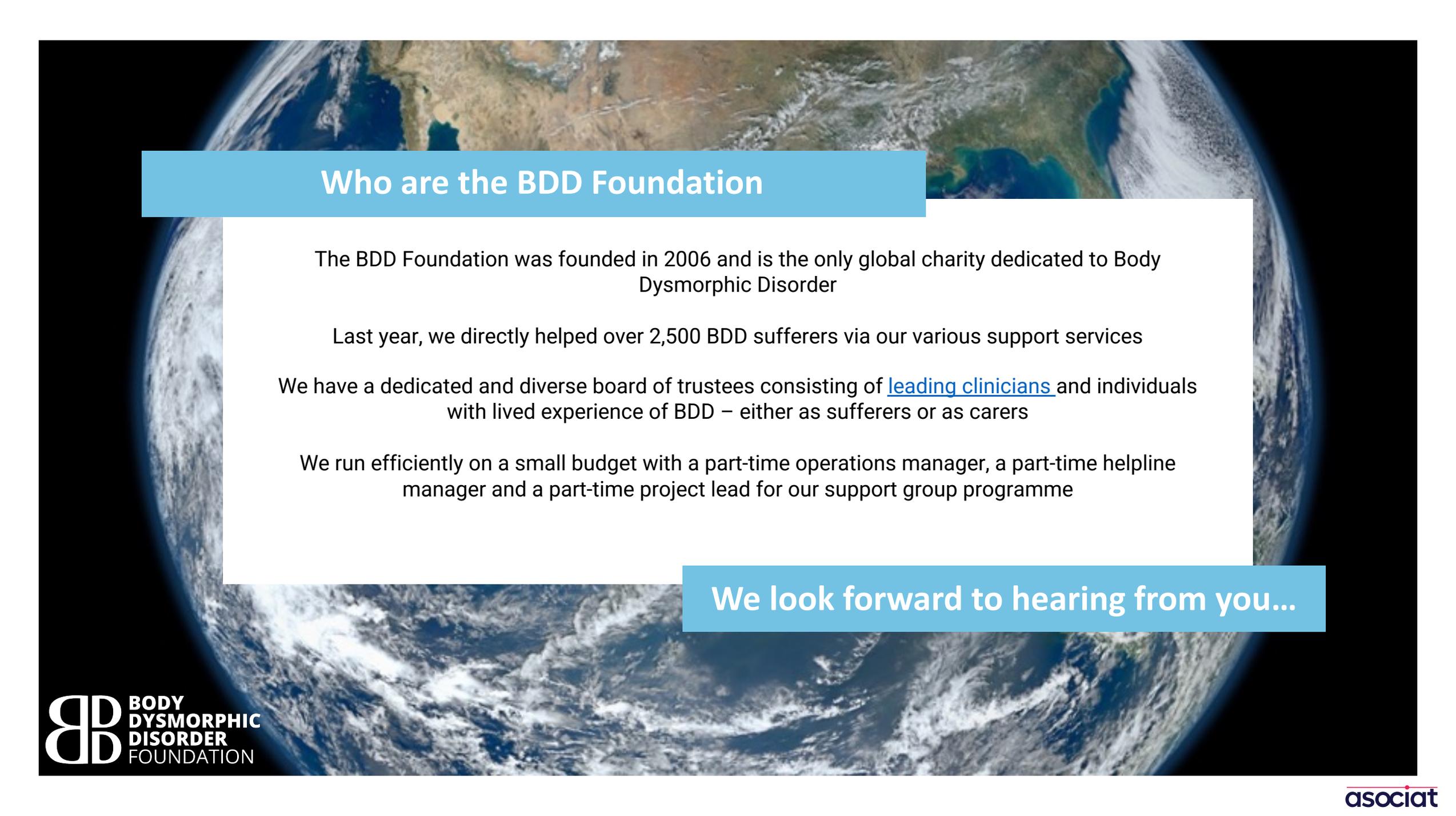


Next Steps

If you feel this partnership is aligned with your mission and you'd like to know more, then we can provide:

- The social impact this partnership will deliver
- Full budget breakdown – areas of spend
- Full itinerary of operations
- Team members and biogs





Who are the BDD Foundation

The BDD Foundation was founded in 2006 and is the only global charity dedicated to Body Dysmorphic Disorder

Last year, we directly helped over 2,500 BDD sufferers via our various support services

We have a dedicated and diverse board of trustees consisting of [leading clinicians](#) and individuals with lived experience of BDD – either as sufferers or as carers

We run efficiently on a small budget with a part-time operations manager, a part-time helpline manager and a part-time project lead for our support group programme

We look forward to hearing from you...



To speak about a partnership with the BDD Foundation...
Contact: michael.brown@asociat.co.uk

The Community Partnerships People

We help brands help the communities they serve, by co-creating valuable people powered projects.

www.asociat.co.uk

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