

Why Changing Faces?

Changing Faces is the UK's leading charity tackling the psychological and social challenge of living with a disfigurement.

We know that with the right support and an informed and inclusive culture, people with disfigurements can, and do, lead full, happy and purposeful lives.

With *your* support, we can enable everyone to face disfigurement with confidence. Thank you!

The facts

'Disfigurement' refers to the visual effects of a mark, rash, scar or skin graft on a person's skin or to asymmetry, paralysis or lack of function.

Research shows that the size and severity of a disfigurement does not correlate with the level of psychological and social distress experienced by the individual; all disfigurements particularly those within the 'communications triangle' (between the eyes and chin) and those hidden by clothing can be distressing.

Over one million people in the UK are estimated to have a significant disfigurement to their hands or body (one in 45). 542,000 have a significant facial disfigurement (one in 111), 86,000 of whom are under 16 years old (one in 124 in their age group).

415,000 people in the UK are born with or acquire significant disfigurements each year. Conditions include:

birthmarks and neurofibromatosis, cleft lip and/or palates, cranio-facial conditions

accidents – including scars from road traffic accidents, burns, mistakes in cosmetic procedures

warfare and violence including scars from acid or knife attacks

disease and its treatment such as surgery for head and neck cancer

facial paralysis including strokes and Bell's Palsy

skin conditions such as acne, eczema, vitiligo and psoriasis.

The psychological and social challenge

Medical treatment and surgery can help to make a disfigurement less noticeable but can rarely remove it completely.

Academic research and 17 years of anecdotal evidence gathered by *Changing Faces* confirms that people with disfigurements can find it difficult to live with their appearance. They can experience low self-confidence and self-esteem, social anxiety and depression which, in extreme cases, can lead to suicide.

A public attitudes survey in 2008 suggested that nine out of ten people have unwitting negative biases towards people with disfigurements.

Chairman, Tony Hobson



I am delighted to introduce this Annual Review as the new Chairman but can take no credit for the very successful story which it tells. This belongs to CEO, James Partridge, former Chairman Anthony Cann and the great *Changing Faces* team. I am hugely privileged to succeed Anthony and will try my utmost to maintain the high standards of leadership which he has set.

On behalf of all the Trustees, staff and supporters of *Changing Faces*, I want to thank Anthony very much indeed for all he has brought to the charity during the past two and a half years. I am pleased to take up the reins and look forward to meeting our many friends, old and new, in the years to come.

I also chair the Boards of The Sage Group plc and Northern Foods plc, which are based in Newcastle

Chief Executive, James Partridge OBE



PIERS ALLARDYCE

Echoing Tony's tribute to Anthony Cann, I'm delighted to report that his final year in charge was a very successful one, with new funding achieved, new projects developed and, especially, the launch and roll-out of our Face Equality campaign.

I want to thank him, the Trustees and my staff team for all their support and hard work that has made this happen but particularly, I want to thank every single donor – of money, time, advice or support – for their generosity. Without you, nothing would be possible.

This Review describes our achievements in the last year, to the end of June 2009 but the financial information and vital statistics are for the year to 31st March (in line with our Accounts). As we go to press, we are on the verge of a very important milestone: thanks to the amazing generosity of

and Leeds, respectively. I hope to take the important mission of *Changing Faces* with me on my travels around the UK.

Everything I have seen and heard about the work of *Changing Faces* impresses me. Although we rightly remain alert to the impact of the recession, our finances are currently in good shape. There is a very clear need for the work and expertise of the charity and we need to do even more in the UK and eventually, around the world.

I share with James and his team the enthusiasm and drive to create a better and fairer future for all who experience disfigurement. I look forward to making the next chapter of our story as successful as the last.

Tony Hobson

hundreds of people and institutions, we are about to complete the repayment of the £1m loan we took to purchase our HQ, the Squire Centre.

Once this has been done, a new chapter for the charity will open: we will expand our work and campaigns throughout the UK with new Officers in the English regions, and start to tackle the needs of people with disfigurements in other countries, especially those in which, all too often, having a disfigurement goes hand in hand with poverty.

In our looks-obsessed global society, disfigurement is not just someone else's problem; it is a challenge to us all. Our vision is that we can enable everyone to embrace it whole-heartedly.

I hope you will feel inspired to join our cause. Thank you.

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

Our mission and programmes

Changing Faces' mission is to create a better and fairer world for people with disfigurements.

Caring

Our Individuals Programme aims to build the self-esteem and self-confidence of children, young people and adults with disfigurements (and their families) who contact us.

Acting as a Catalyst

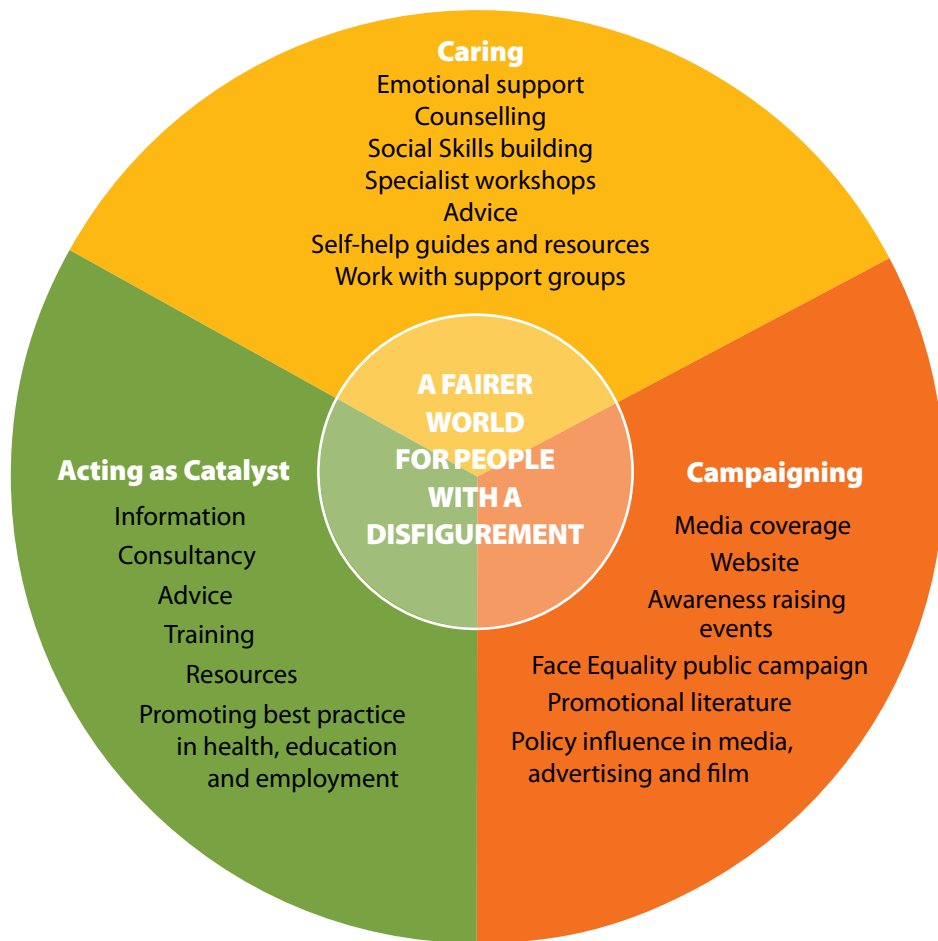
Our Professionals Programme informs and trains professionals in health and social care, education and in the workplace to promote improved psycho-social care, inclusive schools and colleges, and prejudice-free employment and customer services for people with disfigurements.

Campaigning

Our Society Programme works with the general public, the media and cultural opinion-formers to promote face equality principles and bring about changes in attitudes and behaviours that limit the life prospects of people with disfigurements.

Our Officers in Wales, Scotland and Northern Ireland acts as signposts to specialist help and promote best practice and face equality in their settings.

All our work is supported by our Fundraising and Operational Support teams.



People do make assumptions about who you are from what you look like... It used to hurt but not anymore. New encounters are now an opportunity to let people know I am a nice person if you get to know me

Building self-confidence and self-esteem

People contact the charity for many reasons:

A mother of a new-born child with a port-wine stain, because she doesn't know how to cope with her anxieties about her child's future, to handle the pitying looks of strangers or the reactions of her family and friends to her baby.

A middle-aged man, who has recently acquired extensive scarring after cancer treatment, because he is at a loss to know how to deal with his feelings about his changed appearance.

A young person with facial burns, about to start secondary school, worried about being teased and not fitting in.

An older woman with vitiligo, in some distress, because people constantly stare and call her names.

This year, 350 adults, children, young people (and their families) with a range of disfiguring conditions have contacted *Changing Faces* for the first time. The number of ongoing contacts has also risen with well over 2,000 people now in touch.

In addition, we have expanded our counselling service to offer long-term contracts with adults, and evening sessions and email counselling for young people. 90% of those who return feedback forms after receiving our support report increased confidence in managing difficult situations.



Children, young people and families

From 1st April 2008 to 31st March 2009, 2,900 people visited www.iface.org.uk our young people's website; 70% of these were new visitors.

We have also run a number of specialist workshops for children, young people and families including:

An animal-themed day for children and families, July 2008, Cambridgeshire

Run in an animal shelter, nine primary school-aged children took part in an active and boisterous day of puppetry and craft and handled animals, birds and insects. Using the theme of animals, the children talked about characteristics that they liked about themselves and others.

Parents attended a parallel session to address subjects such as building their child's self-confidence and self-esteem and talking to their child about their appearance.

A Harry Potter® themed day for seven to eleven year olds, October 2008

Our Children and Young People's Service used ideas from Harry Potter to create a



fun and safe environment for children to learn new skills and positive strategies. They dressed up as wizards, played games and engaged in role play.

Christmas-themed 'Art Attack' Girls' Group, December 2008, London

Six girls aged eleven to 14 years old had fun with art, met new people and made new friends.

Our Young People's Council is now a fully-fledged part of *Changing Faces* and has met often to discuss the charity's services and campaigns. In March 2009, they went to the Peak District to work on new ideas for our young people's website www.iface.org.uk and have recently created a new structure for how they work together including the appointment of a President!

Adults

This year, we produced a new free guide for adults, *Living with a Disfigurement – managing the challenge*, which provides essential information on topics such as handling unwanted attention, body image concerns, tackling self-esteem and identity problems, acquiring positive



attitudes and self-belief and building effective communication and social skills.

Workshops during the year included:

Beauty Inside & Out, July 2008, London

This workshop for ten women brought together experts on body language, make-up and skin care to help them build self-esteem and self-confidence.

Intimacy workshop, October 2008, London

Five women explored issues around intimacy and relationships.

Bespoke Adult workshop, March 2009, London

Six people attended this follow-up workshop which tackled issues such as managing social anxiety and sharing information about their conditions.

We continue to build relationships with other charities and in particular, are developing our links with Headley Court, the Armed Forces Medical Rehabilitation Centre in Surrey on increasing psychological support for men and women in the forces. We are also working with Help for Heroes towards enhancing support for veterans returning to civilian life.

We recognise that people in the Black, Asian and Minority Ethnic communities may not always have easy access to our information and that disfigurement can affect them in different ways. We are making a concerted effort to contact organisations, like the Equalities National Council, that support and represent these communities, to improve our understanding of their needs.



PIERS ALLARDYCE



350
people with a range of
disfiguring conditions
contacted *Changing
Faces* for the first time
in 2009



OLIVIA'S STORY

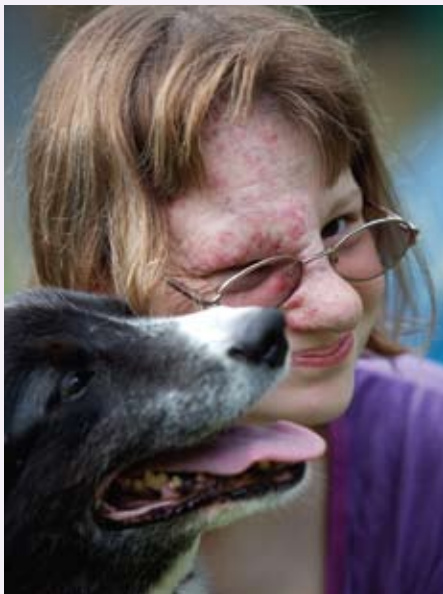
Changing Faces in action

Olivia was born in April 1994 and within a month had developed a large haemangioma (commonly known as a strawberry mark) on the right side of her head, face and neck and needed intensive care treatment and a tracheostomy tube inserted. Her birthmark was also inside her neck and trachea, blocking her airway.

Olivia came home with a whole host of equipment for dealing with the tracheostomy tube. Shortly afterwards, the size of the birthmark caused heart failure. She needed heart drugs and oxygen and a stomach tube for feeding.

We went about normal life: trips to supermarkets and into town, and to 'Mum and baby' groups with big brother Tom. The amazing thing was that people didn't seem to notice how much she was fighting just to stay alive. She had a breathing tube, a feeding tube and oxygen, yet all they seemed to focus on was her birthmark. They would often say 'What a shame' – meaning her face, not her illness.

A friend had heard about *Changing Faces* so I gave them a ring. I needed to speak to someone who felt like me that life was so much more than just physical appearance. I just wanted Olivia to grow up and be healthy. Of course, I am human and at times wished her birthmark wasn't there, but it was not



my main focus, her life was. After talking with *Changing Faces*, I realised I wasn't alone in my belief that our appearance does not define who we are and what we can be. It's okay to be different.

However, I knew I had to be strong and positive for Olivia and to educate and reassure other people. I kept in contact with *Changing Faces* and have come to realise that most people just wanted to know more about an 'unusual face', and are actually not unkind. My husband and I designed a sheet with Olivia's photograph on it and information on her birthmark and tubes, for her nursery school. They thought it was a great idea and got all the children to do one about themselves! I sent it to *Changing Faces* and they really liked it. This gave me confidence that I was on the right track.

When moving to both infant and junior school, *Changing Faces* has been there:

providing support, visiting the school when needed, and reinforcing positive attitudes.

As a result Olivia has recently joined the Young People's Council (YPC) at *Changing Faces* and is soon to be deputy head girl at her school. She says, 'I am excited about joining the YPC because it's interesting and will be helpful when I'm older. I also wanted to be more involved in the charity. I'm looking forward to being the deputy head girl too because I feel I will be a good role model and can help the new Year 7 pupils to settle into the school!'

Olivia is a confident 15 year old who loves horse riding, swimming and art. Her life is a wonderful gift for us. She also has two younger siblings and an older brother Tom, and she suffers no more teenage angst than any of the others!

Changing Faces have been part of our life from the beginning and a huge support to me. I am incredibly grateful, and proud to be associated with charity.

Penny Roberts, mother of Olivia.



JIM HODGSON





A catalyst for change in health and social care, education and employment

Our work to embed confidence about disfigurement within organisations through raising awareness, increasing professional knowledge and skills and influencing policy and practice, has received a huge funding boost this year which meant we could employ a team of Policy and Training Advisers in health, education and employment.

Health and social care

Achievements this year include:

Opportunities to develop psycho-social input in degree courses for health professionals at Brighton and Sussex Medical School, cancer nurses at Royal Marsden Hospital, prosthetics at King's College London and practitioners in burn care in Manchester.

For 18 months *Changing Faces* has been working with burn-care professionals across England and Wales to revise and improve the standards of psycho-social care for patients with burns. The National Burn Care Group approved these revisions in December 2008.

Marc Crank is one of our face equality champions and has spoken widely in the media and at public events about issues around disfigurement.

A new booklet, *Face Equality for Patients with Disfiguring Conditions* and a series of condition-specific guides will be launched with the full support of the British Association of Plastic Reconstructive and Aesthetic Surgeons and the British Association of Dermatologists at their annual meetings in July 2009.

Education

We have continued to develop our work in schools, colleges and universities. This year, for the first time, we ran three Continuing Professional Development courses for educational professionals supported by

our new DVD teaching resource.

In May 2009, we launched Face Equality in Education at the National Association of

Head Teachers' annual conference in

Every word heard today at the Conference will be taken back to the school and used



Brighton with powerful speeches from CEO, James Partridge and Adam Pearson, who talked about his experiences at school. Sarah McCarthy-Fry MP, Minister for Schools and Learners, said in a letter of support:

'I am delighted to offer the Government's support to the new Face Equality in Schools initiative/campaign because it highlights an important area where more action is needed and chimes perfectly with the Every Child Matters goals.'

Our work in education was given an extra boost in the New Year with a phenomenal £200,000 grant from the Department for Children, Schools and Families (DCSF) for a two-year project to produce face equality curriculum resources for secondary schools.

Employment

Our Face Equality at Work initiative, launched at Barclays' headquarters last year, has generated much interest. Fifteen leading employers have signed up including M&S, Shell, British Airways, London Underground and the Olympic Delivery Authority. These employers have shown their commitment in a variety of ways: articles in internal newsletters and magazines, bespoke posters and bookmarks, lunchtime seminars and training sessions.

A new Face Equality at Work Membership Scheme for employers will be launched in July 2009 at our one year anniversary event.



PIERS ALLARDYCE

UK Network

Our Officers in Wales, Scotland and Northern Ireland continue to act as catalysts for change in their countries. Their work will be further consolidated when we employ a new Head of UK Network and expand into the English regions later in the year. Their activities included:

Presenting to the Dermatology Council for Wales to argue the case for improved psycho-social care.

Working with impressionist Jan Ravens in Edinburgh on an after-show discussion in June 2009, following a performance of A Funny Look at Impressions, her touring roadshow. This provided the opportunity to discuss issues around disfigurement.

The Scottish Burns Network have committed to auditing the current standard of psycho-social care in burns units.

The hospital services in Belfast will be reviewing how they can improve psycho-social services throughout the entire system.

The Northern Ireland Equalities Commission has committed its support for face equality.



Changing Faces in action

FACE EQUALITY AT WORK

Andy Kneene who has been instrumental in implementing Face Equality at Work at Shell UK Ltd talks about what they did.

Why did Shell sign up to Face Equality at Work?

James Smith, Chairman of Shell UK, attended the launch event in May 2008 which made a lasting impression on him. When developing our disability network enABLE's annual plans, we were looking for an organisation to support and chose *Changing Faces*.

We believe that anyone at Shell can relate to the campaign as disfigurement is something that does affect or could affect any of us at any time. Even those who have not experienced disfigurement from birth, might acquire it later in life.

Who has been responsible for promoting it?

James Smith has driven it all the way through. It has been agreed with all the Human Resources (HR) reps in the UK. We have face equality focal points throughout all HR departments in the UK and all the reps are aware of face equality.



CEO James Partridge looks on as Willie Walsh, CEO of British Airways, signs up to the Face Equality at Work initiative.

Amanda Bates is a student advisor in psychology at the University of Kent.

I had to face it – meeting someone with a disfigurement who came for a job interview was not at all easy – and neither would it have been serving them as a customer

At ground level, it has been the enABLE network that has been responsible for promoting face equality messages throughout the organisation and for implementing the actions.

What have you done so far?

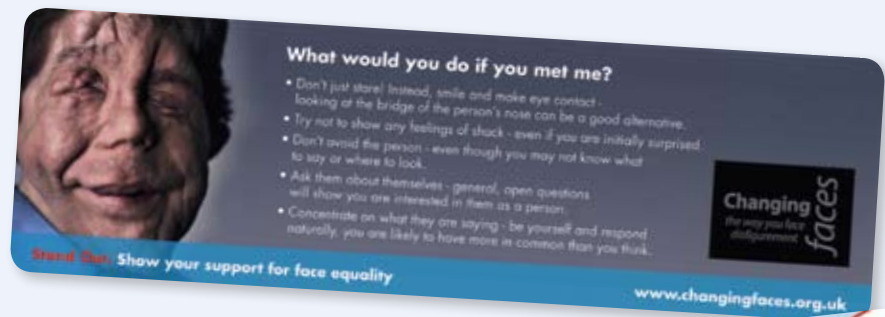
We began with a feature in the enABLE newsletter about what we were doing with *Changing Faces*.

We then made a bookmark which over half of the staff in the UK received, to further raise awareness and promote future *Changing Faces* events.

James Smith also emailed every single employee in Shell to promote the events. We displayed posters throughout the organisation in London – which will have been seen by over 2,500 people – and other locations. We held an information event, where two *Changing Faces* employees presented and answered questions about the charity and the campaign. And we had a session in the Shell sports hall with an introduction by the Chairman. The event was filmed and is now on Shell-tube (our version of YouTube) and is available via the intranet to every Shell employee in the world – that is about 120,000 people!

What have the results of the campaign been so far?

The main success has been the face equality posters. We put them in a range of places but also in the toilets so that people really couldn't avoid them! We couldn't believe the number of people talking about them and saying, unprompted, that they had no idea and wanted to know more! Many people



picked up the phone to tell us directly how effective and thought-provoking they were.

We have definitely increased awareness of disfigurement and let people know that it is okay to talk openly about this sort of thing. I think there is a better understanding of how to interact with someone who has a disfigurement. People are more comfortable with knowing how to integrate someone with a visible difference into their teams.

What do you hope to achieve in the future?

Towards the end of the year we hope to evaluate the effect of the campaign through a questionnaire. We are also planning another awareness-raising event and want to stay involved with *Changing Faces* and face equality.

What advice do you have who want to sign up/have signed up to Face Equality at Work?

It's been so important to have the top level commitment from James Smith. It has also been incredibly important to demonstrate that there is a working group, responsible for the actions.

Make sure that your aims are very clear and transparent and that there are clearly planned actions and accountabilities. It's one thing to say that you are going to do something, but you need to be able to show people that there are clear actions and people responsible for them. People need to be able to see how things will be done.

Changing the way we face disfigurement

Following the launch of our Face Equality campaign – which aims to create a society in which everyone, irrespective of their facial appearance, is treated equally and fairly – we have been busy working with many opinion-formers and organisations on projects aimed at changing attitudes and behaviour towards people with disfigurements.

Some of the key activities have included:

Working with the media on positive and informed coverage of disfigurement. Media highlights were:

A full-page article in the Daily Mirror in July 2008 on Kellie O'Farrell who has facial burns. The piece was headlined 'I'm happy with my face. I want you to be too'

.....
An on-line feature on Alison Rich (a member of the *Changing Faces*' Campaigns and Communications Team who has Goldenhar's Syndrome) followed her train journey to work and reported on people's reactions to her. The article made a huge impact – within 24 hours, 200 people had uploaded their photograph onto our face equality website collage, the BBC received 1,000 emails related to the article that week and 5,000 people visited our website.

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A double-page spread in The Guardian in October 2008. Guardian art critic Jonathan Jones and our CEO, James

I've never seen or read anything which portrays a positive image of a woman with a disfigurement. If I had taken on board the role models offered to me I would be a criminal, psychotic, reclusive – or at best a nun!

Our media volunteers are very important in raising awareness about disfigurement. Joanna Corbin had her first media experience in an interview and photo shoot for a special beauty issue of Fabulous magazine in March. 'I heard about Changing Faces when Benjamin Zephaniah spoke at my graduation. I was keen to get involved and decided to become a media volunteer.'



JIM HODSON

PHOTOGRAPHER LANCETON/FABULOUS MAGAZINE



Partridge, explored and reflected on disfigurement in art.

A three-day tie-up with High School Musical at the Hammersmith Apollo in August 2008. Special posters and flyers were displayed throughout the venue and the stars of the show encouraged the audience to support our campaign by uploading their photographs on to our website collage.

Thanks to the support of Bupa, CBS and DDB, 500 of our face equality posters went up on poster sites throughout the London Underground for two weeks in January 2009. This enabled us to reach 2.2 million commuters and led to a significant increase in website hits.

Dr Ali Goode, who devised our public attitudes survey, presented a paper with our Head of Campaigns and Communications at the Market Research Society's Annual Conference in May 2009 – allowing us to reach yet another audience.

In May 2009, 100 artists and members of the general public attended a panel discussion on disfigurement in art organised by *Changing Faces* and the Royal Society of Portrait Painters (RSPP) at the Mall Galleries in London.

The panel was chaired by Sandy Nairne, Director of the National Portrait Gallery, and included Guardian art critic, Jonathan Jones, our CEO, James Partridge, the President of the RSPP, Alastair Adams, and three artists who had painted portraits of people with disfigurements. This led to the National Portrait Gallery deciding to hang Alastair's portrait in the Gallery over the summer.



Marc Crank and Alastair Adams of the Royal Society of Portrait Painters in front of Alastair's portrait of Marc, during the open discussion on disfigurement in art.



Portrait of Michele Gemelos by Heath Rosselli.

The range of our media coverage this year

National media

The Times
The Sunday Times
The Guardian
The Sun online
BBC online
BBC News 24
BBC Radio 4's Today programme
BBC Radio 5 live
News of the World's Fabulous magazine

Regional/local coverage

Evening Standard
Irish Sun
The Independent
Daily Mail
Irish Post
Belfast Telegraph
Longford Leader

Specialist coverage

Third Sector
PR Week
Junior Doctor
British Medical Journal
NHS Choices
Personnel Today
Woman's Own
Men's Health
Community Newswire

When supermarkets decided to cover up Manic Street Preachers' new album sleeve featuring a painting of a young girl with a birthmark, *Changing Faces* and our supporters took action. We contacted the supermarkets which had taken this decision to express our concerns and as a result of our intervention, so far, two of them have reversed their decision. One of them, Tesco, is now in the process of signing up to our Face Equality at Work campaign.

This, together with complaints to the Advertising Standards Authority about

our poster campaign from members of the public uncomfortable about seeing images of people with disfigurements in public (complaints which were not upheld) shows just how important our Face Equality campaign is in eliminating prejudice and discrimination.

Part of a letter from the father of a child with a facial disfigurement, written to the major supermarkets.

'I cannot understand your response to this album cover. For me, it's like looking at my daughter who was born with a large facial birth mark... She will always look different, but does that mean whenever I do my weekly shop I should cover her up just in case she upsets someone?

We have spent years reassuring her and will have to continue reassuring her that looking different is not something she needs to feel embarrassed or ashamed about. I see an image like this in the context of promoting a positive image of people with visual difference. Your actions, however, are entirely negative in this respect. I find the fact that anyone could be offended by this image, more offensive than the image itself... As my daughter is there for all to see, so too should this picture.'

Face equality is not about getting rid of my noticeable face, but valuing and treating me as an equal. If face equality existed, you might still see me as unusual but you would not judge me as unfortunate or inferior.

Changing Faces in action

In March 2009, Cardiff University's School of Journalism and Cultural Studies released the world's first research study into TV portrayals of disfigurement funded by the Welsh Office of Research and Development and the Healing Foundation.

The research showed that TV portrayals of disfigurement are far from informed and balanced. In particular, 85% of coverage of disfigurement is located in the factual genre and tends to portray disfigurement as a 'problem'

to be 'solved' by surgery. Very rarely did people with disfigurements appear in soaps, drama or entertainment programmes and where they did, storylines tended to draw on stereotypes of people with disfigurements as reclusive, bitter or evil characters.

This research supports our own anecdotal evidence. Our clients often feel offended, frustrated and disappointed that TV tends to reflect their lives as hopeless, second-rate, abnormal and different. They want to be seen as a part of mainstream society. They are also concerned that people who had no experience of disfigurement would believe and respond to them based on these stereotypes.

POSITIVE MEDIA PORTRAYALS

PIERS ALLARDYCE



To address the implications of the research, *Changing Faces* organised a panel discussion in association with Guardian Society and Media Trust to bring together industry experts. The discussion was chaired by Sarah Montague, presenter of the Today programme and the panellists were Simon Bucks, Associate Editor, Sky News; Winnie Coutinho, Head of Campaigns and Communications, Changing Faces; Simon Dickson, Deputy Head of Documentaries, Channel 4; Hilary Salmon, Senior Executive Producer, BBC Drama Production and Claire Wardle, Lecturer, Cardiff University.

A wide-ranging discussion tackled issues such as "shock-docs" – documentaries with sensationalist titles (Body Shock: I am the elephant man; Freak Show family), the absence of news presenters with disfigurements and the role of TV in breaking down social taboos.

Following this event, we have met with the BBC, Channel 4, Channel 5, ITV and Sky and will be working with them towards more informed and balanced coverage.

Your donations can cover vital staff costs

As at July 2009, our staff were as follows:

Chief Executive's Office

CEO James Partridge

Executive PA Claire Marley (pt)

Individuals Programme

Head of the Adult Service

Bernadette Castle (pt)

Adult Specialists

Isabelle Hans (pt), Martina Leeven (pt)

National Information and Advice Worker

Frances Sealy

Head of the Children and Young People's

Service Helen Smith (pt)

Child and Young People's Specialists

Michelle Bativala (pt), Kathy Ross (pt)

School Specialist

Sarah Henry

Young People's Participation Specialist

Emily Burns (pt)

Professionals Programme

Head of Professional Development

Henrietta Spalding

Policy Adviser in Health

Ivon van Heugten

Training Adviser in Health

Gemma Borwick

Policy Adviser in Education

Jane Frances (pt)

Training Adviser in Education

Emily Goldsmith (pt)

Policy Adviser in Employment

Sally Rendall

Training Adviser in Employment

Cathy Ferrett

Team Assistant

Sarah Jung (pt)

Educator in Psycho-Social Care in Burns

Karen Shearsmith-Farthing

UK Network

Wales Officer

Simon Boex (pt)

Scotland Officer

Gareth Jenkins (pt)

Northern Ireland Officer

Jan Wright (pt)

Society Programme

Head of Campaigns and Communications

Winnie Coutinho

External Relations Co-ordinator

Alison Rich

Press and Communications Officer

Rekha Patel

Fundraising

Fundraising Officer

Sally Fairhead

Public Fundraising Officer

Eleanor Barnes

Operational Support

Head of Operational Support

Christine Muskett

Finance Officer

Sheila Dobey (pt)

Team Support

Elisabeth Mork

(pt = part-time)

Fundraising successes

Against the backdrop of the global economy going into a major downturn, we have been delighted by the superb support for Changing Faces from so many sources. It was a record-breaking year with £1.3m in total income achieved in the year to 31st March 2009.

As ever, charitable trusts were a mainstay of our funding. Particular thanks go to:

The Vocational Training Charitable Trust (VTCT) for their fantastic five-year grant to build our Catalyst for Change and UK Network efforts.

The Venture Partnership Foundation for their very valuable core and in-kind donations which included securing a very constructive 'strategic options review' from Deloitte's.

The Henry Smith Charity for its continued and valued support for our public awareness work.

New generous supporters like the Childwick Trust, the 29th May 1961 Charitable Trust and the Waterloo Foundation.

Our corporate donations have exceeded all expectations mainly due to the outstanding support of Richard Royds and his team at BlackRock which chose *Changing Faces* as its Charity of the Year in September 2008. They set a target of raising £100,000 to support our children and young people's service – and show every sign of reaching it!



an incredible
£35,000
 was raised by our
 magnificent
 marathon
 runners!

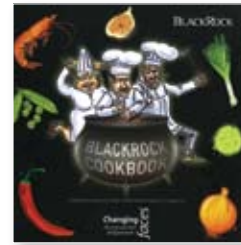
Individual giving in 2008-09 totalled nearly £130,000 – another record. Highlights include:

Our eight-strong London Marathon 2008 team raised a fabulous £35,000.

People gave over £6,700 to the BBC Radio 4 Appeal in May 2008.

The Gala Dinner in October when Patron and impressionist Jan Ravens wowed the audience with her once-only impression of Sarah Palin! With Barclays seedcorn support, our Committee – chaired by Su Jenkins – secured auction and raffle prizes which brought in new income of over £40,000. Thanks to Mission Media, Vince Power and many others for making this happen.

Our five-year search for donations to repay the £1m loan we took to purchase our HQ, the Squire Centre, is nearly completed – with £349,000 to go at 31st March 2009. Thanks to some phenomenal gifts and pledges, especially from the Fidelity UK Foundation and the Geoff and Fiona Squire Foundation, there is every chance that we can fulfil our commitment to repay it all by 31st July 2009.



The BlackRock Cookbook which was sold in aid of Changing Faces.

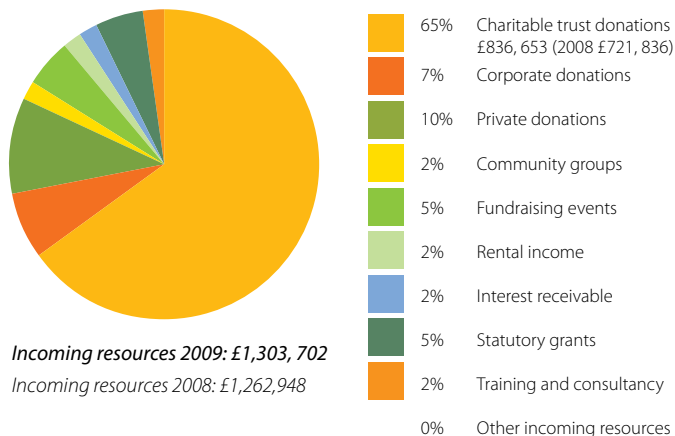
In December 2008 our candlelit Carol Concert at St. Paul's Church, Knightsbridge featured the Vasari Singers with readings by Joanna Trollope, Sarah Montague and William Simons.



WARREN KING PHOTOGRAPHY

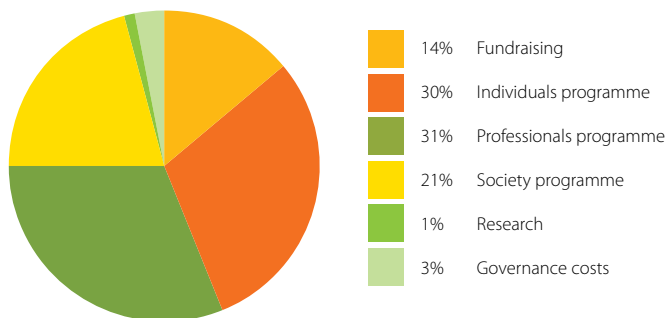
Summary Financial Statements for the year ended 31st March 2009

How we used your donations and gifts



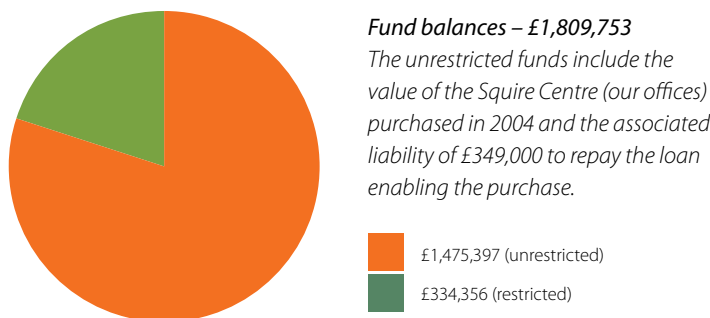
Incoming resources 2009: £1,303,702

Incoming resources 2008: £1,262,948



Resources expended 2009: £1,148,636

Resource expended 2008: £1,041,893



Fund balances – £1,809,753

The unrestricted funds include the value of the Squire Centre (our offices) purchased in 2004 and the associated liability of £349,000 to repay the loan enabling the purchase.

Trustees' Statement

We confirm that the Summary Financial Statements presented on this page represent a summary of information extracted from the Report and Financial Statements of *Changing Faces* approved by the Board on 25th June 2009. The Summary Financial Statements may not contain sufficient information to allow for a complete understanding of the financial affairs of *Changing Faces*. For further information, the full Report and Financial Statements should be consulted. Copies can be obtained from *Changing Faces*, The Squire Centre, 33-37 University Street, London WC1E 6JN. The 2008-2009 Accounts have been audited by haysmacintyre (registered auditors) and received an unqualified opinion. The Accounts have been submitted to both the Charity Commission and the Registrar of Companies.

Anthony Cann
Chairman of Trustees

Independent Auditors' statement to the Trustees of *Changing Faces*

We have examined the Summary Financial Statements of *Changing Faces*.

Respective responsibilities of Trustees and Auditors

The Trustees, who act as Directors for the purpose of company law, are responsible for preparing the Summary Financial Statements in accordance with the recommendations of the Charities SORP and in compliance with the relevant requirements of section 251 of the Companies Act 1985.

Our responsibility is to report to you our opinion on the consistency of the Summary Financial Statements with the full financial statements and Trustees' Annual Report. We also read the other information contained in the Annual Review and consider the implications for our report if we become aware of any apparent misstatements or material

inconsistencies with the Summary Financial Statements.

Basis of opinion

We conducted our work in accordance with Bulletin 2008/3 'The auditors' statement on the Summary Financial Statements' issued by the Auditing Practices Board for use in the United Kingdom.

Opinion

In our opinion the Summary Financial Statements are consistent with the full financial statements and the Trustees' Annual Report of *Changing Faces* for the year ended 31st March 2009.

haysmacintyre
Registered Auditors

Fairfax House
15 Fulwood Place
London WC1V 6AY

25th June 2009

Our donors

Changing Faces would like to thank all of our donors – financial and in-kind throughout the year to 31st March 2009, particularly during this difficult economic climate. For reasons of space, we are unable to list everyone individually and some donors wish to remain anonymous.

We would like to thank everyone most sincerely for their gifts and support.

Below, we acknowledge gifts in cash of £10,000 and over from trusts and corporate bodies.

Unrestricted donations

Charitable Trusts

John Coates Charitable Trust
Leathersellers' Company Charitable Fund
Man Group plc Charitable Trust
Oak Foundation Ltd
Rufford Maurice Laing Foundation
Venture Partnership Foundation

Restricted donations

Charitable Trusts

Childwick Trust
Fidelity UK Foundation
Freemasons' Grand Charity
L'Arbre Vert Foundation
Lloyds TSB Foundation for England and Wales
Persula Foundation
Henry Smith Charity
Geoff and Fiona Squire Foundation

TBF and KL Thompson Trust
Vocational Training Charitable Trust
Waterloo Foundation

Companies

Barclays plc
BlackRock Investment Management (UK) Ltd
Bupa

Trustees and Patrons

Trustees

Mr Tony Hobson, Chairman of the Trustees
(from 1st September 2009)
Chairman, Northern Foods, Sage and others

Mr Anthony Cann, Chairman
(until 31st August 2009)
formerly Senior Partner, Linklaters

Mr Mike Okninski
Hon Treasurer, formerly HR Partner PwC

Mr Mark Landon
Hon Secretary, Partner, Weightmans Solicitors

Mr Alan Baines
Accountant, formerly partner of KPMG

Ms Sally Cartwright (passed away May 2009)
Former Headteacher, Bromley, Kent

Ms Viki Cooke
Joint CEO, Opinion Leader Research

Mr Pieter Folmer
Formerly Group Legal Director, Royal Dutch Shell

Dr Nigel Hunt
Associate Professor in Health Psychology, University
of Nottingham

Dr Felicity Mehendale
Consultant Cleft and Plastic Surgeon, Royal Hospital for Sick
Children, Edinburgh

Mr Philip Rogerson
Chairman, Carillion plc, Aggreko plc and others

Dr Theresa Rose
Consultant Psychotherapist, Department of Psychological
Therapy, Queen Victoria Hospital NHS Foundation Trust,
East Grinstead

Professor Susan Standing
Emeritus Professor of Anatomy, King College, London

Mr Paul Thomas QC
Barrister

Mr Christopher Walker FRCS
Consultant Plastic Surgeon

Mr Stephen Woodford
Chairman and CEO, DDB London

Patrons

Sir Christopher Benson
Ms Gloria Hunniford
Mr Terry Mansfield
Mr Greville Mitchell OBE
Ms Jan Ravens
Mr William Simons
Mrs Fiona Squire
The Duke of Westminster KG, CB, OBE, TD, CD, DL
Mr Simon Weston OBE
Mr Benjamin Zephaniah

Honorary Solicitor: Ms Fiona Button, Dunham Solicitors

Auditors: haysmacintyre

The charity is advised and supported in its work by the
Advisory Panel, the Research Council and the Young People's
Council.

I would like to support *Changing Faces* today.

Please accept my cheque/postal order made payable to *Changing Faces*.

Title (Mr, Mrs, Dr, etc.)
.....

First name
.....

Surname
.....

Address
.....
.....

Postcode
.....

Email
.....

Amount of donation £

Date
.....

Please detach and send this form together with your donation to: *Changing Faces*, The Squire Centre, 33-37 University Street, London WC1E 6JN.

To make a credit or debit card donation please telephone 0845 4500 275 or visit www.changingfaces.org.uk. *Thank you.*



Using Gift Aid means that for every pound you give, *Changing Faces* can reclaim tax from HM Revenue and Customs at no extra cost to you, currently making every pound worth £1.28 to the charity.

Please tick the box below and sign the declaration:

Yes, I am a UK tax payer* and I would like *Changing Faces* to reclaim the tax on the enclosed donation and any future donations. You may cancel this at any time.

Signature
.....

* To be eligible for Gift Aid, you must pay Income Tax or Capital Gains Tax in the UK equal to, or more than, the amount that we will reclaim on your donation in the tax year.



Changing Faces
The Squire Centre
33-37 University Street
London WC1E 6JN

Telephone: 0845 4500 275

Fax: 0845 4500 276

Email: info@changingfaces.org.uk

www.changingfaces.org.uk

www.iface.org.uk

Changing Faces Cymru
Telephone: 0845 4500 240
Email: cymru@changingfaces.org.uk

Changing Faces Scotland
Telephone: 0845 4500 640
Email: scotland@changingfaces.org.uk

Changing Faces Northern Ireland
Telephone: 0845 4500 732
Email: nireland@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: The Squire Centre
33-37 University Street, London WC1E 6JN



Changing Faces is very grateful for the generous support of Bupa Giving in producing this Annual Review.

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