



OCD-UK

Annual Report

for the year ended 31st December 2014.

OCD-UK

changing perceptions

OCD-UK CHANGING PERCEPTIONS

We are OCD-UK

OCD-UK is a national charity representing children and adults affected by Obsessive Compulsive Disorder (OCD).

Uniquely, the charity is completely led by people with first-hand experience of OCD.

Since 2004, we have been helping to advise, educate, inspire, encourage and guide people suffering with OCD through their recovery journey.

Our mission is to make a positive and meaningful difference in the everyday lives of children and adults affected by Obsessive Compulsive Disorder.

Changing perceptions about recovery.

Changing perceptions through awareness.

2014 stats at a glance

We made it to our **10th** birthday!

We handled **5,877** telephone calls on our support line.

We ended 2014 with **758** OCD-UK members.

Our support email account answered **846** emails from people across the world.

708,994 people visited almost **2 million** webpages on our website during 2014.

81,832 people visited our forums for community and **OCD-UK** support during 2014, spending an average of 10 minutes each on our forums.

We developed and launched our East Midlands 'Are you a little Bit OCD?' awareness project, funded by **Time to Change**.

We hosted our first ever two-day conference in Nottingham for over **300** people, health professionals and people affected by OCD.

We became the first charity to host an OCD event in **Northern Ireland**.

We funded **6** regional support groups throughout the year.



“The charity constantly seeks new ways to innovate and none of this would be possible without its members, staff, trustees, supporters and volunteers.”

- Catherine Mills
Chair of OCD-UK

OCD-UK 2014

Laying the groundwork

Statement by Catherine Mills (chair) and Ashley Fulwood (chief executive)

Every day we meet or speak to young people, and in fact people of all ages whose confidence and motivation for life has hit an all-time low. All too often we come across incredible people struggling to achieve their potential in life because their lack of self-esteem and self-worth means they don't believe they'll be able to make a success of their lives because they are suffering the ravaging impact of Obsessive-Compulsive Disorder (OCD).

OCD-UK exists to help change this, and 2014 witnessed another year, in fact a decade of OCD-UK offering a positive outlook for those who both suffer from and are moving towards a life without OCD. A decade of helping change the perceptions of many who contact us, a decade of giving people hope and to offer belief that through treatment life can improve.

A decade of OCD-UK advising, educating, inspiring, encouraging and guiding people suffering with OCD through their recovery journey.

2014 was another challenging, but productive year for OCD-UK in which we made significant strides forward in new initiatives and further developing our strategy for our future direction.

Our inaugural two-day conference was launched to offer health professionals the opportunity to learn more about OCD from specialists in the field. This was in addition to our regular annual conference that always brings people affected by OCD together for a day of education and inspiration, and Nottingham in 2014 lived up to this expectation! We learned a lot from this inaugural two-day conference, and hope to repeat the two-day event every two years.

The OCD-UK team was joined by **Beth Hemus** in January who took the lead on our *Time to Change* funded 'Are you a little bit OCD?' project which was East Midlands based. A full report about the project can be found elsewhere in this report, but what become apparent is time and time again Beth and her team demonstrated that when the 'little bit OCD' term is used in a way to describe quirks rather than a disorder, or when OCD is used in a derogatory way (through a lack of education rather than malice), that calm and reasoned conversation really does help change people's understanding. The vast majority of people are interested and are keen to understand. The East Midlands project led to our OCD Awareness Week theme of 'changing perceptions, one conversation at a time', which is something we now need to invigorate to have a wider reach in the next couple of years.

Beth recruited and led a fantastic team of volunteers across the East Midlands, and for two of them their involvement led to a return to work and paid employment opportunities. We are delighted to have played a small part in their recovery journeys. Ashley was fortunate enough to visit some of the project event days, and the journey

some of our volunteers took led to them oozing confidence, volunteers we had previously seen with little confidence in speaking about OCD was staggering. This positive change in our volunteers attitudes was all part of our project concept and in no small part to Beth for working so diligently to support her volunteers'. We are incredibly proud of Beth and all the volunteers, and thanks really does not seem sufficient, but we remain grateful for all they achieved and we assure them, their efforts will guide the charity in future work.

Another member of the OCD-UK team in 2014 was **Lucy Carter** who was with us part-time until November working on development of our media and communications strategies, and working with our media volunteers to harness media interest in accurately covering OCD. Lucy's short-term employment (12-months) was only made possible through a grant from *The Cup Trust*. Through her work Lucy was successful in facilitating some excellent OCD features in the press, and it goes without saying the bravery of those people sharing their story should not be forgotten and we remain grateful to all of them. We would like to place on record our gratitude to Lucy for her efforts and we very much look forward to working with her again in the future.

In general media interest in OCD was slow in 2014, however we have developed a better understanding about what the national media are looking for and need, which should serve us well in the future.

We took a new approach to OCD Awareness Week in 2014 with the development of a new website designed to get casual readers better informed about OCD within the first few seconds of reading before they switched off. We developed a one-page website www.THATSOCD.info in collaboration with **Laura McIlveen** at the charity OCDNI. Following a tweet by Stephen Fry to his 7.65 million followers during OCD Awareness Week the website was visited by 12,748 people during OCD Awareness Week.

The charity also continued to work very closely with a small number of OCD Support Groups focusing on the development of quality support groups. A new group for 2014 was the launch of the **Worthing OCD Support Group** led by volunteer **Claire Goldenberg**. The charity works closely with Claire to ensure she is fully supported in her role and fully funds the monthly meetings.

Despite the economic struggles, we were able to increase our membership closing to 758 members at the end of the financial year (up from 708 in 2013). This is in part due to the continuation to produce our highly acclaimed **Compulsive Reading** member's magazine.

Other than the restricted grant income for the 'Are you a little bit OCD?' project the charity receives no external funding for core costs, and is virtually self-sufficient



"The future for the charity will bring fresh challenges, but with the amazing team of trustees, volunteers and staff I am assured that we will find solutions for the challenges ahead."

- Ashley Fulwood
Chief Executive of OCD-UK

OCD-UK 2014

Laying the groundwork

Continued from page 7

Statement by Catherine Mills (chair) and Ashley Fulwood (chief executive)

reliant on membership income and supporters fundraising efforts. Financially the charity remains self-sufficient on our current level of operation, but this is restrictive in allowing us to grow, so the charity will continue to explore avenues to boost income and allow self-sufficient expansion. The charity must not expand by being reliant on grant income for core development costs. Our 2014 accounts do show a significant loss of 19k, which was because the expenditure of the restricted *Time to Change* grant income received in the 2013 financial period.

Over 1000 more calls and emails were handled by the support volunteer team in 2014 compared to 2013, and this is, in no small measure due to the commitment of our amazing volunteers who have stuck with us. We remain committed on working with a small number of volunteers to focus on their development, which we believe in the long-term will benefit both our volunteers and the people who use our services.

Thank you to every single volunteer, from support volunteers, proof readers, awareness champions to fundraisers who helped the charity in some capacity in 2014, you **ARE** OCD-UK!

We cannot close this report without making reference to our outgoing chair, **Kylie Cloke**. Kylie has been a part of this charity, first as a volunteer since 2008, and later as chair since 2009 until Kylie stepped down at our AGM in Nottingham. Kylie is preparing for a brand new career in teaching, and she leaves with our utmost admiration and respect for all she achieved not just with the charity, but also personally. Despite struggling on and off, at times severely with her OCD, she's brought up three amazing children and found time to study to become a teacher. We wish Kylie the very best for the future and we have no doubt she will be working with us again very soon.

Kylie's departure from the role of chair was

sad, but was also a positive move with the appointment by the trustees of **Catherine Mills** to take over. Catherine is actually our longest serving volunteer, in fact she joined Steve and Ashley when they founded the charity back in 2004. Between us, we **WILL** work hard to ensure the charity will move forward and expand on the work that Kylie started in recent years.

We feel we should also pay special mention to our friend, mentor and co-founder **Steve Sharpe**, because without Steve the charity would not have gone beyond one year, let alone last ten years! We remain incredibly grateful for Steve's support and long-standing commitment to supporting and representing OCD-UK, even in his global business endeavours he can be seen with his OCD-UK pin badge adorning his suit.

The future for the charity will bring fresh challenges, but with the amazing team of trustees, volunteers and staff we are assured that we will find solutions for the challenges ahead.

The charity constantly seeks new ways to innovate and none of this would be possible without its members, staff, trustees, supporters and volunteers. Thank you to you all.

We are proud of the fact that the trustees allow OCD-UK to put our users first, and we make no apology for running a 'charity' for our users, rather than a self-serving organisation. We are OCD-UK, and **we are a charity here for you.**

Catherine Mills, Chair

Ashley Fulwood, CEO

A DECADE OF **IMPACT**

LAYING THE GROUNDWORK

*Thank you for your very sympathetic and concise email. You have given me exactly the kind of information that I was looking for. Thank you for taking the time and trouble to reply to me. **It might just change my life!***

I would like to thank you from when I first called you, you listened, believed and reassured me, you knew she had OCD therefore **you believed in my daughter** and she thanks you for believing in her too and helping her along this journey.

When I really felt like I couldn't carry on and most of my family had been so ashamed and turned away from me for having a mental illness, **OCD-UK gave me the support** I so badly needed. This site and people I have met on this site have taken me through the most horrid year and helped me wake up with hope most days.

*It has been longer than a year ago, and I found the courage to call OCD-UK to find support and help for my family, after our son had been diagnosed with OCD. **I will always remember your words of reassurance, support and compassion.** He often asked me how we coped with the invisible monster, and I always answer that I had help from wonderful people who I never met, but they were sharing the same journey with me: the OCD-UK forum.*

OCD had basically ruined the quality of my life since I can remember. It was finding some fantastic literature and support from your charity and being lucky enough to eventually find an amazing CBT therapist that has **given me the confidence to change my life.**

*I'm sure you hear this all the time, but I feel the need to stress to you that **the relief I felt as I came to realise I wasn't alone, or actually mad and dangerous(!) was fantastic** and being able to learn more about the condition from your website has helped me enormously. Thank you for running the organisation and for all you do.*

Without OCD-UK there's no way I would have been able to fully recover from my OCD as quickly as I did, so I'm hugely grateful to the brilliant information you make available for free to everyone. Massive thanks, and keep up the terrific work.

*Firstly I just wanted to thank you for a day that may have **given me confidence to get better from this illness** that has ruled my life for the past 30 years!*

*I'm 16 and these past couple of weeks I've been being diagnosed with OCD. **Coming onto your website has given me the hope that I can get rid of this,** and the fact that I'm not 'mad' or 'nuts' but just going through something that will hopefully one day end. Being 16 is generally the hardest part of life but living with my OCD **MAKES IT 1000x worse.** Thank you for making it slightly easier I find such comfort in the website because **FINALLY** someone understands.*

*If anyone is unsure about seeking treatment, the OCD-UK website is the best place to start. Be brave, articulate it as best as you can, and get on the road to recovery. Know that you are not alone, your not mad, bad or any other negative mental health stereotype. **You are a sufferer of OCD who wants to get better, and OCD-UK can put you on the path to doing that.***

*It means more to me than I can even say, that you will try and help me if necessary, and in fact you already have. **You really shine a light,** thanks again.*

*To all at OCD-UK, Thank you for being there. **You have made such a difference to me** and it is so valuable to know there are others who understand what you are going through.*

*Thanks to OCD-UK I am now managing things really well, **such is the power of peer support.** Keep up the good work - You have made a big difference to my life.*

I am so grateful for your clear and informative website. I have learned invaluable details about OCD that will no doubt alter my life and may even be conducive to improving it. Thank you very much for all your help.



FANTASTIC FUNDRAISERS

Will you use the #ProudFundraiser hashtag?

It shows a great deal of dedication to a cause not only to participate in a charity fundraising event, but to ask friends, family and colleagues to support you in the task at hand when often we are all so secretive about our OCD!

So on these pages we want to celebrate our 2014

FANTASTIC FUNDRAISERS and **thank them**, in fact they deserve their #ProudFundraiser hashtag because between them they helped fundraise a fantastic £19,338.



I wanted to support OCD-UK because my brother has OCD and while it was a daunting prospect, running 13 miles is nothing in comparison to how hard he works to fight the condition every day.

We can all do something to support people with OCD!

- RACHEL



These are some of our 2014 fantastic fundraisers who have run, cycled or taken an Ice Bucket Challenge for OCD-UK. To one and all, thank you! If we have failed to acknowledge someone, please forgive us and let us know so we can recognise your efforts.

- Steve Cook (pictured top row, second image), Samuel Woodnutt, Amy Stone and Stephanie Maddox (pictured top row, first image) – Brighton Marathon
- Clarissa took a #nomakeupselfie for OCD-UK, for someone with BDD this can be a challenging prospect (pictured bottom row, first image)
- Charmaine Ayden – Virgin London Marathon
- Venetia Baden-Powell, Stuart Brooks and Ashley Curry (pictured second row, first image), Victoria and John Hopper and Sofia Koch – British 10K
- Jennifer White – Great Manchester Run
- Jorge Cox (pictured top row, fourth image) – Bungee jump
- Andrew Harvey (pictured top row, third image) – Humber Bridge Half Marathon
- Malcolm Turner (pictured bottom row, second image) – 80km Southern Sportive
- Chaney Brian Stenning (pictured bottom row, fourth image), Brian Warren, James Warren and Sean Warren – Ride LondonSurrey100
- Leigh McGivern and six friends (pictured third row, first image) – Sponsored walk
- Dan Harding and Craig Lane – Great North Run
- Harri and friends (pictured second row, second image) – Charity photoshoot
- Isobel Whiteley – Charity netball tournament
- Andrew Campbell-Smith, Miss S Elliott, Ben Moore, Marnie Hill, Aaron McDonald, Nirmala Patel, Miss L S Phillips, Helen Smythe and Julie Wainwright (pictured bottom row, third image) – Charity ice-bucket challenge

We value your support so much, from those that donate to those that participate in the wacky or endurance fundraising. We very much recognise that we would not be here without you **THANK YOU!**





2014 National Conference - Nottingham



The 2014 conference speakers, Dr Fiona Chalacombe, Dr Brynjar Halldorsson, Professor Paul Salzkovskis, Dr Claire Lomax, Dr David Veale, Ashley Fulwood, Dr Elizabeth Forrester, Charlotte Rowe, Professor Mark Freeston and Karen Robinson.

RT HON NORMAN LAMB MP



We were delighted to receive this generous letter of support for our 2014 national conference from the Rt Hon Norman Lamb MP, the Minister of State for Care and Support who has been the Liberal Democrat MP for North Norfolk since 2001.

Supportive statement from Norman Lamb

Dated: 30th October 2014

I wish you every success with the National OCD Conference 2014 – Nottingham. Over two days delegates will have the chance to hear some inspirational speakers: not just clinicians on the front line of pioneering research and practice; but also people and families struggling to live with and recover from OCD, who continue to inspire us with their courage and perseverance.

This conference is a chance to learn from the best, to turn research into daily practice and recognise the key role of professionals, people with OCD, and families in designing and delivering change across the health and care system.

This Government's vision and commitment is clear: to put health care for people with mental health problems on an equal footing with care for people with physical health problems. This vision marks a major and radical departure in its intent to rebalance our health and care system. No other country in the world is planning change on this scale.

This month I launched Achieving Better Access to Mental Health Services by 2020 which includes the first ever access and waiting standards for mental health. We've identified £40m of new funding in 2014-15 and £80m freed up from existing resources in 2015-16 to help deliver this milestone on the road to parity. Over the next five years our vision is to introduce comprehensive access and waiting time standards across mental health services.

No one underestimates the size of the challenge. And the particular challenge for all of us is moving things further, and faster. But mental health services are in the spotlight as never before and the time for action is now.

Everyone at this conference has a part to play. Ethan B. in his wonderful poem on the OCD-UK website says: *"If passed the light, the darkness could fade."* Let's work together to shine that light on mental health: challenge stigma; champion change; deliver the difference we all want to see.

Many thanks,



Department
of Health

Rt Hon Norman Lamb MP
Minister of State for Care and Support
79 Whitehall, SW1A 2NS

Some of our volunteers drawing on their experiences of various volunteering roles for OCD-UK during 2014.

We have strengthened our approach to working with volunteers so that we can more effectively work to support people with OCD.



Through volunteering with OCD-UK I have been able to have a career change, volunteering seems to have given me the skills they feel are valuable enough for! Whilst volunteering I needed to know you understood my limitations, and that I could be honest about the issues my OCD would bring to any volunteer role – but also that you pushed me to take on more, but knowing you were there to support me. ■

I started volunteering for OCD-UK last year. OCD-UK really made me and all the volunteers feel at ease with themselves and personally made me feel liberated and able to express vulnerability without feeling ashamed. I really do look forward to working with the charity for as long as they want me to! ■

I've not felt pressured into having to do things that I don't want to do. I've felt very encouraged to just contribute when I can. The roles have been clear, the training, event management and debriefings have all been great. ■



health wise. - **NICK**

The management has been excellent. I've been given clear parameters, have always been consulted and made to feel valued and problems or challenges have been resolved. I've felt valued, respected and heard. ■



Being a volunteer with the charity has been rewarding, frustrating sometimes but an honour. OCD-UK and the forum are both something I'm very proud to be associated with and I truly believe stand head and shoulders above the rest. ■

OCD-UK has an excellent reputation for delivering high-quality conferences and events and, as the only OCD charity run by people with OCD, for people with OCD, we provide conferences that you actually want.

England

- Nottingham conference (2014)
- London 'audience with' event (2014)
- Newcastle conference (2013)
- Liverpool conference (2011)
- Cambridge conference (2010)
- Bournemouth conference (2009)
- Reading FFC conference (2009)
- Derby conference (2008)
- London 'audience with' event (2007)
- Greenwich conference (2005)
- Bristol conference (2005)

Continuing our commitment to provide OCD conferences around the whole of the UK, OCD-UK has delivered from the south coast to Scotland, and in 2014 we delivered our first OCD event in Northern Ireland and our first ever two-day conference for health professionals and people affected by OCD.

We also hosted an event with visiting Canadian Professor, Adam Radomsky in London.



Scotland

- Edinburgh 'audience with' event (2010)
- Stirling conference (2005)

Northern Ireland

- Belfast 'audience with' event (2014)

Wales

- Cardiff conference (2012)

"The patient perspectives on recovery were so inspirational. I hadn't really had the hope that I could actually be 100% free of this until I heard their stories." – **Lorna**

"Thank you so much for a wonderful experience at yesterday's conference. I know how much work goes into organising these events because I've done it myself for academic conferences but I can't begin to compare the value. The support, empowerment and inspiration, which everyone who came must have felt must be immeasurable." – **Amanda**

"Thank you for arranging this conference and all people involved. It is so perfect. After the conference my husband finally booked an appointment with a GP. Before, he just refused such a suggestion." – **Rebecca**

"It was a day full of inspiration and hope reassuring to continue to be positive and kick negative thoughts" – **Anonymous**

Delivering across the UK



Outgoing OCD-UK chair, Kylie Cleveland, and Beth Hemus at our 2014 AGM in Nottingham.

One conversation at a time

To coin a phrase from the *Time to Change* website, “There are no hard and fast rules for talking about your mental health” OCD-UK project coordinator, **Beth Hemus** reports on our *Time to Change* awareness project which ran throughout 2014. ▶

During Autumn 2013 OCD-UK were awarded funding by *Time to Change* to deliver an anti-stigma themed public interface project across the East Midlands.

Time to Change is England's biggest programme to end the stigma and discrimination faced by people with mental health problems. The programme is run by the charities Mind and Rethink Mental Illness, and funded by the Department of Health, Comic Relief and the Big Lottery Fund.

OCD-UK has long sought out opportunities to challenge stigmatic and discriminatory attitudes towards OCD and associated mental health issues, and this project gave the charity the opportunity to do so on a regional level. Several outcomes were set by the charity and our funder; namely that the project would seek to:

- Demonstrate to the public that OCD is very different to the phrase ‘I’m a little bit OCD’ used in every day parlance, shift stigmatic perceptions about OCD (especially with individuals that present as “cold” to mental health issues) and offer information, advice and guidance to those in need.
- Engage up to 60 volunteers, all with lived experience of OCD and other mental health issues, in the co-creation and delivery of the project.
- Improve the confidence and ability of people involved in the project to take action to tackle stigma and discrimination and to engage in and contribute to their own quality of life and the life of their community.
- Host 36 events across the East Midlands (with at least one event in each of the following counties: Nottinghamshire, Derbyshire, Leicestershire, Northamptonshire and Lincolnshire).
- Achieve 1440 social contacts, documenting as many as possible with the use of TTC’s Audience Survey.
- Build professional partnerships that serve the charity beyond the life of this project.

March 2015 heralded the end of the “Are You a Little Bit OCD?” project and we can say with confidence that it proved an enormously beneficial experience for all the organisations and individuals involved. The outcomes achieved far exceeded those that were set; indeed a myriad of unexpected achievements were attained. Below is a summary of some of the most pertinent examples.

The project lead, Beth Hemus, renovated all OCD-UK’s existing policies and procedures as well as making several additions, making the charities quality assurance model even more robust. Beth also created a team member induction, management and exit pathway as well as the associated paperwork; a legacy that has been adapted and is now employed in the charities wider volunteer management strategy. 56 volunteers expressed an initial interest in the project, 40 were trained and inducted, 27 were active at one event or more and 19 were active at three or more events. Of these, six became volunteer team leads and received extra training so they could effectively support events organisation and deliver peer to peer support.

The majority of volunteers had first-hand experience of mental health issues and had experienced some form of discrimination and stigma as a result. Two volunteers have stepped into employment in the third sector in Nottinghamshire as a direct result of being involved in the project and several volunteers are pursuing careers in the mental health sector in their region as a direct result of involvement with the project.

Several volunteers plan to extend their voluntary commitment to OCD-UK in a different capacity i.e. helpline operator, administrative support, regional support group facilitator, fundraiser, event’s organiser etc.

report continued on page 24. ▶



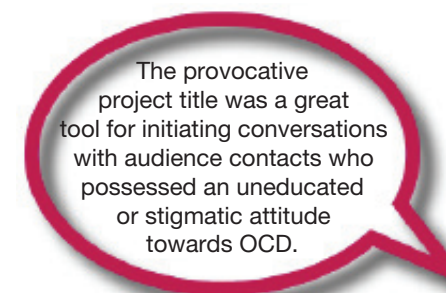
*The wilfully ignorant and unsympathetic are far outnumbered by the curious and the **kind**.*



Are you a little bit OCD? - Public Survey

697 meaningful conversations were held around public attitudes to mental health.

Of the audience survey contacts submitted only 34.3% identified themselves as someone who has, or has had, mental health problems. This evidences clearly that our project successfully targeted people that are "cold" to mental health problems.



97.4%

of our conversationalists

found the activity very or fairly effective in demonstrating how stigma and discrimination might affect people with mental health problems.

97.2%

of our conversationalists

found the activity very effective or fairly effective in demonstrating that people with mental health problems can face stigma and discrimination.

We are moving in the right direction.....

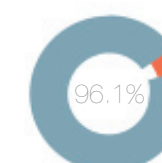
The quality and subsequent impact of these conversations shows significant shift in public attitudes.



93.1% of conversationalists found the activity very or fairly effective in demonstrating that people can recover from mental health problems.



95.8% of conversationalists found the activity very or fairly effective in demonstrating that mental health problems are common.



96.1% of conversationalists found the activity very or fairly effective in demonstrating that sometimes the hardest part of dealing with mental health problems is facing stigma.



69.4% of conversationalists found the activity very effective or fairly effective in demonstrating that it's easier to talk to people about their mental health problems than most people expect.

But we've still got work to do, one conversation at a time.....



VOLUNTEER FEEDBACK

Feedback from volunteers about different aspects of being involved in our project.

EXPECTATIONS

81.3%

of volunteers were either very or fairly SATISFIED

TRAINING

93.8%

of volunteers were either very or fairly SATISFIED

CONFIDENCE

75.1%

of volunteers were confident about volunteering

Number of respondents 16

Volunteers were consistently asked for feedback based on their experience and the data above indicated that, as a result of being involved in the project our volunteers were happy with their volunteering experience.

Out of 52 organised events with partner organisations, 36 were delivered, with at least 1 being delivered in each of the 5 East Midland counties. 697 meaningful conversations were recorded as being held at these events. Of the audience survey contacts submitted only 34.3% identified themselves as someone who has, or has had, mental health problems. This evidences clearly that our project successfully targeted people that are “cold” to mental health problems, i.e. have no lived experience and are therefore more likely to present with a stigmatic or discriminatory attitude. The provocative project title was a great tool for initiating conversations with audience contacts who possessed an uneducated or stigmatic attitude towards OCD.

Time to Change agrees that the quality and subsequent impact of these conversations more than compensates for

OCD-UK's provocative choice of project title ('Are you a little bit OCD?') has served as a conversational bridge time and time again.

This type of conversation can and does result in a positive shift of attitude in our audience members.

this deficit in relation to the original target. It is important to note that this figure is not representative of the number of effective anti-stigma themed conversations held with contacts, which is approximately double that figure (based on ticker counting completed by the project leader at events). The reasons that not every valuable conversation was recorded are many e.g. fundraising connotations associated with clipboard/ tablet based forms, which largely makes people suspicious. The previous page shows some of the audience survey results collected.

The project has yielded multiple training opportunities with large scale organisations e.g. DWP, Nottingham Police, Nottingham Fire Service and various Mental Health Care Partnership Trusts throughout the East Midlands. Multi-use training programs and resources have been created via this project, and will continue to be used by the charity internally and externally.

The charity's profile was significantly raised with statutory services, private practitioners and the general public. This identified a need for the expansion of regional support groups and several project volunteers are about to embark on training to become lead or co-facilitators.

Time to Change identified OCD-UK's project as a model of best practice with specific relation to volunteer management, and as such invited Beth to host a talk at a national partner's event in October 2014. OCD-UK have offered Beth an extended contract, based on the success of the project, and she will continue to work for the charity for the foreseeable future as national volunteer manager.

As the first targeted project tackling stigma and discrimination that OCD-UK has delivered, it has infinitely increased the charities efforts in this important area.

The misconception, trivialisation and poor taste jibes that surround OCD have been starkly evidenced by the conversations had throughout this project, as has the effectiveness of hosting anti-stigma themed public interface events, led by sufferers.



They were very positive and open and intrigued. What surprised me was that a lot of them didn't see OCD as a mental health issue - it was seen as just a trivial little quirk.

- A volunteer talking about the public's response at our 'Are you a little bit OCD?' awareness project.

Many volunteers have expressed an interest in hosting like events in the future. The team leader volunteers are primed to lead on such events and the project has yielded multiple partnerships with venues and event's organisers that can be drawn upon in the future.

The evidence gathered throughout this project will enable OCD-UK to succinctly demonstrate its capacity for successful management of large grants on target, increasing the likelihood of acquiring more funding in the future. This has reinforced to the charity how important measuring the impact of its activity is so that the good work being done can be evidenced.

We hope this information goes some way to illustrate the success of this important project. We have learned and grown so much as a charity throughout this experience, and are now better equipped than ever to serve our beneficiaries, members, volunteers and professional partners. It is with no small degree of sadness that we draw this project to a close, but the future's bright for us and for so many that were involved; this can be illustrated no better than by the sharing of the below personal statement, submitted to our funder as a case study by one of our volunteer team leads.

"This has been a challenging experience that has forced me out of my comfort zone. The opportunity to be a team leader has helped me see myself differently and it's made me realise that I have skills and qualities that I had underrated before. As a result this experience feels like a very important part of my recovery process. It's also solidified my suspicion that I would like to work in the mental health sector and has confirmed that my own life experience can help me to affect positive change in other people. I've had so much fun with the team. It has been exactly the right level of personal and professional support for me in the project. I feel like I am a more rounded person now. The act of volunteering has changed me in all sorts of ways that I never imagined. I have also been able to access lots of training since volunteering. I have accessed some *Time to Change* ambassador training which may result in a part time paid role. I am about to start some addiction focused training with Double Impact (who I met through an OCD-UK event) which will help me to work as

a peer worker with people in early recovery from addiction. I am also stepping onto peer support training with Nottingham NHS Mental Health Care Partnership. This is exactly what I need to do and what I've been trying to find for ages. Thank you OCD-UK and Beth for all your support with this. I am really pleased and it's really exciting. It feels right to be carving out a vocational path that earns me enough money, that I enjoy and that enables me to help others."

Wishing you the very best mental health and happy talking. Beth (beth@ocduk.org) ■

Thank you to **Time to Change** for funding this project, and allowing us to prove that positive change around mental health beliefs can happen, even if it is one conversation at a time.



The act of volunteering has changed me in all sorts of ways that I never imagined.

Trustees



L-R – Charlotte Rowe, Joanne Sharman and Yolanda Jerrard at our 2014 national conference.

OCD-UK is a membership-based charity, managed by a team of dedicated trustees which make up our executive membership committee. These are endorsed and elected by our members at our Annual General Meeting. They are all members of the charity who have all volunteered for the charity for a period of time before being approached to become a trustee. They receive no remuneration, other than essential working costs approved by the charity. Uniquely, OCD-UK is completely service-user led, all of our trustees have suffered or have a close family member suffering with OCD.

Our AGM was held in Nottingham on Saturday 1st November where the trustees listed below were all re-appointed by our members, unless otherwise stated:

Kylie Cloke

Stepped down as chair November 2014.

Catherine Mills

Appointed chair November 2014. Merseyside.

Claire Gellard

Trustee, London.

Mark Bartlett

Trustee, Kent.

Yolanda Jerrard

Trustee, Lincolnshire.

Charlotte Rowe

Coventry, appointed as trustee Nov 2014.

Joanne Sharman

Trustee, Cornwall.

Preeti S

Trustee, Middlesex.

Behind A Mind

OCD-UK Partnership Working

In February OCD-UK trustee **Claire Gellard** (pictured) launched her first **Behind A Mind** event, an independent project designed to raise awareness and understanding of mental health using film, animation and expert talks. The first event was all about Obsessive Compulsive Disorder and OCD-UK fully supported Claire's event.

At the event, which took place at the Ortus Centre in London on Monday 10th February, the audience heard from Claire about her OCD and also from fellow OCD-UK trustee **Yolanda Jerrard** about the impact her son's OCD had on the family. The audience also heard from OCD specialist, and OCD-UK patron **Professor Paul Salkovskis**.



Yolanda, Claire and Professor Paul Salkovskis

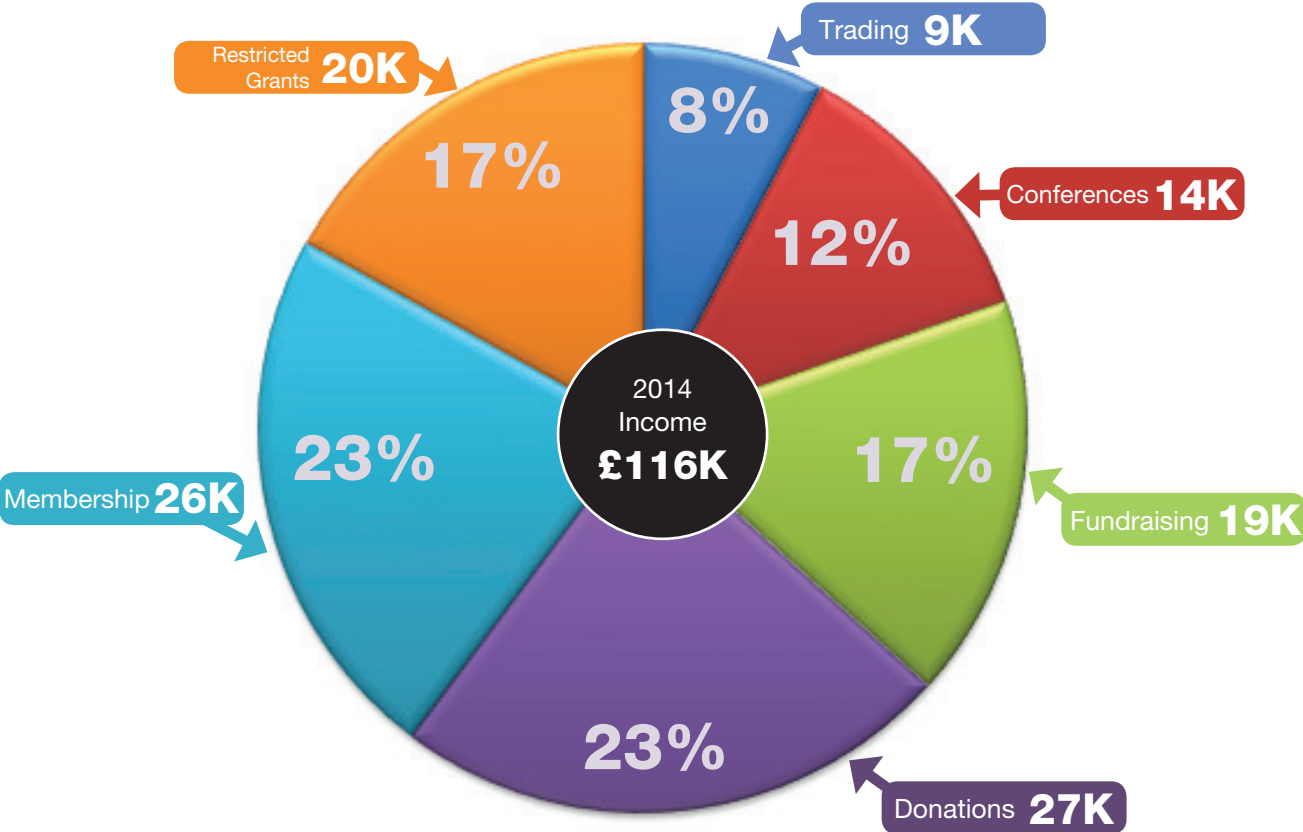
2014 key facts and figures

£116,359
2014 Income

£135,487
2014 Expenditure



2014 Income



Membership and fundraising remained our primary source of income, with our membership numbers increasing, this is indicative that our charity remains highly respected by users, and remains the largest member charity dedicated to supporting people with OCD.

Financial Review 2014

Our financial year mirrors the calendar year, and runs from 1st January to 31st December annually.

Our annual accounts are also subject to review by an independent chartered accountant. We are grateful to **Steve Collings** of *Leavitt Walmsley Associates* for examining our accounts. A copy of the full 2014 accounts can be found on our website.

OCD-UK income for 2014 was £116,359 with expenditure of £135,487. Accordingly, we are reporting an overall deficit of £19,128 leaving the charity with £38,821 of surplus funds of which £7,408 is restricted for the final three months (Jan-Mar 2015) of the 'Are you a little bit OCD?' project funded by *Time to Change*.

The deficit can be explained by looking at our accounts over a two-year period where we finished 2013 with a surplus of £25,331 which was for the 'Are you a little bit OCD?' project money coming into our account at the end of 2013, but not expended until 2014.

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that our charity remains highly respected by users, and remains the largest member charity dedicated to supporting people with OCD.

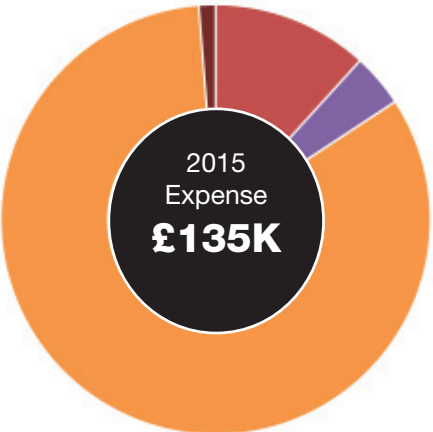
Our income from fundraising was down to £19k in 2014 (compared to £31,054 in 2013 and £26,698 in 2012), this is a trend we see in cycles every 3-years with 2015 expected to see an increase in people fundraising for OCD-UK. We do face the dilemma of stigma still preventing some people with OCD being able to ask family and friends to sponsor them for an OCD charity.

Throughout these difficult economic times, the support for our vital work has been astonishing for which we remain incredibly grateful.

We are always exploring new opportunities to make our limited resources go further and we work hard to get the most from our income by making our organisation's operating structure as efficient as possible, and we are proud of the fact that our services are operated by one full-time member of staff and two part-time members.

Our charity is managed prudently, vital in these times of economic uncertainty, and our core expenditure in 2014 did not increase significantly from 2013.

Based on our income and expenditure projections for 2015, we believe that OCD-UK is financially stable until mid-2016. Our projections estimate that the charity needs to source an additional £20,000 to ensure we can continue through 2016 and into 2017.



Expenditure Breakdown

- 83% - Charitable Activities
- 12% - Costs of generating voluntary income
- 4% - Fundraising trading
- 1% - Governance

(During 2014 we had just three members of staff working for the charity either full-time or part-time, which we feel is remarkable when you consider all they achieved. The cost of salaries in 2014 was £65,286.)

Structure, Governance and Management of OCD-UK

The chair of OCD-UK presents the annual report at the charity's Annual General Meeting (AGM) each year. The 2014 AGM took place in Nottingham on Saturday 1st November 2014.

Legal Status

OCD-UK was formed as a charity under a constitution in January 2004 and was officially registered with the UK charity commission in April 2004. The charity registration number is 1103210.

Our Structure

The board of trustees is the governing body of the charity. It's their role to establish the policies, objectives and procedures for the charity to ensure the effective running of the organisation in pursuit of those long-term objectives.

Patrons

We are honoured to be supported in our work by two patrons, the actor and writer Ian Puleston-Davies and the highly respected Professor Paul Salkovskis from the University of Bath.

We are also supported in our work by two overseas ambassadors, Professor Adam Radomsky from Concordia University, Montreal and Dr Jeffrey Schwartz from UCLA.

Staff

The charity has one full-time member of staff, the chief executive officer (CEO), who is responsible for the day-to-day management of the charity and for implementing policies and working towards the objectives agreed by the charity's management trustees. During 2014 we had two part-time staff members responsible for the Time to Change project management and media and awareness liaison.

Membership

Membership of OCD-UK is open to any individual with an interest in OCD or the charity's work. At the end of 2014 the charity had 758 active members. Members are entitled to attend the AGM and to one vote per discussion.

Volunteers

OCD-UK had approximately 50 committed and regular active volunteers across the UK during 2014, most of whom have been directly affected by OCD. Their selfless personal commitment has been the cornerstone of OCD-UK's success in delivering its aims

and objectives. We estimate that our volunteers have donated at least 2187 hours to OCD-UK during 2014, in monetary terms worth at least £26,035 to the charity.

These volunteers have helped us provide direct support online and offline, facilitated support groups, worked on our website and publications, or helped at our events or conferences.

Other volunteers not included in the above figures have also contributed their time to actively support research and media work that we promote.

The trustees of OCD-UK remain grateful to the donation of time that volunteers give to our charity and we recognise that we can achieve even more with their assistance and that we must provide them with regular support, training and supervision to help our volunteers in their role.

Professionals

We would also like to acknowledge our gratitude and thanks to the following professionals and media personalities who kindly donated their time to offer support and assistance during 2014:

- Lesley Anderson
- Dr Lauren Callaghan
- Hazel Carrick
- Dr Fiona Challacombe
- Steve Collings
- Ian Puleston-Davies
- Stephanie Fitzgerald
- Dr Elizabeth Forrester
- Professor Mark Freeston
- Dr Lucy Hale
- Brynjar Halldorsson
- Dr Claire Lomax
- Ben Marram
- Dr Victoria Bream-Oldfield
- Dr Adam Radomsky
- Karen Robinson
- Professor Paul Salkovskis
- Professor Roz Shafran
- Emma Stephens
- Dr David Veale

Corporate Support

We also occasionally receive support from companies and charitable trusts and we would like to acknowledge Time to Change, Melissa Linley-Adams and the Le Marchant Trust Charitable Trust who have made contributions to OCD-UK during 2014.



OCD-UK



THANK YOU LUCY
 Back in August 2013 **Lucy Carter** (pictured with Ashley at the conference) joined the OCD-UK team in the role of communications and awareness development.
 We were fortunate to be in a position through grant funding to employ Lucy in that role through to the end of October 2014.
 During her time with us Lucy managed to facilitate dozens of media pieces about OCD and helped set a foundation for us to move forward from.
 Unfortunately the funding came to an end towards the end of last year, which means for now Lucy is only working with us in a voluntary capacity.
 We want to thank her for her work during the time she was employed by the charity, and we look forward to working with her again in the future.

Media Coverage

In general media interest in OCD was slow in 2014, however we have developed a better understanding about what the national media are looking for and need, which should serve us well in the future.

We took a new approach to OCD Awareness Week this year with the development of a new website designed to get casual readers better informed about OCD within the first few seconds of reading before they switched off. We developed a one-page website www.THATSOCD.info in collaboration with **Laura McIlveen** at the charity OCDNI. Following a tweet by Stephen Fry to his 7.65 million followers during OCD Awareness Week the website was visited by 12,748 people that week.

Regional media constitutes the bulk of the coverage. The tone for the coverage was virtually all positive. We featured in over a dozen newspaper and radio broadcasts throughout the year, which was estimated to have reached over two million people, with appearances on BBC Radio Ulster, BBC Radio Five Live, BBC Radio Merseyside, Daily Mirror, The Telegraph, Sunday Post, Bath Chronicle, local BBC radio and BBC Radio Scotland.

Our patron **Ian Puleston-Davies** was interviewed about his OCD in the Telegraph for OCD Awareness Week.

Compulsive Reading

Once again our members magazine, **Compulsive Reading** was published in 2014 and continues to receive high praise for its mix of content.

Content focused on some timely subjects and news relevant for people with OCD and first-hand experiences. We make no excuse that our magazine will continue to focus on inspirational first-hand experiences.

The online version of **Compulsive Reading** has been growing from strength to strength, with investment in new software which allows the magazine to be fully readable across devices.

Online Reach

Over the past 12 months our website had 708,994 visitors to OCD-UK webpage at www.ocduk.org with a total of 1,875,012 web pages visited on our website. 54.42% (529,329) of visitors came from the UK, 23.58% (229,342) from the US, 1-4% from Canada, Australia, India and Ireland.

On social media, our Facebook 'likes' have continued to increase, now standing at nearly 5,123 and 4,795 Twitter followers.



COMPULSIVE READING

The OCD-UK members magazine with a global reach



NORTHERN IRELAND REACHING NEW AUDIENCES

Despite our limited resources OCD-UK firmly believe our duty is to deliver events across the whole of the UK, and in 2014 we are proud to have delivered in Northern Ireland.



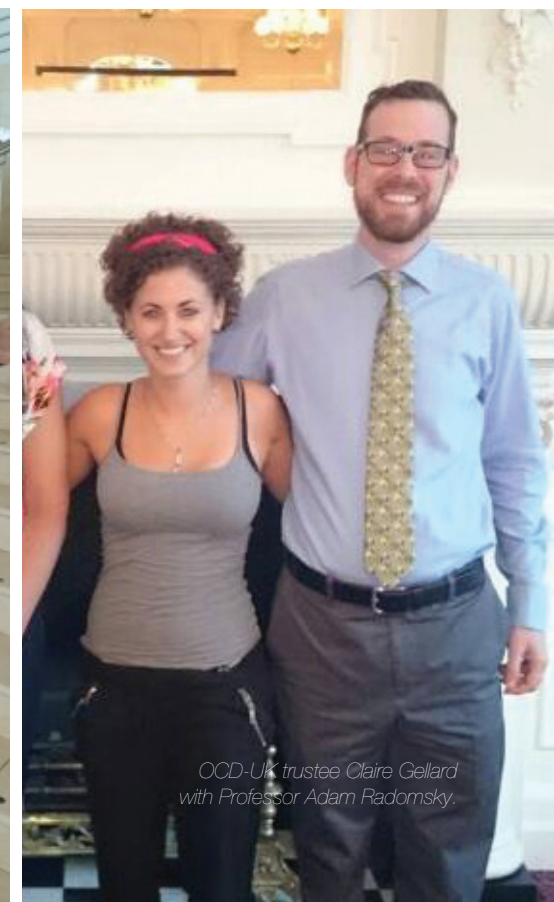
BUILDING PARTNERSHIPS

Professor Paul Salkovskis and OCD-UK's Ashley Fulwood pictured with Laura McIlveen from the Northern Ireland based charity, charity OCDNI.

AUDIENCE WITH...

Our 'Audience with' events are fantastic opportunity for people affected by OCD to interact with OCD experts. Events where leading OCD specialists host themed OCD presentations to a small intimate audience, allowing for great Q+A sessions after and in 2014 we delivered two such events, one in Northern Ireland and one in London.

In London, visiting **Professor Adam Radomsky** from Concordia University, Montreal delivered to an audience of about 35 people. In Belfast, **Professor Paul Salkovskis** and our chief executive **Ashley Fulwood** spoke to an audience of about 45 people.



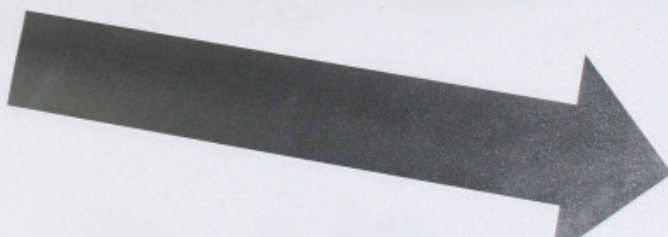
OCD-UK trustee Claire Gellard with Professor Adam Radomsky.

OCD

Think you or a loved one might
Obsessive-Compulsive



Working with and for
children and adults affected by
Obsessive-Compulsive Disorder



OCD-UK

Annual Report

Thank you for your support in 2014

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Registered Charity Number: 1103210

OCD-UK

changing perceptions