



FACE EQUALITY
INTERNATIONAL

2024 IMPACT



Creating a world where the facial difference community can live freely without discrimination or indignity.

We're thrilled to share some of the milestone moments from 2024 where we've brought about change with and for the facial difference community.

GOAL ONE

Campaign for Face Equality as a Human Right.

TikTok has used insights provided by FEI to support the development of new safety features to protect both the facial difference community and other marginalised groups. As a Trust & Safety partner and member of TikTok's Community Partner Channel, we have the ability to escalate potential Community Guidelines violations, such as hate speech and bullying, as part of an ongoing relationship with TikTok to create a safe space for people to express themselves online.

2.

Together with Reed Smith LLP, Bank of America and Amazon we produced legal tables outlining equality and disability laws in

16 COUNTRIES

to support our members to understand if laws in their country recognise or offer any protection to the facial disfigurement community. This project won a LawWorks Award for best International Pro Bono Project.



3. The Supreme Court of India have explicitly recognised the rare skin condition of Ichthyosis under disability guidance. FEI supported a grassroots support group to better understand the UN Convention on the Rights of Persons with Disabilities (CRPD) and subsequently to seek legal advice. This led to the formal registration of a non-profit which later filed public litigation. Many visible/facial differences are often perceived to be purely cosmetic, or to be outside the legal definition of ‘impairment’/ disability and so this is a milestone moment for the movement. We have further plans in 2025 to assert disfigurement as part of the legal definition of disability with a Position Paper outlining disfigurement as a disability in relation to the CRPD.



Photo by Sujata Setia

GOAL TWO

Our 2024 conference was hosted by the Centre for Appearance Research in Bristol and kindly sponsored by the Persula Foundation. Bringing together non-profits, activists, academics and change-makers from over 9 different countries, The FEI Forum shares knowledge, builds collaborations and strengthens our collective purpose.

Grow an empowered community

2.

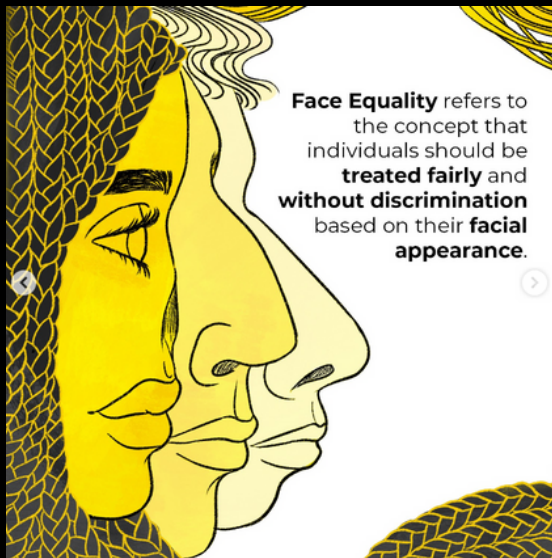
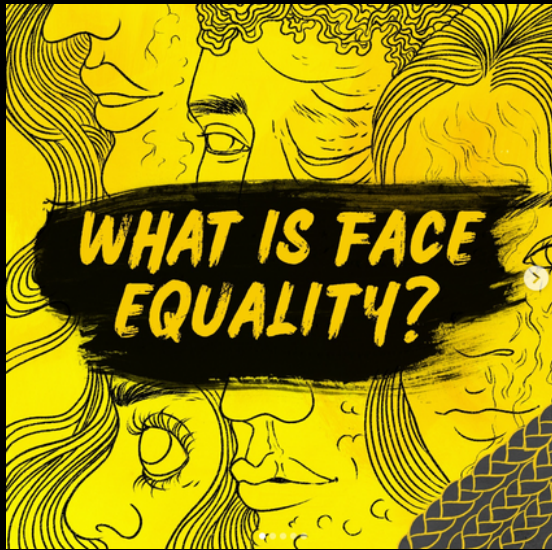
100%

of attendees reportedly positively on receiving training that was relevant to their work.

50 +

hours of dedicated support offered to FEI members.





Illustrations for FEI by Activist, Elizabeth Russo

We served

3.

37

Member organisations.

"Thank you FEI, after connecting with your elite platform, I am able to accept myself totally. I will never hide my skin but learn to live in peace."

82%

4.

Was how much we grew our online audiences by.

"This year's (Face Equality Week) theme is brilliant and provides many ways to usage. People are reacting more and more, so I hope more and more people want to be involved. I really love cooperation through organizations and alliance, so it works great and we can't let up!"

- FEI Member Organisation

GOAL THREE

Eliminate Stigma

1. We partnered with Sephora UK to put on our 'My Face is a Masterpiece' campaign for International Face Equality Week.

Together we created a series of films, and put on an in store event for the FD community which saw many staff reduced to tears by the panel talk. The campaign was viewed by **2.9 million people on TikTok alone.**



" I love this! I don't share my daughter's face for the sake of her autonomy... but my daughter has a facial difference! This page came up as a suggestion and I am so glad it did! Campaigns like this help normalise facial differences in our society... and I can absolutely get behind the world being kinder for everyone, including my silly, smart, gorgeous girl."



2.

Meanwhile in New York, we partnered with myFace and Positive Exposure on another #MFIAM campaign shoot.

We believe that positive, celebratory, public facing campaigns such as these help to break down prejudice by ensuring the real stories of the facial difference community are told in the mainstream.

FEI made it into the press several times in 2024 with features in Enable and Glamour.



GOAL FOUR

Build a sustainable organisation

1.

Thanks to grant funding from The Fore and a second year of funding from The Joffe Trust, we went from a team of two to five this year, bringing on support in Comms, Campaigns, Fundraising, Education and Policy.

This is now the equivalent of just under 2.5 members of full time staff.

It is our goal to both increase the hours of these roles and sustain them long into the future as there is much work to be done to make face equality a reality.

3.

We ran our first ever match giving campaign thanks to 'The Big Give', exceeding our target of £4,000



2.

We're now delivering training on how to create inclusive workplace environments and how to reduce bias in recruitment. This builds off of research which shows how widespread discrimination is. This programme will help us to generate income and continue to partner with businesses of all sizes.

To find out more, or to arrange for someone with lived experience to deliver training at your work, email us on info@faceequalityinternational.org

A SPECIAL THANK YOU

We are so incredibly grateful to our devoted donors. A special shout out goes to:

All 'Friends of FEI' who donate monthly, The Persula Foundation, Smile Train, The Joffe Trust, The Fore, Dame Mery Perkins, The North Carolina Community Foundation, Sephora UK, Reed Smith LLP, and The VTCT Foundation.