

**IT'S
HOW
WE
TALK**

**STAMMA
A**

STAMMA: Information for funders & partners

ABOUT STAMMERING

Stammering is a difference in the way people speak. It's often neurological and hereditary, characterised by repeating or prolonging sounds, or silent blocks.

It affects up to 8% of children aged 2 to 5. Most will go on to talk fluently but at least 45,000 adults in the UK stammer.

Support focuses on managing rather than 'fixing' a stammer and breaking the stigma.

IMPACT

Being understood is a basic need.

We speak, on average, 16,000 words a day. From ordering a coffee to booking an appointment. Imagine if people dismissed or laughed at you whenever you spoke?

Our 2019 member survey found that:

- 93% had felt ashamed of their stammer.
- 56% said it affected their career choice.
- 81% said it had a negative effect on their social life.
- 81% had been teased because of their stammer.
- 60% had been bullied because of their stammer.

Together let's change this experience.

ABOUT US

Our mission is to create a society where everyone can flourish, no matter how they talk.

STAMMA, the British Stammering Association, is the UK's national membership organisation and charity for people who stammer. Founded in 1978, we've over 4,000 members and 2,000 supporters.

Led by CEO Jane Powell and Chair Paul Fix and a board of 12 Trustees, we've 11 in-house staff and over 40 amazing volunteers. Many of us stammer.

We're supported by the creative agency VML and receive fantastic exposure from JCDecaux UK and Pearl & Dean.

We've a great team and brilliant backing. We've the skills, the experience and a plan of how we can normalise stammering.



STAMMA

OUR 3-YEAR PLAN

'SPACE TO STAMMER'

EVERY organisation should be accessible to people who stammer.

This should be common courtesy and is the law.

We want 'space to stammer' for people who are disfluent; where you aren't blocked because of physical barriers or ignorance.

Over the next three years we'll highlight those barriers, and support those seeking to change. And if all else fails, we'll go to court to enforce the law.





Former president of STAMMA, Brian Dodsworth

HELP FUEL 'SPACE TO STAMMER' & CREATE LONG LASTING CHANGE

We're funded by over 20 grant makers and foundations. The Underwood Foundation is currently our largest funder.

We have the blueprint to create change. In 2023, we highlighted the difficulties people who stammer face when booking GP appointments. Our findings caused a wave of new demand for support.

We need an additional £200,000 per year on top of an expected £500,000 income so we can **scale up our operations**. With your help we'll be able to train more volunteers, create more resources and cascade our messaging throughout UK industries and normalise stammering.

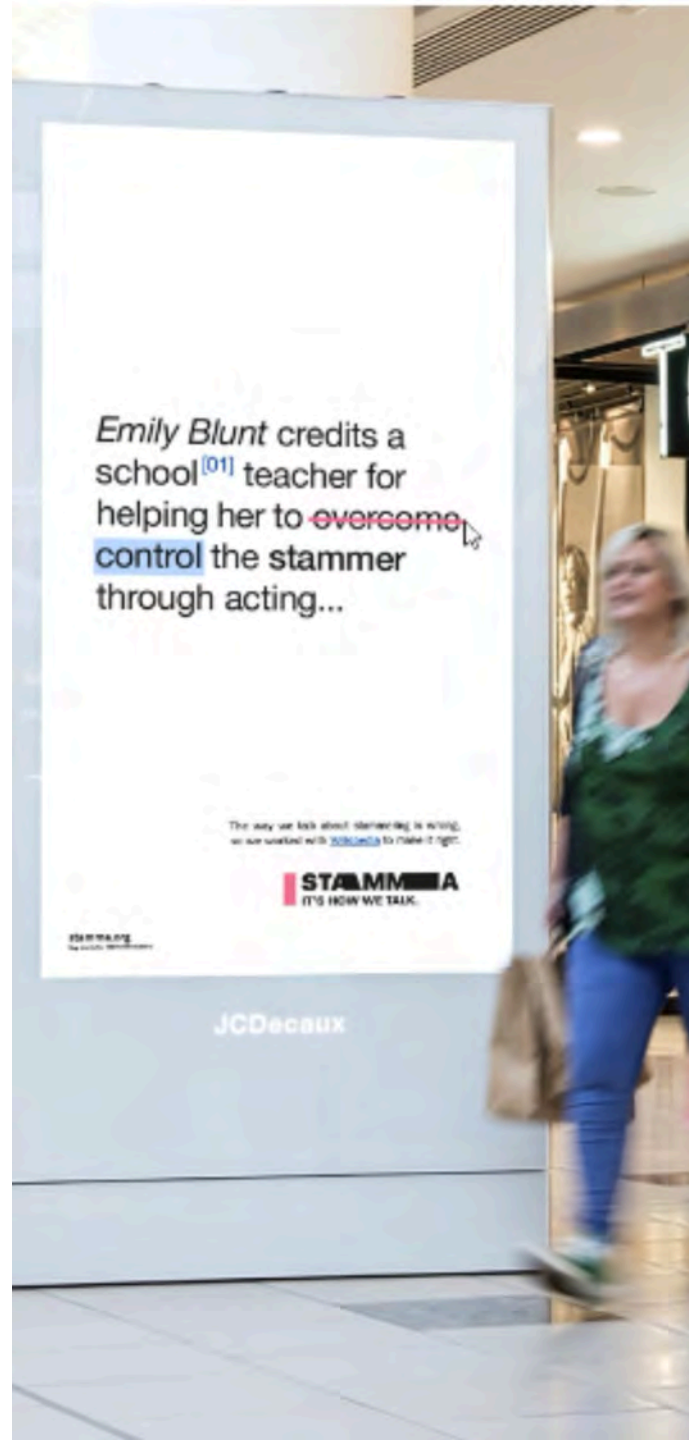
INFLUENCE

In 2020, our international campaign with Wikipedia, **'Find the Right Words'**, challenged negative language used to describe stammering, and scooped a 4th Third Sector Award (Communications).

In 2021, in a breaking world news story we stopped **Apple** linking the woody face emoji with stammering.

That same year we prompted an ongoing stream of press requests with our **'No Diversity without Disfluency'** campaign pushing for media representation.

In 2023, we made the **Disability Power 100** list of the most influential disability activists and organisations in the UK.



"The project really speaks to the nature of Wikipedia, not just as a learning tool, but as an ever-evolving platform that needs to accurately reflect the world we live in."

Jimmy Wales,
Founder of Wikipedia

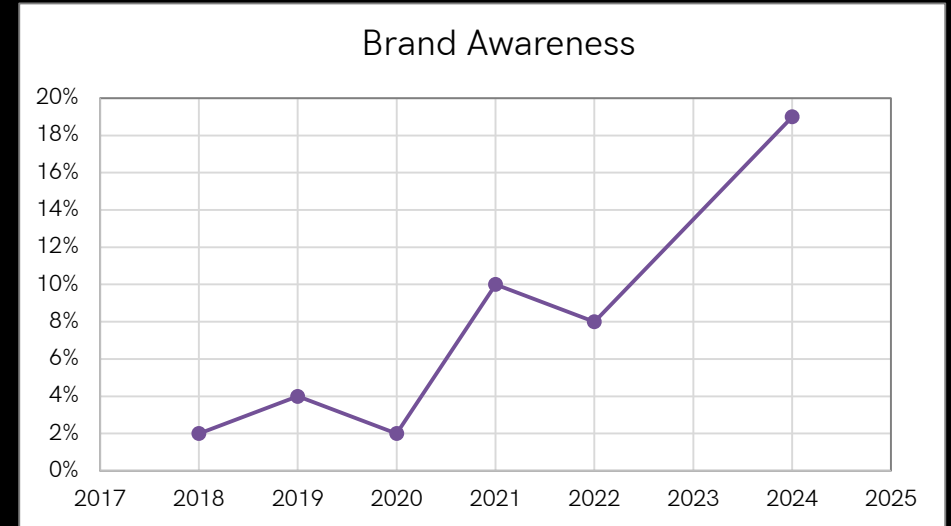
"We applaud the work to raise awareness of stammering and encourage broadcasters to take notice."

Ofcom

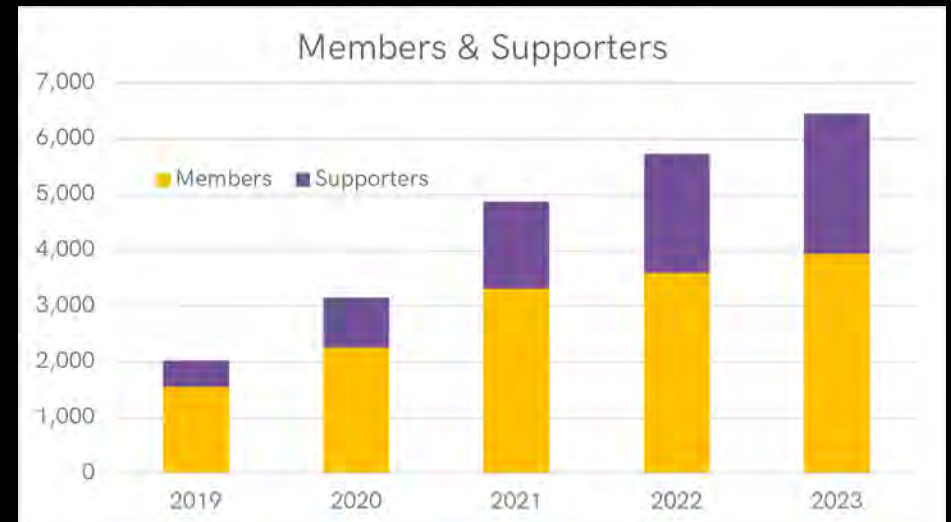
REACH

We are making real progress but we need investment to help us accelerate the pace.

- **Brand awareness**, this has grown from 2% to 19% between 2018-2024.
- We have **reached 24 million** with our bus stop, billboard and cinema ads.
- **Support base** has grown 206% since 2019, to 6,530.
- **In 2023**, we directly supported 2,622 individuals through our services
- And in 2023 reached 40,000 indirectly with our online resources.



YouGov Omnibus surveys. Representative samples of the UK adult population averaged 2,000, except for 2021 (sample size 6,302) and 2024 (sample size 4,406).



HOW WE CREATE CHANGE

Our '**Space to Stammer**' campaign sits across all our work.

We learn about what needs to change from members and one to one support.

Our reach is amplified through our groups and communities.

Our campaigns, informed by our members and services, deliver real, effective messages and informed resources.

We use people's experiences to inform change.



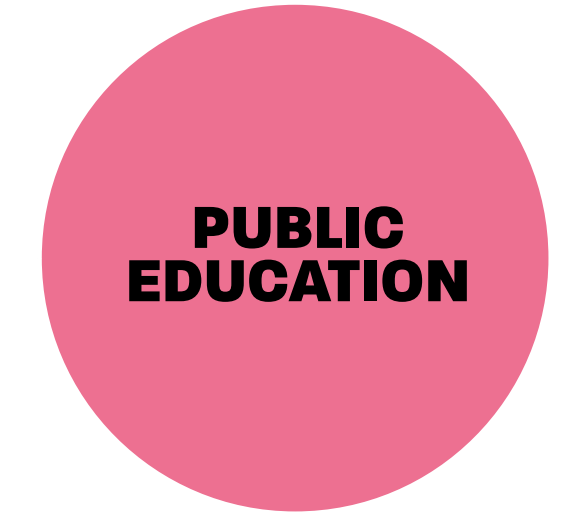
Helpline Services
Employment Service
Advocacy Service
Family Support
Minecraft Club

We support through training & resources



Training & Workshops
Community Support
Support for speech & language therapists

We tackle the root causes of problems



Education & campaigns
Social media messaging
Research forums

OUR WORK

ONE-TO-ONE SUPPORT

We direct support more than 2,600 people annually.

Helpline Services: phone, webchat, email 4 days a week.

Family Support: workshops and groups for parents, teens, children.

Employment Service: for people who stammer struggling at work.

Going into full service this year:-

- **Minecraft Club** for children.
- **Advocacy Service** for those who've been discriminated against.
- **Training & Resources** for organisations to create stammer-friendly services.

COMMUNITY SUPPORT

50+ groups, networks and businesses supported annually.

New & ongoing groups: local groups and employee networks.

Tailored support for organisations.

Online & in-person events to support our communities.

What's next this year:-

- **STAMMAFest** in Nottingham.
- **Volunteer training** to boost service capacity.
- **Leadership training** for groups.
- A pilot **Meet-Up Service** for members to meet up individually.

PUBLIC EDUCATION

We've reached over 25,000 through our campaigns.

Public education videos and outdoor advertising and news items.

Active social media messaging.

Regular online forums for researchers and speech & language therapists

What's next this year:-

- **'Space to Stammer'** campaign, with clear messaging and outreach strategy.
- Campaign-supporting **resources, workshops and training.**
- We'll start with hospitality and helplines.

Some typical responses about 'How has stammering affected you', 2019 survey

"I'll actively avoid speaking to people due to the fear of getting stuck on a word or not being able to get anything out at all."

"I used to not go out as I couldn't face ordering drinks or food, or asking for a bus ticket to get into town."

"I wanted to be a lawyer like my dad, but changed my mind due to my stammer."

"I chose to study Computer Science and work with computers. They don't laugh."

**HELP US CREATE
LASTING CHANGE
AND A BETTER
SOCIETY FOR ALL.**



IT'S HOW

WE TALK

GET IN TOUCH

Thank you for your reading. Please get in touch to discuss how you could support us and our plans. You can email our CEO on jane.powell@stamma.org or call 020 4582 4129.

STAMMA, the British Stammering Association is a charity registered in England & Wales registered charity no 1089967 and in Scotland SC038866.

STAMMA