

2022 IMPACT REPORT



DECLARATION OF THE RIGHT TO STUTTER

On 22nd October 2022, we were proud to sign and press release the following declaration, wonderfully led by Stamily, who reached out to organisations around the world. Translated into 19 languages, the declaration has worldwide support: -

“We, the undersigned, declare that people who stutter should be accepted as having a stutter. We may, or may not, choose to find support to sound fluent or stutter less. That is our right. It is not reasonable to expect or insist that we sound fluent. We stutter. That is how we talk.

In this time of diversity, adjustments are too often not given to those who stutter, be it at work, education or using everyday services. The expectation is rather that we should strive to ‘overcome’ our stutter and speak differently. As individuals we may wish, and even try, to do so. But as a community we refute the idea that we all stop stuttering.

No organization can claim to value equality or diversity unless stuttering voices are permitted and valued. We call upon every organization and institution to work with people who stutter to make sure that all of us are given the respect every person deserves; and that space is made for us.

It is our right to speak as we do.”

Signed by:

50 Million Voices, International
Action for Stammering Children, United Kingdom
Alborz Atra Speech Therapy Clinic, Iran
Asian Association for Stuttering Organizations, International
Asociación Argentina de Tartamudez, Argentina
Associação Brasileira de Gagueira – ABRA Gagueira, Brazil
Association bégaiement communication, Canada
Association vaincre le bégaiement, Mali
Associazione Italiana Balbuzie e Comunicazione – ONLUS, Italy
Balbuzie allo Scoperto! – Supporto & Confronto, Italy
Belfast Stammer Support, Northern Ireland
BeneTalk, United Kingdom
BSV Belgian Stuttering Association, Belgium
Bulgarian Stuttering Association, Bulgaria
Bundesvereinigung Stottern & Selbsthilfe e.V., Germany
Canadian Stuttering Association, Canada
Centro Especializado en Tartamudez, Peru
CONTINUUM-TTM, Tartamudez Ecuador, Ecuador
De Stotterpraktijk, The Netherlands
Demosfen, Russia
Dutch Association for Speech and Language Therapy, The Netherlands

Estonian Stuttering Association, Estonia
Fluir+ Abordaje Clínico de la Tartamudez, Chile & Latin America
Friends – The National Association of Young People Who Stutter, United States
Fundación Colombiana de Tartamudez, Colombia
Fundacja Centrum Logopedyczne, Poland
Fundacja Wspierania Mowy i Komunikacji HALO, Poland
Ghana Stammering Association, Ghana
Habla Libre, Peru
Hong Kong Stuttering Support Group, Hong Kong
Independent Practice for Speech Therapy, Belgium
Indonesian Stuttering Community, Indonesia
International Stuttering Association, International
Israeli Stuttering Association, Israel
Japan Stuttering Genyukai Association, Japan
Jeanette van Baarsen Stottertherapie, The Netherlands
Logopädie & Stottertherapie, Germany/The Netherlands
Logopedie & Stottercentrum Zuid-West, The Netherlands
Logopedie praktijk Stevenshof, The Netherlands
MI HABLA, MI TIEMPO, Peru
Myspeech, United States
National Stuttering Association, United States
Nederlandse stotter- en broddelvereniging Demosthenes, The Netherlands
Nederlandse Vereniging voor Stottertherapie, The Netherlands
Nepal Stutters’ Association, Nepal
Newfoundland and Labrador Stuttering Association, Canada
Norsk interesseforening for stamming og løpsk tale, Norway
Österreichische Selbsthilfe Initiative Stottern, Austria
Pakistan Stammering Foundation, Pakistan
Portuguese Association of Stutterers, Portugal
Royal College of Speech and Language Therapists, United Kingdom
Rwanda Stuttering Organisation, Rwanda
SAY Global, Pakistan
SAY: The Stuttering Association For The Young Australia, Australia
Schneider Institute for Communication, Israel
Schneider Speech, United States
Scottish Stammering Network, Scotland
Shashi FIRE Holding, The Netherlands
Speakeasy South Africa, South Africa
Specialized Center for Stuttering, International
Speech Works SRQ, United States
STAMMA, United Kingdom
Stammeforeningen i Danmark, Denmark
Stammeklinikkene – Center logopedi AS, Norway
Stammertalk 吃说, China
Stammerers Through University Consultancy, United Kingdom
Stanningsförbundet, Sweden
Stamura, India
Stichting StotterFonds, The Netherlands
Stottercentrum Noord, The Netherlands
Stottercentrum Rotterdam, The Netherlands
Stottercentrum Utrecht, The Netherlands
Stottertherapie In Verbinding, The Netherlands
Stuttering Association of Zambia, Zambia
Stuttering Awareness Mental Well-being Ireland, Ireland
Stuttering Society, Belgium
Suomen änktyisyhdistys ry, Finland
The Evolution and Voice Science Lab, United Kingdom
The Icelandic Stuttering Association, Iceland
The Indian Stammering Association, India
Transcending Stuttering, International
Vereinigung für Stotternde und Angehörige, Switzerland
Voce InForma – Centro Vocologico Internazionale, Italy
withVR, International
World Stuttering Network, International



WE HAVE SPACES

Great Birmingham Run, 7th May
Great Manchester Run, 21st May
Goodwood Motor Circuit, 2nd July
ASICS London 10k, 9th July
Run Aintree, 23rd July
Great South Run, 15th Oct

We'll sort out your place,
post you a running vest
+ encourage you all the way

Contact
mail@stamma.org

INDEX

Declaration of the Right to Stutter	2
Willpower	6
Welcome	7
Objective 1: to support more people who stammer	8
Helpline Services	8
Webchat	9
Extended Follow-Up	9
Family Support	9
Employment Service	10
Outcomes	11
Objective 2: to grow our community	12
Membership	12
Groups & Networks	13
Trustee Elections	14
The Stammies	15
Stamma.org	16
STAMMAFest Global	18
STAMMAFest Global cont.	20
Objective 3: to educate the public	23
Representation in the media	23
Not Just One Day advert	28
It's How We Talk	31
Objective 4: to manage the charity effectively	32
Consolidation	32
Our Funders	33
Fundraising	34
2023 Goals	36

WILLPOWER

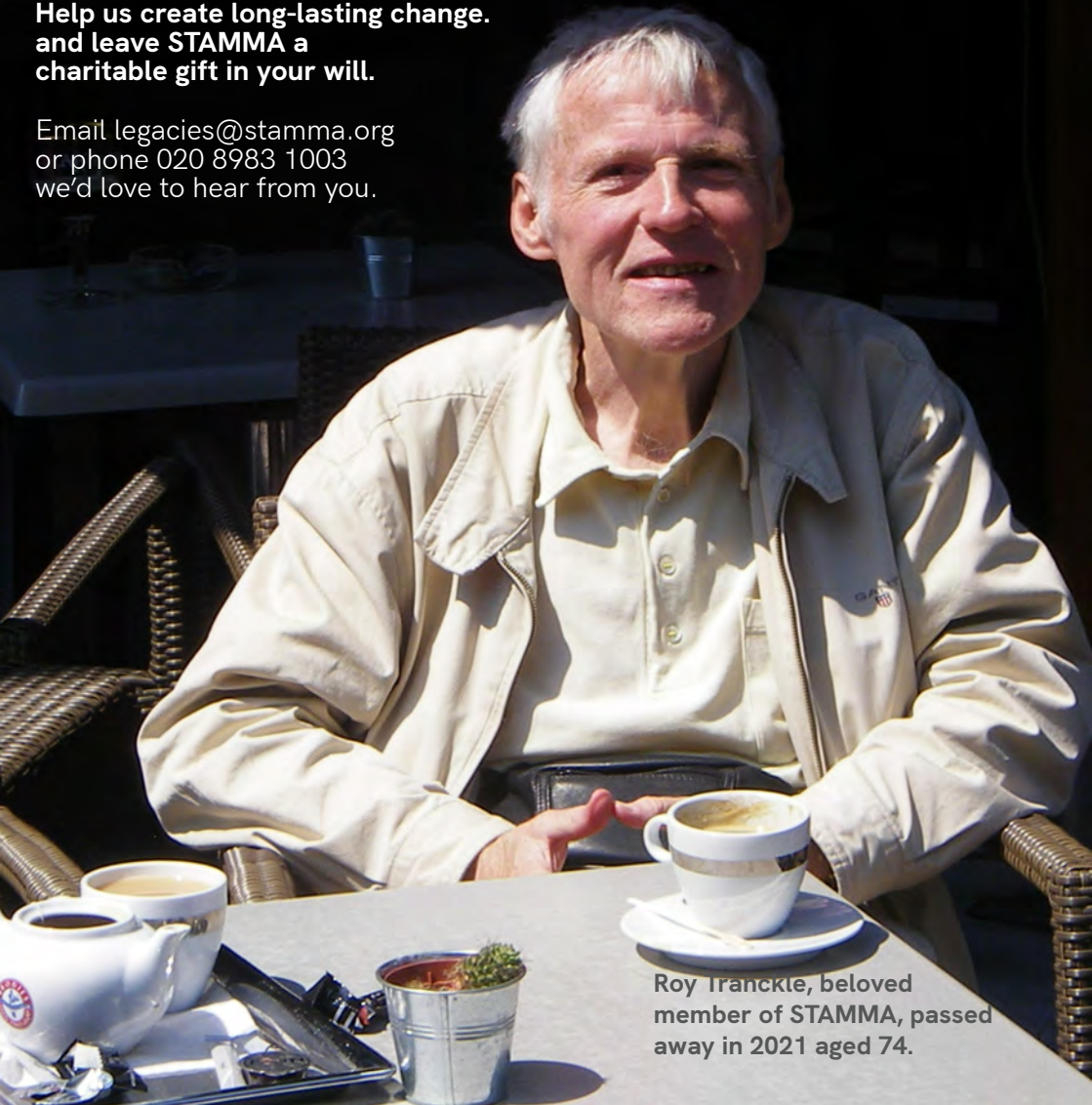
In the last 5 years legacies from members have given STAMMA the rocket fuel to expand our services, create award-winning campaigns, and establish a Youth Fund.

Roy Tranckle's legacy will help fund our conferences for the next 10 years, and inspire and support the next generation of people who stammer.

We aren't done, not until stammering is accepted and the stigma is gone.

**Help us create long-lasting change,
and leave STAMMA a
charitable gift in your will.**

Email legacies@stamma.org
or phone 020 8983 1003
we'd love to hear from you.



Roy Tranckle, beloved member of STAMMA, passed away in 2021 aged 74.

WELCOME



Joanna Gaukroger

Chair of the Board

I'm delighted to share our 2022 Impact Report with you.

From our perspective, 2022 was another hugely busy and successful year on so many fronts. Whether you are a member, supporter, a 'hands on' volunteer, or a funder, on behalf of the Trustees, thank you so much for helping us make this happen.

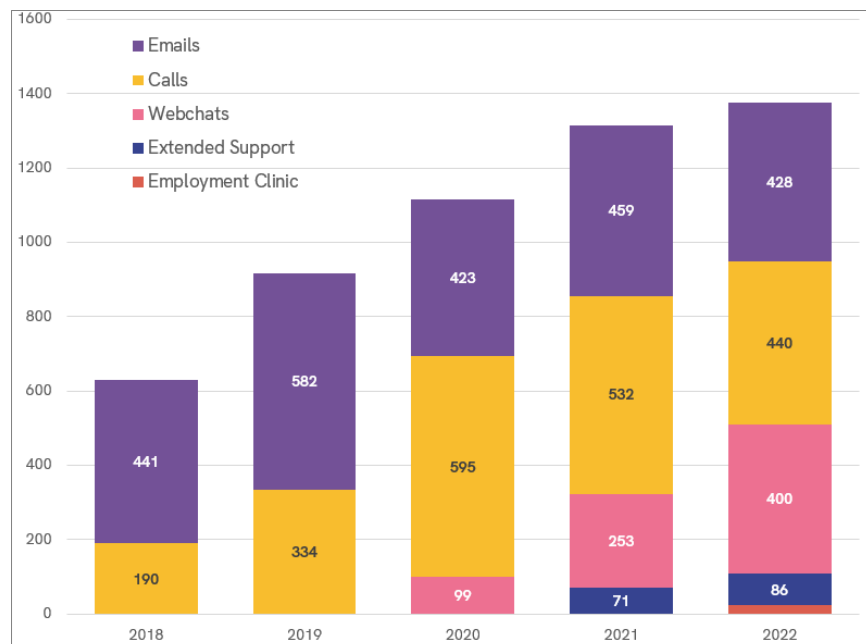
So what was new? We achieved 25,000+ signatures in our push to see more people who stammer represented in the media and ran a bold and powerful poster campaign in October for International Stammering Awareness Day which depicted people stammering. At an individual level, the range and depth of Helpline support on offer to all has expanded, and of course there were our events. Online, we had The Stammies, online quizzes, podcasts and regular discussion groups. In August, in Liverpool, we put on STAMMAFest Global 2022 - a wonderful and exciting five days bringing together communities from across the UK and the world to talk about stammering.

Looking forward to 2023 and beyond, it's going to be tough. We know there's still a huge job to do as we push on with seeking to change perceptions around stammering and supporting people who need our help. If you want to get more involved with us - spreading the word, donating to our cause, joining us in fundraising, or simply being part of our many social events, please do get in touch. We'd be so pleased to hear from you.

I hope you enjoy reading our Impact Report.

Objective 1: to support more people who stammer

HELPLINE SERVICES



We began operating our helpline five days a week in 2019 and moved across to a virtual call centre, enabling volunteers to work from home. The call centre allowed us to grow our volunteer base from 2 to 40 and expand capacity. This was accompanied by a substantial, ongoing programme of volunteer support and training.

We provide support and information by phone, webchat and email. Mon-Fri, 10am-12 noon and 6pm-8pm. Over 2023 we'll be making some changes to the opening hours and days to maximise these resources. Most calls come from parents. People who stammer prefer email or webchat. Anyone can call - to ask about stammering, or maybe to talk about an impending job interview - or simply practise talking to someone on the phone. It's free, confidential and anonymous.

“Prompt response and lots of information to take away and read. I know if I need anymore information I can speak to someone again. This has been helpful whilst I am waiting for SLT appointment for my daughter.”

WEBCHAT

We introduced webchat in 2020 as many who stammer prefer not to use the phone. In 2022, we introduced a speech bubble, which pops up on the website during opening hours to let visitors know that there is live help available. This has increased the volume of webchats, and by extension, the number of people who stammer using the service.

Over the past two years we've expanded the support we provide, driven by the needs of our helpline services:-

EXTENDED FOLLOW-UP

In 2021 we started tracking the calls which required follow up and where we've advocated on the callers behalf. We've challenged organisations to improve services for people who stammer, tackled the often unintended discrimination in their services, processes or in their depictions of people who stammer. This has involved looking at processes around offering services, holding interviews or literally depicting people who stammer. For example:-

- Multiple contacts were made to advocate for a person who stammers after a major supermarket removed the option to contact their customer services by email.
- We spent some time following up with an NHS Trust whose referral process was too complex for parents to navigate. We also worked with the family to support them through the process.
- We liaised with a family, a sixth form student and an exam board to secure reasonable adjustments for an A-level language exam.

FAMILY SUPPORT

We supported over 200 families in 2022, with workshops for parents with children in secondary, pre-school and primary school and parent2parent groups, and held a special Family Day event at STAMMAFest Global.

EMPLOYMENT SERVICE

The Employment Support Service takes referrals from individuals and organisations. The project was made possible with grants from the Brooke Trust, the Chapman Trust, D'Oyly Carte, the Lee Smith Foundation, the Progress Foundation, the Sackler Foundation, the Sandra Charitable Trust and individuals who contributed to our Just Giving appeal.

In the twelve months since the service was launched, we've supported 82 individuals with work-related issues within our helpline support services, and a further 23 via more in-depth contact with the Employment Support Service. We've also worked with 26 organisations from a range of industries including HM Revenue and Customs, Ibérica restaurants, Inclusive Companies, TPP Recruitment, Transport for London, SUEZ Waste & Recycling and Communicourt.

These collaborations have enabled us to build a brilliant repository of presentations, blog pieces, resources and experiences that we use again and again; to the point where we are now offering training to employers and agencies, something which we'll formalise over 2023.

CASE STUDIES

'Zarah'. Zarah had been trying to get a job for six months, with over 40 interviews, without success. We talked through the practise of reasonable adjustments and provided a letter outlining general information about stammering, her pattern of stammering, and her adjustments request.

Following two more unsuccessful interviews, Zara shared the letter with the next recruiter. She got the job. The interviewer said how useful the letter was. Zarah wrote *"Thank you. Life changed!"*.

TPP. We contacted TPP Recruitment to explore options for raising awareness of stammering among the companies they work with. We ran a training session for their consultants, recommended a change to the sign-up procedures on them, and wrote blog pieces for their website: *Top tips for interviewing and recruiting candidates who stammer* and *Top tips for applying for jobs when you stammer*.

Online feedback from their consultants was fantastic and TPP told us that our blog pieces were their most shared posts on LinkedIn ever.

"A really big thank you to the person I spoke to. He was just really, really helpful and I can't believe how useful he was and it's just so lovely that volunteers give up their time like that."

OUTCOMES

While many of our calls are from parents, people call about everything from job hunting and employment to education. Not all callers want information. For many, the value of the call or chat is the conversation. It can be a relief to talk about stammering with someone who knows about stammering. And for some, this is just a great way to physically talk - either to practise a technique or simply make contact with someone who knows what it means to stammer.

We get calls from older adults who've never talked about their stammer before. This is a safe environment for such conversations, and a safe place to express the range of emotions that stammering can bring.

We track all feedback on the helpline, email service, and extended service, whether good or bad, and log this for future learning. Every bit of feedback is pored over.

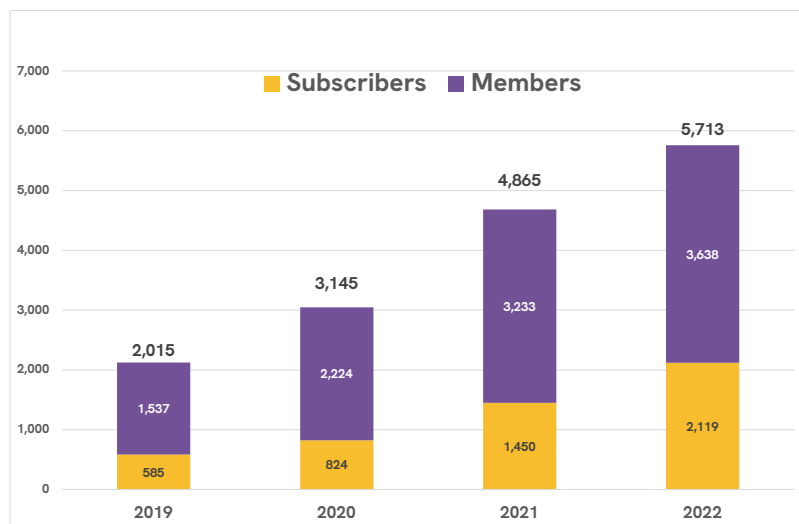
Webchat Rating	%
5 stars	79%
4 stars	12%
3 stars	2%
2 stars	2%
1 star	5%

Getting feedback from webchat is easy. Chatters get an automatic link where they can rate their experience and give feedback. Around a quarter of webchatters complete the survey. We don't always get the service right, but 79% of those completing a survey rate the service 5 stars. Comments from phone or emails are logged by volunteers in our Salesforce database.

Over the course of 2022 STAMMA has: -

- Provided information, signposting and support to over 1,300 individuals.
- Empowered 195 parents through workshops & support groups.
- Successfully campaigned for the reopening of Sheffield's NHS stammering service for adults.
- Supported 15 individuals and 10 organisations on issues related to stammering at work.
- Worked with TPP Recruitment, HMRC, Islington Council and delivered workshops for HR professionals and employers.

Objective 2: to grow our community



MEMBERSHIP

We had hoped to have hit a total of 6,000 supporters by the end of 2022 - ie members and subscribers (subscribers are those who want to be on the mailing list but can't be members as they're not UK based or aged under 16). We reached the heights of a total of 5,757 supporters.

Evidence of this growing body of new members was clear at STAMMAFest and at many of the online and in-person events this year. It is really exciting to see new faces, and young faces, join this community. And to see many familiar faces too. This has been commented upon by many. STAMMA is all about community, and the bigger this community is, the stronger our voice.

In 2023, we want our new campaign to bring in an even bigger surge of support, from people who stammer and those who don't. Meantime, it is gratifying to see this community grow year-on-year.

GROUPS & NETWORKS

We were delighted to see the number of professional networks grow last year and take the stage at STAMMAFest Global, with (from left to right) Prasan Modasia (STAMMA Legal), Liz Reschwamm (West Sussex Police), Clive Collins (BBC Stammering Network), Bhupinder Purewal (Educators' Stammering Network) and Yincen Tse (NHS Stammering Network).

Last year saw the Institute of Acoustics Network launch alongside the STAMMA Arts Network and the Educators' Stammering Network.

These networks join STAMMA Defence, Met Police and the Civil Service Stammering Network and STUC, Stammerers Through University Consultancy. Online groups include Adults New to Stammering, LGBTQ, Women Who Stammer Support Group, and the Parent2Parent groups.

Over 2022, the leaders of the local and online groups met regularly to discuss how they want to move forward. Given this new hybrid world, and the addition to the mix of groups which are neither local nor professional, we're adopting the catch-all of **'Communities'**.

2022 witnessed more of our very popular online quizzes. And inspired by our daisy chain One to One interviews (with Owen Sheers, Jonty Claypole, Zaffar Kunial and David Mitchell), we held a fantastic discussion at STAMMAFest Global - 'Is there beauty in stammering?'. You can watch the daisy-chain interviews on our website. Search on **'Watch it back'**.

In 2023, we'll update our website to reflect this changes and make finding communities of any kind easier. We will add additional functionality and enable organisations listed on our website to publicise their meetings - such as Starfish and McGuire - so that you can find any relevant local meeting.

Our website will also feature a wall of new resources which any group can download, from setting up a meeting, to using Zoom.



TRUSTEE ELECTIONS

Every member gets a chance to stand and vote in our annual elections for the Board each year. Members of the Board - trustees - set the strategic direction of the charity and monitor and support the organisations' development.

Any member can stand to be a trustee. The minimum term is 3 years - and it takes up a lot of time. At least four meetings a year plus subcommittee meetings plus being a permanent sounding board. Trustees are also expected to bring skills to the post - whether that's fundraising, HR, marketing, legal skills or design.

There were 11 candidates who vied for a place on the Board. Well done and thank you to all who stood. The results were: -

Mandy Taylor: 127 votes (26% of the votes). See picture top left.

Alexander Harrison: 120 (24%). See picture top right.

Ahmad Bismillah: 115 (23%)

Shraddha Sinha: 92 (19%)

Prasan Modasia: 86 (17%)

Colin Mitchell: 79 (16%)

Jonathan Hunter: 65 (13%)

Bob Paton: 63 (13%)

David Murray: 63 (13%)

Adrian Botham: 52 (11%)

Bob Budge: 30 (6%)

If you are thinking of standing, it's a good idea to let the members get to know you. This could mean being active in your local group or network, being more vocal on social media or getting involved in volunteering.



THE STAMMIES

Claire Foy, Joe Biden and Colin Firth triumphed at The Stammies, our first ever awards for stammering in the media. This was hosted slap bang in the awards season. Our very own ceremony celebrating portrayals of stammering in film and TV.

Comedians Nina G and Aidan Greene did an entertaining job of hosting the hour-and-a-half online event, with guests including actor, podcaster and STAMMA patron Scroobius Pip. The restaurant chain Ibérica provided a delicious cheese, bread & wine package which members could order in advance and consume as they watched the show.

Anita Blom from the International Stuttering Association gave a hugely moving tribute to Lynne Mackie, who received the Outstanding Contribution award. Lynne, who passed away at the end of last year, did so much to challenge negative media perceptions through her YouTube channel **StammerOn** and her work in theatre.

If you didn't catch this live, you can watch it again on our website, search for 'The Stammies'. It's a real treat.

AWARD WINNERS

Best stammering representation in film: **Colin Firth, 'The King's Speech'**

Best stammering representation in TV **Claire Foy, 'A Very British Scandal'**

Most damaging portrayal: **'A Fish Called Wanda'**

Stammering in the media: outstanding contribution: **Lynne Mackie**

Best documentary: **'I Can't Say My Name', Felicity Baker & Sophie Raworth**

Best comedy moment: **Aidan Greene**

Stammering: moment of the year: **Joe Biden's presidential election win.**

STAMMA.ORG

Our website is a key resource. Our service panel, made up of people who stammer and speech and language therapists, review the information to ensure that therapies and courses we list are evidence-based and that the procedures on accessing them are transparent. The website also has downloadable resources, videos and podcasts, that can be watched or listened to. Over the last three years, there have been an average of over 40K downloads and videos watched each year.

Our 'Your Voice' articles provide a fresh and ongoing platform to showcase the stories of people who stammer. Over 2022 we posted 52 new stories. We've highlighted some of them here, visit our site for lots more. They remain a source of inspiration for people who stammer showcasing the wide range of experiences of people who stammer, and a powerful insight for those who don't.



My Story — 26.01.22

NEVER MUTE YOUR VOICE, BECAUSE IT MATTERS



Work & Job Hunting — 29.04.22

LANDING MY DREAM CAREER IN TV



My Story — 08.06.22

THE VALUE OF STAMMERING IN FILMMAKING



Art — 25.10.22

POEM: MY STUTTER



Work & Job Hunting — 06.01.23

IMPROVING INCLUSIVITY OF PROFESSIONALS WHO STAMMER



Parenting — 18.07.22

A YEAR ON, I CANNOT BELIEVE HOW FAR WE HAVE COME



Opinion — 17.11.21

CAN THERAPISTS PROMOTE STAMMERING ACCEPTANCE WHILE ALSO PROVIDING THERAPY?



My Story — 23.08.22

I'M LIVING PROOF THAT ANYTHING IS POSSIBLE



Opinion — 16.05.22

HOW MANY PEOPLE WHO STAMMER EXPERIENCE SUICIDAL THOUGHTS?



Vlogs — 21.06.22

BHUPINDER'S VLOG: HOW I TACKLE STAMMERING IN GROUP SITUATIONS



Dean Ridge & Paul Roberts, masterminds of STAMMAFest Global entertainment.

"Supporting STAMMA is part of our diversity and inclusion programme. We chose stammering to lead this since a member of the HR team and myself stammer".

Marcos Fernandez, CEO of Ibérica Restaurants, main sponsor.

365 people booked for STAMMAFest Global conference, which took place over 5 days. There were 52 workshops, 4 plenaries, 4 Open Mic sessions, a coach trip around Liverpool, a welcome at the lovely Crypt, a Fish & Chip supper on Friday evening, and a STAMMAFest Social on Saturday night, with music, entertainment and street food.

It was fab. The conference was a joint venture with the **International Stuttering Association (ISA)**, with delegates attending from over 17 countries around the world; Japan, Saudi Arabia, Israel, South Africa, India, the USA, Canada and across Europe.

Drinks and cakes within the gorgeous Lutyens Crypt welcomed delegates on the Wednesday, with speeches from the Dean, Tim Fell the Conference Organising Committee Chair, and the main sponsor, Marcos Fernandez, CEO of **Ibérica Restaurants**.

The four plenary sessions reflected the themes of the conference. Our Tribe, sponsored by **YPO**, was led brilliantly by Hanan Hurwitz and set the scene for the whole event where the theme of community echoed through the rest of the conference like a refrain.

Actor and podcaster Scroobius Pip, author Hannah Tovey, the poet Owen Sheers and the New York composer, producer, multi-instrumentalist and writer, JJJJJerome Ellis held a spellbinding plenary session on whether there can be beauty in stammering, sponsored by **Refinery**. Voting at the end of the session was comprehensive - yes, there can be beauty in stammering.



ISA Chair Doug Scott



Marilena Eleftheriou



Actor & podcaster Scroobius Pip with writer Hannah Tovey



Bob Adams welcoming the children



Shahriar Sheikbahaei, Anne-Marie Withers & Gerald Maguire



Leo Lähteenmäki, Dave van Burik, Venkatesh Kannan



Vee Meyners chatting to Anita Blom at the STAMMA merch stall

STAMMAFEST GLOBAL

CONT.

The 'We Work' plenary, sponsored by **Stamurai**, was an enlightening discussion about some of the professional stammering networks (the NHS, the Met Police, Educators and the BBC) with Yincen Tse, Clive Collins, Liz Reschwamm and Bhupinder Purewal.

And finally on the Sunday, an outward look at how we can change the world, sponsored by City Lit, who also sponsored the Saturday night social. It was hosted by the ISA's Doug Scott with panelists Patrick Campbell (stammering pride), Yvette Genn (on the law), Georgia Scott (TikTok star) and Jane Powell (STAMMA).

There were workshops galore covering stammering pride, stammering brains, the mechanics of speech, stammering and self-compassion, neuroscience research, empowerment in the face of stigma, people who stammer in history, microaggressions, and being a significant other. There were also speed-friending, arts and performance sessions.

The social events were brilliantly organised by Dean Ridge and Paul Roberts. On Friday, the Fish n Chip supper and quiz was held in the cavernous Mountford Hall, festooned and satisfyingly packed. Their plan to mix everyone up worked beautifully and an enjoyable evening was had by all.

On Saturday, there was a conference-within-the-conference, with a Family Day conference, sponsored by Action for Stammering Children. There were 63 attendees supported by 12 volunteers plus staff from STAMMA and Action for Stammering Children. This included sessions for young people aged 5-7, 8-11 and 12-15, plus separate sessions for parents.

STAMMAFest Social, on the Saturday, was the high point of the social activities. The band rocked, the food was fantastic and the hosting double act of Paul and Dean went down a storm.

The Open Mic sessions were sponsored by **Kaleidoscope Health & Care**. The final Open Mic on the Sunday left the conference in bits. No words.

The conference was the result of many, many months of hard work by the Conference Planning Committee, who initially started planning for the cancelled 2020 Sheffield Conference. It was a Herculean task made possible by a fabulous team of volunteers who worked their socks off in the run-up to and during the event. And credit too, to the University. Great venue, great staff.

Thank you to grant-makers who supported this event: **National Lottery Community Fund; Nick & Lara Cournoyer, Arnold Clark Community Fund, Alder Hey Children's Charity.**



Hanan Hurwitz talking about our tribe



Hope Gerlach-Houck



A Pimms Wednesday welcome



Patrick Campbell



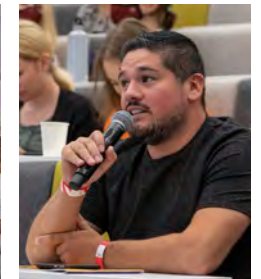
Staff Bel Rickard and Catherine Woolley with TikTok influencer Georgia Scott



Maria Larkin



One of the many conference workshops



John Ontiveros



STAMMAFEST volunteers at the registration desk

Objective 3: to educate the public

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

Ofcom



REPRESENTATION IN THE MEDIA

Our campaign to see better representation of people who stammer in TV and film, 'No Diversity Without Disfluency', was launched on October 22nd in 2021 with a change.org petition, (see page 25).

We focused on pushing for representation over the rest of the year. We restarted our push in 2023 with a Valentines letter, which sent to every UK TV channel and network.

We hooked up with associations in Australia, USA, Israel, Ghana, Chile, Peru & Colombia, who joined forces with us to encourage people across the world to sign this petition.

Finally, we produced a short video, Not Just One Day, to promote the petition, more of that later.

Over 25,000 people have now signed.

Dear members of the TV & Film Industry.

We love you. We love how your films and shows make us laugh, cry, and how they have the power to educate and inspire. But we don't see us on screen, people who stammer, unless we are cast as the villain or idiot or interviewed about how we've learnt to talk 'properly'.

Stammering, or stuttering, is just how we talk. It affects around 8% of children. Most will go on to talk fluently, but not all, leaving around 2% of adults who stammer. We aren't drunk, dishonest, nervous or weak. It's just how we talk. We are writers, actors, politicians, artists, tradespeople, engineers - and often great communicators. Don't make our difference invisible.

According to a 2021 UK YouGov poll, of the 6,000 people asked, 2% said they stammer. This equates to over 100 million worldwide. Yet representation of those who stammer on television and film is negligible and often reinforces damaging stereotypes

You have the power to help us create a world where stammering is visible and accepted; where those who stammer can feel at ease with how they talk.

Stammering is normal. Include us in your world - whether in the script room, as runners or in front of the camera. Our voices need to be heard. We're just like you, we just talk differently.

If you support us, then go to <https://notjustoneday.com>, find your local petition, and sign and share. Or just put us on the bloody TV.

Yours sincerely

Shiran Israel
Audrey Bigras
Eeva Stierwalt
Angélica Bernabé
Ana Karina Espinoza
Soledad Castro
Jhoan Gallego
Emmanuel K. Addo.
Tammy Flores
Jon-Øivind Finbråten
Rich Stephens
Puneet Singh
Jane Powell
Tom Scharstein

Ambi, Stuttering Association Israel
Association bégaiement communication
Canadian Stuttering Association
Centro Especializado en Tartamudez, Peru
Fluir + Communicate Sonrie Fluye, Chile
Fundación Chilena de la Tartamudez, Chile
Fundación Colombiana de la Tartamudez, Colombia
Ghana Stammering Association
National Stuttering Association, USA
Norsk interesseforening for stammering
SAY Australia
ssstart, India
STAMMA, UK
World Stuttering Network



**#NO
DIVERSITY
WITHOUT
DISFLUENCY**

THE PETITION TEXT

"Imagine growing up in a world where stammering voices are frequently heard on the TV and radio. Where people who stammer and those who don't are used to hearing stammering voices and aren't surprised by it.

That won't happen unless, and until, all our media embrace the fact that stammering voices, like different accents, need to be heard on TV and on the radio.

We call upon all of our media channels to ensure that people who stammer are represented in our media spaces.

To commit to ensuring that you have the policies, procedures and messages in place to encourage those who stammer to take a full part in producing and appearing on your programmes. On the news, in soaps, in chat shows, as experts.

All you need to do is actively encourage and platform our voices and allow extra time for us to finish.

Stammering is how some people talk. It has nothing to do with intelligence or articulacy. Between 50-70 million people around the world stammer, from the President of the USA down. 8% of children will stammer at some point, and between 1-3% of adults say that they stammer.

Stammering isn't that unusual, but you wouldn't know that based on how few people we hear stammer on the radio or television.

Indeed for many, the only time they see people stammering on TV is Joe Biden, A Fish Called Wanda, The King's Speech and Open All Hours.

This is unacceptable. It doesn't reflect the real world where so many people stammer. It makes people who stammer feel isolated and unseen, or even ashamed and feeling the need to hide their stammer. It also means that people who don't stammer don't know what to do or how to react when they meet someone who does. This stigma, impacting people from the very start of their lives, affects mental health and career prospects, and results in a real loss of talent on every career path, every industry.

End this and include people who stammer routinely in your programming, because diversity includes disfluency."



Why I signed the petition

- "I want my children to be growing up in a world where society's ignorance to stammering isn't their burden. Education, diversity and inclusion benefits all."
- "We need diversity in the media to reflect the different ways people talk."
- "I'm signing because I am a person who stammers and think stammering should be portrayed on TV more as it will raise more awareness and help people understand more."
- "Brilliant work by STAMMA.org. We can't have equality and inclusion without representation of disfluency and stammering in the media!"
- "I'm signing, because stammering voices should - and need - to be heard."
- "I'm signing because people who stammer deserve positive representation."
- "As a stammerer myself, I think it's time we had a voice and not be afraid to speak up."
- "I'm signing in support of my husband."
- "My Son has grown up with a stammer, it would have made such a difference for him to have seen other people like him."
- "Because I stammer"
- "seems like a reasonable request for inclusion in society's medias."
- "People who stammer shouldn't feel they need to 'fix their speech' in order to fit in and succeed."
- "People with dysfluency should not be discriminated against!!!"
- "I am signing because I feel it will support the many children and adults who stammer. I also hope it will make others more confident to talk with people who stammer rather than for them."
- "The stigma won't disappear until people can start to normalise it"
- "I'm signing because I want to see the real community reflected in the media and workplaces"
- "I'm signing because my son stammers and I would like him to know that he's not the only one"
- "I'm signing because change is needed. Positive representation and the opportunity to share their voices will support people of all ages who stammer."
- "The voices of people who stammer need to be heard"
- "I'm signing because I stammer and I don't hear myself represented in the media."
- "I have stammered on and off since I was a small boy."
- "Because i stutter myself and we need more awareness around"
- "I would have benefited as I was growing up from seeing and hearing stammerers on broadcast media."
- "Even as a parent of someone with a stammer, this simple change didn't occur to me. I agree that it would improve awareness and increase understanding."
- "I'm signing because i want to help people with stamma to feel confident, more relaxed and confident in their daily lives"

HANDING IN THE PETITION

On 22nd October 2022, International Stammering Awareness Day, a delegation of members and supporters turned up at the BBC studios in London, as well as the BBC and ITV studios in Manchester to hand in our petition.

We were joined in London by STAMMA Patron Scrobius Pip, and in Manchester, the big turnout was from Speech and Language Therapists.

Christine Simpson, Scrobius Pip & Betony Kelly outside BBC





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18/03/2022	Abraham Baldwin 99	Unlabeled	18/03/2022	Cherwell Cinema 99	Unlabeled
18/03/2022	Abraham Baldwin 100	Unlabeled	18/03/2022	Cherwell Cinema 100	Unlabeled

"My 11yr old son stammers. He saw your advert when we were in the cinema and I think it was the first time he has seen that message on a public platform. The jolt of confidence and pride it gave him to feel recognised, to be part of a larger group and to bite back a bit was visible to me at that moment. He has always been pretty confident with his stammer and we have always supported him . It is simply his voice.

But seeing him watch your advert made me realise what an effect having that message reinforced from society at large would make."

NOT JUST ONE DAY ADVERT

To boost signatures to the petition, we worked with Daniel Liakh, from the agency VMLY&R, to produce a short advert, Not Just One Day.

The ad is a humorous spot that follows the inner monologue of someone who doesn't see any benefits of signing online petitions, with the one exception being the new one from STAMMA, which provides a focused and actionable change.



Paul Roberts, pictured left, longtime STAMMA member who many of you will know from STAMMA Striders, and of course the comper at STAMMAFest, provided the voiceover. Many of those involved in the film, including the Director, also stammer. The advert picked up a Wood Pencil in the D&AD 2022 Awards.

The film was shown on 69,650 screens in cinemas across the UK, with the support of Pearl & Dean, to an audience of 3.4 million from March until October. We believe this is the first time an advertisement for and on behalf of people who stammer has been shown in cinemas, here or anywhere around the world.

'Not Just One Day' ad was shown on 69,650 screens to an audience of 3.4 million from March-October 2022.

Thank you Pearl & Dean Cinemas

IT'S NOT A
FLIRTY WINK.



I STAMMER.

STAMMA

It's how we talk.

JCDecaux

INTERNATIONAL STAMMERING AWARENESS DAY 22ND OCT 2022

IT'S HOW WE TALK

Over the summer of 2022, we worked with the agency **VMLY&R** and the acclaimed portrait photographer, **David Vintiner**, who captured the portraits of seventeen STAMMA members, *mid-stammer* and created a short film, voiced by six of the individuals photographed, and a series of stills for outdoor advertisements, under the title 'It's How We Talk'.

David said, "It was such a joy to photograph a no holds barred, front-on presentation of people mid-stammer. Non-stammerers often don't know how to react or where to look when a stammerer is speaking. I hope these portraits make people stop and not look away. There's a great deal of beauty in the moment, in someone speaking with a stammer".

The film was produced by **Sticker Studios**, directed by **Daniel Liakh**, and edited by Beth Roberts at **Nomad**. **Yellow Boat Music** handled the sound design and composition.

The film ran across our social media channels, and working in partnership with **JCDecaux UK**, the posters ran on digital 6-sheet screens in locations across the country.

A HUGE shout out to our members who lent us their image to use in this campaign; **Bee Kelly, Callum Wells, Calum Burke, Chantal Anderson, Christine Simpson, Daniel Liakh, Gideon Buabeng, John Russell, Leon Pottinger, Luke Ekezie, Nicole Olivia Scott, Pedro Albuquerque, Peter Ackred, Prasan Modasia, Rory Sheridan, Scroobius Pip and Steven Babic**.

It's How We Talk was viewed 11,000 times on social media and the billboards ran on 132 sites at shopping malls and railway stations across the UK, including Kings Cross, Waterloo and stations at Nottingham, Newcastle, Darlington, Leeds, Birmingham, Leamington, Derby, Colchester and Ipswich. Thank you **JCDecaux UK**.

Objective 4: to manage the charity effectively

CONSOLIDATION

Over 2019, we began the process of moving our data across to the cloud via Microsoft 365, and membership and income data across to Salesforce and Sage respectively. We also moved our helpline across to a virtual call centre so that calls could be taken from anywhere in the UK. A move which meant that during Covid, we were able to continue our work seamlessly.

It's taken a while to learn and use these different platforms but we're getting there, and this year we finally dumped our old and very expensive phone system and moved to a cloud-based system, which is working very well. It's cheaper and allows us to route calls between staff, regardless of where they are based.

THE OFFICE

We've moved office to a pleasant, hygienic space in central London, easily accessible from all mainline stations. We are able to hold Board meetings and larger style meetings in this space.

We continue to work hybrid, from home and office, and meet regularly.

The staff are able to work from the office if they wish, or work from home. Staff catch up every noon (avoid ringing the office at 12 noon) via Microsoft Teams, and physically meet every six weeks or so.

STAFF

Catherine Woolley joined the team at the start of the year as Programme Lead for Children & Families alongside **Verena (Vee) Meyners**, who took up the role of Networks & Campaigns Lead, a post which was supported by the National Lottery Community Fund.

Later in the year **Vidya Bijarnia** took over from Ahmad al Hasani as Salesforce Administrator and **Bel Rickard** joined the team as an Intern, supporting our video production and social media presence.

OUR FUNDERS

We couldn't achieve what we do without the support of the following fabulous funders: -

29th May 1961 Charitable Trust	The Ammco Charitable Trust
Anson Charitable Trust	The Charles & Elsie Sykes Trust
Arnold Clark Community Fund	The Doyly Carte Charitable Trust
Boshier Hinton Foundation	The February Foundation
Charles Littlewood Hill Trust	The Lawson Trust
Cumber Family Charitable Trust	The Lee Smith Foundation
Forrester Family Trust	The Meikle Foundation
Grace Trust	The N Smith Charitable Settlement
James T Howat Charitable Trust	The Pamela Barlow Charitable Trust
James Wise Charitable Trust	The Pilkington Charities Fund
John James Bristol Foundation	The Rodger & Douglas Turner Charitable Trust
Marsh Charitable Trust	The Rothley Trust
Mazars Charitable Trust	The Simon Gibson Charitable Trust
National Lottery Community Fund	The Sir John Eastwood Foundation
Pears Foundation Grant	The Syder Foundation
Sackler Trust	The Sylvia and Colin Shepherd Charitable Trust
Sandra Charitable Trust	The Underwood Trust
Sir John & Lady Heathcoat Amory Charitable Trust	Westfield Charitable Trust
Sydney & Phyllis Goldberg Memorial Charitable Trust	William Openshaw Street Charitable Foundation
Tay Charitable Trust	

FUNDRAISING

Get your glorious fluorescent green running vest when you raise £s for STAMMA!

MANCHESTER MARATHON, APRIL

On 3rd April, Chris Martin and Ben Potts tackled the Manchester Marathon. Cheered on by friends and family, together they raised a brilliant £1,533 for STAMMA.

BRIGHTON MARATHON, APRIL

Ross Brocklehurst took on a hefty 16 miles a day to train for the Brighton Marathon, and raised £870 from friends and family.

BELFAST MARATHON, MAY

Scott was the first of our birthday fundraisers and raised £696, helping to kick off our celebration of 44 years championing the stammering community.

RIDE LONDON, MAY

Dinesh Ramdin cycled 100 miles through Essex and London to end our birthday month with a gift of £270.

NIGHTRIDER LONDON, JUNE

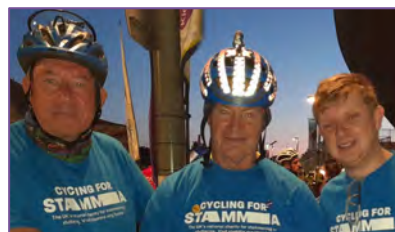
John Mosse and Mark Jarman, experienced cyclists who've tackled challenges all over the world, were joined by long-time STAMMA member, Rory Sheridan for a 100k overnight cycle across London, raising £1,308. Nice t-shirts guys!

ROBIN HOOD HALF MARATHON, SEPTEMBER

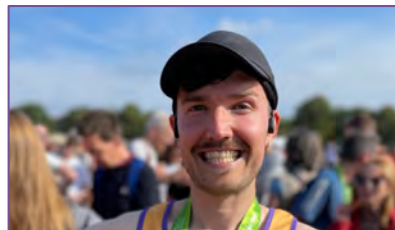
Incredibly, when Falcore Hodgson was unwell and had to cancel, they rescheduled it to another half-marathon the following week! This is the second year in a row Falcore has aced it at the Robin Hood Half Marathon to support our work, raising £385.



Ben Potts with Andrea Griffiths



John Mosse, Mark Jarman & Rory Sheridan



Falcore Hodgson

MANCHESTER HALF MARATHON, OCTOBER

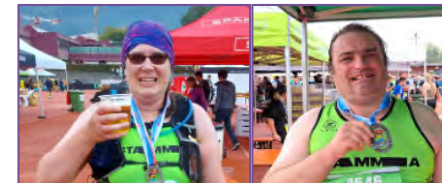
Jennifer Roche took on the half marathon to mark International Stammering Awareness Day raising £710.



Jennifer Roche

THREE COUNTRIES MARATHON, OCTOBER

Jane and Andrew Williams' fundraising took them through Germany, Austria and Switzerland, in a single marathon raising £673.



Jane & Andrew Williams

GREAT SOUTH RUN, OCTOBER

After taking on the Queen Elizabeth Olympic Park half marathon last year, Paul Humphreys was joined by Ryan Davis, and together raised a brilliant £470.



Ryan David Paul Humphreys

TATTON PARK 10k, DECEMBER

Made considerably harder with heavy snow, Nicola Maddy and Jake Cutts took on a 10k around the picturesque Tatton Park, raising £1,330.



Nicola Maddy & Jake Cutts

3 MILES A DAY CHALLENGE, DEC

3 miles a day is challenging enough. But in December? Well done to Sarah Percy who raised £435 doing just that!



Sarah Percy with mum, Jean Fletcher (left)

SELFIES & GAMING, DECEMBER

Khushi Shah raised £311 from a sponsored video gaming marathon while taking selfies.

SANTA IN THE CITY, DECEMBER

Staff members Kirsten Howells, Vee Meyners & Jane Powell ran the Santa 5K in London raising £680.



Jane Powell, Vee Meyners & Kirsten Howells

2023 GOALS



Review strategic plan.



Campaign for improved access to goods & services.



Launch a legal service.



Relaunch the website.



Expand our Employment Support Service.



Increase our fundraising.



Grow our membership.



STAMMIA

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Tel 020 8983 1003

Reg nos 1089967/SC038866