

STRATEGY 2019-2023

BACKGROUND

- 2018 was the end of an era; stepping down from years of dedicated work were CEO Norbert Lieckfeldt, Education Officer Cherry Hughes and Webmaster Allan Tyrer.
- In June Jane Powell took over as CEO and carried over the rebranding work from the previous strategy.
- Working with the Trustees she identified 4 key objectives for the following five years.
- The rebrand and objectives were presented at the 2018 AGM/Conference in Cardiff.
- Members voted on the rebrand in January 2019. The vote was overwhelmingly in support of STAMMA.

REPORTING

- From 2019 onwards we have maintained a dashboard of key performance indicators aligned with our strategic plan.
- Tracking data such as the number of new members and volunteers, the numbers of calls taken, hours worked.
- We've reported on these and on progress on our overall goals each year, which you can find in our Annual Report and Accounts, and in the AGM slides.
- This deck attempts to give a quick snapshot of 2023, a summary of our achievements and some highlights from the last 5 years.

2019-2023 STRATEGIC PLAN

REACH MORE PEOPLE



We will reach and help more people who stammer, and provide information, support, signposting. We will make sure our information is easily available, relevant and shareable. We will help connect them up with local and national networks and groups.

BUILD COMMUNITY SUPPORT



We recognise the importance of building communities and the empowerment that brings. We will ensure our learnings around work to new website, use the new site to platform stories, showcase setting up local / online groups.

EDUCATE THE PUBLIC



We will run public campaigns so that the public understand that stammering in adults is largely a neurological condition, and often hereditary. So that they are better informed about what it is like to stammer; so that the public are better able to respond to someone who stammers.

BE EFFECTIVE & EFFICIENT



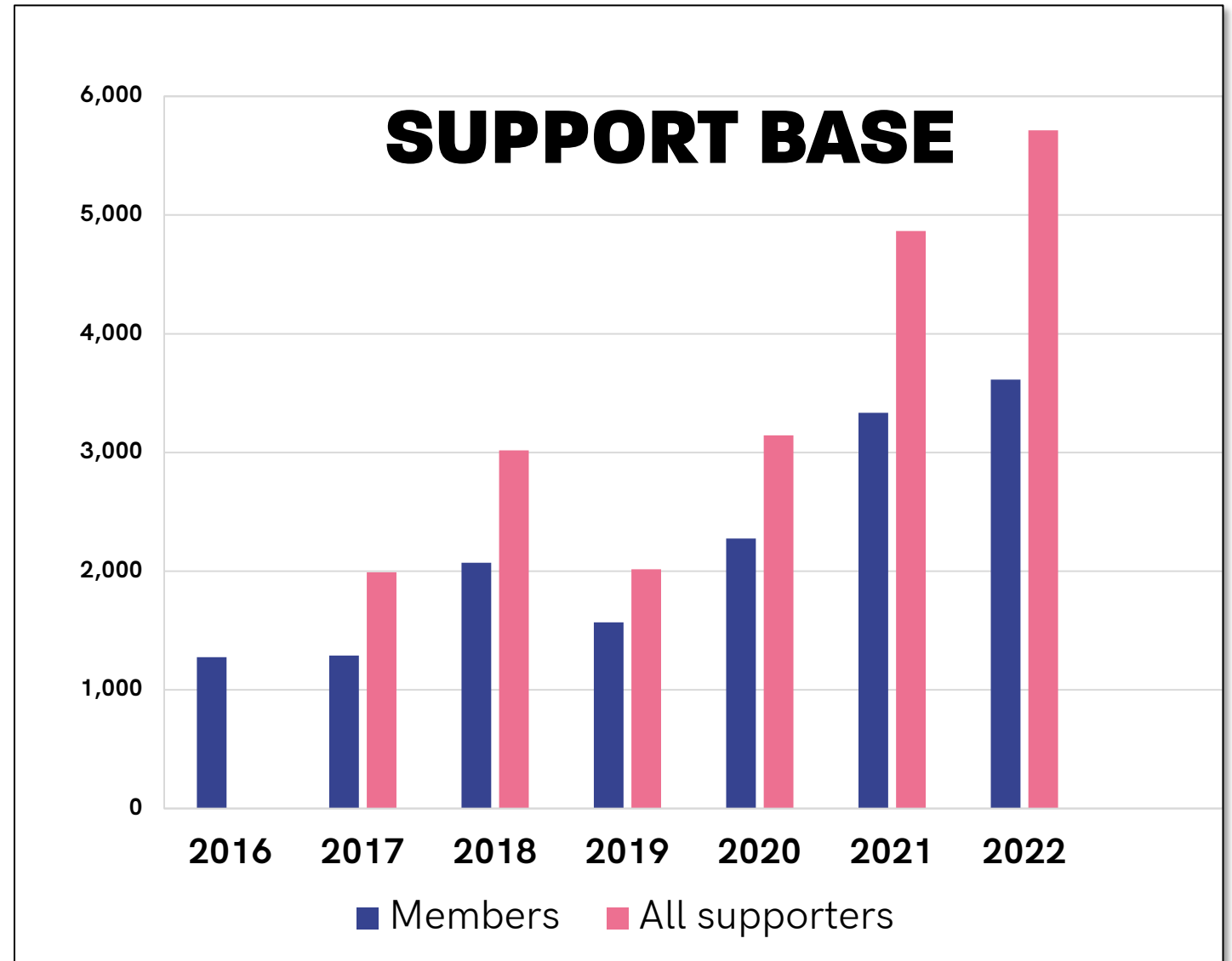
We will invest in our people, our fundraising, our communications and our systems to create a sustainable organisation. We will ensure financial stability by investing in our capacity to raise funds and meet our reserves policy. Initially, we will use our reserves to invest in the major change set out in this strategy.

REPORT CARD 2023

SUPPORT & SERVICES	1,232 support cases by the end of the year [480 calls, 397 webchats, 253 emails, 102 extended support]. Plus 61 Employment Support cases (30 individuals and 31 organisations) and 12 Advocacy cases.
WEBSITE	391,500 views, 11,800 information downloads, 29,700 video views, 60 new Your Voice articles (with 45,000 views), 5 new vlogs. Refreshed site November '23.
OUTREACH	We pushed to make GP bookings more accessible for people who stammer. Guides include recommendations for healthcare staff working with people who stammer.
MEMBERSHIP	Membership grew from 3,638 in Dec 2022 and should hit 4,000 by the end of 2023. Plus 2,500 supporters.
CAMPAIGNS	The GP campaign worked well on social media; on Insta received over 1,000 likes and reposts. Pearl & Dean to run 'Don't Jump In' ads on cinema screens in Jan '24.
VOLUNTEERS	An average of 25 brilliant volunteers have been working every month and will have provided 2,728 hours of support across our services in 2023.

REACH MORE PEOPLE

Over the last 5 years we've tripled our membership – boosted by national outdoor marketing campaigns and campaigns on social media.



COMMUNITY SUPPORT

2019		HELPLINE SERVICES Helpline, website, email. Support & Information	Provided by a team of over 30 trained volunteers with experience in the field.
2020		COMMUNITIES SUPPORT Support for local groups and networks.	Our Communities Manager provides support for groups and networks
2021		FAMILIES & CHILDREN Support for families, young people and children.	We provide Parent 2 Parent support groups, Family Workshops and now run a Minecraft Group for kids.
2022		EMPLOYMENT SERVICE Support for people who stammer at work as well as employers.	Whether it's job interviews or creating a stammer-friendly environment.
2023		ADVOCACY SERVICE Support for people who have been discriminated against.	We'll see how we can help, whether you've missed a promotion or been laughed when ordering coffee.

BE EFFECTIVE & EFFICIENT

- Virtual call centre 2019 allows the helpline to work remotely.
- Implementation of GDPR.
- Data moved into Salesforce, introduction of tracked key performance indicators and monitoring of services, tracking of volunteers and hours.
- Microsoft Teams helps the staff work remotely and collaborate closely.
- Improved office space for staff courtesy of grants.
- Comprehensive review of policies and implementation of staff reviews.
- Recruited a full-time fundraiser.

SOME HIGHLIGHTS

We've run award-winning campaigns on bus stops, train stations, social media and in cinemas. With messages which have been welcomed by Ofcom, Wikipedia and showcased by ITV and BBC.

The last 5 years have been packed with fundraisers, interviews, podcasts, videos and events. Here is a taste...

2019 | STAMMER



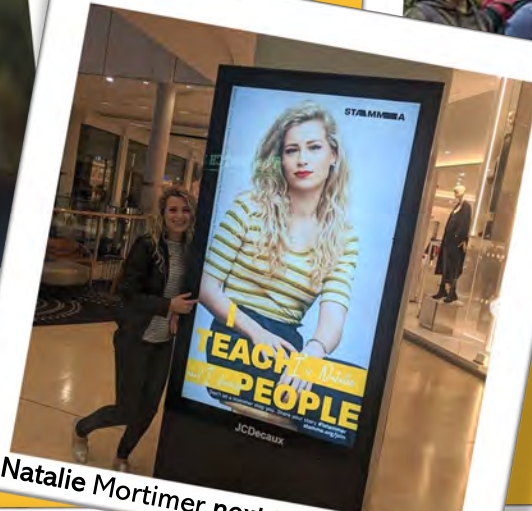
Annual Report 2019



Scroobius Pip, BBC Appeal



Ronan Miller, Cardiff Conference



Natalie Mortimer next to STAMMA ad.



STAMMA Striders



I Stammer, 2019, pic Steph Burgess



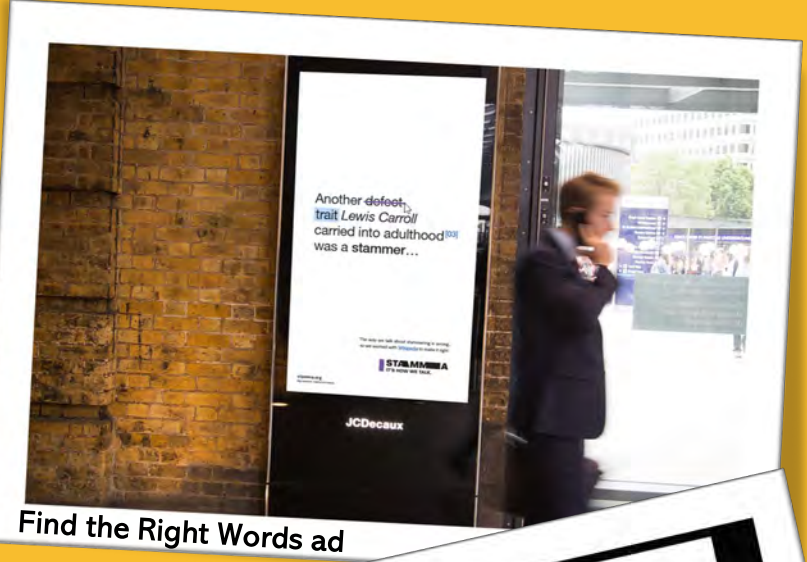
Manchester 10K 2019

STAMMA

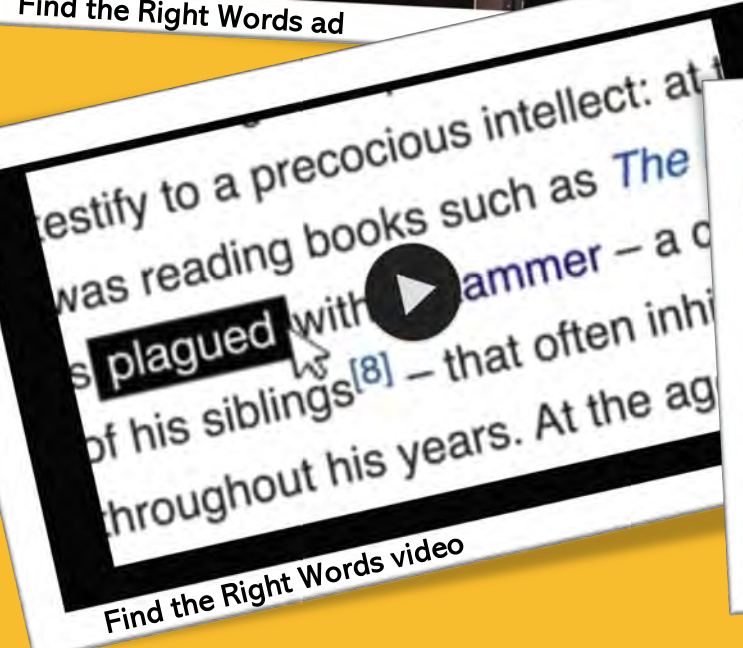
2020 FIND THE RIGHT WORDS

“No one should feel like they are worth less as a person because of something they cannot change. 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 Wikipedia



Find the Right Words ad



Find the Right Words video

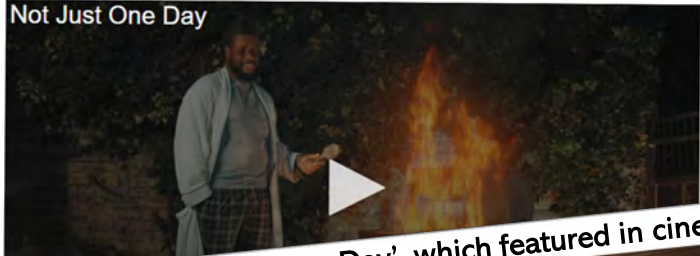


Screen shot from STAMMA quiz

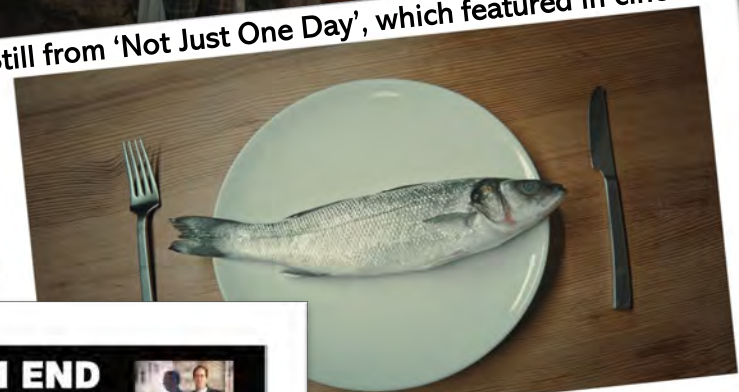
STAMMA

2021 NO DIVERSITY WITHOUT DISFLUENCY

Still from 'Not Just One Day', which featured in cinemas



Still from 'Not Just One Day', which featured in cinemas



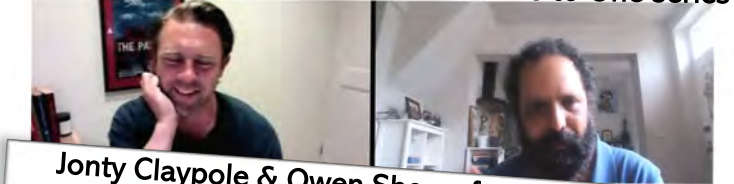
"We applaud the work to raise awareness of stammering and encourage broadcasters to take notice."

Ofcom 22/10/21

Author Helen Rutter



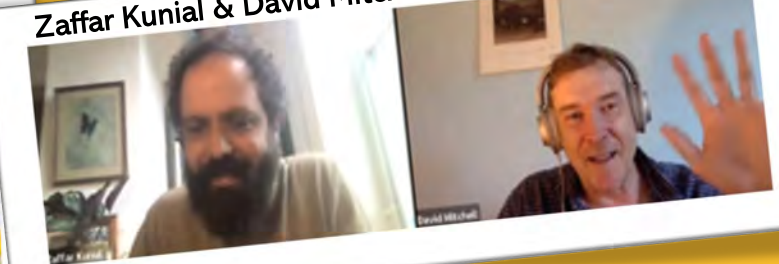
Owen Sheers & Zaffar Kunial from One to One series



Jonty Claypole & Owen Sheers from One to One series



Zaffar Kunial & David Mitchell from One to One series



No Diversity without Disfluency logo

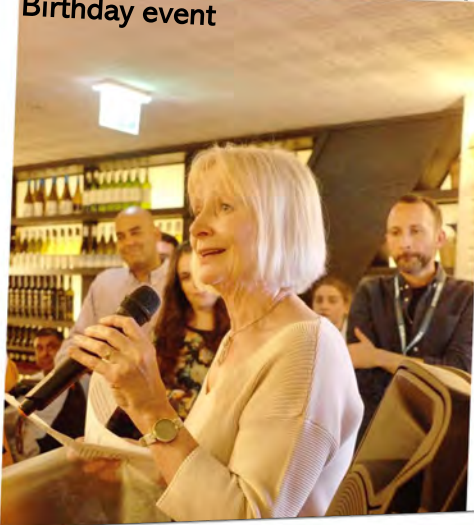


Felicity Baker & Sophie Raworth from BBC's I can't say my name

STAMMA

2022 ITS HOW WE TALK

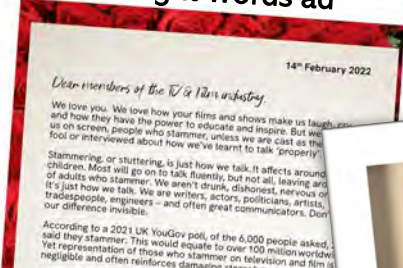
Chair Joanna Gaukroger at STAMMA Birthday event



STAMMA award from The Stammies



Find the Right Words ad



Handing in petition to BBC



Find the Right Words ad



I HAVEN'T SWALLOWED A WASP. I'M NOT PICKING A FIGHT. I'M NOT HOLDING MY BREATH.



I STAMMER.

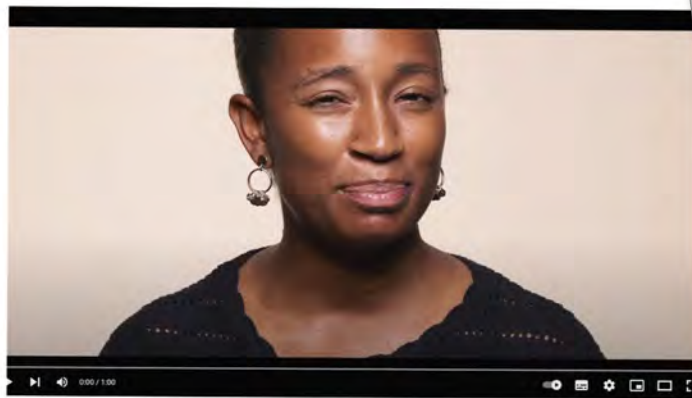
STAMMA It's how we talk.



I STAMMER.

STAMMA It's how we talk.

Find the Right Words ad



It's How I Talk video, Chantal pictured

2022 IMPACT REPORT



2020 Impact Report



Workshop at STAMMA Fest

IT'S NOT A FLIRTY WINK.



I STAMMER.

STAMMA It's how we talk.

JCDecaux

It's How I talk ad, with Bee

STAMMA

2023 DON'T JUMP IN

Still from Don't Jump in advert



Owen Sheers at Hay Festival



Margaret Drabble & Hannah Tovey at Hay Festival



Gabriel & Missy Grimes fundraisers for STAMMA



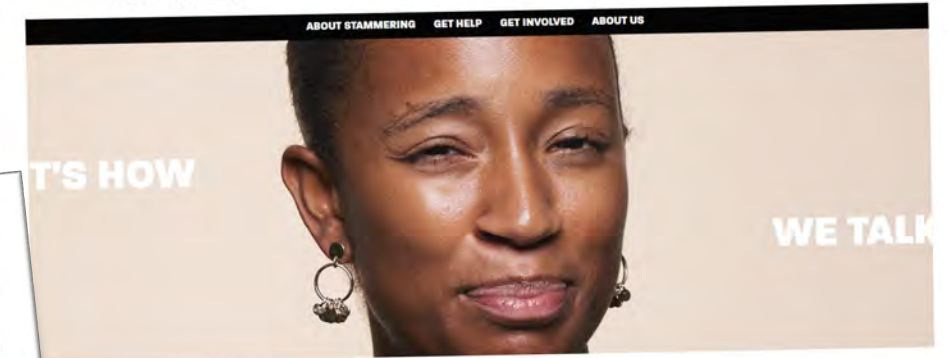
Zaffar Kunial at Hay Festival



The awesome Nic Maddy



Refreshed STAMMA Website



WE MAKE SPACE FOR STAMMERS



Bus stop ad



Bus stop ad

STAMMA



CHALLENGE DISCRIMINATION

In June 2021 we discovered that Apple linked the woozy face emoji with the word stammer. After STAMMA made this a global story Apple updated their iOS removing the link.



We are now proud to provide an Advocacy Service for people who believe they've been discriminated against. On our home page, find 'Our Services' and click on 'Advocacy Service'.

5 YEAR OVERVIEW

<p>To support more people who stammer.</p>	<p>We expanded our Helpline Services with 30+ volunteers delivering helpline, email and webchat; a new Employment Service, a new Advocacy Service plus Family Support.</p>
<p>Build our community & grow our supporter base.</p>	<p>Supporter numbers more than tripled. Our Your Voice series platforms peoples' stories on the website and we employ a full-time coordinator to support groups.</p>
<p>Educate the public about stammering.</p>	<p>Our campaigns tackled the language around stammering, pushed for representation in the media, forced Apple to drop linking the woozy face emoji with stammering and insisted that stammering is just 'how some people talk'.</p>
<p>Rebuild our infrastructure.</p>	<p>Our modernisation has enabled the organisation to seamlessly move our operations online and build robust systems, track KPIs and provide staff with a pleasant, supportive environment to work in.</p>

SUMMARY

- We've built a robust organisation, a great team and a strong brand.
- We've shown ourselves to be a modern, relevant organisation, attractive to people of all ages and backgrounds.
- **We have power.** We faced down Apple; pushed Ofcom to insist that people who stammer should be represented; persuaded Wikipedia not to use loaded words around stammering; and for all those espousing diversity, insisted it must include disfluency.
- We can see the road ahead – we want to normalise stammering – so here's the [new strategy](#) for 2024-2027.