

AGM

British Stammering Association, STAMMA,
Saturday 25th November 2023
Priory Rooms, Quaker Meeting House, Bull
Street, Birmingham

STAMMA

AGENDA

14:00	14:05	AGM Welcome & apologies
14:05	14:15	Minutes of the Last Meeting
14:15	14:35	Accounts & appointment of auditors
14:35	14:45	Election results
14:45	15:00	5 year summary + 2023
15:00	15:15	The next 3 years
15:15	15:25	AOB / END of the AGM
15:25	15:55	Quiz
15:55	16:30	Networking and socialising time

MINUTES OF THE AGM, 2022

ACCOUNTS

Pete Bryan, Treasurer

2022 ACCOUNTS SUMMARY

INCOME & EXPENDITURE	2022	2021	Change:	
	£000	£000	£000	%
Income (excluding legacies)	346	267	79	30 %
Legacies	367	26	341	1,312 %
Total income	713	293	420	143 %
Total expenditure	(554)	(390)	(164)	(42)%
Net surplus / (deficit)	159	(97)	256	264 %

STATEMENT OF FINANCIAL POSITION

Total assets	1,095	927	168	18 %
Total liabilities	(35)	(25)	(10)	(40)%
Net assets	1,060	902	158	18 %
Represented by:				
Unrestricted funds:				
Designated funds	770	595	175	29 %
General unrestricted funds	278	280	(2)	(1)%
	1,048	875	173	20 %
Restricted funds	12	27	(15)	(56)%
Total funds	1,060	902	158	18 %

OVERVIEW

Our surplus has improved mainly as the result of legacies

- We made a surplus of £159k for the 2022 year (2021: £97k deficit).
- The surplus relative to the prior year arose mainly from £367k of legacies (2021: £26k).
- Structurally (without legacies), our cost base exceeded our income by around £200k in 2022.
- Our aim is to become sustainable financially – so we don't have to rely on legacies.
- We expect to make c£300k deficit in 2023. The year-on-year movement arises from the ending of the National Lottery grant and extra staff costs as we build capacity, funded by legacies.
- Income generation is a major focus for 2024, supported by a new fundraising manager.

BALANCE SHEET

The balance sheet remains strong for now.

- Net assets exceed £1m at 2022 year-end (2021: £0.9m)
- Net assets are almost exclusively in the form of bank deposits, all secure and backed by UK government guarantee
- Additional surplus arising has supported transfers into designated funds; Capacity Building fund +£300k and a new Future Conferences fund of £50k.

APPOINTMENT OF AUDITORS

- The audit of the financial statements for the year ended 31 December 2022 was performed by Royce Peeling Green Limited ('RPG').
- As in previous recent years, it was agreed by the trustees that RPG would perform a full audit, rather than just an independent review of the nature performed up to 2019. This gives significant additional comfort over financial controls to both trustees and members.

MOTION

That the AGM receive and consider the annual report of the Board of Trustees, including the annual statement of accounts.

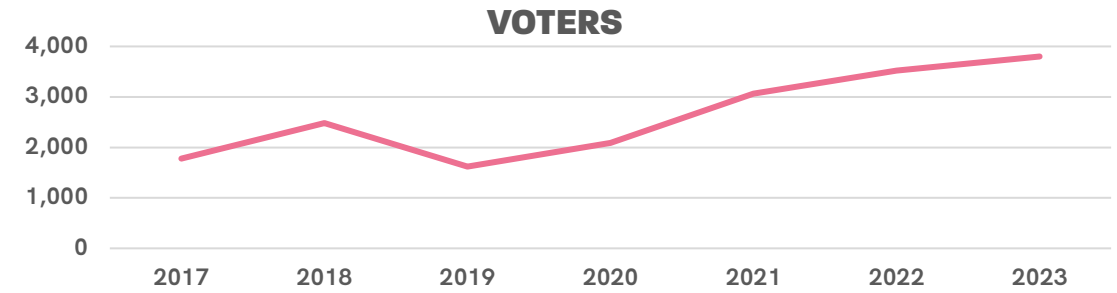
MOTION

That the AGM agrees to the appointment of Royce, Peeling, Green as the Charity's auditors for 23.

TRUSTEE ELECTIONS

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ELECTION RESULTS



Candidate	Online Votes	Postal Votes	Total	%
Ahmad Bismillah	183	1	184	16.1%
Jonathan Blair	165	4	169	14.8%
Allison Burrow	337	6	343	30.0%
David Collier	146	2	148	12.9%
Dean Ridge	295	4	299	26.2%

END OF 5 YEAR STRATEGY

Jane Powell, CEO

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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 ON ACHIEVEMENTS

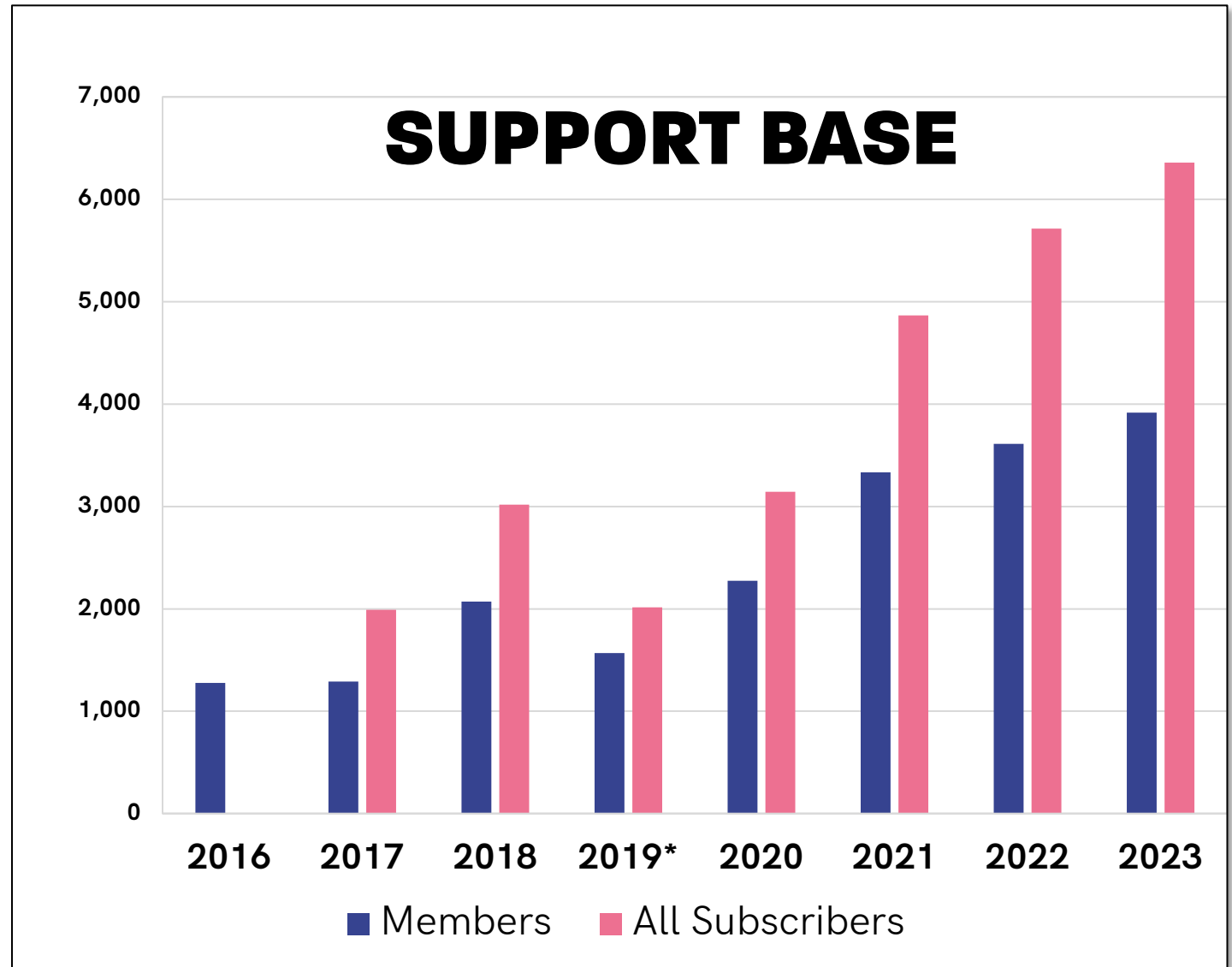
<p>To support more people who stammer.</p>	<p>We expanded our Helpline Services with 30+ volunteers delivering helpline, email and webchat; a new Employment Service, a new Advocacy Service and Family Support.</p>
<p>Build our Community & grow our supporter base.</p>	<p>Supporter numbers have more than tripled with 6,358 supporters including 3,916 members. Our Your Voice series platforms people's stories on the website and we now employ a full-time coordinator to support our groups.</p>
<p>Educate the public about stammering</p>	<p>Our public campaigns have 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 KPI's and provide staff with a pleasant, supported environment to work in.</p>

SERVICE EXPANSION

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 Coordinator 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 its 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 at ordering coffee.

REACH MORE PEOPLE

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

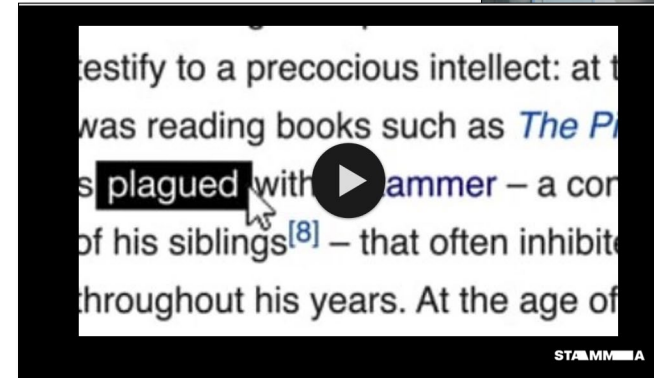


EDUCATE THE PUBLIC

- *I Stammer, 2018 & 2019*
- *Find the Right Words, 2020*
- *No Diversity without Disfluency, 2021*
- *It's How We Talk, 2022*
- *Don't Jump In, 2023*

We've run award-winning campaigns on bus stops, train stations, social media and in cinemas.

Our messages have been welcomed by Ofcom, Wikipedia and showcased by ITV and BBC.



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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 removed the linkage.



We now provide an Advocacy Service for people who believe they've been discriminated against.

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MODERNISED OUR SYSTEMS

- 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.

REPORT CARD 2023

SUPPORT & SERVICES	1232 support cases by the end of the year [480 calls, 397 webchat, 253 emails, 102 extended support]. Plus 30 individuals for Employment Support, 31 organisations for Employment Support, 12 Advocacy cases.
WEBSITE	391,500 views of site, 11,800 downloads of information, 29,700 views of videos, 60 new Your Voice articles (with 45,000 views), 5 new Vlogs. Refreshed website Nov. 2023.
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 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, especially Insta receiving over 1,000 likes and reposts. Pearl & Dean to run 'Don't Jump In' ads on cinema screens in Jan.
VOLUNTEERS	An average of 25 brilliant volunteers have been working every month and will have provided of 2,728 hours of support across our services.

SUMMARY

- We've spent the last 5 years building our services, core systems and developing our campaigns and communications.
- Our core message is 'It's how we talk'.
- Systems and structures are in place, which we'll continue to refine.
- We will continue with the current levels of staff and services.
- Any development needing additional funding is dependent on new grants.

STRATEGY 2024-2027

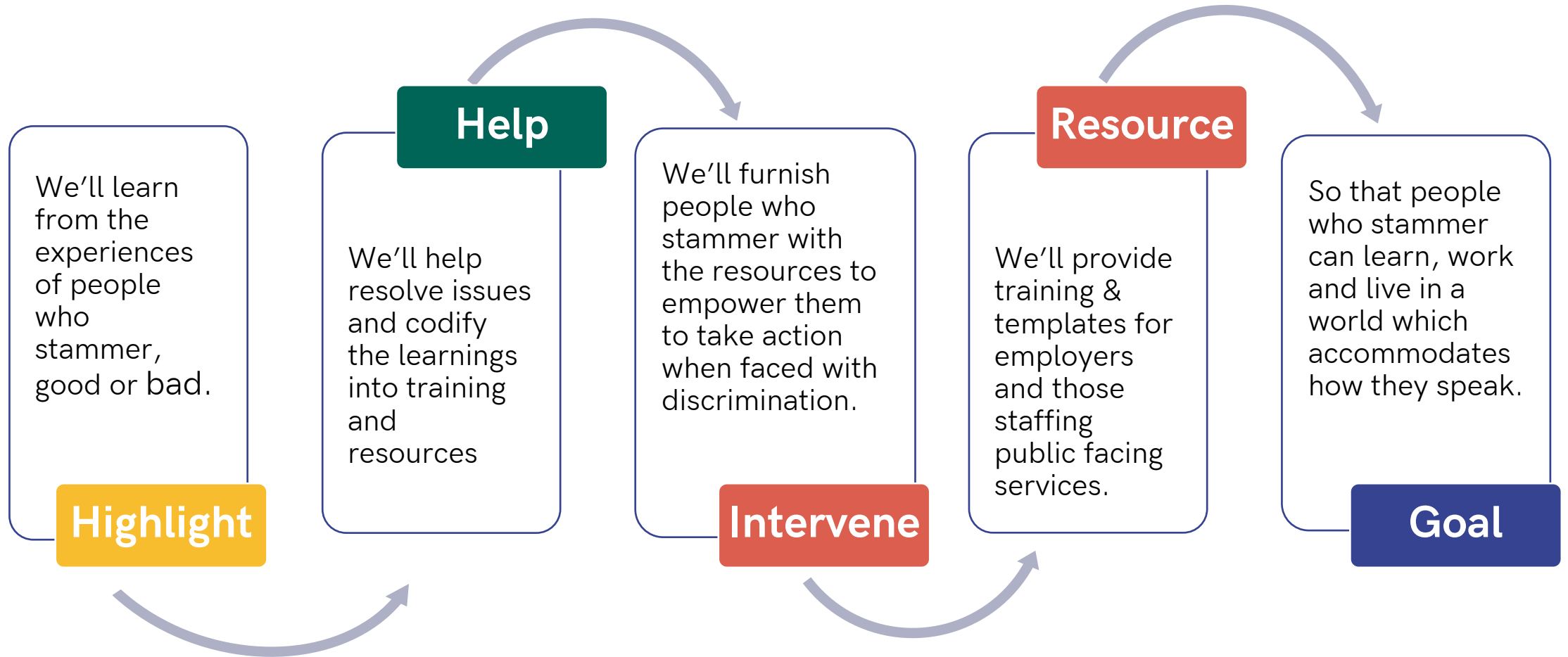
A CHANGE OF FOCUS

Our **ambition** over the next three years is to make space for people who stammer.

Our **strategy** is to challenge the barriers faced by people who stammer. Whether this is at work, in education, in health or social service, or buying goods or services.

By **making those barriers visible** through our campaigns, comms, training and resources, we will encourage society to join with us in taking them down.

WORKFLOW



#SpaceToStammer

2024-2027

To create a culture where adjustments and consideration for stammering is understood and routinely accepted.

To create space for people who stammer whether at work, education and socially – by challenging and making visible the barriers people who stammer face.

Through a programme of outreach, training and public messaging and campaigns – with the GP campaign as our blueprint.

We'll begin with coffee shops.

STAMMA

3 DEVELOPMENT AREAS

CROSS CUTTING WORK

Internally there are three work strands around improving our support and outreach which we believe is key to strengthening our ability to create sustainable change:-

MEMBERSHIP	COMMUNITIES	YOUNG PEOPLE
<p>We want to increase our membership and with it increase our reach and influence. But this means we have to understand what we need to deliver for our members. So over 2024 we'll focus on finding out how we can deliver for our members.</p>	<p>We want to help people set up empowering and safe specialised communities by providing accessible resources and through a programme of leadership training and team building.</p>	<p>We want to foster the next generation of people who stammer as future leaders and activists and empower young people who stammer with the confidence to demand respect and change.</p>

AOB

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