

STAMMA

**LET'S END
NIGHTMARE
PHONE CALLS**



ISTAMMA's 'Calls of Terror' advert at a bus stop.

**FUNDRAISING
PACK**



Still taken from 'Don't Hang Up. Hang On',
cinema ad created by Iris Worldwide for
STAMMA, launched in cinema screens 22nd
Oct 2025.

WELCOME!

THANK YOU for downloading and opening!

Swish campaign huh? We are good at persuading people to do stuff, inspiring creative agencies and blagging space for our ads on outdoor and on cinema screens pro bono.

When it comes to asking for actual money, however, we're rubbish. But, we are stupendously proud of our services and our campaigns and have a laser-eyed focus on making a difference.

So, here's giving it a go.

We campaign tirelessly to dispel the myths around stammering. We are determined to create a society where stammering is understood, and space is made for it.

Our award-winning campaign messages have gone out on billboards and on cinema screens over the years. They've been welcomed by Ofcom and scooped awards. We even took on Apple and won! We've pushed for representation in the media, neutral language around stammering and plain old acceptance. And we can see a real difference. People who stammer have been on the TV much more in the last few years, and attitudes are changing.

So, help us fund this campaign to end the nightmare of mishandled calls, getting hung up on, talked over and misunderstood. So that in the future children and young people no longer grow up in a hostile, stammer-unfriendly world.

Help fund the campaign so we can ensure that phone calls for people who stammer are accessible. That voice recognition systems accept stammered speech. That call agents are trained to not hang up or talk over people who stammer, and to recognise that saying our name can be difficult. It's about routine accessibility. Like installing lifts for wheelchair users.

If this is to succeed over the next months and years, we need to put the legwork in. We need to badger call centres, promote our workshops and training, check back that they've implemented system change. Our staff and volunteers are amazing, but this vital work costs. We need the money to run the workshops, print materials, take the calls.

Help us make make real, long-lasting, deep-rooted change. Every penny, every pound you raise counts.

In this pack, you'll find information and tips to transform whatever you love doing, or fancy trying, into a successful fundraising event. We want to help you to plan and safely deliver your fundraiser, whether it's a solo effort or something your friends, family or community can join in with. Get stuck in. Create some brilliant memories while supporting us in our mission to make space for people who stammer!

If you would like any additional information about fundraising, [email us](#), we'd love to help!

We look forward to hearing from you!

The team at STAMMA

OUR SERVICES

We believe in the power of community to build resilience and friendships, and change culture. We support members to set up and run groups and networks, and hold a biennial conference, STAMMAFest, our 'jewel in the crown'. Day-to-day, we provide resources and services for people who stammer and those supporting them.

WEBSITE

Our comprehensive website, stamma.org, provides information about stammering and how to find support, not just for people who stammer, but for those who support and work with them too.

HELPLINE SERVICES

Running 4 days a week, our free, confidential and anonymous helpline, webchat and email support services are there for anyone who stammers and those who support them. We provide information, support and a space to practise speaking.

FAMILIES & YOUNG PEOPLE

We provide regular online peer support groups and workshops for parents of children who stammer, run a Minecraft Club for 7-14 year-olds, and an annual Family Day.

EMPLOYMENT SERVICE

Our Employment Service supports employees and job applicants looking for advice for stammering at work or in interviews. It's also there for employers looking to work with us to review working practices and remove barriers facing those who stammer.

ADVOCACY SERVICE

Our Advocacy Service is there for anyone who has recently faced issues accessing a service or been discriminated against for stammering. This includes being unable to get past voice recognition systems when calling a bank; being passed over for promotion; or being refused adjustments in oral exams.

TRAINING

We provide regular training for companies to make their services more accessible for people who stammer, and are building in a year of workshops devoted to helping them understand the needs of callers who stammer.

Apple stops suggesting 'woozy face' emoji when typing the word 'stammering'

The latest update to iOS includes a change in suggested emojis.

JOE WITUSCHER 23 Jul 2021



Source: iMore

What you need to know

- Apple has removed the link between the 'woozy face' emoji and the word 'stammering.'
- STAMMA, the UK's national charity for stammering or stuttering, announced the change.

In 2021, STAMMA challenged Apple about its devices displaying the woozy face emoji when the word 'stammer' was typed, in every language that we could think of.

Apple refused to apologise, but after pressure from STAMMA it updated its systems so that this no longer occurs.

It is extraordinary that it happened in the first place.

HOW YOUR MONEY HELPS

We value every single pound you raise. Here is how your donation will help:

- £10 covers two calls or webchats to our Helpline Service.
- £25 pays for two Resource Packs for speech & language therapists or teachers.
- £50 supports our Helpline Services for one hour.
- £120 fuels one day of our Advocacy Service.
- £250 runs a specialist training workshop for employers.
- £500 provides support for an employee seeking help at work.

FUNDRAISING IDEAS

FOODIE IDEAS

Bake sale

Coffee morning

Cocktail evening

Afternoon tea/tea party

Dry month (no alcohol/sugar)

SOCIABLE STUFF

Karaoke

Games night

Pub Quiz or University challenge

Open garden day

Open mic night

Office collection day

Fancy dress or dress down day

Summer fayre

Nomination challenge...sponge a boss/teacher!

Raffle or sweepstake

EASY-ISH

Beard or head shave

ACTIVE STUFF

Skydive

Bungee jump

Sponsored cycle, swim, row, walk or run

Santa dash

5-a-side football match

A golf/cricket/basketball tournament

GOOD FOR THE PLANET-ISH

Arty crafty, making and selling
knitting/crochet/pottery/cards

Shopping online through [Easy Fundraising](#) or [Give As You Live](#)

[Recycling For Good Causes](#)

PLAIN SIMPLE

[Matched/Payroll Giving](#)

FUNDRAISING TIPS

	Set a date! Give yourself plenty of time to plan your fundraising and invite people to get involved.
	Having targets is helpful whatever activity or event you are holding. The list on page 5 shows the running costs of our services, which you can use to set your own fundraising target. This will give you a clear goal and helps others decide how much they want to contribute.
	Set a budget in advance so you know exactly what you need to buy for the activity or event. This will help you set your fundraising target.
	The easiest way to collect sponsorship money is by setting up a Just Giving page to share with your family, friends and community. Follow this link to create your own page and set it up as early as possible. Add your fundraising target, photos and why you want to fundraise for us - this personal touch will encourage people to give more.
	Consider putting together an event plan and/or inventory . Make a list of everyone who'll be involved and note down what they'll be doing and when. This will prevent uncertainty on the day and ensure that everything gets done smoothly. Make a list of everything you need so that you're prepared for the big day.
	Share, share and share again! Use your social media to share your Just Giving page and tell everyone about your venture. This will have a big impact on how much money you raise. It makes it easy for people to forward it on to others and can be a huge boost to your profile. Adding regular updates and photos as you progress will generate momentum and keep people interested.
	Let us know! Give us a heads up about your endeavour so that we can tag you on our social media and encourage more people to support you. If you would also like to chat with us for expert help, then get in touch .



Photo of 'I Stammer' ad taken by Stephanie Burgess 2019.

LEGAL & SAFETY INFO

VENUE

Be sure the venue is right for your event. It needs to be accessible for everyone, have sanitary facilities and adequate lighting.

Don't exceed the capacity of the venue and ensure all exits are free of obstructions.

Check the parking situation in advance and have a steward if necessary.

Make sure you have enough supervision for your event and that inexperienced helpers are well supported.

FIRST AID & EMERGENCIES

Make sure attendees are briefed on where the emergency exits and assembly points, and where all the fire extinguishers are.

Have a well-stocked first aid kit on site. It may be a good idea to have a first-aider present.

Be prepared to call the emergency services in the case of anything going wrong.

EQUIPMENT

All portable electrical equipment needs to be tested so that it is safe for use during the event. The equipment must be in good repair and operated by people who are competent for the job.

Avoid trip hazards like cables or rugs. Use electrical or gaffer tape to secure or cover them if necessary.

If using trestle tables, test the weight of the table before piling it up with things!

Don't carry heavy loads. Use trolleys where appropriate.

FOOD & BEVERAGES

If you are selling or processing food, you are legally responsible to do so hygienically and safely. Make sure that anyone handling food has read this guide: [Providing food at Community & Charity Events.](#)

Keep children and animals away from areas where food is being prepared.

If there will be a barbecue on site, follow the guidance found here [Food Standards Agency.](#)

Label food containing allergens (eg dairy, gluten, nuts).

Be sure to have plenty of protective equipment like plastic gloves and aprons, and encourage anyone with long hair to tie it back.

UNDER 16

Don't allow children under 16 to collect money from the public without an adult.

You must get parental permission for any children helping out.

Have a provision for lost children if they are likely to take part.

Ensure that all children are properly supervised.

MONEY

Have a lockable box for money and a secure place for fundraising equipment.

Be mindful of personal safety when carrying money. Preferably never do this alone.

Make sure everyone knows in advance that they are not to put their personal safety at risk by tackling a thief.

Don't collect money door-to-door. This requires a licence!

People vary greatly in their circumstances and ability to give. Please read through this [Safeguarding Vulnerable Adults policy.](#)



Still taken from our cinema advert 'Not Just One Day', from 2021 as part of our 'No Diversity without Disfluency' campaign.



HEALTH & SAFETY AT WORK ACT 1974

This Act covers volunteers as well as paid staff.

You need to be aware of how your event may be harmful to anyone involved and the public and take appropriate precautions to minimise the risks. So, write a plan, look at the risks, write down how you'll mitigate these risks, and follow through on the plan. You need to ensure everyone joining the activities are fit enough to take part. And have a plan in case anyone falls ill or has an accident.

WASTE

Be sure to have plenty of rubbish bags and dispose of all the waste safely.

Avoid using hazardous cleaning chemicals and provide protective clothing if needed.

RAFFLES

Raffles are tricky as, however big or small your raffle is, there are guidelines that must be followed set by the Gambling Commission. So, if you're having one, get in touch so we can support.

BANKING THE MONEY

Hooray, you did it!

Congratulations, you have held a fundraiser for STAMMA, thank you!

There are lots of ways to pay in the money you've raised...

BANK TRANSFER

You can pay the money directly into our bank account using the following details:

Account Name British Stammering Association

Sort Code 40-01-18

Account number 91426990

Email [us](#) when you have made the transfer citing the reference you use so we know it's from you!

BY PHONE

Call us on 020 8983 1003 to donate the money with a credit or debit card.

ONLINE

Go to [STAMMA.org/donate](https://stamma.org/donate)

BY POST

Send cheques payable to STAMMA, (don't send cash) with a completed donation form so we know who it's from to: STAMMA, Box 140, 43 Bedford St, London WC2E 9HA.

Thank you, you're a star! ❤️

DONATION FORM

Full name*	
Postal address	
Email address*	
Phone	
Gift Amount*	
Payment Type*	Card ☐ PayPal ☐ CAF ☐
Card Number	
Expiry date	CvC number:
Donation source	Event /Activity ☐ General support ☐ In memory ☐
Contact me by	Email ☐ Post ☐ Phone ☐
Claim Gift Aid*	Y/N

*Required field.

I confirm I have paid or will pay an amount of Income Tax and/or Capital Gains Tax for each tax year (6 April to 5 April) that is at least equal to the amount of tax that all the charities or Community Amateur Sports Clubs that I donate to will reclaim on my gifts for that tax year. I understand that if I pay less income tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand that other taxes such as VAT and Council Tax do not qualify. I understand the charity will reclaim 25p of tax on every £1 that I give or have given in the last four tax years.

An online version of this form can be found [here](#)

WILLPOWER

In the last 5 years legacies from members like Roy Tranckle has helped STAMMA expand our services, create award-winning campaigns, and establish a Youth Fund to support young people who stammer.

Roy's legacy will help fund our conferences for the next 10 years, as well as 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
leaving STAMMA a generous legacy.

STAMMA

Box 140, 43 Bedford St, London WC2E 9HA
T: 020 8983 1003

IT'S HOW WE TALK