



**ANNUAL
REPORT
2020**

STAMPA

Trustees' report &
accounts for the
year ended 31st
December 2020

ABOUT US

W

e are the national charity for people who stammer. We are a membership organisation with a proud history stretching back to 1978, then called the Association for Stammerers. In 1995 the name was changed to the British Stammering Association, and in 2019 we began trading as STAMMA.

Our members are people who stammer, family, friends, allies and speech & language therapists. People of all ages, ethnicities, genders, religions and backgrounds.

Whether you want to use a technique to work on your fluency, whether you're open about stammering, you'd rather keep it quiet or whether you're proud to stammer or you're not, we've got you.

Our helpline and webchat service is here if you need to talk, email or chat online to someone, every weekday from 10am to noon and 6pm to 8pm. We provide balanced information for yourself or your child. We run workshops, make videos and podcasts.

We can support you at school, college or university. We'll show you how the Equality Act can help you at work or with job hunting. Or how it can help you support people you employ or teach.

We run campaigns to change the world, like 'Find the Right Words', where we took out all the negative, damaging words around stammering on Wikipedia.

We celebrate the contribution people who stammer bring to society: writers, actors, poets, bosses, even world leaders.

Come and join us, and help us create a better world. [Become a member](#), it's free.

2020 THE YEAR IN VIEW

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Nicholas Parsons CBE

We were sad to say goodbye to Nicholas, who died January 2020. A Patron of STAMMA for 26 years, he was always happy to share his experiences of stammering. Read more [here](#).





JOHN RUSSELL

John Russell walked away with the award for Volunteer of the Year in the 2020 Third Sector Excellence Awards, following his indefatigable support of STAMMA over the years.

ThirdSector
Awards 

**WINNER
2020**

ThirdSector Awards

INTRODUCTION



In 2018 the STAMMA brand manifesto stated “We are here to create a movement.” That felt like a remote thought at the time. Now it feels like we are on the edge of attitudinal change.

Jane Powell, CEO

2020 started well. We were proud of our newly refurbished office. A 3-year grant was agreed by the National Lottery Community Fund to support our expansion plans and new posts to support members and local groups. And we were looking forward to our national conference, StammaFest, in the autumn.

The pandemic hit as interviews were due to start. The budget was revised. We furloughed two staff members, froze the new posts, postponed the conference and cut the budget as we saw the prospects of income dwindle.

Like the rest of the UK, staff worked remotely. The pandemic dominated the year. With lockdown local groups were either suspended or had to go online. Demand on the helpline from parents of children who stammer, spiked. We no longer had access to the office, so sending out resources became an issue. Uncertainty and enforced isolation left many members, and staff, feeling adrift.

The year got better. While the pandemic put a real dent in our plans, it wasn't all bad. With an intense focus on Zoom events

(workshops, the Trustee election, the AGM), International Stammering Awareness Day events, and a strong campaign from the agency VMLY&R, the desire for real change and the confidence to call for change, has never been stronger.

The 2019 investment paid off; the move across to the virtual call centre meant the helpline kept going, and we added webchat, on schedule. The digital investment meant we transitioned to work from home seamlessly.

Midway through the year, the rest of Owen Simon's legacy came through, we unfroze the new staff posts and staff came off furlough. We picked up not just one but three awards in the Third Sector Excellence Awards. More of that later.

The 'Find The Right Words' campaign was our biggest yet, we were all over Zoom with the elections and a popular quiz, and our supporter numbers grew.

The strapline **'It's How We Talk'** came naturally out of an insistence for public acceptance that stammering is simply how some people talk.

STRATEGIC OBJECTIVES



At our AGM in 2018 we set out our 5-Year Plan for 2019-23, with four strategic objectives. We've continued to pursue these objectives, refining our understanding of the challenges within each area.



1. Public Education.

Educate the public about stammering so that they understand and react better when they hear someone stammer



2. Support & Information.

Reach more people who stammer and expand the support we provide.



3. Build our Community.

Grow our membership, increase membership engagement, support our local groups and networks.



4. Manage the charity effectively and efficiently.

Create a good working environment, support our staff and volunteers, develop efficient protocols, track impact

1. PUBLIC EDUCATION

We said "We will run public campaigns so that the public understand that stammering is just how some people talk, and help them understand what it is like to stammer and how to respond better to someone who stammers"



FIND THE RIGHT WORDS

Our best campaign yet. We joined forces with Australia, Ireland, the USA and Canada. There were over 50,000 views of the campaign video.



THE MEDIA

International Stammering Awareness Day provided the annual hook for news stories on Oct 22nd and we supplied interviews for all the major news outlets.



EDITORIAL GUIDELINES

Our Editorial Guidelines for the media, endorsed by the RCSLT, released with the **Find The Right Words** campaign, were downloaded 820 times in 2020.



BILLBOARDS

2020 began with a blast of outdoor ads, 160 displays of the 'I Stammer' visuals with a potential footfall of 373,666.



VALENTINES

We created downloadable Valentine cards for people to download and put on their dating apps to disclose their stammer.



YOU GOV

Year two of our YouGov polling showed that 3% of those polled said that they had a stammer. Read our article here.

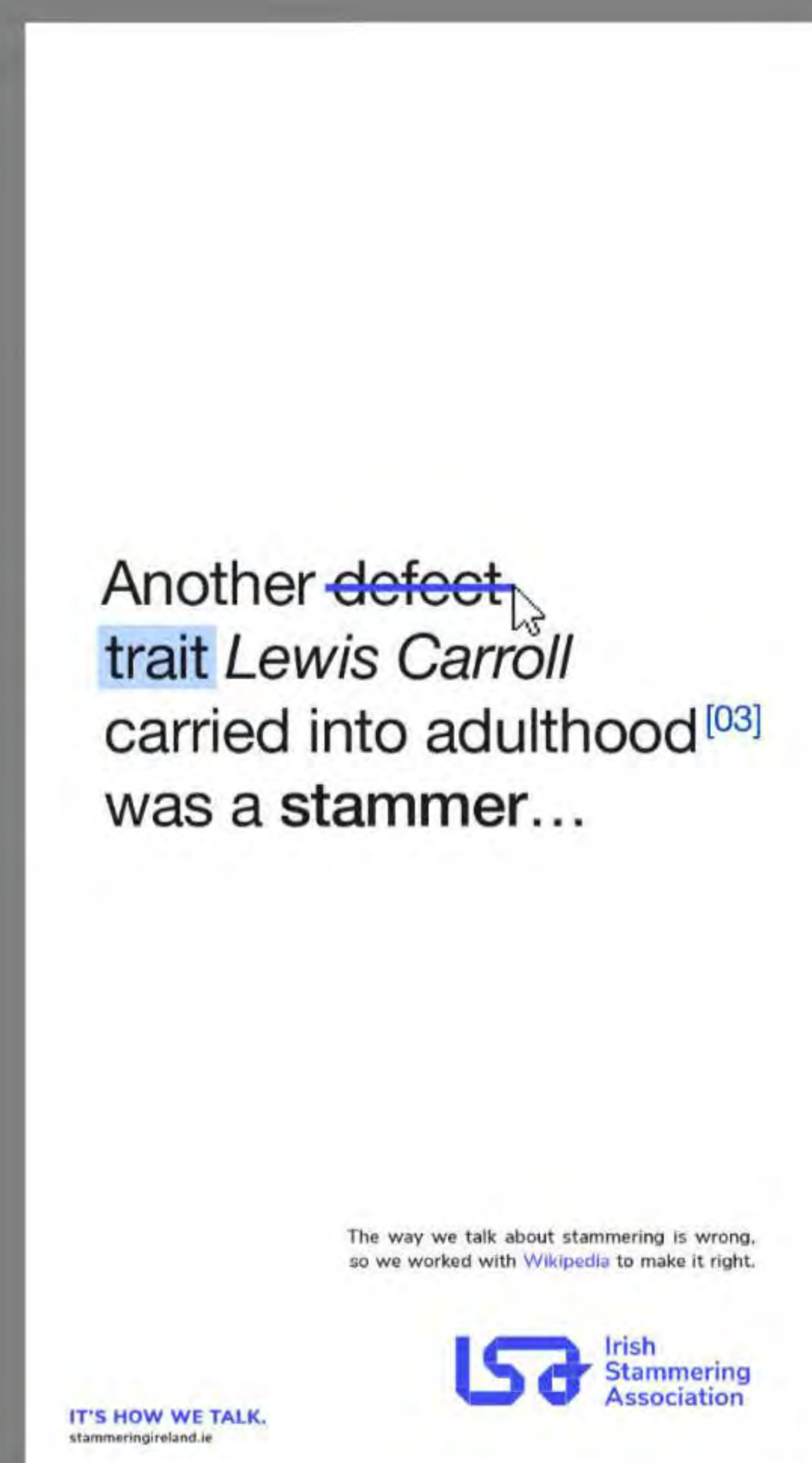
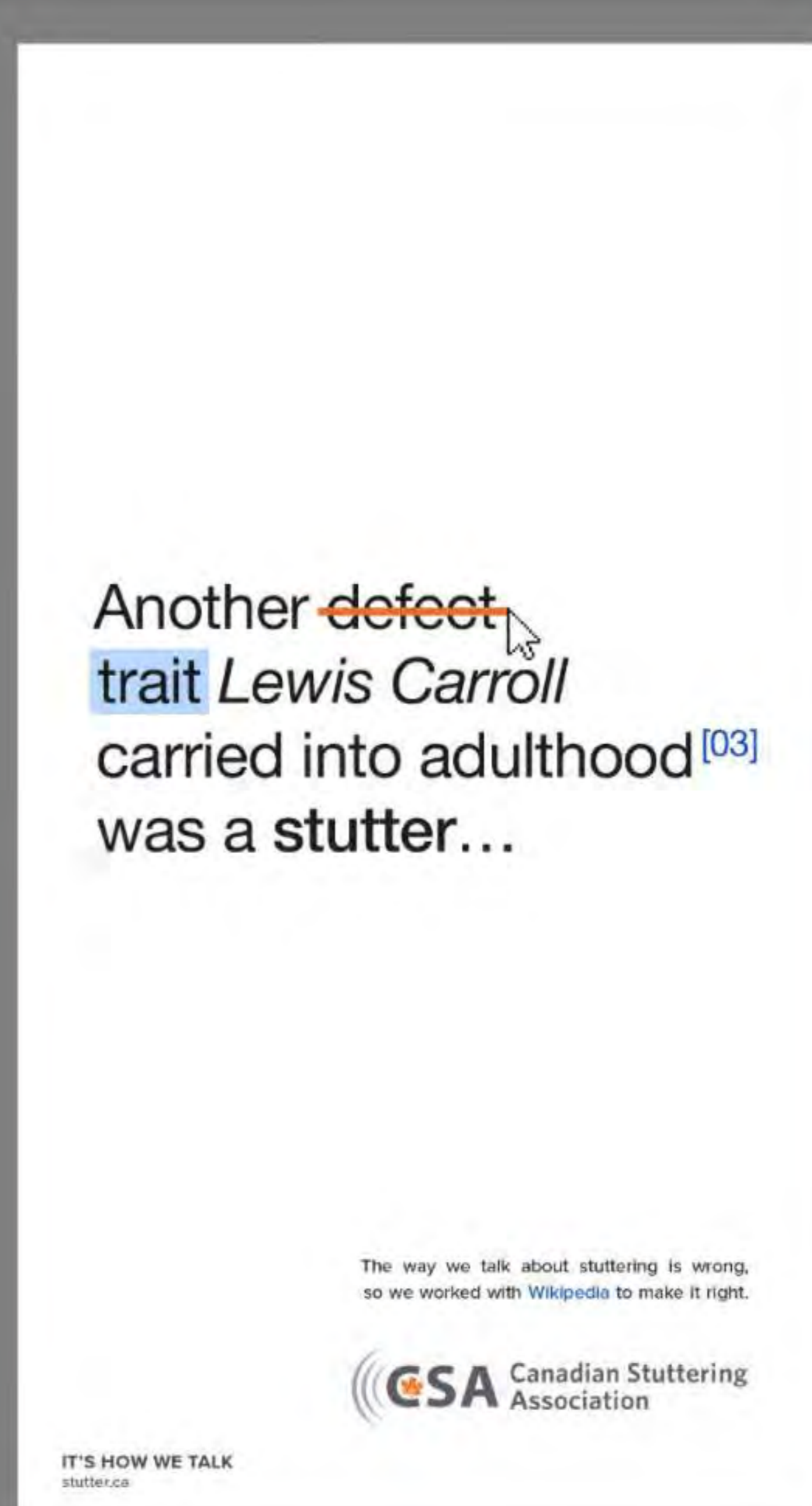
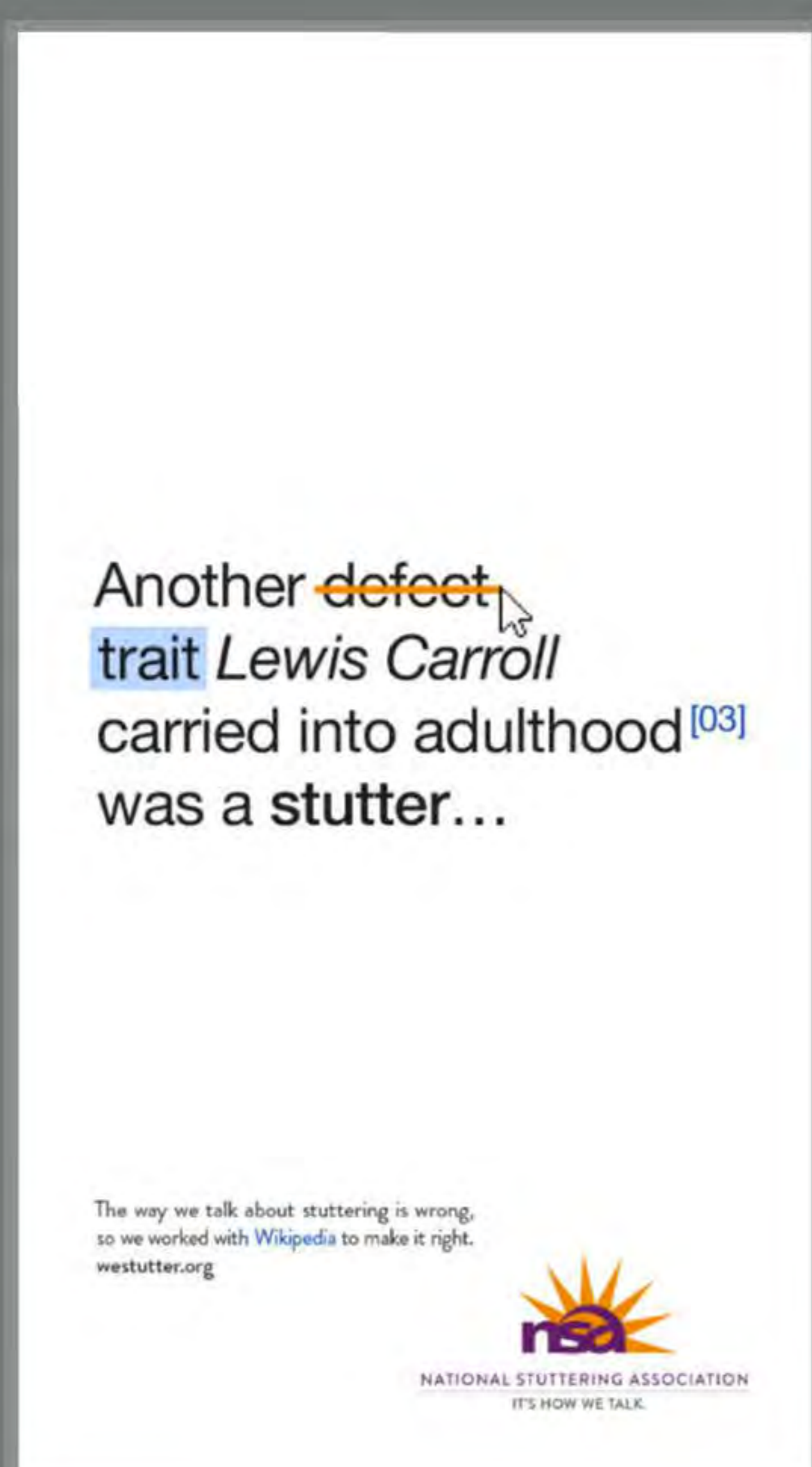
#FIND THE RIGHT WORDS

13th -22nd Oct 2020

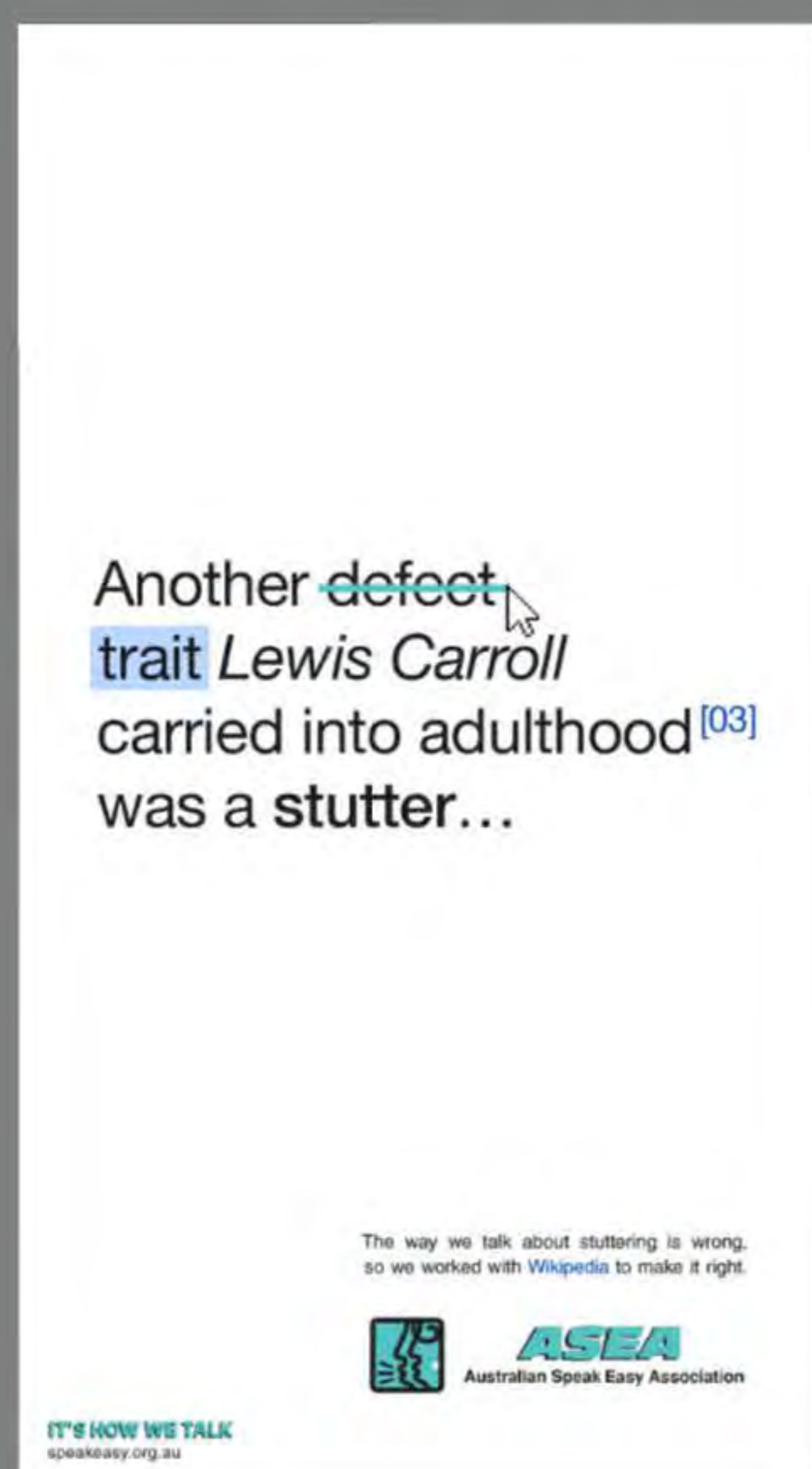
We edited 183 incidences of negative language about stammering on Wikipedia. Entries included Lewis Carroll, Ed Sheeran and Emily Blunt.

The campaign was supported by JCDecaux UK and Ocean, with over 1500 outdoor advertisements across the UK.

We accompanied the campaign with editorial guidelines on stammering, supported by the Royal College of Speech & Language Therapists (RCSLT).



Campaign assets were shared with our counterparts in Australia, Ireland, Canada and the United States of America.





EDITORIAL GUIDELINES AROUND STAMMERING

Stammering or stuttering is a way of talking, a physical condition which makes it difficult to talk.

The use of stammering in culture for comic purposes, or to indicate a character flaw or physical inadequacy, has resulted in negative and inappropriate responses to people who stammer.

Research shows that when people stumble in their speech, they are dismissed as 'weaker' and 'less able' than fluent individuals. This seeps into the treatment, portrayal and coverage of people who stammer, creating a demeaning and patronising environment.

Few people who stammer are visible in our culture and the narrative surrounding the condition is mainly about how people 'overcame' a stammer, were 'defeated' by it, or how they 'cured' it. Words shape how we see ourselves, how others see us, and the world that we live in.

**Let's change the conversation about stammering.
Let's find the right words to create a world where people who stammer can live with dignity and respect.**

Don't use negative words.

- People do not 'suffer from' and are not 'afflicted by' stammering. They stammer and live with it.
- A stammer is not a 'weakness' or 'a defect'. It is simply a stammer.
- A stammer is not 'terrible' or 'debilitating'. Moments of stammering might last longer for some.
- People don't 'defeat' or 'overcome' their stammer. They 'manage' it.

Don't use 'stammering' as a pejorative description. It reinforces the idea that it is bad, and something people shouldn't do. There are other words to describe a failing politician, project or football match.

Unhelpful Assumptions

- That people who stammer want to sound fluent. Some don't, some do.
- That they should learn to breathe properly. Breathing techniques may help some people manage a stammer; they don't remove the condition.
- That there is no longer a struggle to speak if the stammer isn't obvious or occurs less often.
- That they can't communicate properly. Many who stammer are adept wordsmiths. Some of our best speakers, actors, writers and poets stammer; with an appreciation of words shaped by their stammer.
- That stammering is a negative trait. It isn't, it's how some people talk.
- That it is surprising they excel in their work. Stammering isn't a reflection of competence or intelligence.
- That people 'grow out of their stammer'. Some people continue to stammer throughout their lives, others don't.

Unhelpful Responses

- Don't make a joke when someone stammers.
- Don't assume that they're nervous or need to take a breath.
- Don't pity someone who stammers. This may or may not capture how they feel about their stammer.
- Don't describe someone's stammer as "really bad today". It suggests that they're failing in some way when all they're doing is talking.
- Don't congratulate someone who stammers on their fluency. It reinforces the idea that they should strive not to stammer, and that stammering is bad. It isn't, it is how some people talk.

The best thing to do for someone who stammers is to not mind that they stammer.

These guidelines were written by Stamma, the British Stammering Association (a registered charity numbers 1089967/SC038866) and informed by over 40 years of representing those who stammer. They are a living guide and will be updated as time and need dictate. The guidelines have been endorsed by the Royal College of Speech & Language Therapists. Last edited 09/10/20. Please email any queries to mail@stamma.org or phone 0208 983 1003, find us at stamma.org.

#FIND THE RIGHT WORDS

In the months leading up to International Stammering Awareness Day, (ISAD) 22nd October, our Web Editor Steven Halliday, along with volunteers and staff at the agency VMLY&R worked with Wikipedia to trawl through the entries of famous and notable people who stammer, looking at the way their stammering was described.

They changed all the negative descriptions they found to neutral ones, editing 183 entries including those of Ed Sheeran, Emily Blunt, Lewis Carroll, Samuel L. Jackson and Charles Darwin.

A short video was created to show what we did, with a voiceover from our Patron Scroobius Pip. The agency VMLY&R, the brainchild behind the campaign, designed and created advertisements showing how the words were changed.

We invited the Irish Stammering Association, the Canadian Stuttering Association, the National Stuttering Association in America, and the Australian Speak Easy Association, to share the campaign. We replaced 'stammer' with 'stutter' to reflect national terminology, and swapped our logo with theirs, so that each campaign remained local to the country.

"Finding the right words here in South London. Congrats @stammer on a great campaign."

Conor, Twitter

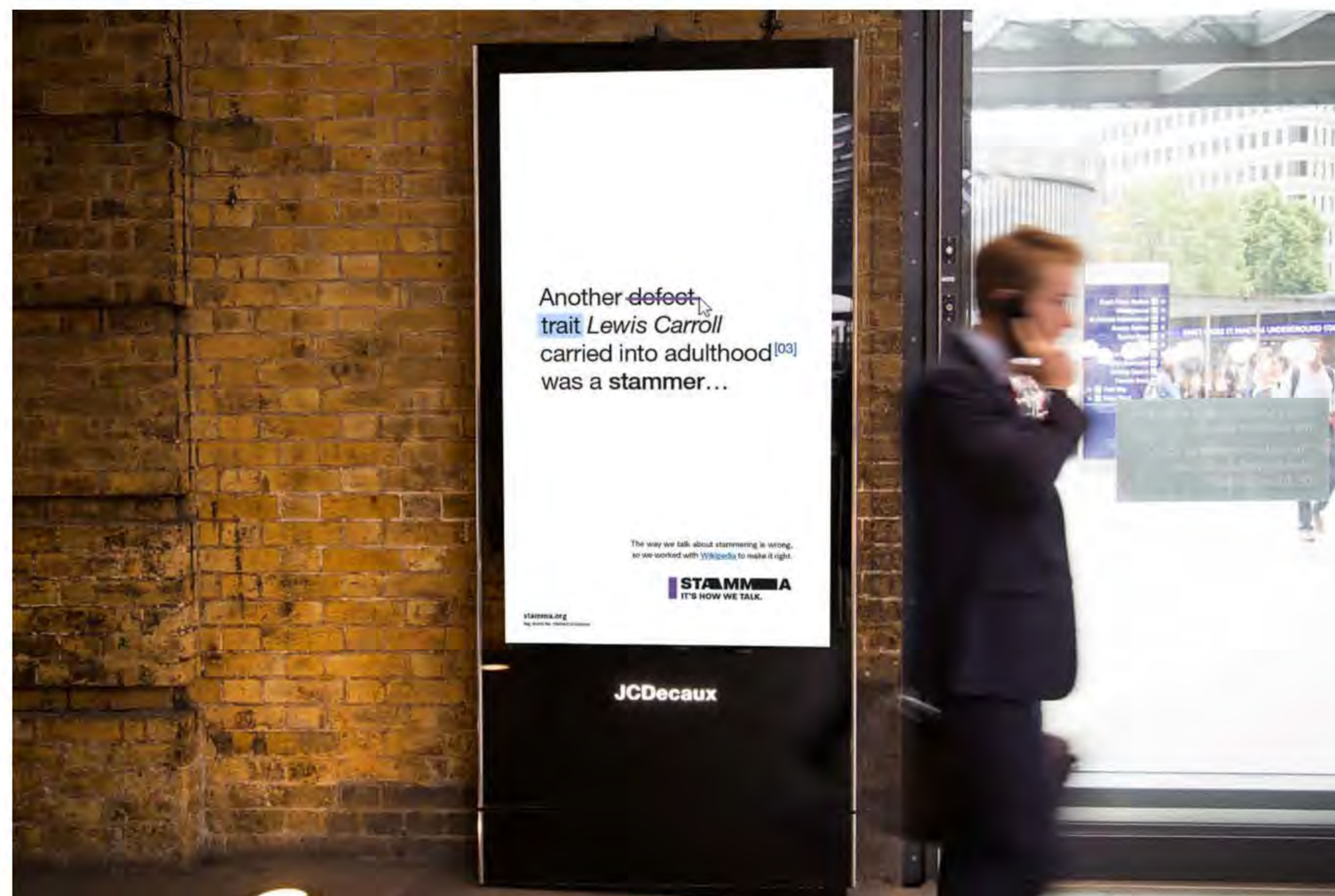
Not that long ago you were amazed by **Lewis Carroll's**



Campaign video

We launched on the 13th October, with over 1500 outdoor digital advertisements displayed in shopping centres, bus stops and train stations across the UK in the period up to 22nd October, matched by online advertisements on social plus the video.

Our press release went to all the main news channels with our new **Editorial Guidelines**. These guidelines, endorsed by the Royal College of Speech & Language Therapists, set out how we want to see the language around stammering change, in the media and for anyone covering the subject. We used the strapline 'It's how we talk' to encourage the media to accept that stammering is how some people talk. It isn't 'bad' nor something that people need to 'overcome'.

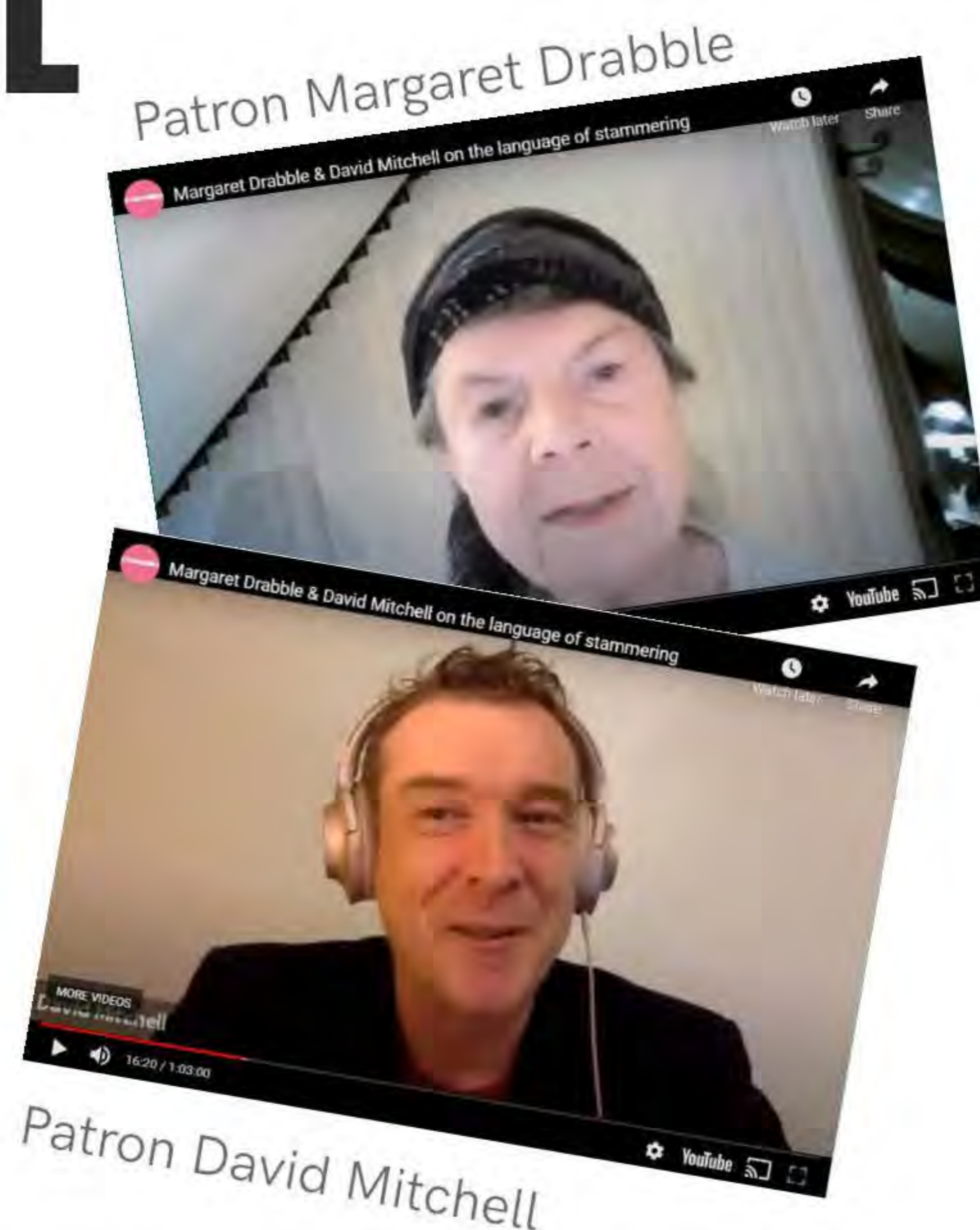


Find The Right Words digital ad: Lewis Carroll

INTERNATIONAL STAMMERING AWARENESS DAY

On the 22nd October we put on a day of Zoom-based workshops and seminars for speech & language therapists, parents, and anyone working with, teaching, or employing people who stammer.

We rounded off a jam-packed day with the barnstorming 'The Big Event', with a stellar line-up of panellists including former Scotland rugby captain - and new STAMMA Patron- **Kelly Brown, Musharaf Asghar from Educating Yorkshire, Claire Norman, Patrick Campbell and Lynne Mackie**, looking at how to change society's view of stammering. The event was admirably hosted by **Naheem Bashir** and **Abed Ahmed**.



"This intelligent three-way conversation was a wonderful insight into the @stammer campaign, how modern culture has influenced perception of the condition and a heartening boost for anyone impacted, particularly aspiring writers like myself."

Jonathan, Twitter

In Conversation

On the eve of ISAD, we organised an online discussion. Chaired by **Tim Fell**, it featured the bestselling authors - and STAMMA Patrons **Margaret Drabble** and **David Mitchell**, discussing the language around stammering and the way it has been depicted and used in our culture. Worth a watch.

Workshops

The workshops organised that day for speech & language therapists, parents, and anyone working with, teaching, or employing people who stammer went down a storm.

"Re ISAD employment and education seminar: This was an amazing seminar!... I feel very passionately about education/recruitment/and employers having more understanding so this was great."

Kayley



Claire Norman, Naheem Bashir, Patrick Campbell, Kelly Brown, Ahmad Ahmad, Lynne Mackie and Musharaf Asghar

"Amazing virtual event from @stammer this evening. Thank you to all the panellists for sharing your experiences and most importantly your passion."

#stammeringawareness

#FindTheRightWords #ISAD2020

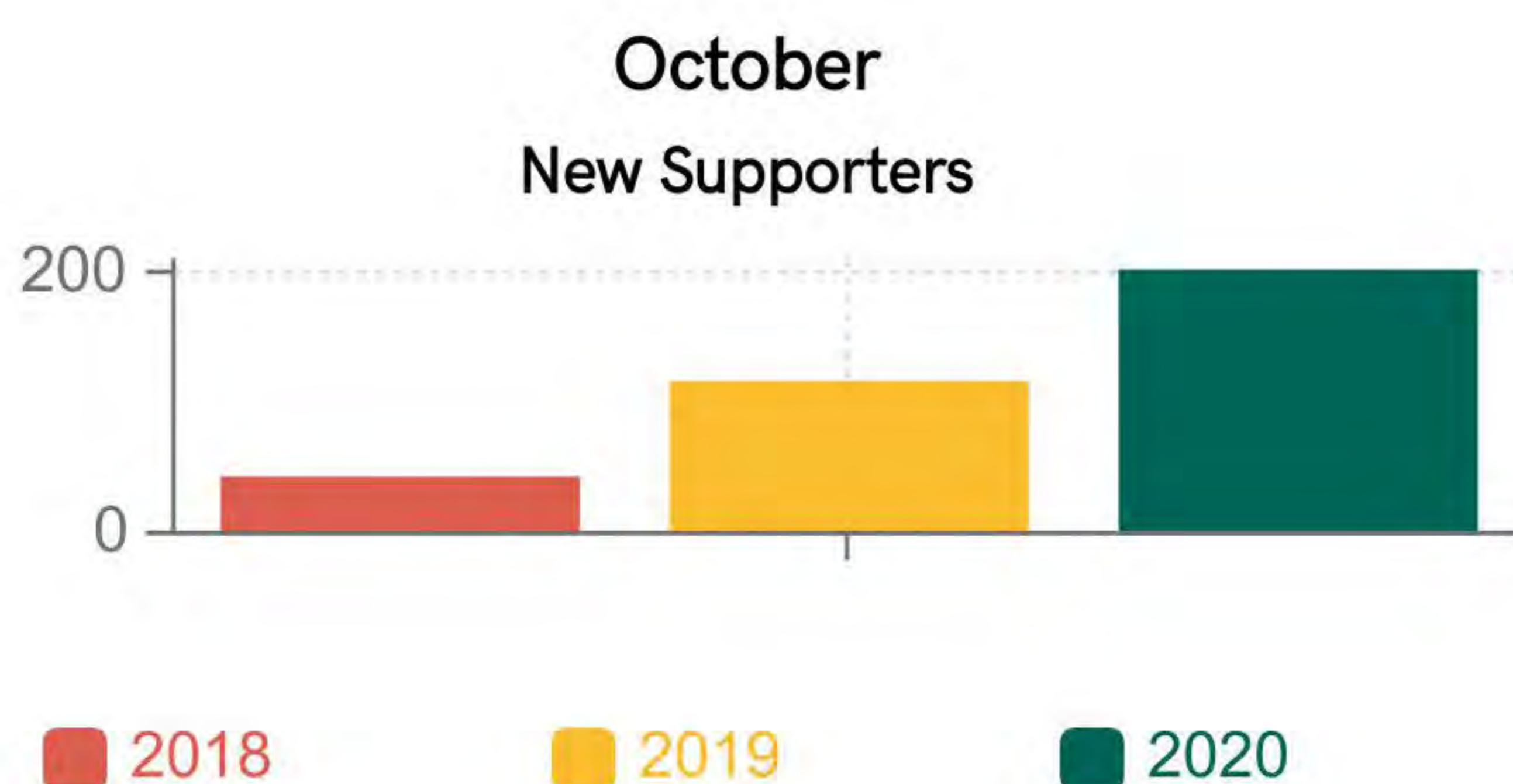
Vanessa, Twitter

IMPACT



Wikipedia's wording around stammering was not neutral before, and reinforced negative perceptions about stammering, so what STAMMA have done should positively affect how people understand it."

Lucy Crompton-Reid, CEO, Wikimedia UK



Hundreds of people signed up to our events, with as many people still clicking and watching them back.

There was a flurry of media interest from national and local TV and radio, with STAMMA Patron Jon Smith waking up early to speak to Sky News' Kaye Burley. There was also coverage of the campaign in Canada and Australia, with the video broadcast on ABC news in Australia, we've even been sent a clipping about the campaign from Ghana.

"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, Co-Founder,
Wikipedia

There were 50,990 views of the video online, and figures spiked all across our social media. Compared to ISAD 2019, we had 130% more retweets and 217% more engagement on Twitter. Facebook reach grew by 39%, and website users went up by 20%.

50,990

Over 200 people signed up as members and supporters throughout October- the highest figure we've seen in any month. Feedback has been lovely, with people responding to the feel-good, positive messaging we've adopted.

Thank you

Thank you to everyone who took part, from all those who organised the events and activities, to our volunteers who looked after the helpline and webchat, and helped out with local media interviews.

Thank you to our Patrons, especially to new recruit Kelly Brown, David Mitchell, Margaret Drabble, Jon Smith, Lady Janet Whitaker, and a particularly raucous shout out to Scroobius Pip. Thank you too, to JCDeaux UK and Ocean Outdoors and to Jimmy Wales and the community at Wikipedia.

2. SUPPORT & INFORMATION



We said, "We will reach and help more people who stammer, and provide information, support and 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."



WEBCHAT

Launched in May 2020, webchat is mainly used by people who stammer, particularly those aged under 35 (phone is the preferred channel for parents).



HELPLINE

In 2020 our helpline team responded to **1,189** chats, emails and phone calls. Read our [full report](#) on the helpline services for 2020.



INFORMATION

There were **19,850** downloads of our leaflets and information. The new online events calendar created to help people find their online group meetings was used over 3,000 times.



EMAIL

Our fab volunteer team responded to **392** emails. Email and webchat are preferred channels for those who stammer.



PROJECTS & ADVOCACY

We provided follow up and ongoing support to **12%** of callers needing further support, often about work or education. We set up an outreach service at the start of the pandemic.



PARENTS

Kirsten Howells created a great series of videos for parents of children who stammer, viewed **6,252** times.



OUR SERVICES

We have managed a sustained level of capacity over the year, which jumped in May 2020 with the launch of webchat.

Our support service is headed up by our Programme Lead, Kirsten Howells, a qualified speech & language therapist with a specialism in stammering. Kirsten is supported by Lee Millam, Helpline Manager, who has a background in supporting helpline staff, and by Beth Wright who provides admin support. All three work part time.

The staff coordinate a team of 50+ volunteers who work on the helpline, the webchat service, and on projects related to the helpline work streams, these include leaflets and downloads as well as projects around employment, supporting older people, supporting parents, and supporting young people.

WEBCHAT

In May 2020 the helpline service was expanded to include webchat, so we now provide a helpline, webchat or email service every weekday.

The service is staffed by volunteers who stammer themselves, who are parents of someone who stammers, or who are a speech and language therapist (or training to be so). Calls and chats take place via a virtual call centre platform, which means that calls can be taken by someone working from home, and who is supported online by our staff.

Over the next 18 months we will be applying for Accreditation for our services so that those using it can be assured of high quality, reliable support and information.

Our helpline service is free for anyone who stammers in the UK, or those who support them- parents, teachers, employers, colleagues or HR professionals. We provide confidential, anonymous support, information, advice and signposting.

ADVOCACY & PROJECT WORK

Some who contact us have complex issues, so where we can, and when it is appropriate Kirsten will lead the team on trying to find solutions for the individual.

This might be talking to an employer or a teacher, consulting with a speech & language therapist, or reaching out for specialist advice. This work can take time, so we are looking at ways to formalise such support and find ways of underpinning it, so that we have specialist advisors in place.

STAMMA OUTREACH SUPPORT

When the pandemic broke we were concerned that some of our older members may have felt isolated under lockdown, especially members who wanted to be kept in contact by post only.

We wrote to all those on the postal contact list, sending return envelopes, asking members if they'd like to be contacted for a chat. We also emailed online members offering the same service.

We then set up rotas, and worked with volunteers, to call call members at pre-arranged dates and times for 20-minute chat sessions.

CALLS

Help provided	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec
calls	44	32	36	59	67	65	60	61	51	62	62	29
emails	33	23	35	35	43	44	49	27	24	22	31	26
webchats					14	23	21	21	20	28	28	14
downloads	1,665	2,010	1,807	1,817	2,020	2,403	2,195	3,137	2,796	4,400	1,981	1,222

Calls from parents worried about their children stammering, particularly pre-school and school age, spiked when lockdown began. We stepped up support on the helpline, reviewed our resources on the website and created a series of short videos for parents.

People are more likely to contact us on their own behalf via webchat and email, which isn't surprising, for many people who stammer, using the phone can be really tough. Those calling on behalf of someone else - especially their child - will ring the helpline. Most of those contacting us were female; of parents calling the helpline 68% were mothers.

62% of calls to the helpline are from parents. As stammering is often hereditary, many parents who contact us about their child will have experienced stammering themselves, and fear that their child will face the same lack of understanding that they endured.

Of the parents calling, most are worried about very young children, 341 of calls from parents were about pre-schoolers.

"I would like to express my upmost thanks for these informative, sensitive and clear videos. We found them reassuring and inspiring as parents of a pre-school child who has recently begun speech therapy for her stammer."

Osman B

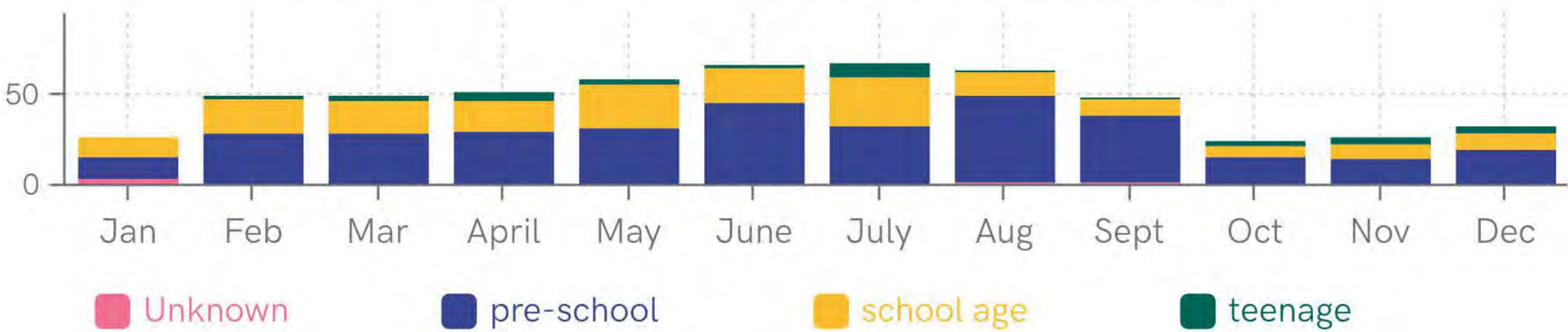
Response to videos for parents of pre-school children who stammer

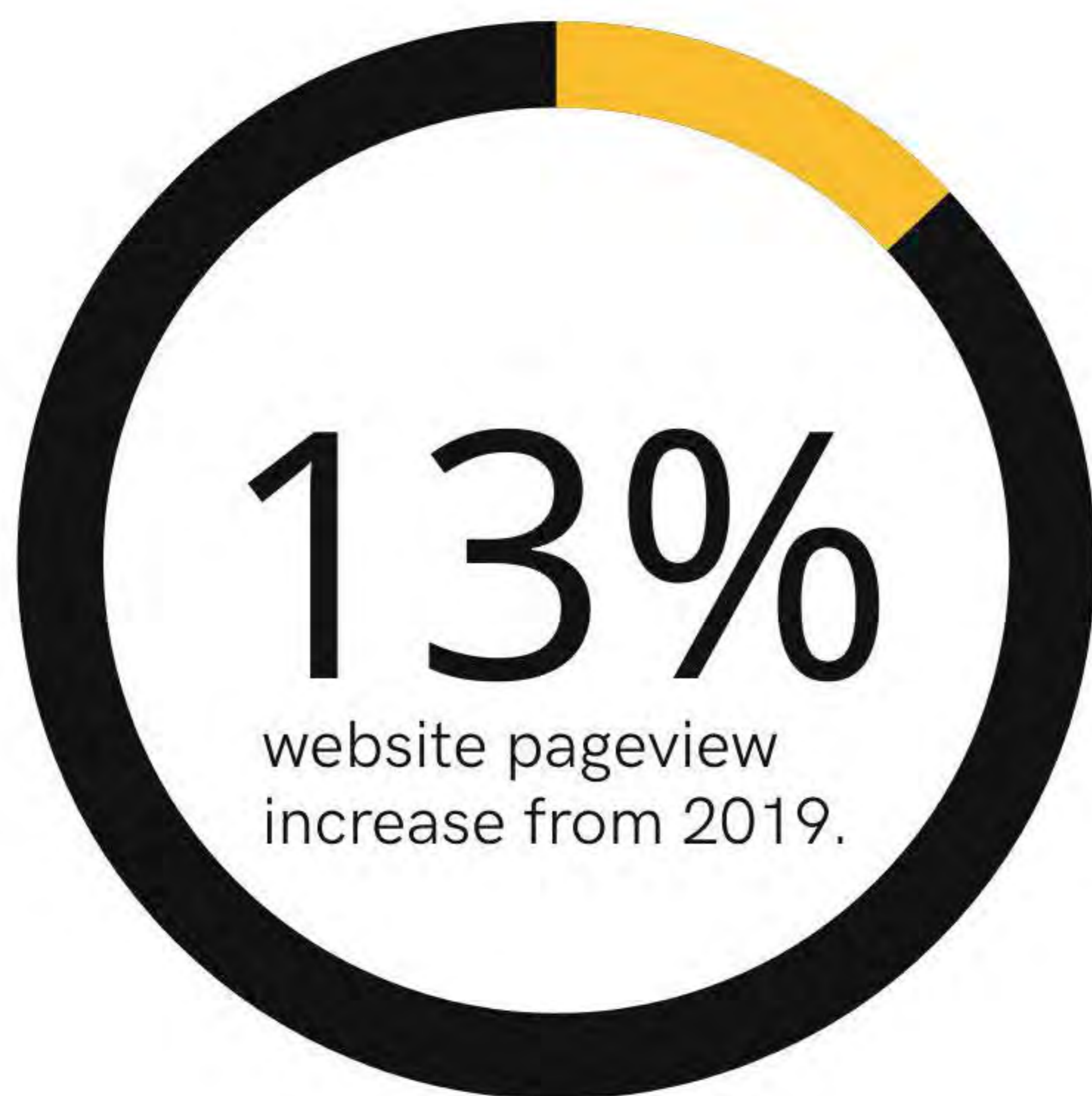
The videos for parents of pre-school children provide tailored information and suggestions. This was particularly important over the lockdowns, as speech & language therapists were pulled across to support hospitals and provide Covid related support. There were 6,252 views of her video over 2020.

Callers & Chatters	Webchat	Helpline
Have a stammer	50%	27%
Parents of children who stammer	40%	62%
Aged 18 or under	7%	6%
Aged 19-24	33%	6%
Aged 25-34	36%	41%
Aged 35+	24%	48%

Download our full report [here](#)

Contacts from Parents of Children Who Stammer





STAMMA.ORG

We cover the causes, variations, prevalence of stammering and therapies. We cover the issue of stammering at work, the challenges facing children who stammer and the challenges facing pupils and students in education. We examine the issues which may arise around discrimination, disability and the law.

Whether you stammer, or if you are an employer, someone who works in HR, a teacher, a colleague, a parent or a friend of someone who stammers, then we have resources for you.

INFORMATION

There is an ongoing process of reviewing and updating our information on the website, our downloads and our leaflets.

We post up to 10 leaflets free to anyone that asks, above that we ask for donations towards the cost of printing, giving them information about the costs of printing and postage.

Some of our website document downloads	#
Parents pre-school leaflet	6,083
School-age leaflet	5,246
Young people leaflet	2,414
Adults leaflet	2,338
Teachers leaflet	1,851
Palin Parent Child Interaction Therapy	3,284
Stammering Discrimination and the Law	2,208
Education reasonable adjustments	1,150

WORKSHOPS

By International Stammering Awareness Day, given the volume of helpline calls we received from parents, we were keen to look at how else we could support them. We also wanted to talk to speech & language therapists about approaches around stammering and how the words used in therapy impacts upon those who stammer.

Kirsten and the team set up a series of free workshops on 22nd October, ISAD, which were attended by 35 parents and over 60 speech and language therapists.

HELPLINE VOLUNTEERS

By the end of 2020 we had 50 + helpline advisors trained up and fully supported, taking our helpline and webchat calls.

They also support the staff on a variety of other projects. The selection and training process of volunteers is thorough and delivered in modules, via conference calls and phone.

Our volunteers are able to identify with many of the issues highlighted - they know what it is to stammer, or to be the parent of a child who stammers, or to work with people who stammer.

Along with their training, the volunteers bring personal experience to these conversations and offer emotional support alongside signposting to reliable information, resources and contacts.

"Many thanks for consistently coming through for me. I remain indebted to you for all your support and warm reception. It is really nice to know I can tap into this level of support when needed."

Anon

BUILD OUR COMMUNITY

We said, "We recognise the importance of building communities and the empowerment that brings. We will ensure what we've learned around work are brought to the new website. We'll use the new site to platform stories, showcase setting up local and online groups."



COMMUNITY

Technology brought us closer together as members waved at each and chatted on Zoom, whether in online group meetings, the quizzes, the AGM or ISAD activities.



MEMBERSHIP

Membership increased, we've over 2000 members, and the rate of new supporter rose from 63 per month to 102 over the same period.



AGM & ELECTIONS

Engagement in trustee elections has risen year on year, with 21% of members voting in 2019 growing to 23% in 2020. Meantime our online AGM had over 100 registrations.



STORIES

Readership of our Your Voice boomed, with a series of covid-related articles. James Hayden's article was read 5,156 views.



VOLUNTEERING

Under lockdown volunteering blossomed with 186 new volunteers and a staggering 1,737 volunteer hours of remote support provided in 2020.



NETWORKS & GROUPS

Followers on social media grew, particularly on Twitter and Instagram, by around 1,000.

COVID -19



HOW WE RESPONDED

The pandemic left local groups unable to meet physically. Some simply closed, others moved over to Zoom with varying degrees of success.

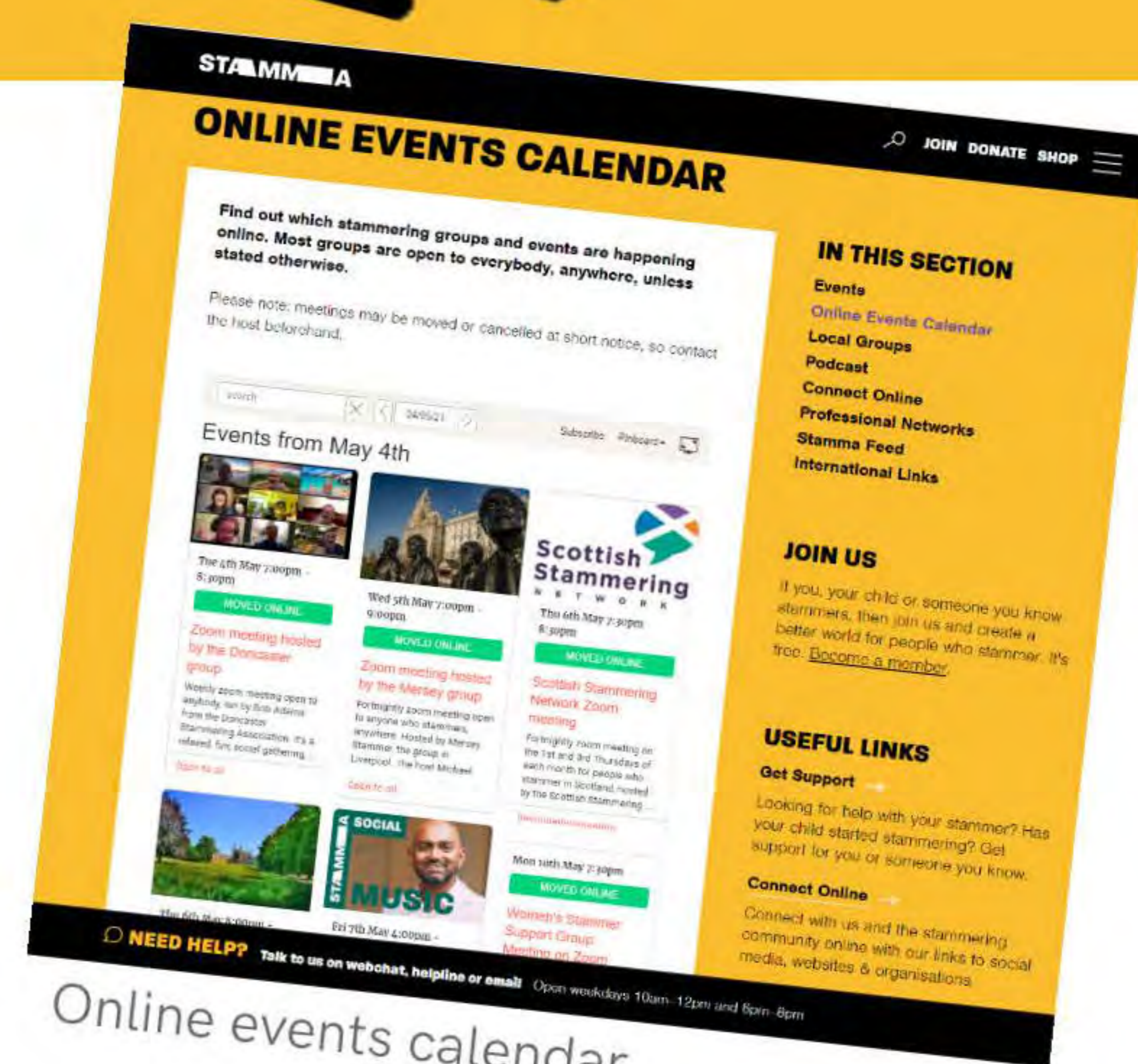
Staff worked hard to figure out how best to support members.



Kirsten Howells providing tips for parents of children who stammer

Kirsten Howells, Programme Lead, and the helpline team provided outreach to those wanting contact, 'Stamma Outreach Support'. She followed up with video tips for parents of children who stammer.

Our members told us about difficulties with talking and wearing masks, so in response we produced cards for people to use to let others know they stammer, and face masks for children and adults with 'I stammer' on, to try and prevent the inevitable interruptions or confusion that people can respond with.



Online events calendar

"I have noticed that if my children wear a mask and are stammering, it is very difficult for the other person to see that they are trying to speak, and they then interrupt."

Web editor Steven Halliday set about providing as much information and support on the website as possible. Including resilience tips for adults and children, legal information around Covid, mask wearing and job interviews.

He produced an online events calendar on the website to help people easily scan through all online events for those who stammer.

And like the rest of the world, we went on Zoom - with quiz nights, the hustings for Trustee election, workshops, discussions and events for International Stammering Awareness Day.

I stammer.

I'm not nervous or stupid and **I haven't forgotten my name**. I sometimes find it difficult to speak.

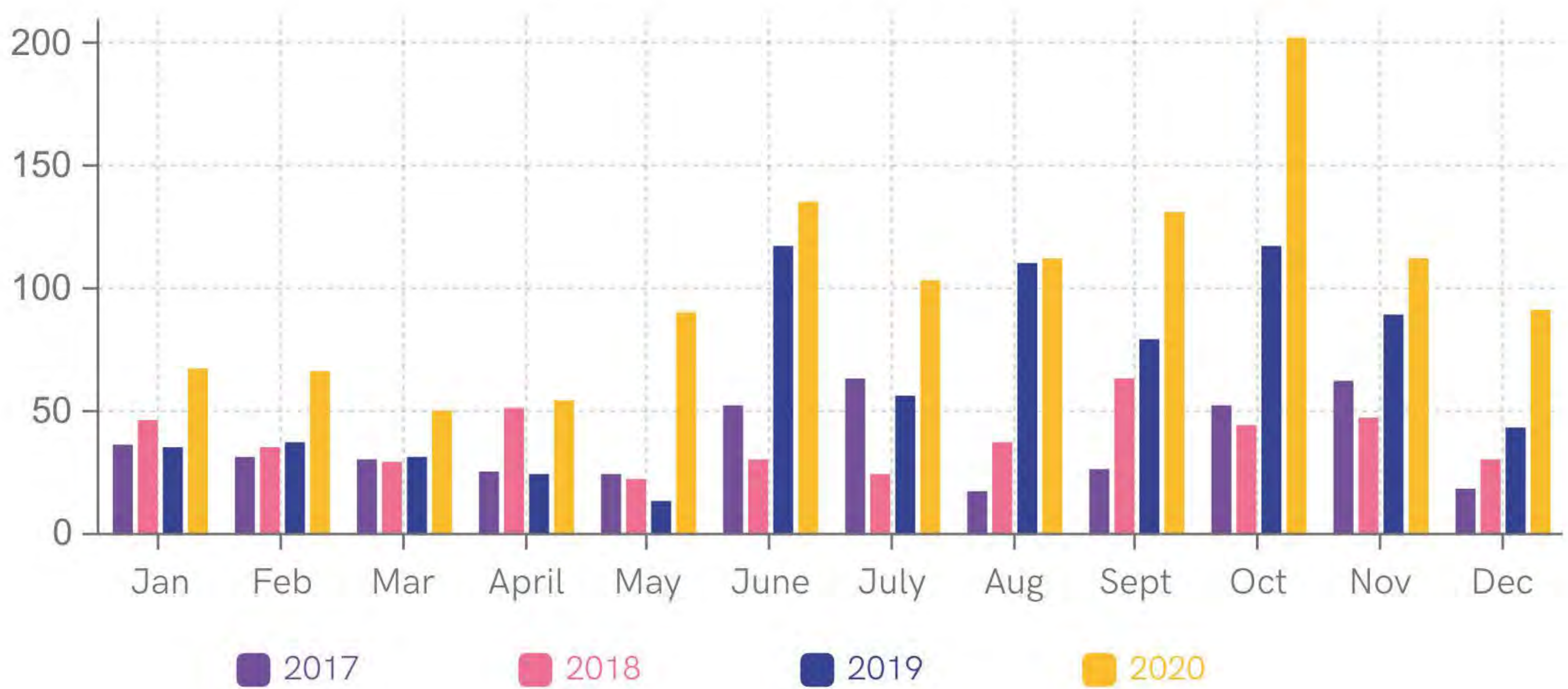
People's reactions to my stammer can be very *frustrating*. You can help by being *patient* and giving me the time I need to talk.

8% of kids will stammer at some point and up to 3% of adults. Find out more at stamma.org

MEMBERSHIP

We have maintained a sustained level of growth over the year, which jumped in May 2020 with the launch of webchat.

Monthly New Supporters

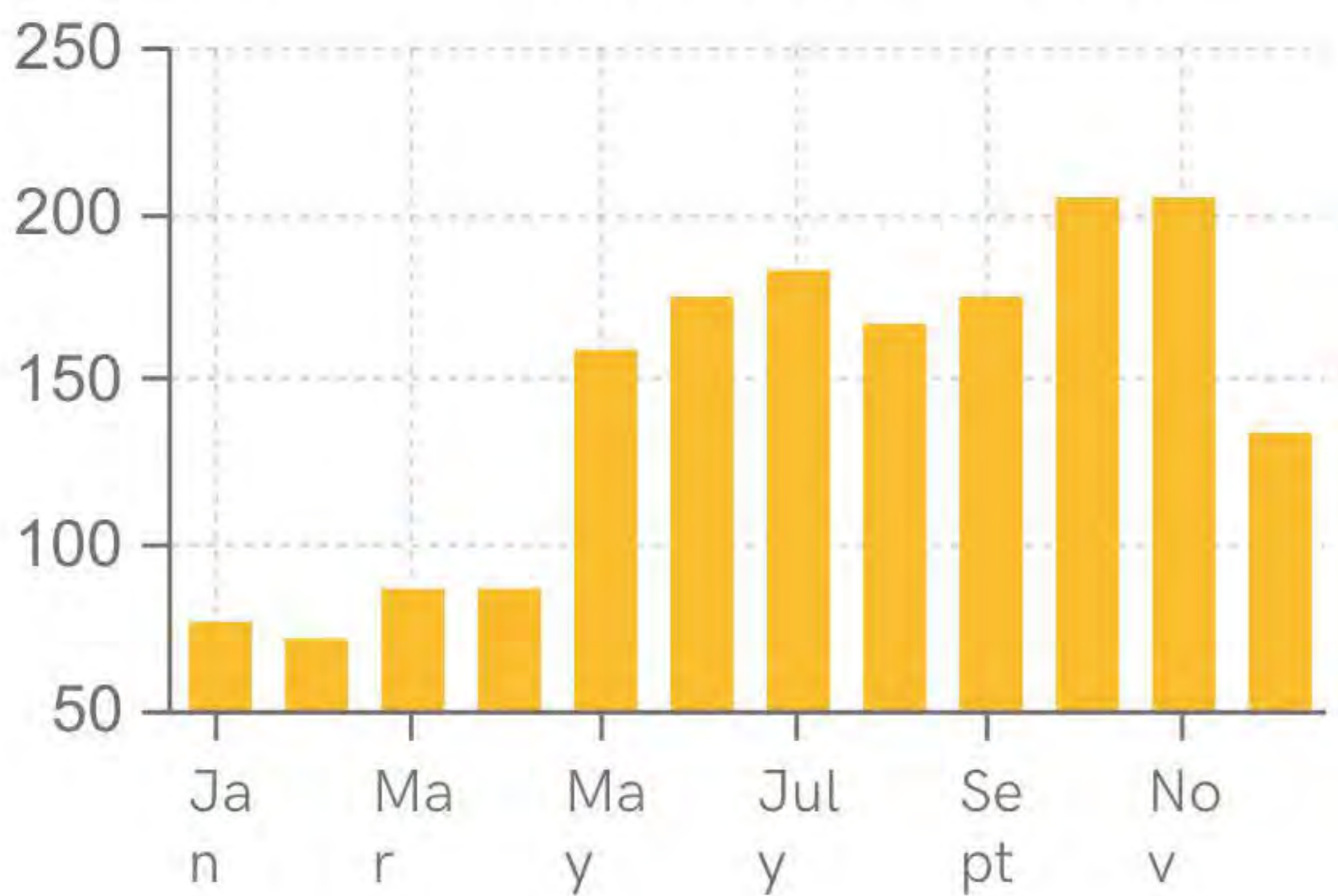


Our Members

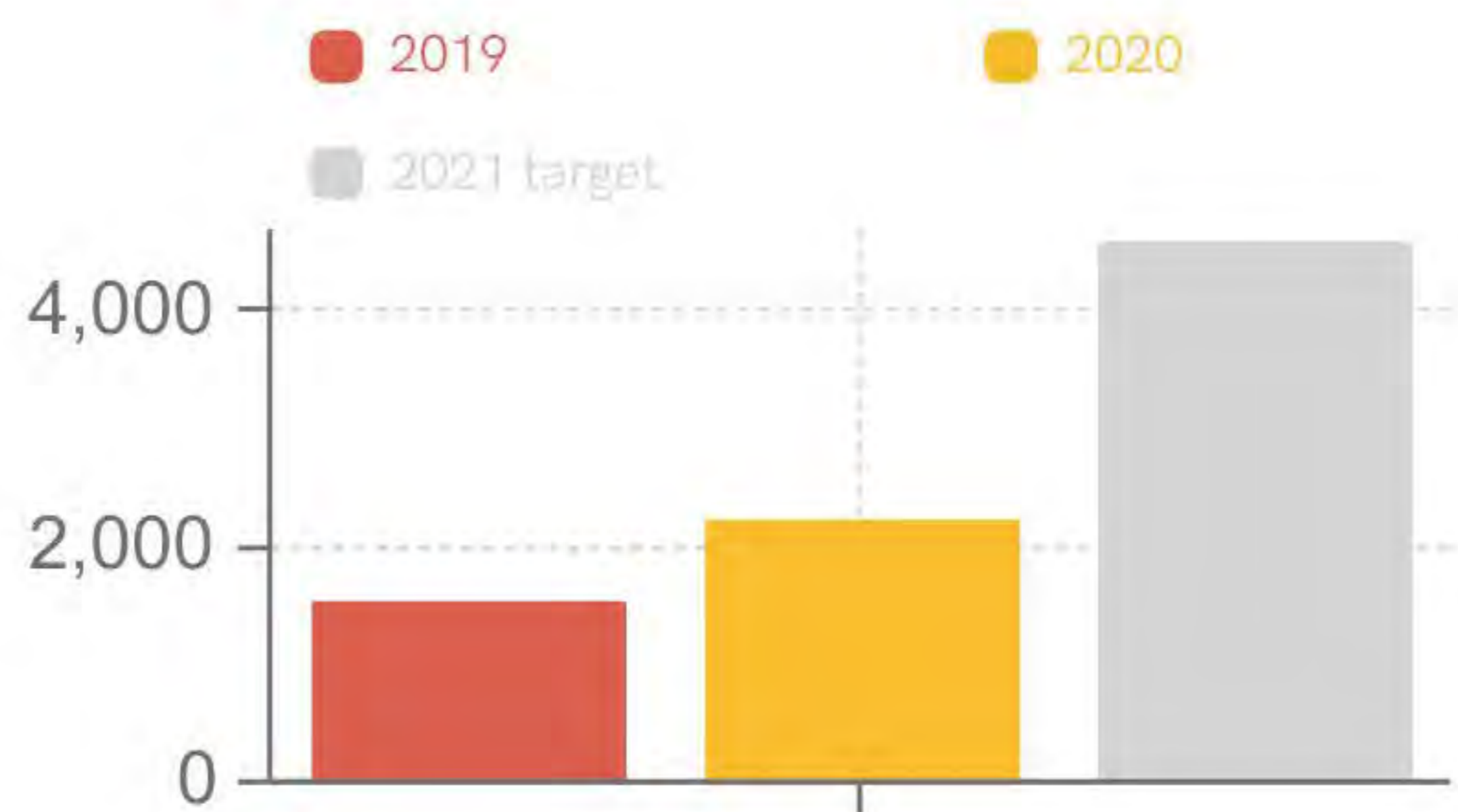
Alongside a growing membership, we saw a year on year increase in engagement in Trustee Elections, and attendance at the AGM.

This level of enthusiastic support for STAMMA is reflected in our volunteering. Not simply in the huge numbers of hours volunteers give, but the sustained level of members signing up each month to get involved.

Volunteer Hours Per Month



Membership



Membership has continued to rise, month on month, year on year - and we've an ambitious target for 2021, 4,620 supporters

Volunteering

We didn't start keeping records of volunteering until midway through 2019, but the numbers volunteering have gone from single digits to double digits each month, and the number of volunteer hours rose from an average of 76 hours per month in 2019 to 145 hours in 2020.

THE QUIZ



"I found the quiz very enjoyable. It was really organised and constructed well. Great mix of rounds, I enjoyed how interactive it was. Makes a change from the usual list of questions. Can't wait for the next one Thank you"

John A.

We held our first ever Zoom quiz night on 29th April. It was a blast. With the uncertainty raised the pandemic, it was lovely to see familiar faces and hear shouts of hello across the internet as we all started to get on top of Zoom, work out where to find the chat function and google docs.

The Walkers & Talkers have smashed every quiz night except one, where the Patrons, led by Ed Balls, walked it with the support of Kelly Brown, Janet Whitaker, Owen Sheers and Jon Smith.

The Quiz is now a firm favourite hosted by the superb Quiz Master Bex who sets utterly brilliant and fiendish rounds.



The Incomparable Quiz Master 'Bex'



Taking part is easy, once you've signed up you can join an existing team or be allocated one on the night. After each round is announced and the questions asked, participants enter their Zoom team room and collaborate. Answers are all written down on a sheet for Bex to mark at the end.



Quiz nights are advertised on the website and in mailings to members.

YOUR VOICE

There were 424,175 page views of the website over 2020, with nearly 10,000 video views, 200 downloads of writer guidelines, and 104 new Your Voice articles over the year, telling the stories and experiences of people who stammer.



COMMUNITY

MY SPEECH DURING THE COVID-19 PANDEMIC

James Hayden

9th July 2021

Looking for help? See our [Stammering Covid-19 Support](#) page.

Writing from the USA, James Hayden shares his current state of mind in the midst of the coronavirus pandemic, explaining how all the uncertainty, zoom calls and facemask-wearing is taking its toll on his speech and mental health.

JOIN US

If you, your child or someone you know stammers, then join us and create a better world for people who stammer. It's free. [Become a member.](#)

USEFUL LINKS

[Stammering Covid-19 Support](#) →
Help and support with your speech during the Covid-19 pandemic.

[Get Support](#) →
Looking for help with your stammer? Has your child started stammering? Get support for you or someone you know.

[Online Events Calendar](#) →
Find out which stammering groups are having video meetings with our online calendar.

YOUR VOICE

POEM: TOXIC RELATIONSHIP

My Story

TOXIC RELATIONSHIP

By Djenaba Fofana

He knows too well how to push my buttons
He's tried them all already

JOIN US

If you, your child or someone you know stammers, then join us and create a better world for people who stammer. It's free. [Become a member.](#)

USEFUL LINKS

[Life with a Stammer](#) →
Living a stammer can have a significant impact on a person's mental and emotional well-being, as well as their self-worth.

[Talk to Us](#) →
Call the support you need. Call our helpline, email or use webchat. We know what it's like to stammer.

[Everyday Tips](#) →
Ideas for getting through everyday speaking situations.

"Oh my god! The response. I've spent all morning getting back to working professionals who stammer, mother's of kids who stammer, teenagers who get uncontrollable anxiety from stammering. Can't believe the article has resonated as much as it has ..."

James Hayden

I CAN BE THERE FOR MY PATIENTS REGARDLESS OF MY BLOCKS

My Story

14th April 2021

Becoming a medical doctor seemed an unrealistic dream to Sophia Williams. Here she tells us about deciding to go for it and stop hiding her stammer, and how her speech gives her an advantage with patients.

I was told I stopped talking for a time when I was three. When my speech eventually came back, I stammered. All I remember are the struggles of early dysfluency which stayed with me throughout my childhood and beyond.

If anyone had told me then that I would end up working as a doctor, a job where verbal communication is key, I would have looked at them in utter disbelief. So I'm writing this to encourage you to aim for your dreams, as I have – irrespective of the challenges ahead.

EARLY MEMORIES

JOIN US

If you, your child or someone you know stammers, then join us and create a better world for people who stammer. It's free. [Become a member.](#)

USEFUL LINKS

[At Work](#) →
Don't let your stammer hold you back from the job or career you want. Read how to get on in the workplace.

[Your Voice](#) →
Share photos, videos, poems & art from supporters. Make something beautiful by clicking [Share Your Story](#) below.

[Share Your Story](#) →
Sharing stories is powerful. We'd love to hear yours. Or have you got something to say? Let's hear it.

YOUR VOICE

TOWARD INCLUSIVE HIRING

Work & Job Hunting

10th November 2020

Vicky Dineshchandra calls out the recruitment practices that disadvantage people who stammer, and offers some alternatives.

Finding a job can be tough. For people who stammer, it can often feel like the recruitment process is designed to filter us out and make it near impossible to get the role. And it's true – companies and organisations have the skewed perception of an 'ideal' candidate which drives much of the alienating recruitment strategies that exclude those with disabilities and unconventional characteristics.

In this article, I'd like to highlight some of these ostracising practices, many of which I've personally experienced as a university student who stammers, whilst also suggesting alternative methods to make hiring more inclusive.

THE JOB ADVERT

The first step towards finding a job is to browse job adverts where it's guaranteed that you will see some requirement for 'excellent communication skills'. Have the employer realise that the 'ideal' candidate must be a fluent speaker and automatically this creates a mental barrier for people who

JOIN US

If you, your child or someone you know stammers, then join us and create a better world for people who stammer. It's free. [Become a member.](#)

USEFUL LINKS

[Job Hunting & Interviews](#) →
Looking for work or thinking about changing jobs and worrying how much speaking a new role might require? Don't let your stammer get in the way.

[At Work](#) →
Don't let your stammer hold you back from the job or career you want. Read how to get on in the workplace.

YOUR VOICE

Work & Job Hunting — 10:00

WAS I TURNED DOWN FOR A JOB BECAUSE I STAMMER?

Despite gaining a post-graduate degree, Balour Aguei has found getting a job difficult. Here he expresses his frustration.

FINDING MY FREEDOM

My Story

9th December 2020

When she was bullied as a child, Allie Meek found solace in the school music room. Now travelling the world as a professional singer, she urges us not to let stammering hold us back.

Hi, my name is Allie and I'm from the Midlands. I'd like to share my experience of coping with my speech and how I found and moulded a career as an international singer.

As a child I noticed my speech was somewhat different and I learned to be a bit of a shy kid at school and wouldn't volunteer for anything. I'd dread English reading classes. I was bullied every day from an early age, and I'm sure most of you will know how horrendous it makes you feel when you have something you cannot control. It was so disheartening.

But then something changed.

JOIN US

If you, your child or someone you know stammers, then join us and create a better world for people who stammer. It's free. [Become a member.](#)

USEFUL LINKS

[At Work](#) →
Don't let your stammer hold you back from the job or career you want. Read how to get on in the workplace.

[Everyday Tips](#) →
Ideas for getting through everyday speaking situations.

[Connect Online](#) →
Connect with us and the stammering community online with live links to social media, webinars & discussions.

YOUR VOICE

Yoke — 11:07:22

ACHIEVING MY HOLLYWOOD DREAM

Read Jordan's inspiring story about landing the job of his dreams.

ELECTIONS & THE AGM

“

Enjoyed our AGM and ability to ask questions. Graphics were informative and easy to follow. Thank you to all concerned for making it happen and taking part. Looking forward to our new campaign. Looks like it will be another belter.

Paul Blythe

YEAR	ONLINE VOTES	POSTAL VOTES	ALL VOTES
2017	14%	21%	15%
2018	17%	15%	17%
2019	21%	43%	21%
2020	23%	39%	23%

Each year two Trustees are elected to the Board to serve a three year term. This year we held hustings online via Zoom, beautifully handled by Trustee and Vice Chair in 2020, Betony Kelly.

Members elected **Joanna Gaukroger and Max Gattie** to the Board. As we had another vacancy with Abed Ahmed stepping down over the summer, we asked **Sibon Phiri** - with the third most votes - to fill Abed's seat. This post will be for one year only. A list of all the candidates who stood is on the right.

People may nominate themselves and invitations for nominees are sent out around June every year. Voting is online unless members ask otherwise, and the election results are announced at the AGM in the autumn. All members are eligible to vote and to attend the AGM. To be a member you need to be aged 16+ and provide a UK address.

Like the hustings, the **Annual General Meeting** took place on Zoom - one of our biggest AGMs! The annual accounts were posted, the next campaign presented and questions were taken by staff and Trustees.



Joanna Gaukroger



Max Gattie



Sibon Phiri



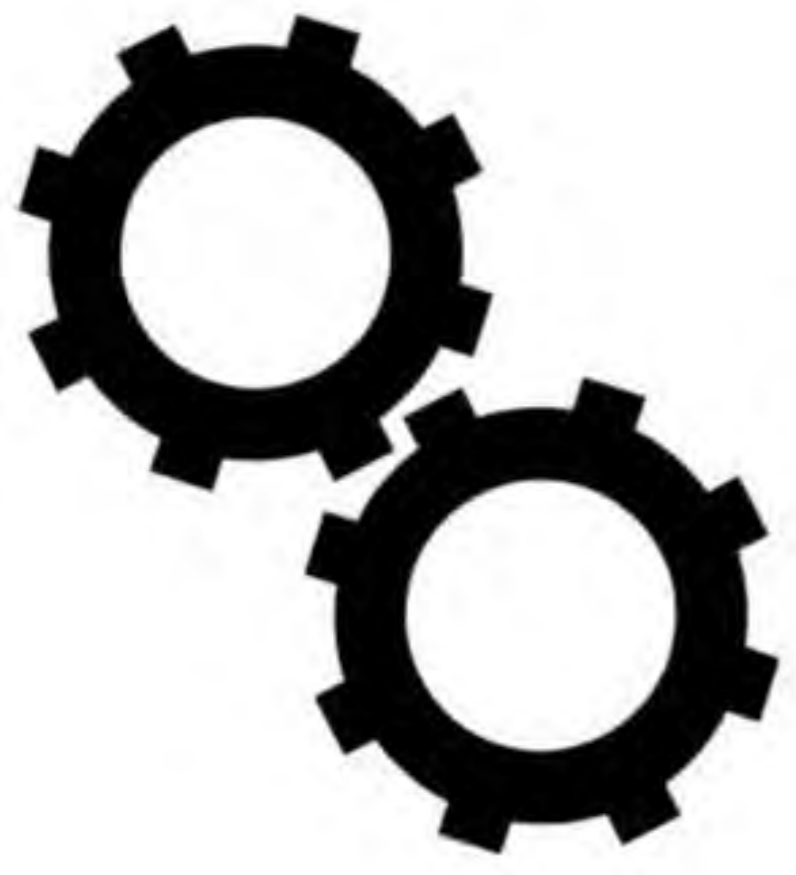
Paul Fix



Abi Rice



Andrew Seow



4. OPERATIONS

We said, "We will invest in our people, our fundraising, our communications and our systems to create a sustainable organisation. We will ensure financial sustainability 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."



MICROSOFT TEAMS

We've made the move to Teams so we can work seamlessly with volunteers, local groups and networks. Watch this space.



GOVERNANCE

The Board continued to meet, remotely, with extra sessions first to review the impact of the pandemic, and later to review Owen Simon's legacy.



HOME-WORKING

The move across to the cloud and a virtual call centre meant that all the staff and volunteers have been able to work remotely.



DATA

Information about sales, members, donations, volunteering etc, is automated so we can track impact and activity and work smarter.



STAFF

This year Kate Dickson, Communications Director, left and Kirsten Howells arrived as Programme Lead.



PERFORMANCE

We collect monthly Key Performance Indicators for review and scrutiny at quarterly Trustee Meetings.



THE OFFICE

'Turbulent' sums up the year in the office. We'd just fixed it so we could have Zoom meetings with Kirsten in the office, which was looking lovely. But while the year started with news of the Lottery grant, we were still facing the need to slim down. With great regret Kate Dickson was made redundant in the spring, and with the uncertainty of Covid, two staff went on furlough.

We tried different ways of keeping in contact via Zoom, and finally settled down to a daily noon catch up with all the staff. This has worked out well, and as a result the staff feel more informed and connected than before.

When we can, we want to be able to physically work together, but with some element of working from home.

Volunteering

Volunteering rocketed as webchat was added so we needed to increase capacity. We didn't start keeping records of volunteering until midway through 2019, but the numbers volunteering have gone from single digits to double digits each month, and the number of volunteer hours rose from an average of 76 hours per month in 2019 to 145 hours per month in 2020.

Salesforce has been a boon, allowing us all to see member activity and contacts remotely. In 2019 as part of the GDPR process we took off anyone who didn't opt in, which led to a drop in membership. Lots of members also have two email addresses. So we've gone back and revised figures downwards. But still, we can see membership increasing. There are some members who didn't re-subscribe in 2019 but who are still donating. If you are out there, let us know :-).

We picked up THREE Third Sector Excellence Awards; Volunteer of the Year, (the awesome John Russell), Chair of the Year (Tim Fell) and Rebrand of the Year for STAMMA. Thank you BBH and Zag.

Over the year we trialled out Teams and decided to move our operations over to the Microsoft 365 environment, with the free licences available to charities. We're still settling into this.

It seemed unlikely that the remainder of Owen Simon's legacy would come through, but suddenly it did over the summer. The Finance Committee spent a series of meetings reviewing our reserves policy and developing an investment policy for agreement by the Board.

Membership 2017-2020



FUNDRAISING & DONATIONS

Our fundraisers and donors are the beating heart of the organisation. Without your local support we wouldn't exist.

The membership fee was abolished in 2017 in favour of encouraging members to fundraise and donate when they can. So, we hope that members, when thinking of running an event for charity, think of us.

Without your support we wouldn't be able to provide the helpline and webchat service, the website, the materials and the campaigns. So a huge thank you for your support.

Lockdown all but put the brakes on fundraising. But it didn't stop everyone.

Philip Warren raised £1,123 as part of the virtual Virgin Money London Marathon, running 26 miles. He writes "In October, I've been given a place in 2021 London Marathon and am honored to be fundraising for STAMMA"

2.6 Challenge

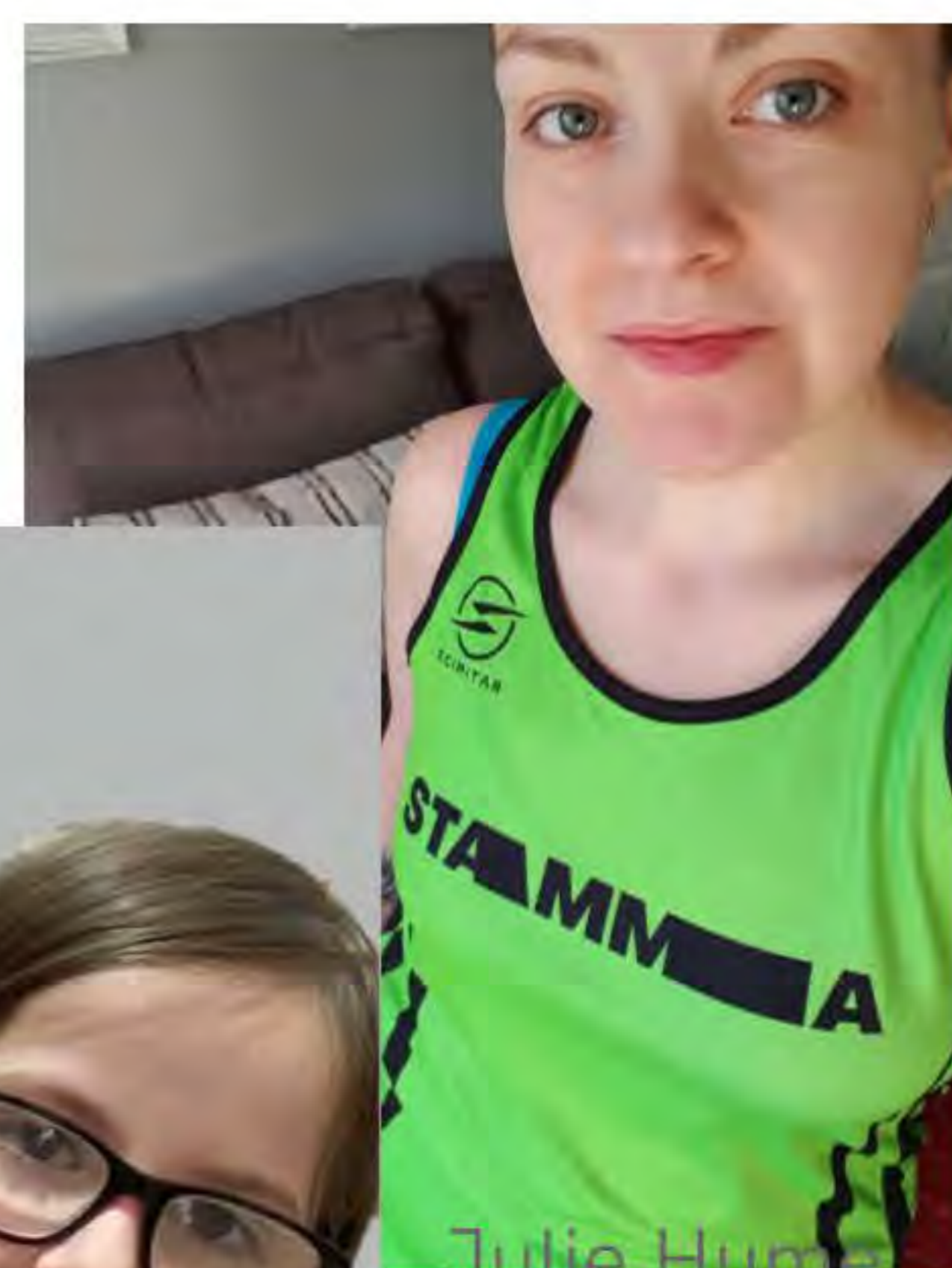
Tim Fell took spent over 26 hours ringing and talking to members.

Antoinette Okonkwo walked 26 miles over ten days. She wrote "I have been a stammerer for about 13 years and have suffered from anxiety and depression. I never really sought help, but just recently I took the first step and signed up to speech therapy. I love that I am fundraising for STAMMA to support other stammerers"

John Russell walked round his garden for 26 minutes, followed by 26 press ups, every day for a week.

Callum Schofield streamed a special edition of his podcast for 2.6 hours.

Jack Dempsey played 26 minutes of guitar and 26 minutes of bass.



Julie Hume in STAMMA vest, above, and left with Emily.



When the Great Manchester Run was cancelled, **Julie Hume** not only ran the 10k , but more than doubled her fundraising target.

The Great Birmingham Run (10k) raised £2,064 and was run in their own time by Abed Ahmed, Gillian Rudd, Kate Wright, Rebekah Foulkes and Robert James.

Over in Northern Ireland Peter Bradley, and friends did a 10K a day challenge, raising over £4K.

Thank you to all those who donated or fundraised for STAMMA in 2020, you are awesome.



Kirstie Breen and Peter Bradley

BRIAN DODSWORTH



It all began with one of those small personal adverts in The Times: 'Association for Stammerers AGM to be held in Blackfriars Church Hall on June 14th 1986'. There I met Graham Parkhouse, who was on steward duty. We chatted and I agreed to go along to a meeting in the office at Farringdon. In next to no time, I had agreed to become Treasurer and so became involved in the Association's development.

Brian Dodsworth

Our President, Brian Dodsworth, died on 10th April 2021, aged 87. He had been involved in the charity for over 30 years, seeing it through some of its most turbulent times.

He wrote, above, how he first came to be involved with the Association for Stammerers, continuing:-

"We decided to have our own office and came to Blackfriars Road. That lasted a few years until Ron Turrell and I interviewed and employed our first Director, Peter Cartwright. From then onwards there was a great surge in activity and we needed larger premises. Peter found St. Margaret's House and, thanks to his professional expertise, the AFS graduated to the British Stammering Association (BSA) and became the highly professional organisation that it is today.

David Preece and I became Joint Chairmen and, later, I took it on by myself, a position I occupied for 8 ½ years. I am very proud to have been associated with AFS/BSA for all those years and expect it will go on to even greater achievements."

Former Chair and Trustee Rachel Everard, wrote about how instrumental Brian was in her involvement with the charity in the 80s: *"He was a pleasure to work with — unfailingly kind and generous, astute and perceptive and a lot of fun... Brian did a huge amount for the BSA and one of his proudest moments was meeting Prince Charles. I asked if he would help me make a short film about people living with different types of communication disability. He gave up many, many hours to do this and the resulting film became key to training delivered at City Lit, to help organisations become aware of what they could do to support people with communication difficulties."*



Brian, right, meeting Prince Charles. Ron Turrell centre.



Brian at 10 Downing Street chatting to Sarah Brown

GRANTS

A heartfelt thanks to the following grantmakers for their support:-

Anson Charitable Trust
Baron Davenport's Charity
David Brooke Charity
Eve & Philip Morrison Family Trust
Frank Lichfield General Charitable Trust
H A Holliday Charitable Settlement
Independent Age Grants
James T Howat charitable Trust
Lawson Charitable Trust
Lee Smith Foundation
M V Hillhouse
National Lottery Community Fund
Pears Foundation
Sydney & Phyllis Goldberg Memorial Charitable Trust
Sylvia & Colin Shepherd Charitable Trust
Tay Charitable Trust
Anmco Charitable Trust
February Foundation
Hospital Saturday Fund Trust
Hudson Charitable Trust
Michael & Anna Wix Charitable Trust
Paul Bassham Charitable Trust
Ten Percent Foundation
Underwood Trust

PEOPLE

REFERENCE INFORMATION

PATRONS

Arwel Richards	Jonty Claypole
Ed Balls	Jon Smith OBE
David Mitchell	Kelly Brown
Baroness Janet Whitaker	Margaret Drabble DBE
John McAllion	Scroobius Pip

TRUSTEES

Office	Who	Elected or Appointed	Start of term	End of term
Chair	Tim Fell	Appointed	2014	2021
Treasurer	Gary Barth	Appointed	2020	2023
Vice Chair	Joanna Gaukroger	Elected	2020	2023
	Betony Kelly*	Appointed	2019	2022
	Christine Simpson*	Appointed	2019	2022
	Gill Rudd	Appointed	2018	2021
	Lynne Mackie	Elected	2019	2022
	Max Gattie	Elected	2020	resigned 1/5/2021
	Naheem Bashir	Elected	2018	2021
	Natalie Mortimer	Elected	2019	2022
	Neil Morjaria	Appointed	2019	2022
	Sibon Phiri*	Appointed	2020	2021

*Appointed to fill gaps left by Trustees stepping down

STAFF

Chief Executive	Jane Powell	Office Manager	Jacqueline Fitzsimmons
Programme Lead	Kirsten Howells	Finance Officer	Manisha Vora
Web Editor	Steven Halliday	Helpline Manager	Lee Millam
Salesforce Admin	Ahmad al Hasani	Helpline Admin	Elisabeth Wright

REFERENCE

Registered Office
Bankers

Independent Auditor
Constitution
Registered Charity Nos
Website

15 Old Ford Road, London E2 9PJ
HSBC, 465 Bethnal Green Rd, London E2 9QW
CAF Bank Ltd, King's Hill, West Malling, Kent ME19 4TA
Royce Peeling Green
Limited Company registered in England, Number 04297778
1089967/SC038866
stamma.org. For the media room click [here](#)

TRUSTEE REPORT



TIM FELL 2020 CHAIR OF THE YEAR

The Trustees meet quarterly, with additional meetings as required. They use videoconferencing, email and Microsoft Teams for discussion and decision making. The Finance sub committee, led by the Treasurer, is tasked with oversight of STAMMA's finances. The Committee reviews quarterly management accounts and reports to the Board. Operational management of STAMMA is delegated to the Chief Executive.

We usually have a biennial conference, organised by members, which was due to take place in Sheffield in August 2020, StammaFest. This was postponed under the pandemic. **We hope to run the conference in Liverpool on 24-28 August 2022 in partnership with the International Stuttering Association.**

Trustees

The Board of Trustees is led by Tim Fell, who will finish his final term in Autumn 2021. Voting in the election for the Board was online. We had 6 nominees, and 23% of members voted, up from 21% in 2019. Joanna Gaukroger and Max Gattie were voted in. Mandy Taylor and Rob Grieve stepped down after their three years. James Smith stepped down as Treasurer in January 2020 and Gary Barth was appointed in his place.

With the vacancies left by Abed Ahmed in 2020, Sibon Phiri, third in the Ballot, was invited onto the Board for the remainder of Abed's term, finishing Autumn 2021.

Annual General Meeting (AGM)

The AGM took place on Zoom during lockdown, with more members than ever registering to attend, over 100. **Members received a presentation on the impact and the outcomes of the STAMMA campaign,** followed by a presentation from Gary on the Charity's finances.

The meeting voted to support the amendments to the Charity's Articles. These amendments mean that our governing articles now sit in just one document; are written in plain English with items grouped together; future proof the Charity, allowing voting by proxy and electronically; and add Charity Law Association standard legal provisions which were missing from our previous Articles. The AGM then received a presentation on the imminent 'Find The Right Words' campaign.

OUR OBJECTS

- (a) the relief and support of all whose lives are affected by stammering; and
- (b) to advance the education and training of the public in all matters relating to stammering.

Our principal activities are the provision of information and support to those who stammer and the support of our members, our stammering community. In 2019 we'd focussed on building up our infrastructure. We'd refurbished the office, moved to the Cloud, launched the new website, brought in new staff and relaunched the helpline on a new virtual platform.

2020 began with a three-year grant agreed by the National Lottery Community fund to support the expansion of operations and two new posts. This will be matched from our reserves. The plan for 2020 was to build on this and work on fundraising. We bought places in 10K runs in London, Birmingham and Manchester and invested in fluorescent green running vests. Covid then hit, which required a rapid re-assessment of what we would be able to achieve.

The budget was revised and cost cutting measures were put in place with rent deferrals for the office, and the furlough of two staff members. We froze the new posts.

In Summer 2020, the remainder of Owen Simon's legacy came through, £790K. This was invested into several accounts on the Flagstone platform. Staff came off furlough after 3 months. After we'd got through a blizzard of activity created by the International Stammering Awareness Day campaign – and the AGM – we re-started the recruitment of the new posts.

Meantime, membership has grown, operations have expanded and volunteering and engagement have increased. There is no intention to change our strategic goals but clearly how we implement these is under review.

The effect of the pandemic and the uncertain economic environment is likely to have a negative effect on future projected income, so we have prudently revised our income projections for 2021/22 downwards. However, demand for our services will continue.

RESERVES POLICY

In the UK between 1-3% of adults stammer (upwards of 550K people) and around one million children will stammer at some point.

Stigma and discrimination are widespread and people who need help struggle to get the therapy and support they need'. This is a national issue that needs a national response. STAMMA is the preeminent national organisation representing those who stammer, although not yet big or influential enough to push for the change that's needed.

In 2019, STAMMA set out a five-year plan to expand our activities and operate at a higher level to reach and represent more people, and to have a louder, more influential voice.

This means investing in our infrastructure and capacity so that we can build our membership base and develop a culture where our members support and fundraise for STAMMA.

While the pandemic has impacted our fundraising ability, our ambition remains. In 2018, we had 1,000 members and supporters. We have just passed 4,000 and aim for 10,000 by 2026.

RESERVES

We have a general reserves policy of 12 months operating costs for the foreseeable future. As the situation with the pandemic stabilises, we may reduce general reserves to 6 months of expected operating costs.

DESIGNATED FUNDS POLICY

We want to do more than just survive as a small 'niche' charity; we want to build our support and influence to change the daily lives of more people who stammer. To do that, and thanks to two generous legacies, we have £680,000 set aside in two designated funds.

A £600,000 Capacity Building fund from which we will drawdown annual funds to support our operations, while we build our membership and increase public fundraising.

An £80,000 Young People fund, in memory of Owen Simon, from which we will distribute £5,000 each year for the next 16 years on projects dedicated to young people who stammer.

Designated funds can be created with the approval of the Board. The Board can cancel the fund at any time or change the restrictions for the fund with full Board approval. The Board can also dissolve the fund.

INVESTMENT MANAGEMENT

The Finance sub committee's investment approach is set out below. The Committee will continue to review this in the light of changing circumstances.

1 We have chosen to spread our investment across a range of accounts, to try to ensure that no more than £85K sits in any one account, and all are covered by the Financial Services Compensation Scheme.

We have opened a range of accounts from shorter-term 30-day accounts to accounts running from one to five years, with the majority maturing in three years, ensuring that, should we need lump sums of cash, they will be available at staged intervals.

We have chosen a platform provided by the Charities Aid Foundation. The facility provides access to 20 banks and building societies, and 80 accounts. This provides us with a single digital point of entry, allows us to have direct sight of our investment and keeps our costs to a minimum.

2. Given the uncertain economic environment we believe that now is not the time to invest in the money market. We cannot expect, in the current climate, to see much return on this sum, and there is the potential to lose large amounts of money in the short term.

3. We have staggered our investment over the next five years, so that should we decide to invest elsewhere, we have the liquidity to do so. We aimed for a balance of higher/long term investment with shorter term investments releasing funds over the next 3 years.

4. We have not ruled out investing into the charity's own infrastructure and our membership.

Long term our most consistent channel of income will be our members, whether through occasional or regular donations, fundraising or legacy income. Wisely spent, investing to increase membership levels and creating an engaged membership willing to fundraise, may out-perform even high levels of interest rates.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The Trustees are responsible for preparing the Trustees' annual report including the strategic report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and the group and of the incoming resources and application of resources, including the income and expenditure, of the charitable company or group for that period.

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently
- observe the methods and principles in the Charities SORP
- make judgements and estimates that are reasonable and prudent
- state whether applicable UK Accounting Standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation. The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act (2006). They are also responsible for safeguarding the assets of the charitable company and group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- there is no relevant audit information of which the charitable company's auditors are unaware
- the Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Members of STAMMA guarantee to contribute an amount not exceeding £1 each to the assets of the charity in the event of winding up. The Trustees are members of the charity, but this entitles them only to voting rights. The Trustees have no beneficial interest in the charity.

Auditors

Royce Peeling Green were re-appointed as the charitable company's auditors during the year and have expressed their willingness to continue in that capacity. The Trustees' annual report, which includes the strategic report, has been approved by the Trustees on 24th Sept and signed on their behalf by


Tim Fell, Chair

INDEPENDENT AUDITOR'S REPORT

To the Trustees of STAMMA, the British Stammering Association

Opinion

We have audited the financial statements of STAMMA, the British Stammering Association (the 'charity') for the year ended 31 December 2020 which comprise the statement of financial activities, the balance sheet, the statement of cash flows and the notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 December 2020 and of its incoming resources and application of resources, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006, the Charities Act 2011, the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) 2006 (as amended).

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

INDEPENDENT AUDITOR'S REPORT

Continued:-

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the company and its environment obtained in the course of the audit we have not identified material misstatements in the Trustees' Report.

We have nothing to report in respect of the following matters where the Companies Act 2006, the Charities Act 2011 and the Charities Accounts (Scotland) Regulations 2006 (as amended) require us to report to you if, in our opinion:

the information given in the financial statements is inconsistent in any material respect with the trustees report; or

- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the statement of trustees responsibilities set out on page 37, the trustees, who are also the directors of the charity for the purpose of company law, are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial statements.

INDEPENDENT AUDITOR'S REPORT

Continued:-

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. Based on our understanding of the charity, we identified that the principal risks of non-compliance with laws and regulations related to the Charities Act 2011, the Charities Statement of Recommended Practice, pensions legislation, employment regulation and health and safety regulation, anti-bribery, corruption and fraud, money laundering, non-compliance with implementation of government support schemes relating to COVID-19, and we considered the extent to which non-compliance might have a material effect on the financial statements. We also considered those laws and regulations that have a direct impact on the preparation of the financial statements, such as the Companies Act 2006.

We evaluated the trustees' and management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls) and determined that the principal risks were related to posting manual journal entries to manipulate financial performance, management bias through judgements and assumptions in significant accounting estimates, in particular in relation to use of restricted funds, and significant one-off or unusual transactions.

Our audit procedures were designed to respond to those identified risks, including non-compliance with laws and regulations (irregularities) and fraud that are material to the financial statements. Our audit procedures included but were not limited to:

- Discussing with the trustees and management their policies and procedures regarding compliance with laws and regulations;
- Communicating identified laws and regulations throughout our engagement team and remaining alert to any indications of non-compliance throughout our audit; and
- Considering the risk of acts by the charity which were contrary to applicable laws and regulations, including fraud.

Our audit procedures in relation to fraud included but were not limited to:

- Making enquiries of the trustees and management on whether they had knowledge of any actual, suspected or alleged fraud;
- Gaining an understanding of the internal controls established to mitigate risks related to fraud;
- Discussing amongst the engagement team the risks of fraud; and
- Addressing the risks of fraud through management override of controls by performing journal entry testing.

There are inherent limitations in the audit procedures described above and the primary responsibility for the prevention and detection of irregularities including fraud rests with management. As with any audit, there remained a risk of non-detection of irregularities, as these may involve collusion, forgery, intentional omissions, misrepresentations or the override of internal controls.

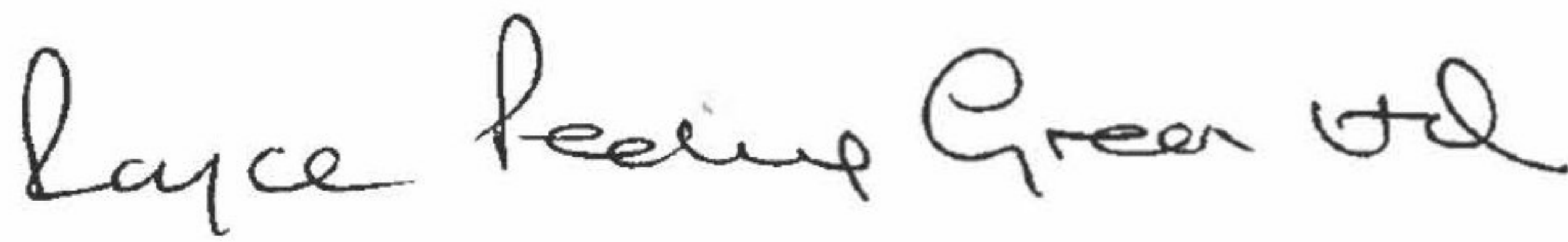
A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

INDEPENDENT AUDITOR'S REPORT

Continued:-

Use of our report

This report is made solely to the charity's trustees, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, Charities Act 2011, Part 4 of the Charities (Accounts and Reports) Regulations 2008 and section 44 (1) (c) of the Charities and Trustee Investment (Scotland) Act 2005. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.



Carolyn Dutton
(Senior Statutory Auditor)
Royce Peeling Green
Limited

**Chartered Accountants
Statutory Auditor**

The Copper Room
Deva City Office Park
Trinity Way
Manchester M3 7BG

Royce Peeling Green Limited is eligible for appointment as auditor of the charity by virtue of its eligibility for appointment as auditor of a company under of section 1212 of the Companies Act 2006.

STATEMENT OF FINANCIAL ACTIVITIES

Incorporating an Income & Expenditure Account for the year ended 31 December 2020

	Notes	Unrestricted Funds	Restricted Funds	Total 2020	Total 2019
		£	£	£	£
Income from:					
Donations and legacies	2	914,705	133,170	1,047,875	217,267
Charitable activities	3	4,312	-	4,312	11,744
Other Income – furlough claims		8,380	-	8,380	-
Investments – bank interest receivable		4,495	-	4,495	1,486
Total income		931,892	133,170	1,065,062	230,497
Expenditure on:					
Fundraising		22,810	-	22,810	22,945
Charitable activities:					
<i>Advice and Support</i>		76,933	-	76,933	87,470
<i>Membership Support</i>		64,948	-	64,948	60,702
<i>Information & Support Service</i>		31,869	102,350	134,219	167,300
Total Expenditure	4	196,560	102,350	298,910	338,417
Net movement income / (expenditure)		735,332	30,820	766,152	(107,920)
Transfer of Funds		-	-	-	-
Reconciliation of funds					
Total funds brought forward		232,493	-	232,493	340,413
Total funds carried forward		967,825	30,820	998,645	232,493

All amounts relate to the continuing activities of the Association.
The notes on pages 39-45 form part of these financial statements.

BALANCE SHEET AS AT 31 DECEMBER 2020

	Notes	2020	2019
Fixed assets		£	£
Property, plant and equipment	10	336	-
Investments maturing in more than one year	9	170,000	-
		170,336	-
Current assets			
Debtors	7	15,173	11,061
Stock	8	1,675	-
Cash at bank and in hand		501,039	237,250
Investments maturing within one year	9	333,000	-
		850,887	248,311
Total assets		1,021,223	248,311
Creditors: amounts falling due within one year	11	(22,578)	(15,818)
		998,645	232,493
Represented by:			
Unrestricted funds			
Designated funds	18	680,000	-
General unrestricted funds		287,825	232,943
Total unrestricted funds	12	967,825	232,943
Restricted funds	12	30,820	-
Total funds		998,645	232,493

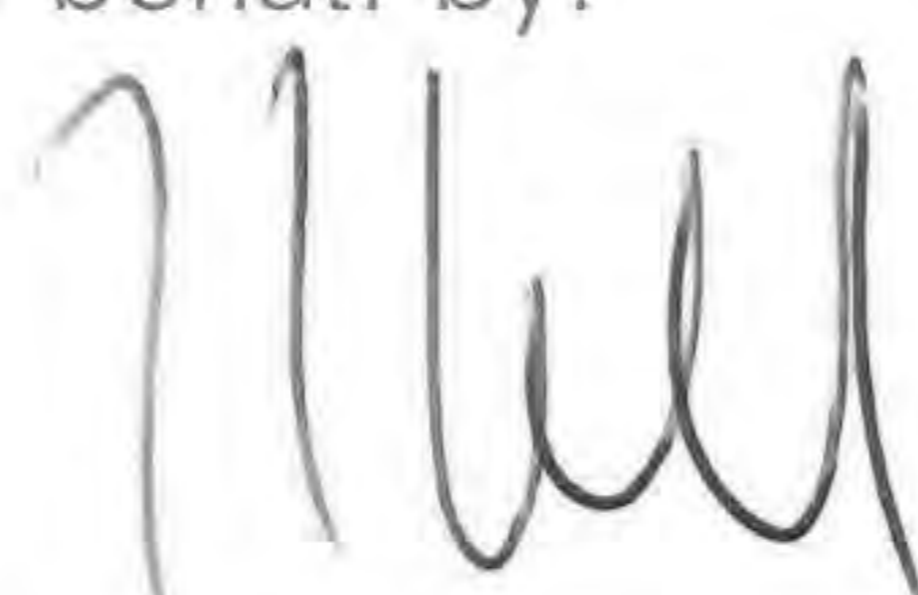
The members have not required the charitable company to obtain an audit of its financial statements under the requirements of the Companies Act 2006 for the year in question, in accordance with section 476. The trustees acknowledge their responsibilities for:

- ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006; and
- preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus and deficit for each financial year in accordance with the requirements of Sections 394 and 395 and otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

These financial statements were prepared in accordance with special provisions for small companies under Part 15 of the Companies Act 2006.

The financial statements were approved by the trustees and authorised for issue on 24th September and signed on their behalf by:

Tim Fell, Chair
Company Number: 04297778



The notes on pages 39-45 form part of these financial statements.

STATEMENT OF CASH FLOWS

For the year ended 31 December 2020

	Notes	2020	2019
		£	£
Cash flows from operating activities			
Net cash provided by / (used in) operating activities	16	767,233	(115,599)
Cash flows from investing activities:			
Purchase of investments		(502,276)	-
Purchase of property, plant and equipment		(444)	-
Management fees		(724)	-
Net cash used in investing activities		(503,444)	-
Cash flows from financing activities:			
Net cash used in financing activities		-	-
Change in cash and cash equivalents during the year		263,789	(115,599)
Cash and cash equivalents at the beginning of the year		237,250	352,849
Cash and cash equivalents at the end of the year		501,039	237,250
Analysis of cash and cash equivalents:			
Cash in hand		224,763	237,250
Notice deposits (less than 3 months)		276,276	-
Total cash and cash equivalents		501,039	237,250

The notes on pages 39-45 form part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS

for year ended 31 December 2020

1. Accounting policies

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

(a) Basis of preparation and assessment of going concern

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) - (Charities SORP FRS 102)), the Financial Reporting Standard.

The British Stammering Association meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at their historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

The cash flow forecasts prepared by senior management show that the charity will have positive cash flows for at least 12 months from **the date these financial statements are approved**. The Trustees therefore consider that the company has sufficient funds to meet its obligations as it falls due and deems it appropriate that the financial statements are produced on a going concern basis.

(b) Status

The Association is an incorporated charity and during the year of these accounts the trustees have limited liability. There were 2,301 members at 31 December 2020. We've revised figures for 2018 to 2361, and for 2019 to 1608 (the drop followed the GDPR process. The liability of each member liability is £1 on winding up.

(c) Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the trustees in furtherance of the general objects of the charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes. The aim and use of each restricted fund is set out in the notes to the financial statements.

Bank interest is **allocated to the appropriate funds** in proportion to the balances of **those funds**.

(d) Income recognition

All income is included in the Statement of Financial Activities (SOFA) when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy. Subscriptions are included in full in the year they relate. Grants are included in the year they are receivable or, if specified by the donor, in the year to which they are intended to apply. Income from legacies is taken into the statement of financial activities when received or when receipt is probable and the value can be measured with sufficient reliability.

(e) Expenditure recognition

All expenditure is accounted for on an accruals basis and includes VAT as the Association is not registered for VAT. Expenditure has been classified under headings that aggregate all costs related to the category. Where costs cannot be directly attributed to a particular heading they have been allocated to activities on a basis consistent with the use of resources. Support costs and overhead expenses are allocated to expenditure headings on the basis of staff time.

Accounting policies (continued)

Support costs and overhead expenses are allocated to expenditure headings on the basis of staff time.

Governance costs comprise costs of statutory compliance and include the independent examiner's fee and costs of trustees meetings. Also included is an allocation of staff time and overheads where attributable to strategic matters.

Due to the low level of expenditure on assets, all such expenditure is written off as it is incurred.

(f) Pensions

The Association has agreed to match employees' pension contributions to personal pension schemes up to 8% of the gross salary. In addition, the Association has nominated Marks and Spencer Life Assurance Ltd. as its nominated stakeholder pension provider and has notified all staff of this appointment. Pension contributions are charged to the Statement of Financial Activities in the period in which they are due.

(g) Property, plant and equipment

Property, plant and equipment is recorded at cost. Depreciation is provided for by the straight-line basis over the estimated useful lives of the related assets. The expected useful lives are as follows:

Office equipment 4 years.

(h) Operating leases

Rental charges in respect of operating leases are charged to the Statement of Financial Activities on a straight line basis over the period of the lease.

(i) Financial instruments

The Association only has financial assets and liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

(j) Statement of cash flows

The charity has taken the available exemption under the Charities SORP (FRS 102) Update Bulletin 1, as a smaller charity, to not prepare a Statement of Cash Flows.

2. Donations & Legacies

	Unrestricted funds	Restricted funds	Total 2020	Total 2019
	£	£	£	£
Grants	35,500	133,170	168,670	87,600
Donations	48,270	-	48,270	66,107
Legacy	830,935	-	830,935	63,560
	914,705	133,170	1,047,875	217,267

In the previous year, £52,100 of donation and legacy income related to restricted funds and £165,167 related to unrestricted funds.

3. Income from Charitable activities

	Unrestricted funds	Restricted funds	Total 2020	Total 2019
	£	£	£	£
Conference and open days	200	-	200	2,325
Sales and fees	1,235	-	1,235	2,889
Gift Aid	2,877	-	2,877	6,530
	4,312	-	4,312	11,744

In the previous year, £2,325 of income from charitable activities related to restricted funds and £9,419 related to unrestricted funds.

4. Total expenditure

	Staff costs (note 5)	Conf. costs	Other direct costs	Support costs	Gov. costs	Total 2020	Total 2019
		£	£	£	£	£	£
Fundraising	18,998	-	647	2,578	587	22,810	22,945
Charitable activities:							
Advice & Support	55,878	-	13,701	5,630	1,724	76,933	87,470
Membership Support	49,615	-	2,024	10,189	3,120	64,948	60,702
Information & Support Service	112,030	-	14,224	6,098	1,867	134,219	167,300
	236,521	-	30,596	24,495	7,298	298,910	338,417

In the previous year, £54,425 was incurred in connection with restricted funds and £283,992 in connection with unrestricted funds.

5. Staff costs

	Total 2020	Total 2019
	£	£
Salaries	208,652	200,890
Social security costs	15,317	15,487
Pension costs	12,552	10,447
	236,521	226,824

Charities SORP (FRS102) regulation 9.30 requires all charities to disclose those staff who earn total employee benefits (excluding pension contributions) in excess of £60,000. This disclosure is not representative of the actual salary levels employed by the Association.

5. Staff costs (continued)

One employee received emoluments amounting to more than £60,000 (2019: £0). £60,000 - £70,000 - 1 employee.. There were 9 members of staff (full-time equivalent 5.26), (2019: 7 members of staff, full-time equivalent 3).

The key management personnel of the Association comprise the Trustees and the Chief Executive Officer. The trustees neither received nor waived any emoluments during the year (2019: nil). Travelling expenses, including payments made directly to third parties, were £127 for 3 trustees (2019: £351 for 4 trustees). The remuneration of the Chief Executive Officer has been disclosed in the above paragraph.

A total of 53 volunteers (2019: 16) worked with the Association during 2020, comprising a total of 1,737 volunteer hours (2019:566)

6.	Net income/(expenditure) for the year			2020	2019
				£	£
	This is stated after charging/(crediting):				
	Depreciation			108	-
	Independent auditor's / examiner's fees			6,160	2,000
	Rentals payable under operating leases:				
	- land and buildings			8,942	9,396
	- office equipment			6,526	7,419
7.	Debtors				
	Other debtors			1,466	3,273
	Prepayments and accrued income			13,707	7,788
				15,173	11,061
8.	Stock				
	Branded running vests			1,675	-
				1,675	-
9.	Investments				
	Term deposits maturing within one year			333,000	-
	Term deposits maturing in more than one year			170,000	-
				503,000	-
10.	Property, Plant & Equipment	2020	2020	2019	2019
		Office Equip't	Total	Office Equip't	Total
		£	£	£	£
	Cost				
	At beginning of the year	-	-	-	-
	Additions	444	444	-	-
	At end of the year	444	444		
	Depreciation				
	At beginning of the year	-	-	-	-
	Depreciation charge	(108)	(108)	-	-
	At the beginning of the year	-	-	-	-
	At end of the year	(108)	(108)	-	-
	Net book value at beginning of the year	336	336	-	-

		2020	2019
		£	£
11.	Creditors: amounts falling due within one year		
	Trade creditors	4,981	5,175
	Other taxation and social security	5,102	4,429
	Amounts owed in respect of employee's pension	1,582	1,206
	Other creditors	45	258
	Accruals and deferred income	10,868	4,750
		22,578	15,818

12.	Analysis of net assets between funds							
		invest- ments	Property, plant & Equip't	Debtors	Stock	Cash at bank & in hand	Creditor s	Net Assets 2020
		£	£	£	£	£	£	£
	Restricted funds total	-	-	-	-	30,820		30,820
	Unrestricted funds total	503,000	336	15,173	1,675	470,219	(22,578)	967,825
	Total	503,000	336	15,173	1,675	501,039	(22,578)	998,645

13.	Operating lease commitments	2020	2019
	At 31 December 2020, the charity had total commitments under non-cancellable operating leases as follows:	£	£
	<i>Amounts due:</i>		
	Within one year	7,633	11,397
	Between one and five years	-	4,381
		7,633	15,778

14.	Pensions		
	The charity operates a defined contribution pension scheme whose assets are held separately from those of the charity in an independently administered fund. The pension cost charge represents contributions payable by the charity and amounted to £12,404 (2019: £10,447). Contributions totalling £1,582 (2019: £1,206) were payable to the fund at the balance sheet date and are included within creditors.		

15.	Related party transactions		
	During the year the Charity received donations from the Trustees and connected parties amounting to £996.		
		2020	2019
		£	£

16.	Reconciliation of net income/(expenditure) to net cash flow from operating activities		
	Net income / (expenditure) for the year	766,152	(107,920)
	Adjustments for:		
	Depreciation	108	-
	Increase in debtors	(4,113)	(3,986)
	Increase in stock	(1,675)	-
	Increase / (decrease) in creditors	6,761	(3,693)
	Net cash provided by / (used in) operating activities	767,233	(115,599)

17. Statement of Restricted Funds		Support & Information Services					Project Work							
	1-Jan-20	General Support	Helpline & Webchat	Region Specific	Region & age specific	Webchat	Capacity Building	Workshops	Social Media	STAMMA-Fest	Older People	Resources Expended	Transfers Between Funds	31 Dec 2020
	£	£	£	£	£	£	£	£	£	£	£	£	£	£
Grantor:														
National Lottery Community Fund	-	-	-	-	-	-	85,000	-	-	3,820	-	(85,000)	-	3,820
Pears Foundation	-	-	-	-	-	-	-	15,000	-	-	-	-	-	15,000
Independent Age Grants	-	-	-	-	-	-	-	-	-	-	5,000	-	-	5,000
David Brooke Charity	-	-	-	-	-	3,000	-	-	-	-	-	(3,000)	-	-
Eve & Philip Morrison Family Trust	-	-	-	-	-	-	-	-	3,000	-	-	-	-	3,000
The February Foundation	-	3,000	-	-	-	-	-	-	-	-	-	-	-	3,000
Lawson Charitable Trust	-	-	2,500	-	-	-	-	-	-	-	-	(2,500)	-	-
Anson Charitable Trust	-	2,000	-	-	-	-	-	-	-	-	-	(2,000)	-	-
The Hospital Saturday Fund Trust	-	2,000	-	-	-	-	-	-	-	-	-	(2,000)	-	-
Frank Lichfield General Charitable Trust	-	-	-	1,250	-	-	-	-	-	-	-	(1,250)	-	-
Tay Charitable Trust	-	1,000	-	-	-	-	-	-	-	-	-	(1,000)	-	-
The Anmco Charitable Trust		1,000	-	-	-	-	-	-	-	-	-	(1,000)	-	-
The Paul Bassham Charitable Trust	-	-	-	1,000	-	-	-	-	-	-	-	-	-	1,000
Other Grants		2,500	850	500	750	-	-	-	-	-	-	(4,600)	-	-
Balances carried forward at 31 Dec 2020		11,500	3,350	2,750	750	3,000	85,000	15,000	3,000	3,820	5,000	(102,350)	-	30,820

17. Cont.

Restricted funds are specified by the funder for a particular use; such restricted funds include:

- Helpline services support within the regions: Frank Lichfield General Charitable Trust provided £1,250 to cover support in Cambridgeshire and Essex; Paul Bassham Charitable Trust provided £1,000 to cover support in Norfolk; and MV Hillhouse provided £500 to cover the support we provided in Scotland.
- Age and Region Dependent: Baron Davenport's Charity provided £750 for helpline services support children and young adults under the age of 25 in the City of Birmingham and West Midlands Counties
- Capacity Building: The National Lottery Community Fund grant of £85,000, to be matched by the charity, to support the expansion of membership and local groups and networks, with two new dedicated members of staff.
- Older People: Independent Age Grant of £5,000 is for work with older people who stammer.

18. Designated Funds

	Movement in Funds				
	Balance at 1 January 2020	Incoming Resources	Resources Expended	Transfers	Balance at 31 December 2020
	£	£	£	£	£
Young people	-	-	-	80,000	80,000
Capacity building	-	-	-	600,000	600,000
Total	-	-	-	680,000	680,000
The transfers to designated funds relate to a commitment to spend at least £5,000 per year on activities aimed at and for young people, and to funds to be used for capacity building and infrastructure of the charity.					

THIRD SECTOR EXCELLENCE AWARDS

We scooped three awards in 2020 for:

Chair of the Year: Tim Fell

Volunteer of the Year: John Russell

Brand Development: STAMMA

In the 2021 awards we were shortlisted in the following categories:

Volunteer Team: STAMMA Helpline

CEO, under £5M: Jane Powell

and won the award for

Communications Campaign: Find the Right Words



STAMMA, the British Stammering Association
15 Old Ford Road, London E2 9PJ

stamma.org