

FUNDRAISING PACK



2023

Charity No: 801171



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ACTIONFORSTAMMERINGCHILDREN.ORG

THANK YOU

FOR CHOOSING TO FUNDRAISE FOR
ACTION FOR STAMMERING CHILDREN

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*That's Zain
fundraising for ASC
- on stilts!*



OUR VISION

- Action for Stammering Children's vision is a society where children and young people who stammer have the same opportunities and quality of life as their peers.
- We want to ensure that every child and young person across the UK who stammers has access to effective services and support to enable them to fulfil their potential

HOW CAN STAMMERING AFFECT CHILDREN?

- Did you know that approximately 8% of children will stammer during childhood?
- Stammering affects children across all cultures, ethnic groups, economic backgrounds and languages.
- When a child begins to stammer, it can be an anxious and worrying time for parents.
- Many young people who stammer face bullying and teasing, which has a detrimental effect on their well-being.
- Stammering can result in some young people limiting their aspirations and ambitions.

HOW YOU CAN HELP

At ASC, we recognise that every child who stammers is individual and every child's experience of stammering is different. With the right support, these children can grow into the confident, happy young adults they want to be.

- We run a number of projects and activities to support and empower children and young people who stammer across the UK, helping to boost confidence, resilience and well-being.
- We actively promote robust research to improve our understanding of stammering and the best ways to support these children, and influence policy-makers to ensure support is available to all children regardless of geography or background.
- Through our advocacy work, we aim to raise awareness about the impact of stammering and change societal attitudes.

But we're a small charity and we are completely dependent on fundraising to continue to support children and young people who stammer nationwide.

We're delighted that you're interested in helping us to achieve our mission by fundraising for us! With your help, we can continue our work with families and expand our reach so that more children can benefit from our activities.

An illustration of a cyclist wearing a blue jersey and a blue helmet, riding a blue bicycle on a red path. The path is winding and has a textured, brushstroke-like appearance. In the background, there are stylized green trees. The cyclist is looking down at the path.

*Here's Mark cycling
100 miles for ASC!*

WHERE WILL THE FUNDS GO?

Take a look at some of our recent and on-going projects, which fall under the three strands of our strategy.

None of this would have been possible without our supporters, whose generous donations allowed us to expand our reach across the UK.

SUPPORTING & EMPOWERING

Working with our project partners, we fund activity that would otherwise not be available to these children, such as:

Expert residential courses with the Talking Out Team in North Yorkshire, where children who stammer come together to receive therapy in a fun and dynamic setting - while also having fun through adventures and team-building!

"In this one week I feel like I've become a new person and I don't know how to say thank you to the staff."



Specialist assessments at the Michael Palin Centre for Stammering Children in London...

"Thorough, thoughtful, thought-provoking. Kind, helpful, considerate. I now feel so much more hopeful for our son."

We also created the only mentoring programme made for young people who stammer, delivered by professional adults who stammer in the UK in collaboration with 50 Million Voices.

"To be mentored by an inspiring person who stammers was an empowering experience. He had faced many of the same obstacles that I was facing and his advice in navigating these was invaluable."

RESEARCH & POLICY

We facilitate and promote robust research to influence policy-makers and improve support for children and young people...

- We recently co-funded a PhD programme investigating the association between stammering and risk for anxiety and depression in children at UCL.
- We are leading the first Priority Setting Partnership to identify the Top Ten Priorities for future research into developmental stammering in the UK through our collaboration with the James Lind Alliance.

LOBBYING & INFLUENCING

We raise awareness about the impact of stammering and lobby for societal change. Our Youth Panel is comprised of passionate and inspired young people who share our vision for a future where every child and young person who stammers has the same opportunities as their peers. Throughout the year, we come together to create exciting projects that create impactful change and inspire other young people.



Last October, we released a short film through collaboration with the Media Trust to mark International Stammering Awareness Day, which was all about learning to love your stammer (and it starred Ed Balls!). Our Stambassador videos, in which adults who stammer share their experiences of navigating successful careers, are a source of inspiration for young people and their families. These videos have over 75,000 views and counting!

5 STEPS TO SUCCESS

From evening fundraisers and sponsored challenges to bake sales and raffles, there are so many fun ways you can raise funds for Action for Stammering Children. You might want to try one of our 2023 challenges, but if you haven't yet decided, then start at step one for some inspiration.

1

Pick an idea

Take a look at some of the ideas we've included in here or come up with your own!

2

Plan your activity

Drop us an email and let us know that you're fundraising for us. Then start thinking about the prep needed to make it a success!

3

Promote your fundraiser

Once the details are firmed up, it's time to drum up lots of interest from your friends, family, workmates and all your social contacts! Don't forget, we can help you promote it!

4

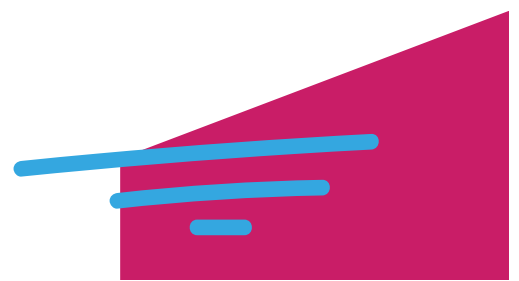
Collect in your donations

How you collect donations will determine how you get them to us. Take a look at page 11 to learn about the different options available

5

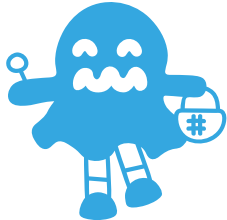
Time to celebrate!

All your hard work has paid off! The funds you've raised will help Action for Stammering Children reach many more children and young people who stammer across the UK.



PICK AN IDEA

We welcome your own fundraising ideas! Let us know what you're planning by reaching out to us via email. If you're not sure what to do, here's some suggestions:



Themed Fancy Dress Party



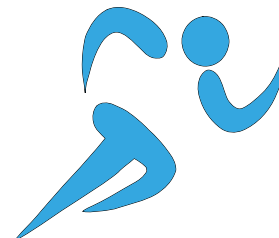
Bike Ride



Raffle



Dinner Party



Sponsored challenge

This year we've also generated a list of exciting events that you could take part in! Do any of these take your fancy?

APRIL

ADIDAS MARATHON - MANCHESTER

Take on the prestigious Adidas Marathon across Manchester!

JUNE

TRY-A-TRI SWIM - CARDIFF

Fancy a (long) dip? Challenge yourself with this mammoth swim in Wales!

SEPTEMBER

HUMBER BRIDGE MARATHON - HULL

For our runners in the Humber, why not run across the Humber Bridge (and back)?

OCTOBER

EDEN PROJECT MARATHON - CORNWALL

Go for either a half or full marathon against the backdrop of the wonderful Eden Project!

ROYAL PARKS HALF MARATHON - LONDON

Set across five of London's royal park, this route will surely be one to remember!

PLANNING YOUR ACTIVITY

A bit of planning helps to ensure your fundraiser is a success - and you maximise those donations! Here's a bit of food for thought...

Who?

Think about who you will be inviting to your activity and how you'll do it. Don't be afraid to ask friends or reach out to community groups.

What?

Pick something you enjoy doing. Keep it simple and make a fundraising target - aim to raise at least three times your spend.

Where?

Are you going to hold your fundraiser indoors or outdoors? Do you need to plan a route or book a venue? Enquire about public liability insurance.

When?

Try to avoid clashing with local or national events. Write a plan and keep it updated. Allow enough time for any travel, accommodation or suppliers to be booked.

Why?

Remember to tell your story - why have you chosen to raise money for us? Why do you think people should donate to our cause?

Jordan ran the 2022 London Marathon in aid of ASC!



PROMOTE YOUR FUNDRAISER

Make sure you utilise the information on the Action for Stammering Children website. For example, learn more about ASC on our website and watch our videos for more information. Use our poster and flyer templates to advertise your activity locally on noticeboards. Ask shops to display them in their windows. Also, try out some or all of the following:



Social media

Take films and photos and use them on social media pages



Write a blog

Keep your supporters up-to-date on your progress



What's on guides

Local newsletters and websites usually have a section listing events. Contact the editor.



Photos & videos

Capture your activity or event on camera - and share with your supporters!

ALREADY PLANNING YOUR FUNDRAISER?

LET US KNOW!

EMAIL: INFO@STAMMERINGCHILDREN.ORG

TAG US ON THE SOCIALS!



@ASCSTAMMERING



@STAMMER_ACTION



@ACTIONSTAMMERING



**/ACTIONFORSTAMMERING
CHILDREN**

HOW TO DONATE

Once your fundraising efforts are complete, sending donations to us couldn't be easier! We've got a handy page on our website that goes through the different options. To find out more, visit actionforstammeringchildren.org/get-involved/donate/

Just Giving: A simple, hassle-free way to collect donations is to set up a Just Giving page. You can add a personalised story, images, video and updates and really bring your activity, and reasons for supporting Action for Stammering Children, to life. Link your JustGiving page to your Twitter account or Facebook, and you'll reach even more people. All donations are sent directly to us, so once your activity is done, you won't have to do any chasing.

Visit justgiving.com/actionforstammeringchildren

TELL US ABOUT YOUR EVENT

Don't forget to tell us all about your event.

We'd love to know what you're planning, so we can celebrate your achievement with you and say thank you!

If you have any queries contact us at:
info@stammeringchildren.org or call 020 3316 8113

