

# **Action for Stammering Children**

## **Stambassador Briefing Pack**

**2024**

**As an ASC Stambassador, you are joining a network of professionals who create a bridge between the corporate world and our charity.**

Welcome to the ASC Stambassador Programme! There are plenty of ways that you can contribute to our work and help us reach the thousands of young people who stammer living across the UK. In this briefing, you will learn a little more about us, the work we do, and – crucially – how you can get involved.

Your time is one of the greatest gifts you can give a small charity like us but we know that our Stambassadors are busy people and time is a precious commodity. That's why we've come up with a variety of different ways that you can work with us in helping us to achieve our mission.

## **Our mission**

Action for Stammering Children is the UK charity for children and young people who stammer, their families, and the communities who support them.

We're here to make sure that every child who stammers has the support, respect and confidence to live the life they want to lead.

We support and empower parents, caregivers and professionals; facilitate and champion research; and campaign for changes in policy and societal attitudes.

## **Becoming a Stammering Ambassador for your organisation**

Our Stambassadors provide a vital link with the business world and the potential for developing corporate partnerships, which can be mutually beneficial for organisations and the families we support. Corporate partnerships allow us to reach hundreds more children and young people nationwide, as well as extend our advocacy work into the education and employment sectors.

Through our Stambassador Programme, we hope to improve the transition into the world of work for the generations of young people who stammer coming through. At ASC, we recognise that changing attitudes and increasing awareness about stammering requires us to start a conversation.

Sharing insights into the impact of stammering and the ways in which others can best support and respond to a person who stammers, will help employers to understand, and adapt to, some of the challenges young people might face entering the workplace.



**These are some of the ways in which you can help young people who stammer realise their potential.**

## **1. Share your story and inspire the next generation**

The young people and families we work with often tell us how society's expectations make them limit their own ambitions and restrict their career choices. Since 2018, professionals from a range of industries, who stammer, have recorded video interviews with us, which have inspired thousands of young people who stammer.

With over 75,000 views, our Stambassador videos are one of our most popular resources – viewed and shared by young people, parents, speech & language therapists and teachers alike. Sharing your experiences of your own journey is empowering; offering young people an opportunity to see that a stammer doesn't hold you back and that they can aspire to the career of their choice.

**Sign-up to take part in a Stambassador Interview by emailing our Support Team:** [support@stammeringchildren.org](mailto:support@stammeringchildren.org)

## 2. Fundraise for us

The work we do and the projects we run are entirely dependent on fundraising. There are a number of ways in which you can support us with our fundraising efforts through our corporate outreach programme:

### **Sponsored Challenges**

Arrange for a team of colleagues to take part in a sponsored challenge. From a 10k run to the Three Peaks Challenge, it's fun for all who take part and benefits us enormously!

We have a list of events that we are looking to register for this year or alternatively get in touch and tell us about an event you would like to take part in. We'll work with you to support your fundraising efforts and provide you with a sponsorship pack.

**Register your interest in taking part in a sponsorship event for ASC by emailing:** [support@stammeringchildren.org](mailto:support@stammeringchildren.org)

### **Event & project sponsorship**

We run a host of projects for children and young people who stammer, all of which we have to secure funding for on an annual basis. Many of these projects lend themselves well to corporate sponsorship, which could be for one year or multiple years.

**Could you put us in touch with the relevant individuals in your organisation to discuss the possibility of sponsoring one of our upcoming projects?**

**Let us know:** [sponsorship@stammeringchildren.org](mailto:sponsorship@stammeringchildren.org)

We also hold regular fundraising events, often involving high profile celebrity supporters such as Michael Palin, Colin Firth, Ed Balls and Lucy Porter. These provide excellent promotional and hospitality opportunities for corporate sponsors.

Our events always have a project- or fundraising-focus, and are an important way of connecting with new supporters and keeping in touch with existing ones. Perhaps your organisation would be willing to act as a corporate sponsor for one of our events.

We may email you now and again about upcoming events and sponsorship opportunities – if you think your employer might be interested in partnering with us to put on an event, we'd love to hear from you!

## **Employer Partnership Schemes**

We are open to becoming a charity partner, so if your employer would like to look at ways to support us in the longer term, perhaps through volunteering initiatives or payroll giving schemes, we'd be delighted to discuss this.

We are already registered with Benevity, so if your employer is too, then you might consider choosing us as your nominated charity.

## **Easyfundraising**

It's really simple – shop online with any of 7,000+ high street brands, and a portion of what you spend is donated to us. You can sign up in 3 easy steps – choose Action for Stammering Children as your nominated charity and we benefit every time you shop online without you paying any extra!

**Search:** ['Easyfundraising Action for Stammering Children'](#)

### **3. Volunteer your time**

#### **Share your expertise.**

Some employers set aside volunteer hours or opportunities to contribute employee expertise and skills to support the ongoing work of small charities. If that option is available to you and you would like to learn more about us while at the same time contributing towards our mission, we'd love to hear from you!

**Register your interest to volunteer with us by emailing:**  
[support@stammeringchildren.org](mailto:support@stammeringchildren.org)

#### **Write for our blog**

Whether you would like to write about your experiences of stammering in the workplace or write a book review, we're always keen to have guest authors on our blog.

**If you'd like to write for us, email:**  
[support@stammeringchildren.org](mailto:support@stammeringchildren.org)

Thank you for joining our Stambassador Programme.

We hope you enjoy being part of the Stambassador Network and the wider ASC community.

#### **Get in touch:**

Email: [support@stammeringchildren.org](mailto:support@stammeringchildren.org)  
Telephone: 0203316 8113