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1. Stamily's philosophy

Stamily is a diverse and independent community, consisting of people from all over the world. We are highly diverse, with many different passions, life stories, and goals, but have one thing in common: we stutter. Behind the non-fluent speech that you hear on the outside, there are also many 'hidden' feelings and experiences that most of us, people who stutter, share.

With Stamily we try to create a worldwide network for people who stutter and people who feel connected with us, where everybody can share their struggles, feelings, and achievements in Stamily's safe space. This gives a feeling of recognition, comfort, and a positive attitude towards stuttering. You are not alone with your stutter. Stuttering creates a bond. Many friendships already started via Stamily-related exchange projects!

We raise awareness and make our lives as people who stutter better, by radiating our positive message into society. We are open to collaboration with other (inter)national stuttering organizations that share this message. We also encourage everyone to form their own communities and networks. If needed we can offer coaching for creating local communities or networks.

Our community is open and democratic but we don't allow any offers for 'miracle stuttering cures'. We know that from a certain age stuttering itself is not possible to entirely 'cure' (outside of all the speech techniques that could make your speech sound more fluent but are not stutter cures on itself). So, for us, it is about how to live with it, and how to keep our mindset straight, without letting your stutter have a negative impact on your life.

Stamily proves that we can create a judgeless community where stuttering is the norm, where everybody listens to what you say, instead of how you say it. Embracing and accepting your stutter is the path in life that most of us choose to follow. We want to support everyone on their personal journey.



2. Structure and members

Board members in 2022:

Steff Lebsack	--	chair
Marc van Kralingen	--	secretary
Hardi Sigus	--	treasurer
Gareth Walkom	--	member of the Board
Penny Farrell	--	member of the Board
Lucy Reed	--	member of the Board

By the end of 2022, Stamily had 101 members distributed over [25 countries](#) (see Figure 1).

2.1 Internal communication

Stamily has set up a new communication structure by using the new Whatsapp [Community](#) functionality. This will eventually replace Discord, as this seemed not to be the best platform for communication and collaborations. In the Whatsapp Community there are currently 10 groups, of which 7 are team chats.

2.2 Teams

Stamily is a flat association with the members driving the board and Stamily teams which in return drives the association. This year we have introduced a new team: the Data team. This team will take care of protecting all our accounts and passwords. See the structure in Figure 2 to get an overview of Stamily's structure and all our teams.



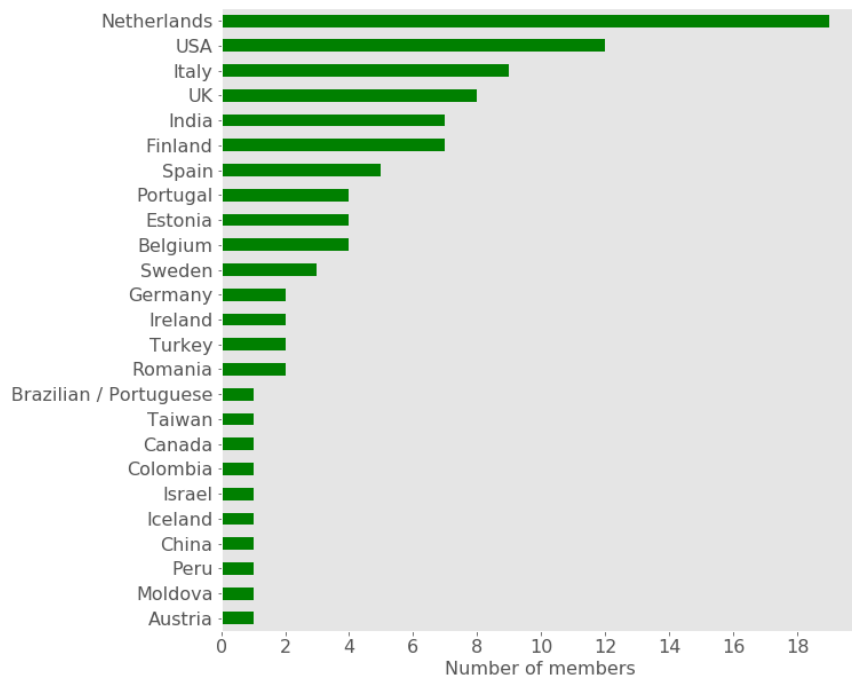


Figure 1. Member country distribution

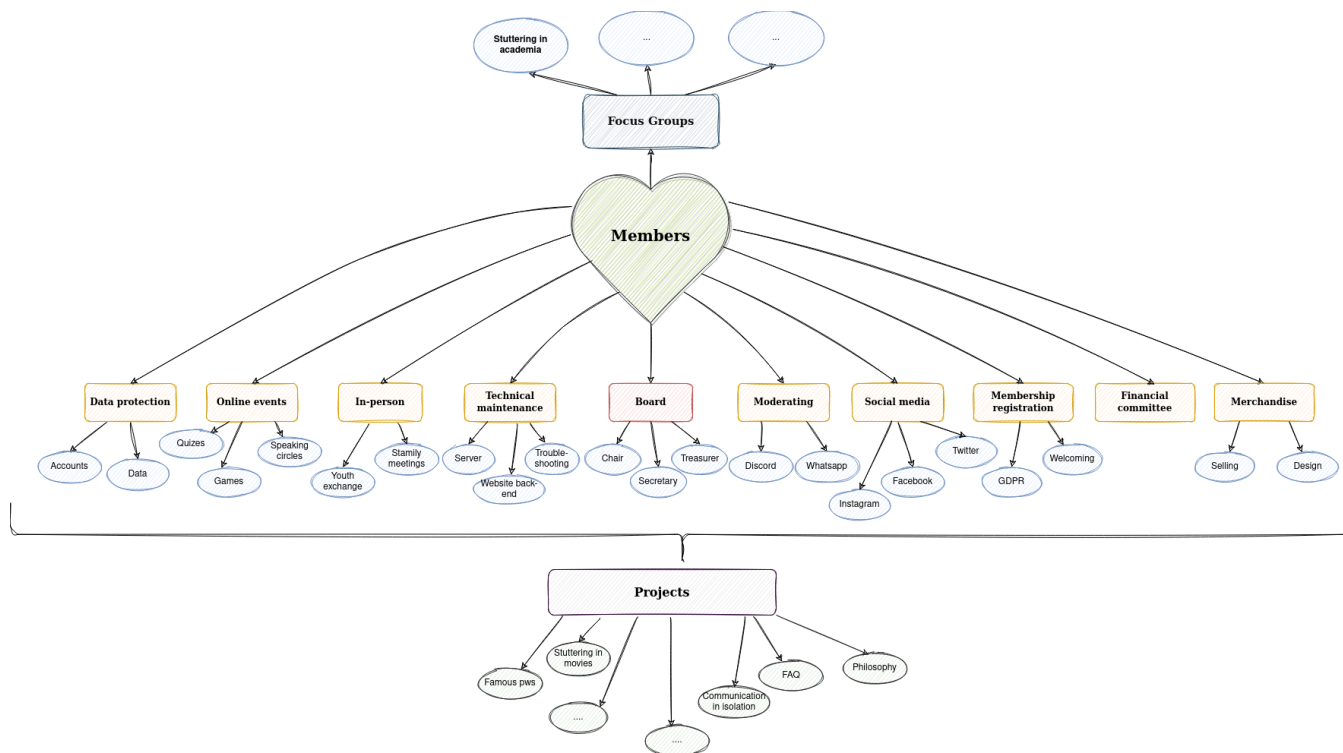


Figure 2. Structure of Stamily



3.Events

3.1 Online event team

The event team grew this year to 10 people. This team meets every month and discusses previous and upcoming events. In brainstorming sessions the team tries to innovate and come up with new ideas. By sending out questionnaires once in a while, the event team keeps track of our member's needs and suggestions.

3.2 Organized online events

Stamily's most attended and popular online events this year were 'Stamily & Friends', which is an open event for members and non-members. This has taken place on a monthly basis and attracted a lot of people from different communities and countries. Next to this, the online event team has been hosting a few quiz nights, game nights, experimenting with monthly hangouts, and more. They have also been working on new formats which focus on stuttering-related conversations and topics.



Figure 3. Screenshots from online meetings



3.3 Attended events

Stamily was present at last year's StutterFEST, which was organized by the [World Stuttering Network](#). At this online event, we introduced Stamily on an international stage, which led to follow-up conversations with other associations and to new members. Up to 100 people attended our talk. Stamily also gave a talk at the World Congress in Liverpool. Here we spoke about hybrid events and moderating online platforms.

3.4 In-person events

Stamily was not able to host any in-person event in 2022, as last summer was packed with stuttering events, but luckily we were able to meet up together during the ISA world congress in the UK and the Nordic Seminar in Finland. There have also been local in-person events organized by members.



Figure 4: Stamily at the World Congress in Liverpool



Figure 5: Stamily at the Nordic Seminar in Finland



4. Website and Content

We have had another great year with our website and content.

4.1 Views

[The website](#) received a very diverse viewing from different countries in 2022. The top 10 were from US (29%), UK (9%), Netherlands (6%), India (6%), Canada (3%), China (3%), Germany (3%), Italy (2%), Spain (2%), and Japan (2%). North America (32%), Northern Europe (16%), and Western Europe (12%) are still the sub-continent where we gain most of our traffic.

Note that we are using analytics from Google Analytics this year, and although the figures are not quite the same as those shown in the previous AGM report from 2021, they are comparable.

In 2022, we saw our unique page views (Figure 6) rise by 8.96%. October 2022 was our most successful month for unique page views due to the [Declaration of the Right to Stutter campaign](#) that Stamilly hosted on its website.

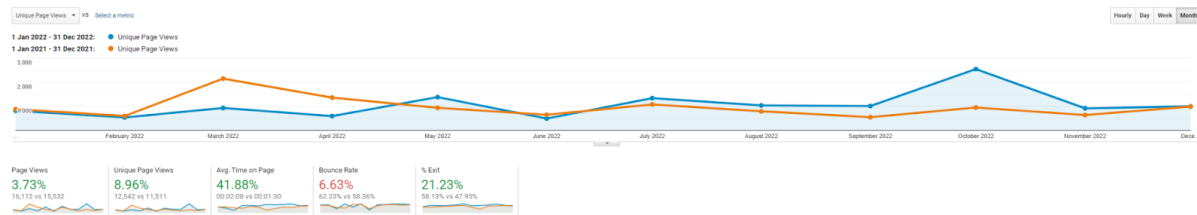


Figure 6: Website - Unique Page Views

Also notable is an increase in average time spent on pages (Figure 7) with a rise of 41.88%. We can also see from the figure that we maintained this for most of the year.

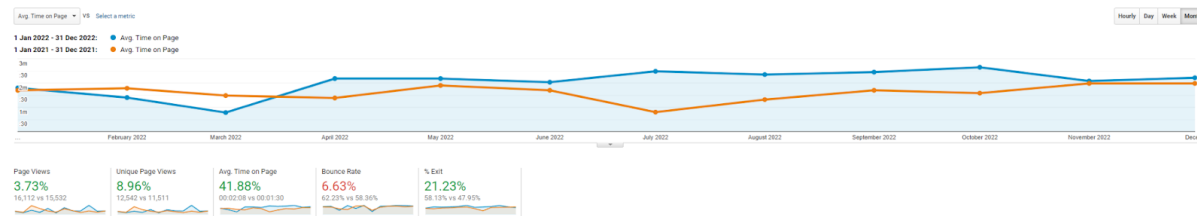


Figure 7: Website - Avg. Time on Page



Our most viewed pages of 2022 were Homepage (33%), The Declaration of the Right to Stutter (9%), Stuttering in movies: About the movie list (8%), Become a Member (4%), Stuttering in movies: reactions to the stuttering (3%), Project: Stuttering in movies (3%), Remembering Lynne (1%), Our Philosophy (1%), A conversation of Dysfluent Art (15), and Projects (1%).

Acquisition of our traffic stayed similar in Organic Search (where users searched for Stamilly via a search engine), which is represented in Figure 8. However, in 2022, we saw a 55% decrease in acquisition from social media. We did however see a 108% increase in direct acquisition which is most likely due to the Declaration of the Right to Stutter campaign we hosted.

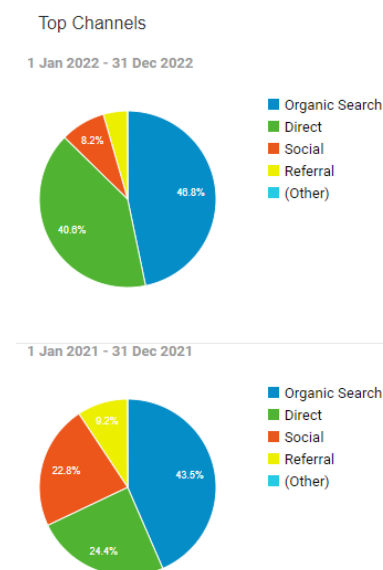


Figure 8: Website - Top Channels

4.2 New website

We have also been changing from hosting our website on WordPress to Wix. This has been a long process, but we have made good progress. We aim for the Wix website to be published in 2023 (see working plan).

In 2022 we published 12 blog posts. Besides the already mentioned Declaration of the Right to Stutter, several members wrote about how they had experienced the Stamilly Meetup, the Erasmus+ Youth Exchange, StammaFest and the Nordic Seminar. This probably reflects how important and possibly life changing these meetings with other PWS are. Other blog posts were life stories and awareness related.



5. Social Media

As an international community, we believe that Stamily can gain a lot by having a strong social media presence, as it is one of the major gateways people find Stamily. This is why we are happy to see the number of followers and interactions grow on our platforms. Stamily has reached over 1000 followers on [Instagram](#), over 600 followers on [Twitter](#), around 50 followers on [LinkedIn](#), and over 700 followers on [Facebook](#). These numbers are not the only way to measure the success of Stamily's social media team, as we are also proud to see how our social media team has developed and innovated.

All social media platforms have different audiences. We find that most other partner associations interact with us through Twitter, while the younger followers and members are more active on Instagram. The interactions and importance of Facebook is declining, which matches with the general social media trend, but we still see the value of staying active on Facebook, because this helps us reach all generations that we want to welcome in Stamily!



Figure 9: Stamily's social media channels



6. Collaborations

Stamily is finding its own unique role in the stuttering community. However, we believe strongly that we can only do better together. This means that collaborations with other associations and groups are very important to make a change for people who stutter. So, while Stamily has focused more on stabilizing the internal structure of the association this year, we also worked on improving our collaborations. We have laid contact and exchanged ideas with the new stuttering association from Taiwan and Hong Kong. We also kept close contact with [Stuttering Society](#) and the [World Stuttering Network](#), with whom we developed 'Stutterviews', which will launch in 2023 (see Working plan). At the world congress in Liverpool we also had many casual collaborative conversations with [STAMMA](#) and the [International Stuttering Association](#).

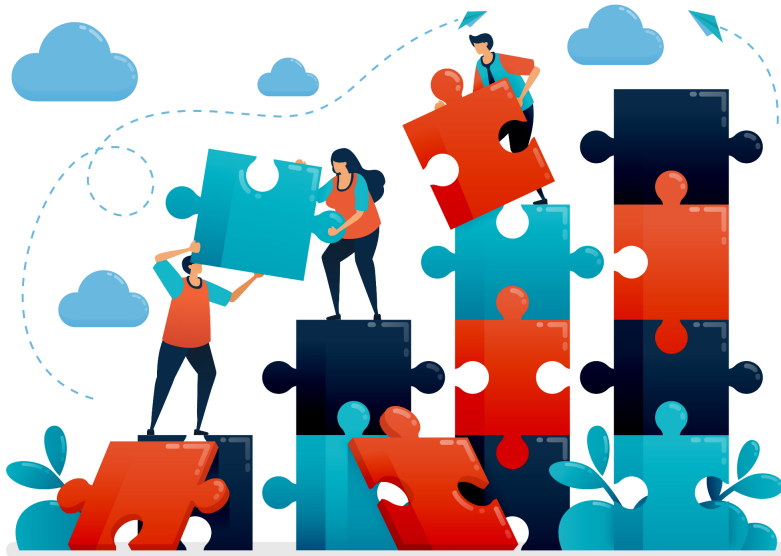


Figure 10: Working together. (Free image from Vecteezy.)



7. Finances

The Stamily annual membership fee has been 10 euros. In 2022, Stamily received membership fees up to 830 euros. Some members got a discount due to personal circumstances and currency conversions also reduced this total amount.

On the 5th of July 2022 Stamilys' annual meeting (AGM) was held in the Netherlands. The expenses were 286,24 euros.

During 2022, Stamily received donations of 2500 euros (2000 euros from Demosthenes and 500 euros from Anatta).

In 2022 the expenses to keep Stamily running were 790,71 euros. The expenses included payments to Zoom, ZONE (Internet server), moving our physical address in the Netherlands, the membership for the International Stuttering Association, and badges for International Stuttering Meeting, Paypal and Wise bank fees and more.

In 2022 the net profit was 2 253,05 euros.

At the end of 2022 Stamilys' Wise account was 4 916,59 euros and Stamilys' Paypal account 457,12 euros.

See Stamily financial report 2022 for more information about the cash flow.



Figure 11: Cash. (Free image from Vecteezy.)



Signed by:

Name: Gareth Walkom

Date: 10th May 2023

Place: , Belgium

Signature:

Name: Penny Farrell

Date: 11th May 2023

Place: , Republic of Ireland

Signature:

Name: Marc van Kralingen

Date: 24th May 2023

Place: , the Netherlands

Signature:

Name: Stephanie Lebsack

Date: 29th May 2023

Place: , United States of America

Signature:



Name: Lucy Reed
Date: 29th May 2023
Place: , United States of America
Signature:

Name: Hardi Sigus
Date: 29th May 2023
Place: , Estonia
Signature:

