



# 2025

# ANNUAL IMPACT REPORT

## MISSION & VISION

Stories Against Stigma is an advocacy project dedicated to ending the stigma surrounding disabilities, age, race, gender, and mental health.

Our mission is to make the world a more inclusive and understanding place for all people. We believe in the power of a story to change the world and to create lasting change.

## 450

Website visitors

## 20

Educational Social Media Posts

## 14

Unique merchandise designs created

## Thank-you!

Thank you for your incredible support of Stories Against Stigma throughout 2025, our second year of action! Your commitment helped us further our mission to break down stigma and build a more inclusive world for all.



## PROJECTS

## DETAILS

### Stigma Awareness Merchandise Shop

Stories Against Stigma introduced a values-aligned merchandise line featuring 14 original designs, using wearable messaging as a sustainable and accessible tool to raise awareness and spark everyday conversations about stigma.

### Educational Content

Through social media and story sharing, SAS continues to make strides into the community narrative, helping to shape and inspire conversations worldwide.

### Children's Book Publication

The Story of Faith is currently in the process of being translated to Dutch and the hope is that this translation will be available in 2026.

## GLOBAL COMMUNITY ENGAGEMENT

## 68

Instagram Followers

**29 Countries** actively engaged in SAS content

### 29 Countries Engaged in Our Educational Content

