



50 giving stories shared as part of The Marketors' Trust's 50th Anniversary celebrations in 2026

No 5: A place to remember: the memorial the Trust helped build



Held in our Hearts: Federation volunteers with the memorial heart, where families add a dedication to a child forever in their hearts.

Around one in a hundred babies in the UK is born with a heart condition. For most families that begins a lifetime of appointments, surgery and worry. For some, it means saying goodbye far too soon. The Children's Heart Federation, the leading national charity championing children with heart conditions, is there for all of them. Registered in 1988, its vision is a simple one: that every child with a heart condition has their medical and social needs met, so they can live the fullest life possible.

In 2023 The Marketors' Trust awarded the Federation a Charity Grant to do something the charity had long wanted to do but had never had the resource to market properly: create a dedicated online memorial for the babies and children lost to heart conditions, and a space for grieving families to remember them together.

The result was a warm, carefully made place to gather. Families can leave a dedication to a child forever in their hearts, share their story, and read the reflections of others who understand exactly what that loss feels like. Every family that takes part is sent perennial wildflower seeds to plant at home, so that something living grows in a loved one's memory year after year.

The Trust's grant funded the marketing campaign that carried the memorial to the families who needed it, launched to coincide with Heart Month. The response spoke for itself. The appeal raised

more than £6,000 for the Federation's work and earned national coverage, taking the charity's name and its helpline further than a small team could ever reach alone.



The community the grant helps the Federation reach: families of children with heart conditions, brought together.

That reach matters, because the memorial is only one part of what the Federation does. Guided by a mission to provide recognition, research and resources, it supports families living with both congenital and acquired heart disease. Its information line steadies parents and carers through diagnosis and treatment; its Molly's Dollies, with their tiny surgical scars, help children understand what is happening to them; and its Pulse Parents community gives families somewhere to turn at three in the morning when no one else is awake.

This is exactly the kind of work The Marketors' Trust exists to strengthen: giving a small charity the marketing muscle to be found by the people who need it most, at the very moment they need it. Fifty years of giving, one carefully placed grant at a time.



Website: chfed.org.uk

How to give

Every gift, at whatever level, helps secure the Trust's grants, awards and care for the next fifty years.

To give, go to: <https://www.marketors.org/the-marketors-trust/support-ways-to-give>

The Marketors' Trust, Registered charity no. 272339