



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

No 11: Making sure no new parent feels alone



The first weeks with a new baby rarely look like the picture on the front of the parenting books. Behind the joy there can be exhaustion, worry and a hundred questions about feeding and sleep, often at three in the morning with no one to ask. For families across West Kent, Baby Umbrella is the answer to that. It is a small charity, named Start Up Charity of the Year at the 2022 Kent Charity Awards, built on a simple belief: that every family deserves skilled, compassionate support in those early days, and that no new parent should have to work it out alone.

The help is practical and free. Trained lactation consultants and breastfeeding counsellors give one-to-one appointments on feeding, whether that is breastfeeding, bottle feeding, expressing or starting solids, alongside guidance on infant sleep and the sheer adjustment of becoming a parent. A perinatal listening service is there for the emotional side, for the days when it all feels like too much. And peer-led support groups, run by volunteers who have been there themselves, mean parents can find one another as well as an expert. The charity runs 52 weeks a year and sees more than 1,000 families annually across Sevenoaks, Tonbridge and Tunbridge Wells.

For a small charity, the hardest part is making sure the parents who need that help know it exists, and know it is free. A new parent in the middle of a difficult night is not always in a position to go

searching. Reaching families early, with clear information about what is on offer and how to get it, is what turns a service into a lifeline.

That is what The Marketors' Trust set out to strengthen. In 2025 a £2,500 Charity Grant funded Baby Umbrella's 'Inform & Educate' campaign, sharpening how the charity tells local families about its support so that more of them can find it at the moment it matters. For an organisation that already does so much on so little, that reach is everything.

This is The Marketors' Trust doing what it does best. It doesn't fund the appointments or the groups themselves; instead it gives charities the marketing skill to reach the people who need them, so that skilled, kind support does not go unnoticed by the families it was built for. Fifty years of giving, in the belief that good marketing can be a genuine force for good.



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