



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

No 9: Reaching farmers before the pressure builds



Shropshire Rural Support volunteers at a community event, the friendly face of a county-wide helpline.

Farming can be one of the loneliest ways to make a living. Long hours, isolated land, the weather, the markets and the weight of a family business can build quietly, and the people carrying it are often the last to ask for help. Shropshire Rural Support exists to change that. Since 1991 it has offered confidential, non-judgmental support to farmers and rural families across the county, giving people the time and space to talk through whatever they are facing, from anxiety and stress to worries about the family or the farm business.



Long days and isolated land: for many across rural Shropshire, farming can be a lonely way of life.

What sets it apart is who does the listening. The charity is staffed by people with farming backgrounds, who understand rural life from the inside, so a caller is talking to someone who already speaks their language. Alongside a free helpline and a text service, it offers one-to-one support and a network of trusted contacts, which means it can connect people to practical help as well as a listening ear, whether that is guidance on a business problem or, for one family hit by flooding, a route to financial support for everyday essentials like groceries and bills.

Like every small charity, its hardest task is making sure people know that help is there before a difficult season becomes a crisis. That is exactly what a £10,000 grant from the Marketors' Trust, its top award this year, was designed to strengthen.



The charity's message, front and centre: free, confidential support for the rural community.

The grant is funding a series of short films to sharpen the charity's marketing and communications. Rather than bring in professional actors, Shropshire Rural Support has put its own volunteers behind the voiceovers, so the films feel authentic and true to the farming community they speak to. The films do three jobs at once: they raise awareness of the charity and the support it offers, they promote new fundraising events and encourage the wider community to get involved, and they invite local businesses to back the work through partnerships and sponsorship.

As the charity's fundraising manager puts it, effective marketing is about far more than visibility. It is about reaching the right people at the right time: making sure farmers and rural families know that confidential support is there before challenges become overwhelming, while building the longer-term support that keeps that lifeline going.

This is The Marketors' Trust doing what it does best. It doesn't fund the frontline service itself; instead it gives charities the marketing skill to reach the people who need them, so that more farmers and rural families find the support that is already waiting for them. Thirty-five years on from its own beginnings, Shropshire Rural Support is still there for its community, and thanks to this grant more of that community will know it. The work is live right now, and the charity has promised to share the full impact later in the year.

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>