



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

No 19: Helping veterans find their next mission after service



Leaving the Armed Forces can be one of the hardest transitions a person makes. The structure, the camaraderie and the clear sense of purpose fall away, and the civilian jobs market can feel like unfamiliar ground. For many veterans, the challenge is not ability but translation: how to turn years of leadership, discipline and skill under pressure into a CV a civilian employer understands. That is exactly what the LifeWorks programme was established to try to address. And The Marketors' Trust makes its own modest contribution to it.

As part of the Company's long-standing support for its Armed Services affiliates, the Trust makes an annual donation to the Lord Mayor's Big Curry Lunch, which goes to funding two veterans of His Majesty's Armed Forces onto the LifeWorks programme. LifeWorks provides career coaching, employment support and training for veterans from every Service and, in some cases, their families, helping them find and secure civilian work once they take off the uniform.



The Company with its Armed Services affiliates. The Marketors' support helps veterans move from service into civilian careers.

The Big Curry Lunch itself is one of the City of London's most distinctive events. For more than seventeen years it has been held at Guildhall, bringing together around 1,650 leaders from business, government and the Armed Forces for an informal lunch with a serious purpose. There is no seating plan and no table hierarchy. Guests serve themselves and mingle freely. It is, as its organisers like to point out, the only major City occasion where the most senior figures queue side by side for their curry. Behind the informality is real money: the Lunch raised £434,000 in 2025 alone, and more than £4.2 million for veterans since it began.



Marketors and guests at a Company event.

For the Trust, it is support that turns the City's influence into something practical. A place on LifeWorks is not a handout. It is coaching, contacts and confidence, the things that help a veteran walk into an interview and explain, in language an employer understands, exactly what they can do.

Marketing, at heart, is about helping people see the value in something. Here the Trust does that for people who have already given a great deal, backing a programme that helps them tell their own story to the civilian world, and find the next chapter of a working life well earned.

Website: marketors.org

Find out more: armybenevolentfund.org/lordmayors (the Big Curry Lunch) · rfea.org.uk (LifeWorks)

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>

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