



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

No 1: Live Music Now: a Master's choice in 2016



Every year, The Marketors' Trust gives the Master of the Company a sum to donate to a cause close to their heart, a tradition known as the Master's Choice. In 2016, Master David Pearson chose Live Music Now, and in doing so brought the gift of live music to thousands of people who might otherwise never hear it.

Live Music Now was founded in 1977 by the legendary violinist Yehudi Menuhin and the philanthropist Ian Stoutzker, on a simple conviction: that live music has the power to change lives, and that it should reach far beyond the concert hall. Nearly fifty years on, that belief is stronger than ever.

Today the charity trains and employs around 320 professional musicians across every genre, and each year they reach more than 55,000 people in the places that need them most: care homes and hospitals, special schools, community centres and libraries across the country. Its work is built around two programmes.



The first, Music in Health, is grounded in a growing body of clinical research showing how powerfully live music supports people's health and wellbeing. Through it, Live Music Now runs musical Memory Cafés for people living with dementia, and long-term residencies in hospitals and adult social care settings. These are not one-off performances but carefully designed, evidence-based sessions that help people recover, build resilience, and support the health and care professionals working alongside them.



The second, Music in Education, opens up the joy and benefits of music to disabled and autistic children and young people. Highly skilled professional musicians lead interactive concerts, creative music projects and long-term residencies in specialist schools, resource bases, hospitals and community settings. Alongside this, the charity develops the training, research and practical resources that strengthen inclusive music practice, helping many more children and young people take part in something too often out of reach.

It all adds up to what the charity calls measurable social impact through music, and the Trust's £2,500 gift played its part. Modest in size, its reach was anything but, a reminder that a well-chosen donation, placed in the right hands, can travel a very long way. As we begin fifty days of giving, it feels a fitting place to start: with music, generosity, and the difference one thoughtful gift can make.

Website: livemusicnow.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>