



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

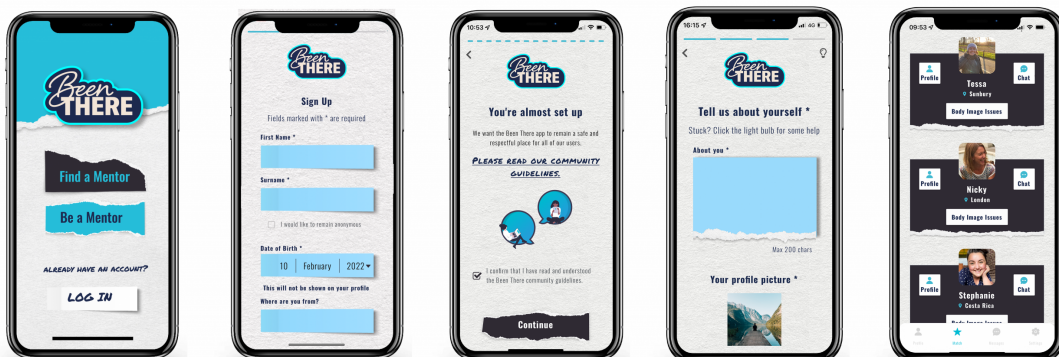
No 12: Support from someone who has been there



Been There's own imagery gives shape to the critical inner voice that so many people live with.

For as long as she could remember, Tessa was self-conscious about her body, permanently on a diet and quietly wishing she were someone else. She struggled for eleven years before she finally found the thing that helped, and it was not a leaflet or a long waiting list. It was a person who understood, who did not judge, and who had been exactly where she was. That experience became Been There.

Been There is a charity with a simple, powerful idea. Through a free app, it connects people who are struggling with body image to a trained mentor who has faced similar challenges and come through them. Not a professional reading from a script, but a real person who gets it, who cares, and who is there for you. Mentors give their time one to one, offering the kind of understanding that only comes from having felt the same things yourself.



Inside the Been There app: sign up, then match with a mentor who has faced the same challenges.

Body image struggles can be isolating, and they often go unspoken. Many people carry them quietly for years, sure that no one else could really understand. The power of peer support is that it breaks that isolation: it says, clearly and from experience, that you are not the only one who has felt this way, and that things can get better. For a young charity, the challenge is making sure the people who need that message actually hear it.



Body image affects people of every age and gender, and is so often carried in silence.

That is where The Marketors' Trust came in, not once but twice. Having first backed Been There in 2022, the Trust made the rare decision to support it again in 2023, a repeat award given only where the impact clearly justifies it. The funding went into growing awareness of the charity's peer-led mentoring, helping more people discover that free, understanding support is only an app away.

There is a neat symmetry to this one. Been There works because someone who has come through the hardest days turns around and helps the next person through theirs. The Marketors' Trust gives in much the same spirit, taking skills that marketers have spent whole careers building and passing them to a charity that simply needs to be found. Two kinds of hard-won experience, handed on. For a small team turning their own painful chapters into a lifeline for strangers, being seen is not a bonus; it is the difference between a brilliant idea and a life changed, and it is what this grant helped protect.



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>