



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

No 7: Changing the story of mental health in one community



Jewish Action for Mental Health: volunteers and supporters in Greater Manchester.

For someone in the middle of a mental health crisis, the hardest step is often the first one: asking for help from a person who truly understands your world. Jewish Action for Mental Health exists for exactly that moment. Based in Greater Manchester, it offers affordable, culturally sensitive therapy and support to members of the Jewish community, from one-to-one counselling to crisis and bereavement support, wellbeing groups, and an allotment where people find their footing again through gardening. Its aim, in its own words, is to change the story of mental health within the community it serves.

The need is real and growing. Since 2020 the charity has supported hundreds of people through counselling and hundreds more through its groups, and more than eight in ten say their mental health improved as a result. But a small charity can only help the people who know it is there.

In 2024 the Marketors' Trust awarded JAMH a Charity Grant to strengthen exactly that: the marketing behind a major fundraising appeal. The grant funded the storytelling, the social media, the emails and the newsletters that would carry the charity's message across the community and turn quiet awareness into action.

The results were remarkable. The appeal went on to raise around £72,000 from close to 1,500 individual donors, money that keeps professional, one-to-one therapy available to people in crisis who might otherwise wait, or go without. For a grant designed to help a charity be seen and understood, it was exactly the kind of return the Trust hopes for.



Supporters take on Tough Mudder 'for better mental health' in aid of JAMH.

This is the Marketors' Trust at its most practical. It doesn't fund the therapy room itself; instead it gives charities the marketing skill to fill it, so that more people find the help that is already waiting for them. Fifty years of giving, and a belief that good marketing can be a genuine force for good.



Website: jamh.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>

The Marketors' Trust, Registered charity no. 272339