



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

No 42: The first rung on the marketing ladder



The Marketing Academy Foundation is building a more open path into marketing.

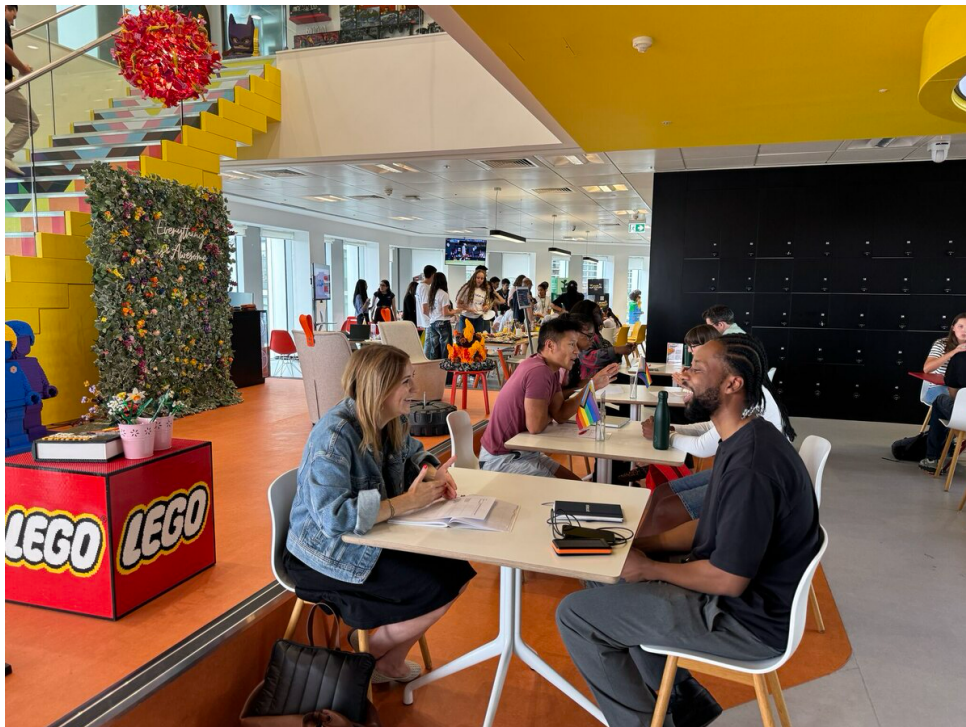
Talent is spread evenly. Opportunity is not. Plenty of bright young people would make excellent marketers but never get the chance to find out, because they do not know anyone in the industry, cannot afford to work for free, or have simply been left with the impression that marketing is not a world open to them. The Marketing Academy Foundation exists to change that, and in 2025 The Marketors' Trust decided to back it.

The Foundation's mission is a simple one: to increase social mobility in the marketing industry. For businesses, it is an early careers partner, finding great talent and helping them grow it. For aspiring marketers, it is a community, with free programmes that help them find a start and build a career. After looking for the best way to support marketing apprenticeships, the Trust chose to partner with the Foundation in 2025.



BeTheOne Bootcamp: interactive workshops that help young job-seekers shine.

Its BeTheOne Bootcamp is the heart of its work. In a single year it engaged nearly 180 young people from low-income backgrounds, running interactive workshops, with partners including Tesco and LEGO, that are designed to help job-seekers shine in the moments that matter: the interview, the pitch, the first real conversation with an employer. It also gets its members into rooms they would rarely reach on their own, from industry festivals like MAD//Fest to major marketing events, building the confidence and the contacts that early careers are so often made of.



Real career conversations with partner brands, from LEGO to Tesco.

The Trust's donation is aimed squarely at the hardest and most important step: the first job. It will help place a young candidate with one of the Foundation's commercial partners, giving someone their first real role and the first rung on the ladder to becoming a professional marketer. It is a small number of people to begin with, but for each of them it can change the shape of a career.



Into the room: Foundation members at a major industry festival.

There is a neat logic to a company of marketers investing here. The industry is only as good, and as representative of the people it talks to, as the range of people who get to work in it. By helping open the door to those who would otherwise be kept outside it, the Trust is not just giving one person a start. It is helping marketing become a little more like the world it is trying to reach.

Website: tma-foundation.co.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