



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

No 20: Making sure no one is left out of the conversation



The Warrington Deaf Centre, opened in 2004 by HRH The Countess of Wessex.

For many deaf and hard-of-hearing people, the hardest barrier is not sound but information: knowing where to turn, what help exists, and how to reach it in a language and a format that work for them. In Warrington, one charity has been closing that gap for a very long time. Founded in 1885, the Warrington & District Society for Deaf People has served its community for nearly 140 years. In 2024, a Marketors' Trust grant helped it reach further still.

The Society is dedicated to empowering the deaf and hard-of-hearing community in Warrington and its surrounding areas. Its mission is to enrich the lives of deaf individuals through a wide range of services and activities that foster inclusion, promote education and celebrate cultural engagement. From the Warrington Deaf Centre it runs a full week of life: a Deaf Café, a British Sign Language choir, afternoon activities for older members, children's events and parties for CODA, the children of deaf adults. For people who can feel cut off from the world around them, it is often where isolation lifts and community begins.

The £10,000 grant from the Trust funded a comprehensive hub, providing the deaf community and their families with centralised, accessible information and guidance. A key focus was reducing the

isolation experienced by many deaf people, bridging the gap between the hearing and deaf worlds, and promoting a fully inclusive, cohesive society where every individual can thrive.

This is exactly the kind of problem good marketing is built to solve. A service only helps the people who can find it, and reaching a community that communicates differently takes real thought: the right formats, the right channels, the right words, with BSL at the heart of it. For a charity that runs on the energy of a large team of volunteers, that expertise is precious, and it is what the Trust's grant provides, so its support actually lands with the people who need it most.

Nearly a century and a half on from its founding, the Society's purpose is unchanged: to make sure a whole community is seen, heard, included and celebrated. It is what The Marketors' Trust does best. It doesn't run the service itself, but it gives the people who do the marketing the skills and wherewithal to reach further. Fifty years of giving, in the belief that good marketing can be a genuine force for good.



Website: warringtondeafcentre.wixsite.com/warrington-deaf-club

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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