



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

No 16: Shine Schools' Media Awards' Marketing enabled by the Trust



The Shine School Media Awards ceremony, held in a City livery hall.

These Awards are open to every pupil in the UK's secondary schools and encourage all forms of good communications (in print, in digital formats, photography, cartoons, podcasts, etc) – vitally important skills at school and for future employment. The challenge was to get awareness of these Awards to all teachers of English (etc) in every school. The Trust has enabled this small (underfunded) Charity to pay for Direct Marketing to reach all UK secondary schools. The result - more schools entered with very many more pupils participating. The Marketors have a senior member on the Shine Committee and the photograph shows the Awards Ceremony at which pupils from a wide variety of schools (geographically and academically) have the opportunity to join in workshops from the most senior industry practitioners prior to the presentations, from which both pupils and teachers derive huge benefits.



Pupils receiving their award, with members of the Shine committee.

Website: shine-schoolawards.org

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