



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

No 43: Every new follower is another set of eyes



Surrey Search & Rescue: a 100% voluntary Lowland Rescue team, on call day and night across the county.

Somewhere in Surrey, on any given night, someone is missing. A person living with dementia who has wandered from home. A frightened teenager who has not come back. A vulnerable adult the police are trying to reach before the cold, or the water, or the dark does its worst. More than 2,100 people go missing in the county every year, and when a search is on, one thing matters more than almost anything else: how many people are looking.

Surrey Search & Rescue is a team of more than eighty trained volunteers, on call twenty-four hours a day, who help the police find missing and vulnerable people. They work in woodland, farmland, urban streets and around water, in any weather, alongside their search dogs, giving first aid and

bringing people back to safety. Even when a callout comes in the middle of the night, they aim to be out searching as fast as they can, because every minute a person is missing is a minute they are at risk. The team is entirely voluntary and receives no money from government, the emergency services or the council.

It is an official member of the UK's Lowland Rescue network, holding the same role on land that the RNLI holds at sea or Mountain Rescue holds in the hills, and it works closely with neighbouring teams. Like London Search & Rescue, another Lowland Rescue team whose story is still to come, these units learn from and lean on one another. With no core funding, Surrey SAR depends entirely on grants, donations and its own fundraising to buy and maintain lifesaving equipment and to keep its people trained.

That is where The Marketors' Trust came in. Its £2,500 grant funded an awareness campaign in the local community, using social media to attract more supporters and, in turn, to put police appeals for missing people in front of far more eyes. The thinking behind it is simple and rather lovely: for a search team, reach is not a vanity figure. Every new follower is a potential extra set of eyes, and a shared appeal can be the thing that puts the right person in the right place at the right moment.

Most of the Trust's grants help a charity be seen. Here, being seen is the rescue. A larger audience means more people who might recognise a face, notice a figure at the treeline, or share a post that reaches someone who does. It is marketing doing what it does best, quietly turning attention into help, and, just possibly, helping to bring someone home.



Website: surreysar.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>

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