



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

No 26: The charity that helps you give to all the others



Givto makes it easy to support a different good cause every month.

Most of us mean to give more than we do. We care about plenty of causes, but choosing one, setting it up and remembering to keep it going is enough friction to stop a good intention in its tracks. The Better Giving Partnership was created to remove that friction.

The Partnership is a registered charity (no. 1168976), run entirely by volunteers and established in 2015 with a simple aim: to make it as easy as possible to learn about and support good causes. Its answer is Givto, an online service that lets you give to a different charity every month through one simple Direct Debit. You choose how much you want to give, and each month you are shown three very different causes, usually a mix of local, regional and national charities, and pick the one closest to your heart. Givto claims the Gift Aid, passes your donation on, and takes only a small fee to cover its costs.

As the team puts it, *"we're not here to make a profit. We just want to make giving better."*

It is a lovely idea, but a lovely idea only works if people know it exists. After a pilot in 2020, the real challenge was reach: how does a small, volunteer-run charity get in front of the everyday givers it was built for, without a marketing budget to speak of?

That is where The Marketors' Trust came in. In 2021 the Trust awarded the Better Giving Partnership £2,500 towards its first-ever marketing campaign, an advertising campaign on Facebook to introduce Givto to new users. Alongside the grant came pro bono support from the Marketors' Outreach team: marketing professionals giving their time and skill to help a good cause.

There is a neat symmetry here. £50 for 50 is a campaign about giving, run by a Trust that has spent fifty years helping charities be seen. In Givto, it backed a charity whose whole purpose is to make giving easier for everyone else. Fifty years on, that belief still holds: good marketing can help good causes reach the people who want to support them.

Website: givto.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