



INFORMATION SHEET • 2026

Supporting smaller charities to run marketing campaigns in support of their cause

The Worshipful Company of Marketors (“the Marketors”) is the City Livery Company for marketing professionals. Members have demonstrated that they have achieved, or are on their way to achieving, mastery and excellence in marketing.

The Marketors' Trust is the charity associated with the Marketors, and two of its key aims are to promote the profession of marketing and to support good causes.

The Marketors believe in the power of marketing to deliver economic and social good. This grants programme, funded by the Trust, helps smaller charities that have great marketing ideas but lack the funds to bring them to life.

Grants fund



2026 marks the Trust's 50th anniversary. To mark the occasion, we've agreed a substantial expansion of the programme, increasing the total grants fund from £30,000 to £50,000, allocated as follows:

- Three top grants of £10,000 each
- Five development grants of £4,000 each

Charities awarded these grants will also be offered marketing advice and support from the Marketors' Outreach team for the development and running of their campaigns.

Charity eligibility criteria

The grants programme is open to UK charities registered with the Charity Commission for England and Wales. The following criteria apply:

- The scheme is open to independent, separate charities, not those that are part of a parent or larger group
- The charity must have an annual income of between £10,000 and £250,000
- The charity's main charitable activities must be focused in the UK
- It must have up-to-date accounts filed with the Charity Commission
- Previous winners are welcome to enter again, provided they meet the criteria above
- Community Interest Companies are not eligible to apply for these grants, although this may be reviewed for future years

If you're unsure whether your organisation qualifies, contact us at marketorscharitygrants@marketors.org.

Campaign eligibility criteria

These grants fund marketing campaigns, not staff costs, capital investment, hardware or infrastructure. Ongoing SEO or PPC activity isn't eligible on its own, but a campaign can include an element of SEO or PPC.

Examples of eligible campaign proposals include:

- General fundraising campaigns
- Activities aimed at increasing regular donations
- Proposals for the recruitment of volunteers
- Campaigns to raise awareness of the charity's activities

Campaign proposals must be for a discrete activity, time-limited to no more than six months.

Judging process

All applications will be screened for adherence to the eligibility criteria.

Valid applications will be considered by the judging panel, which will shortlist a maximum of six charities for the three top grants of £10,000, and a maximum of eight charities for the five development grants of £4,000.

Shortlisted charities will be invited to present their proposals to the judging panel virtually.

The judging panel's decision will be final.

Judging panel

There will be a judging panel of at least five people:

- The panel will be chaired by Diana Tombs, Chairman of The Marketors' Trust
- A member of the Marketors' Outreach Committee
- Three other panel members

Judging criteria

The judges will be looking for proposals which, in their view, are most likely to deliver successfully against the charity's (appropriate) written campaign objectives.

In addition to likely effectiveness, the judges will be looking for campaigns that show imagination and passion.

No charity will be disadvantaged on the basis purely of its aims or objects.

How to apply

Applications are invited online through our website www.marketors.org.

Timings

Closing date for applications is Monday 9th November 2026.

The first round of judging will take place during November, and shortlisted charities will be notified during w/c 16th November 2026. The second round of judging will take place on Thursday 26th and Friday 27th November 2026, with the winning charities announced during December 2026.

Worshipful Company of Marketors

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