



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

No 45: Making sure no family faces childhood cancer alone



A CCPA volunteer at the charity's shop. Donated items resold here, on eBay and on Facebook help fund its family support.

When a child is diagnosed with cancer, a family's whole world narrows to hospital corridors and appointment letters. Friends do not always know what to say. Ordinary life carries on for everyone else. It can be one of the loneliest places a parent, a brother or sister, or a grandparent will ever stand. The Childhood Cancer Parents Alliance exists so that no family has to stand there on its own.

Working across Staffordshire and the West Midlands, and reaching families elsewhere in the UK who have no local group through its outreach service, CCPA supports the whole family when a child, teenager or young adult is diagnosed. Not only the child in treatment, but parents, siblings and grandparents too. Registered families are offered a mix of in-person and virtual support: parties and

day trips, financial help, mindfulness and art activities, lunches and meet-ups, and seasonal parcels and surprise treats posted out to let a family know they are being thought of.



Families together at a CCPA meet-up. The charity supports everyone affected, not just the child in treatment.

The need never pauses, and neither does the charity. Even through the pandemic, when so much support was forced to stop, CCPA grew the number of families it helped by more than 45% from the start of 2020. Doing that took money, and CCPA, like so many small charities, has to raise almost every pound itself.



TeamGold in action. CCPA is powered by the supporters who fundraise, recycle and donate on its behalf.

That is where The Marketors' Trust came in. Its grant funded a targeted Facebook and Instagram campaign built around a simple, sustainable idea: turning everyday clear-outs into income. It encouraged people across the Midlands to recycle through Terracycle and to donate items for sale through the charity's eBay shop and Facebook selling pages. Every bag of unwanted clothes, every recycled item, becomes a few more pounds, and a little more of the support a frightened family is relying on.

It is a quietly clever piece of marketing. The campaign does not so much ask people for money as show them they already have something to give: a shelf that needs clearing, a wardrobe that needs a sort. And on the other end of that ordinary act is a parent who picks up the phone, joins a meet-up, and finds, perhaps for the first time since the diagnosis, that they are not alone after all.



Website: ccpa.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>

The Marketors' Trust, Registered charity no. 272339