



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

No 10: The pain no one should have to just live with



Pelvic girdle pain can affect any woman during or after pregnancy, and, crucially, it can be treated.

For up to half of all women, pregnancy brings more than the usual aches. Pelvic girdle pain, once widely known as SPD, can make walking, climbing the stairs, turning over in bed or simply lifting a toddler feel impossible. Too often, when they raise it, they hear the same thing: that it is just part of being pregnant, and that they will have to wait it out. The Pelvic Partnership exists to challenge that, with one clear and hopeful message. PGP is not something anyone has to simply live with. It is a treatable joint problem, and with the right hands-on therapy it can usually be eased, often quickly.

The charity is small, national, and run by volunteers who know PGP from the inside, having lived through it themselves. On very little funding, it offers a free helpline, clear and reassuring information, an ebook and moderated online support groups, alongside a list of practitioners who

understand how to treat the condition. It also works with healthcare professionals to promote best practice, so that more women are believed and referred for effective treatment first time, rather than being sent away in pain.

The barrier is rarely the treatment itself. It is awareness. Many women simply do not know that manual therapy from a physiotherapist, osteopath or chiropractor can help, and some professionals still treat PGP as an inevitable part of pregnancy. The result is months of avoidable pain, at exactly the time a new parent needs to be at their most mobile. Reaching people early, with the right information, is what changes the outcome.

That is where The Marketors' Trust came in. In 2022 a £2,500 Charity Grant funded an awareness campaign to help the Pelvic Partnership spread its message further: that PGP is common, that it is treatable, and that help is available. For a charity running on a shoestring, professional marketing support meant its small voice could reach many more of the women who needed to hear it.

This is The Marketors' Trust doing what it does best. It doesn't fund the clinical care itself; instead it gives charities the marketing skill to reach the people who need them, turning quiet, hard-won expertise into a message that travels. Fifty years of giving, in the belief that good marketing can be a genuine force for good.



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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