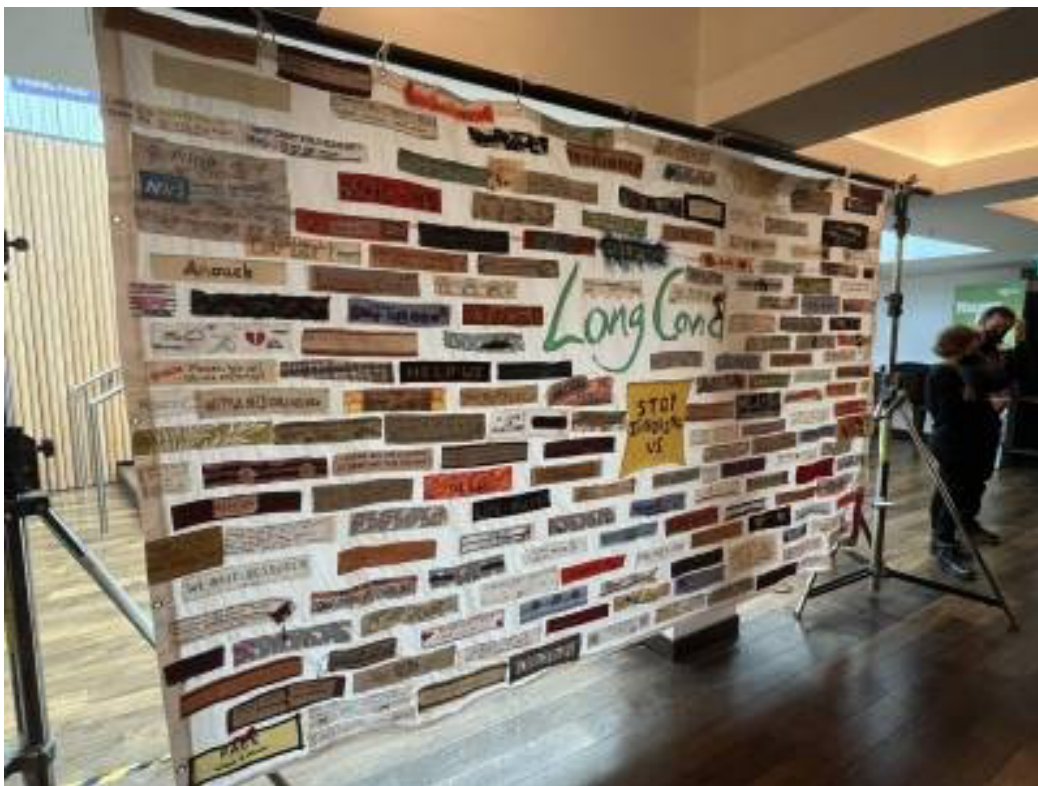




50 giving stories shared as part of The Marketors' Trust's 50th Anniversary celebrations in 2026

No 31: The banner stitched from thousands of stories



The Long Covid Support banner, made from personalised ribbons contributed by members of the charity's community.

Long Covid is an illness you cannot always see. For the many people across the UK living with it, that invisibility is part of the struggle: symptoms that are hard to explain, and lives quietly changed. One remarkable piece of art set out to make those stories impossible to overlook.

Long Covid Support is a national charity set up by and for people with Long Covid and their carers. Run largely by people who live with the condition themselves, it works across three fronts: peer support through online groups now tens of thousands strong, advocacy in Parliament, and helping patients shape the research that affects them. It represents one of the most significant new patient communities to have emerged in decades.

For International Long Covid Awareness Day, the charity turned its community into something people could see and touch. Led by an artist from Wimbledon College of Art with personal experience of Long Covid, members of the charity's 65,000-strong online support group each contributed a personalised ribbon. Stitched together into a single banner, those thousands of ribbons gave physical form to thousands of individual experiences: a wall of colour, defiance and

hope. The finished banner took centre stage at an event at the Lyric Theatre in Hammersmith, and a film of its making became the foundation of an ongoing social media campaign.



The Long Covid Support team with the community's embroidered banner.

This is where The Marketors' Trust came in. Its grant supported that awareness campaign, helping a volunteer-led charity turn the raw energy of its community into a powerful, shareable story, and reach far beyond the people already living with the condition.



Campaign artwork from the awareness project, displayed at the Lyric Theatre, Hammersmith.

It is marketing at its most human. The banner did not argue or lecture; it simply showed thousands of people refusing to be unseen. The Marketors' Trust helped make sure that message was heard, which is exactly what it set out to do fifty years ago: to put the craft of marketing to work for the causes that most deserve to be noticed.



Website: longcovid.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>

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