



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

No 35: Making sure no one sleeps on an empty stomach



It starts with a simple promise: that no one in the London Borough of Sutton should go to sleep on an empty stomach. From hot drinks and blankets handed out on cold nights, Sutton Night Watch has grown into something a whole community leans on. In 2022, a Marketors' Charity Grant helped it tell that story, and reach further.



For someone sleeping rough, a warm meal and a familiar face can change a night.

From a permanent base in Wallington, opened in December 2019, the charity offers far more than a meal. There is hot food and a warm welcome, showers and clean clothes, health support and benefits advice, wellbeing and education courses, and, above all, a place to belong. For someone with nowhere else to go, it can be the difference between a night endured and a day begun.



At the heart of its plans is the 55 Appeal, and the idea is quietly clever. Individuals are asked for £5, and businesses for £55, pledged weekly, monthly or yearly over five years. Those steady gifts fund something ambitious: full-time daytime services where people can come in off the street to eat, wash, get online to look for work and housing, and take basic Maths and English classes. The goal, in the charity's own words, is to "get our service users integrated into society again."

An appeal like that only works if enough people hear it, and understand it. That is where The Marketors' Trust came in. The £10,000 grant in 2022 backed the 55 Appeal with the one thing a busy frontline charity rarely has time to build: marketing. Helping a good idea find its audience is exactly what the Trust exists to do, and for a charity built on small, regular gifts, reaching more people is everything.

Homelessness can feel like a problem too big to touch. Sutton Night Watch answers it one plate, one shower, one conversation at a time, and then asks the rest of us for something small and steady in return. The Trust's role was to help that ask be heard. It doesn't fund the service itself; it gives the people who do the marketing the skills to reach further. Fifty years of giving, in the belief that good marketing can be a genuine force for good.

Website: www.suttonnightwatch.com

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>