



WORSHIPFUL  
COMPANY of  
MARKETORS

# The Marketors' Charity Grants 2022

Funded by  
**The Marketors' Trust**

**A programme of grant giving to inspire and enable smaller charities to run marketing campaigns in support of their cause.**

The Worshipful Company of Marketors believes in the power of marketing to deliver economic and social good and we hope that this programme will showcase how marketing can help charities deliver against their objectives.

The programme is being funded by The Marketors' Trust, the Company's linked charity, the aims of which include to support the profession of marketing and charitable giving.

## **Total grants fund of £30,000 available**

The grants fund of £30,000 will be awarded as follows:

- Two top grants of £10,000 each
- Four grants of £2,500 each

# How to apply for Grant Funding

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Applications are invited from charities registered with The Charity Commission for England and Wales, which have an annual income of between £10,000 and £200,000 and whose main activities are focused on UK causes.

These grants are for the purpose of funding marketing campaigns only and are not available for staff costs, capital investment, hardware or infrastructure work or solely SEO/PPC activity.

## Examples of campaign proposals that would be eligible 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.

All valid applications will be considered by a judging panel and the grants will be awarded to those proposals which, in the opinion of the judges, are most likely to deliver successfully against the charity's campaign objectives.

An Application Form and an Information Sheet giving full details of the Programme and eligibility criteria are available on our website:

[www.marketers.org](http://www.marketers.org).

**Closing date for applications is Monday 7 November 2022.**

The judging will take place during November/December 2022 and the winning charities will be announced by the end of the year.



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