



## **INFORMATION SHEET**

### **The Marketors' Charity Grants 2022**

*Inspiring and enabling smaller charities to run marketing campaigns in support of their cause.*

### **Funded by The Marketors' Trust**

The Worshipful Company of Marketors (also referred to as "the Marketors") is the City Livery Company for marketing professionals. Members have demonstrated that they have achieved, or are on their way to achieving, mastery and excellence in marketing.

The Marketors' Trust is the charity associated with the Marketors and two of its key aims are to promote the profession of marketing and support good causes.

The Marketors believe in the power of marketing to deliver economic and social good. This Grants Programme, now in its second year, is being funded by the Trust, and its aim is to help smaller charities that may have great ideas about marketing campaigns they would like to run but lack the funds to do so.

#### Grants Fund

There is a total grants fund of £30,000, which will be awarded as follows:

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

Charities awarded these grants will also be offered marketing advice and support from the Marketors' Outreach team for the development and running of their campaigns.

#### Charity eligibility criteria

The Grants Programme is open to UK charities registered with The Charity Commission for England and Wales. The following criteria apply:

- The scheme is open to independent, separate charities and not those that are part of a parent or larger group.
- The charity must have an annual income of between £10,000 and £200,000.
- The charity's main charitable activities must be focused in the UK.
- It must have up to date accounts filed with The Charity Commission.
- Previous winners are allowed to enter again, provided they meet the criteria above.

- Note that Community Interest Companies are not eligible to apply for these grants, although this may be reviewed for future years.

### Campaign eligibility criteria

These grants are for the purpose of funding marketing campaigns and are *not* available for staff costs, capital investment, hardware or infrastructure work or ongoing SEO/PPC activity, although the campaign can include an element of PPC or SEO.

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.

Campaign proposals must be for a discrete activity that is time limited to no more than six months. Campaigns must be started and completed during 2023.

### Judging process

All applications will be screened for adherence with the eligibility criteria.

Valid applications will be considered by the judging panel, which will short list a maximum of six for the two top grants of £10,000 and a maximum of six for the four smaller grants of £2,500.

Short-listed charities will be invited to attend virtually a meeting of the judging panel to present their proposals personally.

The judging panel's decision will be final.

### Judging panel

There will be a judging panel of five:

- The panel will be chaired by Phil Andrew, Chairman of The Marketors' Trust
- A member of the Marketors' Outreach Committee
- Three other panel members

### Judging criteria

The judges will be looking for proposals which in their view are most likely to deliver successfully against the charity's (appropriate) written campaign objectives.

In addition to likely effectiveness, the judges will be looking for campaigns that show imagination and passion.

No charity will be disadvantaged on the basis purely of its aims or objects.

### Reporting requirements

All charities receiving grants will be required to report on the progress of their campaign and the results:

- A progress report following launch, setting out the details of the campaign and how the grant funds have been allocated.
- A final report within six months of the campaign being launched which must be completed by the end of 2023.

Any charities which do not provide such reports will not be permitted to apply for future grants and may be further investigated.

### Publicity

Charities applying for these grants must agree to their proposals and, in the case of the charities receiving these awards, to their campaigns and their results to be used for promotional purposes by the Worshipful Company of Marketors and The Marketors' Trust.

### How to apply

Applications are invited online through our website [www.marketors.org](http://www.marketors.org).

### Timings

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

The first round of judging will take place during November and short listed charities will be notified by the end of November. The second round judging will take place in mid-December with the winning charities announced before the end of the year.

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