

healthy

disability

employability

inclusive

innovation

mental health

social mobility



LORD
MAYOR'S
APPEAL
CHARITY



A Better
City for All

The Lord Mayor's Appeal
2018 - 2019 - 2020

young people

diversity

inspiration

entrepreneurship

skilled

literacy

wellbeing

education

fair

inclusion

fair
inclusive

education

employability

social mobility

innovation

young people

diversity

We aim to have a transformational impact on people's lives by bringing together businesses, neighbouring communities, employees and charities to find solutions to some of London's most pressing societal issues.

Alderman Charles Bowman
The Rt Hon The Lord Mayor of The City of London

healthy

young people

financial literacy

skilled

A Better City for All

I am delighted to announce the new Lord Mayor's Appeal strategy for 2018 — 2020. Following a detailed research project with over 200 organisations, charities, experts and thought leaders, we aim to have a transformational impact on people's lives by bringing together businesses, neighbouring communities, employees and charities to find solutions to some of London's most pressing societal issues.

With my colleagues Aldermen Peter Estlin and William Russell, we are taking what we call the 4 3 2 1 approach to building A Better City for All.

- 4 We will work on **four** key pillars to build a City that is Inclusive, Healthy, Skilled, and Fair.
- 3 We will deliver ground breaking programmes with our **three** charity partners, Place2Be, OnSide Youth Zones and Samaritans and continue to develop our three thought leadership initiatives: the Power of Diversity, This is Me and City Giving Day.
- 2 Our work will benefit **two** communities: City employees and their family and friends, as well as residents of neighbouring communities.
- 1 We have **one** aim: A Better City for All.

We look forward to working with each of you over the coming years on this exciting new approach, which we are absolutely certain will have a transformational impact on our City not only now, but far into the future.

Alderman Charles Bowman
The Rt Hon The Lord Mayor of The City of London



We are very proud that will be working alongside three special partners to deliver critical change in building an Inclusive, Healthy, Skilled and Fair City.

We are thrilled to be collaborating with Place2Be, OnSide Youth Zones and Samaritans, leveraging their skills and invaluable experience to deliver real and tangible change to our City, for this generation and many, many to come.

Peter Estlin
Senior Alderman Below the Chair



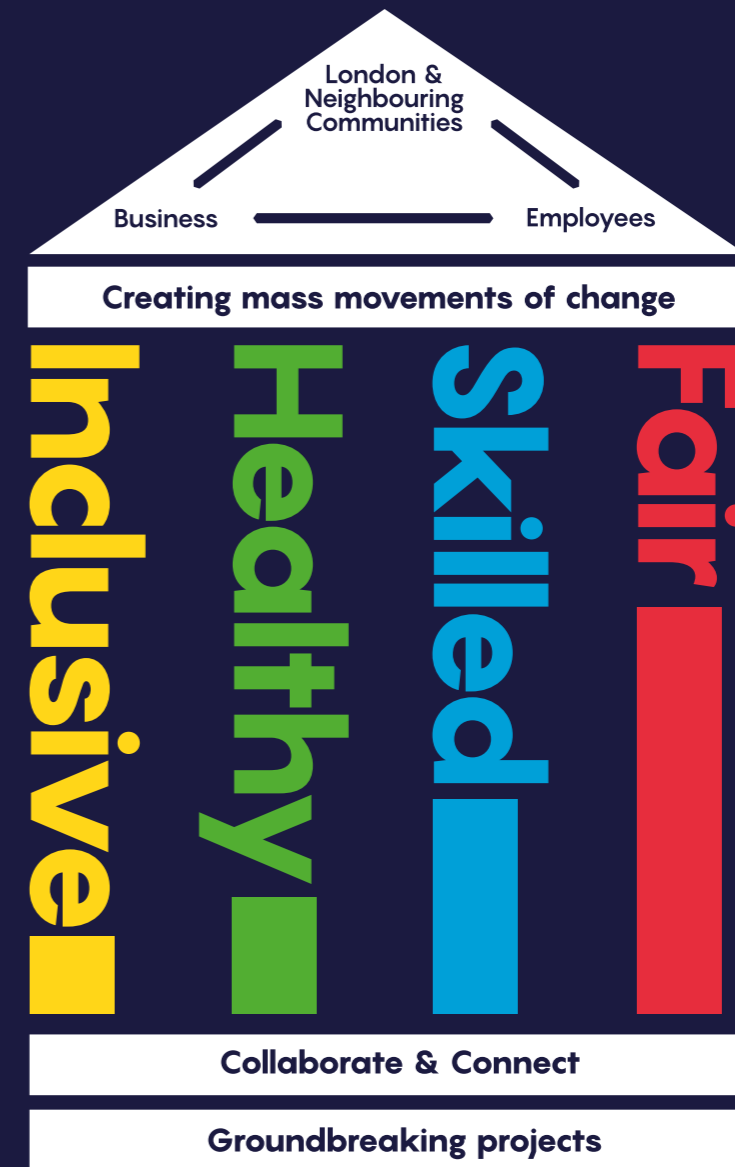
Our plan is ambitious and we cannot do it without you. We are confident that with the convening power of the Lord Mayor, the collaboration and backing of City businesses and the skill of our charity partners, we can achieve our common ambition to tackle the major social issues in our City.

Together we can **help one million individuals thrive** and I look forward to working with you to create A Better City for All.

William Russell
Alderman

Helping 1 million individuals thrive

#peoplematter





We will partner with three organisations, who are leading experts in addressing social issues, to deliver ground breaking programmes which will not only change but also save people's lives.

Support

To enquire about volunteering programmes with our charity partners, email info@thelordmayorsappeal.org

Making a lifetime of difference to children.

Every day thousands of children face bullying, abuse, bereavement, family crisis, domestic violence, neglect and trauma. Despite this, only 6% of the annual mental health budget is spent on Children's Mental Health Services.

For some children, life can be so unbearable that they have considered or attempted suicide. 90% of children referred to Child and Adolescent Mental Health Services do not receive immediate support.

Place2Be will deliver a transformational mental health programme to provide 180 schools in London access to emotional support, so that children will grow up with prospects rather than problems.

In partnership with Place2Be we will:

1. Equip London school leaders with the skills and knowledge to support their pupils' emotional and mental wellbeing.
2. Increase the qualified workforce through training and development so children in need are not turned away because of limited resources. This will not only impact on children's wellbeing now but also that of a future generation of adults.

Our partnership will make a lifetime of difference by giving children the potential to have happy, healthy and prosperous futures in a City that is better for all.



Key Learning

- 75%** 75% of mental health problems start in childhood.
- 3** 3 children in every classroom have a diagnosable mental health problem.
- 50%+** More than half of schools report difficulties in finding mental health services for children.



Somewhere to go, something to do, someone to talk to.

OnSide Youth Zones are a game-changer for young Londoners; with 5 new state of the art Youth Zones purpose-built to transform communities in areas of high deprivation in London, they will get young people off the streets and out of their bedrooms.

Our partnership will change thousands of lives each year, creating a brighter future for young Londoners in the boroughs of Barking & Dagenham, Barnet, Croydon, Hammersmith & Fulham and Haringey in A Better City for All.

The Youth Zones will give hope for the future for young people by providing resources and sessions to tackle issues such as mental health, crime and employability prospects, by providing a minimum of 20 activities every evening - ranging from sports such as football, basketball, and boxing, to enterprise and employability, arts and music.

In partnership with the Lord Mayor's Appeal, OnSide Youth Zones will:

1. Provide equipment and support young people with disabilities to enjoy a wide range of inclusive activities, increasing confidence, growing self-esteem and building lasting friendships.
2. Offer high quality mentoring, personal development and employability skills training to ensure young Londoners are future-ready.
3. Partner local voluntary organisations to provide inspirational and developmental activities, helping London's young people become happier, healthier, more economically successful adults.



One life lost is one too many.

Every day in the UK, 16 people die by suicide and every 6 seconds someone in crisis contacts Samaritans for help.

With calls to Samaritans helpline increasing by almost 40,000 per month over the last year, and workplace stress and anxiety on the rise, the need to understand and support good emotional health in everyone is greater than ever before.

Samaritans will bring their expertise and a lifeline of support into the workplace to give employees the skills and confidence to support the emotional health of themselves and others.

In partnership with Samaritans we will:

1. Create an online learning tool, in bite-size modules, to educate employees about emotional wellbeing and give them the confidence to manage situations in the workplace effectively.
2. Develop a listening skills e-learning module giving people the skills to increase the quality of their conversations around emotional health through active listening.
3. Recruit much needed Samaritans volunteers through a new volunteering programme for the workplace, which in turn benefits the wellbeing and development of those participating.
4. Support Samaritans' service to ensure that it remains free and available 24/7 to meet the growing demand from more than 5.7 million calls for help a year.

Together we will create more supportive workplaces, families and communities so that no-one has to struggle to cope alone.



- 1:3** 1 in 3 children in London are living below the poverty line.
- 20%** Almost 20% of young Londoners are unemployed.
- 60%+** Over 60% of young people spend the majority of their leisure time in their bedrooms.

- 6 seconds** Samaritans receive a call every 6 seconds.
- 5.7 million** That's 5.7 million calls a year.
- 30%** The volume of calls to Samaritans increased by 30% when their helpline was made free to all callers.

We offer three exciting leadership programmes to change workplace cultures, the impact of which we are building on year on year.



POWER OF DIVERSITY

The Power of Diversity series empowers organisations to collaborate in creating inclusive workplace cultures, providing tools and learnings to tackle the challenges of diverse representation.

Addressing issues such as gender, disability, inclusive leadership and untapped talent, this programme is making a huge impact on the professional culture of the City. The Power of Diversity breakfast series provides a forum to showcase initiatives which become a blueprint to creating fully inclusive workplaces and equal opportunities for all.



This is *me*™
in the City



Mental health is a critical and growing issue for society and this pioneering initiative aims to break down barriers and end the stigma.

Already reaching over 400,000 people, this campaign gets organisations talking and taking action to improve their colleagues' mental wellbeing through storytelling.

The Green Ribbon Campaign is a visible movement of support for anyone experiencing a mental health problem. It shows people that they are not alone.



LORD MAYOR'S
CITY GIVING DAY™

City Giving Day is a simple initiative inviting organisations to celebrate their huge philanthropic and volunteering achievements, already reaching over 250,000 colleagues.

It is good for business, good for employees, and good for the City and the local community.

The aim is to raise awareness of the issues the City faces and inspire employees to become part of the solution, by championing, showcasing and celebrating the good the City already does.

An Inclusive City

Fair
Skilled
Healthy
Inclusive



Key Learning

40%
4 in 10 disabled people say they've lost out on a job because of how employers perceive their disability. (The Lord Mayor's Appeal, 2017)

85%
85% of CEOs whose companies have a formal diversity and inclusiveness strategy said it has improved their bottom line. (CEO Insights, PwC)

£1bn
UK women who take a career break miss out on £1bn of lost earnings every year. (The Lord Mayor's Appeal)

21%
21% possible gender pay gap reduction by 2030 if women increase their use of digital to connect, learn and work. (Getting to Equal, Accenture, 2017)



 The Challenge

Breaking down barriers to inclusion

London is a place of big dreams and abundant opportunity. As one of the most vibrant and diverse cities in the world, the capital's industry-leading global business is matched by a pool of high-calibre, dynamic talent.

Yet, much of this talent remains untapped, with groups of our brightest and most promising workforce inadequately represented at City firms.


Research shows that people from affluent backgrounds occupy a disproportionate number of the top jobs, and that employers favour candidates who were educated at private schools and elite universities, typically recruiting 'people like me'.

These non-inclusive recruitment practices often mean that certain groups — including women, people from ethnic minorities, people who have a disability and those who identify as LGBT — are disadvantaged when it comes to getting a foot on the career ladder, and impeded when it comes to climbing it.

Diversity and difference help to make our city great in so many ways, not least in business. Failure to embrace that not only sets back the equality agenda, but it can also be costly to a company's bottom line, its competitiveness and sustainability.


But organisations that adopt a culture of inclusion reap commercial rewards and contribute to a more inclusive society.

That's why we're working with our partners to build a City that is open and inclusive to everyone.

 **"The Power of Diversity Programme is wholly inspiring, educational and influential."**

Dominic Christian
CEO Aon Benfield



 Our Solution
Power of Diversity

Creating inclusive workplace cultures

The Lord Mayor's Power of Diversity programme is encouraging organisations across the City of London to recognise and overcome challenges to inclusivity through a series of themed breakfast seminars.


Hosted by the Lord Mayor and a panel of experts, the seminars are not talk shops but showcase success stories and share best practice in workplace diversity, bringing together business leaders and HR professionals alike.

Companies can then develop creative ways to foster an inclusive culture by tackling the obstacles to recruiting, retaining and developing talent that truly represents all walks of our diverse society.

POWER OF DIVERSITY


 Key Learning

93% would recommend the breakfast seminars to senior business leaders.

 **"The Power of Diversity programme is powerful indeed. Some of the diversity and inclusion initiatives that we have been most proud of in the last two years were born at a PoD breakfast. We have found so many of these meetings nothing short of inspirational; none more so than when we get to hear from people who've directly benefitted from what diversity and inclusion has to offer."**

Raj S. Panasar
Partner, Cleary Gottlieb Steen & Hamilton LLP



 **"I think the best thing about The Lord Mayor's Appeal's Power of Diversity breakfast is the opportunity to network with peers, to share ideas, and to learn. That's an incredible forum that you can pull together."**

Steve Varley
UK Chairman, EY UK&I

Our Solution
OnSide Youth Zones

OnSide for a promising future

Creating somewhere to go, something to do,
someone to talk to.

80% of young people say there is not enough for them to do in their local area - especially in more deprived parts of London.

We have partnered with OnSide Youth Zones to build five brand new state-of-the-art facilities in some of London's most disadvantaged boroughs, giving London's kids somewhere to go, something to do, and someone to talk to.

With inclusivity at their heart, these Youth Zones will provide more than just a venue, with activities that are accessible, engaging and inspiring for all - from crafting to rock climbing; radio presenting to cooking. They will offer young people the opportunity to keep active, learn new skills and socialise in a safe, positive way.

For just 50p per session and with Youth Zones fully-equipped to welcome those with disabilities, they will be life-changing for thousands regardless of their situation.



"My 20-year-old daughter Rebecca joined the Youth Zone as soon as it opened with her brother. They both have disabilities and we hoped that the inclusive facilities would help them get out a bit more.

She knows she can join in with mainstream young people and feel safe. She has gone from being too anxious to go anywhere, to going to the Youth Zone whenever she can."

Theresa
Youth Zone parent



Our Solution
Place2Be

Mental health support for London's kids

Providing a specialist in every school.

One in 10 children have a mental health problem, yet only one-third of London's schools have access to a school counsellor.

Having no support to deal with their problems and emotions can have traumatic consequences for children and their families, disrupting a child's learning and hindering their development. This can manifest in challenging behaviour, preventing them from making friends, and sometimes resulting in exclusion from education and society.

Place2Be will provide specialist, one-to-one counselling for schoolchildren across London, encouraging them to explore their mental health problem in a safe and age-appropriate way.

With guidance from trained counsellors to help them understand their feelings and emotions, children will be supported to grow in confidence, build friendships, integrate at school, and become healthier and happier.



"When my heart felt like lead, Place2Be made it feel like gold!"

Ahmed
Aged 13



"We quickly realised that the work of Place2Be not only has the possibility of changing children's lives, but also potentially affects the whole of our society."

Andrew & Karen Howes



A Healthy City



Key Learning

1:3

Almost 1 in 3 employees in the UK are experiencing unmanageable stress or mental health issues at work. (CIPD Employee Outlook 2016)

500,000

Launched in 2016, This is Me - in the City has already reached almost half a million people. (The Lord Mayor's Appeal, 2017)

600

Every year, over 600 people die by suicide across London. (Public Health England, based on ONS source data 2013 - 2015)

1%

Just 1% of the City's workforce would generate 4000 more volunteers for Samaritans. (Samaritans, 2017)



 The Challenge

Talking without fear

As a nation, our mental health is becoming increasingly vulnerable – and stress is a leading cause. We all deal with stress at work, but for one person in every three, it's so extreme that it becomes unmanageable.

Mental health is still shrouded in stigma, and half of all those experiencing a mental health problem don't disclose it to their line manager, fearing reprisal, judgement and discrimination.

As a result, people continue to suffer in silence before eventually reaching crisis point. Some, left feeling isolated and unable to cope, see no way out. Every year, 600 people die by suicide across London. Even more distressing is that this can be prevented.

But it's not just our city's stressed-out workers whose wellbeing is at risk. Poor mental health commonly starts in childhood, often a culmination of problems at home and at school.


Failure to intervene when a child is struggling has a profound impact on their mental health. In many cases, it leads to depression, anxiety, anger, disruptive behaviour and – ultimately – being excluded from school.

Sadly, mental health problems in children go largely unrecognised and untreated. A child will typically experience symptoms for many years even after they receive a diagnosis, meaning their mental health suffers long into adulthood.

We want to change this. Together with our partners, we can.

“We want to change this. Together with our partners, we can.”



 Our Solution
This is Me – in the City

End the stigma

Our aim is to get one million people talking about mental health, to break down barriers, to encourage people to seek help, and to save lives.

One of the ways we're doing this is through This is Me – in the City. With Barclays as the architects, we have built the campaign to tackle the stigma surrounding mental health in the workplace by encouraging workers to share their experiences of mental health problems with their colleagues through storytelling.

Launched in 2016, This is Me – in the City has already reached almost half a million people. Many of the organisations that have signed up to the campaign to date tell us that the initiative has had a huge impact, fostering a more open and accepting workplace.

During Mental Health Awareness Week in May 2017, we piloted The Green Ribbon Campaign, inviting people across the capital to wear a green ribbon carrying the simple yet powerful message 'Together we can #endthestigma'.

Some 70,000 employees across more than 160 organisations proudly sported the green ribbon and 10 iconic buildings were lit up green. This demonstrated the City-wide commitment to helping tackle stigma and showing people experiencing difficulties that they are not alone.



 Key Learning

Over 250 organisations registered for This is Me – in the City.



Our Solution
Place2Be

Giving children a future

Equipping schools to meet the needs of their most vulnerable children.

Three-quarters of people experiencing a mental health problem report that it started during childhood. With a woeful lack of resources and funding, the majority struggle without the help they desperately need.

Place2Be is determined to change this to secure a better future for our City's children.

Together we will equip more than 180 London schools with skills and knowledge to support their pupils' emotional wellbeing. Ultimately, we want to reach 81,000 children — to help them thrive on a path to a bright future, empowering them to grow into well-rounded, healthy adults.



A lifesaving partnership

Accessible online learning for wellbeing and life-long listening skills.

One in five adults will experience suicidal feelings at some point in their life, and City workers are no different.

Feeling overwhelmed and as if you can't go on is not unusual. In most cases, these feelings subside, things change and life goes on. But when you suffer in silence and try to cope alone those thoughts and feelings can become more dangerous.

To address this, we are working in partnership with Samaritans to offer a safe place to talk in the workplace. Together, through employers, we will deliver an online wellbeing programme which will give employees the skills they need to manage their own emotional health as well as being able to support those around them, well before those feelings reach crisis point.

Our partnership with Samaritans will enable us not only to transform lives, but potentially save lives too.



A Skilled City



Key Learning

£ 63bn

The skills gap currently costs the UK economy around £63bn per year in lost income. (Mohini Rao, Accenture, 2016)

72%

72% Financial Services CEOs see the limited availability of skills as a threat to growth. (PwC 2017)

1.0m

There are nearly 1 million young people Not in Education, Employment or Training (NEET). (Mohini Rao, Accenture, 2016)

12.6m

12.6 million adults lack basic digital skills. (Accenture, 2016)



 The Challenge

Tackling the skills gap

A series of initiatives to meet future workforce needs.

A new report by the Institute for Public Policy Research (IPPR) has a warning on the UK skills shortage for business leaders and politicians. The research shows the UK's skills system is in urgent need of reform, and the workforce needs to be prepared for the challenges of Brexit, the impact of automation on the labour market, and the continued impact of globalisation.

Specifically, there is a serious shortage of digital skills required by employers in the workplace today.

Many candidates lack basic digital literacy, particularly in areas such as programming and web development, digital design and social media, skills which employees desperately need to shape the future of their businesses.

The impact of the talent shortfall across the UK is huge and action is urgently required to reach and attract a wider, more diverse talent pool.



 Our Solution
Future Ready

A future ready workforce

Over the next three years, we will explore and develop programmes targeting the barriers contributing to the current and future skills crisis. Areas of exploration include the skills necessary for businesses to flourish in an increasingly digital world, the growing need for a workforce with interpersonal skills, and opening untapped talent pools blocked by barriers relating to social mobility and gender.



Changing perceptions in the City.

Addressing the skills shortage and the need for a future pipeline of women to fill senior positions, we have partnered with Girlguiding to create one unique day when young women and the City collaborate to inspire future talent. We will give girls a voice in the City and change their perceptions to make City careers feel more accessible.

With 30+ companies taking part, the day gives the opportunity for both young women (aged 15 - 18) and businesses to collaborate, and for the City to inspire the young women by highlighting the key skills they need for their future workforce. This day will let young women know that the doors to the City are open to them and that they can succeed in a sector that many would never have previously considered.

The message from the day will reverberate around the UK and beyond, through social media and the Girlguiding's fantastic reach of 400,000 girls and young women across a range of backgrounds, opening a new pipeline of future talent and skills to the City and business.



 Key Learning

64%

64% of 17 - 21 year old females believe that employers prefer to employ men over women. (Girls' Attitude Survey 2016)

21%

The percentage of job vacancies due to skills shortages increased in financial services from 11% to 21% in just two years. (City of London Corporation)





Our Solution
Samaritans

A City of active listeners

Training City workers to ensure the provision of a vital service.

Being an active listener is a specialist skill and one which only 2% of the population have received training in. Active listening is powerful and can save lives, keep people safe, and make people better managers and more effective in their jobs. It is the bedrock of Samaritans service. Through our partnership, we will be using a suite of learning to upskill the City in active listening, as well as recruiting and training City employees to become volunteers to meet the growing demand on Samaritans' helpline.

Even 1,000 new volunteers would enable Samaritans to respond to 250,000 calls, and help ensure that someone is there to answer every call from a person in need. Volunteers would also bring their valuable listening skills back into the workplace.

We will create a workforce that is bolder and more confident in listening, communicating and knowing how to support themselves as well as colleagues, family or friends who are struggling to cope. Creating new ways to volunteer that fit the way City workers live and work is a crucial outcome of our partnership and by supporting innovation in corporate volunteering we'll create a healthier, more skilled City.



"I think it is important for everyone to realise you can't underestimate the power of listening.

No matter where you are in life, the need to be heard and the need for empathy are things that will be with us always."

Enda

Samaritans Volunteer





Our Solution
Place2Be

No child turned away

Beyond creating a mentally healthier London, our partnership with Place2Be will also create a more skilled workforce.

To ensure that there are sufficient trained experts available to deliver high quality mental health support in schools, we will recruit and train over 1,200 volunteers to be school-based counsellors, adding 12% to the CAMHs current workforce of 10,000, and helping over 20,000 children.

Place2Be's training programme for professionals will support children's mental health beyond the school environment, by increasing awareness and thereby capacity to help adults support their own children as well as family, friends, and the wider community.

Our ambition is that no child is left to cope alone because of a lack of skilled support available.



"Place2Be is not a miracle cure, it can't take your problems away. But it gives me ways to manage. Now that I am stronger, my children are stronger."

Mother



Our Solution
OnSide Youth Zones

Young talent on the rise

Specialist training for 10,000 young people.

The new OnSide Youth Zones will offer high-quality mentoring, personal development and employability workshops to young people.

These ensure that they are future-ready when they leave school, with skills that will equip them to successfully enter the workplace.

Our partnership will mean that 10,000 young people can undertake specialised training to bridge the skills gaps and remove barriers to employment, ultimately transforming their future career prospects.

A Fair City

Fair
Skilled
Healthy
Inclusive

Key Learning

80%

80% of young Londoners say their local area does not provide them with enough to do outside of school. (OnSide Youth Zones, 2016)

365

OnSide Youth Zones will be open 7 days a week, 365 days a year to give young Londoners somewhere to go, something to do, someone to talk to. (OnSide Youth Zones)

1:3

1 in 3 children are living below the poverty line. (Place2Be, 2016)

80%

More than 80% participating businesses say that City Giving Day has inspired more staff to get involved in charitable activities to create a fairer City. (The Lord Mayor's Appeal, 2016).



St Joseph's Hospice



 The Challenge

Creating equality

In a fair society, everyone is equal. People with the greatest needs who face the most challenging circumstances have a voice as loud and as powerful as that of the richest and most influential.

Fairness disregards social class, age, disability, race, gender, and sexual orientation and identity. Treated fairly, people are not disadvantaged in life because of those characteristics, but have equal access to opportunities.

In reality, that doesn't always happen. All too often, people are held back and don't have access to the same chances in life - at home, at work and in their communities.

With our partners, we will strive to close gaps that exist in our capital between those who have and those who do not, and to ensure that everyone is empowered to succeed.

We want to make our City fair for everyone.



 Our Solution
Samaritans

Fair access to support, anytime, anyplace

Keeping the helplines free of charge.

One in five adults will experience thoughts of ending their lives because they feel emotionally overwhelmed and think they have no other option, or have no-one to turn to.

We believe everyone should have fair and equal access to support, whenever they need it and wherever they are.

That principle underpins our partnership with Samaritans.

Every day, Samaritans saves lives. We will support them to ensure their round-the-clock helpline **remains free** to call 24 hours a day, 365 days a year. Day or night, regardless of their background or location, callers will find someone who will listen to them in confidence about whatever is getting to them.

Together, we will be able to help people when they need it most — now, and in generations to come.



Our Solution
City Giving Day

Celebrating giving and making a greater difference

The City of London is a world-class leading economic powerhouse, but not everyone knows that it is also leading the way in investing in the local community and changing lives and outcomes.

That's why we created City Giving Day, a single day where over 200 organisations and tens of thousands of employees come together to showcase and celebrate their philanthropic and volunteering achievements, to inspire more colleagues and friends to get involved, and to demonstrate the good that the City already does and encourage more.

Every year employees at all levels of City organisations come together to dedicate their time, skills and money to investing in the local community, by giving back and building stronger ties and better bridges.

With £300,000 raised in 2016, and 4,000 volunteers recruited benefitting over 200 charities, City Giving Day goes a long way in helping sustain the future of Grassroots community groups who make an huge impact every day on creating a fairer City in our local and neighbouring communities.

Key Learning

94% said it helped promote or celebrate their CSR and charitable activity.

93% would recommend City Giving Day to others.



“City Giving Day is a fantastic opportunity to really showcase the incredible work that is going on within the City that people don't necessarily realise is happening.”

Hannah Bell
Barts Charity



“City Giving Day is an excellent initiative. Many of our work force are passionate about contributing to the community and there is always more work that can be done. This initiative highlights and shares our stories, which encourages other people to get involved both internally and externally.”

Alanah Bushnell
Lloyds Banking Group



✓ Our Solution
OnSide Youth Zones

A fair chance for young Londoners

OnSide Youth Zones provide a safe space and respite for young people who need it.

By partnering with OnSide Youth Zones, we will create safe places for London's kids whose background, family circumstances or personal problems mean they don't always get a fair shot in life.

Hannah, 19, explains how her local OnSide Youth Zone gave her somewhere to go when she was at her lowest point.



"School and my home life were horrible. I had no friends and I was always on my own. I experienced mental health problems and began to self-harm. I thought it would take my pain away because I didn't feel I had anyone to turn to for help."

When I finally built up the courage to visit a Youth Zone, for the first time in my life I felt someone cared. With much-needed encouragement from the staff and youth workers, I got myself physically and mentally healthy.

I joined the sports programme and started using the Youth Zone music studio to write songs to express my emotions.

I've now got my own place and want to study and travel. I also volunteer at a Youth Zone to give others what staff gave me. I don't think I'd be here today if it wasn't for OnSide Youth Zones. They saved my life."

Hannah
OnSide Youth Zones



"I gained in confidence and felt like I belonged - like I was part of something."

Get Involved



Support

We host an exclusive programme of dinners as well as participation and challenge events.

You can support these through sponsorship, booking tickets or taking part.

For events, please contact:

Caroline Wright
(Appeal Director)
on 020 7332 1290 or email
Caroline.Wright@thelordmayorsappeal.org

To become a Corporate Partner or for more information on our leadership programmes, please contact:

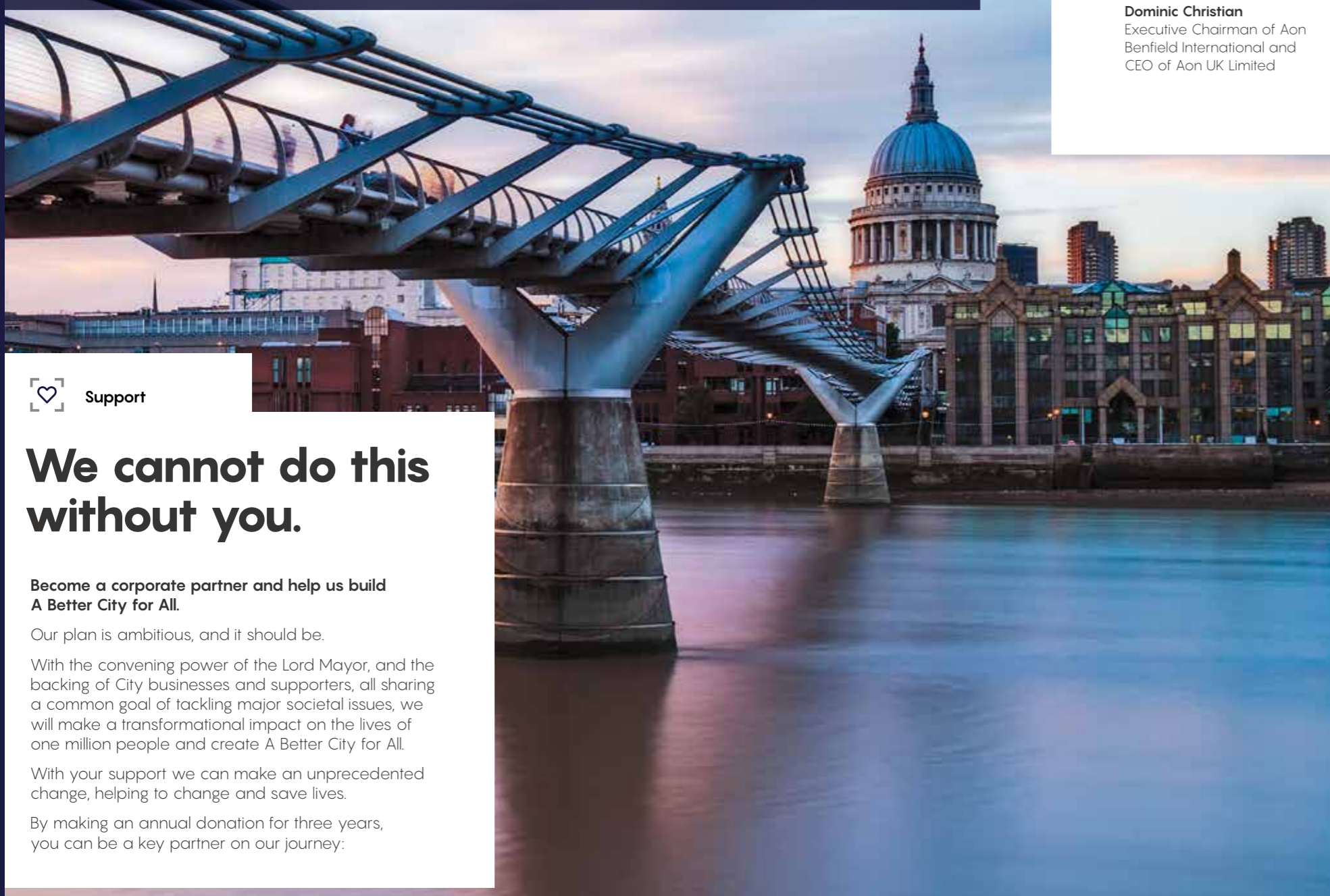
Javed Thomas
(Director of Development)
on 020 7332 3777 or email
Javed.Thomas@thelordmayorsappeal.org

The Lord Mayor's Appeal
The Mansion House
London, EC4N 8BH
TheLordMayorsAppeal.org

To enquire about volunteering programmes with our charity partners, email info@thelordmayorsappeal.org



Corporate Partnerships



Support

We cannot do this without you.

Become a corporate partner and help us build A Better City for All.

Our plan is ambitious, and it should be.

With the convening power of the Lord Mayor, and the backing of City businesses and supporters, all sharing a common goal of tackling major societal issues, we will make a transformational impact on the lives of one million people and create A Better City for All.

With your support we can make an unprecedented change, helping to change and save lives.

By making an annual donation for three years, you can be a key partner on our journey:

"Aon is committed to helping create a healthy, skilled, inclusive and fair City through its support as Founding Patron of The Lord Mayor's Appeal"

Dominic Christian
Executive Chairman of Aon Benfield International and CEO of Aon UK Limited

"M&G is delighted to be a founding patron of The Lord Mayor's Appeal, and play its part in helping create A Better City for All"

Anne Richards
Chief Executive Officer of M&G

"We are delighted to be a part of The Lord Mayor's collaborative programme across sectors to create 'A Better City for All'. It is through initiatives such as this that we can make a real impact on the communities that need it most; and this is a real priority for UBS"

Andrea Orcel
CEO of UBS AG London Branch and UBS Limited

"Bloomberg is delighted to support The Lord Mayor's Appeal's ambition to help one million people thrive by being a Founding Patron"

Bloomberg



Founding Patron

£50,000 Donation

Same privileges as Partners, Champions and Collaborators, plus two additional places at the Power of Diversity breakfast series, an exclusive invite to an intimate private dinner with the Lord Mayor, a complimentary table at the Lord Mayor's annual black-tie Grand Finale fundraising dinner, and more.



Partner

£25,000 donation

Champion and Collaborator privileges plus flexibility with the way your money is invested, an opportunity to host a Lord Mayor's Appeal event/forum (benefits negotiable), and join a Lord Mayor's Appeal 'creating A Better City for All' strategy group.



Champion

£10,000 donation

Collaborator privileges plus one place at the Power of Diversity breakfast series (6 engagements & 3 senior Leadership forums) and dedicated support from The Lord Mayor's Appeal programme manager.



Collaborator

£5,000 donation

Invited to a Corporate Private Function at Mansion House with the Lord Mayor, website and annual brochure acknowledgement and be included as a City Giving Day participant.

Thank you



We would like to thank the following for taking part in our initiatives:

- | | | | | | | | |
|---|--|--|---------------------------------------|---------------------------------|--|--|---|
| 1 Lombard Street | Bird & Bird LLP | City Livery Club | Fieldfisher LLP | IoD City | Mindshift Consultancy | RSA Insurance Group | The Law Society |
| AAG Wealth Management | Bloomberg | City Mental Health Alliance | FinnCap | IoD City | Ministry of Defence | Saint-Gobain Construction | The London Institute of Banking & Finance |
| Aberdeen Standard Investments | BMO Financial Group | Clarksons Platou | First State Investments | Iris Worldwide | Mitsubishi UFJ Financial Group | Products UK & Ireland | The London Metal Exchange |
| Accenture UK Limited | BNP Paribas | Clearly Gottlieb Steen & Hamilton LLP | Foreign & Commonwealth Office | Irwin Mitchell | Multiplex Construction Europe | Salix Finance | The Mary Ward Settlement |
| Addleshaw Goddard LLP | BNY Mellon | Clifford Chance LLP | Forster Communications | J.P. Morgan | MWR Infosecurity | Santander | The Merlin School |
| AFME | Bow Lane Limited | Close Brothers Group | Forsters Service Company Limited | Janus Henderson Investors | Naisbitt King Asset Management Limited | Sarasin & Partners LLP | The Office Group |
| Agricultural Bank of China | Brahams Dutt Badrick French LLP | CLS | Fox Rodney | Jardine Lloyd Thompson | National Australia Bank | Saunderson House | Schroders |
| AIG Europe Limited | Brampton College | Clyde & Co | Fox Williams | JCI Greenwich | NatWest | Shanghai Pudong Development Bank | Shanghai Pudong Development Bank |
| Aiimi | Brand Exchange | CMS Cameron McKenna | Freshfields Bruckhaus Derringer LLP | JLL | Network Rail | Shearman & Sterling | Thomas Curtress |
| Alfa Financial Software Limited | Brand Finance | Nabarro Olswang LLP | Gateley PLC | Joanne Hammond | New London Architecture | She's Back | Thomson Reuters |
| Alium Partners | Brewin Dolphin | Columbia Threadneedle Investments | General Optical Council | K&L Gates | Newham College of Further Education | Sir Robert McAlpine | Thomsons Online Benefits |
| Allen & Overy LLP | British American Tobacco | Commerzbank AG | George Birchall Service Limited | Kantar | NHS Wakefield Clinical Commissioning Group | Slaughter and May | Thrive London |
| Allianz Global Investors | British Exporters Association | Coutts | Gerald Eve LLP | Keates Ferris | Nimmo Limited | SMBC Nikko | Ticketmaster UK Ltd |
| Alpha Financial Markets Consulting | British Land | Credit Agricole CIB | GH Cityprint | Killik & Co | Nomura International PLC | Societe Generale | Tideway |
| Alpha FMC | British Red Cross | Credit Suisse | gigCMO Ltd | Kingsley Napley | North West Boroughs Healthcare | Solicitors Regulation Authority | Timewise |
| Alpha FMC | Broad Street Ward Club | Czarnikow Group Limited | Giggleswick Primary School | Kinney Green | Northern Trust | Sparks of Inspiration Limited | Tokio Marine HCC |
| Anglo Office Group Ltd | Bruin Financial | D&D London | Girlguiding | Knight Frank LLP | Oakleaf Partnership | Spitalfields Market Tenants Limited | Tower Research Capital Limited |
| AOL | Business Healthy | Deloitte LLP | GlaxoSmithKline (GSK) | KPMG LLP | Odgers Berndtson | St George's Hospital, Tooting | TP ICAP |
| Aon | byrne.dean Associates Limited | Dentons UKMEA LLP | Global Markets Consultants | Laduree Londres Cornhill | Orchid Cancer Appeal | Standard Chartered Bank | Transport for London (TfL) |
| Apollo Underwriting | Canaccord Genuity Wealth Mgmt | Deutsche Bank | Goddard Consultants Coaching Practice | Land Securities | OSLR | Stephenson Harwood LLP | Travers Smith |
| Arab National Bank | Canadian Imperial Bank of Commerce | Diverse Matters | Goldman Sachs International | Laurence Haines School | Otkritie Capital International Limited | Swiss Reinsurance Company Limited | Trowers & Hamblins LLP |
| Arthur J Gallagher | Commerce | DNB | Gowling WLG (UK) LLP | LawCare | P J Martinelli Limited | Tata Consultancy Services | UBS |
| Ascot Underwriting Limited | Commer | DWF LLP | Greater London Authority | Legal & General | Partizan Outsourcing Solutions | Taylor Wessing | UniCredit Bank |
| Aseanite | Canaccord Genuity Wealth Mgmt | E-ACT Multi Academy Trust | Greene King | Lewis Silkin LLP | Paul Hastings | Telereal Trillium | Unilever Plc |
| Ashurst LLP | Central London Samaritans | East London Business Alliance (ELBA) | Greenwich+Docklands Festivals | Leyton UK | Payden & Rygel | Testhouse Limited | Union Bank UK PLC |
| ASOS | Centre for the Study of Financial Innovation | Ecclesiastical Insurance Group | Hackney Council | Liberty Specialty Markets | Pears Foundation | TH Real Estate | Unum |
| Association of Certified Commercial Diplomats | Channel 4 | Edentree Investment Management | Halfords Media (UK) Limited | Linklaters LLP | Peel Hunt | The Access Bank UK Limited | Vanquis Bank |
| Association of Foreign Banks | Charities Aid Foundation | EH Global Capital Limited | Hampton Court Capital | Lloyds Banking Group | Pinsent Masons | The Baltic Exchange | Virgin Money PLC |
| Associations of Lancastrians in London Trust Fund | Charity Classic Vehicle Club | EQ Investors | Health Assured | LMA Recruitment | Pool Reinsurance Company Limited | The Boston Consulting Group UK LLP | Warwick Business Consultants Limited |
| AT Engine Controls | Charles Russell Speechlys LLP | Eton Bridge Partners | Heart of the City | London Capital Club | Pret A Manger | The Bridge Ward Club | Watson Farley & Williams LLP |
| Atrium Underwriters Limited | Charles Stanley | Euroclear | Helaba | London Stock Exchange Group PLC | Procter & Gamble | The Brokerage Citylink | Weil Gotshal & Manges |
| BACB | Chartered Banker Institute | Eversheds Sutherland (International) LLP | Herbert Smith Freehills LLP | Lloyd's of London | Prudential PLC | The Chartered Insurance Institute (CII) | West London Mental Health NHS Trust |
| Baker McKenzie | Chartered Institute for Securities & Investment | Exchange Square Management Ltd C/O Broadgate Estates | Hispania | LMA Recruitment | PwC UK | The City of London Corporation | White & Case LLP |
| Balfour Beatty | Chartered Institute of Management Accountants (CIMA) | Exterion Media | Hogan Lovells LLP | London Capital Club | Queens Gate School Trust LTD | The Don Restaurant & The Sign of The Don | Wild Search |
| Bank of America Merrill Lynch | Chaucer Syndicates Limited | EY | Holman Fenwick Willan | London Stock Exchange Group PLC | RBC Capital Markets | The East India Club | Winton Group Limited |
| Bank of China London Branch | China Construction Bank (London) Limited | EY Foundation | Homerton University Hospital | London Stock Exchange Group PLC | reed.co.uk | The General Council of the Bar | XL Catlin |
| Bank of England | CIBC World Markets PLC | Faegre Baker Daniels LLP | NHS Foundation Trust | London Stock Exchange Group PLC | RELYX Group | The Healthy Work Company | Your Homes Newcastle |
| Bank of Ireland UK | Citi Group | Fast Stream | Howden | London Stock Exchange Group PLC | Remploy Limited | The Home Club | Yourfeed |
| Banking Standards Board | Citibank | FBN Bank (UK) Limited | HSBC | London Stock Exchange Group PLC | Reynolds Porter Chamberlain | The Insurance Institute of London | Z/Yen Group Limited |
| Barclays | City & Guilds Group | FCA | Hyden Talent | London Stock Exchange Group PLC | Robertson Cooper | The Investment Association | Zurich Insurance UK |
| Bates Wells Braithwaite | City A.M. | Fidelity International | Imperial College London | London Stock Exchange Group PLC | Robinson Hambro Limited | | |
| Bayerische Landesbank | | | Indigo Planning Limited | London Stock Exchange Group PLC | Royal Bank of Canada (RBC Europe Limited) | | |
| BBC | | | ING Bank N.V. | London Stock Exchange Group PLC | Royal Bank of Scotland Group | | |
| BDO | | | Innovate Finance | London Stock Exchange Group PLC | Royal Society of Saint George | | |
| Beazley Group | | | Inspired Challenge | London Stock Exchange Group PLC | | | |
| Berwin Leighton Paisner LLP | | | Invesco Perpetual | London Stock Exchange Group PLC | | | |
| Big Lottery Fund | | | Investec Bank PLC | London Stock Exchange Group PLC | | | |
| Bircham Dyson Bell LLP | | | | London Stock Exchange Group PLC | | | |



The Lord Mayor's Appeal
The Mansion House
London EC4N 8BH

For further information visit:
thelordmayorsappeal.org
info@thelordmayorsappeal.org
020 7332 1582

 @LMAppeal
 The Lord Mayor's Appeal



Proceeds from The Lord Mayor's Appeal (Registered Charity No: 1148976) are distributed between Place2Be (Registered Charity No: 1040756) [30%], OnSide Youth Zones (Registered Charity No: 1125893) [30%] and Samaritans (Registered Charity No: 219432) [30%].

To be distributed at the discretion of Alderman Charles Bowman, The Rt. Hon. The Lord Mayor of the City of London, Alderman Peter Estlin and Alderman William Russell [10%].

healthy
education

young people
employability

fair
financial literacy

literacy
entrepreneurship
disability

skilled
young people

inclusive