



LORD
MAYOR'S
APPEAL
CHARITY



A Better
City for All

The Lord Mayor's Appeal

2018 - 2019 - 2020



Helping 1 million people thrive.
#peoplematter



The Lord Mayor's Appeal



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We are very proud to have been working alongside our three special partners

to deliver change in creating an Inclusive, Healthy, Skilled and Fair City. Place2Be have launched their Mental Health Champions programme in schools, OnSide Youth Zones will be opening their doors at three sites early next year, and Samaritans' Wellbeing in the City programme has been launched and is successfully rolling out in companies. //

William Russell

Senior Alderman Below the Chair

//

We would not be able to achieve our aims without you and in particular our corporate partners.

As I can say from experience, the convening power of the Lord Mayor is impressive, and linked with the collaboration and backing of City businesses and the skill of our charity partners, it will enable us to continue to achieve our common ambition to help one million people thrive and create A Better City for All. //

Charles Bowman

Alderman and Former Lord Mayor



I am delighted to continue to work with my colleagues Aldermen William Russell and Charles Bowman to have a transformational impact on people's lives by bringing together businesses, employees, neighbouring communities and charities to find solutions to some of London's most pressing societal issues.

As you will see from the following pages and the case studies in particular, our work has already succeeded in having a huge impact, both through the thought leadership initiatives and the ground breaking projects which we are supporting through our charity partners.

We have enabled collaboration across the City providing companies with the tools and initiatives to tackle specific challenges such as diversity and inclusion, as well as showcased successful implementation of initiatives within companies which address all our pillars. Our leading City-wide campaigns have now reached further afield with This is Me launched in the North West and Scotland.

We have plenty more to do and will continue to be ambitious. We look forward to working with each of you to continue to make a transformational impact on our City not only now, but far into the future.

Alderman Peter Estlin

The Rt Hon The Lord Mayor of the City of London



Our Strategy

The Lord Mayor's Appeal multi-year strategy works on four key pillars, to create a City that is **Inclusive, Healthy, Skilled and Fair.**



We will continue to develop our four existing thought leadership initiatives under the four pillars: Power of Diversity, This is Me, She Can Be... and City Giving Day.

We are delivering ground breaking programmes with our three charity partners, Place2Be, OnSide Youth Zones and Samaritans.

Our work will benefit two communities, City employees, residents and their families and friends, as well as those who live and work in our neighbouring communities.

**We have one aim:
A Better City for All
Helping 1 million people thrive**

Our Initiatives



The Power of Diversity series breaks down barriers to inclusion by empowering organisations to collaborate on creating inclusive workplace cultures, providing the tools and learning to tackle the challenges of diverse representation.

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



A pioneering mental health campaign, which aims to reduce the stigma of mental health, dispel the myths around mental health in the workplace and raise awareness of wellbeing.

We are committed to changing attitudes towards mental health, collaborate with organisations to build inclusive cultures, reduce stigma, dispel myths and improve employee wellbeing for good.



She Can Be... is one unique day in which young women and the City collaborate to inspire future talent.

Borne of the statistic that 64% of 17–21 year old females believe that, all being equal, employers prefer to hire a man over a woman (Girlguiding Girls' Attitudes Survey, 2016), She Can Be... aims to change the perceptions of young women and City organisations alike, by providing a platform for participants to challenge companies and identify what needs to change.



City Giving Day is one day in the year when businesses can unite to celebrate and showcase their charitable and volunteering achievements with employees, clients, suppliers and the public.

City Giving Day provides small businesses or large corporations the opportunity to engage with their employees, recruit volunteers, have fun, raise money and showcase their charity partners/charitable giving.

In fact, it can be anything they want it to be.

Our Charity Partners

We partner with three organisations, who are leading experts in addressing social issues, to deliver ground breaking programmes.



Making a lifetime of difference to children.

Our partnership will enable Place2Be to deliver a transformational mental health programme in 180 schools in London.

75%

75% of mental health problems start in childhood.

3

3 children in every classroom have a diagnosable mental health problem.

10

10 years is the average time a child with mental health difficulties goes between first becoming unwell and getting any help.



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

Our partnership will enable OnSide to build 5 new state of the art Youth Zones in areas of high deprivation in London.

1:3

1:3 children are living below the poverty line.

80

80 youth clubs and youth projects in London have been forced to close, because of cuts to funding.

83%

83% of London Council decision makers believe that universal youth services are key to prevention in areas such as health and crime, employment and community cohesion.



One life lost is one too many.

Our partnership has enabled Samaritans to develop a revolutionary online wellbeing programme for employees in London and beyond.

6

Samaritans receive a call every 6 seconds.

20-34

Suicide is the leading cause of death for people aged 20-34.

90

Every 90 minutes someone dies by suicide.



This new programme will equip school leaders in London with the skills and knowledge to support their pupils' emotional and mental health.

Read page 32 to see the inroads they have made in our first partnership year



Young people are desperate for positive alternatives and safe, affordable places to go.

These new Youth Zones will give hope for the future to young people by providing resources and support to tackle issues such as mental health, crime and employability prospects.

Read page 14 to see the inroads they have made in our first partnership year



The new Wellbeing in the City programme brings Samaritans' expertise and a lifeline of support into the workplace, giving employees the skills and confidence to support the emotional health of themselves and others.

Read page 20 to see the inroads they have made in our first partnership year.

+ Making Inroads



When carrying out public policy, it is important to understand the impact those policies are having on society.

For example, at the Bank of England when making decisions about monetary and financial policies, we base those decisions on the impact they will have on the economy, the financial system and ultimately wider society.

In principle, the same should be true when it comes to the policies and practices of charities. These policies are most likely to be effective when their impact on society can be assessed and evaluated, objectively and rigorously. This is standard practice in parts of the charitable sector, but by no means all.

The Lord Mayor's Appeal does fantastic work to support people and communities. It is celebrating the first year of its strategic commitment to create A Better City for All.

This commitment to promoting diversity and inclusion, wellbeing and improved mental health chime closely with the objectives we at the Bank of England set for ourselves as an organisation.

I particularly welcome The Lord Mayor's Appeal's first impact brochure. This seeks to apply evidence and impact-analysis to the Appeal's charitable activities, much as the Bank of England does in the setting of monetary and financial policies.

This is useful, both in its own right when evaluating the impact of The Lord Mayor's Appeal on society, but also for the precedent it sets for other charities.

Andrew G Haldane
Chief Economist, Bank of England



Building a City that is **inclusive** and open to everyone



An Inclusive City

The
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London is a place of big dreams and abundant opportunities. However many groups of people face significant barriers in getting a job in City businesses, and those who do find a job face obstacles to their career progression and general wellbeing.

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.

For those recruited, non-inclusive working practices may disadvantage women, people from ethnic minorities, people with a disability, those who identify as LGBTQ+ and people from lower socio-economic backgrounds.

The City has made good progress over the last few years, however there is more to be done. Senior leaders have recognised the commercial and societal rewards of striving for more inclusivity and this initiative provides them with a platform for increased growth in that direction.

82%

Gender pay gap reporting showed that women are underrepresented in top-paid jobs in 82% of companies.

35%

35% of LGBT staff have hidden that they are LGBT at work for fear of discrimination.

4x

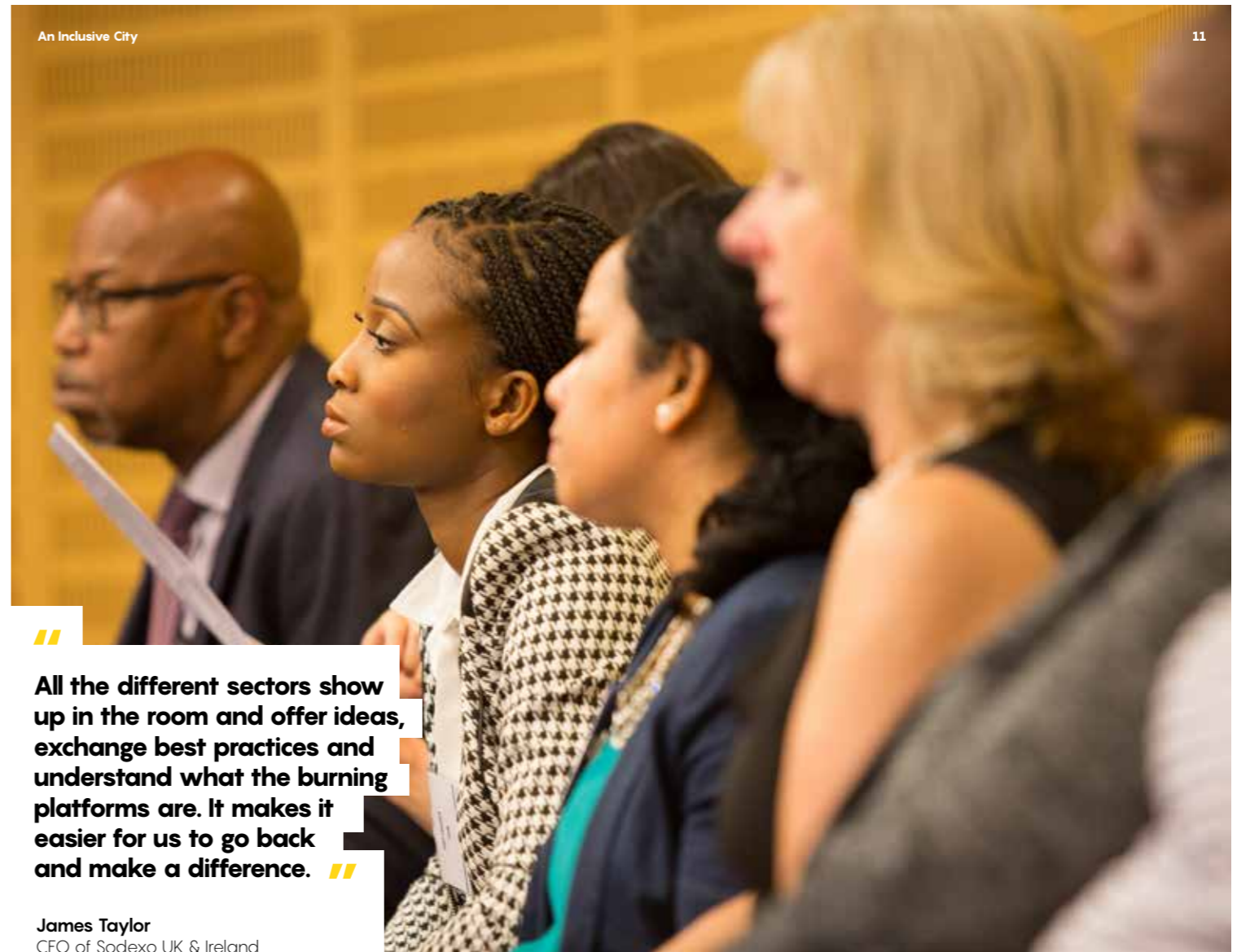
Children from better-off families are 4x more likely to be in high income groups in adulthood than children from disadvantaged backgrounds (even when less able).

2x

Unemployment of BAME British adults is almost double that of white British adults.

An Inclusive City

11



“

All the different sectors show up in the room and offer ideas, exchange best practices and understand what the burning platforms are. It makes it easier for us to go back and make a difference. ”

James Taylor

CEO of Sodexo UK & Ireland

POWER OF DIVERSITY

Inclusive workplaces are more productive, more commercially successful, have a better understanding of their customers, and have a happier more engaged workforce.

Each one of our 6 Power of Diversity events is attended by the Lord Mayor and focuses on a particular area of need identified as a priority by our members. We use our networks in the City and beyond to find organisations and senior leaders who have tried and tested something that's made a real tangible difference.

Through membership of the Power of Diversity series, member organisations collaborate for change, hear about innovative programmes that are already proven to be successful, and share lessons learned.

Members can use this space to expand their network and deepen existing contacts within the diversity and inclusion sphere to collaborate on doing more, more effectively.

In 2018 our events included: BAME leaders of tomorrow, Social Mobility - finding untapped talent, and Gender - enabling women to succeed.

Our 3 Senior Leadership Forums are an opportunity to learn about cutting edge advances in the field, and to discuss with peers how these initiatives can be implemented throughout the City.

Aim for 2019

In 2019 we will carry on tackling the most pressing and difficult issues by experimenting with event formats, refocusing the Senior Leadership Forum, and with a new name to better reflect the conversations happening in the City today – Power of Inclusion.

Become a Power of Inclusion member today!



TheLordMayorsAppeal.org/an-inclusive-city



The beginnings of change

Power of Diversity

105

105 organisations came together to collaborate for change by attending our events.

96%

96% of attendees rate our speakers as good or excellent for the high quality of content and delivery.

75%

75% of members say they have used information or ideas gained at an event to influence leadership within their organisation.

Vondo became a Marketing Trainee at Invesco at the age of 18. Coming from a council estate outside of London having arrived in the UK with his parents as a toddler, it wasn't an obvious choice.

For his peers, the City is viewed as having few career prospects, no room for elevation, and no potential for financial prosperity. He was supported by Investment 2020 with the skills and networks to apply for roles after successfully completing his A-Levels. Dialogue and mentoring has enabled him to succeed and he is now in a full-time role.

Having Vondo as part of the team at Invesco has furthered a culture focussed on diversity of thought and enabled them to shape their business for a more inclusive workforce. This inspires the collegial culture and decision-making ethos that makes them more robust and representative of the world they live and work in.

As a speaker at the Power of Diversity Breakfast Vondo has had a platform from which he can discuss what is important to young people and speak to senior leaders whom he would never have even considered meeting before.

It is this success that he wishes to share with his peers to encourage them to strive for more and to challenge organisations to do more to open their doors to extremely talented and ambitious young people like himself.

“
Opportunities are tangible, realistic and attainable.”



Watch Vondo's Story



[TheLordMayorsAppeal.org/an-inclusive-city/](https://www.thelordmayorsappeal.org/an-inclusive-city/)



Making Inroads

We're making progress

OnSide Youth Zones

30% - 77%

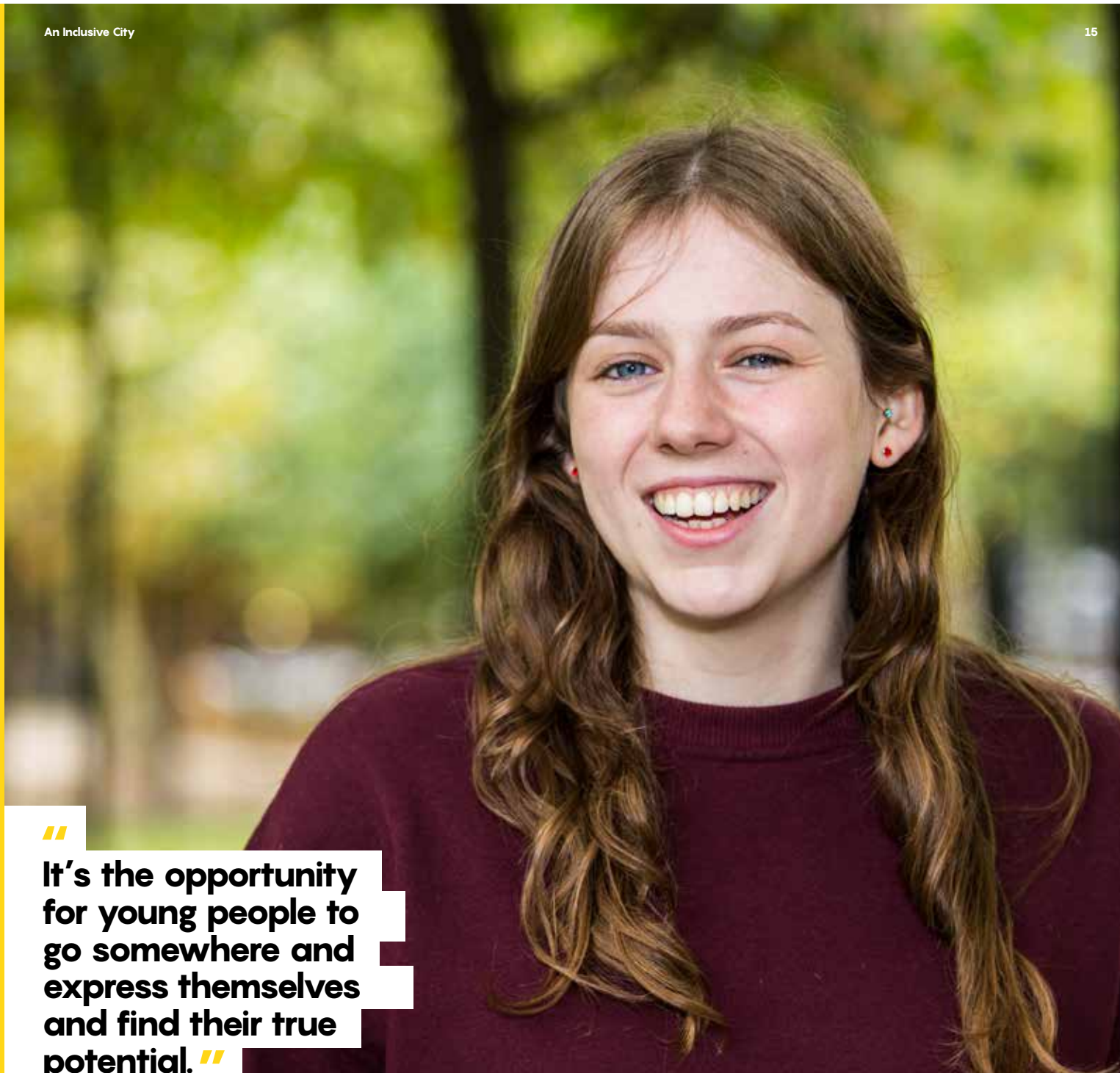
Once a Youth Zone opens we know that anti-social behaviour around Youth Zones drops by between 30% - 77%.

20,000

OnSide Youth Zones will be supporting 20,000 young Londoners 7 days a week, 52 weeks a year.

72%

72% of young members report better marks in school.



“It’s the opportunity for young people to go somewhere and express themselves and find their true potential.”

Four years ago, it looked likely that Leah would be leaving school with no qualifications. She grew up on a council estate in Bermondsey where drug use was the norm.

Many of her peers turned to serious crime to fund their drug addictions and many ended up serving prison sentences. Living in this disruptive environment was inevitably very tough for Leah and resulted in behavioural issues which, on top of her struggles with dyslexia, led to her being excluded from school multiple times.

Leah saw first-hand how directionless young people felt in her area, with nowhere to discover what their talents might be and explore their potential.

Through having a place to go and people to speak to at OnSide Youth Zones, she has grown in confidence, become skilled and is on a path to a bright future.

Leah has also begun an internship as a Youth Engagement Worker, meeting other young Londoners and helping them transform their lives as she has.

Having been part of the Ambassadors for London group since she was 15, which is integral to OnSide’s work in London, Leah has been able to help the charity develop a greater understanding of the needs of young people and represent them at promotional events, speaking to business leaders, policy makers and other young people about what Youth Zones will bring to London.

Watch Leah’s Story



[TheLordMayorsAppeal.org/an-inclusive-city/](https://www.thelordmayorsappeal.org/an-inclusive-city/)





Ending the stigma of mental health



The 2017 Thriving at Work Review, commissioned by the Prime Minister, identified that the UK is facing a mental health challenge at work that is much larger than first thought.

Not only is there a big human cost of poor mental health at work, including through loss of life, there are also knock-on impacts for families, society, the economy and Government. Employers are losing billions of pounds because employees are less productive, less effective or off sick.

Despite this, mental health still carries huge stigma in society, so much so that just 16% of employees feel able to share a mental health problem with their line manager, fearing reprisal, judgement and discrimination. And, the devastating truth is that a 2018 report identified that of those employees who had disclosed a mental health issue, 11% were subject to disciplinary procedures, demotion or dismissal.

300,000

300,000 people with a long term mental health problem lose their jobs each year, and at a much higher rate than those with physical health conditions.

(Mental Health and Wellbeing in Employment, Deloitte October 2017)

£33bn-£42bn

£33bn-£42bn is the annual cost to employers of poor mental health (with over half of the cost coming from presenteeism).

(Mental Health and Wellbeing in Employment, Deloitte October 2017)

61%

61% of employees have experienced a mental health issue due to work or where work was a contributing factor.

16%

16% of employees felt able to disclose a mental health issue to their line manager.

(Mental Health at Work Report 2018, Business in the Community)

This is Me aims to change attitudes towards mental health in the workplace by reducing the stigma, dispelling the myths and raising awareness to improve employee wellbeing.

A problem shared is a problem halved – research shows that talking openly about emotional and mental wellbeing can make a real difference, and in some cases can save lives. This is Me aims to help create inclusive cultures within organisations so that employees feel that they can be open, and recognise and seek the support they need, earlier before reaching crisis point.

How This is Me works

This is Me provides employers with the tools to change cultures around mental health.

The pioneering campaign encourages organisations to share their employees' lived experiences about mental health through blogs, video or other medium, a concept initiated by Barclays. Our evidence proves that storytelling is one of the most powerful tools for behaviour change, with organisations that are sharing stories making accelerated progress compared to those that are not sharing stories.

Alongside storytelling, the Green Ribbon Campaign is a visible movement for change with the inspirational message that 'Together we can #endthestigma'.

Something as simple as a green ribbon enables employees to show their support for ending the stigma of mental health in the workplace. In 2018, more than 200,000 ribbons were worn by employees across 300 organisations both during Mental Health Awareness week in May and throughout the year.

The third tool, Wellbeing in the City, an e-learning programme developed by Samaritans and piloted by PwC, is designed to give everyone the skills and confidence they need to support friends, families and colleagues who may be experiencing emotional distress. Bringing Samaritans expertise in 'active listening' to the workplace, the tool shares real life case studies from people who have both been helped and helped colleagues through difficult times.

Aim for 2019

This is Me has grown substantially and by the end of the 2018 campaign had over 500 organisations involved, reaching over one million employees. 2018 saw the launch of This is Me North West and This is Me Scotland with other regions, including This is Me West Midlands, launching in 2019.

Our ambition in 2019 and beyond is to continue this growth nationwide, to reach some of those harder to reach sectors as well as the many smaller enterprises that are in the Square Mile. We will continue to support our organisations in creating mentally healthy workplaces for all.



The Green Ribbon Campaign actually prompted me to disclose my depression and anxiety to my colleagues, friends and family for the first time.

Anastascia
Bank of England

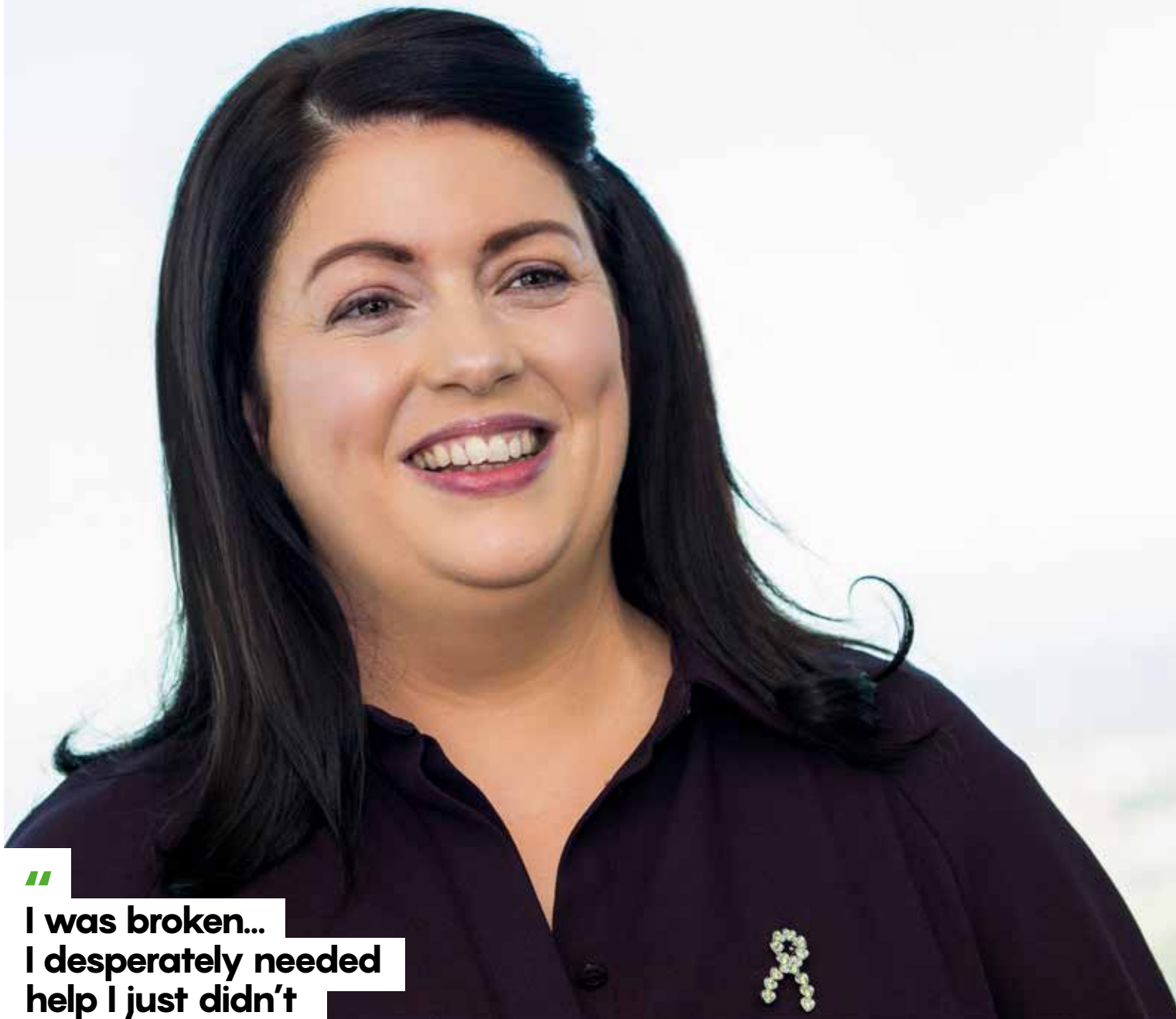
End the Stigma Register for This is Me

TheLordMayorsAppeal.org/this-is-me

Order green ribbons:
TheLordMayorsAppeal.org/the-green-ribbon

Register for Wellbeing in the City:
TheLordMayorsAppeal.org/wellbeing-in-the-city





“
**I was broken...
 I desperately needed
 help I just didn't
 know how to ask
 for it.**”

Suffering from 'burn out' trying to balance work and life demands, Chris, a Barclays Transformation Director, was diagnosed with stress, anxiety, sleep deprivation and was potentially days away from a stroke.

She took a supported leave of absence whilst she recovered through rest and talking therapies, and returned to work five months later with a different perspective and a passion to support others in protecting their wellbeing.

Through Chris' workplace Reach Network at Barclays, she became aware of the This is Me campaign and decided to share her story via video. The reaction was extraordinary, with over 700 responses of support from every level of the organisation. Since then she has

noticed a massive shift in attitudes towards normalising mental health issues and helping remove the stigma associated with mental health conditions within the company and the City as a whole.

She now feels confident that she has the tools to manage her health pro-actively and has begun an MSc in Psychology and Diploma in Counselling to further her ambitions to work professionally supporting others.

Recognised for her support of the campaign by being nominated as Barclays Woman of the Year, she is one of the many leaders within the company making good mental health a priority.

The beginnings of change

This Is Me

96%

96% of organisations say that This is Me has a positive impact on reducing the stigma of mental health.

100%

100% would recommend the Green Ribbon campaign.

96%

96% of organisations said the Green Ribbon helps create a focus on mental health.

Watch Chris' Story



[TheLordMayorsAppeal.org/a-healthy-city/](https://www.thelordmayorsappeal.org/a-healthy-city/)





Making Inroads

We're making progress

Samaritans

93%

93% of users agree Wellbeing in the City has helped them to recognise emotional distress in others.

90%

90% of Wellbeing in the City users now feel more confident approaching someone in emotional distress.

91%

91% of Wellbeing in the City users will apply the skills they have learned in their everyday life.



“

It was a good way of connecting to a colleague and remembering we're all human.”

Nicole works at the Bank of England as a case officer and has completed Samaritans' Wellbeing in the City learning programme. It has given her the skills to look after her own wellbeing and the courage to approach colleagues who are struggling.

She has seen a noticeable impact on colleagues by simply asking them if they're okay and encouraging them to share their feelings.

As the mother of a child on the autism spectrum, Nicole has felt empowered to ask for help and support at work. Having an understanding working environment improves her work-life balance and reduces stress, which makes her a better parent and a more productive employee.

Being able to complete the training online, in bite-sized chunks, and in privacy whilst working from home, made the whole process more accessible and enjoyable for her.

Nicole feels that the Wellbeing in the City programme supports the Bank's goal to create a healthy physical and mental environment where staff can thrive. She also believes it has the potential to change lives.



Watch Nicole's Story



[TheLordMayorsAppeal.org/a-healthy-city/wellbeing-in-the-city/](https://www.thelordmayorsappeal.org/a-healthy-city/wellbeing-in-the-city/)



Developing the **skills** needed for our future

A report by the Institute for Public Policy Research has warned that there is a serious UK skills shortage.

The research shows that the UK skills system is in urgent need of reform and the workforce needs to be prepared for the challenges of Brexit, the impact of Artificial Intelligence and automation and the continued impact of globalisation. Specifically, there is a serious shortage of digital skills required by employers today.

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

£63bn

The skills gap currently costs the UK economy £63bn per year in lost income.

1.0m

There are nearly 1 million young people not in education, employment or training. (NEET)

12.6m

12.6m adults lack basic digital skills.

72%

72% of Financial Services CEOs see the limited availability of some skills as a threat to growth.



Targeting the barriers contributing to the skills crisis

We will explore and develop programmes over the next 2 years which target the barriers contributing to the skills gap.

In 2018 we created She Can Be... which aimed to open up untapped talent blocked by barriers relating to gender at a time when 10 girls to every 1 boy believe that discrimination will hold them back in their careers (Royal Institution of Chartered Surveyors 2016) and 64% of 17-21 year old females believe that all being equal employers prefer to hire a man over a woman (Girlguiding Girls' Attitudes Survey 2016).

To achieve this we partnered with Girlguiding, Hounslow Council, Nacro, The Girls' Network and Young People Cornwall.

How She Can Be... works

The one day event is broken into two parts. Small groups of young women visit City firms in the morning to participate in interactive workplace shadowing and learn about the variety of roles in the City, how their skills are transferable to the workplace, the diversity of

backgrounds of women working there and why the City wants to recruit them. They also meet Real Models - young women themselves, employed by these firms and representing a range of roles within the organisation, to whom the participants can relate.

In the afternoon, participants come together with businesses to hear from keynote speakers, share what they have learned and discuss what needs to change, ending the day by making a pledge to make a difference.

“ I pledge today to keep advocating for the advancement of women in the workplace to empower women of all ages to be the best at what they do. ”

Aim for 2019

2019 will be bigger and better. Now, one year on, we know that 96% of 2018's participants felt empowered to make decisions about their careers after the event, so we're tailoring the day to highlight the transferable skills that they already have and how to acquire those that they need to become future ready.



“ I thought today was a really important day for showing young women that this illusion that the City is just for men is just an illusion. ”

Katie
Girlguiding

Inspire the next generation

Your business can register online to take part in She Can Be... 2019 and inspire the next generation of young women!

TheLordMayorsAppeal.org/a-skilled-city/she-can-be/





Making Inroads



The beginnings of change

She Can Be...

“

I was so inspired and humbled by the young women I met. If we can inspire just one of them, I've done my job well. ”

It's difficult to attract young women to work in the City without an initiative like She Can Be...

Neena was surprised by how many young women were interested in working in the City and the participants on the day had no idea how many young women like them work in Liberty Specialty Markets - so perceptions were changed on both sides. It's created a community of young women who can support each other's ambitions, as well as being supported by the participating firms.

This programme has spring-boarded and contributed to conversations about policies to encourage more women to apply to work with them, and importantly, want to stay within the organisation.

The firm is looking at wider geographical areas for recruitment, making sure that women are represented on all recruitment panels, and have changed their maternity and paternity policies.

There's more work to do, but She Can Be... has given them a forum with other firms where those ideas can be shaped and grow.



Watch Neena's Story



[TheLordMayorsAppeal.org/a-skilled-city/](https://www.thelordmayorsappeal.org/a-skilled-city/)



95%

95% felt confident in their abilities after the event, compared to 43% before.

96%

96% of young women participants felt empowered to make decisions about their future careers after the event, compared to 59% before.

86%

86% of young women participants felt they had a good understanding of the different City careers available after the event, compared with 24% before.



Making Inroads

We're making progress

She Can Be...

93%

93% of employees felt inspired by the event.

100%

100% would recommend She Can Be ... to a friend

75%

75% of young women participants now understand the pathways into City careers and the skills required.

A Skilled City



“ Be brave. You have a lot more to offer than you think you do. ”

Alaina was inspired to get involved with She Can Be... because the role models around her at school only spoke about careers in nursing and teaching. Therefore, being able to speak and demonstrate that there are so many opportunities available motivates her to continue to speak to and encourage young women like her.

This was important to Alaina because when she initially started out in the financial industry she recalls feeling overwhelmed as there was no one she could relate to. She Can Be... gave Alaina the opportunity to work with young women and demonstrate that there are people who look like them and come from different backgrounds working in the City.

Alaina felt energised speaking to so many engaged and ambitious young women who had a wide range of questions about the career opportunities available, the knowledge and skills required for specific roles, and CV writing and practical interviewing skills. Following her presentation, a number of the participants connected with her on LinkedIn to follow her career journey, thereby highlighting the ongoing impact of getting involved for both the young women and herself.

Watch Alaina's Story

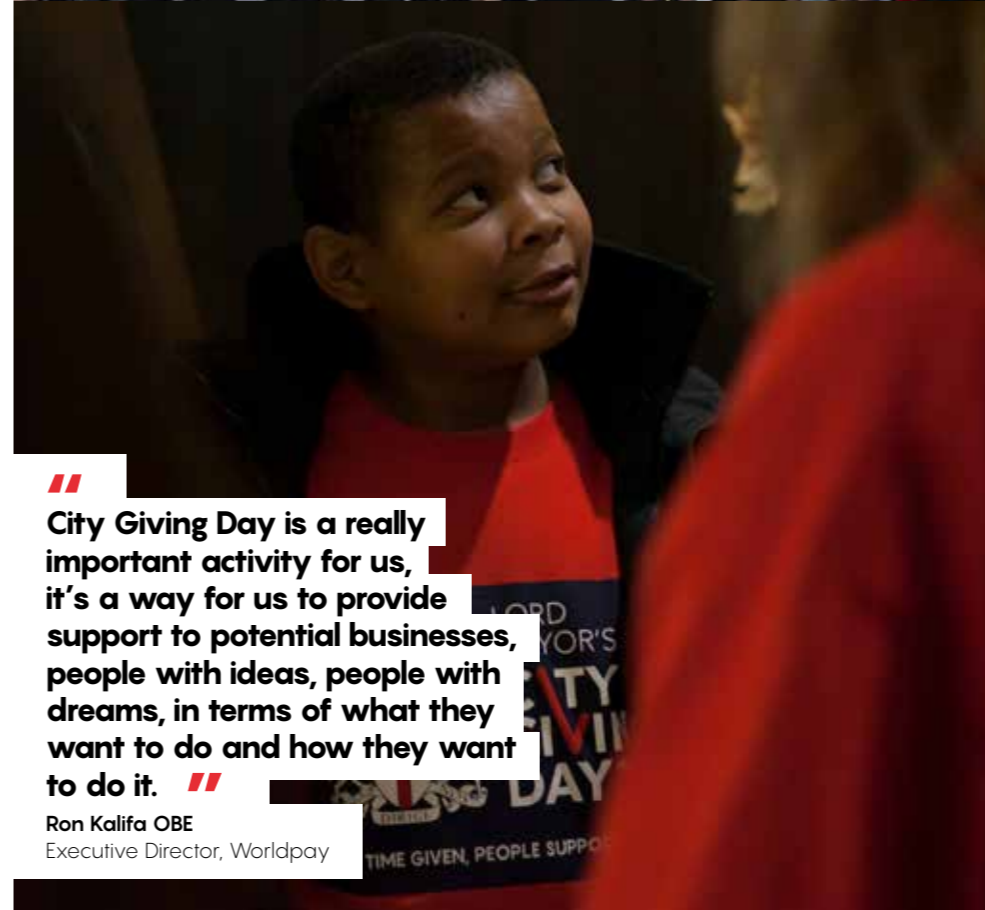


TheLordMayorsAppeal.org/a-skilled-city/





In a fair society everyone is equal



City Giving Day is a really important activity for us, it's a way for us to provide support to potential businesses, people with ideas, people with dreams, in terms of what they want to do and how they want to do it.

Ron Kalifa OBE
Executive Director, Worldpay

Fairness disregards social class, age, disability, race, gender and sexual orientation and identity.

When treated fairly, people are not disadvantaged in life because of these characteristics and have equal access to opportunities.

With our partners, The Lord Mayor's Appeal will strive to narrow gaps that exist in the City and beyond between those who have and those who do not and help to ensure that everyone is empowered to succeed.

1:3
1:3 children are living below the poverty line. (OnSide Youth Zones)

1m
There are 1 million young people not in education, employment or training. (NEET)

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

80%
80% of companies involved senior management.

93%
93% said it helped them promote/celebrate their charitable activity.

86%
86% said it inspired employees to fundraise, volunteer or become more involved in charitable activity.

Celebrating volunteering and philanthropy in the City of London

The City of London is a global leader in financial and professional services, but not everyone knows that it also invests significant sums in communities and causes to change lives and make a wider positive impact on society.

City Giving Day is a simple but impactful initiative that enables City companies and employees to celebrate and showcase their philanthropic and volunteering achievements and encourage others to get involved.

On one day in September, the City unites behind a common cause to raise money, recruit volunteers and have fun.

On City Giving Day your business can:

- Create its own day of activity:
 - fundraising events (cycle challenges, bake sales etc)
 - showcasing the work of your charity partners
 - volunteering with charity partners or running mentoring sessions for charities or young people,
- Or take part in one of the City Giving Day events organised by The Lord Mayor's Appeal:
 - Tour de City static bike challenge
 - Treasure Hunt
 - Quiz Night

Aim for 2019
City Giving Day has grown year on year since it was launched in 2015. 313 companies were involved in 2018. Our aim is to inspire even more organisations to get involved in 2019 growing to 400, not only in London but in other cities around the UK.

LORD MAYOR'S CITY GIVING DAY™

Sign up now

Be part of City Giving Day 2019 and come along to one of our engagement breakfasts throughout the year

TheLordMayorsAppeal.org/a-fair-city/city-giving-day/



“I’d really recommend getting involved in City Giving Day because it’s a short, sharp, high impact way of raising awareness of all the opportunities there are, to work with the charities.”

“The charities are very wide ranging, all doing great work within their communities; the day really raises your employee participation in making things better in society.”

A number of colleagues are training to be Samaritans, and this is the vehicle that encouraged them to do that.”

Gareth Jones
HR Director, M&G

M&G Prudential is delighted to be a Founding Patron of The Lord Mayor’s Appeal to help create A Better City for All.

It was great to welcome in 2017 the three Lord Mayor’s Appeal charities - Samaritans, Place2Be and OnSide Youth Zones — to the family of charities that M&G Prudential supports.

Since then, the strategic focus of the Appeal on building an Inclusive, Healthy, Skilled and Fair City has given real impetus to our efforts with our own employees and our local community, particularly in destigmatising mental health issues, encouraging more diverse applicants to our industry, and helping improve financial literacy and other key skills in schools.



Making Inroads



Year on year growth

City Giving Day

£450,000

£450,000 raised for charities and community groups.

Find out more



Find out how you can get involved in City Giving day at:

TheLordMayorsAppeal.org/a-fair-city/city-giving-day/

5,000

5,000 new volunteers recruited.

300+

300+ charities benefited.





Making Inroads

Inspiring even more organisations

Place2Be

400

400 Volunteer Counsellors in London funded by The Lord Mayor's Appeal.

1,000

1,000 children and young people supported this academic year.

100

100 schools reached in total this academic year.



“

I believe that if she didn't have any help she would have had deep problems, especially transitioning to secondary school. ”

Danielle's daughter — one of twin eight-year olds, suffered from a period of severe anxiety and low self-esteem, which was affecting her relationships at school and at home.

She lacked confidence, felt ugly and angry, and said she was 'not good enough'. Fortunately Place2Be was already at her school and she began to have weekly sessions to give her the support she needed. Danielle feared that without professional help her daughter's emotional wellbeing would have only worsened leading to increased problems.

Being the mum of three children, managing her daughter's distress was difficult, especially as her twin is an extrovert. She is extremely grateful for the support of Place2Be during that time.

The sessions gave Danielle's daughter the space to express how she was feeling and find ways to manage these emotions. She regained her confidence, her sense of fun and started to become herself again. Now she's playing well with her sister and others again and can't wait to start secondary school.

Watch Danielle's Story



TheLordMayorsAppeal.org/a-fair-city/



Get Involved

Corporate Partnerships

Support The Lord Mayor's Appeal as a corporate partner and together we will work to create A Better City for All.

Through our thought leadership initiatives covering Diversity and Inclusion, Mental Health and Skills development we can educate, connect and empower your workforce to be engaged agents of change in your business.

As a corporate partner your business will also support our three chosen charities and their projects to deliver real change for communities across London.

“
Our 'A Voice for All' corporate social responsibility strategy is perfectly complimented by The Lord Mayor's Appeal A Better City for All strategy.”

As a Founding Patron of the Appeal, TP ICAP is proud to work alongside The Lord Mayor's Appeal to have a positive social impact on the communities we serve in the City. ”

Rebecca Shelley
Group Corporate Affairs Director,
TP ICAP

We offer our corporate partners a unique way to amplify their social and commercial impact.

With unrivalled access to the City's leading firms and their executives, our Appeal team are experts in supporting our corporate partners to make a meaningful and lasting impact with their employees, the communities they serve and their wider stakeholders.

The partnerships we develop are also enriched by the convening power of the Lord Mayor as the head of the City of London Corporation and an influential ambassador for the UK's financial and professional services sector.

1

Supporting the work of our three charities

As a corporate partner your business will directly help The Lord Mayor's Appeal's charity beneficiaries to realise a transformative project over three years.

2

Thought Leadership Initiatives

As a corporate partner your business will have the opportunity to participate in The Lord Mayor's Appeal's thought leadership programmes, which have been developed in response to some of the most critical concerns affecting working cultures in the City.

We also provide opportunities for our partners to taking a leading role in shaping the direction of our initiatives through hosting events and participating in their exclusive Steering Groups.

3

Employee Engagement Opportunities

As a corporate partner of the Appeal your company will be invited to a series of City Giving Day breakfasts hosted by the Lord Mayor and supported with your City Giving Day plans.

We can also share bespoke volunteering opportunities offered by our beneficiary charities.

4

Corporate Entertainment and Networking

Many of our engagement events take place at the Mansion House, which is one of the City's most historic and beautiful buildings as well as being the official business residence for the Lord Mayor of the City of London.

As a corporate partner your business will have the opportunity to attend events at this prestigious venue in the company of the Lord Mayor of the City of London. Many of these events are social and fundraising events that are perfect for corporate networking and client entertainment.



We would like to extend enormous thanks to...

Our Founding Patrons

Aon
Bank of America Merrill Lynch
Barclays
BlackRock
Bloomberg
M&G Investments
PwC
Schroders
Smedvig Capital
TP ICAP
UBS

//

The Lord Mayor's Appeal highlights issues that are important to us and complements our commitment to philanthropy in the City.

From support of City Giving Day, to promoting World Mental Health Day and engaging our staff in important conversation about inclusion and diversity, we believe that our partnership delivers real impact for the community and for our business. //

Bloomberg

Our Partners

Blenheim Chalcot
Euromoney
Freshfields Bruckhaus Deringer LLP
The Goldsmiths' Company
London Stock Exchange Group
Foundation
The Mercers' Company
MS Amlin
Standard Chartered Bank

Our Champions

Berkeley Foundation
CBRE
DP9
The Girdlers' Company
Gulf International Bank
The Insurers' Company
The Ironmongers' Company
Janus Henderson Investors
Liberty Specialty Markets
Simpson Thacher & Bartlett
Standard Bank

Our Collaborators

Beazley Group
Brit Insurance
The Carpenters' Company
The Drapers' Company
Ecclesiastical
Elston Consulting
The Grocers' Company
Helical plc
Majedie Asset Management
The Plaisterers' Company
Reignwood Investments UK
Santander
Savills
The Tallow Chandlers' Company

Our participants

Participants in our initiatives:

We're making inroads to create more inclusive, healthy, skilled, and fair workplaces with more organisations than ever and it is fantastic to have you on board.

Livery Companies

Your generous support of the Appeal year on year is invaluable.

Event attendees

Whether you abseiled from great heights, dined with us and bid on our auction prizes, or ran through the City dressed as Santa, your presence has not gone unnoticed.

Our individual and corporate supporters

Who have given so generously.

Our charity partners

Place2Be, OnSide Youth Zones and Samaritans. Your inspiring projects have propelled us into action and we look forward to the continuum that this partnership brings.

//

UBS is committed to supporting the communities within which we operate. We do this by taking a long-term approach, focussing on Education and Social Entrepreneurship, and providing both financial and human resource into local places of need. In this manner we seek to have a positive impact on the health, wellbeing and prosperity of those communities of which we are a part.

The synergies between our focused, impact driven, place based approach and the work of The Lord Mayor's Appeal has enabled us to partner and, we believe, help collectively achieve greater impact than acting alone. Through partnering Place2Be as part of the Mental Health Campaign "This is Me" and OnSide Youth Zones we have been delighted to thus enhance our commitment and investment in partnership with The Lord Mayor's Appeal. //

Nick Wright

Managing Director
Corporate Responsibility & Community Affairs
UBS

Without all your support, we could not have made the difference we have this year.

The Lord Mayor's Appeal would like to thank all contributing photographers and our design partners Onthree for their ongoing support.

In particular Chris O'Donovan Photography/Samaritans and Luke Rogers @Bang Boom Creative/Case Study Photography.

A fantastic calendar of events



Support our events 

During the last Mayoral year we hosted an exciting range of fundraising events from abseils to gala dinners to golf days. 13 events took place which were attended by over 2,000 people.

You can support our events by booking tickets, taking part or sponsorship.

TheLordMayorsAppeal.org/events



Join us

Being a corporate partner of The Lord Mayor's Appeal has elevated the way AON is perceived by clients and our wider stakeholders. I think that's because it's provided us with fun and meaningful ways to connect with those around us; in the communities we serve and with our colleagues day to day.

Much of this owes to the incredible charities we get to support; The Samaritans, Place 2 Be and OnSide Youth Zones. The more we get to learn about their work, the more motivated we are to support them.

Making a positive impact in this way is something that any organisation would want to be a part of. What's especially valuable about our involvement is that the Appeal operates from the heart of the City of London. As a result it's been fantastic at providing AON with access to areas of business we're less familiar with and helping us discover how we can better work alongside them.

For us, we think we can connect with the Insurance industry really easily, but The Lord Mayor's Appeal has enabled us to connect with influential figures across the wider financial services industry and learn more about their business challenges and opportunities, which crucially, we may be able to help them with.

Dominic Christian
Global Chairman
AON Benfield International

Watch the
Aon Story



[TheLordMayorsAppeal.org](https://TheLordMayorsAppeal.org/get-involved/corporate-partnerships/)
[/get-involved/corporate-partnerships/](https://TheLordMayorsAppeal.org/get-involved/corporate-partnerships/)

“
The Lord Mayor's Appeal has enabled us to connect with influential figures across the wider financial services industry and learn more about their business challenges and opportunities, which crucially, we may be able to help them with.”

Dominic Christian
Global Chairman
AON Benfield International



There are many ways you can get involved and support us

“

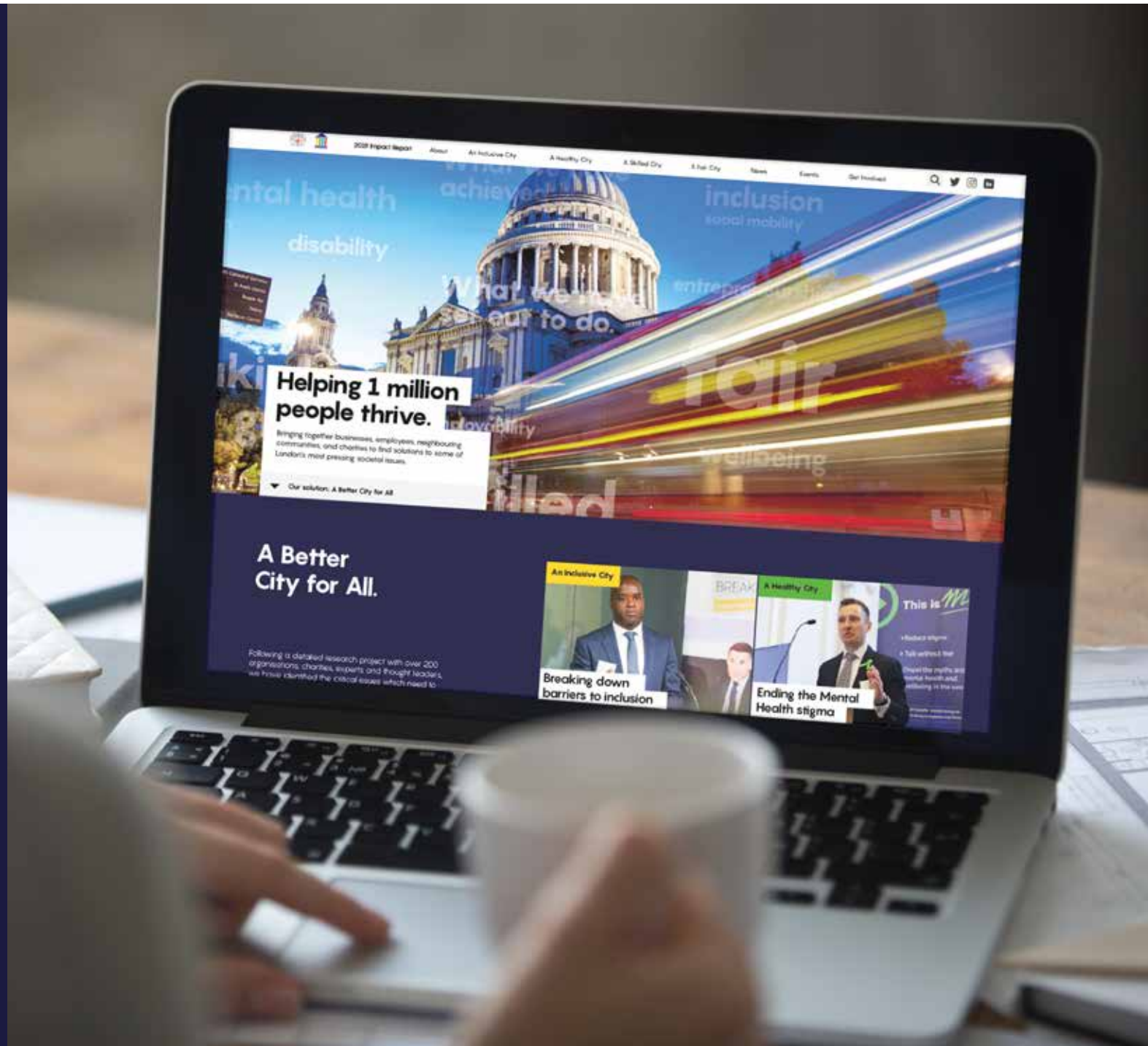
Valuing a culture of diversity and inclusion is at the heart of our business.

We are equally committed to embedding working practices that have a positive impact on the communities around us.

Through The Lord Mayor's Appeal our people have gained insight into some of the most important conversations on diversity and inclusion which they can take into their day to day roles.

When this impact is combined with our involvement with the Appeal's campaigns like City Giving Day or mental health awareness initiatives such as This is Me and their charity partnerships, we are more than proud to call ourselves a Founding Patron. ”

Peter Harrison
Group Chief Executive, Schroders



Website

Our website features news of the impact we are creating together. Visit us at [TheLordMayorsAppeal.org](https://www.thelordmayorsappeal.org)



Become a Corporate Partner or sign up to our Thought Leadership Initiatives

For more information on the above contact corporatepartners@TheLordMayorsAppeal.org



Attend an Event

To book tickets, participate in or sponsor one of our events contact events@TheLordMayorsAppeal.org which can be found listed on our website: [thelordmayorsappeal.org/events](https://www.thelordmayorsappeal.org/events)



General Enquiries & information on volunteering opportunities

Contact info@TheLordMayorsAppeal.org



Make a Donation

Donate by Post
Please make cheques payable to:

The Lord Mayor's Appeal, and address to:
The Mansion House, London, EC4N 8BH

Donate online
[TheLordMayorsAppeal.org/get-involved/donate](https://www.thelordmayorsappeal.org/get-involved/donate)

All credit card information entered into The Lord Mayor's Appeal website is secure and encrypted using 128 bit SSL certificate. Verified by Visa and Mastercard SecureCode

To find out more contact info@TheLordMayorsAppeal.org



LORD
MAYOR'S
APPEAL
CHARITY



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
 @TheLordMayor'sAppeal



Net 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%).

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