



LORD
MAYOR'S
APPEAL
CHARITY



A Better
City for All

The Lord Mayor's Appeal

2018 | 2019 | 2020

employability

wellbeing

healthy

education

diversity

skilled

social mobility

innovation

inclusive

the change
we are making

fair



The Lord Mayor's Appeal

2018 | 2019 | 2020

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Helping 1 million people thrive.

Collaboration across the City

As our Appeal enters its final year of three, my colleagues Aldermen Peter Estlin, Sir Charles Bowman and I are delighted to see the transformational impact it has had on people's lives. The figures, case studies and quotes on the following pages are testament to the huge impact both through the Appeal's thought leadership initiatives and the groundbreaking projects which we are supporting through our three charity partners Place2Be, OnSide Youth Zones and Samaritans.

We have enabled collaboration across the City and provided companies with the tools and initiatives to tackle specific challenges such as mental wellbeing, diversity and inclusion. We have showcased successful implementation of initiatives within many companies which address our four pillars of inclusive, healthy, skilled and fair. We are also delighted that our initiatives This is Me and City Giving Day are now beyond London and will continue to expand into other areas.

We still have plenty more to do and as we continue The Lord Mayor's Appeal vision and ambition of creating, through our four pillars, A Better City for All, we are now planning for the dynamic evolution of the Appeal moving forward into a rolling programme. Therefore, from this year, as well as supporting our three charity partners mentioned above, we will be beginning our support for The Duke of Edinburgh's Award, helping enable the charity to extend its reach and in particular engage with more young people from socially disadvantaged backgrounds. This partnership will continue into 2022.



Alderman William Russell
The Rt Hon the Lord Mayor of the City of London

//
Working alongside our three special charity partners is a privilege.

Place2Be now have their Mental Health Champions programme in over 180 schools, OnSide Youth Zones have opened the doors at three London sites - Barking & Dagenham, Barnet and Croydon - and Samaritans' Wellbeing in the Workplace programme has over 9,000 individuals engaged with the programme. //

Alderman Sir Charles Bowman



//
Our corporate partners and all our supporters have helped us achieve our aims.

The collaboration and backing of City businesses, linked with the convening power of the Lord Mayor and the skill of our charity partners, has enabled us to continue to achieve our common ambition to create A Better City for All that is inclusive, healthy, skilled and fair. //

Alderman Peter Estlin



//
The addition of The Duke of Edinburgh's Award continues the ambition of the Appeal to help one million people thrive. //

Alderman Vincent Keaveny



The Lord Mayor's Appeal 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 initiatives, and deliver groundbreaking programmes with our charity partners.

Our work will benefit City employees, residents and their families and friends, as well as those who live and work in our neighbouring communities. **Our aim is to create A Better City for All.**

OUR STRATEGY



OUR INITIATIVES



The Power of Inclusion forum and workshop series breaks down barriers to inclusion by empowering organisations to create inclusive workplace cultures.

By sharing learning and best practice to tackle the challenges of diverse representation, it is making a huge impact on the professional culture of the City, creating fully inclusive workplaces and equal opportunities for all.



This is Me is a pioneering mental health initiative, which aims to change attitudes towards mental health in the workplace.

We collaborate with organisations to reduce the stigma, dispel myths and raise awareness, building inclusive workplace cultures to improve employee wellbeing for good.



She Can Be... is an opportunity for young women to develop their skills and be inspired to join the City workforce through exposure to and collaboration with participating City businesses.

Working in partnership with Place2Be, OnSide Youth Zones and Teach First, we are seeking to change young women's perception and empower them to make informed decisions about their careers to see the City as not only a viable, but an exciting career option for them.



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.

It provides organisations with the opportunity to engage with their employees, recruit volunteers, have fun, raise money, and showcase their charitable activity.

OUR CHARITY PARTNERS

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



PLACE2BE



Making a lifetime of difference to children.

Our partnership has enabled Place2Be to deliver a transformational mental health programme equipping school leaders with the skills and knowledge to support their pupils' emotional and mental health. They already have school leaders in 84 London schools who have completed their Mental Health Champions School Leader Programme, reaching over 44,000 pupils, and a further 73 schools have started this term.

ON SIDE YOUTH ZONES



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

Our partnership has helped OnSide to build state of the art Youth Zones in areas of high deprivation in London, and this year Youth Zones have opened in Barking & Dagenham, Barnet and Croydon with currently over 14,000 young members. They provide safe, affordable places to go, as well as resources and support to tackle issues such as mental health, crime, and employability prospects.

SAMARITANS



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. Having now reached over 9,000 individuals, Wellbeing in the Workplace brings Samaritans' expertise and a lifeline of support into the work environment, giving employees the skills and confidence to support their own and others' emotional health.

Impact Report



An inclusive city is open to everyone

We want to create a city that is inclusive and open to everyone. London is one of the most diverse cities in the world, yet many people face significant barriers to getting a job or progressing their careers in the City.

Inclusive workplaces are more productive, commercially successful, and have a happier and more engaged workforce.



BAME



White executives hold 96.7% of Top 3 roles in FTSE 100 companies, compared to 3.3% held by BAME leaders

(Leadership 10 000, Green Park, 2018)



An estimated £24 billion a year could be added to our GDP were we to ensure full representation of BAME individuals across the labour market

(Race in the workplace: The McGregor-Smith Review, 2017)

DISABILITY



7.6million people in the UK of working age have a disability

(National Audit Office, March 2019)



(House of Commons Library, Andrew Powell, 2019)

SOCIAL MOBILITY



Those from working class backgrounds are 80% less likely to make it into professional jobs

(State of the Nation Report, Social Mobility Commission, 2019)



People from working class backgrounds earn 24% less a year than those from professional backgrounds

(State of the Nation Report, Social Mobility Commission, 2019)

LGBTQ+



Almost one in five (18%) of LGBTQ+ employees have experienced derogatory comments or behaviour from their fellow co-workers

(LGBT in Britain - Work Report, Stonewall, 2018)

power of inclusion

Stories of success
Read our most recent case studies



Our Initiative
Power of Inclusion

Addressing industry challenges

London Stock Exchange Group is one of the world's oldest stock exchanges and employs thousands of people. They have been a regular attendee of the Power of Inclusion breakfasts since becoming partners and have a place on the Senior Leadership Forum.

Colleagues from various departments attend the breakfasts and have remarked that they are "useful in providing insights into how to address difficult topics" and "offer attendees a space to learn from colleagues in other industries and hear from speakers with similar challenges".

In particular, the BAME breakfast workshop held in 2019 at Standard Chartered was a favourite breakfast because it provided attendees with "the opportunity to discuss in small groups with colleagues from a range of businesses and sectors pertinent issues that affect BAME people within the workplace and hearing the successes and challenges and other colleagues have experienced" through these breakfasts, attendees have been able to network with other members and leave with valuable takeaways.



Euromoney Institutional Investor PLC became a partner of The Lord Mayor's Appeal when it was growing and developing its strategy and commitment to Diversity and Inclusion.

With the launch of new employee networks covering cultural diversity, as well as gender equality and wellbeing (amongst others) our participation in the Power of Inclusion programme has been positive. Our staff have benefited from excellent presentations and forums that have enriched their approach to our strategic commitment.

Ros Irving
Euromoney Institutional Investor PLC



90%

Over 90% of attendees say that they would recommend a POI event to a colleague



3 out of 4



93%

93% of the audience rate the speakers as good/excellent

We make our impact through our reach in the City, and our breakfasts have been well attended with over 80 attendees from businesses across the City. Almost 3/4 of attendees said they had learnt something at the breakfast that they would consider implementing in their business



94%

94% of attendees agreed that the event format is great for gaining insights from the speakers

Making the right decisions in life

OnSide Youth Zones met Alex in 2015. Alex regularly attended group meetings with our youth workers and visited our network of Youth Zones, benefiting from the range of developmental activities that they offer.

In Summer 2018 Alex's life nearly took a tragic turn, when he was attacked with a knife onboard a London bus. While travelling home, he was approached by a group of young males who attempted to steal his bag. The group threatened Alex before brandishing a knife.

Terrified, Alex raised his arm in defence and was stabbed in the hand. As the group made off with Alex's bag, he was taken to hospital where he had to have stitches. Were it not for his time with OnSide, Alex admits that there could have been a different outcome.

Through working with the charity, Alex has learned the value of making positive decisions. A few years ago, the teenager admits that he would have raised his hand in a different way...to fight back. But in this situation, he remembered what OnSide's youth workers had taught him about thinking before acting and keeping himself safe.

Alex has been critical to the launch of 3 state-of-the-art OnSide Youth Zones in London in 2019, raising awareness about how OnSide has positively impacted his life and thousands of youngsters like him.

Now 19, Alex has become a youth worker at OnSide's Youth Zone in Croydon where he works with young people to help them make the right decisions in life.

14,141



14,141 Young Members have joined the first 3 London Youth Zones, all accessing somewhere to go, something to do and someone to talk to



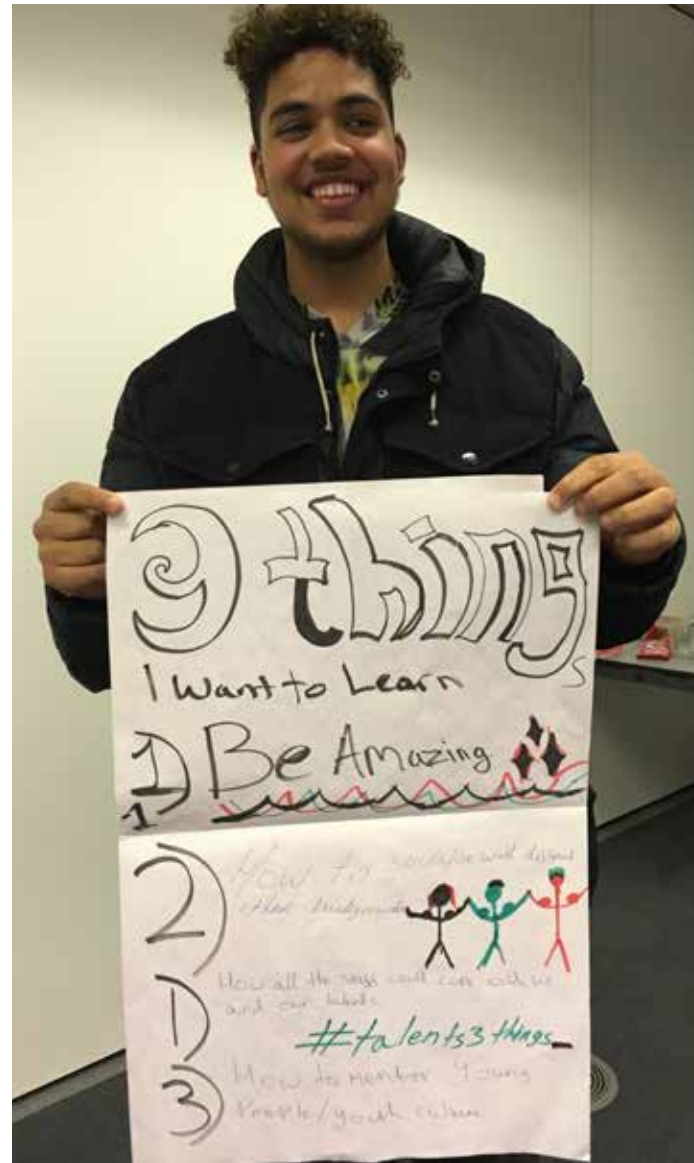
166+

Londoners trained as volunteers to support the young people who attend Youth Zones — providing a diverse range of positive role models for our young members to talk to and learn from



4,200

Weekly visits to London Youth Zones: each week an average of 4,200 young people are visiting the London Youth Zones



**ON
SIDE**

Always there for young people



To create a healthy city, we must end the stigma around mental health

This is Me provides employers with the tools to change the culture around mental health in their organisation. This is Me helps raise awareness through the Green Ribbon Campaign, #endthestigma, and open up the conversation through This is Me Storytelling. It also builds employee skills to look after their emotional health through the Wellbeing in the Workplace online programme.

MENTAL HEALTH IMPACTS EVERYONE	MENTAL HEALTH STIGMA STILL EXISTS	
<p>9 in 10</p> <p>9 in 10 employees have been touched by mental health challenges (themselves or a family member)</p> <p><small>(Accenture, It's not 1in4; It's all of us report, 2018)</small></p>	<p>61%</p> <p>61% of those facing a mental health challenge haven't spoken to anyone at work</p> <p><small>(Accenture, It's not 1in4; It's all of us report, 2018)</small></p>	<p>16%</p> <p>Only 16% of employees feel comfortable disclosing a mental health issue to their line manager</p> <p><small>(BITC Mental Health at Work 2018)</small></p>

IT'S GOOD FOR BUSINESS

2x

Employees in supportive companies are more motivated; they are twice as likely as others to say they love their jobs. They are also more likely to plan to stay with their employer for at least the next year

(Accenture, It's not 1in4; It's all of us report, 2018)

£33bn-£42bn

£33bn -£42bn is the annual cost to employers of poor mental health

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

85%

85% of managers now acknowledge that employee wellbeing is their responsibility but only 30% of line managers have taken part in mental health training

(BITC Mental Health at Work 2018)

Buildings across London were lit with green light during Mental Health Awareness Week, from May 14-19, in support of the Green Ribbon campaign, part of the This is Me initiative, to #endthestigma around mental health in the workplace.

This is *me*TM

Stories of success
Read our most recent case studies





Our Initiative
This is Me

Transformed the culture at Coutts

We have seen the power of This is Me storytelling to normalise the disclosure of mental health issues, allowing staff to be open about their needs which in turn facilitates a supportive, inclusive workplace.

This, coupled with the Green Ribbon Campaign, enables us to visibly demonstrate our commitment to ending the stigma around mental health. We have also shared the Wellbeing in the Workplace tool with our employees to ensure they have the skills to look after their own wellbeing, as well as look out for their colleagues, creating a more confident and supportive workforce. We are proud to take this out to our clients and the business community, showing our support and opening the dialogue on addressing mental health in the workplace.

The impact of being involved in This is Me is seen across the organisation, from improving our own internal wellbeing and engagement metrics, now at an all-time high, to encouraging talent within the organisation. We are continuing to integrate mental health awareness into our workplace culture.

Our involvement in This is Me has helped transform the culture at Coutts and has had a positive impact in reducing the stigma around mental health at work. We would encourage all businesses in the City and across the UK to follow in our footsteps and bring This is Me to their workplace.



“ UBS has supported This is Me for the past three years, and engagement with the campaign has steadily increased. ”

This year we had colleagues sharing their personal experience of mental health and wellbeing more confidently than ever, which has had a marked impact. We've also started to see increased focus on mental health in locations outside the UK. I'm keen to see how This is Me will continue to support our commitment to colleagues' mental health and wellbeing in the future. **”**

 Lyssa Barber
Head of Internal Communications,
UBS Wealth Management



800

Close to 800 organisations are registered for This is Me



150,000

Over 150,000 green ribbons worn across the UK during Mental Health Awareness Week and on World Mental Health Day

82%



91%

of organisations said their employees are more confident talking about mental health at work as a result of their This is Me campaign

of organisations said This is Me had a positive impact on reducing the stigma around mental health in their workplace

You don't have to face it alone

Having struggled with alcohol in the past and finding himself homeless, Darran turned to Samaritans when he was finding life tough.

"It was pretty difficult the first time I rang Samaritans. I was homeless by that point and drinking quite heavily. I'd had suicide attempts in the past, but a lot of that was when I was drunk.

I woke up one morning and I didn't have that to hide behind and I didn't want to not be there. It just so happens I was in that moment and I didn't know what I was going to do. I reached out and called Samaritans and I'm really glad I did.

Half of the battle when you find yourself in these positions is just being listened to, properly listened to.

For me, talking to someone feels like a sense of achievement. I get a rush of emotion when someone listens. You don't have to face it alone, you can get there, just speak to someone."

Darran has now been a listening volunteer for three years and is sharing his story to encourage other people who may be struggling to seek help by calling Samaritans.



// **Half of the battle when you find yourself in these positions is just being listened to, properly listened to. //**

Darran, 37



9,000

Over 9,000 people have accessed the Wellbeing in the Workplace training

93%

93% of users feel the training has improved their confidence in reaching out to someone who is struggling



270,000

Samaritans City Hub, supported by The Lord Mayor's Appeal will allow Samaritans to respond to 270,000 calls



300



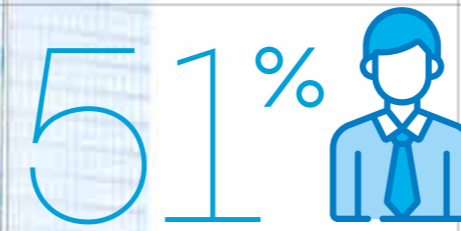
Through our funding, Samaritans will be able to recruit an additional 300 volunteers through City Hub

A skilled city empowers young women

She Can Be... opens up the City to untapped talent through a one day event in which groups of young women visit City firms and meet role models to learn about how their skills are valuable to the workplace, the diversity of backgrounds of the City's employees, and why the City wants to recruit them.

At a time when 64% of 17 - 21 year old young women believed that employers prefer to hire men over women (Girlguiding Girls' Attitudes Survey 2016), She Can Be... aimed to change this perception by empowering young women to make informed decisions about their careers - framing the City as not only a viable, but an exciting option for them.

THE NEED TO CHANGE PERCEPTIONS

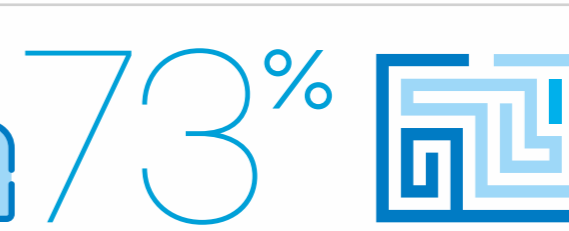


51% believe the City is more a place for boys to work than girls (She Can Be... benchmark survey)



67% of young women (11 - 21 years old) believe that they do not have the same chances as men (Girlguiding Girls' Attitudes Survey 2018)

BARRIERS TO SUCCESS



73% of young women (11 - 21 years old) agree that women have to work much harder than men to succeed (Girlguiding Girls' Attitudes Survey 2018)



52% (aged 11 - 21) of young women are worried about getting a job after they leave education (Girlguiding Girls' Attitudes Survey 2018)



10 girls to every 1 boy believe that they will face discrimination at some point during their career (Royal Institution of Chartered Surveyors 2016)



FUTUREADY
SHE CAN Be

Stories of success
 Read our most recent case studies



Our Initiative
She Can Be...

Committing to gender equality

At TP ICAP we are committed to ensuring that our culture and workplace are inclusive. We aspire to be an employer of choice for people from all backgrounds, including those under-represented in the City.

We were delighted to take part in She Can Be... this year, hosting a group of young women who participated in a 'Beginner Broker' technology simulation. Inspiring young women in this way is immensely rewarding for colleagues at TP ICAP and we hope this kind of activity will attract the next generation of brokers by providing insight into the different career opportunities available in the City.



Tina Christou
Global Head of CSR & Charity Day
TP ICAP plc



88%

88% of young women felt empowered to make decisions about their careers after She Can Be...

86%

86% of young women would consider a career in the City after the event

90%



90% of employees felt more confident about the tangible action they can take to empower women in the workplace



//
I pledge to have confidence in my abilities and remember to take every opportunity. //



//
I really thought that people that worked in investment were mostly men, but it was all women that we worked alongside. //



A responsibility to future generations

Polar Capital is a specialist investment management firm headquartered in Victoria. We were delighted to take part in She Can Be... by hosting ten 14 year old girls at our offices earlier this year.

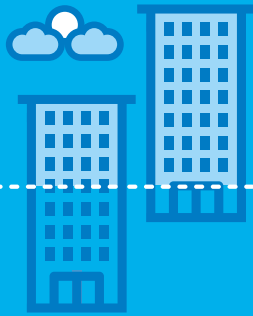
"Everyone at Polar Capital who participated agreed on the importance of promoting such initiatives, recognising our social responsibility to future generations to encourage candidates of any gender and social background to consider a career in finance, to help break down both visible and invisible barriers that may hinder a young person in contemplating investment management as a career option.

For me personally, it was a reminder to look beyond the quotidian responsibilities to the long-term legacy we can individually and collectively as a company establish for future generations by supporting young people as they embark on their professional lives and to be a part of their journey of discovery.



Su Park,
Managing Director
Regional Sales Director — Europe
Polar Capital

92%



After the event, 92% of the young women attendees believed that a career in the City is something they could achieve. Before the event, only 49% agreed.

74%



74% of young women felt confident in their abilities as a result of taking part in She Can Be...

82%

82% of young women had a good understanding of the different City careers available immediately after She Can Be...



//
Look to the long term legacy we can establish for future generations. //



//
Supporting young people as they embark on their professional lives. //



Tour de City
14 SEPT
2019
WINTER-COMM
STATIC BIKE CHARGE

LORD
MAYOR'S
CITY
GIVING
DAY™

A fair city means equal access to opportunities

In a fair city, no-one is held back by social class, age, disability, race, gender, sexual orientation or identity.

When treated fairly, people of all social groups have equal access to opportunities.

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

THE COST OF POOR MENTAL HEALTH



£105bn

NHS England estimates that poor mental health costs the economy, NHS and society £105 billion every year in England

(NSPCC. How safe are our children? 2016)

FUNDING

29%

Spend on services for children and young people has decreased by almost a third (29%) since 2010 — a cut of £3bn. London, The North West, The North East and Yorkshire and Humber have seen the largest decrease in funding

POVERTY HASN'T DISAPPEARED

700,000

700,000 children living in London are below the poverty line, 37% of all children in the capital (Child Poverty Action Group)

4 in 10

4 in 10 Londoners can't afford a minimally decent standard of living. This is 3.6 million Londoners (Minimum Income Standard London)

+450,000

There are 450,000 more Londoners in working families in poverty compared to 10 years ago (Poverty London)

LORD
MAYOR'S
CITY
GIVING
DAY®

in partnership
with City A.M.



Stories
of success
Read our most
recent case studies

Philanthropy in the City

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.

Launched in 2014, City Giving Day is a unique annual event that unites businesses in the City and beyond through their charity and community partnerships.

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 or Tour de Wharf
- Static Wattbike Challenges
- City Walks
- Treasure Hunt
- Quiz Night



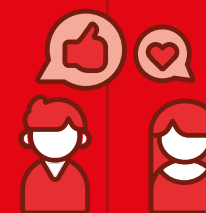
City Giving Day is a great mobilising day to recognise the contribution the City makes within our communities. //

 Jonathan Bewes,
Vice Chairman,
Corporate & Institutional Banking,
Standard Chartered Bank



£500,000

An estimated £500,000 raised for charities and good causes.



100%

100% would recommend City Giving Day to others



62%

62% of organisations went red

5,000

More than 5,000 new volunteers recruited



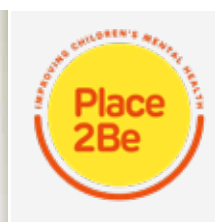
He could express his feelings

When George was eight, his dad Derek was diagnosed with a fatal disease. He stopped recognising people and became paranoid. The worse he got, the more aggressive he could be. George's mum Katie realised that she could no longer leave George with him.

George was normally a calm boy but he started getting rough with other children in the playground. A teacher noticed something was wrong and recommended Place2Be.

Katie had Parent Counselling and it became a space for her to let out all her worries. George began booking chats with Place2Be before moving onto one-to-one counselling, where he could express his feelings through art. As his sense of safety grew, George began to talk more openly about his feelings and shared his sadness about his dad's illness with his Place2Be counsellor.

Half a year after his diagnosis, Derek passed away. It was a really hard time for Katie and George, but Place2Be continued to support them, keeping their doors open and extending the counselling beyond the funeral. Drawing and talking in the Place2Be room helped George to cope. George is at secondary school now and things are still difficult, but Place2Be is there too so Katie knows he has somewhere to go if he struggles again.



479



479 Counsellors on Placement worked in Place2Be schools across London as a result of funding from The Lord Mayor's Appeal



1,547

They provided one-to-one counselling support to 1,547 children in London who completed counselling last academic year (2018/19)

97%

97% of school leaders are now more confident leading the implementation of a mentally healthy strategy in their school



Our Corporate Partnerships Programme

Through our thought leadership initiatives covering diversity and inclusion, mental health and skills development we educate, connect, and empower workforces to be engaged agents of change, offering a unique way to amplify your social and commercial impact.

DELIVER TRANSFORMATION	ADDRESS CRITICAL CONCERNS
<p>1 </p> <p>Support the work of The Lord Mayor's Appeal's beneficiary charities, helping them to deliver transformational projects across the capital and beyond.</p>	<p>2 </p> <p>Participate in our thought leadership initiatives, developed to address some of the most critical concerns in the City. Take a leading role in events and steering groups.</p>

BREAKFASTS & EVENTS

3 

As a corporate partner you will be invited to a series of breakfasts and events, and supported to engage your employees with City Giving Day and bespoke volunteering opportunities.

NETWORKING & ENTERTAINMENT

4 


Take part in corporate networking and entertainment events at the beautiful and historic Mansion House, the official business residence for the Lord Mayor of the City of London.

Committed to creating a better society for all

"Having been an active sponsor of Power of Inclusion for many years, Standard Chartered partnered with The Lord Mayors' Appeal in 2018 as we sought to strengthen our work around Diversity and Inclusion and Wellbeing through the development of our employee networks. As a multinational company we were attracted to The Lord Mayor's Appeal to share insights around engaging employees in the area of Diversity and Inclusion.

We were proud to host the first Power of Inclusion workshop on BAME this year and we have been also actively involved with This is Me, sharing information on the resources that are available to support anyone going through a difficult time and as a result we doubled our numbers of available Mental Health First Aiders across Europe with the aim of making This is Me a global initiative.

At a senior level, there is strong belief that being part of committed effort to drive and create a better society for all energises our staff, clients and communities. We look forward to continuing to grow our engagement with the Appeal."

 **Sonia Rossetti**
 Standard Chartered,
 Managing Director
 Corporate Affairs, Brand and Marketing
 Europe and Americas



We host a fantastic calendar of events

During the last Mayoral year we hosted an incredible array of events, including dinners, abseils, golf days and more. Businesses got involved by booking tickets, taking part, and sponsoring them.



//
The abseil was a truly priceless experience which I would repeat. I enjoyed every minute of it, except the first which was the scariest!

I'd highly recommend getting involved with the fun and exciting work The Lord Mayor's Appeal do! A big thanks to the Appeal team and the abseil instructors.' //

 Alexandra Slobada
HR Partner, Barclays



We would like to extend an enormous thank you to our supporters...

OUR FOUNDING PATRONS
Aon Bank of America Merrill Lynch Barclays BlackRock Bloomberg Canary Wharf Group plc HSBC M&G Investments PwC Schroders Smedvig Capital TP ICAP UBS

OUR PARTNERS
Blenheim Chalcot Euromoney Institutional Investor Plc Freshfields Bruckhaus Deringer LLP The Goldsmiths' Charity 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 (UK) Ltd The Haberdashers' Company The Insurers' Company The Ironmongers' Company Janus Henderson Investors Liberty Specialty Markets Linklaters LLP Simpson Thacher & Bartlett Standard Bank UniCredit

OUR COLLABORATORS
Barings UK Ltd Beazley Group Brit Insurance The Carpenters' Company The Drapers' Company Ecclesiastical The Fishmongers' Company The Grocers' Company Helical plc The Horners' Company Majedie Asset Management The Plaisterers' Company Santander The Tallow Chandlers' Company The Woolmen's Company

OUR PARTICIPANTS
<p>Livery Companies Your generous support of the Appeal year on year is invaluable.</p> <p>Event attendees Whether you abseiled from great heights, dined with us and bid on our auction prizes, or took part in one of our many events, your presence has not gone unnoticed.</p> <p>Our individual and corporate supporters Who have given so generously.</p> <p>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.</p> <p>Our Trustees, Fundraising Board and Advisory Board members and those that have been on an event committee.</p>

//

At HSBC our partnership with The Lord Mayor's Appeal has particularly aligned with our commitment to employability of young people from socially and economically disadvantaged backgrounds through our new Future Skills strategy. By supporting the work of OnSide Youth Zones in Croydon and Barnet we've received real insight into some of the challenges that these young people face and how strategic on the ground support can open up new pathways to employment and education.

For our own staff, The Lord Mayor's Appeal's initiatives have also proven valuable. A colleague who attended a recent seminar and said: "There are some great ideas and actions we can take to implement into the business. I look forward to attending future events." We look forward to building on this positive impact over the year to come. //

Jane Daniels
Support & Engagement Manager
HSBC

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.

There are many ways you can get involved and support us

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

ATTEND AN EVENT



To book tickets, participate in or sponsor one of our events which can be found listed on our website:

[TheLordMayorsAppeal.org/events](https://www.thelordmayorsappeal.org/events)

contact events@TheLordMayorsAppeal.org

CORPORATE PARTNERSHIP

Become a Corporate Partner or sign up to our thought leadership initiatives

For more information contact corporatepartners@TheLordMayorsAppeal.org



Get involved

Contact us

WEBSITE

Our website features all the news of the impact we are creating together.

Visit us at [TheLordMayorsAppeal.org](https://www.thelordmayorsappeal.org)



SOCIAL MEDIA

Follow us for our latest updates and news.

[@LMAppeal](https://twitter.com/LMAppeal)
[in The Lord Mayor's Appeal](https://www.linkedin.com/company/the-lord-mayor-s-appeal)
[@TheLordMayorsAppeal](https://www.instagram.com/thelordmayorsappeal)



GENERAL ENQUIRIES

For general enquiries & information on volunteering opportunities

Contact info@TheLordMayorsAppeal.org



“ Partnering with The Lord Mayor's Appeal has provided the Bank with a platform to expand our diversity, inclusion and employee wellbeing initiatives and presented our staff with the opportunity to engage with charity fundraising events supporting our local communities. ”

We remain committed to supporting the Appeal during 2020 to amplify the impact that it has across all of four pillars - Power of Inclusion, This is Me, She Can Be... and City Giving Day.

Alison Yates
 Head of Human Resources
 Gulf International Bank (UK) Limited

Life-changing experiences for young people

The Duke of Edinburgh's Award is a world leading youth charity which gives 14-24 year olds, across the UK and from every possible background, the chance to develop skills for life and work.

A DofE Award is a game-changer. Our structured programme of volunteering, physical and skills-based challenges inspire, guide and support young people to succeed.

//

I really enjoyed my DofE, even though it is a challenge that requires resilience and determination, it helps you develop your existing skills and teaches you new ones. The DofE also gives you a chance to help people in your community, build friendships and learn something new. //

Maia,
Silver Award holder, London

How the partnership will support the DofE charity

The DofE sets young people up for their futures: upskilling them to continue in education or get a job, improving their mental and physical wellbeing, and opening-up their worlds to new friends, challenges and experiences. Our ambition is for all young people to have the opportunity to do their DofE, particularly those who face disadvantage, for whom achieving an Award can be life changing.

The Lord Mayor's Appeal's support will help us extend our reach in London so that more young people gain the benefits of starting and achieving an Award, no matter their background. We'll focus on areas of deprivation, financing participation and equipment, so that cost isn't a barrier to taking part. We'll work with our centres, such as schools and youth groups, to train those managing DofE delivery so that young people get the best possible support with their DofE programmes.

Through this investment, communities across the capital will be enriched with more passionate and driven volunteers, businesses will benefit from more work-ready competent recruits and crucially, more young Londoners will be given the confidence to shine.



//

The DofE is a great life experience in every way. It allows you to grow as an individual and develop skills that you didn't know you had. It is a catalyst for being a better version of yourself and the expedition is a great way to bond with your friends. //

Miranda,
Bronze Award holder,
London



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
 @TheLordMayorsAppeal

education

skilled

the change
we are making

innovation

fair

wellbeing

inclusive

mobility

inspiration

improving



Net proceeds from The Lord Mayor's Appeal (Registered Charity No: 1148976) are distributed between Place2Be (Registered Charity No: 1040756) (25%), OnSide Youth Zones (Registered Charity No: 1125893) (25%), Samaritans (Registered Charity No: 219432) (25%), and The Duke of Edinburgh's Award (Registered Charity No: 1072490) (15%).

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