



Impact Report 2024/25

The Lord Mayor's Appeal



Introduction
From the Lord Mayor



Alderman Alastair King DL
The Rt Hon The Lord Mayor
of the City of London

The Lord Mayor’s Appeal’s strategic aim is to create A Better City for All that is Inclusive, Healthy, Skilled and Fair. We deliver an impact in the City that transforms lives. During 2024 in addition to funds raised for its partner charities, The Appeal’s thought leadership initiatives Power of Inclusion, This is Me, We Can Be and City Giving Day have continued to offer excellent learning, development and engagement opportunities for employees across the Square Mile and beyond.

The Appeal has just come to the end of its three-year partnership with National Numeracy and we are delighted to share the impact of that support in this report. The work has been transformational for many people and their level of confidence with numeracy. We wish them well for the future.

Through funds, collaboration and connection The Appeal will continue to support Homewards, a programme launched by Prince William and The Royal Foundation in 2023. Working in partnership with six flagship locations across the United Kingdom, Homewards is supporting these locations to form locally led coalitions, and providing them with the space, tools and expertise to show how this can be done thus demonstrating that homelessness is not inevitable but in fact a solvable issue.

MQ Mental Health Research is the only UK charity that exclusively invests in mental health research. MQ works to create a world where mental illness is understood, effectively treated, and ultimately prevented. Our partnership with MQ has already enabled several new research programmes from the mental health impact of the cost-of-living crisis to the use of virtual reality in mental health therapies. Support continues to help enable the pioneering GALENOS project, which aims to speed up the search for better mental health treatments. The Lord Mayor’s Appeal is also helping to support MQ’s new Scholarships programme, aimed at the best and brightest early career researchers and funding their work to create the next generation of sector leaders.

I very much look forward to seeing what more we can achieve with these two inspirational charities and look forward to working with them in 2025.

Finally, the Trustees and I are extremely grateful for all the support we have received from corporate partners, livery companies and individuals. We all look forward to continuing to work towards a City that is more inclusive, healthy, skilled and fair.

A handwritten signature in black ink, reading 'Alastair King'.

Our Strategy



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

Our Programmes

Our four flagship initiatives continue to grow alongside delivering ground-breaking programmes with our charity partners.



The Power of Inclusion series breaks down societal and workplace barriers, to help empower and educate organisations to create inclusive and diverse workplace cultures.

> Change Starts Together



We Can Be empowers young women to see the City as a viable career option, providing them with skills and confidence through exposure to participating businesses.

> Empower Young Women



This is Me is a pioneering mental health initiative, aiming to change attitudes and reduce stigma around mental health in the workplace.

> End the Stigma



City Giving Day is the one day in the year which enables businesses to come together to celebrate and showcase their charitable and volunteering achievements.

> Celebrate Philanthropy



UN SDGs

The Lord Mayor's Appeal has aligned its programme strategy with the SDGs to provide a framework for both business and the City of London to work in partnership to further develop the sustainable businesses agenda, thereby creating A Better and more sustainable City for All.

Our Charity Partners

In 2024 we continued our partnership with MQ Mental Health Research, National Numeracy and welcomed Homewards. Each charity addresses social issues aligned with our four pillars and together we’ve delivered pioneering programmes to improve the lives of one million Londoners.

This year, we say goodbye to National Numeracy, but not before celebrating how much we’ve achieved together to tackle the issue of adult numeracy.

Click each card to find out more about the great causes you help make a reality.



MQ Mental Health Research:
Leading mental health research in the UK



Homewards: Demonstrating it's possible to end homelessness together



National Numeracy: Helping people feel confident with numbers

An Inclusive City

We want to create a city where everyone feels they belong.



London is one of the most diverse cities in the world, yet many face significant barriers to getting a job or feeling like they belong within their workplace. Through our Inclusive pillar, we aim to increase opportunities for those from lower socio-economic backgrounds to start, develop and progress their careers in the City of London.

We collaborate with businesses across sectors to implement effective practice to address social mobility, take an intersectional approach to social mobility and build inclusive cultures within hybrid working models.

“Power of Inclusion encourages organisations to share stories, insights, lived experience and examples of what they are doing to address the issue of socio-economic background and class bias getting in the way of people thriving and achieving their potential.”

Helen Dallimore
Principal Consultant
Byrne Dean



“Participating in the Social Mobility Workshop Series helps us to promote collaboration and raise awareness of social mobility across the City. The speakers and roundtable discussions give us opportunities to learn about evidence-driven initiatives taking place in other organisations, as well as the varied ways they are tackling key challenges within the space.”

Charlotte Biddle

Senior Global Benefits Consultant
Aon



The impact of our work



**The Power of Inclusion initiative reached
23,313 people across our digital channels in
2024**



Supporting future mental health researchers

To continue to transform mental health, we need researchers. Over the last decade, MQ has been investing in early career researchers through its flagship Fellows programme. However, around 70% of researchers still leave academia straight after completing their PhD due to underfunding and a lack of career support. In response, MQ launched its brand-new Scholarship programme this year, to support some of the brightest researchers at an even earlier career stage.

Support from The Lord Mayor's Appeal has helped MQ to launch the first cohort of Scholars. They will work to find the answers to some of society's most pressing questions - from understanding the influence of physical health on mental health in older adults to improving the efficacy of mental health treatments for displaced refugees.

[!\[\]\(9479d69b60a82161c6862eaa53eb4db3_img.jpg\) MQ Mental Health Research: Scholarship programme](#)

“The extent to which MQ funding has helped my career development cannot be overstated. The knowledge, expertise and reputation that I have gained because of MQ’s support contributed to me being recruited to several positions.”

Dr Zach Cohen
MQ Fellow





Business and community impact

Organisations including the YMCA, DWP and Ingeus have actively supported our Every Londoner Counts program, embedding Numeracy Champions in workplaces to foster a culture of continuous learning. By engaging external stakeholders, the program ensures that the benefits of improved numeracy skills continue to expand, reaching more London residents and solidifying its long-term legacy.

One of London's most economically diverse boroughs, Tower Hamlets, has dedicated significant efforts to boosting number confidence among its residents; recognising numeracy as a key driver for social mobility and financial independence. The borough's involvement highlights how local councils can lead by example in tackling low numeracy levels through focused interventions. Tower Hamlets' efforts have included delivering workshops and events in libraries and community centres and focusing on practical math skills for daily life, such as budgeting, shopping and managing household expenses.

> **National Numeracy: Numeracy for work**

“Tower Hamlets Council is grateful for the continued support. Through this rewarding partnership, we have empowered our residents to improve their numeracy skills, trained staff as Numeracy Champions and used the resources to support our delivery of maths, financial inclusion and family learning.”

Maium Talukdar
Deputy Mayor
Tower Hamlets



A Healthy City

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



This is Me is committed to changing attitudes around mental health and strives to create healthier and more inclusive workplaces by reducing stigma, dispelling myths, and improving employee wellbeing for good. The initiative features three key tools: This is Me Storytelling, Wellbeing in the Workplace and The Green Ribbon Campaign, as well as providing various resources in our Hub.

“We recognised the importance of open dialogue around mental health and This is Me was the perfect way to help us on our journey.”

Hani Kablawi
Head of International
BNY Mellon



This is Me is comprises of three unique tools to support organisations, raise awareness, talk openly, build skills and help end the stigma around mental health in the workplace.



Tools to open up the conversation

75%

75% felt managers were more likely to encourage staff to engage in mental health initiatives as a result of storytelling in their workplace.



Wellbeing in the Workplace

A workforce with the confidence to listen

93%

After completing the Wellbeing in the Workplace training, 93% participants said they felt more able to recognise emotional distress in others.



The Green Ribbon Campaign

A national and international movement to #endthestigma

286,000

286,000 Green Ribbons distributed worldwide.



This is Me: Storytelling | 2024

The impact of our work



80% increase in confidence talking to employees about mental health as a result of working with This is Me

homewards

We Can End Homelessness

In October, ITV released a two-part documentary covering the first year of Homewards. Produced by Mindhouse and directed by BAFTA award-winning director Leo Burley, "Prince William: We Can End Homelessness" gives an exclusive, behind the scenes look at the first year of the programme. It follows Prince William as he launches Homewards across the country, as well as the journeys of those currently facing homelessness or who have lived experience of the issue. The documentary also features well-known advocates of the programme, alongside those leading individual projects across the UK. A key part of Homewards is to change the narrative around homelessness, and by sharing stories from those experiencing the issue and showing solutions to end it, we hope to drive conversation and inspire optimism.

After a successful first release on ITV, ITVX, as well as STV and STV Player in Scotland, the documentary was also released globally on Disney+ to help ensure that Homewards is helping to change the narrative around homelessness across the world. Publicity around the documentary reached Good Morning America, This Morning, BBC Breakfast, BBC Radio 4 Today to name but a few.

 Homewards: First year in Lambeth

“It brings about the human side of homelessness and the reasons why people can end up homeless. It’s never straight forward.”

Orla Constant
Relationship Director
Centrepoint





Accelerating mental health research

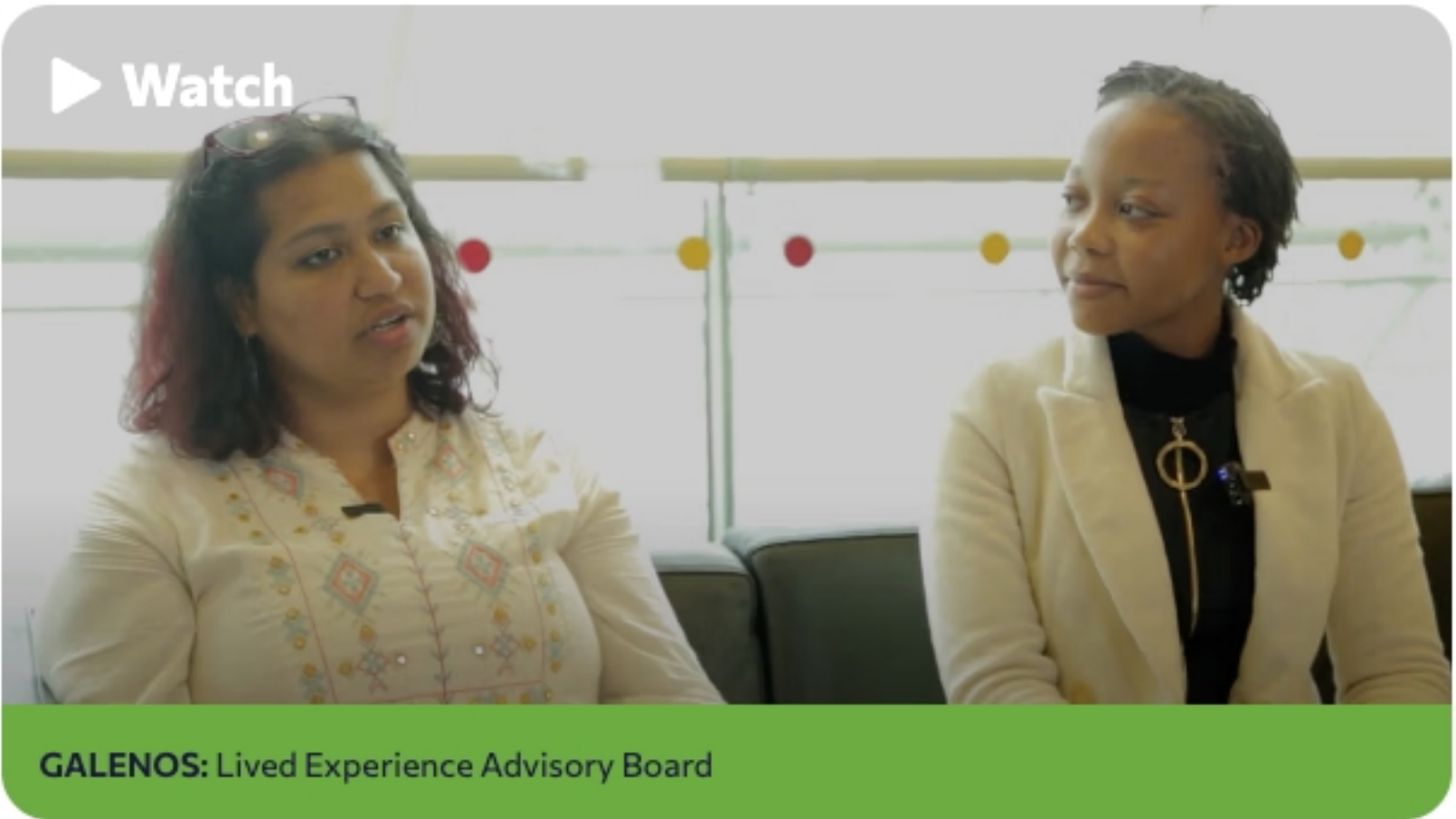
Research is vital to creating a world where mental illness is better understood, effectively treated, and one day prevented. But how can we ensure that the vast amount of information published globally every day, be gathered, analysed and used effectively to design new life-changing research?

The Appeal’s support helped launch the Global Alliance for Living Evidence on anxiety, depression and pSchizophrenia, to create a continuously updated catalogue of the best scientific literature. GALENOS, a state-of-the-art online resource, allows the mental health community to better identify the questions that most urgently need to be answered; accelerating discovery science into effective new solutions for the 1 in 4 of us impacted by mental illness.

[MQ Mental Health Research: GALENOS](#)

“To better understand what works and what doesn’t and to find treatments, we need common ground based on the best available data. GALENOS co-produces recommendations and priorities for future research through equal partnerships with people with lived experience, helping to accelerate the treatment and prevention of anxiety, depression and psychosis.”

Professor Andrea Cipriani
Director
GALENOS



A Skilled City

We Can Be helps to empower young women to make informed decisions about their careers.



In a society where young women believe they do not have the same chances in business as their male counterparts, We Can Be aims to boost young women's confidence in their abilities by equipping them with the tools to consider careers in the City, if they want one.

We Can Be is our annual event that helps young women see the City as a viable career option. The initiative helps develop skills, ambitions and gives exposure to other women in the City.

“The City seems really intimidating for young women like me, but after today I do think I have a chance at working in a place like London.”

Sadia

We Can Be 2024 Participant



“For young people who don’t have a network in place, We Can Be provides a foot in the door by helping them find connections in the industry. This can turn out to be invaluable if they want a future in the City.”

Oliver Smye
Investment Manager
Evelyn Partners



The impact of our work



87% of young women will consider a role in the City after the event.



Creating Numeracy Champions

The ‘Every Londoner Counts’ initiative has trained over 500 Numeracy Champions across the capital. Acting as a community touch point, there is now a Numeracy Champion in every London Borough.

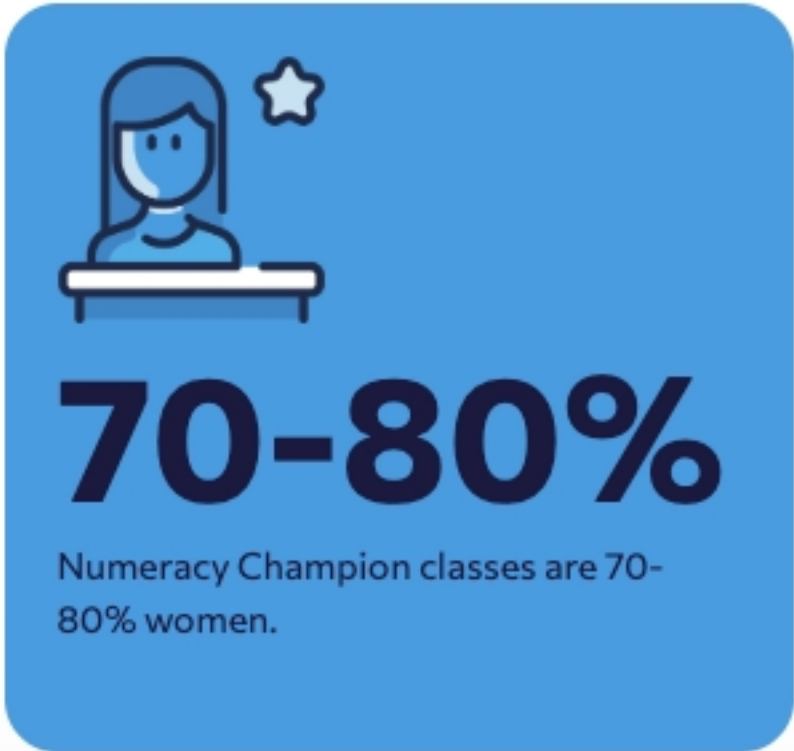
Volunteer Champions learn how to support members of their community to develop their maths skills and boost their confidence. This peer-led model has been incredibly effective because it creates a supportive environment where learning is encouraged without judgment.

The Champions also play a key role in promoting the National Numeracy Challenge, an online tool designed to help adults reflect on their feelings towards maths, assess their numeracy levels and access free learning resources.

[National Numeracy: Numeracy Champions](#)

“Our Numeracy Champion classes are 70-80% women. They don’t realise they’re using maths and the power they have with it. That’s what the training has allowed everyone to understand.”

Nikki Chatha
Skills for Life Assistant Programme Manager
Tower Hamlets Council



homewards

Homelessness reframed

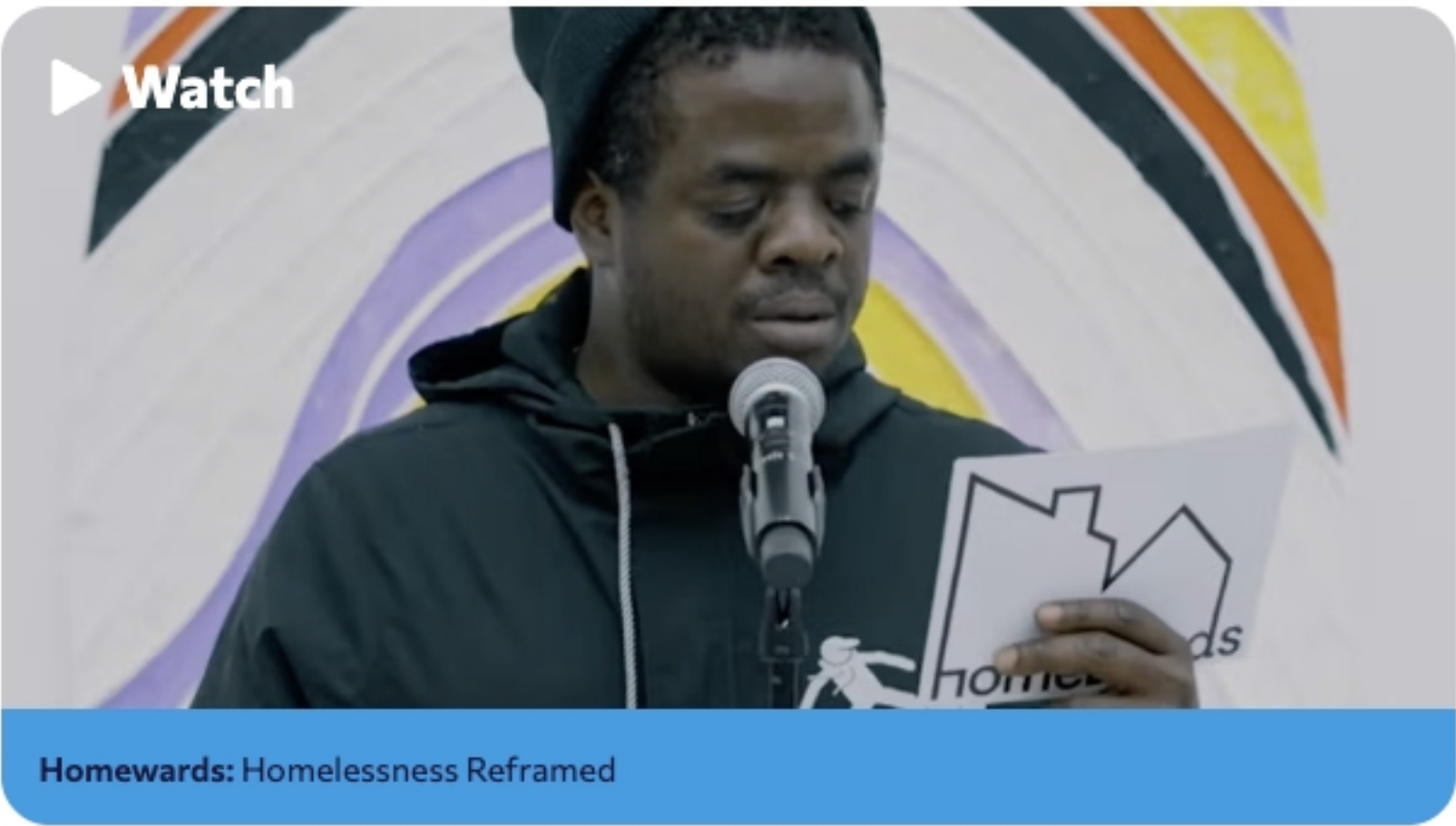
Homelessness: Reframed, an art exhibition bringing to life the breadth and complexities of homelessness across the country, was launched at Saatchi Gallery in collaboration with Homewards and Eleven Eleven Foundation last August.

Featuring works from renowned artists Marc Quinn and Rankin, graffiti artist Opake and spoken word poet Surfing Sofas, the exhibition offered a powerful platform for those directly affected by homelessness to share their stories through art. This included *Open Doors* - pieces created by young people at a series of creative workshops led by local artists held across the six flagship Homewards locations: Aberdeen, Bournemouth, Christchurch and Poole, Lambeth in London, Newport, Northern Ireland, Sheffield.

[Homewards: Homelessness Reframed](#)

“I came to see the artwork but ended up learning so much about the experience of homelessness in the UK.”

Visitor
Homelessness: Reframed



A Fair City

A fair city means equal access to opportunities.



City Giving Day is a unique event which unites businesses in the City to celebrate the positive impact they have through fundraising and volunteering.

Since its launch in 2015, City Giving Day has ballooned, with 605 signed up this year, taking part in everything from a static Wattbike challenge to cupcake decorating.

In 2025, we aim to inspire even more organisations to get involved, not only in London but across the UK.

“It's an opportunity to take a step back from the day job and think about how we apply our skills in lots of wild and wonderful ways to make a difference financially, because we can raise a lot of money, but also in terms of the hours that we give.”

Anthony Mazon

Head of People for Customer Specialist Support
Lloyds Banking Group



“A great way to thank employees for all of their philanthropic efforts throughout the year, engaging in fun activities whilst supporting our charity partners.”

Cressida Lane
Community Relations Lead
Janus Henderson Investors



The impact of our work



73% City Giving Day participants said it inspired employees to become more involved in charitable activity.

Photos from the day

IN PARTNERSHIP WITH
CITYAM





A Year of Engaging Events

We are proud to have hosted an array of events including our Bavarian Ball which celebrated the heritage of the Lady Mayoress and our annual Abseil Challenge which hit new heights this year, raising an amazing £115,000 to support our charity partners. Thank you to everyone who supported our fundraisers and partner events in 2024, we couldn't do it without you.



“The Lord Mayor's Appeal organises a wide range of imaginative and enjoyable fundraising events, year after year. We know from first-hand experience how much work and preparation goes into giving the guests a memorable evening. Please do join us in 2025!”

Mark Spofforth OBE and Von Spofforth

Corporate Partnerships

We create partnerships that align with your commitment to sustainable and responsible business, whilst amplifying your social and commercial impact.

We could not have done this without your continued support.



Corporate partnership opportunities

We offer your company the opportunity to engage with a variety of initiatives and events, tailored to align with your business' strategy and purpose:



A Year of Activity

In the past 12 months, Schroders maximised their partnership with The Appeal to widen their philanthropic reach and to engage their employee network.

November 2023

Lead speaker at the Impact Reception

February 2024

Host Power of Inclusion Senior Leadership event

March 2024

Host George Green's School at We Can Be 2024

April 2024

Host We Can Be Thank You event

May 2024

Receive 1,000 green ribbons for This is Me Mental Health Awareness Week campaign

September 2024

Lead speaker at We Can Be recruitment event



Acknowledging our supporters for change

We would like to extend an enormous thank you to our 2024 corporate partners

Our founding patrons

Aon
Bloomberg
Phoenix Group
TP ICAP

Our partners

Bank of China
Brit Insurance
DLA Piper UK LLP
Fidelity International
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London Stock Exchange Group Foundation
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The Fishmongers' Company
The Grocers' Company
The Horners' Company
The Plaisterers' Company
The Tallow Chandlers' Company
The Woolmen's Company
The Worshipful Company of Actuaries' Charity

“At Roc, it is important to us that we make a positive impact on the communities around where we work, and this partnership allows us to do just that.”

Chelsea Chamberlin
Chief Technology Officer
Roc Technologies

“Our champion sponsorship gives our team members opportunities to be involved in multiple areas of The Appeal’s work that really resonate with them. Our senior leadership team benefits from the allyship and learning roundtables in the Power of Inclusion, our entire office works together for our We Can Be annual event and we gain from our membership of This is Me, looking after our employees’ mental health.”

Claire Wilkinson
General Counsel and Chief Compliance Officer
Payden & Rygel Global Ltd

We would also like to extend a huge thank you to...

Our participants

Livery companies

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

Event attendees

If you took part in one of our many events, your presence has not gone unnoticed.

Our individual and corporate supporters who have given so generously.

Our charity partners

MQ Mental Health Research, Homewards and National Numeracy. Your work continues to galvanise us, and we look forward to creating new ground-breaking projects together.

Our Trustees, Advisory Board members and event committee members.

The Lord Mayor’s Appeal would like to thank **Bang Boom Creative** for their brilliant videography, **all our photographers** and our design partners **Onthree** for their ongoing support.

Getting Involved

There are many ways you can get involved and support us

1



Make a donation

 [Contact us](#)

Or to donate £10 by SMS message, text TLMA4321 to 70191

2



Corporate partnership

 [Contact us](#)

Become a corporate partner or sign up to our thought leadership initiatives

3



Attend an event

 [Upcoming events](#)

Book tickets, participate in or sponsor one of our events

Contact us

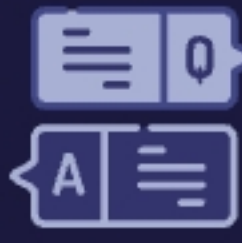


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