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"Please join us and the hundreds of businesses already committed to making this City Giving Day our best yet!"

Every year, The Lord Mayor's Appeal hosts this City-wide event to help organisations celebrate their charity and community partnerships and year-round fundraising efforts which help to create A Better City for All.

Since its launch in 2015, City Giving Day has ballooned, with 603 companies taking part last year hosting events that included everything from hula-hooping to cupcake-decorating. Those without their own planned events signed up in record numbers to join the Appeal's annual City Giving Day activities.

These included quiz nights taking place at seven locations across the Square Mile and Tour de City, the now legendary static bike race.

We look forward to building on the success of 2024, encouraging even more businesses to get involved by sharing their stories, and bringing together the City community as a force for good.

Please join us and the hundreds of businesses already committed to making this City Giving Day our best yet!

Alaston King

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



A unique annual event that has become a staple in the City's calendar, uniting us through charity and community partnerships.

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.

Funds raised by The Lord Mayor's Appeal will be used to support the work of our charity partners – Homewards and MQ Mental Health Research.

73%



said that City Giving Day helped promote/ celebrate charitable activity







Your business

City Giving Day is a simple initiative that is good for your business, good for your people, and good for the City and your local community.

Whether you're a small business or a large corporation, City Giving Day is a chance to engage with your employees, recruit volunteers, raise funds for charity, showcase your charity partners and charitable giving, and most importantly, have some fun!

- People want to work for, and stay longer at, a company that has a strong sense of corporate and social responsibility
- Involve and engage with employees company and world-wide
- Be part of a collective and growing movement showing how you are making a difference to society
- Launch new projects or focus on the charity and community work you are already doing
- Help change the narrative of how the City and business is perceived
- Use City Giving Day as a focal point for your CSR activity

Your people

- Provide a platform to promote, educate or celebrate what you do with your colleagues
- Provide an opportunity to increase employee engagement in your charitable and volunteering activities
- Make your colleagues feel proud of the difference they and their company make

Your city & community

- Increase understanding and awareness of the communities and people your company impacts and the issues they face
- Allow you to strengthen your partnerships with the charities and communities you support













Make a donation

Making a donation to The Lord Mayor's Appeal is not compulsory. We understand that organisations have their own chosen charity that they wish to fundraise for and we support your endeavours to raise money for them. However, as a charity ourselves, we would welcome a small donation to The Lord Mayor's Appeal.

Our suggested donation to The Lord Mayor's Appeal is £1.50 to £3.00 per UK-based employee. Alternatively, if you are fundraising on City Giving Day, you could split the funds raised between The Lord Mayor's Appeal and your own chosen charity/charities.

As a supporter of The Lord Mayor's Appeal, you will have the opportunity:

- of coverage in City A.M
- of a visit by the Lord Mayor, Lady Mayoress or one of the Sheriffs or Aldermen on City Giving Day

Funds raised through The Lord Mayor's Appeal will be used to support projects with our charity partners (Homewards and MQ Mental Health Research).

"Amazing day of activities and to see the City coming together for a great cause"

Lydia Gadd Bank of England





Our Charities

homeшards











of companies fundraised for chosen charities/community groups

HOW TO TAKE PART

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Promote & celebrate

City Giving Day is the perfect opportunity to demonstrate the support you provide to charities and good causes throughout the year.

Here are some ideas to get you started:

- Launch a new community or CSR initiative
- Hold a charity fair showcasing the work of your charity partners
- Hold awards/recognition ceremonies for the impact that employees had on their communities
- The #GoRed campaign provides a focus for City Giving Day; making it more visible and showing that we are all united behind a common cause
- Many of the organisations who take part in City Giving Day encourage their staff to wear something red or organise red-themed events

Fundraise

Engage your colleagues and raise money for a good cause - this can be to support a charity of your choice and/or The Lord Mayor's Appeal.

Ideas to raise money (



Volunteer

City Giving Day is a great way to offer your time and volunteer for a cause. There are many ways you can get your employees involved in volunteering:

- Hold a volunteer recruitment drive
- Run a community-based workshop
- Run a mentoring event
- Collect food for foodbanks

Useful Organisations

There are a number of organisations that can help with corporate volunteering projects, including:

Do It



CAF



ELBA

JustGiving - this makes collecting sponsorship in for Gift Aid too.

Alison Edwards

Communications Manager ESO

Proud Supporter @LMAppeal #CGD #GoRed

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Giving Day to others









Get involved in one of our events

On the day The Lord Mayor's Appeal organises a series of participation events for you to get in involved in:

Tour de City

City Walk

Treasure Hunt

Quiz Night



said it inspired employees to become more involved in charitable activity

Key dates

Thursday 13 March

Launch Breakfast

An opportunity to learn what other companies are planning this year and how you will be supported in the build up to City Giving Day 2025.

Wednesday 11 June

Engagement Breakfast

Another opportunity to hear what others are planning and to share ideas.

Tuesday 2 September

Countdown Breakfast

Your final opportunity to hear from some of the other companies taking part this year and leave with top tips and a checklist to help you make the most of your City Giving Day.

Tuesday 23 September

City Giving Day





Fun ways to fundraise

This year we are continuing with our successful hybrid of both online and offline activity, enabling more businesses, organisations and individuals to take part in their own way and across the globe.

We've come up with some great ideas that will engage you and your colleagues, at the same time as supporting others, and raising money.

Don't forget to share photos and use the hashtags #CGD #GoRed #CityGivingDay

We can't wait to see what you get up to!



Donate your coffee money



Organise a scavenger hunt



room

Take on an escape

Host a sports day



Challenge your CEO!



Sponsored silence



Decorate your office red



Wear red for the day



Bake off-red cakes only!



Colour your hair or beard red



Payroll giving



Lunchtime office bingo



Take a dance class



Run the square mile



Host an office eating challenge



Cycle to work



Organise a wine tasting evening



Arrange a Harvest Festival



Host a karaoke challenge



Volunteer with a local charity



HOW TO TAKE PART

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Once you have registered to take part in City Giving Day, you will be able to benefit from a range of resources and support.

Resources

- Regular newsletters key dates, top tips and sharing what others are doing
- Invites to a series of engagement breakfasts hosted by the Lord Mayor
- A dedicated City Giving Day email address
- Website with top tips and downloadable materials
- Opportunity to link up with other companies for collaboration or advice

Templates

- An internal communications template that can be used on your intranet, emails or newsletters
- A downloadable City Giving Day poster to help raise awareness in your office
- A downloadable template for submitting your stories for PR
- Our downloadable City Giving Day logo and artwork that can be used for your own personal branding

Materials pack

All companies that register for City Giving Day will receive a downloadable Proud to Support certificate.

Companies willing to cover costs can also order pop up banners, t-shirts and selfie frames.





Frequently asked questions

Do we have to register to take part?

Yes. By letting us know you are taking part we can support you with your activities and include you on our roll of honour and other PR activities - joining you up with the rest of the City so that together we can create a much bigger impact.

My company isn't in the Square Mile, can we still take part?

Absolutely! We recognise there are many businesses outside of the Square Mile doing a lot of good for their communities and we are happy to share that story. All you need to do is register online.

Can I collaborate with another company on the day?

Yes, the day is all about uniting the City and we would encourage businesses to join up to celebrate the good they do. We already know of some companies who are organising this between themselves.

How do we make a donation?

Donations can be made by cheque, BACS or credit card - for more details visit:

thelordmayorsappeal.org/donate



Can the Lord Mayor come to visit our office?

The Lord Mayor would love to visit every business taking part, but there are not enough hours in the day! Let us know what you've got planned as early as possible and we'll see what we can do.

Do we have to fundraise for The Lord Mayor's Appeal?

No, however, as a charity ourselves, we would welcome a small donation to The Lord Mayor's Appeal.

If you have any further questions please contact the City Giving Day team at cgd@thelordmayorsappeal.org















In the lead up to City Giving Day, City A.M. will cover some of the best stories of City philanthropy and volunteering, sharing the great activities that companies are planning.

We will also share your stories on our website, through The Lord Mayor's Appeal social media channels, and seek out opportunities across the media.

Don't forget to tag: @LMAppeal #CGD #GoRed

Register for City Giving Day



Download our City Giving Day stories template













Join the 605 companies that took part in City Giving Day 2024

Add your company to the list: Contact us

22 Bishopsgate 40 Leadenhall London A City Law Firm A I A Worldwide Ltd A&O Shearman **AA Thornton IP LLP** Acrisure London Wholesale Addleshaw Goddard LLP Advanta Group AFME Africa Specialty Risks AIG Europe Ltd Aldgate Connect BID Aldgate Ward Club Alfa Financial Software Ltd AlixPartners Allford Hall Monaghan Morris **Architects Ltd** AllianceBernstein Allianz Global Corporate & Specialty Allied World Alvarez & Marsal LLP American Express Amundi (UK) Ltd **Amwins Global Risks** Andaz London Liverpool Street **Anthemis** Antidote LDN Aon **APeducation Online** Ardent Legal Recruitment Ltd Arnold & Porter Kaye Scholer **Arthur Financial**

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Culture Mile BID

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Add your company to the list: Contact us









The Lord Mayor's Appeal's strategic aim is to create A Better City for All that is Inclusive, Healthy, Skilled and Fair.

Delivering an impact in the City that transforms lives through those four key pillars, The Appeal's thought leadership programmes Power of Inclusion, This is Me, We Can Be and City Giving Day offer learning, development and engagement opportunities for employees across the Square Mile.

Alongside being part of City Giving Day you can also support The Lord Mayor's Appeal by becoming a Corporate Partner. Further details can be found here.



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 enhanced employability skills and confidence, through exposure to participating City businesses.



Empower young women



This is Me is a pioneering mental health programme, 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 and employees to come together to celebrate and showcase their charitable and volunteering achievements.



Celebrate philanthropy

