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"Please join me and the hundreds of businesses already committed to creating 'A Better City for All', making City Giving Day 2022 the best yet!"

As The Lord Mayor's Appeal enters the second phase of its multi-year strategy, 'A Better City for All', I am delighted to see the transformational impact it is having on people's lives.

Focused on four key pillars, The Lord Mayor's Appeal is committed to continuing its work to create a City that is Inclusive, Healthy, Skilled and Fair. Under the fair pillar, City Giving Day is a simple but impactful initiative that enables City companies and their employees to shine a light on their philanthropic and volunteering achievements.

Despite the challenges of the last two years, City Giving Day has continued to grow. Many participants adapted their plans to make their events more inclusive than ever before, engaging colleagues not only in the City, but nationally and internationally as well. I am very much looking forward to building on the success of 2021.

We will be encouraging even more organisations to get involved in City Giving Day by sharing their stories and demonstrating the transformational impact that bringing together businesses and their employees can have on local communities and charities.

Please join me and the hundreds of businesses already committed to creating 'A Better City for All', making City Giving Day 2022 the best yet!

Incertery

Alderman Vincent KeavenyThe Rt Hon The Lord Mayor of the City of London









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.

Funds raised through The Lord Mayor's Appeal will be used to support projects with our charity partners (The Duke of Edinburgh's Award, National Numeracy, Place 2Be, On Side and Samaritans).

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.
- of a cheque presentation photo with the Lord Mayor at the Thank You Reception.

"City Giving Day 2021 was so important for us to keep charitable giving at the forefront of people's minds. Feeling part of something bigger is a great feeling!"

Helen Bunker

Business Group Head Blake Morgan LLP





In 2021 an estimated £500,000 raised for charities and good causes **HOW TO TAKE PART** City Giving Day | 2022 | 7



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

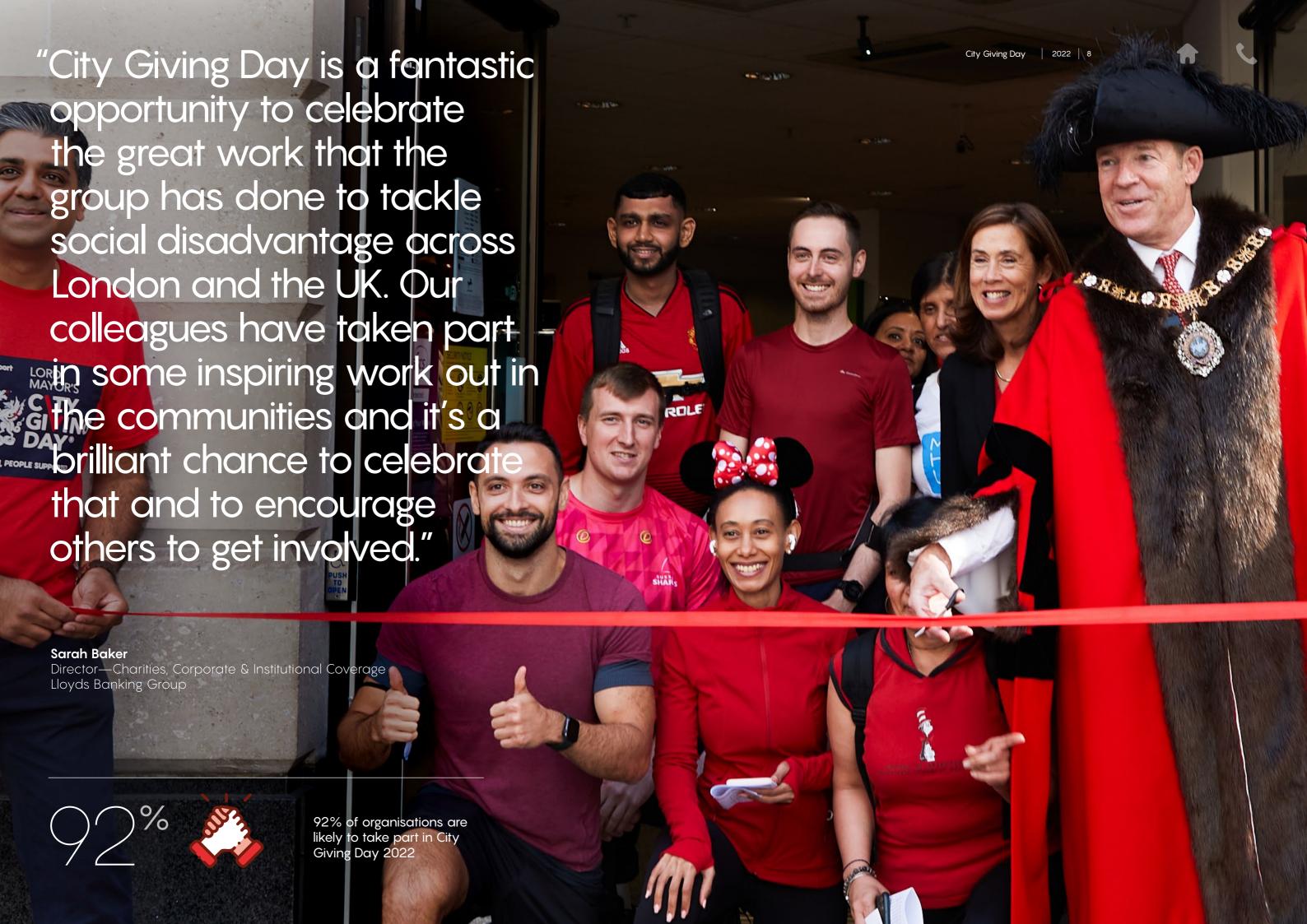
There are a number of organisations that can help with corporate volunteering projects, including:

CAF Do It Timebank Benefacto City Action ELBA

with **Just Giving** - this makes collecting

Gift Aid allows UK charities to claim back the













Get involved in one of our events

On the day, we organise a series of our own Lord Mayor's Appeal events, some in person across the city and some as virtual events. These include:

The Tour de City

The City Walk

Treasure Hunt

Quiz Night



76% of organisations said that City Giving Day inspired employees to fundraise and/or volunteer

Key dates

Engagement 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 2022.

Engagement Breakfast

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

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

City Giving Day

Date TBC

Thank You Reception

Our opportunity to say thank you to this year's participants and to celebrate the great things you have achieved.





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.

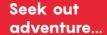
We've come up with some great ideas that will engage you and your colleagues, at the same time as supporting others, and raising money.

If you have any other great ideas, do let us know, by tagging us on social media, or emailing cgd@thelordmayorsappeal.org #CGD #GoRed #City Giving Day

Don't forget to share photos and use the hashtags #CGD #GoRed #City Giving Day

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







Organise a scavenger hunt



Take on an escape room



Host a sports day



Challenge your CEO!



Embrace the colour red...



Decorate your office red



Wear red for the day



Bake off—red cakes only!



Colour your hair or beard red



Use your lunchtime...



Organise a bake sale



Take a dance class



Run the square mile



Host an office eating challenge



Find ways to be social...



Organise a wine tasting evening



Get your quiz on



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 information breakfasts hosted by the Lord Mayor.
- A dedicated support line and email address.
- Website with top tips and downloadable
- 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.
- Downloadable 'Proud to...' posters.

Materials pack

All companies that register for City Giving Day will receive a participants' materials pack which includes:

- 25 x branded balloons
- 1 x 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! If you register before 30 June you will be entered into a draw to win a visit from the Lord Mayor, Lady Mayoress, Sheriffs or Aldermen. You will be informed by the end of August if you have been selected for a visit.

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.

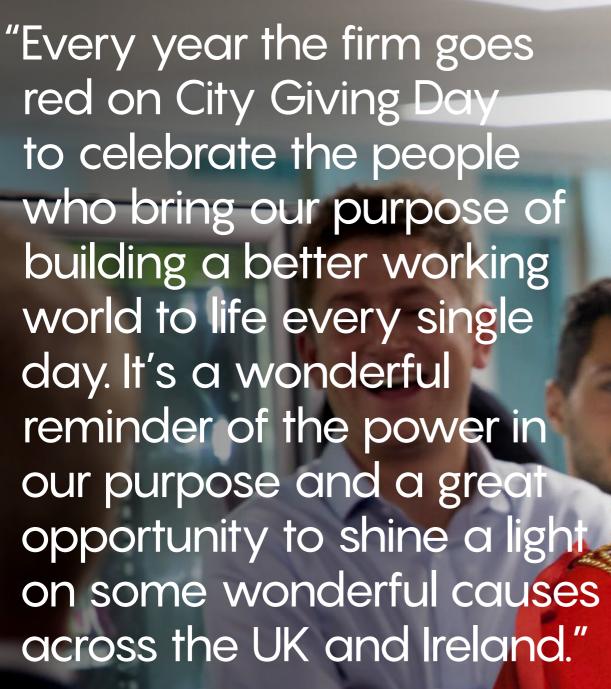
If you have any further questions please contact the City Giving Day team at cgd@thelordmayorsappeal.org or 020 7332 3177











Farrah Ekeroth Head of Employer Brand EY

48%



48% of organisations went red to celebrate City Giving Day





IN PARTNERSHIP WITH

CITYA.M.

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 504 companies that took part in City Giving Day 2021

Add your company to the list: Contact us

A RECORD YEAR

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to the list: Contact us





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City of London

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We aim to find solutions to the most pressing societal issues in London and beyond.

For City employees, residents, their families and friends and those who live and work in our neighbouring communities. We aim to find solutions to the most pressing societal issues in London and beyond.

Our strategy works on four key pillars, to create a City that is Inclusive, Healthy, Skilled & Fair.

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.

Our Initiatives



























