

TIME GIVEN | PEOPLE SUPPORTED

Celebrating volunteering and philanthropy in the City of London



LORD
MAYOR'S
APPEAL
CHARITY



**A Better
City for All**

IN PARTNERSHIP WITH

CITYA.M.

SELECT ANY HEADING TO VISIT THAT PAGE

A message from the Lord Mayor
of the City of London

3

What is City Giving Day?

4

Why get involved?

5

How to take part

6

FAQs

12

Your stories

14

A record year: participants

15

The Lord Mayor's Appeal

17

Contact us

18



“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!

A handwritten signature in black ink, reading 'Vincent Keaveny'.

Alderman Vincent Keaveny
The 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.

For companies, City Giving Day is an opportunity to showcase their charitable and community work, and let their staff and visitors know about the difference they are making and the lives they are changing.



95% of organisations would recommend City Giving Day to others.

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.





1

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, Place2Be, OnSide 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

£500k+



In 2021 an estimated
£500,000 raised for
charities and good causes



2

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 >
Timebank >	Benefacto >
City Action >	ELBA >

If you’re organising a sponsored fundraising event for City Giving Day, it’s worth setting up an online sponsorship account with **JustGiving** – this makes collecting sponsorship money really easy and your sponsors can opt in for Gift Aid too.

Gift Aid allows UK charities to claim back the basic rate tax already paid on donations by the donor. This means charities can claim back 25p for every £1 donated from the government, boosting the value of the donation by a quarter.

"City Giving Day is a fantastic opportunity to celebrate the great work that the group has done to tackle social disadvantage across London and the UK. Our colleagues have taken part in some inspiring work out in the communities and it's a brilliant chance to celebrate that and to encourage others to get involved."

Sarah Baker

Director—Charities, Corporate & Institutional Coverage
Lloyds Banking Group

92%



92% of organisations are likely to take part in City Giving Day 2022



3

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

Wednesday 11th May

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.

Wednesday 6th July

Engagement Breakfast

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

Wednesday 7th 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 27th September

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.



4

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 #CityGivingDay

Seek out adventure...



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



Don't forget to share photos and use the hashtags

#CGD #GoRed
#CityGivingDay

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





5

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 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.
- 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





“Every year the firm goes red on City Giving Day to celebrate the people who bring our purpose of building a better working world to life every single day. It’s a wonderful reminder of the power in our purpose and a great opportunity to shine a light on some wonderful causes across the UK and Ireland.”

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](#)

Aberdeen Standard Investments
Acuris
Adaptive Financial Consulting
Addleshaw Goddard LLP
AFME
AIG Europe Ltd
Aiimi
Aldgate Ward Club
Alfa Financial Software Ltd
Allen & Overy LLP
Allford Hall Monaghan Morris Architects Ltd
AllianceBernstein
Allianz Global Corporate & Speciality
Allianz Global Investors
Allied Irish Bank (AIB) Group (UK) plc
Allied World
Alpha Financial Markets Consulting
American Express
Amundi Asset Management
Antares Underwriters
Aon
APeducation Online
Arnold & Porter Kaye Scholer LLP
Arram Berlyn Gardner (ABG)
Arthur Financial
Arthur J Gallagher
Ascot Underwriting Ltd
Ashurst LLP
Aspen Insurance
Association of Certified Commercial Diplomats
Association of Foreign Banks
Assured Guaranty UK Limited
Aston Lark
Atrium Underwriters Limited (AGSL)
Augmentum Fintech
Australia & New Zealand Banking Group Ltd
Aviva plc
BACB Bank
Baker McKenzie
Bank of China (UK) Limited
Bank of England
Bank of Ireland UK
Banking Standards Board
Barings (UK) Limited
Barnett Waddingham LLP
BASF Metals Limited
Bates Wells Braithwaite
BDB Pitmans LLP
BE Offices

Beale & Co Solicitors LLP
Beazley Group
Berkeley Group Ltd
Bidvest Noonan
Big Innovation
Bird & Bird
Blake Morgan LLP
Bloomberg
Blue Moon
BMO Financial Group
BMS Group
BNP Paribas
BNY Mellon
Bow Lane Dental Group
BPL Global
Brahams Dutt Badrick French LLP
Brand Exchange
Brand Finance
Bread Street Ward Club
Brewin Dolphin
Bridge Ward Club
BRIT Insurance
British American Tobacco (BAT)
British Land
British Red Cross
Broad Street Ward Club
Broadgate
Bryan Cave Leighton Paisner LLP
Bupa
Buzzacott
Caisson Investment Management
Calypso Technology
Canaccord Genuity Wealth
Canary Wharf Group PLC
Candlewick Ward Club
Capco
Capital Group
Castle Trust
Castlewood
Catalyst Development Ltd
CB Resourcing Limited
CBRE Ltd
Centor Insurance & Risk Management Limited
Centrus
CGI UK plc
Charles Stanley
Chartered Banker Institute
Chartered Insurance Institute (CII)
Cheapside Business Alliance
China Construction Bank London
Chrysalis Consulting Ltd

Chubb
CIBC Capital Markets Plc
Cinven Partners LLP
CISI
Citi Group
Citibank
City A.M.
City Credit Capital (UK) Ltd
City of London Corporation - Guildhall
City of London Guides
Clarion Gaming
Clarksons Platou
ClearBank
Cleary Gottlieb Steen & Hamilton LLP
Clifford Chance
Close Brothers Ltd
Clyde & Co
CMS Cameron McKenna
Nabarro Olswang LLP
Columbia Threadneedle Investments
Commerzbank AG
Company of Communicators
Conning Asset Management
Convedo
Cooley (UK) LLP
Cordwainer Ward Club
Coverys Managing Agency Limited
Credit Agricole CIB
Credit Suisse
Cubico Sustainable Investments
D&D London (Coq d'Argent)
Data Driven Era Ltd
DBRS Ratings Limited
DDCAP Group
Dentons UKMEA LLP
Divento Financials
DLA Piper UK Ltd
DMH Stallard
DNB Bank
Drake and Morgan
Druces LLP
Dual Group
DWF
Eagle Investment Systems
East London Business Alliance (ELBA)
Ecclesiastical Insurance
Ecovis Wingrave Yeats
Ellwood Atfield
Elston Consulting
EQ Investors
Equal Education
Equifax

Ethical Angel
Euroclear SA/NV
Euromonitor International
Event Llama Enterprises CIC
Eversheds Sutherland LLP
EXL Service
Expand Research LLP
EY (Ernst & Young)
FactSet UK Limited
Fagerhult Lighting Ltd
FBN Bank (UK) Ltd
Fidelity International
Fieldfisher
Fin International
Financial Conduct Authority (FCA)
Financial Reporting Council
Fireclad Ltd
First Sentier Investors
Fletcher Day
Flood Re
Foresight Group
Fortnum & Mason
Four Seasons Hotel London at Ten Trinity Square
Fox Rodney Search Ltd
Fox Williams LLP
Freshfields Bruckhaus Deringer LLP
FTI Consulting
GAM UK Ltd
Gemserv
Gerald Eve LLP
Global Markets Consultants
Goldman Sachs International
Goodbox
Gowling WLG (UK) LLP
GPP Group
Grant Thornton UK LLP
Great Place to Work
Gulf International Bank (UK) Ltd
Haggie Partners
Hampden
Hawk FX
Heart of the City
Helaba
Helical plc
Herbert Smith Freehills
Hermes Investment
Hiscox
Hispania Restaurants Ltd
Holman Fenwick Willan (HFW)
Howard Kennedy LLP
Howden Broking
Howden Group Holdings
HSBC



Ice Clear Media Interactive
IFF Research
Infinitus Property Investment
Infopro Digital Services Limited
Innovate Finance
Invesco
Investec Bank Plc
IoD City of London
Irwin Mitchell
ISG plc
IT Graduate Recruitment
J.P. Morgan
James Hambro & Partners LLP
Janus Henderson Investors
Jenner & Block LLP
JLL – Perception
Johnson Matthey PLC
Jones Lang LaSalle UK (JLL)
JPW Real Estate
Keates Ferris
Killik & Co
Kinney Green
KPMG LLP
Land Securities
Laura Devine Immigration
Legal and General (LGIM)
Lewis Silkin LLP
Leyton UK
LGT Vestra
Liberty Specialty Markets
Lime Street & Cornhill Ward
Club
Linklaters LLP
Livery Schools Link
LKK HPG
Lloyd Warwick International
Limited
Lloyd's
Lloyds Banking Group
Lombard International Group
London Chamber of
Commerce and Industry
London Institute of Banking &
Finance
London Stock Exchange Group
PLC (LSEG)
Lubbock Fine
M J Mapp – Nexus Place
Macfarlanes LLP
Macquarie Group Limited
Mad World
Majedie Asset Management
Limited
Man Group plc
Marsh Ltd
Martha Grekos Legal
Consultancy Limited
Matthews & Goodman LLP

Mazars
Merchant Land Investments
Ltd
Meridian Risk Solutions Limited
Metro Bank Plc
Micholmes Enterprises Limited
Miles Smith
Mizuho International plc
Momenta
Monument Place
Moor House Management
Services Limited
Moore Kingston Smith LLP
Morgan Lewis & Bockius UK
LLP
Morten Consultancy & Training
Services Limited
Music in Offices
Naisbitt King Asset
Management Limited
National Australia Bank
Natixis SA
Newable Ltd
Newton Investment
Management
Nexere Consulting
NHS England
NHS Property Services Ltd
Noerr LLP
Nomura International Plc
Northcross Capital LLP
Northern Trust
Odgers Berndtson
Old Bailey
O'Melveny & Myers LLP
Orrick Herrington & Sutcliffe
LLP
Oxford Properties Group
P J Martinelli Ltd
Panmure Gordon & Co
Payden & Rygel Global Ltd
Peel Hunt LLP
Peters & Peters LLP
Phoenix Group
PIMFA
Pinsent Masons
PitchBook Data
Polar Capital
Pool Reinsurance Company
Limited
PwC UK
Qatar Re
QBE Business Insurance
Queenhithe Ward Club
R&Q Central Services Limited
Rathbones Investment
Management
Raymond James Investment

Services Limited
Raymond Saul & Co. LLP
RBC Capital Markets
ReapSource
RELX
Rising Vibe
Risk Management Partners
Robinson Hambro
Roland Berger Ltd
Royal London Asset
Management Ltd
Royal Town Planning Institute
RSA Insurance Group Plc
RSM UK Consulting LLP
Saffery Champness
Salix Finance Ltd
Sapphire Systems
Sarasin & Partners LLP
Saul Trustee Company
Schroders
Scott Longman City of London
Ambassador Ltd
SEI Investments (Europe) Ltd
Shanghai Pudong
Development Bank London
Branch
Shook, Hardy & Bacon
International LLP
SimCorp Ltd
Singletrack
Sir Robert McAlpine
Sirius Property Finance
Skandinaviska Enskilda
Banken (SEB)
Skanska
Skills Builder Partnership
Skye Cloud Limited
Slaughter and May
Smedvig Capital
Societe Generale
Sova Capital Limited
Spiritus Wealth
Standard Chartered Bank
Stanford Black Ltd
State Street Global Advisors
Stewarts Law
Stifel
Synechron
T. Rowe Price
Talbot Underwriting Ltd
Tata Consultancy Services
Taylor Wessing
Taylor Wimpey
TD Securities
Tesco PLC
TestHouse Ltd

The Access Bank UK Limited
The Actuaries' Company
The Arts Scholars' Company
The Bakers' Company
The Basketmakers' Company
The Blacksmiths' Company
The Bowyers' Company
The Box Consultancy
The Brewers' Company
The Broderers' Company
The Brokerage
The Builders' Merchants' Company
The Carmen' Company
The Carpenters' Company
The Chartered Architects' Company
The Chartered Surveyors' Company
The Coachmakers' Company
The Company of Entrepreneurs
The Company of Watermen &
Lightermen
The Constructors' Company
The Cooks' Company
The Coopers' Company
The Cordwainers' Company
The Curriers' Company
The Distillers' Company
The Don Restaurant
The Drapers' Company
The Educators' Company
The Engineers' Company
The Environmental Cleaners'
Company
The Fan Makers' Company
The Farmers' Company
The Farriers' Company
The Feltmakers' Company
The Firefighters' Company
The Fiser Group (Bruin Consulting)
The Fishmongers' Company
The Fletchers' Company
The Founders' Company
The Framework Knitters' Company
The Furniture Makers' Company
The Girdlers' Company
The Glass Sellers' Company
The Glaziers & Painters of Glass'
Company
The Glovers' Company
The Gold and Silver Wyre Drawers'
Company
The Goldsmiths' Company
The Grocers' Company
The Guild of Freeman of the City of
London
The Guild of Human Resources
Professionals
The Guild of Young Freeman of the
City of London

The Gunmakers' Company
The Haberdashers' Company
The Hive Group
The Honourable Company of Air
Pilots
The Honourable Company of Master
Mariners
The Horners' Company
The Information Technologists'
Company
The Innholders' Company
The Insurers' Company
The International Bankers' Company
The Investment Association
The Ironmongers' Company
The Joiners & Ceilers' Company
The Law Family Charitable
Foundation
The Leathersellers' Company
The Lightmongers' Company
The London Metal Exchange
The Loriners' Company
The Makers of Playing Cards'
Company
The Management Consultants'
Company
The Marketors' Company
The Masons' Company
The Mercers' Company
The Merchant Taylors' Company
The Musicians' Company
The Ned
The Needlemakers' Company
The Parish Clerks' Company
The Pattenmakers' Company
The Pavors' Company
The Plaisterers' Company
The Plumbers' Company
The Royal Exchange
The Saddlers' Company
The Security Professionals' Company
The Skinners' Company
The Solicitors of the City of London'
Company
The Sourcing Team Ltd
The Spectacle Makers' Company
The Stationers & Newspaper Makers'
Company
The Tallow Chandlers' Company
The Tax Advisers' Company
The Tin Plate Workers alias Wire
Workers' Company
The Tobacco Pipe Makers and
Tobacco Blenders' Company
The Turners' Company
The Tylers and Bricklayers' Company
The Vintners' Company
The Water Conservators' Company

The Weavers' Company
The Woolmen' Company
The World Traders' Company
The Worshipful Society of
Apothecaries' Company
TheCityUK
Thomas Miller
Tideway
TLPJ Ltd
Tokio Marine HCC
Tokio Marine Kiln
Totum Partners
Toucari Live
TP ICAP plc
Trafalgar House Pensions
Administration Ltd
Travers Smith
Triple Point
Trowers & Hamlins
TSB Bank plc
TSG Consulting
Turner & Townsend
UBS
Unblu Ltd
UniCredit Bank
Union Bank UK plc
Valtus
Vanquis Bank
Veritas Asset Management LLP
Vitality
VoiceNotes Ltd
Warwick Business Consultants
Weil, Gotshal & Manges
WHF
White & Case LLP
Willis Towers Watson
Wimbledon Park Capital
Womble Bond Dickinson
Work for Good
WSP Indigo
Young Scott & Company
Z/Yen Group Limited
Zenith Bank (UK) Limited
Zurich Insurance UK
Zuzumi Ltd

> Add your company
to the list: Contact us



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



Our Charities



For more information on how to
get involved in City Giving Day:

Call us: 020 7332 3177
Email: cgd@thelordmayorsappeal.org

@LMAppeal #CGD #GoRed

Register your organisation [➤](#)

