Celebrating the positive impact of fundraising and volunteering

HELP US CREATE A FAIR SOCIETY
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“Please join me and the hundreds of businesses already committed to creating A Better City for All, making this year’s City Giving Day the most impactful yet!”

The Lord Mayor’s Appeal aims to create A Better City for All. A City that is inclusive, healthy, skilled and fair. The Appeal delivers an impact in the City that transforms lives. In addition to raising funds for partner charities, The Appeal offers thought leadership initiatives - Power of Inclusion, This is Me, We Can Be and City Giving Day - all of which provide excellent learning, development and engagement opportunities for employees across the Square Mile.

Despite the challenges of the past few 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.

This year we will be encouraging even more organisations to get involved in City Giving Day; 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 2023 the most impactful yet!

Alderman Nicholas Lyons
The Rt Hon The Lord Mayor of the City of London
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 three charity partners National Numeracy, MQ Mental Health Research and The Duke of Edinburgh’s Award.

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

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64% of organisations said that City Giving Day helped to promote/celebrate their charitable activity.
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!

WHY GET INVOLVED?

Your business

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

Funds raised through The Lord Mayor’s Appeal will be used to support projects with our charity partners (National Numeracy, MQ Mental Health Research and The Duke of Edinburgh’s Award).

Our Charities

- National Numeracy
- MQ Mental Health Research
- Duke of Edinburgh’s Award

£510k

An estimated £510,000 raised in 2022 for charities and good causes
How to take part

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
- Run a sponsored event
- Hold a raffle or charity auction
- Design and sell branded merchandise

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
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.
“As a Corporate Partner we enjoy participating in the opportunities that The Lord Mayor’s Appeal’s programmes offer, in particular City Giving Day where we see employee engagement at its best. It enables us to inspire our colleagues to grow, feel included and to get involved with developing external and internal communities.”

Vicky Lucas
London CSR Committee Chair
Fidelity International

92% of organisations are likely to take part in City Giving Day 2022
Get involved in one of our events

On the day the LM Appeal organises a series of participation events for you to get involved in:

Tour de City
City Walk
Treasure Hunt
Quiz Night

72% of organisations said that City Giving Day inspired employees to fundraise and/or volunteer

Key dates

Tuesday 14 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 2022.

Wednesday 14 June
Engagement Breakfast
Another opportunity to hear what others are planning and to share ideas.

Tuesday 5 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 26 September
City Giving Day

Tuesday 31 October
Thank You Reception
Our opportunity to say thank you to this year’s participants and to celebrate the great things you have achieved.
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.

Fun ways to fundraise

Donate your coffee money
Organise a scavenger hunt
Take on an escape room
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

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

We can’t wait to see what you get up to!
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! 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
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.

Register for City Giving Day
Download our City Giving Day stories template

Don’t forget to tag: @LMAppeal #CGD #GoRed
Join the 524 companies that took part in City Giving Day 2022

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 initiatives 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.

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

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.

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.

End the stigma

Empower young women

Celebrate philanthropy
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