

HOW TO GET INVOLVED

Register to take part



Visit lordmayorsappeal.org/cgd

By registering to take part you will:

- be included in the City Giving Day roll of honour
- be invited to special City Giving Day events
- receive regular City Giving Day updates





Think about how you could get involved



- Think about what you want to achieve from the day
- Make a donation
- Do something
- Get involved

Find out how others are getting involved



- Attend a City Giving Day breakfast event
- Follow @LMAppeal to see how other businesses are building up to the day
- Visit our website
- Pick up a copy of City A.M.
- receive regular City Giving Day updates

Register before **30 June 2020**
to be entered into a draw for the
opportunity of a visit by the Lord
Mayor, Lady Mayoress, Sheriffs
or Aldermen on City Giving Day.

West Ham Park @WestHamParkE7 - Sep 24, 2019
On #CityGivingDay we welcome our own colleagues who are giving their
time and making a huge difference in our Wildlife Garden.



Sharing your stories



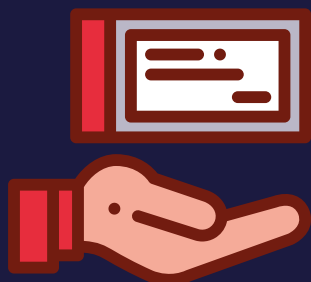
- Share your photos and stories on Twitter using #CGD
 - you can see what other businesses are planning too
- Share your City Giving Day story with The Lord Mayor's Appeal team using the template available on the website



HOW TO TAKE PART

There are a number of ways that you can get involved in City Giving Day. You can opt for one or any combination of the options below:

1 MAKE A DONATION



2 DO SOMETHING



PROMOTE & CELEBRATE YOUR
CHARITY/COMMUNITY WORK



FUNDRAISE

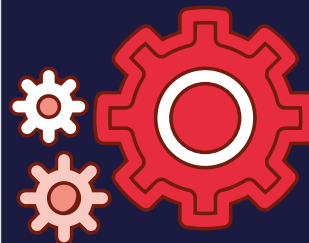


VOLUNTEER



GO RED

3 GET INVOLVED





1 MAKE A DONATION



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.



Making a donation to The Lord Mayor's Appeal is not compulsory.

We understand that organisations have their own charity partners (or charities that their employees have chosen) that they wish to fundraise for both in this country and abroad, 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 (Place2Be, OnSide Youth Zones, Samaritans, and The Duke of Edinburgh's Award).*

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.

* for more information see pages 40-41



2

DO SOMETHING

Promote and celebrate your charity work

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





2

DO SOMETHING 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.

Here are some ideas to raise money:

- Fancy dress/dress down day
- Host a talent show
- Cross cultural food tasting
- Cake bake/sale
- Auction of gifts, promises or forfeits
- Raffles
- Host a quiz
- Run a challenge event
- Add a charity surcharge in your canteen
- Hold a workplace afternoon tea
- School fête theme event



Getting together to fundraise for a good cause is great for team building and morale. Whether it's simply baking a cake or doing something more energetic, you'll definitely make a difference!



2 DO SOMETHING

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





CASE STUDY

Pret A Manger

LORD
MAYOR'S
**CITY
GIVING
DAY®** 22 SEPT
2020

Pret A Manger has been involved in City Giving Day since it began. But in 2019, it acted as a great opportunity for us to more explicitly surface the work the Pret Foundation do, year-round, working towards alleviating poverty, hunger and homelessness. Our Rising Stars programme offers homeless people real jobs and a real chance to shine. City Giving Day allowed us to talk about the success of the program, include one of our graduates within the event and hopefully inspire other businesses within the City of London to consider their recruitment plans as a means of supporting those facing more of a struggle than their typical applicants.





2 DO SOMETHING GO RED

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.

In 2019, two thirds of the organisations that took part in City Giving Day encouraged their staff to wear something red or organised red-themed events.





CASE STUDY

City Credit Capital

LORD
MAYOR'S
**CITY
GIVING
DAY®** 22 SEPT
2020



While City Credit Capital had raised funds for good causes in the past, City Giving Day gave the firm the opportunity to shine a special light on its decision to support Unicef in 2019. The run-up to the fundraising day created a real buzz in the office as staff looked forward to the all-important charity cake bake which was the chosen way to raise funds.

Staff showed their support by wearing red and also made a donation for a slice of home-made cake baked by one of their colleagues on City Giving Day. The company decided to bolster funds raised by staff with a corporate donation.

As a first time participant, City Credit Capital was selected for a visit from the Lady Mayoress and a small delegation from The Lord Mayor's Appeal. This recognition was very much appreciated by staff. Senior Managers were supportive of the idea and Unicef as a global charity chimes with the international nature of the firm.

Our top tip is to put the date in the diary and start planning early, involve colleagues and make the most of the day by sharing all the resulting good vibes and happiness on your company's social media pages.





CASE STUDY

KPMG

City Giving Day provides a unique opportunity for all Londoners and particularly businesses to come together to do something for a good cause and showcase their commitment to corporate responsibility. It's a great team building opportunity because it's a time when both senior and junior members of staff can work alongside each other to raise both the profile of a cause and vital funds.

For City Giving Day 2019, we held a rowing challenge that saw 10 teams of rowers battle against each other to be the first to row 100 kilometres. Each team raised money for KPMG's National Charity the NSPCC, but the event was held on City Giving Day and all our materials were co-branded to raise awareness of the day and also to bring City Giving Day to Canary Wharf!

The team were delighted to have the support of a range of guests and speakers throughout the day including the Lord Mayor, KPMG Vice Chair Melanie Richards, Mike McGrath Head of Partnerships at the NSPCC and GB rower Matthew Tarrant.



City Giving Day is a great mobilising day to recognise the contribution the City makes within our communities.



Jonathan Bewes, Standard Chartered