



HOW WE'LL SUPPORT YOU



KEY DATES

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

Tuesday 25 February

Launch Breakfast

Learn more about City Giving Day 2020, find out what The Lord Mayor's Appeal are planning and how your company can build on the foundations of last year.

Friday 28 February

Deadline for City A.M. inclusion

Register by 28 February and be included in the first City Giving Day recently joined list in City A.M.

Thursday 30 April

Deadline for inclusion in the Stock Exchange draw

Register by 30 April for an opportunity to join the Lord Mayor at the London Stock Exchange on City Giving Day to open the markets. Names will be drawn from a hat.

Tuesday 12 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 2020.

Thursday 2 July

Engagement Breakfast

Another opportunity to hear from some of the other companies taking part this year and to share ideas.

Thursday 3 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 22 September

City Giving Day

Starting with a photocall for all registered companies at Guildhall Yard.

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.



HOW TO RUN AN ACTIVITY

TOP TIPS



PLAN IT

- Decide what you want to achieve
- Speak to your charity partners about joining forces to celebrate with you
- Internal communication is key – put together a plan on how to engage staff
- Set up a rota of volunteers
- Maximise staff participation through identifying 'champions' in each department
- Think of activities that are fun and engaging – brainstorm ideas with colleagues
- Engage your employees with an activity they enjoy and tie in your charity work



PROMOTE IT

- Send a message from the top of your organisation about why the company is supporting City Giving Day and what it means to give back
- Ask your charity partner(s) to promote your work and City Giving Day through social media, their own newsletters, etc
- Start early – use all available communications channels to engage as many volunteers as possible



DO IT!

- Take lots of photos
- Use social media to promote what you're doing
- Don't forget to Gift Aid any donations – your chosen charity will receive 25p extra for every £1 given.
- Have fun!



RESOURCES

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

- 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.



SHARE YOUR STORY

City Giving Day is all about celebrating and promoting charity and community work in the City.

Starting with the launch on Tuesday 25 February and running through to City Giving Day itself, 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.

To tell your company's story, go to our website - lordmayorsappeal.org.uk/cgd, register for City Giving Day, and download our City Giving Day stories template.

Through your stories we can show the world that together, we are making a difference.

In partnership with
CITY A.M.

A LORD MAYOR'S APPEAL INITIATIVE

LORD MAYOR'S CITY GIVING DAY®

TIME GIVEN. PEOPLE SUPPORTED.

REGISTER NOW AND JOIN US 24 SEPT 2019

Join the Lord Mayor and the rest of the City to showcase the fantastic charity and community work that businesses across the City support throughout the year.

cgd@lordmayorsappeal.org
lordmayorsappeal.org/uk
[@lmaappeal](https://www.instagram.com/lmaappeal) #CGD #peoplematter

Latest 25 companies to register

AT&T
Amsted & Porter LLP
Arcus Design Studios (A&D)
Baker Morgan LLP

Ballantyne Group
Boswell LLP
Carter Manes Ltd
Pwarrs Group

Supporting City Giving Day

Why are you supporting CGD?
Collaborative City is a longstanding commitment to active citizenship, and City Giving Day is a great opportunity to see our colleagues of our philanthropy programme, encouraging them to get involved in supporting our local community.

Which charities do you support?
We support 3 charities in our local community: Ceram Boardwalk, Ambition about Autism, and Richard House Children's Hospice. In addition we offer staff opportunities to...

How will you celebrate CGD?
We will be having a Staff Race Challenge with teams racing each other on different routes of the office, competing to become 'The Fastest on the Floor'. There will be prizes for the fastest on the floor, as well as for the teams who manage to raise the highest amount. To top it off our colleagues will bid for glory, the amount of money raised can knock their bid down - the more sponsorship, the greater the headstart. The race is on!

CHARTY IN ACTION

We aim to support our charities not only financially, but also "with the ground" a number of staff provide this. There's support to children in a nearby school via Ceram Boardwalk's reading scheme, and every year our colleagues volunteer to the garden of Richard House Children's Hospice, helping them to maintain their woodland and memory garden.

WE ARE PROUD TO SUPPORT
London City Giving Day. It's a fantastic opportunity to promote and celebrate the partner charities and other causes throughout the year.

Jane Butler, Chair of the London Charities Committee at C&D Agrícola C&I

JOIN US AND REGISTER NOW AT
WWW.THELORDMAYORSAPPEAL.ORG/CGD



CITY GIVING DAY

THE LAUNCH OF CITY GIVING DAY

WHAT IS CITY GIVING DAY?
City Giving Day is a day when businesses across the City of London come together to support their local charities and community. It's a day to celebrate the fantastic work that businesses do to support their local community, and to encourage them to get involved in supporting their local community.

A BETTER CITY FOR ALL
The Lord Mayor's Appeal is a charity that works to improve the lives of people in the City of London. It does this by supporting a range of charities and community projects, and by encouraging businesses to get involved in supporting their local community.

CASE STUDY GULF INTERNATIONAL BANK
Gulf International Bank is a leading financial institution in the City of London. It has a long history of supporting local charities and community projects, and is proud to be a partner of the Lord Mayor's Appeal.

CASE STUDY CLARISON
Clarison is a leading skincare brand in the City of London. It has a long history of supporting local charities and community projects, and is proud to be a partner of the Lord Mayor's Appeal.

HOW TO GET INVOLVED
There are many ways to get involved in City Giving Day. You can donate to a charity, volunteer your time, or simply share your story on social media. For more information, visit lordmayorsappeal.org.uk/cgd.

City Giving Day is good for business

Hear from Dominic Christian, Global Chairman at Aon Re, about why City Giving Day is so important



Aon is a founding partner of the Lord Mayor's Appeal and we are always delighted to support City Giving Day. We have a strong charity focus and it helps demonstrate our commitment to the community and the charities which our colleagues choose to support every two business days.

WWW.THELORDMAYORSAPPEAL.ORG/CGD



Hear from Rachel Ramsey - HR Analyst, about why she got involved with City Giving Day

As Community Champion at Aon, City Giving Day is a fantastic opportunity to see our colleagues come together to support their local charities. It's a day to celebrate the fantastic work that businesses do to support their local community, and to encourage them to get involved in supporting their local community.



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



USEFUL ORGANISATIONS

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

Do It: www.do-it.org

Timebank: www.timebank.org.uk

City Action: www.city-action.org

CAF: www.cafonline.org

Benefacto: www.benefacto.org

ELBA: www.elba-1.org.uk



JustGiving

If you're organising a sponsored fundraising event for City Giving Day, it's worth setting up an online sponsorship account with companies like JustGiving or Virgin Money Giving - 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.

FAQs

Q. Do we have to register to take part?

A. 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.

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

A. 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.

Q. Can I collaborate with another company on the day?

A. 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.

Q. How do we make a donation?

A. Donations can be made by cheque, BACS or credit card - for more details visit thelordmayorsappeal.org/donate

Q. Can the Lord Mayor come to visit our office?

A. 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.

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

A. 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 CGD team
at cgd@thelordmayorsappeal.org or 020 7332 3177

