

A BETTER CITY FOR ALL



In November 2017 The Lord Mayor's Appeal launched its multi-year strategy A Better City for All.

Based on four key pillars, the strategy aims to help 1 million people thrive by focusing on four different pillars.

An Inclusive City - addressing diversity and inclusion

A Healthy City - addressing mental health and general wellbeing

A Skilled City - addressing skills gaps and creating opportunities for those that just need a chance to achieve their potential

A Fair City - addressing some of the most disadvantaged, excluded and vulnerable individuals and communities to improve their life chances

The Lord Mayor's Appeal is partnering with inspirational organisations to deliver ground breaking programmes: **Place2Be**, **OnSide Youth Zones**, **Samaritans** and **The Duke of Edinburgh's Award**.

inclusive

// City firms are doing some really valuable work, benefitting society through business volunteering, fundraising events and philanthropic work. City Giving Day 2019 was a great chance to spread the word about this amazing work, as so many businesses look to extend their philanthropic work and corporate social responsibility. //

Alderman William Russell, Lord Mayor of the City of London

Healthy

Skilled

For

OUR CHARITY PARTNERS

The Appeal's partnership with Place2Be is enabling the charity to deliver the 'Mental Health Champions School Leaders' initiative, a transformational training programme which equips school leaders with the skills and knowledge to support pupils' emotional and mental health. School leaders from 84 London schools completed the Mental Health Champions School Leaders programme last academic year. A further 67 schools are coming to the end of their programmes this term, and 42 more are starting this term. In total they will reach over 77,000 pupils.



OnSide Youth Zones provide young people with somewhere to go, something to do, someone to talk to. The partnership has helped OnSide to build state of the art Youth Zones in areas of high deprivation in London. In 2019 Youth Zones opened in Barking & Dagenham, Barnet and Croydon with currently over 17,000 young members.



SAMARITANS

The partnership has enabled Samaritans to develop a revolutionary online wellbeing programme for employees in London and beyond. Having now reached over 14,000 individuals, Wellbeing in the Workplace brings Samaritans' expertise and a lifeline of support into the work environment, giving employees the skills and confidence to support their own and others' emotional health.



THE DUKE OF EDINBURGH'S AWARD

The Lord Mayor's Appeal's support will help the DofE charity extend their reach in London so that more young people gain the benefits of starting and achieving a DofE Award, no matter their background. The focus will be on areas of deprivation, financing participation, expedition equipment and DofE Leader training, so that cost isn't a barrier to taking part.