

A LORD MAYOR'S  
APPEAL INITIATIVE

LORD  
MAYOR'S



CITY  
GIVING  
DAY®

22 SEPT 2020

TIME GIVEN, PEOPLE SUPPORTED

## Showing

An opportunity to show the  
collective efforts of the City

## Telling

Providing a compelling platform  
for the telling of stories

## Uniting

One day a year the City can  
unite around a common message



A Better  
City for All

IN PARTNERSHIP WITH

CITY.A.M.

Proud Supporter  
@LMAppeal #CGD #GoRed



Proud Supporter

@LMAppeal #CGD #GoRed



A LORD MAYOR'S  
APPEAL INITIATIVE

LORD  
MAYOR'S  
CITY  
GIVING  
DAY®

Celebrating volunteering and philanthropy in the City of London

# Contents

03	Message from the Lord Mayor of the City of London
04	What is City Giving Day?
05	Why Get Involved?
06	City Giving Day 2019 highlights
08	Celebrating the Best of 2019
10	How to Get Involved
26	Companies That Took Part in 2019
28	Celebrating On and Offline
30	How We'll Support You
31	Key Dates
38	A Better City for All
40	Our Charity Partners
42	Lord Mayor's Appeal Initiatives and Events

# A message from **THE LORD MAYOR OF THE CITY OF LONDON**

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

The Lord Mayor's Appeal focuses on four key pillars, aiming to create a City that is Inclusive, Healthy, Skilled and Fair, to help 1 million people thrive. Under the fair pillar, City Giving Day is a simple and impactful initiative that enables City companies and employees to celebrate and showcase their philanthropic and volunteering achievements.

2019 was hugely successful, and this year we hope to see even more organisations and businesses getting involved in City Giving Day, holding events, volunteering, fundraising and sharing their stories to demonstrate the transformational impact of bringing together businesses, employees, communities and charities.

I hope that you will join me and the hundreds of businesses committed to making City Giving Day 2020 the best yet.



**Alderman William Russell**  
**The Rt Hon The Lord Mayor of the City of London**



**Alderman William Russell**  
**The Rt Hon The Lord Mayor  
of the City of London**

# WHAT IS CITY GIVING DAY?

## Unite to promote the City as a force for good

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.

Launched in 2014, City Giving Day is a unique annual event that has become a staple in the City's calendar, uniting us through charity and community partnerships.

Companies involved in City Giving Day use it as an opportunity to showcase their amazing charitable and community work, letting their staff and visitors know about the difference they are making and the lives they are changing.

In fact, some companies use City Giving Day as an opportunity to run events at their national and international offices too - bringing their businesses together for a common goal.

2019 was City Giving Day's best year yet - a record 424 companies signed up and were involved in a whole range of activities from charity fairs and cycleathons to bake offs and raffles.

This year we aim to go bigger and better than ever!

For news and updates in the lead up to City Giving Day follow our stories in

**CITY A.M.**



**“ We think that it is so important for the City to come together in common purpose to recognise the enormous contribution that collectively the City makes to civil society and the third sector in particular. ”**



Nick Wright, UBS



# WHY GET INVOLVED?

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

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 will provide you with a chance to engage with your employees, recruit volunteers, raise funds for your nominated charities, showcase your charity partners and charitable giving, and most importantly, have some fun!

## 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 AND 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.

## 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 from all levels and departments.
- 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.



# CITY GIVING DAY 2019 HIGHLIGHTS

From fundraisers to volunteering events, a rickshaw rally to cycling challenges and quiz nights to treasure hunts, City Giving Day 2019 was our best year yet.

100%

would recommend City Giving Day to others



75%

said it helped promote and celebrate charitable activity



93%

inspired employees to fundraise, volunteer, or become more involved in charitable activity



£500,000

An estimated £500,000 raised for good causes



5,000

More than 5,000 volunteers recruited



50%

of organisations involved their charity and community partners in their City Giving Day activities



62%

of organisations went red



67%

fundraised for chosen charities and community groups





**// City Giving Day is really important for charities because it really brings to the forefront of people's minds the difference everybody can make if they band together behind one cause and they work together. //**



Madison Hucks, NSPCC

**// We have been taking part in City Giving Day for four years now and are proud to be the only dentists representing City Giving Day. The day not only raises funds for The Lord Mayor's Appeal, but it boosts the community spirit and brings us closer as the years go by – we can't wait to get involved again this year. //**



Ashleigh Harris, Bow Lane Dental



A LORD MAYOR'S  
APPEAL INITIATIVE



LORD  
MAYOR'S

CITY  
GIVING  
DAY®

AWARDS

# CELEBRATING THE BEST OF 2019

Once again hosted by Bank of China, the City Giving Day Thank You Reception provided an opportunity to say thank you to all the organisations that got involved in 2019 and to celebrate their successes.

We had the pleasure of announcing our annual City Giving Day Awards recognising the companies who really went the extra mile.

## **Best Collaboration Award**

**Blake Morgan & DMH Stallard** for working together to involve the businesses based at their shared building along with their respective charity partners.

## **High Powered Energy Award**

**KPMG** for organising a Row 100 challenge for their charity partner NSPCC.

## **Most Innovative Event Award**

**Credit Suisse** for their rickshaw rally around Canary Wharf.

## **Best Community Engagement Award**

**Skanska** for organising a whole week of activity ranging from beach cleans to taking over charity shops and garden tidying to painting rooms.

## **Most Visible Award**

**Cheapside Business Alliance** and their Ambassadors for not only taking City Giving Day outside, despite the rain, but for also appearing everywhere!

## **Go Red Award**

**Fortnum & Mason** for really entering into the spirit of #GoRed. They not only wore red, they also served a red cocktail!

## Tour de City

### Top Male Participant

**Chris Stanton, Third Space 1**

### Top Female Participant

**Cat Dickson, Alfa Financial Software**

### Overall Winning Team

#### Third Space 1

Richard Collier, Henry Dunmore,  
Stuart Robinson, Chris Stanton,  
Danny Webster



## Tour de Wharf

### Top Male Participant

**Fergus O'Regan, Fagerhult Lighting**

### Top Female Participant

**Anna Kharchenko,  
Canary Wharf Group**

### Overall Winning team

#### Fagerhult Lighting

Grant Carberry, Chris Hall,  
Fergus O'Regan, Matt Thorpe,  
Jordan Waller



## Quiz NIGHT

### Venue 1 (BACB)

#### Eddie Quizzard (Z/Yen)

Linda Cook,  
Alexander Kemesley,  
Elisabeth Mainelli,  
James Pitcher, Lana Pitcher



### Venue 2 (Guildhall)

#### Diehards (City of London Tour Guides)

Elizabeth Carew, Guy Fairbank, Karen Golanski,  
Gina Mullett, Hugh Sturges, Sue Sturges

### Venue 3 (Pinsent Masons)

#### Salix Regenerated (Salix Finance)

Sheila Bennett, Francis Crouch, Paul Millgate,  
Annie Shepperd, Stephen Tough, Lorraine Zuleta

### Venue 4 (RSA)

#### DWF

Chloe Bloor, Will Marshall, Kelly Stone,  
Emma Tullis, Jamie Walker

### Overall Winning Team

#### Salix Regenerated



# HOW TO GET INVOLVED

## Register to take part



Visit [lordmayorsappeal.org/cgd](https://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



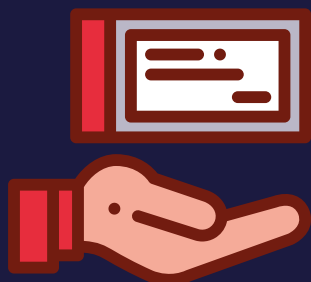
- Share your photos and stories on Twitter using #CGD
  - you can see what other businesses are planning too
- Share your City Giving Day story with The Lord Mayor's Appeal team using the template available on the website



# 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

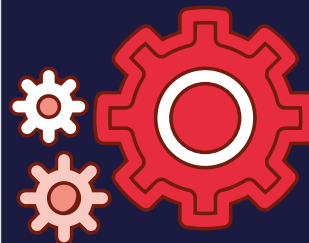


VOLUNTEER



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



3 GET INVOLVED

# Tour de City Tour de Wharf

The Tour de City and Tour de Wharf Static Wattbike Challenges offer companies a unique opportunity to get together – and get sweaty – on City Giving Day. All money raised from these events goes towards The Lord Mayor's Appeal.

Teams of up to five people compete against each other in a thrilling 40-minute race, divided into five eight-minute slots.

For more information and to register go to:  
[thelordmayorsappeal.org/tourdecity](http://thelordmayorsappeal.org/tourdecity) or  
[thelordmayorsappeal.org/tourdewharf](http://thelordmayorsappeal.org/tourdewharf)







3 GET INVOLVED

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

# City Walk

For those looking for something less energetic than a static bike challenge, we've teamed up with City Guides again to offer some more City Giving Day Walks, whether you want to learn something new about the City or just get outside for a breath of fresh air at lunchtime - this will be the activity for you.

For more information and to register go to:  
[thelordmayorsappeal.org/walk](https://thelordmayorsappeal.org/walk)





3 GET INVOLVED

# Treasure Hunt

Once again we're bringing you the City Giving Day Treasure Hunt. Every year teams get out and about, solving clues and learning more about the City they work in.

Starting from Mansion House at 4pm, spend some time with friends, family or colleagues discovering some little known facts about the City of London.

For more information and to register go to:  
[thelordmayorsappeal.org/treasure](http://thelordmayorsappeal.org/treasure)





# 3 GET INVOLVED

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

## Quiz NIGHT

Exhausted by your City Giving Day activities or better at using your brain than cycling, walking or treasure hunting? Come along to the final City Giving Day event: the Quiz Night. Starting at 6pm, test your general knowledge and compete against the greatest minds in the City!

For more information and to register go to:  
[thelordmayorsappeal.org/quiz](http://thelordmayorsappeal.org/quiz)



# 424 COMPANIES TOOK PART IN CITY GIVING DAY 2019

1 Lombard Street  
Fifty Cheapside  
Management Team  
88 Wood Street  
8build Ltd  
Aberdeen Standard  
Investments  
Acuris  
Adaptive Financial  
Consulting  
Addleshaw Goddard LLP  
Afex  
AFME  
Agricultural Bank of China  
(UK) Ltd  
AIG Europe Ltd  
Aiiimi  
Alfa Systems  
Alium Partners  
Allen & Overy LLP  
Allianz Global Investors  
Allied World  
Alpha Financial Markets  
Consulting  
Amicorp (UK) Limited  
Amundi Asset  
Management  
Antares Underwriters  
Aon  
Apttus EMEA  
Arnold & Porter LLP  
Arram Berlyn Gardner  
(ABG)  
Artesian Solutions  
Arthur Financial  
Arthur J Gallagher  
Ascot Underwriting Ltd  
Ashurst LLP  
Association of Certified  
Commercial Diplomats  
Association of Foreign  
Banks  
Aston Lark

Atrium Underwriters  
Limited (AGSL)  
Australia & New Zealand  
Banking Group Ltd  
BACB Bank  
Baker McKenzie  
Bank of America Merrill  
Lynch  
Bank of China  
Bank of England  
Bank of Ireland UK  
Banking Standards Board  
Barclays  
Barings (UK) Limited  
Barnett Waddingham LLP  
BASF Metals Limited  
Bates Wells Braithwaite  
BDB Pitmans LLP  
BE Offices  
Beazley Group  
Berkeley Group Ltd  
Big Innovation  
Bird & Bird  
Black Swan Capital  
Blackrock Investment  
Management (UK) Limited  
Blake Morgan LLP  
Blenheim Chalcat  
Bloomberg  
BMO Financial Group  
BMS Group  
BNP Paribas  
BNY Mellon  
Bouygues UK  
Bow Lane Dental `Group  
Bracewell LLP  
Brahams Dutt Badrick  
French LLP  
Brand Exchange  
Brand Finance  
Brewin Dolphin  
Bridge Ward Club  
BRIT Insurance

British American Tobacco  
(BAT)  
British Land  
British Red Cross  
Broad Street Ward Club  
Bryan Cave Leighton  
Paisner LLP  
Bupa  
BWB Consulting  
C Hoare & Co  
Camradata  
Canaccord Genuity Wealth  
Canary Wharf Group PLC  
Capita  
Capital Group  
Cardoe Martin  
Castle Trust  
Catalyst Development Ltd  
CB Resourcing Limited  
CBRE Ltd  
Centrus  
CGI  
Chapmanbds  
Charities Aid Foundation  
(CAF)  
Charles Russell Speechlys  
LLP  
Charles Stanley  
Chartered Banker Institute  
Chartered Insurance  
Institute (CII)  
Cheapside Business  
Alliance  
China Construction Bank  
London  
Chrysalis Consulting Ltd  
Chubb  
CIBC World Markets Plc  
Civen Partners LLP  
CISI  
Citi Group  
Citibank  
City & Guilds

City A.M.  
City Credit Capital (UK) Ltd  
City Livery Club  
City of London Corporation  
- Guildhall  
City of London Corporation  
- The Mansion House  
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  
Credit Agricole CIB  
Credit Suisse  
Czarnikow Group Ltd  
D&D London (Coq  
d'Argent)  
Data Driven Era Ltd  
DBRS Ratings Limited  
DDCAP Group  
Deloitte LLP  
Dentons UKMEA LLP  
Deutsche Bank  
DLA Piper UK Ltd  
DMH Stallard  
DNB Bank  
Doddle  
DP9 Ltd  
Drucis LLP

Dual Group  
DWF  
Eagle Investment Systems  
East London Business  
Alliance  
Ecclesiastical Insurance  
Ecovis Wingrave Yates  
Elizabeth Carter Consulting  
Ltd  
Ellwood Atfield  
EQ Investors  
Equifax  
eSecLending  
Ethical Angel  
Euroclear SA/NV  
Euromoney Institutional  
Investor PLC  
Euromonitor International  
Eversheds Sutherland LLP  
EXL Service  
EY (Ernst & Young)  
EY Foundation  
Fagerhult Lighting Ltd  
FBN Bank (UK) Ltd  
Fenchurch Advisory  
Partners LLP  
Fidelity International  
Fieldfisher  
Fin International  
Financial Conduct  
Authority (FCA)  
Fireclad Ltd  
First State Investments  
Fletcher Day  
Fortnum & Mason  
Four Seasons Hotel London  
at Ten Trinity Square  
Fox Rodney Search Ltd  
Fox Williams LLP  
Freshfields Bruckhaus  
Derringer LLP  
FTI Consulting  
FUSE Accountants LLP

GAM UK Ltd  
Gemserv  
George Birchall Service Ltd  
Gerald Eve LLP  
Global Markets  
Consultants  
Goldman Sachs  
International  
Goodbox  
Gowling WLG (UK) LLP  
GPP Group  
Grand Tour Arts  
Guild of Investment  
Managers  
Gulf International Bank  
(UK) Ltd  
Haggie Partners  
Hawk FX  
Heart of the City  
Helical plc  
Herbert Smith Freehills  
Hermes Investment  
Hiscox  
Hispania Restaurants Ltd  
Howard Kennedy LLP  
Howden UK Group Ltd  
HP Inc  
HSBC  
Hudson McKenzie  
Hyperion Insurance Group  
Hyperion X  
Ice Clear Media Interactive  
Indigo Planning Limited  
Infopro Digital Services  
Limited  
ING Bank  
Innovate Finance  
Insight Investment  
Invesco  
Investec Bank Plc  
IoD City of London  
Ipreo  
Irwin Mitchell



IT Graduate Recruitment  
J.P. Morgan  
James Hambro & Partners  
LLP  
Janus Henderson Investors  
Jenner & Block LLP  
JLL  
Johnson Matthey PLC  
JPW Real Estate  
Junior Chamber  
International London  
Keates Ferris  
Kelly Services UK Limited  
Kennedys  
Killik & Co  
Kingston Smith LLP  
Kinney Green  
KL Discovery  
KPMG LLP  
Land Securities  
Landesbank Hessen-  
Thüringen Girozentrale  
(Helaba)  
Laura Devine Immigration  
Legal and General (LGIM)  
Lewis Silkin LLP  
Leyton UK  
Liberty Specialty Markets  
Lime Street & Cornhill  
Ward Club  
Linklaters LLP  
LKK HPG  
Lloyds Banking Group  
Lloyd's of London  
London Institute of Banking  
& Finance  
London Stock Exchange  
Group  
Lubbock Fine  
M&G Investments  
Macfarlanes LLP  
Macquarie Group Limited  
Mad World

Majedie Asset  
Management Limited  
Man Group plc  
Mapp Ltd  
Marsh Ltd  
Matthews & Goodman LLP  
Mayer Brown International  
LLP (MBI)  
mcm Creative Group  
Meridian Risk Solutions  
Limited  
Metro Bank Plc  
Micholmes Enterprises  
Limited  
Miles Smith Limited  
Mirus World Ltd  
Mizuho Bank  
Momenta  
Monument Place  
Moor House Management  
Services Limited  
MS Amlin  
Munnelly Support Services  
Music in Offices  
MWR Infosecurity  
Naisbitt King Asset  
Management Limited  
National Australia Bank  
NatWest Bank, City of  
London  
Newton Investment  
Management  
NHS England  
NHS Property Services Ltd  
Nicoll Curtin Group  
Noerr LLP  
Nomura International Plc  
Northern Trust  
Norton Rose Fulbright (NRF)  
Nova-Ambiente  
Olive & Squash  
Orrick Herrington &  
Sutcliffe LLP

Ortec Finance Ltd  
P J Martinelli Ltd  
P2 Consulting  
Panmure Gordon  
Payden & Rygel  
Pcubed  
Peel Hunt LLP  
Peters & Peters LLP  
Phoenix Group  
PIMFA  
Pinsent Masons  
Polar Capital  
Pool Reinsurance  
Company Limited  
Pret a Manger  
Prudential plc  
Punter Southall Aspire  
PwC UK  
Qatar Re  
Ratesetter  
Rathbones Investment  
Management  
Raymond James  
Investment Services  
Limited  
RBC Capital Markets  
RELX Group (formerly  
Reed Elsevier)  
Rising Vibe  
Risk Management Partners  
Risk Management  
Solutions (RMS)  
RIKH Specialty  
Robinson Hambro  
Roland Berger Ltd  
Royal London Asset  
Management Ltd  
RSA Insurance Group Plc  
RSM UK  
Saffery Champness  
Salix Finance Ltd  
Santander  
Sapphire Systems

Sarasin & Partners LLP  
Saul Trustee Company  
Schroders  
SEI Investments (Europe)  
Ltd  
Shanghai Pudong  
Development Bank  
London RO  
Shook, Hardy & Bacon  
International LLP  
Shopper Media Group  
SimCorp Ltd  
Simmons & Simmons  
Simpson Thacher & Bartlett  
Singletrack  
Sir Robert McAlpine  
Sinus Insurance Company  
Skandinaviska Enskilda  
Banken (SEB)  
Skanska  
Skye Cloud Limited  
Slaughter and May  
SMBC Nikko Capital  
Markets  
Smedvig Capital  
Societe Generale  
Sova Capital Limited  
Spiritus Wealth  
Standard Bank plc  
Standard Chartered Bank  
Stanford Black Limited  
State Street  
Stephenson Harwood LLP  
Stewarts Law  
Stifel  
Synecron  
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 Brokerage Citylink  
The Carpenters' Company  
The Don Restaurant  
The Drapers' Company  
The Fiser Group (Bruin  
Consulting)  
The Girdlers' Company  
The Goldsmiths' Company  
The Grocers' Company  
The Guild of Freemen of  
the City of London  
The Haberdashers'  
Company  
The Insurers' Company  
The Investment Association  
The Ironmongers'  
Company  
The London Metal  
Exchange  
The Management  
Consultants' Company  
The Mercers' Company  
The Ned  
The Old Bailey  
The Office Group  
The Plaisters' Company  
The Sourcing Team Ltd  
The Tallow Chanders'  
Company  
The Vino Beano  
The Weavers' Company  
TheCityUK  
Third Space  
Tideway  
Tindall Riley & Co Ltd  
Tokio Marine HCC  
Tokio Marine Kiln  
Totum Partners  
Toucarri Live  
Tower 42

Tower Research Capital  
Limited  
TP ICAP plc  
Trafalgar House Pensions  
Administration Ltd  
Travers Smith  
Trowers & Hamlin  
TSG Consulting  
Turner & Townsend  
UBS  
Ultimate Security  
Unblu Ltd  
UniCredit Bank  
Union Bank UK plc  
Unum  
Vanquis Bank  
Vincent Burke Ltd  
Virgin Money plc  
Vitality  
VoiceNotes Ltd  
Warwick Business  
Consultants  
Watson Farley & Williams  
LLP  
Weil, Gotshal & Manges  
White & Case LLP  
Willis Towers Watson  
Wilson James  
Work for Good  
Worldpay  
Z/Yen Group Limited  
Zenith Bank (UK) Limited  
Zurich Insurance UK

# CELEBRATING ON AND OFFLINE

In this digital age, more and more people are sharing what they are doing on social media, but how do you make your posts stand out from the rest?

The City Giving Day selfie frames really bring social media to life. Whether used indoors or out, the frames provided that element of fun that City Giving Day is all about.







Alongside the selfie frames, our “Proud to ...” templates are a great way to recognise the range of charities and good causes supported by City employees throughout the year!

Share your photos of the day using the hashtags **#CGD2020** and **#CityGivingDay** and we will give them some love on social media!





# 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](http://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.**



## City Giving Day is good for business

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



**A**on is a Founding Patron 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 three charities which our colleagues choose to support every two years through our UK Charitable Foundation.

Over 100 colleagues took part in our static cycle event, which took place in

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



**Hear from Rachel Ramsay – HR Analyst, about why she got involved with City Giving Day**

As a Community Champion at Aon, City Giving Day was a fantastic opportunity to see our colleagues come together to fundraise for our three chosen charities. It was great to meet representatives from our



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](http://www.do-it.org)

**Timebank:** [www.timebank.org.uk](http://www.timebank.org.uk)

**City Action:** [www.city-action.org](http://www.city-action.org)

**CAF:** [www.cafonline.org](http://www.cafonline.org)

**Benefacto:** [www.benefacto.org](http://www.benefacto.org)

**ELBA:** [www.elba-1.org.uk](http://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](http://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](mailto:cgd@thelordmayorsappeal.org) or 020 7332 3177



# 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

Fair



# 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.

# THE LORD MAYOR'S APPEAL INITIATIVES



This forum and workshop series breaks down barriers to inclusion by empowering organisations to create inclusive workplace cultures. By sharing learning and best practice to tackle the challenges of diverse representation, it is making a huge impact on the professional culture of the City, creating fully inclusive workplaces and equal opportunities for all. 75% of attendees said they learned something to implement in their business.



**This is *me***<sup>™</sup> is a pioneering mental health initiative, which aims to change attitudes towards mental health in the workplace, which collaborates with organisations to reduce the stigma, dispel myths and raise awareness, building inclusive workplace cultures to improve employee wellbeing for good. The annual Green Ribbon campaign is a key part of This Is Me. Last year over 150,000 Green Ribbons were worn for Mental Health Awareness Week and World Mental Health Day.



**SHE CAN Be**<sup>↑</sup> is an opportunity for young women to develop their skills and be inspired to join the City workforce through exposure to and collaboration with participating City businesses. Working in partnership with Place2Be, OnSide Youth Zones and Teach First, the Appeal changes young women's perceptions and empowers them to make informed decisions about their careers to see the City as not only a viable, but an exciting career option for them.



## Corporate Partners Programme

Our Corporate Partners Programme allows businesses to support the work of The Lord Mayor's Appeal's beneficiary charities, helping them to deliver transformational projects across the capital and beyond. **If you would like to know more, visit [thelordmayorsappeal.org/corporate-partners](http://thelordmayorsappeal.org/corporate-partners)**



# THE LORD MAYOR'S APPEAL EVENTS

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

During the year, The Lord Mayor's Appeal hosts an exciting programme of dinners as well as participation and challenge events. You can support these through sponsorship, booking tickets or taking part.

## Race Night

Wednesday 25 March,  
Mansion House

## London Market Dinner

Tuesday 5 May, Guildhall

## Golf Day

Monday 15 June,  
The Berkshire Golf Club

## Dragon Fest

Saturday 5 September,  
Fairlop Waters

An annual Dragon Boat Race for teams of 12-16 rowers and a drummer.

## Livery Golf Day

Thursday 16 September, Moor Park

## Twenty20 Cricket

Sunday 6 September, HAC

## Abseil Challenge

Date tbc – 22 Bishopsgate

Join the Lord Mayor as he abseils down the tallest building in the City

## Sheriffs' Ball

Friday 19 September

Join the Sheriffs of London for their annual black tie dinner at Guildhall.

## Grand Finale

Thursday 5 November

Celebrate the end of the mayoral year with a spectacular Grand Finale.



To find out more about the above or the other events planned for 2020:

Visit [www.thelordmayorsappeal.org/events](http://www.thelordmayorsappeal.org/events) Call: 020 7332 1582 Email: [events@thelordmayorsappeal.org](mailto:events@thelordmayorsappeal.org)



22 SEPT 2020

# TIME GIVEN, PEOPLE SUPPORTED



[www.thelordmayorsappeal.org/cgd](http://www.thelordmayorsappeal.org/cgd) T: 020 7332 3177 E: [cgd@thelordmayorsappeal.org](mailto:cgd@thelordmayorsappeal.org)