

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

Celebrating volunteering and philanthropy in the City of London



LORD
MAYOR'S
APPEAL
CHARITY



**A Better
City for All**

IN PARTNERSHIP WITH
CITY.A.M.

A message from

The Lord Mayor of the City of London



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



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.

£500,000

An estimated £500,000 raised for good causes



100%

would recommend City Giving Day to others



62%

of organisations went red



5,000

More than 5,000 volunteers recruited



75%

said it helped promote and celebrate charitable activity



67%

fundraised for chosen charities and community groups



93%

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



WHAT IS CITY GIVING DAY?

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CITY
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DAY®

22 SEPT
2020

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.



“ We find City Giving Day an incredibly important point in the calendar for coming together and supporting valuable causes. ”



Chris Turpin, First State Investments

WHY GET INVOLVED?

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!



“ 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



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.

Share 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



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.

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 go 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 or thelordmayorsappeal.org/tourdewharf



City Walk

For those looking for something less energetic than Tour de City, we've teamed up again with City Guides to offer a one hour City Giving Day Walk, 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

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



Quiz Night

Exhausted by your City Giving Day activities or better at using your brain than cycling, walking or treasure hunting? Come along to one of the City Giving Day Quiz Nights at various locations across the City. 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





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 team are planning this year and how you will be supported in the build up to City Giving Day 2020.



KEY DATES

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 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.

FOR MORE INFORMATION:

REGISTER YOUR ORGANISATION:

📞 020 7332 3177 ✉ cgd@thelordmayorsappeal.org

🐦 @LMAppeal #CGD #GoRed

lordmayorsappeal.org/cgd