

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 create a City that is Inclusive, Healthy, Skilled and Fair, with the aim of helping 1 million people thrive.

The Lord Mayor's Appeal is partnering with three inspirational organisations to deliver ground breaking programmes:

- Making a lifetime of difference to children – The Lord Mayor's Appeal's partnership with **Place2Be** will enable them to deliver a transformational mental health programme in 180 schools in London, equipping school leaders with the skills and knowledge to support their pupils' emotional and mental health.
- Supporting **OnSide Youth Zones'** motto of "Somewhere to go, something to do, someone to talk to", their partnership with The Lord Mayor's Appeal will enable them to build five new state of the art Youth Zones in areas of high deprivation in London.
- The Lord Mayor's Appeal's partnership with **Samaritans** has enabled them to develop Wellbeing in the City, a revolutionary, online wellbeing programme for employees in London and beyond. This programme provides employees with the skills and confidence to support the emotional health of themselves and others.



FOR MORE INFORMATION

📞 020 7332 3177

✉ cgd@thelordmayorsappeal.org

🐦 @LMAppeal #CGD #GoRed

REGISTER YOUR ORGANISATION
lordmayorsappeal.org/cgd

LORD MAYOR'S APPEAL CHARITIES



Making a lifetime of difference to children

Every day thousands of children face bullying, abuse, bereavement, family crisis, domestic violence, neglect and trauma. Despite this, children experiencing mental health problems go an average of 10 years between first becoming unwell and getting any help.

Making a lifetime of difference to children – The Lord Mayor's Appeal's partnership with charity Place2Be will enable them to deliver a transformational mental health programme in 180 schools in London, equipping school leaders with the skills and knowledge to support their pupils' emotional and mental health.



“Children only come this way once. If we don't help children with their problems, these problems will grow up with them — and when they do, not just children, but society as a whole, pays a very high price”

Head Teacher

FOR MORE INFORMATION

☎ 020 7332 3177
✉ cgd@thelordmayorsappeal.org
🐦 @LMAppeal #CGD #GoRed
REGISTER YOUR ORGANISATION
lordmayorsappeal.org/cgd

Lord Mayor's Appeal charities



Somewhere to go,
something to do,
someone to talk to

OnSide's Youth Zones are a game changer for young Londoners. They will get young people off the streets and out of their bedrooms, giving them hope for the future. London's first Youth Zones will provide activities, resources and mentoring to tackle issues such as mental health, crime and employability prospects.

Supporting OnSide Youth Zones' motto of "Somewhere to go, something to do, someone to talk to", their partnership with The Lord Mayor's Appeal will enable them to build 5 new state of the art Youth Zones in areas of high deprivation in London.

"When I finally built up the courage to visit a Youth Zone, for the first time in my life I felt someone cared"

Hannah, OnSide Youth Zones



FOR MORE INFORMATION

020 7332 3177

cgd@thelordmayorsappeal.org

[@LMAppeal](https://twitter.com/LMAppeal) #CGD #GoRed

REGISTER YOUR ORGANISATION
lordmayorsappeal.org/cgd

Lord Mayor's Appeal charities



“It is important for everyone to realise you can't underestimate the power of listening, no matter where you are in life, the need to be heard and the need for empathy are things that will be with me always.”

Enda, Samaritans Volunteer



One life lost is
one too many

Every day in the UK, 16 people die by suicide and every six seconds someone in crisis contacts Samaritans for help. With calls to Samaritans' helpline increasing by almost 40,000 per month over the last year, and workplace stress and anxiety on the rise, the need to understand and support good emotional health in everyone is greater than ever before.

The Lord Mayor's Appeal's partnership with Samaritans has enabled them to develop Wellbeing in the City, a revolutionary, online wellbeing programme for employees in London and beyond. This programme provides employees with the skills and confidence to support the emotional health of themselves and others.

FOR MORE INFORMATION

020 7332 3177
cgd@thelordmayorsappeal.org
@LMAppeal #CGD #GoRed

REGISTER YOUR ORGANISATION
lordmayorsappeal.org/cgd