

A MESSAGE FROM THE LORD MAYOR OF THE CITY OF LONDON

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

Under the fair pillar, **City Giving Day** is a simple, but impactful, initiative that enables City companies and employees to celebrate and showcase their philanthropic and volunteering achievements.

As Lord Mayor, I am very much looking forward to building on the success of 2018 to encourage even more City organisations to get involved in **City Giving Day**, sharing their stories to demonstrate the transformational impact of bringing together businesses, employees, communities and charities. I am also delighted that on 28 June 2019, **City Giving Day** will be happening for the first time in the West Midlands.

I hope that you will join me and the hundreds of businesses that have already committed to making **City Giving Day 2019** on 24 September the best yet.



Alderman Peter Estlin
The Rt Hon The Lord Mayor



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of the City of London

FOR MORE INFORMATION

020 7332 3177
cgd@thelordmayorsappeal.org
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