

# WHY GET INVOLVED?

**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/charitable giving, and most importantly, have some fun!

## 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.

## YOUR PEOPLE

- Provides a platform to promote, educate or celebrate what you do with your colleagues
- Provides an opportunity to increase employee engagement in your charitable and volunteering activities
- Makes your colleagues feel proud of the difference they and their company makes.

## YOUR CITY AND COMMUNITY

- Increases understanding and awareness of the communities and people your company impacts and the issues they face
- Allows you to strengthen your partnerships with the charities and communities you support.



**“It helped bring cohesion and togetherness for our employees, who enjoyed a number of different challenges and raising money for great causes.”**

**Mark Hetherington,**  
Leyton UK

## FOR MORE INFORMATION

📞 020 7332 3177  
✉ [cgd@thelordmayorsappeal.org](mailto:cgd@thelordmayorsappeal.org)  
🐦 @LMAppeal #CGD #GoRed  
**REGISTER YOUR ORGANISATION**  
[lordmayorsappeal.org/cgd](http://lordmayorsappeal.org/cgd)