

HOW TO GET INVOLVED

REGISTER TO TAKE PART¹

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

1

THINK ABOUT HOW YOU COULD GET INVOLVED

- Think about what you want to achieve from the day
- Make a donation
- Do something
- Get involved

See pages 8–21 for more ideas

2

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.

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- Register before 29 June 2019 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**
- Choose just one option or a combination of ways to get involved

FOR MORE INFORMATION

020 7332 3177

cgd@thelordmayorsappeal.org

@LMAppeal #CGD #GoRed

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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

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A LORD MAYOR'S
APPEAL INITIATIVE

LORD
MAYOR'S
**CITY
GIVING
DAY**®

24 SEPT 2019



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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

"City Giving Day is a great opportunity for us to celebrate all the things we do to support our local communities, it's also a great way of raising awareness of the work of these charities for all our employees"

Gareth Jones,
M&G Investments

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Make a donation

Making a donation to The Lord Mayor's Appeal is not compulsory.

We understand that organisations do have their own charity partners (or charities that their employees have chosen) that they wish to fundraise for both in this country and abroad, 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 and Samaritans).

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.

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



NO. OF UK EMPLOYEES	SUGGESTED DONATION
<100	£200
101-250	£350
251-500	£600
501-1,000	£2,000
1,001-2,000	£3,000
2,001-5,000	£5,000
5,001-10,000	£10,000
10,000+	£15,000



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Do something – Promote and celebrate your charity work

City Giving Day provides companies with the perfect opportunity to promote and celebrate the great philanthropic works they are doing all year round.

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

“It was an incredibly fun day and we raised a lot of awareness for both our initiative and The Lord Mayor’s Appeal.”

Hind Naciri, Senior Sustainability Manager, Europe, Standard Chartered Bank



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City Giving Day is the perfect opportunity to demonstrate the support you provide to charities and good causes throughout the year.

Investec's core values include making an unselfish contribution to the community, nurturing an entrepreneurial spirit, embracing diversity, and respecting others. City Giving Day is another opportunity for us to live these values and raise awareness of how our employees can support our community partners.

"The day provides a brilliant platform to celebrate the achievements of our community partners and Investec employees."

Abigail Damberg, Corporate Sustainability Programme Manager, Investec



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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 get you started:

- 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



"We raised over £1,000 which the Bank has matched for a huge grand total for an organisation of our size."

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Getting together to fundraise for a good cause is great for team building and morale, simply baking a cake or doing something more energetic, you'll definitely make a difference!

Aon 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.

"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."

Rachel Ramsay, HR Analyst & Community Champion, Aon



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Do something – Volunteer

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



"City Giving Day is a brilliant way to promote doing good in the City and an opportunity to get involved with something."

Louisa Minter-Kemp, Schrodgers

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Volunteering is a great way to encourage team building as well as providing an opportunity to give something back to the community or make a difference.

Worldpay's mission is to support the volunteering efforts in the City of London, making a positive contribution to our community and leveraging our existing charity partners. **On City Giving Day 2018** we hosted the Prince's Trust Explore Enterprise programme which is designed to provide tools and training to help young people take the first steps towards starting their own business. The group of young people learnt valuable lessons from established business leaders and were motivated to take advantage of the opportunities presented by the programme.



"Worldpay has become a company I will forever talk about. Your support and time to help us all has been invaluable." Ryan, Programme Participant

"City Giving Day is a really important activity for us, it's a way for us to provide support to potential businesses, people with ideas, people with dreams, in terms of what they want to do and how they want to do it."

Ron Kalifa, Executive Director and Former CEO, Worldpay

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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 2018, almost 70% of the organisations that took part in City Giving Day encouraged their staff to wear something red or organised red-themed events.



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95% of organisations
will consider
Going Red in 2019

“Wearing red and not the usual dark
business clothes really united and
changed the atmosphere of our office.”



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