

A LORD MAYOR'S
APPEAL INITIATIVE

LORD
MAYOR'S

CITY
GIVING
DAY®

24 SEPT
2019

One unique day to
showcase the good
that the City is doing

IN PARTNERSHIP WITH

CITYA.M.



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 and beyond

@LMAppeal

#CGD

#GoRed



LORD
MAYOR'S
APPEAL
CHARITY



A Better
City for All

HELPING 1 MILLION
PEOPLE THRIVE

A MESSAGE FROM

THE LORD MAYOR OF THE CITY OF LONDON



Alderman Peter Estlin

The Rt Hon 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

93% OF COMPANIES

involved said it helped promote and celebrate their charitable activity

"City Giving Day provided a focus for our giving and external validation of our charitable efforts."

85% OF COMPANIES

fundraised for their chosen charities or community groups

"It was great to have a day focussed on giving back to the community and an opportunity to bring staff together."

84% OF COMPANIES

had senior management involved

MORE THAN

£450,000

raised for charities and community groups

UP TO

5,000

new volunteers recruited

WHAT IS CITY GIVING DAY?



LORD MAYOR'S
CITY
GIVING
DAY®

24 SEPT
2019

Unite to promote the City as a force for good

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!

2018 was City Giving Day's best year yet, a record 313 companies signed up and were involved in a whole range of activities from charity fairs and cycleathons to bake offs and raffles.

'It's greater than London, it's happening in other places and that helps us as a business unite around great themes such as the charities we are all supporting.'

Dominic Christian, Aon



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

FEBRUARY
THURSDAY

7

Launch Breakfast

APRIL
THURSDAY

4

Engagement Breakfast

JUNE
WEDNESDAY

19

Engagement Breakfast

How to get involved

It's simple to take part in City Giving Day

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:

'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

1 MAKE A DONATION

2 DO SOMETHING Some ideas include:



PROMOTE & CELEBRATE YOUR CHARITY/
COMMUNITY WORK



FUNDRAISE



VOLUNTEER



GO RED

3 GET INVOLVED See over for ways to get involved

On City Giving Day 2018 the Lord Mayor, Lady Mayoress, Sheriffs and Aldermen visited over 40 organisations to see the vast array of events that were taking place. For your chance to be included in 2019's visits, register by **28 June** and tell us what you've got planned.



SEPTEMBER 3
TUESDAY
Countdown Breakfast

SEPTEMBER 24
TUESDAY
CITY GIVING DAY

OCTOBER
DATE TBC
Thank you Reception

Tour de City

Sponsored by

**THIRD
SPACE**



Launched in 2017, the Tour de City Static Bike Challenge offers companies a unique opportunity to get together on City Giving Day. Teams of up to 5 people compete against each other in a thrilling 40-minute race, divided into five 8-minute slots.

For more information and to register go to:
thelordmayorsappeal.org/tour


City Walk



For those looking for something less energetic than Tour de City, we've teamed up with City Guides to offer the very first 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 working with the Company of PR Practitioners to bring you the City Giving Day Treasure Hunt. 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

Exhausted by your City Giving Day activities or better at drinking wine than cycling, walking or treasure hunting, come along to the final City Giving Day event: the Quiz Night (in collaboration with Artesian, Pinsent Masons and Synechron). 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

Quiz NIGHT



A record 313 companies took part in 2018

1 Lombard Street	CB Resourcing Limited	Fox Rodney Search Ltd	Mayer Brown International	Sova Capital Limited
15Fry Cheapside Management Team	CBRE	Fox Williams LLP	LLP (MBI)	Standard Bank plc
Aberdeen Standard Investments	Charities Aid Foundation (CAF)	Freshfields Bruckhaus Derringer LLP	Metro Bank Plc	Standard Chartered Bank
AFME	Charles Russell Speechlys LLP	FTI Consulting	Micholmes Enterprises Limited	State Street
Agricultural Bank of China (UK) Ltd	Charles Stanley	Gernserv	Mirus World Ltd	Stephenson Harwood
AIG Europe Ltd	Chartered Banker Institute	George Birchall Service Ltd	Monument Place	Stifel
Aiimi	China Construction Bank London	Gerald Eve LLP	MS Amlin	Synechron
Alfa Systems	Chrysalis Consulting Ltd	Global Markets Consultants	Music in Offices	T. Rowe Price
Alium Partners	CIBC World Markets Plc	Goldman Sachs International	MWR Insecurity	Talbot Underwriting Ltd
Allen & Overy LLP	CISI	Goodbox	Naisbitt King Asset Management Limited	Tata Consultancy Services
Allianz Global Investors	Citi Group	Gowling WLG (UK) LLP	National Australia Bank	Taylor Wessing
Allied World	Citibank	Grand Tour Arts	NatWest Bank, City of London	Taylor Wimpey
Alpha Financial Markets Consulting	City & Guilds	Gulf International Bank (UK) Ltd	Newton Investment Management	TD Securities
Amicorp (UK) Limited	City A.M.	Haggie Partners	NHS England	TestHouse Ltd
Aon	City Livery Club	Hawk FX	NHS Property Services Ltd	The Access Bank UK Limited
Artesian Solutions	City of London Corporation - Guildhall	Heart of the City	Nomura International Plc	The Brokerage Citylink
Arthur J Gallagher	City of London Corporation - The Mansion House	Helical	Northern Trust	The Carpenters' Company
Ascot Underwriting Ltd	Clarksons Platou	Herbert Smith Freehills	Olive & Squash	The Don Restaurant
Ashurst LLP	ClearBank	Hispania Restaurants Ltd	P J Martinelli Ltd	The Drapers' Company
Association of Certified Commercial Diplomats	Clearly Gottlieb Steen & Hamilton LLP	Howard Kennedy LLP	Pannure Gordon	The Fiser Group
Association of Foreign Banks	Clifford Chance	HP Inc	Payden & Rygel	The Goldsmiths' Company
Atrium Underwriters Limited (AGSL)	Close Brothers Ltd	Hudson McKenzie	Peubed	The Guild of Freeman of the City of London
BACB Bank	CMS Cameron McKenna	Indigo Planning Limited	Peel Hunt LLP	The Haberdashers' Company
Baker McKenzie	Nabarro Olswang LLP	Infoprio Digital Services Limited	Peters & Peters LLP	The Home Club
Bank of America Merrill Lynch	Columbia Threadneedle Investments	INBG Bank	Phoenix Group	The Insurers' Company
Bank of China	Commerzbank AG	Innovate Finance	Pinsent Masons	The Investment Association
Bank of England	Company of PR Practitioners	Insight Investment	Pool Reinsurance Company Limited	The Ironmongers' Company
Bank of Ireland UK	Credit Agricole CIB	International Associate Clubs	Pret a Manger	The London Metal Exchange
Banking Standards Board	Credit Suisse	Invesco Perpetual	Punter Southall Aspire	The Management Consultants' Company
Barclays	Czarnikow Group Ltd	Investec Bank Plc	PwC UK	The Mercers' Company
Barnett Waddingham LLP	D&D London (Coq d'Argent)	IoD City of London	Ratesetter	The Office Group
BASF Metals Limited	Data Driven Era Ltd	Ipreo	Rathbones Investment Management	The Plasterers' Company
Bates Wells Braithwaite	DBRS Ratings Limited	Irwin Mitchell	Raymond James Investment Services Limited	The Sourcing Team Ltd
BE Offices	DDCAP Group	IT Graduate Recruitment	RBC Capital Markets	The Tallow Chanders' Company
Beazley Group	Dentons UKMEA LLP	J.P. Morgan	Reignwood Investments UK Ltd	The Vino Beano
Berkeley Group Ltd	Deutsche Bank	Janus Henderson Investors	RELX Group (formerly Reed Elsevier)	The Wellbeing Collective
Bircham Dyson Bell	DNB Bank	Johnson Matthey PLC	Risk Management Partners	TheCityUK
Bird & Bird	Doddle	JPW Real Estate	Risk Management Solutions (RMS)	Third Space
Blackrock Investment Management (UK) Limited	DP9 Ltd	Junior Chamber International London	Robinson Hambro	Tideway
Blenheim Chalcat	DWF	Keates Ferris	Royal London Asset Management Ltd	Tindall Riley & Co Ltd
Bloomberg	Eagle Investment Systems	Kilik & Co	RSA Insurance Group Plc	Tokio Marine HCC
BMO Financial Group	East London Business Alliance	Kinney Green	Saxil Finance Ltd	Tokio Marine Kiln
BNP Paribas	Ecclesiastical Insurance	Land Securities	Santander	Tower Research Capital Limited
BNY Mellon	Elizabeth Carter Consulting Ltd	Landesbank Hessen-Thüringen Girozentrale (Helaba)	Sarasin & Partners LLP	TP ICAP
Bouygues UK	Elkwood Atfield	Laura Devine Solicitors	Saul Trustee Company	Travers Smith
Bow Lane Dental Group	EQ Investors	Legal and General (LGIM)	Savills	Trowers & Hamlin
Brahams Duff Badrick French LLP	Ethical Angel	Lewis Silkin LLP	Schroders	TSG Consulting
Brand Finance	Euroclear SA/NV	Leyton UK	SEI Investments (Europe) Ltd	UBS
Brewin Dolphin	Euronmoney Institutional Investor PLC	Liberty Specialty Markets	Shanghai Pudong Development Bank London RO	Ultimate Security
Bridge Ward Club	Euromonitor International	Linklaters LLP	Shopper Media Group	UniCredit Bank
BRIT Insurance	Eversheds Sutherland LLP	LKK HPG	Simmons & Simmons	Union Bank UK plc
British American Tobacco (BAT)	EY (Ernst & Young)	Lloyds Banking Group	Simpson Thacher & Bartlett	Unum
British Land	EY Foundation	Lloyd's of London	Singlettrack	Vanquis Bank
British Red Cross	FBN Bank (UK) Ltd	London Institute of Banking & Finance	Sir Robert McAlpine	Virgin Money plc
Broad Street Ward Club	Fidelity International	London Stock Exchange Group PLC (LSEG)	Skanska	Warwick Business Consultants
Bryan Cave Leighton Paisner LLP	Fieldfisher	MSG Investments	Skye Cloud Limited	Watson Farley & Williams LLP
BT	Fin International	Macfarlanes LLP	Slaughter and May	Weil Gotshal & Manges
BWB Consulting	Financial Conduct Authority (FCA)	Macquarie Group Limited	SMBC Nikko Capital Markets	White & Case LLP
Canaccord Genuity Wealth	Fireclad Ltd	Majedie Asset Management Limited	Societe Generale	Willis Towers Watson
Capita	First State Investments	Man Group plc		Wilson James
Capital Group	Four Seasons Hotel London at Ten Trinity Square	Marsh Ltd		Work for Good
Catalyst Development Ltd		Matthews & Goodman LLP		Worldpay
				Z/Yen Group Limited
				Zenith Bank (UK) Limited
				Zurich Insurance UK

Celebrating volunteering and philanthropy in the City of London and beyond

FOR MORE INFORMATION:

020 7332 3177 ✉ cgd@thelordmayorsappeal.org

📌 @LMAppeal #CGD #GoRed

REGISTER YOUR ORGANISATION:

lordmayorsappeal.org/cgd