



LORD
MAYOR'S
APPEAL
CHARITY



A Better
City for All

The Lord Mayor's Appeal

2018 | 2019 | 2020 | 2021

The Lord Mayor's Appeal

2018 | 2019 | 2020 | 2021



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Foreword

Introduction from the Lord Mayor

2020 has been a challenging year for all of us and these difficult times have meant that the work of The Lord Mayor's Appeal and its charity partners has been more important than ever. Through its work, the Appeal has continued to bring the City together, providing excellent learning, development and engagement opportunities for employees through its initiatives Power of Inclusion, This is Me, She Can Be and City Giving Day.

I am delighted that the Appeal has adapted to the changing circumstances and continued to keep in contact with its supporters and beneficiaries effectively. We have taken our initiatives online, creating a City that is Inclusive, Healthy, Skilled and Fair.

The following pages will show you the huge impact that we have achieved in 2020 despite the challenges, as well as the groundbreaking projects we are supporting through our charity partners.

Along with my colleagues Alderman Vincent Keaveny, Alderman Sir Peter Estlin and Alderman Sir Charles Bowman, we are extremely grateful for all the support we have received from corporate partners, livery companies and individuals. They have enabled us to deliver financial help to our exceptional charities who are tackling society's most pressing needs through innovative projects, resources and delivery.

There is much more work to do but we continue to be ambitious, collaborating with you, our supporters, to make a transformational impact and create **A Better City for All.**

Alderman William Russell
The Rt Hon The Lord Mayor of the City of London





Foreword

"The collaboration and backing of City businesses, linked with the convening power of the Lord Mayor and the dedication of our charity partners, has enabled us to continue to achieve our common ambition to create an Inclusive, Healthy, Skilled and Fair City."

"This has been a particularly challenging year and the impact on mental health and wellbeing must not be underestimated. I am so proud of the work that the Appeal, Samaritans and Place2Be are doing to support people and children with their mental health and wellbeing."

Alderman Vincent Keaveny

Alderman Sir Charles Bowman

"Young people are the future of this country and this year has had a particularly challenging effect on them and will continue to do so for many years. The work that OnSide Youth Zones and The Duke of Edinburgh's Award do with young people, who are often from the most deprived areas of London, can be life changing, giving them the skills for both life and employment. We are delighted to support them in achieving this."

Alderman Sir Peter Estlin





Thank you.



To all our corporate partners who have pledged to create A Better City for All.

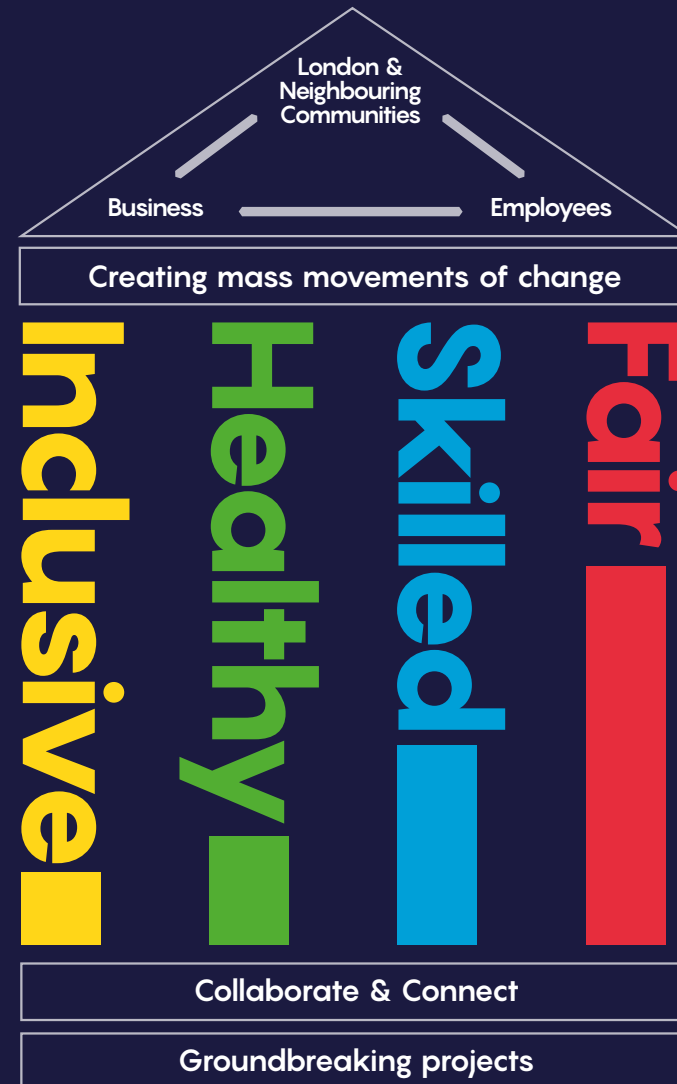
We couldn't have done this without your continued support.



Our strategy

The Lord Mayor's Appeal strategy works on four key pillars, to create a City that is Inclusive, Healthy, Skilled and Fair.

[More about our strategy](#)





Our Initiatives

We will continue to develop our four existing initiatives and deliver groundbreaking programmes with our charity partners.



The Power of Inclusion forum and workshop series breaks down barriers to inclusion by empowering organisations to create inclusive workplace cultures.

[Join the conversation](#)



This is Me is a pioneering mental health initiative, which aims to change attitudes towards mental health in the workplace.

[End the stigma](#)



She Can Be is an opportunity for young women to develop their skills and be inspired to join the City workforce through exposure to and collaboration with participating City businesses.

[Empower your teams](#)



City Giving Day is one day in the year when businesses can unite to celebrate and showcase their charitable and volunteering achievements with employees, clients, suppliers and the public.

[Celebrate philanthropy](#)



Our charity partners

We partner with four charities, each a leading expert in addressing social issues across our four pillars. Together, we deliver pioneering programmes for change across our four strategic priorities; inclusion, mental health, skills and philanthropy.

Click each card below to find out more about the great causes you help to make a reality.



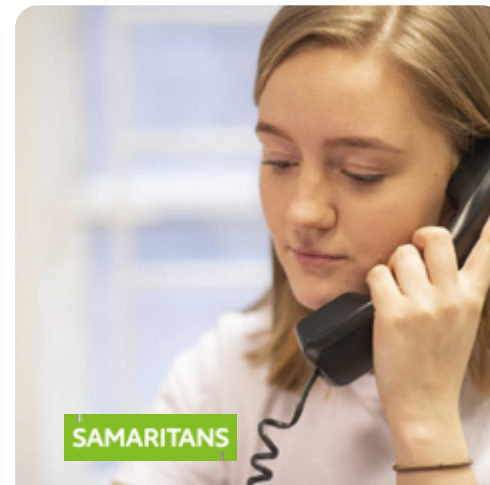
Place2Be

Making a lifetime of difference to children.



OnSide Youth Zones

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



Samaritans

One life lost to suicide is one too many.

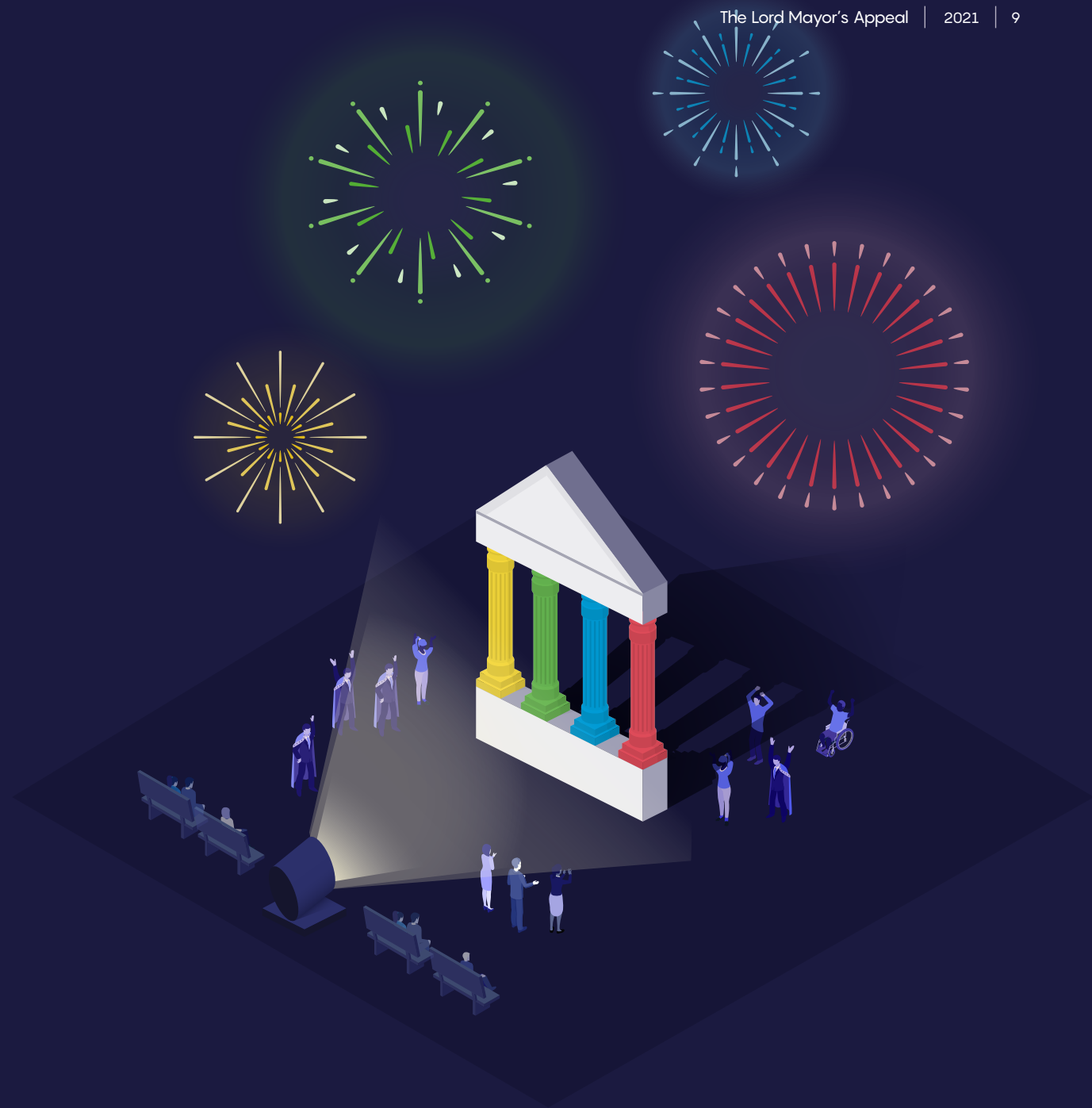


The Duke of Edinburgh's Award

Life changing experiences for young people.



Impact Report 2021





An Inclusive City

“The 2020 series of The Lord Mayor’s Appeal’s Power of Inclusion events have gone right to the heart of the sometimes invisible struggle faced by many when trying to get a job or progressing their careers in the City.

They have left us feeling inspired to be part of the positive change regarding social mobility.”



MS Amlin





 **An Inclusive City**

We want to create a city that is inclusive and open to everyone.

London is one of the most diverse cities in the world, yet many people face significant barriers to getting a job or progressing their careers in the City.

Inclusive workplaces are more productive, commercially successful and have a happier and more engaged workforce.



Those from working class backgrounds are 80% less likely to make it into professional jobs.

(State of the Nation 2018-19: Social Mobility in Great Britain, Social Mobility Commission, 2019)



People from working class backgrounds earn 24% less a year than those from professional backgrounds.

(State of the Nation 2018-19: Social Mobility in Great Britain, Social Mobility Commission, 2019)



Those with non-white backgrounds were 47% more likely to be working on a zero-hours contract than their white counterparts.

(Leadership 10 000, Green Park, 2018)



Just 34% of people from working class backgrounds work in professional occupations, compared to 60% of those from professional backgrounds.

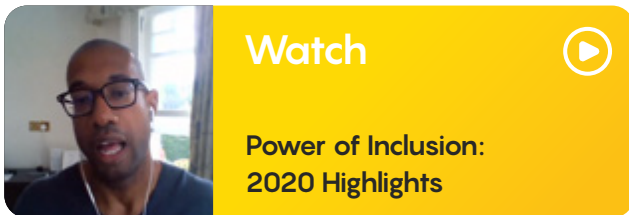
(State of the Nation 2018-19: Social Mobility in Great Britain, Social Mobility Commission, 2019)



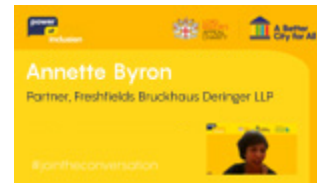
The success at Freshfields

“We are committed to fostering an inclusive culture and to collaborating with others to drive change. As such, we are proud to support The Lord Mayor’s Appeal and to be part of its ongoing work to improve diversity, inclusion and wellbeing in the workplace”.

Edward Braham,
Senior Partner,
Freshfields Bruckhaus Deringer



> Power of Inclusion: Join the Conversation





The impact of our work.

100% 

100% of attendees say that they would recommend the Power of Inclusion series to a colleague.

92% 

92% of attendees said the seminars have given them an increased awareness of solutions to issues around social mobility.

85% 

85% of attendees said the seminars have inspired them to address an area of social mobility within their organisation.



Life changing experiences for young people.

Achieving a DofE Award is a game-changer. The structured programmes of volunteering, physical and skills-based challenges inspire, guide and support young people to succeed.

The Lord Mayor's Appeal's support is enabling DofE to reach 10,000 more young people who are from disadvantaged backgrounds with recent funding supporting these young people with the participation fee.

“After achieving her Bronze DofE, Georgina was involved in an accident which resulted in a spinal injury. Determined not to let this stop her, she persisted with her DofE journey.”



> DofE: Georgina's Story

34,121

34,121 people started their DofE journey in London, including 12,726 disadvantaged young people.

356,616

DofE participants in London spent an amazing 356,616 hours volunteering to help others.

75%

Over 75% of young people who started their DofE in London were from settings other than private schools.



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

OnSide Youth Zones is a growing national youth charity set up in 2008 to improve young futures. It provides 50,000 young people aged 8–19 years old (25 for those with a disability) with inspiring places to go, with positive things to do, staffed by people to talk to who care.

The Lord Mayor's Appeal has enabled them to open three new Youth Zones — Future in Barking & Dagenham, Unitas in Barnet and Legacy in Croydon.

“In the past year Latoya has had to grow up fast, missing out on being a teenager to become an adult before her time.”

 **OnSide Youth Zones: Latoya's Story**



17,399 

During lockdown, there were 17,399 meals delivered to families.

19,671 

There are 19,671 members across the three London Youth Zones.

3,700 

There are over 3,700 visits to OnSide Youth Zones in London every week.



A Healthy City

"The Lord Mayor's Appeal's Green Ribbon Campaign is something that we have adopted throughout our business to help raise awareness of mental health and create a safe space for colleagues to talk openly about their emotional and physical wellbeing during Covid-19.

We're proud to support The Lord Mayor's Appeal to help both businesses and employees, but also London's most vulnerable, through these difficult times."



Tim Jones,
Group Head of HR
London Stock Exchange Group



A Healthy City

To create a healthy city, we must end the stigma around mental health.

This is Me is committed to changing attitudes around mental health and strives to create healthier and more inclusive workplaces by reducing stigma, dispelling myths and improving employee wellbeing for good.

It does this through three key strands — This is Me Storytelling, the Green Ribbon Campaign and Wellbeing in the Workplace.

We know that when employees feel comfortable speaking about mental health, it is good for people, good for society and good for business.

17.9m



17.9 million working days were lost due to work-related stress, depression or anxiety in 2019/20.

(Labour Force Survey, 2020)

£42bn



Mental ill health is costing employers between £33 billion and £42 billion every year.

(Thriving at Work: a review of mental health and employers, 2017)

30%



30% of people have not told anyone about their mental health concerns, compared to 27% in 2019.

(Mental Health at Work Report, Business in the Community, 2020)

x5



For every £1 spent by employers on mental health interventions they get £5 back in reduced absence, presenteeism and staff turnover.

(Mental health and employers: refreshing the case for investment, Deloitte, 2020)



A Healthy City

This is Me is comprised of three unique tools to support organisations raise awareness and end the stigma around mental health in the workplace and build the skills of their people to talk about mental health confidently.

This is *me*™ Storytelling

306

306 organisations have supported their employees to share their lived experience of mental ill health through This is Me Storytelling.

[▶ This is Me: Read more](#)



The Green Ribbon Campaign

90

The Green Ribbon travelled to over 90 cities across the world for World Mental Health Day.

[▶ Green Ribbon: Read more](#)

SAMARITANS

Wellbeing in the Workplace

25,000

Over 25,000 individuals have signed up to the Wellbeing in the Workplace tool.

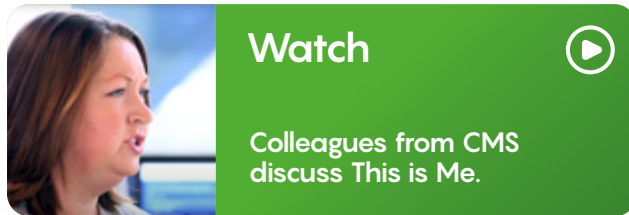
[▶ Wellbeing in the Workplace: Read more](#)



This is *me*™

Mental health at CMS UK

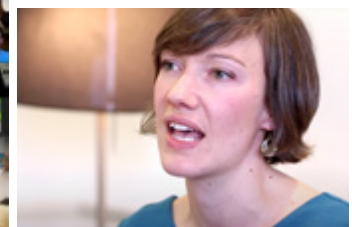
“CMS first participated in the This is Me campaign in 2018 and we haven't looked back since.”



“Our This is Me film marked a real shift in our ability to talk openly and honestly about mental health at CMS, with many colleagues feeding back that they are proud to work for a firm which doesn't shy away from the reality of mental health.”

The film helped to open up conversations at CMS and we are proud that a further 15 colleagues have been able to share their own This is Me stories, which we have released internally at regular intervals since we first began our This is Me journey.”

> This is Me: End the stigma





This is *me*[™]

The impact of our work.



92% of organisations participating in This is Me say that employees have increased awareness of mental health in the workplace.



86% of organisations say more employees talk openly about mental health in their workplace as a result of their This is Me activities.



75% of organisations participating in This is Me say that stigma around mental health in the workplace is reduced.



Improving children's mental health in schools

Place2Be's work has never been more important, with one in eight children and young people having a diagnosable mental health problem. 83% of young people with mental health conditions have found these have worsened during the pandemic.

Our funding has enabled Place2Be to train Mental Health Champions for over 180 schools in London and currently is funding Place2Think sessions, giving staff a place to reflect with a Place2Be practitioner.

"You've given me the strength I need to be proactive about this. I'm going to do something about it today."

 **Place2Be: Alice's Story**



100%



100% of school leaders would recommend the Mental Health Champions Programme to a colleague.

100%



100% of school leaders felt they had partly or fully achieved their goals as a school Mental Health Champion.

476



476 counsellors on placement were recruited and trained in London.



SAMARITANS

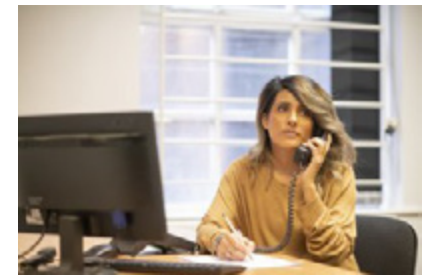
Every life lost to suicide is a tragedy

In 2020, the time and space to talk to someone was more important than ever before. Mental health at work matters.

Through our partnership we have enabled Samaritans to reach over 25,000 people with the rolling out of the Wellbeing in the Workplace tool, an online training tool in which businesses upskill their employees in having conversations about mental health.

“If you’re isolated and lonely and you’re finding this time difficult then share that. Whether it’s with friends or by calling Samaritans, I believe that talking really can change your life.”

➤ Samaritans: Steve's Story



140,000 

The number of times our specialist online support pages were accessed during lockdown.

1 million 

The number of hours Samaritans volunteers spend answering calls for help every year.

20,000 

The number of Samaritans volunteers across the UK and Ireland.



A Skilled City

"We are always blown away by the enthusiasm and engagement of the young women who come into our offices for She Can Be and learn as much from them as they do from us.

Having the opportunity to inspire and engage young women, and be inspired and engaged in return, is something that we are immensely proud to be involved in through She Can Be."



Nicki Cullin
Diversity & Inclusion Analyst
Fidelity International





A Skilled City

A skilled city empowers young women.

She Can Be endeavours to empower young women to make informed decisions about their careers.

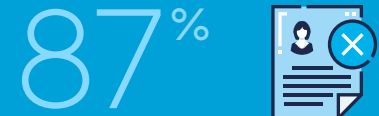
In a society where young women believe they do not have the same chances in business as their male counterparts, She Can Be endeavours to change this perception and empower young women to see the City as not only a viable, but an exciting career option for them.

It aims to boost young women's confidence in their abilities by equipping them with the tools to consider careers in the City, if they want one.



53% of 11-21 year old young women believe there are certain subjects and careers they are expected to do because they are a girl.

(Girls' Attitude Survey, 2020)



87% of young women believe that gender stereotypes hold them back in careers.

(Young Women's Career Aspirations, Chwarae Teg, 2018)



36% of young women, compared to 25% of young men, work in sectors that have been shut down due to the pandemic.

(Young Women's Trust, 2020)



67% of young women aged 11-21 year believe that they do not have the same chances as men.

(Girls' Attitudes Survey, 2018).

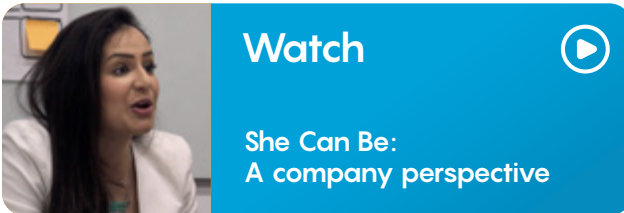


Supporting young people from low-income households

"Our participation in She Can Be aims to support our Futuremakers strategy by raising aspirations for young women and preparing them for a future world of work."



Standard Chartered



"For this year's She Can Be we were delighted to guide some remarkable young women through interactive sessions and talks that uncovered some of the exciting roles that exist within banking today and the transferable skills that could help them prepare for new jobs emerging or a more varied career which might span a number of different roles."

[> She Can Be: Empower young women](#)





The impact of our work.



88% of young women felt empowered to make decisions about their careers after attending She Can Be.



80% of young women would consider a career in the City after attending She Can Be.



90% of employees felt that they understood the way that young women are feeling about entering the workplace after attending She Can Be.



Life changing experiences for young people.

The charity has implemented a variety of initiatives to continue supporting young people to build a vital set of attributes and boost its reach to include more young people who would not usually have the opportunity.

“When I was at school only the good kids got the chance to do DofE, so for me to get my certificates here, shows that I am just as good as them and I know I will make something of my life.”

[DofE: Our work this year](#)



40,000 

Around 40,000 leaders and volunteers deliver DofE programmes in the UK.

17,838 

In London, a total of 17,838 Awards were achieved.

£4,354 

Participants in the secure estate in London volunteered over 1,000 hours, equivalent to around £4,354 worth of their time.



Improving children's mental health in schools

In recent months, our funding helped Place2Be support schools as they prepared for the new academic year in September, collaborating with them to transition safely back to delivering services in person and retaining elements of remote support where needed.

"If you have problems or worries you get a chance to talk to a person you trust. When I grow up, I want to help children like Place2Be helps children."

[Place2Be: Our work this year](#)



24,500



83 school leaders completed their Mental Health Champions School Leader Programme, reaching over 24,500 pupils.

100%



100% of school leaders would recommend the Mental Health Champions Programme to a colleague.

8,900



66 teachers were supported through Place2Think sessions reaching over 8,900 pupils.



A Fair City

“City Giving Day is an amazing day to be involved with and really does show how much philanthropy, giving and volunteering matters to the City and the people who live and work in it.”



Hind Naciri,
Senior Sustainability Manager
Standard Chartered





A fair city means equal access to opportunities.

Every year City Giving Day celebrates the value of the City to society and shows how businesses can make a difference, as part of our bid to create a fair society.

It champions activities - whether corporate social responsibility, philanthropy or volunteering initiatives - that companies undertake to support charity, society, the community and the environment in which they work.

2020 may have looked very different, with many events being virtual, but with a record number of businesses signing up, it was a success.

2x



BAME Londoners are around twice as likely as white Londoners to think they will be doing worse financially as a result of Covid-19.

(University of Essex, Institute for Social and Economic Research. (2020). Understanding Society: Covid-19 Study, 2020)

50%



The bottom 50% of London households own just over 5% of London's wealth, whereas the top 10% owns over half.

(Trust for London, 2017)

700k



700,000 children, 1.4 million working-age adults and 200,000 pensioners in London are in poverty.

(Trust for London, 2017)

200%



The proportion of families with children who could no longer make ends meet doubled between 2016-2019.


(Low-income Londoners: before and after Covid-19, Trust for London, 2020)



IN PARTNERSHIP WITH
CITYA.M.

Celebrating volunteering and philanthropy

“The Fishmongers’ Company marked City Giving Day 2020 with a range of activities to thank and support our charitable partners.”

Watch 

City Giving Day 2020 Highlights showreel

“CGD 2020 was a whole company effort from the chefs, to the butlers, to those of us eating the cakes and gave staff who do not normally have contact with the charities we support, the chance to visit them and learn more about what they do.”

 [City Giving Day: Celebrate philanthropy](#)





The impact of our work.

£300k+ 

This year an estimated £300,000+ was raised for charities and good causes.

96% 

96% of the participating companies would recommend City Giving Day to others.

72% 

72% of participating organisations said it helped promote and celebrate charitable activity.



Somewhere to go, something to do, someone to talk to
 The Appeal helped OnSide to keep going during lockdown. As well as regular support calls, youth workers were also able to make doorstep visits to young people and support the wider local community by delivering food parcels, prescriptions and activity packs.

"Kieran was personally chosen as our Spotlight member for September because of his heroic act in bravely delivering first aid to a young man in his twenties who was stabbed in the heart at a local McDonald's two weeks ago."

 **OnSide Youth Zones: Our work this year**



700



We made over 700 home visits and 1,656 wellbeing calls during lockdown.

39



This year, there were 39 graduates from our OnSide 'Get a Job' course in London.

100



We recruited over 100 volunteers across our Youth Zones.



SAMARITANS

Every life lost to suicide is a tragedy

Despite the challenges, Samaritans kept their helpline running day and night for anyone struggling to cope. This was made possible through our partnership in supporting the opening of the new City Hub, a flexible volunteering option for City workers.

"I became a Samaritans volunteer at the beginning of the year. I think overall I've really learnt how to be an empathetic listener and to truly listen to people. That skill has touched every part of my life, at home, with friends and at work."

> Samaritans: Tara's Story



Watch

The Lord Mayor's Appeal & Samaritans: When the City of London fell silent



100 

There are now over 100 Samaritans City Hub volunteers, with a further 100 having started or about to embark on their training.

1 million 

Over one million: The number of times Samaritans has provided emotional support (via phone, email and letter) since March 2020.

1 in 4 

This year 1 in 4 calls to Samaritans have been related to the coronavirus pandemic.



Corporate Partnership Opportunities

A unique way to
amplify your social and
commercial impact.





Corporate Partnership Opportunities

We offer your company a range of opportunities over 3 years.



1 Delivering social transformation

Our four charity partners deliver transformational projects across the capital and beyond and our four initiatives change lives and workplaces.



2 Addressing critical business concerns

Our four thought leadership initiatives address the most critical concerns in the City: inclusion, mental health and wellbeing, skills development and fairness.



3 Learning, development & engagement

We offer an excellent series of learning and development breakfasts and fundraising events, as well as a range of engagement and volunteering opportunities.



4 Networking & entertainment

Take part in corporate networking and entertainment events at the beautiful and historic Mansion House, the official business residence for the Lord Mayor of the City of London.



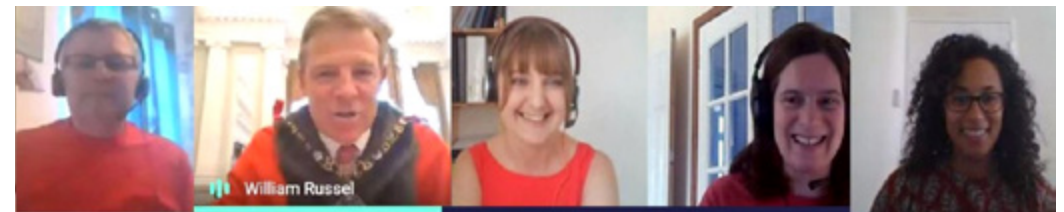
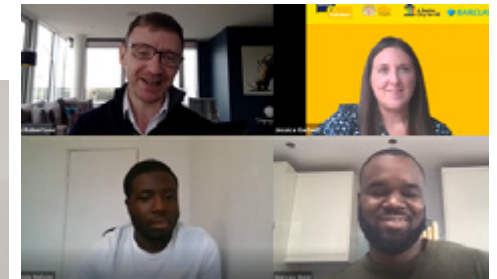
Corporate Partnership Opportunities

“Equality of opportunity is core to our purpose. We believe that someone’s talent and determination, not their background, should decide how far they progress in their career.”

“We’ve been proud to contribute towards creating an inclusive city through Power of Inclusion. This two year social mobility strategy has provided many organisations an opportunity to consider how together we can raise aspirations and opportunities for all in society and ensure we are creating inclusive workplaces for people from all backgrounds to thrive in.”



Laura Hinton
Chief People Officer
PwC





Acknowledging our supporters

We would like to extend an enormous thank you to our 2020 corporate partners.



FOUNDING PATRONS

Aon
Bank of America
Bank of China
Barclays
BlackRock Investment Management (UK)
Bloomberg
Canary Wharf Group plc
Coverys Managing Agency Limited
HSBC
The Law Family Charitable Foundation
M&G Investments
PwC
Schroders
Smedvig Capital
TP ICAP
UBS

PARTNERS

Blenheim Chalcot
Euromoney Institutional Investor Plc
Fidelity international
Freshfields Bruckhaus Deringer LLP
The Goldsmiths' Charity
London Stock Exchange Group Foundation
Majedie Asset Management
The Mercers' Company
MS Amlin
Standard Chartered Bank

CHAMPIONS

Berkeley Foundation
CBRE
DP9
The Girdlers' Company
Gulf International Bank (UK) Ltd
The Haberdashers' Company
The Insurers' Company
The Ironmongers' Company
Janus Henderson Investors
Liberty Specialty Markets
Linklaters LLP
Payden & Rygel
Simpson Thacher & Bartlett
Standard Bank
State Street Global Advisors
UniCredit

COLLABORATORS

Barings UK Ltd
Beazley Group
Brit Insurance
The Carpenters' Company
The Drapers' Company
Ecclesiastical
The Fishmongers' Company
The Grocers' Company
Helical plc
The Horners' Company
The Plaisterers' Company
Santander
The Tallow Chandlers' Company
The Woolmen's Company



Acknowledging our supporters

We would also like to extend an enormous thank you to...



OUR PARTICIPANTS

Livery Companies

Your generous support of the Appeal year on year is invaluable.

Event attendees

If you took part in one of our many events, in person or online, your presence has not gone unnoticed.

Our individual and corporate supporters who have given so generously.

Our charity partners

Place2Be, OnSide Youth Zones, Samaritans and DoFE. Your inspiring projects have propelled us into action and we look forward to the continuum that this partnership brings.

Our Trustees, Fundraising Board and Advisory Board members and those that have been on an event committee.

“Bloomberg is proud to support the Lord Mayor's Appeal as a founding patron and to collaborate on initiatives that create an active, inclusive and prosperous City community.”



Jemma Reed
Bloomberg Corporate Philanthropy

The Lord Mayor's Appeal would like to thank all contributing photographers and our design partners **Onthree** for their ongoing support.





Getting involved

There are many ways you can get involved and support us.

1



Make a donation

> [Click here to donate online](#)

Or to donate £10 by SMS message, text TLMA4321 to 70191

2



Corporate partnership

Become a corporate partner or sign up to our thought leadership initiatives

> [Contact us](#)

3



Attend an event

Book tickets, participate in or sponsor one of our events

> [Our 2021 event calendar](#)

> [Email enquiry](#)

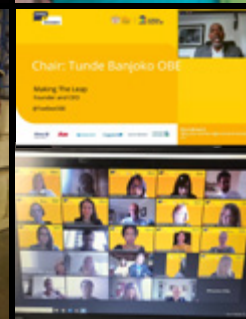
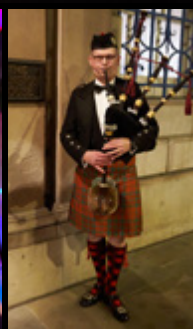
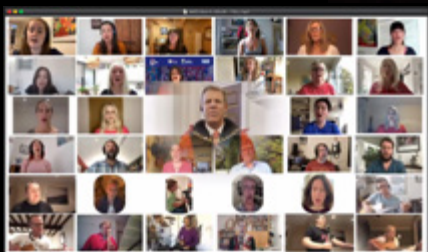




Getting involved

A fantastic calendar of events

During the last Mayoral year we hosted an incredible array of events, including dinners, balls, golf days and more. Businesses got involved by sponsoring the events, booking tickets and taking part.



[See our 2021 event calendar here](#)



How to get in touch

Contact us



Website

Our website features all the news of the impact we are creating together.

You can visit us at: TheLordMayorsAppeal.org

[> Visit website](#)



Social media

Follow us for our latest updates and news.



General enquiries

For general enquiries and information

Email: info@TheLordMayorsAppeal.org

[> Email here](#)



LORD
MAYOR'S
APPEAL
CHARITY



A Better
City for All

The Lord Mayor's Appeal
The Mansion House
London EC4N 8BH

For further information:

TheLordMayorsAppeal.org
info@TheLordMayorsAppeal.org
020 7332 1582

Or visit:

 @LMAppeal
 The Lord Mayor's Appeal
 @TheLordMayorsAppeal
 @LordMayor'sAppeal

Our charity partners



Net proceeds from The Lord Mayor's Appeal in 2021 (Registered Charity No: 1148976) will be distributed between Place2Be (Registered Charity No: 1040756) (22.5%), OnSide Youth Zones (Registered Charity No: 1125893) (22.5%), Samaritans (Registered Charity No: 219432) (22.5%) and The Duke of Edinburgh's Award (Registered Charity No: 1072490) (22.5%). (10%) to be distributed at the discretion of Alderman William Russell, The Rt Hon The Lord Mayor of the City of London, Alderman Sir Peter Estlin, Alderman Sir Charles Bowman and Alderman Vincent Keaveny.