



LORD  
MAYOR'S  
APPEAL  
CHARITY




A Better  
City for All




2023

# The Lord Mayor's Appeal

# The Lord Mayor's Appeal 2023

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## Foreword

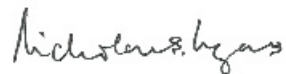
# Introduction from the Lord Mayor

The Lord Mayor's Appeal's strategic aim is to create A Better City for All that is inclusive, healthy, skilled and fair. We deliver an impact in the City that transforms lives. During 2022, in addition to funds raised for its partner charities, the Appeal's thought leadership initiatives Power of Inclusion, This is Me, We Can Be and City Giving Day have continued to offer excellent learning, development and engagement opportunities for employees across the Square Mile.

Looking forward to 2023 The Lord Mayor's Appeal now renews its rolling programme of support for charities. From November 2022 the Appeal will finish its partnership with one charity and start with another at the beginning of each Mayoral year. Three charities will be supported in every year and each charity will be supported for a period of three years, ensuring that there is significant impact from both the funding and the collaboration.

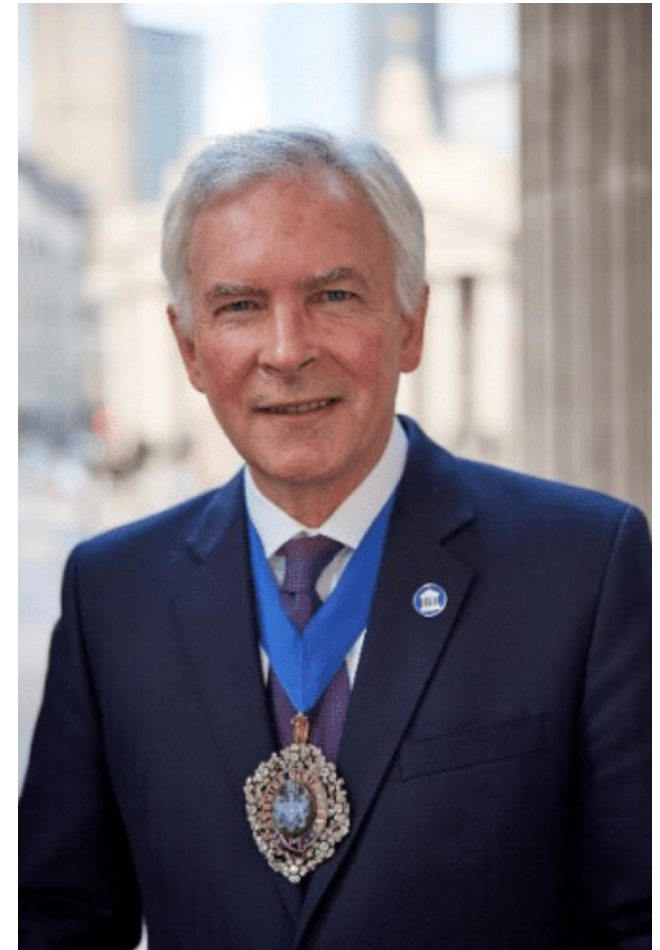
The Appeal has just come to the end of its partnership with the three amazing charities, Place2Be, OnSide and Samaritans who, due to Covid, had their support extended to five years. We are delighted to share the impact of that support in this report, alongside what has been achieved by our two other 2022 partner charities, The Duke of Edinburgh's Award and National Numeracy.

The Trustees and I are extremely grateful for all the support we have received from corporate partners, livery companies and individuals which has enabled us to deliver significant financial benefit to our five exceptional charities. We all look forward to continuing to work towards a City that is more inclusive, healthy, skilled and fair.



**Alderman Nicholas Lyons**

The Rt Hon The Lord Mayor of the City of London



## Foreword

**“It has been a privilege to be part of creating A Better City for All over the past years and to support our excellent charity partners.**

The work that Place2Be, OnSide and Samaritans have done over the past five years has both been impactful and motivating. We are also delighted to see that collaboration has been a key to success. We wish all three charities well for the future and have no doubt that paths will continue to cross.

The Duke of Edinburgh's Award's work with young people has been transformational for many, offering them the skills and the confidence to take them further in both their lives and employment. National Numeracy works to improve employability and financial inclusion by supporting thousands of Londoners to build confidence, skills and positive attitudes to basic numeracy. We look forward to continuing to work with these two charities in 2023.”



**Alderman Vincent Keaveny**



**“We are delighted to be welcoming MQ Mental Health Research as our new charity partner and look forward to working with them for the next three years alongside our other two charity partners.**

MQ Mental Health Research is the only UK charity that exclusively invests in mental health research. Their vision is for a world where mental health conditions are understood, effectively treated and, one day, prevented.

With The Lord Mayor's Appeal funding they will build a research project around the emerging cost of living crisis and how we can combat its impact on mental health.”



**Alderman Michael Mainelli**





# Thank You

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

We could not 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**.





## Our Initiatives

**Our four flagship initiatives continue to grow alongside delivering ground-breaking programmes with our charity partners.**



The Power of Inclusion series breaks down societal and workplace barriers, to help empower and educate organisations to create inclusive and diverse workplace cultures.

[▶ Change Starts Together](#)



We Can Be empowers young women to see the City as a viable career option, providing them with enhanced employability skills and confidence, through exposure to participating City businesses.

[▶ Empower young women](#)



This is Me is a pioneering mental health initiative, aiming to change attitudes and reduce stigma around mental health in the workplace.

[▶ End the stigma](#)



City Giving Day is the one day in the year which enables businesses and employees to come together to celebrate and showcase their charitable and volunteering achievements.

[▶ Celebrate philanthropy](#)

## Our Initiatives

The United Nations Sustainable Development Goals (SDGs) provide a powerful and motivating framework for both governments and business to take action for a more sustainable future, as well as making business sense.

The Lord Mayor's Appeal has aligned its programme strategy with the SDGs to provide a framework for both business and the City of London to work in partnership to further develop the sustainable businesses agenda, thereby creating a Better and more sustainable City for All.





# Our Charity Partners

In 2022 we maintained our partnerships with our previous four leading charities and welcomed onboard our new charity partner National Numeracy.

Each of these charities are experts at addressing the social issues we are striving to tackle across our pillars. Together, we deliver pioneering programmes for change across our four strategic priorities: inclusion, mental health, skills and philanthropy.

Whilst we say goodbye to three of our charities this year, we are looking forward to welcoming next year's new charity which you can read about on page 36.

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



**Place to Be**  
Improving children's mental health in schools



**National Numeracy**  
Helping people feel confident with numbers



**OnSide**  
Empowering young people to reach their potential

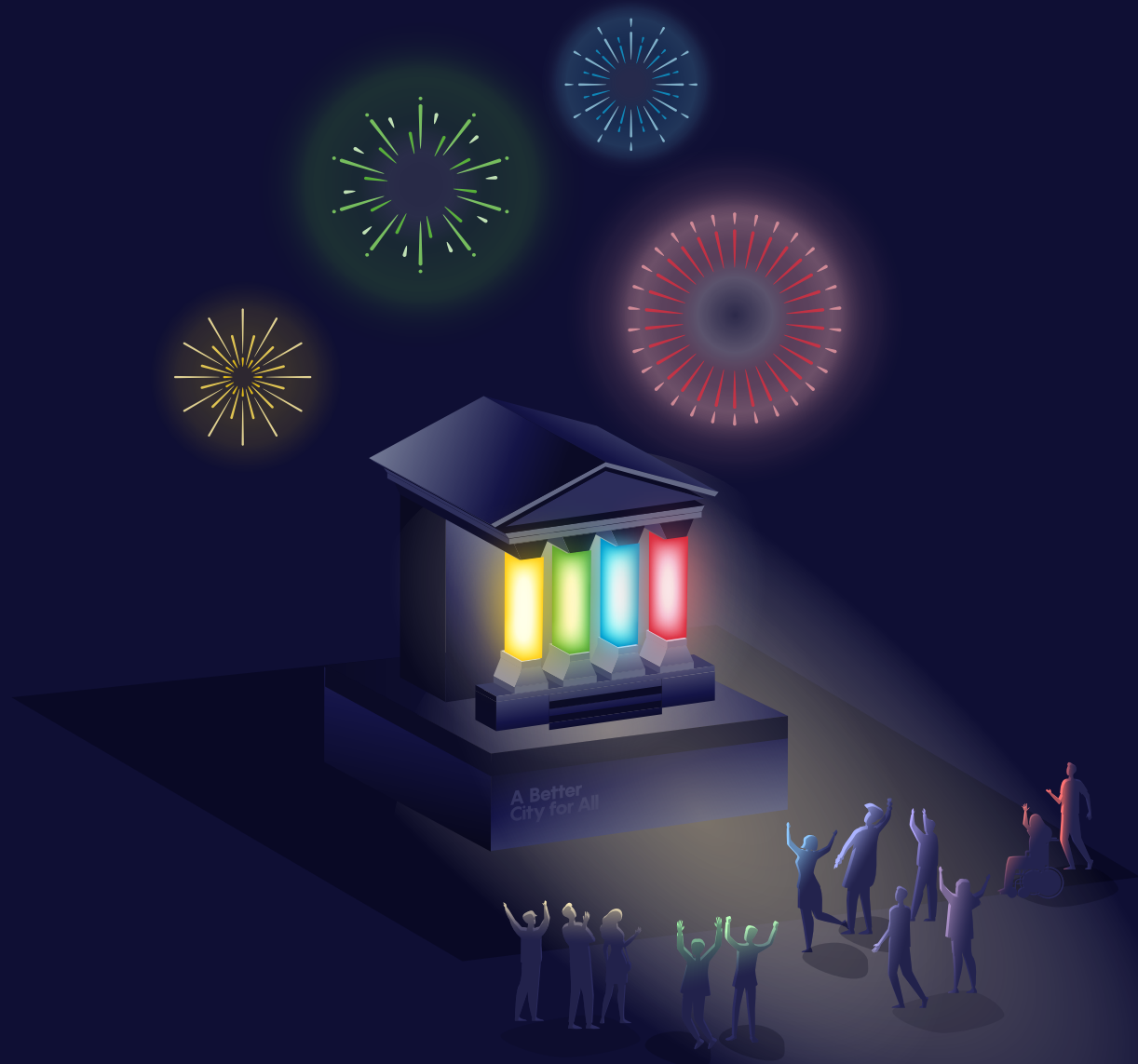


**The Duke of Edinburgh's Award**  
Transforming young people's lives



**Samaritans**  
Always there for anyone who needs someone

# Impact Report 2022





# An Inclusive City

**We want to create a city where everyone feels they belong.**

London is one of the most diverse cities in the world, yet many people face significant barriers to getting a job, progressing their careers or even feeling like they belong within their workplace.

With ways of working evolving, new challenges are emerging regarding diversity, equity and inclusion and these divides continue to remain an obstacle for organisations of all sizes.



# Instigating change

“The Power of Inclusion is an opportunity for organisations to come together in a supportive and collaborative space to share experiences and insight in a way that will allow them all to grow. The combination of storytelling, a flexible approach to how each organisation instigates change and insight from thought leaders across the City, will allow us to help create A Better City for All.”

**Dan Robertson**

Director, Vercida Consulting

Power of Inclusion Senior Leaders Forum Chair

# 7%

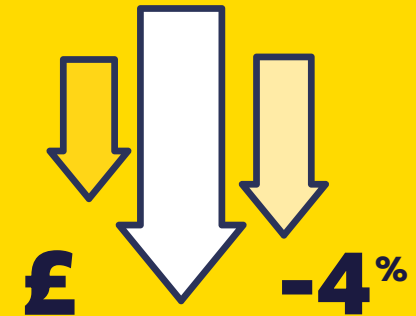


32% of MPs, 51% of top medics, 54% of FTSE-100 chief execs, 54% of top journalists and 70% of High Court judges went to an independent school, compared to 7% of the population. (Deloitte)

# 25%



Across eight major financial services organisations, employees from lower socio-economic backgrounds take 25% longer to progress despite no evidence of poorer performance. (The Bridge Group 2020)



Real pay has fallen by c.4% over the last year for households in the lowest 10% of the income distribution. (Goldman Sachs 2022)



# 60%

Today, you are still 60% more likely to be in a professional job if you were from a privileged background rather than a working-class background. (State of the Nation 2021)



# Change starts together

We know that a sustained focus on social mobility and inclusion will improve both the experiences and engagement of our people and our business. My own experience has made me acutely aware of how important a consistent and joined up approach is to attract people from different backgrounds and to make them confident they can flourish at work. We are proud to be supporting The Lord Mayor's Appeal Power of Inclusion initiative and believe that #ChangeStartsTogether.

**Nicole Williams**

Ashurst

Counsel, Global Co-Head of Inclusion, Diversity & Belonging

[➤ Power of Inclusion: Join the conversation](#)





# The impact of our work

400 

Over 400 people attended our Power of Inclusion two year social mobility seminar series.

98% 

98% of respondents said the seminars have given them an increased awareness of solutions to issues around social mobility.

99% 

99% of attendees said the seminars have inspired them to address an area of social mobility within their organisation.



## Every Londoner Counts

Our mission is to empower children and adults in the UK to get on with numbers so they can fulfil their potential at work, home and school. Basic number skills and confidence provide a gateway to financial inclusion, wellbeing and employment prospects. Poor numeracy is limiting the life chances of half the nation's working age population. In London, that figure is more than half with 59% or 3.5 million adults estimated to have low numeracy skills. National Numeracy is addressing this problem to help open up opportunities for Londoners and stimulate the city's economy.

### ➤ National Numeracy: Our work this year

"I've now done the first part of my training to become a Numeracy Champion and when I was there, I explained that maths was like Martian to me, I just didn't understand it. But I found that I wasn't as bad at maths as I thought – and lots of others doing the training felt the same way. I think a lot of it is a mental block. You think 'I hate maths and I'll avoid it all costs' but that really stems from your experiences way back."

#### **Sarah-Jane Marcello**

Apprenticeships Manager  
Hackney Borough Council



1,226 individuals from the London area have improved their numeracy since engaging with our resources and workshops.



We have worked with support staff and teachers in low-income primary schools across London to deliver learner workshops to 51 staff and teachers in five schools.



## Life-changing experiences

The Duke of Edinburgh's Award is determined to offer more young people than ever the life-changing opportunities a DofE award can provide. The support of The Lord Mayor's Appeal is helping us remove barriers to participation for marginalised young people, ensuring that the DofE is open to all young Londoners.

Thanks to The Lord Mayor's Appeal, we will reach more than 10,000 marginalised young people over the course of the partnership. Through building skills, self-belief and resilience, DofE programmes will help young people across the capital to tap into their limitless potential.

### > DofE: Our work this year

“The participants were in awe and wonderment with what they saw and experienced whilst walking through the forest...Gasps and wows could be heard. Many had never experienced the forest before. It was clear to see the excitement and enthusiasm doing The Duke of Edinburgh Award gave them towards the outdoors and nature.”

#### Scott

DofE Leader from a school that has received support from The Lord Mayor's Appeal



# 31.9%

Between April 2021 – March 2022, 31.9% of 14-year-olds in London started a Bronze DofE Award, over half of which are from minority ethnic backgrounds.



# 245K

Between April 2021 – March 2022, DofE participants in London volunteered more than 245,000 hours to support their local communities. This is an estimated total value of £1,132,071.



## Development opportunities

Over the last year, The Lord Mayor's Appeal has supported OnSide in a number of ways - from funding its upcoming London Youth Zone, WEST in Hammersmith and Fulham, to supporting programmes from OnSide's 'Talent Academy' which provides training and development opportunities for youth workers from the charity's Youth Zones. It also recognises and develops outstanding performers and ensures all employees can contribute by providing development opportunities that benefit OnSide, individual Youth Zones and the whole Network.

### ➤ OnSide: Our work this year

“The support from The Lord Mayor's Appeal has continued to be of vital importance to OnSide. Over the years it has been pivotal in the development of our new London Youth Zones and we are delighted it has continued to do that in Hammersmith and Fulham.

It has also enabled us to develop and train the incredible youth workers we have recruited in the capital, enabling them to expand their knowledge and progress their career in this vital profession.”

**Kathryn Morley**  
CEO, OnSide



# 81

81 London Youth Zone staff members have benefitted from the OnSide Talent Academy.



# 130,000

London's three Youth Zones had over 130,000 engagements with young people.



# A Healthy City

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

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. The initiative features three key tools: This is Me Storytelling, The Green Ribbon Campaign and Wellbeing in the Workplace, as well as providing various resources in our Hub.

With the rise in remote and hybrid work arrangements since Covid-19, wellbeing has become an increasingly important topic for organisations, especially as it is strongly linked with higher organisational success. Research has proven that speaking openly about mental health, is good for people, good for society and good for business.



# A driving force for change

“When Barclays colleagues started sharing their own stories in 2013, they didn’t anticipate the wider impact the This is Me campaign would have, both within Barclays and in other businesses. This is Me continues to be a driving force for challenging the stigma around mental health while improving awareness and understanding. At its very heart lies the balance between sharing a problem and not being defined by one’s condition. A decade later this is still the single, most powerful way of bringing a story to life. We are proud to partner with The Lord Mayor’s Appeal and to see the campaign scaled up to over 400 organisations, across regions within the UK and Asia.”

**Paulette Cohen MBE**

Director of Diversity, Equity and Inclusion, Barclays.  
Co-Chair of This is Me Steering Committee



Six in ten adults say that the cost-of-living crisis has had a negative impact on their mental health.

(moneyandmentalhealth.org)

146m



In the UK an estimated 146 million workdays are lost every year due to mental health problems.

(ons.gov.uk)



£53 billion

Mental ill health is costing employers between £53 billion to £56 billion every year.

(Mental health research from Deloitte)



26%

Just over a quarter of workers (26%) say they struggle to relax in their personal time because of work.

(CIPD Good Work Index 2022)

This is Me is comprised of three unique tools to support organisations, raise awareness, talk openly, build skills and help end the stigma around mental health in the workplace.

This is *me*™ Storytelling

**392**

Through This is Me, 392 organisations have enabled their employees to speak up about ill mental health.



The Green Ribbon Campaign

**36,000**

During 2022, 36,000 Green Ribbons created a visible wave of support to end the stigma around mental health across the world.

**SAMARITANS**

Wellbeing in the Workplace

**48,000**

Over 48,000 individuals have accessed the Wellbeing in the Workplace tool providing digital access to Samaritans' wellbeing expertise.

This is *me*<sup>™</sup>

# Sharing experiences

“Taking part in This is Me allowed me to share the experience lockdown had on my mental health. As a single mother I felt it was important to share my story and coping mechanisms in the hope it would help people talk about their own mental health. Networking and listening to others has played a huge part in developing my self-awareness and understanding the world around me. My hope is that by opening up the conversation now, we are leading the way and normalising it for our children to talk about their own mental health in years to come.”

**Polly Alcorn**

Transformation Administration Assistant  
Nuclear Waste Services

[➤ This is Me: End the Stigma](#)





# The impact of our work



67% of organisations have seen improved awareness of mental health among employees.



65% of organisations say that after taking part in This is Me activities employees speak more freely about mental health at work.



63% of organisations report reduced stigma around mental health in the workplace.



## Mental health support

Children's mental health is a fast-growing problem. With the support of The Lord Mayor's Appeal, Place2Be have been able to train new counsellors to support the mental health and wellbeing of children and young people across London. Thanks to The Lord Mayor's Appeal, Place2Be have been able to help provide our frontline mental health services in 60 schools across the capital to help build the emotional resilience of children and young people as they returned to the classroom this year.

### [Place2Be: Our work this year](#)

"Place2Be is a place you can come when you have feelings in your heart like anger. If you want to be sad, you can explain it in your art."

**Zahra\***

8 years old, London

\*Name changed for anonymity



# 249

249 counsellors began their training course in London since the start of the school year supported by The Lord Mayor's Appeal.



# 77%

Of the children who start with severe difficulties, 77% show an improvement in wellbeing after Place2Be counselling, according to parents.

**SAMARITANS**

## Round the clock support

Samaritans is the only UK charity that provides emotional support 24 hours a day. Thanks to The Lord Mayor's Appeal's support, Samaritans can continue to be there, night and day, for anyone struggling to cope.

### ➤ Samaritans: Our work this year

“Samaritans is incredibly proud to have been involved in the This Is Me campaign over the last five years, as part of our partnership with The Lord Mayor's Appeal. We're living in extremely uncertain times. It's more important than ever to reduce the stigma around mental health in the workplace and raise awareness of wellbeing and the support available. Thanks to support from The Lord Mayor's Appeal, we've reached employees with workplace training, tools and support to help them look after themselves and those around them.”

#### **Richard Amos**

Head of Corporate Partnerships  
Samaritans

**38,000**

Samaritans volunteers have had over 38,000 conversations with people struggling to cope via online chat. Over 12,000 of these conversations have taken place at London City Hub.

**22,000**

Samaritans has 22,000 volunteers in over 200 branches across the UK and Ireland.



## Every Londoner Counts

'Every Londoner Counts' is a high-impact initiative to help build crucial skills for the future by training volunteer Numeracy Champions who are embedded within businesses, organisations and community groups. They mentor adults with low numeracy and build their confidence so that National Numeracy can create a scalable and sustainable way of supporting thousands of Londoners to get on with numbers.

To date, National Numeracy has offered the Numeracy Champion programme to the Adult Education teams in 33 London boroughs, helping to provide a gateway to financial inclusion and improving employment prospects for a broad range of people in need living in London.

### ➤ National Numeracy: Our work this year

*"We used to get letters from the bank, we didn't understand them. I went back to the basics of numeracy and started building my confidence and was able to feel more in control."*

#### **Cathy Prior**

Social Impact Manager

Provident Financial Group

and National Numeracy Challenge participant



# 552

552 Londoners now feel better prepared to get into or on at work, or to better manage their finances (our target is 4,000).



# 1,226

1,226 individuals from the London area have improved their numeracy since engaging with our resources and workshops.



# A Skilled City

**We Can Be is a series of workshops and events that help young women see the City as a viable career option.**

In a society where young women believe they do not have the same chances in business as their male counterparts, We Can Be 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.

The initiative helps develop skills, ambitions and gives exposure to other women in the City.



# A step forward

“Coming from a school in a disadvantaged area of Ipswich, experiences like this are never offered to our students. Everything they experienced, from going on the tube to visiting a global company in the City, opened their eyes and gave them an experience they will never forget.

To see them transform from shy, nervous students to chatty, confident young women talking freely to your colleagues was incredible. One of our biggest issues is the low aspirations that some students have for themselves. The We Can Be experience has helped them reconsider their next steps and witness a world beyond Ipswich.”

**Marianne Woodhouse**

VP Westbourne Academy

# 77%



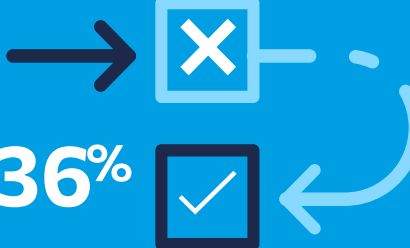
77% of 17-21 year olds think women have to work much harder than men to succeed. (Girl Guides 2021)



# 53%

53% of 17-21 year olds feel there are certain careers they are expected to do because they are female. (Girl Guides 2020)

# 36%



36% of girls and young women aged 11-21 are put off certain jobs by the abuse high profile women receive online. (Girl Guides 2022)

# 37%



37% of 11-21 year olds believe the pandemic will have a long term negative impact on job opportunities. (Girl Guides 2022)



# Redressing the balance

“We are delighted to continue our support for We Can Be in 2023. We are committed to creating a more inclusive and skilled City and, by engaging with and developing talent early through initiatives like We Can Be, we hope to attract more young people from all walks of life.”

## John Jopp

Head of Front Office  
LGT Wealth Management

[▶ We Can Be: Our work this year](#)



## In this video

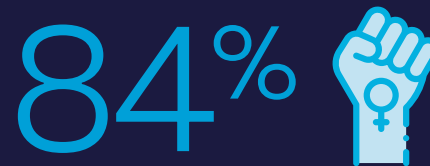
2022 saw 20 organisations and 250 young women come together to explore the City as a career option. We hear from participants and key supporters including Standard Chartered, LGT Wealth Management and Evelyn Partners (formerly Smith & Williamson).



# The impact of our work



78% of young women will consider a role in the City after the event.



84% of participants were confident they could have the career they wanted.



86% of businesses agree or strongly agree that they understand how young women feel about entering the workspace.



## Making Every Londoner Count

With the support of strategic partner Experian, National Numeracy created the first ever UK Numeracy Index, helping us to better target specific areas of need in London as part of the 'Every Londoner Counts' initiative.

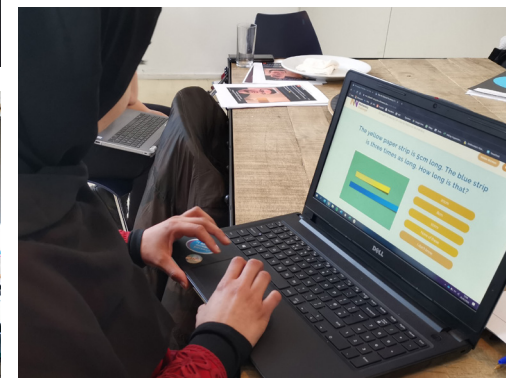
This high-impact initiative helps build crucial skills for the future by training volunteer Numeracy Champions who are embedded within organisations. They mentor adults with low numeracy and build their confidence so that National Numeracy can create a scalable and sustainable way of supporting thousands of Londoners to get on with numbers.

### ➤ National Numeracy: Our work this year

**"Numeracy should not stop you from progressing or taking opportunities...it has opened so many doors for me."**

**Maryam Abdulgader**

National Numeracy Challenge participant



 **552**

552 Londoners said they feel better prepared to get into or on at work, or to better manage their finances.

 **3,446**

From January to August 2022, 3,466 Londoners completed the National Numeracy Challenge or attended one of the National Numeracy workshops.



## Broadening horizons

Last year, over 321,000 young people started a Duke of Edinburgh's Award, including more than 40,000 in London. That's the highest in DofE's 66-year history.

This record-breaking figure shows an amazing, motivated generation. Even though the pandemic has had an immeasurable impact on all of us, and the cost of living crisis will throw yet more challenges in their path, young people are looking for opportunities to develop skills, broaden their horizons and make a positive difference in the world around them.

### [DofE: Our work this year](#)

"I went for an interview at Blacks this week and they said that the main reason they offered me the interview was because I had completed the DofE Award. They were aware of how challenging the Award can be. This gave me confidence during the interview and provided me with lots of experiences to talk about."

#### **Roanne**

Bronze Award participant at a school who has received support from The Lord Mayor's Appeal



2,878 young people have started their DofE as a direct result of funding support since the start of our relationship with The Lord Mayor's Appeal.



573 adult volunteers trained as a direct result of The Lord Mayor's Appeal funding since the start of our relationship with The Lord Mayor's Appeal – exceeding our original target of 500.



# A Fair City

## A fair city means equal access to opportunities.

In a fair society everyone has the same opportunities, regardless of social class, age, disability, race, gender, sexual orientation or identity. As part of our commitment to create a fair society, City Giving Day is a unique event which unites businesses in the City and beyond by celebrating the positive impact they have for their charity partners and their local communities, through fundraising and volunteering.

Since its launch in 2015, City Giving Day has grown year on year with 526 companies involved in 2022. Our aim is to inspire even more organisations to get involved in 2023, not only in London but in other cities around the UK.



# Addressing disadvantage

“As a Corporate Partner we enjoy participating in the opportunities that The Lord Mayor’s Appeal’s programmes offer, in particular City Giving Day where we see employee engagement at its best.

From the wide opportunities, learnings and awareness that The Lord Mayor’s Appeal provides, it enables us to inspire our colleagues to grow, feel included and to get involved with developing external and internal communities.

As well as being able to contribute to the wonderful charities which The Lord Mayor’s Appeal supports it is amazing that we can also be inclusive with our own dedicated partner charities which staff select. We look forward to continuing our collaboration with The Lord Mayor’s Appeal.”

## Vicky Lucas

London CSR Committee Chair  
Fidelity International

# 10%



10% of low income Londoners have less than £3 per day to spend on breakfast, lunch and dinner. (The Felix Project)

# 13%



13% of Londoners said they were not able to keep their home warm enough in winter. (Survey of Londoners 2021-22)



# 8,000

More than 8,000 people sleep rough on the streets of London each year. (Streets of London)

# 28%



28% of couples with children are in poverty in London compared to 21% in the rest of England. (Trust for London)



# A powerhouse for good

“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. Hiscox is really proud to support such a worthwhile initiative.”

**Jessica Bamford**

Head of Hiscox Private Client, Hiscox



IN PARTNERSHIP WITH  
**CITY A.M.**





# The impact of our work

510K 

An estimated £510,000 raised for charities and good causes.

72% 

72% of organisations said that City Giving Day inspired employees to fundraise and/or volunteer.

64% 

64% of organisations said that City Giving Day helped to promote/celebrate their charitable activity.





## Our new charity partner

MQ Mental Health Research is the UK's leading mental health research charity. Their vision is to create a world where mental illnesses are understood, effectively treated and eventually prevented. They do this through launching research across the translational spectrum, putting impact at the heart of all they do. Since 2013, they've invested over £23 million into more than 40 research projects across the world.

[MQ Mental Health research: read more](#)

“We are delighted to be collaborating with The Lord Mayor's Appeal, which will initially enable us to directly fund vital research into the impact of economic inequalities on the mental health of those who have been most heavily impacted by the cost of living crisis.

Too often it is the most disadvantaged, marginalised and vulnerable who suffer from the worst mental health outcomes. Without research, we cannot know the most effective methods of supporting these people and helping them to live healthy, happy lives.”

**Lea Milligan**

CEO, MQ Mental Health Research



# 1 in 4

1 in 4 people will be diagnosed with a mental illness this year, yet only 3.9% of funding goes towards prevention research.



# 90%

MQ's research leads to new developments including an intervention for frontline healthcare workers with a 90% recovery rate as well as guidelines developed for all schools in England and Wales on bullying and mental health.



# Corporate partnerships

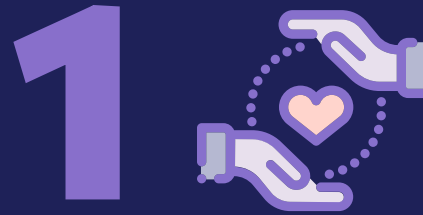
To all our corporate partners who have pledged to create A Better City for All.

We could not have done this without your continued support.



## Corporate partnership opportunities

We offer your company the opportunity to engage with a variety of initiatives and events, tailored to align with your business' strategy and purpose.



### Delivering social transformation...

Four strategic initiatives and purposeful charity partnerships.



### Addressing critical business concerns...

Thought leadership forums and discussions on the City's most pressing issues.



### Learning, development and engagement...

Insightful workshops, webinars, fundraising events and volunteering opportunities.



### Collaboration...

The chance to meet and connect with like-minded individuals striving to make positive change through our partnerships.

“We are proud to be a Champion of The Lord Mayor’s Appeal by contributing to the Power of Inclusion discussions and supporting our employee wellbeing through This is Me and the Green Ribbon Campaign. The Appeal helps young people to understand more about the City and our industry through We Can Be and, as a result of being involved, our employees are more informed, energised and inspired.

It’s great to know that, in addition to participating in the various programmes, our donation is working to support the Appeal’s charity partners and the fantastic work they are doing in London and beyond”.

**Jennifer Breach**

Culture, Diversity and Inclusion Manager  
Liberty Specialty Markets

[> Our corporate partner programme](#)

## Acknowledging our supporters



# We would like to extend an enormous thank you to our 2022 corporate partners.

### Founding patrons

Aon  
Bloomberg  
Canary Wharf Group plc  
Coverys Managing Agency Limited  
The Law Family Charitable Foundation  
Payden & Rygel Global Ltd  
TP ICAP

### Partners

Bank of China  
DLA Piper UK LLP  
Fidelity International  
Freshfields Bruckhaus Deringer LLP  
London Stock Exchange Group  
PwC UK  
Standard Chartered Bank  
The Worshipful Company of Distillers

### Champions

Anthemis  
CBRE Ltd  
The Company of Human Resource Professionals  
The Girdlers' Company  
The Goldsmiths' Company  
The Insurers' Company  
Janus Henderson Investors  
Liberty Specialty Markets  
Linklaters LLP  
Schroders

### Collaborators

Bank of Montreal, London Branch  
Brit Insurance  
Elston Consulting  
Helical plc  
The Worshipful Company of Actuaries Charity  
The Worshipful Company of Carpenters  
The Worshipful Company of Drapers  
The Worshipful Company of Fishmongers  
The Worshipful Company of Grocers  
The Worshipful Company of Horners  
The Worshipful Company of Plaisterers  
The Worshipful Company of Tallow Chandlers  
The Worshipful Company of Woolmen

## 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

National Numeracy, The Duke of Edinburgh's Award, Place2Be, OnSide and Samaritans. 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.

“Bank of China is very proud to have been deeply rooted in the City for over 90 years. As a Corporate Partner of The Lord Mayor's Appeal, Bank of China enjoys participating in the opportunities that the Appeal's programmes offer.

From participating in the City Giving Day for 8 consecutive years, supporting young people to understand more about the City and our industry through We Can Be, using the Appeal's Green Ribbons and This is Me materials to support our employee wellbeing initiatives or contributing to important and necessary discussions through the Power of Inclusion, our staff are inspired and energised by their experiences.”

#### Wenjian Fang

General Manager

Bank of China Limited London Branch  
CEO, Bank of China (UK) Limited



## Getting Involved

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



### 1 Make a donation

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



### 3 Attend an event

Book tickets, participate in  
or sponsor one of our events





## A year of engaging events

We are proud to have hosted an array of events including our Green Dinner, celebrating sustainability in the City, the Lady Mayoress' Sleep Out which raised awareness of homelessness in the City and a number of other successful fundraisers and partner events. We are lucky to have such wonderful support from our Corporate Partners, other businesses and individuals.

**“The Lord Mayor’s Appeal successfully raises funds through a range of incredibly exciting and unique events throughout the mayoral year. I’ve had the privilege of chairing a number of these events and I know first hand how much hard work and preparation goes into them. They are unforgettable experiences which create brilliant fundraising opportunities for everybody to become involved. Please do join us in 2023!”**

John McLean OBE





# Contact Us

## Website



## Social media



## General enquiries





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

Registered charity no: 1148976  
Company no: 08140664

For further information:

[TheLordMayorsAppeal.org](http://TheLordMayorsAppeal.org)  
[info@TheLordMayorsAppeal.org](mailto:info@TheLordMayorsAppeal.org)  
020 7332 1582

Or visit:

🐦 @LMAppeal  
in The Lord Mayor's Appeal  
📷 @TheLordMayorsAppeal  
📘 @LordMayor'sAppeal

Our charity partners:

