





The Lord Mayor's Appeal 2022



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Foreword

Introduction from the Lord Mayor

Following on from 2020, 2021 has continued to be a challenging year for many people across the City. Once again however the resilience of The Lord Mayor's Appeal has meant that it has delivered transformational impact to the City and beyond, through its strategic pillars: Inclusive, Healthy, Skilled and Fair and that is evidenced in the following pages of this Impact Report.



Through collaboration the Appeal has continued to provide excellent learning, development and engagement opportunities for employees through its thought leadership initiatives Power of Inclusion, This is Me, She Can Be and City Giving Day.

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 financial support to our exceptional charities, The Duke of Edinburgh's Award, Place2Be, OnSide, and Samaritans in order that they can tackle society's most pressing needs through their innovative projects, and through their collaborative work together.

We will continue to be ambitious with the transformational impact we want to make in 2022 and beyond, continuing to strive for 'A Better City for All'.

Alderman Vincent Keaveny
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 four years and supporting our excellent charity partners.

The work that OnSide and The Duke of Edinburgh’s Award does with young people is inspirational and both charities offer future generations the skills and the confidence to take them further in both their life and employment.

Samaritans and Place2Be have played a major part in supporting the mental health and wellbeing of people of all ages and their work continues to be as important as ever in all walks of life.”



“As we enter the second phase of our ‘A Better City for All’ strategy, The Lord Mayor’s Appeal is committed to continue its work to create an Inclusive, Healthy, Skilled and Fair City.

To do so, the Appeal will be aligning its current and future programmes to the UN Sustainable Development Goals, supporting businesses achieve their ESG agendas and maximising our impact for our beneficiaries and the City of London.

The global challenges we are facing are unprecedented, but together we can create a sustainable City and a better future for all.”



Alderman William Russell

Alderman & Sheriff Nicholas Lyons

Alderman Sir Charles Bowman

Alderman Sir Peter Estlin



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**.

[More about our strategy](#)





Our Initiatives

Our four flagship initiatives continue to grow and deliver groundbreaking 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.

[Join the conversation](#)



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](#)



She Can Be empowers young women to see the City as a viable career option, by developing their skills and ambitions through exposure to participating City businesses.

[Empower your teams](#)



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 Charity Partners

We have continued our partnerships with four leading charities, each an expert in addressing social issues across our 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.



Opportunities to collaborate



“We recognise the importance of our team establishing positive relationships with young people, that ensure they have positive role models to speak to whenever they need them. Thanks to our collaboration with Place2Be, through our Lord Mayor's Appeal partnership, young people can access professional support from a trained counsellor twice a week, to help them understand and overcome challenges that they are facing.”

Gavin Evans
CEO, Future
OnSide's Youth Zone in Barking and Dagenham

“Partnering with The Lord Mayor's Appeal has provided great opportunities to work with our fellow charity partners.

We have been able to forge connections between our CEOs, identify opportunities to collaborate, and help raise awareness of each other's key initiatives. For example, DoFE was delighted to promote Place2Be's Mental Health Champions - Foundation programme to our large network of teachers.”

Alex Hay
Head of Partnerships
The Duke of Edinburgh's Award



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.

These issues around social mobility have been highlighted throughout the pandemic, which has only served to create a larger divide around diversity and inclusion.





An opportunity to learn

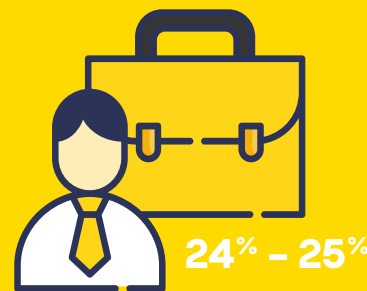
“By participating in the Power of Inclusion, we have cherished the ability and opportunity to learn from other members, highlight our internal experiences and share thought leadership with the community.

Each session provides us the opportunity to learn, grow and reflect. Not a session goes by in which we do not take a new initiative away which helps us on our journey to create a diverse and equitable workplace.”

Clarence Dixon
Managing Director, CBRE
Global Head of Loan Services



Only 10% of those from working-class backgrounds reach Britain's higher managerial, professional, or cultural occupations.



Just 24-25% of working class people from Bangladeshi and Pakistani backgrounds make it into professional jobs.



Even when those from working-class backgrounds have the same education attainment, role, and experience as their more privileged colleagues, those from poorer backgrounds are still paid an average of £2,242 (7%) less.



When the pandemic hit, only 51% of households earning between £6,000 to £10,000 had home internet access, compared with 99% of households with an income over £40,000.



Change Starts Together.

“Standard Chartered is proud to partner with The Lord Mayor’s Appeal and sponsor its 2021 storytelling campaign ‘Change Starts Together’. Through the campaign, we helped raise awareness of the importance of social mobility within the City of London by sharing useful insights and knowledge with other businesses.

We all have a duty to think about the opportunities we are supporting to make sure they provide a real solution, not a sticking plaster. We believe the power of hearing stories from people with diverse socio-economic backgrounds can inspire action from businesses across the City, as we work together to bring change.”

Eva Polykandrioti
Senior Manager
Europe Corporate Affairs, Brand & Marketing



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.



Life-changing experiences

During a time when young people are facing many challenges, the life-changing experiences offered by a DofE programme have never been more vital. Our support has supercharged the charity's ability to bring the DofE to young people in London and inspire them to go beyond what they believe themselves capable of, no matter their background or financial situation.

> DofE: Our work this year

“Over the past year, support from The Lord Mayor's Appeal has funded training for adult leaders and enabled more young people, particularly those facing financial hardship, to do their DofE in London. During a challenging time, our life-changing programmes have helped participants build resilience and develop skills for the future; they have helped young people recognise their limitless potential.”

Clare Argar
Director, London
The Duke of Edinburgh's Award

 **2,205**

2,205 young people started their DofE as a direct result of funding from The Lord Mayor's Appeal.

 **25,000**

More than 25,000 young Londoners started their DofE in the year ending March 2021.



Potential is everywhere

OnSide believe that all young people need is a chance to discover what they've got and where it could take them. Potential is everywhere. But while some young people get every opportunity to explore theirs, others don't. It's about opportunity.

“Youth Zones offer life-changing support to thousands of young Londoners from a diverse range of backgrounds. With support from The Lord Mayor's Appeal, we are able to transform more young people's lives by providing vital opportunities that they otherwise would not have.

We wouldn't be able to achieve what we do for young people without the support of partners and The Lord Mayor's Appeal enables organisations that care about young people across London to make a positive, long-lasting impact on their lives.”

Kathryn Morley
CEO, OnSide



97%

97% stakeholders said the Youth Zone made a positive contribution to community cohesion.



77,980

From October 2020 to end of September 2021 77,980 young people have engaged with OnSide's London Youth Zones.



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.

The initiative features three key tools our This is Me Storytelling, The Green Ribbon Campaign and Wellbeing in the Workplace.

Research has proven that speaking openly about mental health, is good for people, good for society and good for business.





Catalyst for change

“This is Me is about real people who work for Fidelity sharing their own personal experience of mental health. Our first This is Me video in 2017 was a real catalyst for change; it helped our employees to feel comfortable, supported and able to talk openly about mental health in the workplace.

Over the years, our videos have also helped educate those who have little to no experience of mental illness; and for those who have suffered or are potentially suffering—maybe in silence—the videos have offered support and encouragement to speak out and get help.”

Natasha Wilson
Founder of the Mental Health Champions Network
Fidelity International



Since the start of the pandemic, there has been a 57% increase in anxiety.



In the UK an estimated 91 million workdays are lost every year due to mental health problems.



US\$1trillion

Depression and anxiety have a significant economic impact; the estimated cost to the global economy is US\$ 1 trillion per year in lost productivity.



People who are Black or from a Minority Ethnic background emphasised stigma and a lack of knowledge around mental health as significantly apparent in their community.



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

333

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



The Green Ribbon Campaign

145

The Green Ribbon travelled to over 145 cities across the world during 2021, creating a visible movement of support to end the stigma of mental ill-health.

SAMARITANS

Wellbeing in the Workplace

35,000

Over 35,000 individuals have signed up to the Wellbeing in the Workplace tool.



This is *me*[™]

Acceptance is key

"This is Me... it signifies acceptance. When I took part in the Bank of England's first This is Me film, it was a real turning point for accepting my own mental health, my journey. What's more, it empowered me to raise awareness and help others. The Bank of England has fully embraced this campaign. It makes such a difference for people to be able to bring your whole self to work and not have to hide behind a mask, to be free to say This is Me."

Rebekah Watson
Personal Assistant, Bank of England



This is *me*[™]

The impact of our work.



84% of organisations say employees have increased awareness of mental health in the workplace.



85% 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 say stigma around mental health in the workplace has reduced.



Mental health support

The Centre for Mental Health predicts up to 1.5 million children across the UK will need new or additional mental health support due to Covid-19, of which 500,000 had no previous diagnosable mental health problems. London is no exception to the urgent need for mental health services and, with the support we have provided for Place2Be they are able to continue to meet the demand for their services to reach children and young people, parents, families and school staff during the pandemic and beyond.

“Place2Think has been a fantastic space to speak freely and without judgement. As educators, we’re always quick to worry about the wellbeing of our students, so it’s been great to be reminded not to forget our own mental health. When our school experienced a bereavement during Covid, it was so helpful to be able to articulate my feelings. I left the session feeling positive and re-energised, with a plan for how we would manage the situation. It has been a great help.”

Assistant Headteacher
Mental Health Lead at St Bonaventure's



318

318 counsellors began our training course in London since 1st April 2020.



81%

Of the children who start with severe difficulties, 81% show an improvement in wellbeing after Place2Be counselling, according to parents, and over half clinically recover.



Flexible volunteering

This year our partnership with the Samaritans has helped them to be there for more people struggling to cope during the pandemic. Their emotional support services stayed open 24/7, reaching new people via the online chat pilot and the launch of London City Hub, which provides more flexible volunteering, helped to ensure there was always someone there to listen.



“Samaritans is needed now more than ever and in a year that has tested everyone’s resilience, we are incredibly grateful for The Lord Mayor’s Appeal’s support. Thanks to The Lord Mayor’s Appeal, not only have we been able to continue to be there for anyone struggling to cope every day and every night, but we have been able to trial powerful new ways of reaching more people in ways that are most comfortable to them, such as through the online chat pilot.”

Julie Bentley
CEO, Samaritans

 **2,800**

With support from The Lord Mayor’s Appeal, the City Hub has provided over 2,800 hours of free, confidential support to those who need it.

 **15,000**

Samaritans have provided over 15,000 hours of emotional support through their new online chat programme.



A Skilled City

She Can Be helps 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 empowering young women to see the City as not only a viable, but an exciting career option for them.

The initiative boosts young women's confidence in their abilities through workshops and mentoring, equipping them with the skills to consider careers in the City.





A step forward

"My Chartered Insurance Institute role and remit enabled the delivery of a successful session encouraging young women to consider insurance as a career option in the city.

The young women we met were intelligent and remarkably insightful given their age. Engaging this talent early and introducing them to the opportunities available in insurance is key to capturing this talent, redressing the balance of women in insurance, an under represented group, would be an asset to our profession."

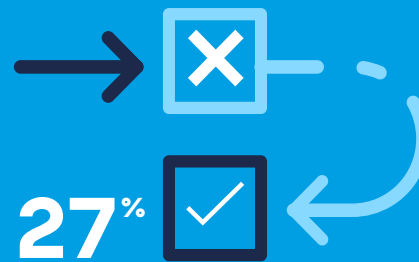
Vivine Cameron
iWin Committee member (Women Inclusivity Network)
The Worshipful Company of Insurers



Almost three in four (73%) girls and young women aged 11 to 21 think women have to work much harder than men to succeed.



Over half (54%) of girls and young women aged 11 to 21 are worried they won't be able to find a job.



More than a quarter (27%) of young women believe teachers and career advisors often encourage girls to do different subjects to boys.



53% of girls and young women aged 11 to 21 say they've missed out on developing skills for their future because of the pandemic.



Redressing the balance

"She Can Be is an excellent way for us to de-bunk myths about the City to young women who may not have considered it as a viable career path.

It is an integral part of our strategy to create greater gender diversity and social mobility within the City and is a step forward on our way to achieve the Women in Finance Charter. Smith & Williamson are very proud to have been participants and sponsors of She Can Be for the third year running."

Lydia Garratt
Investment Manager, Smith and Williamson



The impact of our work.



83% of young women would consider a career in the City after attending She Can Be.



96% of young women disagreed that a career in the City is more for young men than young women after attending the event.



89% of young women had a greater understanding of the different roles available to them after attending the event.



Limitless potential

DofE programmes are tailored to unlock the unique skills and interests of each young person, supporting them to understand their limitless potential. During Covid-19, doing DofE has offered young people mental health and wellbeing support to get them through the pandemic and give them the tools to succeed beyond it.

Achieving a Duke of Edinburgh's Award is a game-changer, and our funding is helping to support the DofE's Youth Without Limits ambition to reach one million young people across the UK in the next five years.

“Before I started DofE I would not talk to people at all so it's given me a lot of confidence. Had I not done DofE I would not have taken other opportunities that were given to me. I'm proud that I committed to it. It's shown me that you can make a difference.”

Alina, from Newham, East London



305

305 adult leaders trained as a direct result of The Lord Mayor's Appeal funding.



185,000

Between April 2020 — March 2021, DofE participants in London volunteered more than 185,000 hours to support their local communities.



Emotional wellbeing

Our funding has helped Place2Be to continue to provide their dedicated mental health professionals across primary and secondary schools in England, Scotland and Wales. Mental health support and counselling in these schools helps to improve the emotional wellbeing of pupils, families and staff, equipping them with tools and training they need to help overcome any future challenges. Place2Think sessions are for school staff, aimed to support, discuss and address themes relating to children's emotional wellbeing.

"Place2Be is delighted to be one of the chosen charity partners for The Lord Mayor's Appeal, and we are tremendously grateful for their phenomenal support over the past four years. Their valuable contribution has enabled us to support the mental and emotional wellbeing of even more children, families, parents and staff in school communities across London.

Both Place2Be and The Lord Mayor's Appeal recognise the importance of acting early to prevent mental health challenges from impacting children's futures, giving them the tools to build resilience and confidence, working towards creating 'A Better City for All'."

Catherine Roche
CEO, Place2Be



377 teachers in London took part in Place2Be's school mental health sessions, funded by The Lord Mayor's Appeal.



61% of children's difficulties had less impact on their learning after Place2Be counselling.



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 enables City businesses to celebrate the positive impact they have for their charity partners and their local communities, through fundraising and volunteering.

The day champions activities—whether corporate social responsibility, philanthropy or volunteering, and 2021 saw a welcome return to in person events across the City as well as virtual activities across the world.





Addressing disadvantage

“City Giving Day is a fantastic opportunity to celebrate the great work that the Group has done to tackle social disadvantage across London and the UK. Our colleagues have taken part in some inspiring work out in the communities and it’s a brilliant chance to celebrate that and to encourage others to get involved.”

Sarah Baker
Director—Charities, Corporate & Institutional Coverage,
Lloyds Banking Group



53% of children living in London are in households with incomes below what they need for a decent living standard, compared to 42% in the UK.



76% of London businesses think that at least some of their employees have direct experience of poverty.



421,000 people used a foodbank in London in 2020/21, an increase of 200,000 compared to the previous year.



4 in every 10 people living in London (41%) have an income below what is needed for a minimum standard of living.



Supporting our community

“Every year the firm goes red on City Giving Day to celebrate the people who bring our purpose of building a better working world to life every single day. It’s a wonderful reminder of the power in our purpose and a great opportunity to shine a light on some wonderful causes across the UK and Ireland.”

Farrah Ekeroth
Head of Employer Brand, EY



IN PARTNERSHIP WITH
CITY A.M.





The impact of our work.



Estimated £500,000 raised for charities and good causes.



95% of organisations would recommend City Giving Day to others.



75% of organisations said that City Giving Day inspired employees to fundraise and/or volunteer.



Supporting young people

Over the last year we have helped OnSide to continue supporting young people during the pandemic. Our fundraising has assisted in keeping London's Youth Zones open, as well as ensuring youth workers have the provisions and support they need to work with their young people and the wider local community.

"Since coming here, my whole life has changed, and the way I see things is very different. All the staff at my OnSide Youth Zone are so supportive, I have never had anything like this in my life. It's really good that in one place you can have so many opportunities and activities. You can come to just chill out and you then get the support and physical activities."

Ines Lopes, 15
Unitas Youth Zone (Barnet)



70% members say they're physically healthier/more active.



82% frequent attenders say they have more friends.



SAMARITANS

Sustainable services

In these challenging and uncertain times, Samaritans volunteers have spent over one million hours responding to calls for help from people struggling to cope. The Appeal has helped volunteers be there to listen, 24 hours a day, even throughout lockdowns. Our partnership has allowed the Samaritans to also support people in new ways, as well as future-proofing this vital service.

“I think that this [online chat] service is amazing. It has taken me from a place where I was seriously thinking of ending things to taking a step back and thinking. I never at any time felt judged on what I was saying and didn't feel pressurised into talking about anything I wasn't happy to. I would have struggled to call as I was so emotional and having a panic attack so being able to message was literally a life saver.”

Anonymous Samaritans Caller
Online Chat



Since it launched, over 26,000 contacts have been received via online chat.



97% said they would use the chat service again.



Corporate Partnerships

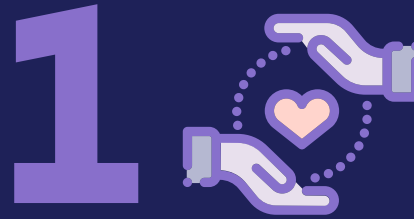
We create partnerships that align with your commitment to sustainable and responsible business, whilst amplifying your social and commercial impact.





Corporate Partnership Opportunities

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



Delivering social transformation...

Across our four initiatives and charity partners



Addressing critical business concerns...

Thought leadership on the City's most pressing issues



Learning, development and engagement...

Insightful webinars, fundraising events and volunteering opportunities



Networking and entertainment...

Corporate networking and entertainment events



“As a Founding Patron partner we have enjoyed engaging with the activities that The Lord Mayor's Appeal's programmes offer.

Whether it's attending the Power of Inclusion webinars, using the Appeal's Green Ribbon and This is Me materials to support our journey to support employee wellbeing, or participating in She Can Be, staff always have an enriching and informative experience. The best thing is knowing that on top of these experiences our corporate donation provides critical support for the Appeal's fantastic beneficiary charities: The Duke of Edinburgh's Award, Place2Be, OnSide and Samaritans.”

Penny Cornhill and Kate Emery
Coverys Managing Agency Limited



Acknowledging Our Supporters

We would like to extend an enormous thank you to our 2021 corporate partners.



Founding patrons

Aon
Bloomberg
Canary Wharf Group plc
Coverys Managing Agency Limited
HSBC
The Law Family Charitable Foundation
London Stock Exchange Group Foundation
Payden & Rygel Global Ltd
Smedvig Capital
TP ICAP

Partners

Bank of China
Fidelity International
Freshfields Bruckhaus Deringer LLP
Standard Chartered Bank
PwC UK

Champions

Berkeley Foundation
CBRE
The Girdlers' Company
The Goldsmiths' Company
The Insurers' Company
The Ironmongers' Company
Janus Henderson Investors
Liberty Specialty Markets
Linklaters LLP
State Street Global Advisors
Schroders
UBS
UniCredit

Collaborators

Barings UK Ltd
Brit Insurance
The Carpenters' Company
The Drapers' Company
Elston Consulting
The Fishmongers' Company
The Grocers' Company
Helical plc
The Horners' Company
Majedie Asset Management
The Plaisterers' Company
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

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.

"Payden and Rygel is proud to be a corporate partner of The Lord Mayor's Appeal and has chosen to support their work in recognition of the huge role they have in supporting the most vulnerable segments of society, particularly when the need for that support is so high. We are especially well aligned through our commitment to Diversity and Inclusion and our sustainable business objectives."

Robin Creswell
Managing Director
Payden & Rygel Global Ltd

The Lord Mayor's Appeal would like to thank **Mike Williams** for photography, and our design partners **Onthree** for their ongoing support.





Getting Involved

There are many ways you can get involved and support us



Make a donation

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



Corporate partnership

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



Attend an event

Book tickets, participate in
or sponsor one of our events





A fantastic calendar of events

Following the postponement of events due to the pandemic we were back with a bang and over the last year have hosted an incredible array of events including an online carol concert, dinners, golf days and a cricket match. Businesses and individual supporters got involved by sponsoring the events, booking tickets, providing prizes and taking part.

“The Lord Mayor’s Appeal organises a wide range of imaginative and enjoyable fundraising events, year after year. I know from first-hand experience how much work and preparation goes into giving the guests a memorable evening as well as raising large sums in support of the Lord Mayor’s charities.”

Michael Hockney MBE





Contact Us

Website



Social media



General enquiries





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Our charity partners

