CITY GIVING DAY BLENDS ONLINE AND OFFLINE IN LONDON'S BIGGEST CELEBRATION OF CHARITY AND PHILANTHROPY TUESDAY 22 SEPTEMBER 2020

Thursday 20 August, 2020

City workers are being asked to celebrate their firms' community and volunteering initiatives this year by taking part in online and offline activities as part of The Lord Mayor's Appeal's City Giving Day 2020.

There is just one month to go until the annual event, which this year takes place on Tuesday 22 September 2020.

Every year the Appeal and its supporters celebrate the value of the City to society and shows how businesses can make a difference. It champions activities - whether corporate social responsibility, philanthropy, or volunteering initiatives - that companies undertake as part of their commitment to supporting charity, society, the community and the environment in which they work.

In light of Covid-19 and social distancing rules, this year businesses and employees are encouraged to think about how they can run activities online and using digital platforms. The Lord Mayor's Appeal have developed an activity guide detailing how to run everything from online talent shows to digital escape rooms, collective cook-a-longs to mass Zoom raves, with lots of options for firms to engage colleagues in exciting events that can help raise money for charities and causes.

The annual City Walk and Treasure Hunt will still take place – but with an online spin.

City Walks will be delivered by City Guides via Zoom and will be as close to the experience of attending an actual walk as possible. Lasting about an hour, as well as taking participants through some of the byways of the City telling tales and pointing out myriad points of interest, the guide will also be use other materials to bring the past to life, such as old maps and images to broaden the content and it will be interactive and engaging.

When it comes to the Treasure Hunt, think Challenge Anneka. Using instant messaging, teams will be buddied up with a runner who will give them their first clue for free, the teams will then need to work together to solve the subsequent clues as quickly as possible to help their runner be the first one back to base.

As always the day will start with the Lord Mayor opening the London Stock Exchange, this time virtually, and see individuals gathering in Guildhall for a photograph.

Organisations who are back in the office are also encouraged to organise activities safely and can take inspiration from previous years. At the 2019 Thank You Reception Credit Suisse won the Most Innovative Event Award for their rickshaw rally around Canary Wharf, and Skanska won the Best Community Engagement Award for organising a whole week of activity ranging from beach cleans to taking over charity shops and garden tidying to painting rooms.

In 2019, 424 organisations came together to recognise all this remarkable work. By joining in they inspired up to 5,000 new volunteers to offer their time, raised an estimated £500,000 for good causes and highlighted some of the exceptional charitable activity that takes place throughout the year. 100% of participants said that they would recommend the day to others. So far more than 450companies have signed up – making it officially the biggest year yet - and there is always space for more. Early registrants have the opportunity to be visited by the Lord Mayor.

Activities already on the agenda include online bingo, photography competitions, announcement of new corporate volunteering programme, and virtual coding training sessions. Going digital means that companies can engage remote employees and regional offices, with the City having an impact beyond its boundaries.

Alderman William Russell The Rt Hon The Lord Mayor of the City of London says: "2019 was hugely successful, and this year we hope to see even more organisations and businesses getting involved in City Giving Day, holding events, volunteering, fundraising and sharing their stories to demonstrate the transformational impact of bringing together businesses, employees, communities and charities.

I hope that you will join me and the hundreds of businesses committed to making City Giving Day 2020

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the best yet."

Caroline Wright, Chief Executive Officer of The Lord Mayor's Appeal says: "City Giving Day brings together the City of London and beyond to celebrate all the fantastic philanthropic and volunteering work that has been done throughout the year. It is a day of celebration and this year it will be more important than ever to reflect back on the past few months and applaud and celebrate the collaboration during this crisis and the support that organisations have given through various channels to their communities and frontline workers."

The event shows a side to the businesses and firms that is community focused and concentrates on bringing about real impact. It's part of The Lord Mayor's Appeal's multi-year strategy "A Better City for All". Focused on four key pillars, the strategy aims to create a City that is Inclusive, Healthy, Skilled and Fair, with the objective of helping 1 million people thrive.

The event is supported by City AM.

DATES

Thursday 3 September – Countdown Breakfast

An opportunity to hear from some of the other companies taking part this year and leave with top tips and a checklist so you can make the most of your City Giving Day.

Tuesday 22 September – City Giving Day

The big day!

Tuesday 10 November – Thank you reception

Our opportunity to say thank you to this year's participants and to celebrate the great things you have achieved.

KEY CONTACTS

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Hashtags: #CGD #GoRed #CityGivingDay

ASSETS

Please find images available here https://bit.ly/CGD2020launch

NOTES TO EDITORS

The Lord Mayor's Appeal

For many decades now, The Lord Mayor's Appeal Charity has raised millions of pounds for the charities and good causes recommended by successive Lord Mayors. The Appeal's purpose is to be an illustration of the philanthropy the Square Mile has to offer and in 2017 launched a new multi-year strategy to create 'A Better City for All'. Its ambition is to help one million people thrive through the charities it is supporting, Place2Be, OnSide Youth Zones and Samaritans, and The Duke of Edinburgh's Award, and through its impactful initiatives like City Giving Day. Each year highlighting the inspirational and transformational ability of those involved to galvanise around important causes and dedicate their time.

About the Lord Mayor of the City of London

The Lord Mayor is the elected head of the City of London Corporation and also serves as a global ambassador for the UK-based financial and professional services industry.

The Lord Mayor spends some 100 days abroad meeting with international stakeholders to strengthen economic ties around the globe, often joined by senior UK business representatives. The Lord Mayor also regularly welcomes government and business leaders to Mansion House, the official residence for the year in office.

About the City of London Corporation

The City of London Corporation is the governing body of the Square Mile, dedicated to a vibrant and thriving City, supporting a diverse and sustainable London within a globally-successful UK – www.cityoflondon.gov.uk

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