City Giving Day launches with breakfast on Tuesday 25 September 2020

Tuesday 18 February, 2020

City Giving Day will launch for 2020 with a fantastic and inspiring breakfast event at Mansion House on Tuesday 25 February.

It is one day a year which is set aside to celebrate the value of the City and Canary Wharf to society.

It champions the activities - whether it is corporate social responsibility, philanthropy, or volunteering initiatives - that companies do to support charity, society, their local communities, and the environment in which they work.

The annual event is a chance for employers to talk to staff, recognise achievements and plan even better community engagement in the future, whether in the form of mentoring, fundraising or volunteering vital expertise.

All organisations who are interested in taking part are invited to attend, to learn more and hear how they can get involved in this engaging and exciting event. If you would like to join us, please email cgd@thelordmayorsappeal.org

In 2019 424 London businesses came together to celebrate their charitable and volunteering efforts for this City Giving Day 2019 – a record number for organisers The Lord Mayor's Appeal.

The firms, who have supported hundreds of charities over the last year, showcase their philanthropic efforts with thousands of City and Canary Wharf workers, clients, suppliers and supporters wearing red for the day.

Lord Mayor William Russell says that "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 our City great, joining in to make City Giving Day 2020 the best yet."

From fundraisers to volunteering events, a peddle bus to cycling challenges and quiz nights to treasure hunts, City Giving Day 2019 was the biggest year yet.

- An estimated £500,000 raised for good causes
- 100% would recommend City Giving Day to others
- 62% of organisations went red
- More than 5,000 volunteers recruited
- 75% said it helped promote and celebrate charitable activity
- 67% fundraised for chosen charities and community groups
- 93% inspired employees to fundraise, volunteer, or become more involved in charitable activity
- 50% of organisations involved their charity and community partners in their City Giving Day activities

The Lord Mayor's Appeal's four chosen charities, which will be supported through City Giving Day, are Place2Be, OnSide Youth Zones, Samaritans, and The Duke of Edinburgh's Award.

Place2Be will use the funds to provide children in 180 schools across London with access to mental health and emotional support, tackling the 75% of mental health issues that start in childhood.

OnSide Youth Zones is creating five state-of-the-art centres in areas of deprivation, providing access to a safe space and programme of activities ranging from sport and music to mentoring, transforming lives in communities for those that need it most. They have already opened centres in Barking & Dagenham and Barnet.

Samaritans' new initiative Wellbeing in the City will use the funds raised for its ground-breaking online platform, giving employees the skills they need to manage wellbeing in the workplace.

Media:



Related Sectors:

Business & Finance :: Charities & non-profits :: Education & Human Resources :: Food & Drink :: Media & Marketing ::

Related Keywords:

Charity :: Finance :: Giving :: Charities :: Business ::

Scan Me:

The Duke of Edinburgh's Award are aiming to reach 10,000 young people from underprivileged background and enable them to take part in the life enhancing programme,

ENDS

Contact

For Further Information contact:

City Giving Day cgd@thelordmayorsappeal.org

Francesca Baker – Marketing and Communications Francesca.baker@thelordmayorsappeal.org 07877461555

Jan Foster City Giving Day Project Manager janette.foster@thelordmayorsappeal.org 020 7332 3777

TheLordMayorsAppeal.org

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

info@TheLordMayorsAppeal.org

020 7332 1582

Twitter: @LMAppeal

LinkedIn: The Lord Mayor's Appeal

Instagram: TheLordMayorsAppeal

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 has recently 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, Samaritans, OnSide Youth Zones and Place2Be, 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.

Company Contact: