



**LORD  
MAYOR'S  
APPEAL  
CHARITY**



**A Better  
City for All**

The Lord Mayor's Appeal continues with its vision and ambition of creating, through our four strategic pillars, A Better City for All by supporting our partner charities and continuing our thought leadership initiatives. The Appeal will be introducing a new charity partner as well for 2022.



Our partnership is enabling The Duke of Edinburgh's Award to extend its reach in London, supporting its ambition for a further 10,000 young people to have the chance to undertake and achieve an Award. This will give these young people the structured programmes of volunteering, physical and skills-based challenges to inspire, guide and support them to succeed. They are focusing on growing provision in areas of deprivation, financing participations, expedition equipment and DofE leader training so that cost is not a barrier to taking part.



Low numeracy is holding 3.5 million Londoners back from fulfilling their potential, by increasing vulnerability to unemployment, debt, fraud and financial exclusion. Our partnership will fund a new initiative - 'Every Londoner Counts' - which will help improve employability and financial inclusion by supporting thousands of Londoners in greatest need to build confidence, skills and positive attitudes to basic numeracy through a network of 500 newly-trained Numeracy Champions.



Our partnership has enabled Place2Be to deliver a transformational mental health programme, active in 180 schools in London, equipping school leaders with the skills and knowledge to support their pupil's emotional and mental health. It is now also supporting Place2Think sessions giving staff a space to reflect with a Place2Be practitioner, focusing on the mental health needs of the whole school community.



Our partnership has supported OnSide to open three new state of the art Youth Zones in areas of high deprivation in London – Barking & Dagenham, Barnet and Croydon. Youth Zones are a game changer for young Londoners by offering them somewhere to go, something to do and someone to talk to through world class facilities and activities. They will help transform lives and communities tackling mental health, crime and employability prospects.




Our partnership has enabled Samaritans to develop and roll out to over 25,000 individuals in companies *Wellbeing in the Workplace* a revolutionary online programme for employees in London and beyond them. Funding has also supported the opening of the London City Hub, with listening volunteers focused solely on online chat and email. Introducing the online chat channel is an integral part of Samaritans plan to be around for future generations.

The Appeal continues to develop our four existing thought leadership initiatives under our four pillars – Inclusive, Healthy, Skilled and Fair:



Inspiring diversity and inclusivity across the City and beyond.



Reducing the stigma of mental health, dispelling the myths, changing workplace cultures.



Changing perceptions and sharing skills to inspire the future workforce.



Celebrating volunteering & philanthropy in the City.

Our work will benefit, City employees, residents and their family and friends, as well as those who live and work in our neighbouring communities with the one aim to create:

## A Better City for All – helping 1 million people thrive

You can support the Appeal in various ways, by becoming a Corporate Partner, through making a donation, attending an event or taking part in our initiatives. For further information on The Lord Mayor's Appeal please visit [www.thelordmayorsappeal.org](http://www.thelordmayorsappeal.org) or call 020 7332 1582 or email [info@thelordmayorsappeal.org](mailto:info@thelordmayorsappeal.org). Registered Charity Number: 1148976.