THE LORD MAYOR'S APPEAL

England & Wales · Charity number 1148976

Details

Status	Registered
Legal form	Charitable company
Company number	08140664
Registered	2012-09-17
Register	View on the Charity Commission register

Contact

Address	The Lord Mayor's Appeal The Mansion House Mansion House Street London EC4N 8BH
Phone	020 7322 1582
Email	Info@thelordmayorsappeal.org
Website	https://www.thelordmayorsappeal.org/

Activities

Objects: FURTHERING SUCH CHARITABLE PURPOSES FOR THE PUBLIC BENEFIT AS ARE EXCLUSIVELY CHARITABLE ACCORDING TO THE LAWS OF ENGLAND AND WALES AS THE TRUSTEES MAY FROM TIME TO TIME DETERMINE,IN PARTICULAR BUT NOT EXCLUSIVELY BY THE PROVISION OF GRANTS FOR:1)THE RELIEF OF SICKNESS,THE PRESERVATION OF HEALTH OF PEOPLE AND THE SAVING OF LIVES,WHETHER RESIDING IN THE UNITED KINGDOM OR ELSEWHERE;2)THE CONSERVATION,PROTECTION AND IMPROVEMENT OF THE PHYSICAL AND NATURAL ENVIRONMENT FOR THE BENEFIT OF THE PUBLIC;3)THE ADVANCEMENT IN LIFE OF YOUNG PEOPLE THROUGH EDUCATION AND OTHER MEANS;4)THE PREVENTION OR RELIEF OF POVERTY;5)THE ADVANCEMENT OF THE ARTS,CULTURE,HERITAGE AND SCIENCE;6)THE ADVANCEMENT OF CITIZENSHIP AND COMMUNITY DEVELOPMENT;7)THE ADVANCEMENT OF AMATEUR SPORT;8)THE RELIEF OF THOSE IN NEED BECAUSE OF YOUTH,AGE,ILL-HEALTH,DISABILITY,FINANCIAL HARDSHIP OR OTHER DISADVANTAGE;AND 9)THE PROMOTION OF THE EFFICIENCY OF THE ARMED FORCES OF THE CROWN OR OF THE EFFICIENCY OF THE POLICE,FIRE AND RESCUE SERVICES OR AMBULANCE SERVICES.

Activities: To hold fundraising events and encourage philanthropy in the City of London and donate the proceeds to beneficiaries for Health, Young People, Culture, Sport, Community Development, The Armed

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Forces and similar Public Services.

Classification

- **How:** Makes Grants To Organisations
- **What:** Education/training, The Advancement Of Health Or Saving Of Lives, The Prevention Or Relief Of Poverty, Arts/culture/heritage/science, Environment/conservation/heritage
- **Who:** Other Charities Or Voluntary Bodies

Geography

- City Of London

Finances

Period end	Income	Expenditure	Assets	Employees
2024-11-30	£1,765,423	£1,984,142	£656,533	12
2023-11-30	£2,835,539	£3,141,808	£875,253	12
2022-11-30	£2,154,775	£2,168,895	£1,181,522	10
2021-11-30	£2,870,219	£2,463,706	£1,195,642	11
2020-11-30	£2,354,941	£2,914,141	£789,129	13

Trustees

Name	Role	Appointed
ALASTAIR JOHN NAISBITT KING		2022-11-17
Alderman Timothy Russell Hailes		2016-09-20
Bronislaw Masojada		2025-05-22
Edward Charles Braham		2025-01-06
Lidia Bozhevolnaya		2023-02-13
Sir David Wootton		2026-03-10
Tangy Cathleen Morgan		2023-12-01

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THE LORD MAYOR'S APPEAL

England & Wales - Charity number 1148976

Accounts

Registered number: 08140664
Charity number: 1148976

The Lord Mayor's Appeal

(A company limited by guarantee)

Trustees' report and financial statements

For the year ended 30 November 2024

The Lord Mayor's Appeal
(A company limited by guarantee)

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The Lord Mayor's Appeal

(A company limited by guarantee)

Reference and administrative details of the Charity, its Trustees and advisers
For the year ended 30 November 2024

Trustees	Alderman Timothy Hailes Alderman Alastair King - Lord Mayor 2024/2025, Chair for 2023/24 appeal year Lidia Bozhevolnaya Alderwoman Dame Susan Langley (appointed 1 January 2024) Tangy Morgan (appointed 1 December 2023) Sir Edward Braham (appointed 6 January 2025) Chair from March 2025 onwards
Company registered number	08140664
Charity registered number	1148976
Registered office	The Mansion House Walbrook London EC4 8BH
Chief executive officer	Caroline Wright
Independent auditors	Kreston Reeves LLP Chartered Accountants Statutory Auditor 2nd Floor 168 Shoreditch High Street London E1 6RA
Bankers	Barclays Bank Plc 27 Soho Square London W1D 3QR

The Lord Mayor's Appeal

(A company limited by guarantee)

Trustees' report
For the year ended 30 November 2024

The trustees present their report and accounts for the year ended 30 November 2024.

The accounts have been prepared in accordance with the accounting policies set out in note 2 to the accounts and comply with The Lord Mayor's Appeal's (TLMA) Memorandum and Articles of Association, the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (as amended for accounting periods commencing from 1 January 2016) (effective 1 January 2019).

Our Strategy

The purpose of TLMA as a separately incorporated charitable company is to provide a permanent basis for each Lord Mayor of the City of London. This has enabled TLMA to broaden and encompass more than fundraising, for example by defining longer running themes in promoting philanthropy in the City of London and associated thought leadership topics, such as social inclusion and mental health.

The work of TLMA has been organised within four pillars: Inclusive, Healthy, Skilled and Fair. This strategy has helped to develop a model which focuses support and thereby improves impact on society and communities. As part of this strategy, the trustees of TLMA established an appeal programme to create ‘A Better City for All’. As well as net funds being raised for the chosen charities, this aims to highlight the impact sought by TLMA.

The USP for TLMA is its ability to convene business, experts and not-for-profits together to tackle issues, inspiring them and developing programmes to demonstrate impact that will enable the activity/intervention to become mainstream..

TLMA is focussed on enabling a movement of change to create A Better City for All through its thought leadership programmes and support of partner charities, and in so doing create a legacy for all those involved.

During 2024 TLMA delivered ground breaking programmes with three charity partners: National Numeracy, MQ Mental Health Research and The Duke of Edinburgh’s Award. It also continued running their four thought leadership programmes – **Power of Inclusion - Inclusive pillar**, This is Me - Healthy pillar, We Can Be - Skills pillar and City Giving Day - Fair pillar.

Public Benefit statement

The trustees have paid due regard to guidance issued by the Charity Commission in deciding TLMA’s activities. It has benefited the public, business and employees through its thought leadership programmes, Power of Inclusion and This is Me, We Can Be and the high profile City Giving Day, which draws attention to the philanthropy taking place in the City, as well as through its financial support and other support of this year’s benefitting charities. Accordingly, the trustees consider that they have fulfilled their obligation under the Charities Act 2011 in this respect.

The Board of Trustees determines the strategic direction of the charity. It also agrees all grants. Day to day operations are managed by the Chief Executive in close consultation with the Chairman, which during the 2024 appeal year was Alderman Alastair King.

Each appeal year has related planning costs, notably personnel and marketing. The charity has incurred these costs for the TLMA 2025 appeal year of the Mayoralty of Alderman Alastair King which commenced on 10 November 2024. These costs have been deferred in the accompanying financial statements in order to match income and expense, as well as being treated on a basis consistent with each year.

Trading Company

The Lord Mayor’s Appeal Trading Limited was registered on 1 December 2018 and is VAT registered. All trading income from events, membership/sponsorship (We Can Be) is through the trading company. Net profits from the trading company are covenanted to the charity annually.

Our Key Achievements

TLMA is focussed on engaging in a strategic way with the corporate and business community which has enabled this community to support TLMA through donations over a three-year period, having more focus on impact and having more engagement with TLMA programmes. The way of working was to increase both regular giving and the scale of giving. The focus has been on creating collaborations with corporates and not-for-profits that tackle the issues of inclusion and mental health as well as a focus on increasing corporate and individual charitable activity and support within the City. TLMA organised three fundraising events during the year and benefitted from an event organised by a third party. All events are run through TLMA's trading subsidiary. TLMA receives donations from most Livery companies every year and receives individual and corporate donations ad hoc each year.

Our programmes

This programme sits under our Inclusion pillar.

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

In 2024 the strategy for the Power of Inclusion continued to focus on Social Mobility.

Key Stats

- New Change Starts Together video released in June 2024 - 547 views by Nov 30th
- 122 total attendance at the workshop series (across two events)
- 35 organisations attended a collaborative webinar with the This Is Me initiative
- Senior leaders from 18 organisation joined together for an intimate discussion about their role in progressing social mobility in the City
- 3 Senior Leadership Forum meetings

Quote from Robin Creswell, Managing Director, Payden & Rygel and member of POI Senior Leadership Forum - *"The tangible positive measurable progress of "The Power of Inclusion" since it's earliest days has been extraordinary. From "feeling our way" to events, round tables and a senior leadership forum now, attendees are clearly professional, committed and contributing demonstrable programmes and outcomes. In a space that some might say would defy clarity we are seeing clear thinking and positive practical developments that are research and data based without losing the "human scale" component".*

Quote from Jason Carboo, Early Careers Programme Manager, Financial Conduct Authority – *"I had the pleasure of attending the Power of Inclusion event hosted by The Lord Mayor's Appeal at the prestigious Bloomberg building. (Breakfast was enticing!). Not only was the agenda stacked with amazing speakers but the room was full of like minded leaders keen to learn and engage with topics around social inclusion within DEI.*"

This programme sits under our Healthy pillar.

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

This is Me is the mental health campaign that was a concept initiated by Barclays and has been led by The Lord Mayor's Appeal for eight years.

This is Me aims to help create inclusive cultures within organisations so that employees feel they can be open and recognise and seek the support they need earlier before reaching crisis point. The campaign encourages organisations to share their employees' lived experiences about mental health either via blogs, video or other mediums. Evidence shows that storytelling is one of the most powerful tools for behaviour change, with organisations that are sharing stories making accelerated progress compared to those that are not sharing stories. A new This is Me storytelling film was created in 2024. As well as the storytelling element of This is Me there is also the Green Ribbon Campaign and the Samaritans e-learning tool Wellbeing in the Workplace (this last tool was wound up during 2024).

Storytelling
- 75% felt managers were more likely to encourage staff to engage in mental health initiatives as a result of storytelling in their workplace
- New This is Me storytelling video produced by the team with 484 views to date
- Three episode podcast series agreed with FRP Advisory
- One organisation won two awards for their This is Me Storytelling Campaign

Workshop attendees
- 450 event attendees across all regions
- 80% increase in confidence talking to employees about mental health as a result of working with This is Me

Green Ribbon
- 39 organisations purchased ribbons
- 12,190 Green Ribbons purchased in total
- All time total 286,030

Wellbeing in the Workplace
- 52,000 people used the tool up until it was discontinued in late 2024
- After completing the Wellbeing in the Workplace training, 93% participants said they felt more able to recognise emotional distress in others

The Hub
- 152 individuals across 141 organisations signed up for the Hub
- 130 resources downloads

"*We recognised the importance of open dialogue around mental health, and This is Me was the perfect way to help us on our journey."* **Hani Kablawi, Head of International; BNY** -

"There are two key elements of storytelling, one of which is hope. We don't want to understate the pain of mental distress but #ThisIsMe offers people who are suffering, the ability to see that others have gone through it and recovered. Secondly, by sharing stories it helps to put mental health in the context of a wider person – 'I am a lawyer, I'm a dad, I play football, oh, and I have schizophrenia'. Too often, when people say they have a diagnosis, they are then assumed just to be that diagnosis." **Richard Martin, Byrne Dean**

"To me the Green Ribbon is symbolic of my organisations journey on mental health and wellbeing, and its as important to me now as it was back in 2018." **Alan Rankin, Diversity & Inclusion Lead, Sellafield**

"The Green Ribbon is a symbol of support for people who might be struggling and one of awareness for those who haven't yet realised how important it is to prioritise their own mental health and how it is connected to their physical health and overall wellbeing." **Laura Sartin, Head of Health, Safety and Wellbeing UK, Aon**

This programme sits under our Skills pillar.

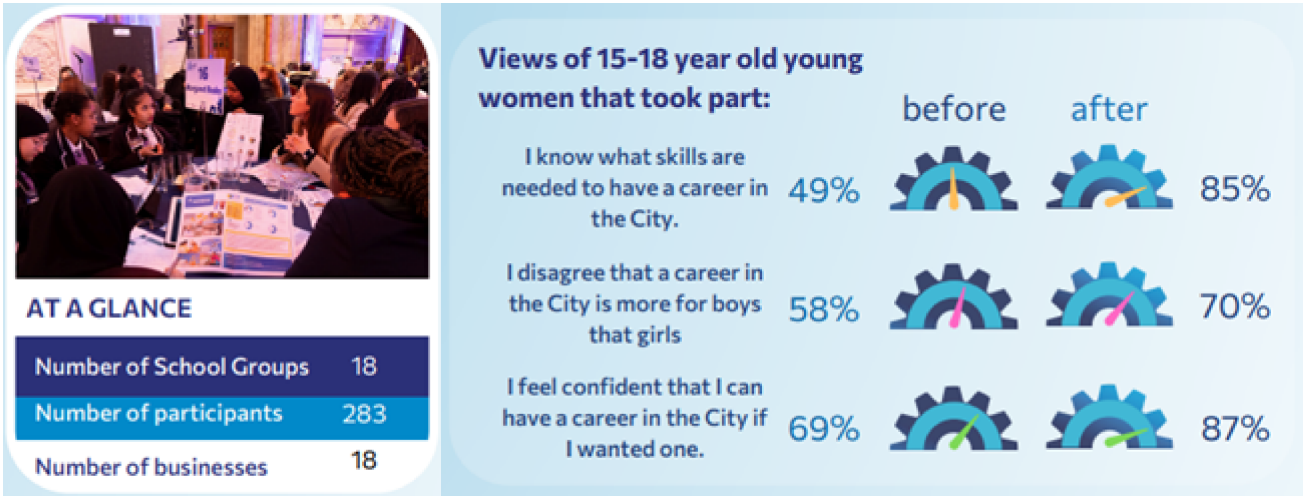
We Can Be empowers young women to see the City as a viable career option, providing them with skills and confidence through exposure to participating businesses.

We Can Be is run through the trading subsidiary.

Through this unique day the aim is to help change the future for the next generation of young women, and the future for business by showing young women that the doors of the City are very much open to them and they can have the skills to do the job equally. The seventh We Can Be took place in February 2024. The morning session takes place at corporate workplaces with the afternoon session bringing all the young women and representatives of the businesses together at Guildhall.

Quotes
"Thank you for inviting us to be part of this. The opportunity and experience was very much appreciated by the students." **U Sookun, Ark EGA Academy**
"The enthusiasm of the girls made my jet lag disappear! It was absolutely wonderful to see 280 girls in such a grand venue. I especially liked the simulation which gave the girls a fun, yet educational experience in portfolio investment." **Tangy M, TLMA Trustee**

Students about the morning
"Getting to meet new people, that helped inspire me."
"Learning about other people's background and careers and listening to their advice"
Students about the afternoon
"I love how welcoming everyone is and how the event looks like - very inspirational."
"Talking to new people and the challenge was amazing."





This programme sits under our Fair pillar.

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

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 day which unites business in the City and beyond by celebrating the positive impact they have for their charity partners and their local communities, through philanthropy and volunteering. In 2024 we have more companies registered that in the previous year and more activity taking place during the day.

“City Giving Day gives us an opportunity to spotlight the work of our Community Relations Committees and to engage staff around a fundraising event. It is traditionally part of our Sustainable September programme and now celebrated in multiple Euroclear locations.”
Alison Edwards, Communications Manager ESG, Euroclear

“A great way to thank employees for all of their philanthropic efforts throughout the year, engaging in fun activities whilst support our charity partners.”
Cressida Lane, Community Relations Lead, Janus Henderson Investors

“City Giving Day shines a spotlight on the fantastic fundraising and volunteering work that happens all year round, across all corners of the city and beyond. We’re proud to be corporate supporters and it’s always great to see so many of our people getting involved.”
Sally Yiallouros, Corporate Responsibility Lead, EY

“It's just an amazing opportunity to take a step back from the day job to think about the bigger difference that we can all make when we all come together.”
Anthony Mazen, Lloyds Banking Group

“City Giving Day is a really important way to raise awareness for our charities of the year, and colleagues are very generous with their time and their money.”
Lydia Gadd, Bank of England

Partner charities

TLMA's net funds supported three charities during 2024. National Numeracy, MQ Mental Health Research and The Royal Foundation's Homewards Programme.

Our partnership with National Numeracy funded their new initiative - 'Every Londoner Counts' - which helps 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.

Within the 'Every Londoner Counts' initiative National Numeracy recruit volunteer Numeracy Champions to mentor adults with low numeracy: building confidence, encouraging positive attitudes to maths, and introducing resources to improve Londoners' skills.

The number of Numeracy Champions trained since the partnership began in January 2022 is 546.
The total number of learners supported through National Numeracy's Confidence with Numbers workshops since the beginning of the partnership in 2022 is 583.

Support from The Lord Mayor's Appeal in 2024 enabled National Numeracy to recruit further delivery partners to support Numeracy Champion work within London, empowering even more Londoners in need to get on better with numbers.

MQ Mental Health Research is the only UK charity that exclusively invests in mental health research. MQ works to create a world where mental illness is understood, effectively treated, and ultimately prevented. Our partnership with MQ is enabling has supported several new research programmes from the mental health impact of the cost-of-living crisis to the use of virtual reality in mental health therapies. In partnership with Oxford University, and the Wellcome Trust, we are supporting GALENOS, a Global Alliance for Living Evidence on anxiety, depression, and psychosis that aims to deliver ground-breaking understanding of the mechanisms involved in mental illness. This open resource should significantly speed up research prioritisation in mental health on a global scale. During 2024 we begun to support their Scholarship Programme.

Prince William and The Royal Foundation launched Homewards in 2023; a transformative five-year programme that aims to demonstrate that together, it's possible to end homelessness – making it rare, brief and unrepeated. Homewards is initially working in partnership with six flagship locations across the UK, supporting them to form locally led coalitions, and providing them with the space, tools and expertise to show how this can be done. By demonstrating that homelessness is not inevitable, and is in fact a solvable issue, Homewards is kickstarting an inspiring movement in the UK, and further afield, to end homelessness for good. The Lord Mayor's Appeal is supporting this work through funds, collaboration and connections.

Trustees' report (continued)
For the year ended 30 November 2024

Specifically, the 2024 Appeal will have raised a net surplus of £538,537. The total income was £1,765,423 less expenditure on raising funds of £709,570, charitable event and support expenditure of £435,684 and governance costs of £81,632.

The grants made by the Board of Trustees during the 2024 Appeal were:

TLMA 2024	
National Numeracy	£100,000
MQ Mental Health Research	£100,000
The Royal Foundation (Homewards programme)	£100,000

The final grants from 2024 have not yet been paid and payments from the discretionary 10% for 2024 have not yet been paid. The final grants will be made to the above charities during 2025 in respect of TLMA 2024.

The final grants from 2023 were as follows:

The Duke of Edinburgh's Award	£111,331
National Numeracy	£111,331
MQ Mental Heath Research	£111,331

Payments from the discretionary 10% for 2023 were as follows:

St John's Ambulance	£22,860
Merchant Taylor's Foundation	£22,860
London Air Ambulance	£30,385
The Sea Change Sailing Trust	£25,720
The Classical Road Show	£ 5,000
London Irish Centre Camden	£23,602
Mansion House Scholarship Scheme	£15,000

Financial review

TLMA is a grant giving charity. It has continued to be based in Guildhall. As noted above, the funds raised for TLMA 2024 were £1,765,423 (2023: £2,921,974) and the expenditure incurred before grant payments were £709,570 (2023: £1,043,723) on raising funds, £435,684 (2023: £361,589) of charitable event and support costs and £81,632 (2023: £78,893) of governance costs resulting in net funds raised of approximately £538,537 (2023: £1,437,769).

The total grants payable per the accounts were £757,256 (2023: £1,744,038) of which £300,000 (2023: £960,000) was in relation to the 2024 Appeal year as detailed under 'Our Key Achievements' and in note 6 of the accounts. From TLMA 2024, a sum of £8,078 will be retained in accordance with the reserves policy and the balance of the reserves will be distributed during the subsequent financial year.

Reserves policy

It is presently the policy of TLMA to build up reserves (held in a separate account) to deal with the peaks of expenditure and troughs of income through retaining the lower of £25,000 or 1.5% of the net sum raised for each year. Following the 2024 Appeal reserves in the working capital fund will be £219,942.

As at the year end, TLMA's unrestricted reserves of £656,534 comprised of two elements: the header reserves as explained above of £219,949 (the movement in the reserves are shown in note 16 of the accounts) and unrestricted reserves of £436,585. The unrestricted reserves will be paid out as grants in the subsequent financial year. TLMA also had restricted funds at the year end of £Nil and these will be used in accordance with the instructions of the donors. The movements in the restricted reserves are shown in note 16 of the accounts.

Principal risks and uncertainties

The charity has no long-term liabilities or other financial commitments. It has been able to obtain accommodation for the time being at no cost and accordingly has no future lease commitment.

The Corporate Partners Programme that was put in place in 2018 for the multi-year appeal enables ongoing giving from businesses and livery companies. The challenge for The Lord Mayor's Appeal is to build up the Corporate Partnership and potentially open up other sources of funding. Following the more challenging fundraising climate experienced in 2024, and after the year end, the Board of Trustees resolved to review the strategy and operations of TLMA with a view to increasing income and overall impact, within the existing framework of 'A Better City for All'. As part of that review, the Board of Trustees will also consider whether the Board of Trustees and other committees of the TLMA should be refreshed in any way.

Fundraising

TLMA is registered with the Fundraising Regulator and always remains committed to meeting best practice fundraising standards and adhering to the Code of Fundraising Practice and as such we follow all relevant guidelines and advice. Supporters and their needs are at the heart of our fundraising activities. To protect and maintain the high standards that we and the public expect, we ensure that professional fundraisers adhere to our policies and practices, with particular attention paid to vulnerable people.

The core of our fundraising strategy is delivered internally by our team of professional staff and from time to time we may work with external consultants, agencies and other professional fundraising services to complement our fundraising activity.

We comply with all data protection requirements under GDPR and PECR and will action any requests for no further contact we receive directly or through the Fundraising Preference Service.

Last year we received no complaints (2023: none) related to our fundraising activities directly to TLMA and no complaints via the Fundraising Regulator.

Plans for future periods

During 2025 TLMA is continuing with their work set out above with the initiatives, and corporate partners. We currently have 40 Corporate Partners signed up and our main focus is on new prospects and securing further corporate partners either for this year or to begin in 2026. During 2025 a strategic review is also taking place. It was agreed that in 2025 we would continue to support Homewards – A Royal Foundation Programme, and MQ Mental Health Research. A small % was also agreed be given to National Numeracy. Our partnership with both MQ Mental Health Research and National Numeracy will finish at the end of 2025.

Structure, governance and management

The Lord Mayor's Appeal (TLMA) is a company limited by guarantee and does not have any share capital. It was incorporated on 12 July 2012 and is governed by its Memorandum and Articles of Association as amended.

The governance of TLMA rests with the directors/trustees, the majority are Aldermen of the City of London (Aldermanic Directors) with the others being Non-Aldermanic Directors. Alderman Alastair King was Chair during TLMA 2024 year. Constitutionally the Board consists of the Lord Mayor of the City of London and not less than one other person appointed from time to time in accordance with the Articles, provided that, at any given time, the at least half of the directors must be Aldermanic Directors. Induction and training of trustees is determined on a case-by-case basis.

Trustees' report (continued)
For the year ended 30 November 2024

The trustees, who are also the directors for the purpose of company law, and who served throughout the year were:

Lidia Bozhevolnaya	
Sir Edward Braham	Appointed Trustee January 2025 and appointed Chair March 2025
Alderman Timothy Hailes	
Professor Zainab Khan	Resigned March 2025
Alderman Alastair King	Chair for 2023/2024
Alderwoman Dame Susan Langley	Appointed January 2024. Interim Chair 2024/2025
Alderman Sir Nicholas Lyons – Lord Mayor 2022-2023	Resigned March 2025
Alderman Professor Michael Mainelli – Lord Mayor 2023/2024	Resigned March 2025
Tangy Morgan	
Phoebe Stone	Resigned December 2024
Vincent Thomas Keavney	Resigned December 2023

None of the trustees has any beneficial interest in the company. All the trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

As previously explained, the governance of TLMA rests with the directors/trustees who hold meetings four times a year. The board of directors/trustees have delegated the day-to-day running of the charity to the Chief Executive (Caroline Wright).

The remuneration of the CEO is set by the Trustees and is benchmarked using Corporation of London benchmarking as well as research into the ‘going rate’ for similar roles in other similar organisations.

Trustees' report (continued)
For the year ended 30 November 2024

Statement of Trustees' responsibilities

The Trustees, who are also the directors of The Lord Mayor's Appeal for the purpose of company law, are responsible for preparing the Trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England & Wales requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of its incoming resources and application of resources, including its income and expenditure, for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles of the Charities SORP (FRS 102);
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (FRS 102) have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charity's transactions and disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the Trust deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Disclosure of information to auditors

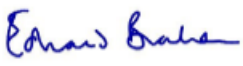
Each of the persons who are Trustees at the time when this Trustees' report is approved has confirmed that:

- as far as that Trustee is aware, there is no relevant audit information of which the charity's auditors are unaware, and
- that Trustee has taken all the steps that ought to have been taken as a Trustee in order to be aware of any relevant audit information and to establish that the charity's auditors are aware of that information.

Auditors

The auditors, Kreston Reeves LLP, have indicated their willingness to continue in office and a tender process will commence ahead of the year ended 30 November 2025 audit.

Approved by order of the members of the board of Trustees and signed on their behalf by:



Sir Edward Braham
Chair

Date:

The Lord Mayor's Appeal

(A company limited by guarantee)

Consolidated Statement of financial activities (incorporating income and expenditure account)
For the year ended 30 November 2024

	Note	Restricted funds 2024 £	Unrestricted funds 2024 £	Total funds 2024 £	As restated Total funds 2023 £
Income from:					
Donations and legacies	3	**11,540**	**1,077,548**	**1,089,088**	1,135,209
Other trading activities	4	**-**	**676,335**	**676,335**	1,786,765
Total income		**11,540**	**1,753,883**	**1,765,423**	2,921,974
Expenditure on:					
Raising funds	5	**-**	**709,570**	**709,570**	1,043,723
Charitable activities	7	**11,540**	**1,263,032**	**1,274,572**	2,184,520
Total expenditure		**11,540**	**1,972,602**	**1,984,142**	3,228,243
Net movement in funds		**-**	**(218,719)**	**(218,719)**	(306,269)
Reconciliation of funds:					
Total funds brought forward		**-**	**875,253**	**875,253**	1,181,522
Net movement in funds		**-**	**(218,719)**	**(218,719)**	(306,269)
Total funds carried forward		**-**	**656,534**	**656,534**	875,253

The Consolidated statement of financial activities includes all gains and losses recognised in the year.

The notes on pages 21 to 37 form part of these financial statements.

The Lord Mayor's Appeal

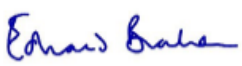
(A company limited by guarantee)
Registered number: 08140664

Consolidated balance sheet
As at 30 November 2024

	Note		2024 £		2023 £
Fixed assets					
Tangible assets	12		-		-
			-		-
Current assets					
Debtors	14	**247,347**		200,354	
Cash at bank and in hand		**707,463**		837,021	
		954,810		1,037,375	
Creditors: amounts falling due within one year	15	**(298,276)**		(162,122)	
Net current assets			**656,534**		875,253
Total net assets			**656,534**		875,253
Charity funds					
Restricted funds	17		-		-
Unrestricted funds					
Designated funds	17	**204,949**		196,871	
General funds	17	**451,585**		678,382	
Total unrestricted funds	17		**656,534**		875,253
Total funds			**656,534**		875,253

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:



Sir Edward Braham
Chair

Date:

The notes on pages 21 to 37 form part of these financial statements.

The Lord Mayor's Appeal

(A company limited by guarantee)
Registered number: 08140664

Charity balance sheet
As at 30 November 2024

	Note		2024 £		2023 £
Fixed assets					
Investments	13		**1**		1
			1		1
Current assets					
Debtors	14	**336,651**		410,524	
Cash at bank and in hand		**547,474**		545,039	
		884,125		955,563	
Creditors: amounts falling due within one year	15	**(227,592)**		(80,311)	
Net current assets			**656,533**		875,252
Total assets less current liabilities			**656,534**		875,253
Total net assets			**656,534**		875,253
Charity funds					
Restricted funds	17		**-**		-
Unrestricted funds					
Designated funds	17	**211,871**		196,871	
General funds	17	**444,663**		678,382	
Total unrestricted funds	17		**656,534**		875,253
Total funds			**656,534**		875,253

The Charity's net movement in funds for the year was £(218,719) (2023 - £(306,269)).

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:



Sir Edward Braham

Date: 1st August 2025

The notes on pages 21 to 37 form part of these financial statements.

The Lord Mayor's Appeal
(A company limited by guarantee)

Consolidated statement of cash flows
For the year ended 30 November 2024

	Note	2024 £	2023 £
Cash flows from operating activities			
Net cash used in operating activities	19	**(129,558)**	(246,423)
Change in cash and cash equivalents in the year		**(129,558)**	(246,423)
Cash and cash equivalents at the beginning of the year		**837,021**	1,083,444
Cash and cash equivalents at the end of the year	20	**707,463**	837,021

The notes on pages 21 to 37 form part of these financial statements

Notes to the financial statements
For the year ended 30 November 2024

1. General information

The Lord Mayor's Appeal is a private company limited by guarantee incorporated in England and Wales. The registered office is The Mansion House, Walbrook, London, EC4 8BH.

The financial statements are presented in sterling which is the functional currency of the company and rounded to the nearest £1.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) - Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The Lord Mayor's Appeal meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

The Consolidated statement of financial activities (SOFA) and Consolidated balance sheet consolidate the financial statements of the Charity and its subsidiary undertaking. The results of the subsidiary are consolidated on a line by line basis.

The Charity has taken advantage of the exemption allowed under section 408 of the Companies Act 2006 and has not presented its own Statement of financial activities in these financial statements.

2.2 Going concern

The Trustees have considered whether the use of going concern is appropriate i.e. whether there are any material uncertainties related to events or conditions that may cast significant doubt on the ability of the Charity to continue as a going concern. The Trustees make this assessment in respect of a period of at least one year from the date of authorisation for issue of the financial statements and have concluded that the Charity has adequate resources to continue in operational existence for the foreseeable future and there are no material uncertainties about the Charity's ability to continue as a going concern, thus they continue to adopt the going concern basis of accounting in preparing the financial statements.

2.3 Income

All income is recognised once the Charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

Where the donated good is a fixed asset, it is measured at fair value, unless it is impractical to measure this reliably, in which case the cost of the item to the donor should be used. The gain is recognised as income from donations and a corresponding amount is included in the appropriate fixed asset class and depreciated over the useful economic life in accordance with the Charity's accounting policies.

On receipt, donated professional services and facilities are recognised on the basis of the value of the gift to the Charity which is the amount it would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

2. Accounting policies (continued)

2.4 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

Expenditure on raising funds includes all expenditure incurred by the Group to raise funds for its charitable purposes and includes costs of all fundraising activities events and non-charitable trading.

Expenditure on charitable activities is incurred on directly undertaking the activities which further the Group's objectives, as well as any associated support costs.

Grants payable are charged in the year when the offer is made except in those cases where the offer is conditional, such grants being recognised as expenditure when the conditions attaching are fulfilled. Grants offered subject to conditions which have not been met at the year end are noted as a commitment, but not accrued as expenditure.

2.5 Taxation

The Charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the Charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

2.6 Tangible fixed assets and depreciation

Tangible fixed assets are initially recognised at cost. After recognition, under the cost model, tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. All costs incurred to bring a tangible fixed asset into its intended working condition should be included in the measurement of cost.

Depreciation is charged so as to allocate the cost of tangible fixed assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:

Plant and machinery	-	33%

2.7 Investments

Investments in subsidiaries are valued at cost less provision for impairment.

2.8 Debtors

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

2. Accounting policies (continued)

2.9 Cash at bank and in hand

Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

2.10 Liabilities and provisions

Liabilities are recognised when there is an obligation at the Balance sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

Liabilities are recognised at the amount that the Charity anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

2.11 Financial instruments

The Group only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

2.12 Pensions

The Group operates a defined contribution pension scheme and the pension charge represents the amounts payable by the Group to the fund in respect of the year.

2.13 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Group and which have not been designated for other purposes.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Group for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Notes to the financial statements
For the year ended 30 November 2024

3. Income from donations and legacies

	Restricted funds 2024 £	Unrestricted funds 2024 £	Total funds 2024 £	As restated Total funds 2023 £
Donations	11,540	1,077,548	**1,089,088**	1,135,209
Total 2023 as restated	58,753	1,076,456	1,135,209	

4. Income from other trading activities

Income from fundraising events

	Unrestricted funds 2024 £	Total funds 2024 £	Total funds 2023 £
Fundraising events	138,371	**138,371**	314,404
Total 2023	314,404	314,404	

Income from non charitable trading activities

	Unrestricted funds 2024 £	Total funds 2024 £	Total funds 2023 £
Income from subsidiary - LMA Trading Limited	537,964	**537,964**	1,472,361
Total 2023	1,472,361	1,472,361	

5. Expenditure on raising funds

Costs of raising voluntary income

	Unrestricted funds 2024 £	Total funds 2024 £	Total funds 2023 £
Consultancy	31,861	**31,861**	32,230
Support costs	52,472	**52,472**	120,604
Wages and salaries	317,520	**317,520**	341,981
Social security costs	35,260	**35,260**	35,836
Other pension costs	6,209	**6,209**	13,434
	443,322	**443,322**	544,085
Total 2023	544,085	544,085	

Other trading expenses

	Unrestricted funds 2024 £	Total funds 2024 £	Total funds 2023 £
Expenditure of subsidiary - LMA Trading Limited	266,248	**266,248**	499,638
Total 2023	499,638	499,638	

6. Analysis of grants

	Grants to Institutions 2024 £	Total funds 2024 £	Total funds 2023 £
Grants payable	757,256	**757,256**	1,744,038
Total 2023	1,744,038	1,744,038	

6. Analysis of grants (continued)

The Group has made the following material grants to institutions during the year:

	2024 **£**	2023 £
Samaritans (2022 Appeal)	**-**	76,070
Place2Be (2022 Appeal)	**-**	76,070
The Duke of Edinburgh's Award (2022 Appeal)	**-**	223,209
OnSide Youth Zones (2022 Appeal)	**-**	76,070
National Numeracy (2022 Appeal)	**-**	223,209
MQ Mental Health Research (2023 Appeal)	**111,330**	320,000
The Duke of Edinburgh's Award (2023 Appeal)	**111,330**	320,000
National Numeracy (2023 Appeal)	**111,330**	320,000
MQ Mental Health Research (2024 Appeal)	**100,000**	-
National Numeracy (2024 Appeal)	**100,000**	-
The Royal Foundation (2024 Appeal)	**100,000**	-
	633,990	1,634,628
Other grants under £35,000	**123,266**	109,410
	757,256	1,744,038

No grants were paid to individuals.

All grant payments are made by TLMA (parent charity).

7. Analysis of expenditure on charitable activities

Summary by fund type

	Restricted funds 2024 £	**Unrestricted funds 2024 £**	**Total 2024 £**	As restated Total 2023 £
City Giving Day	-	159,104	**159,104**	121,902
Power of Inclusion	-	75,324	**75,324**	71,333
This Is Me + Green Ribbon	-	78,888	**78,888**	41,440
Grant and governance costs	11,540	827,348	**838,888**	1,822,931
We Can Be	-	122,368	**122,368**	126,914
	11,540	1,263,032	**1,274,572**	2,184,520
Total 2023 as restated	58,753	2,125,767	2,184,520	

Notes to the financial statements
For the year ended 30 November 2024

8. Analysis of expenditure by activities

	Activities undertaken directly 2024 £	Grant funding of activities 2024 £	Support costs 2024 £	Total funds 2024 £	As restated Total funds 2023 £
City Giving Day	159,104	-	-	**159,104**	121,902
Power of Inclusion	75,324	-	-	**75,324**	71,333
This Is Me + Green Ribbon	78,888	-	-	**78,888**	41,440
Grant and governance costs	-	757,256	81,632	**838,888**	1,822,931
We Can Be	122,368	-	-	**122,368**	126,914
	435,684	757,256	81,632	**1,274,572**	2,184,520
Total 2023 as restated	361,589	1,744,038	78,893	2,184,520	

Analysis of direct costs

	City Giving Day 2024 £	Power of Inclusion 2024 £	This Is Me + Green Ribbon 2024 £	We Can Be 2024 £	Total funds 2024 £	As restated Total funds 2023 £
Staff costs	67,927	60,907	57,044	59,670	**245,548**	199,425
Design costs	49,112	176	864	154	**50,306**	11,289
Material costs	7,696	-	-	1,208	**8,904**	7,254
Event costs	34,314	14,001	16,083	32,919	**97,317**	112,990
Media costs	-	-	4,215	80	**4,295**	1,149
Other	55	240	682	28,337	**29,314**	29,482
	159,104	75,324	78,888	122,368	**435,684**	361,589
Total 2023 as restated	121,902	71,333	41,440	126,914	361,589	

8. Analysis of expenditure by activities (continued)

Analysis of support costs

	Total funds 2024 £	As restated Total funds 2023 £
Audit fees	**20,706**	20,100
Office costs	**60,926**	58,793
	81,632	78,893

9. Auditors' remuneration

	2024 £	2023 £
Fees payable to the Charity's auditor in respect of:		
Audit of the Charity's annual accounts	**8,350**	8,100
Audit of the subsidiary's annual accounts	**7,100**	6,900
All non-audit services not included above	**5,256**	5,100

10. Staff costs

	Group 2024 £	Group 2023 £	**Charity 2024 £**	Charity 2023 £
Wages and salaries	**563,068**	541,406	**563,068**	541,406
Social security costs	**35,260**	35,836	**35,260**	35,836
Other pension costs	**6,209**	13,434	**6,209**	13,434
	604,537	590,676	**604,537**	590,676

10. Staff costs (continued)

The average number of persons employed by the Charity during the year was as follows:

	Group 2024 No.	Group 2023 No.
CEO	**1**	1
Office/Finance Manager	**1**	1
Events Manager	**3**	3
Programme Project Manager	**4**	3
Programme/Appeal Officers	**3**	3
Comms Manager	**1**	1
	13	12

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	Group 2024 No.	Group 2023 No.
In the band £90,001 - £100,000	**-**	1
In the band £100,001 - £110,000	**1**	-

Of the employees whose emoluments exceed £60,000, one (2023: one) had retirement benefits accruing under defined contribution pension schemes.

All the staff were directly employed by TLMA but the payroll service was provided free of charged by The City of London Corporation.

The key management personnel of TLMA are the trustees and the Chief Executive Officer. The total employee benefits of the key management personnel were £117,868 (2023: £112,282).

11. Trustees' remuneration and expenses

During the year, no Trustees received any remuneration or other benefits (2023: £Nil).

During the year ended 30 November 2024, no Trustee expenses have been incurred (2023 £Nil).

During the year, Trustees made personal donations of £Nil to the Charity (2023: £1,220). Related parties of the Trustees made donations of £250 to the Charity (2023: £13,359).

12. Tangible fixed assets

Group and Charity

	Plant and machinery £
Cost or valuation	
At 1 December 2023	**5,041**
At 30 November 2024	**5,041**
Depreciation	
At 1 December 2023	**5,041**
At 30 November 2024	**5,041**
Net book value	
At 30 November 2024	**-**
At 30 November 2023	-

13. Fixed asset investments

Charity	Investments in subsidiary companies £
Cost or valuation	
At 1 December 2023	**1**
At 30 November 2024	**1**
Net book value	
At 30 November 2024	**1**
At 30 November 2023	1

14. Debtors

	Group 2024 £	Group 2023 £	**Charity 2024 £**	Charity 2023 £
Due within one year				
Trade debtors	**93,550**	55,905	**30,950**	34,175
Other debtors	**-**	50	**-**	-
Prepayments and accrued income	**153,797**	144,399	**305,701**	376,349
	247,347	200,354	**336,651**	410,524

15. Creditors: Amounts falling due within one year

	Group 2024 £	Group 2023 £	**Charity 2024 £**	Charity 2023 £
Trade creditors	**68,177**	27,097	**21,494**	24,093
Amounts owed to group undertakings	**-**	-	**133,696**	-
Other taxation and social security	**15,951**	1,499	**4,546**	-
Other creditors	**48,874**	3,449	**46,052**	3,449
Accruals and deferred income	**165,274**	130,077	**21,804**	52,769
	298,276	162,122	**227,592**	80,311

Deferred income relates to funds received in relation to the 2024 Appeal which falls in the next mayoral year. Income of £134,700 has been deferred so that it is recognised in the appropriate mayoral fundraising year. The amount deferred in the prior year of £34,357 was released in the current year.

16. Prior year adjustments

A prior year adjustment of £86,435 has been recognised in relation to donated services that the charity had received. This has impacted both donation income and charitable expenditure by £86,435, which has also been restated in the funds, with a £Nil impact on the prior year deficit.

A prior year adjustment of £15,000 has also been recognised in relation to a payment that was incorrectly included in general funds. Therefore, the prior year transfer in to the working capital designated fund has been amended by £15,000 and a transfer out of general funds has decreased by £15,000 which has also been restated in the funds, with a £Nil impact on the prior year deficit.

Notes to the financial statements
For the year ended 30 November 2024

17. Statement of funds

Statement of funds - current year

	Balance at 1 December 2023 £	Income £	Expenditure £	Transfers in/out £	Balance at 30 November 2024 £
Unrestricted funds					
Designated funds					
Working capital	**196,871**	**-**	**-**	**8,078**	**204,949**

The above designated funds have been set aside out of unrestricted funds by the trustees for a specific purpose - working capital to cover any future shortfall in funding.

General funds					
General Funds	**678,382**	**1,753,883**	**(1,972,602)**	**(8,078)**	**451,585**
Total Unrestricted funds	**875,253**	**1,753,883**	**(1,972,602)**	**-**	**656,534**
Restricted funds					
Donations	**-**	**11,540**	**(11,540)**	**-**	**-**
Total of funds	**875,253**	**1,765,423**	**(1,984,142)**	**-**	**656,534**

The above restricted funds comprise balances of donations and grants which have been given to the charity for specific purposes.

17. Statement of funds (continued)

Statement of funds - prior year

	Balance at 1 December 2022 £	As restated Income £	As restated Expenditure £	As restated Transfers in/out £	Balance at 30 November 2023 £
Unrestricted funds					
Designated funds					
Working capital	190,304	-	-	6,567	196,871
General funds					
General Funds	991,218	2,863,221	(3,169,490)	(6,567)	678,382
Total Unrestricted funds	1,181,522	2,863,221	(3,169,490)	-	875,253
Restricted funds					
Donations	-	58,753	(58,753)	-	-
Total of funds	1,181,522	2,921,974	(3,228,243)	-	875,253

18. Analysis of net assets between funds

Analysis of net assets between funds - current period

	Unrestricted funds 2024 £	**Total funds 2024 £**
Current assets	954,810	**954,810**
Creditors due within one year	(298,276)	**(298,276)**
Total	656,534	**656,534**

18. Analysis of net assets between funds (continued)

Analysis of net assets between funds - prior period

	Unrestricted funds 2023 £	Total funds 2023 £
Current assets	1,037,375	1,037,375
Creditors due within one year	(162,122)	(162,122)
Total	875,253	875,253

19. Reconciliation of net movement in funds to net cash flow from operating activities

	Group 2024 £	Group 2023 £
Net expenditure for the period (as per Statement of Financial Activities)	**(218,719)**	(306,269)
Adjustments for:		
Decrease/(increase) in debtors	**(46,993)**	18,285
Increase in creditors	**101,457**	44,604
(Decrease) in deferred income	**122,197**	(3,043)
Net cash (used in) by operating activities	**(42,058)**	(246,423)

20. Analysis of cash and cash equivalents

	Group 2024 £	Group 2023 £
Cash in hand	**707,463**	837,021

21. Analysis of changes in net debt

	At 1 December 2023	Cash flows	At 30 November 2024
	£	£	£
Cash at bank and in hand	**837,021**	**(129,558)**	**707,463**
	837,021	**(129,558)**	**707,463**

22. Contingent liabilities

As of year-end, the charity has a contingent liability of £238,537 in respect of committed grant expenditure for charity partners. This liability arises from grant commitments made to partner organisations, of which the amount that will be granted to these organisations is contingent on the funds raised in the 2024 Appeal.

23. Related party transactions

Alderman Sir William Russell, Trustee until 7 December 2022, is also a Director of Place2Be. The charity paid grants during the year of £Nil to Place2Be (2023: £75,070).

Exemption from the requirement to disclose transaction between wholly owned group members has been taken in accordance with provisions in FRS8.

24. Controlling party

There is no ultimate controlling party.

25. Principal subsidiaries

The following was a subsidiary undertaking of the Charity:

Name	Company number	Registered office or principal place of business	Class of shares	Holding
Lord Mayor's Appeal Trading Limited	11692137	The Mansion House, London, EC4N 8BH	Ordinary	100%

Included in consolidation

Yes

The financial results of the subsidiary for the year were:

Name	Income £	Expenditure £	Net assets / (liabilities) £
Lord Mayor's Appeal Trading Limited	**537,964**	**(537,964)**	**1**

Registered number: 08140664
Charity number: 1148976

The Lord Mayor's Appeal

(A company limited by guarantee)

Trustees' report and financial statements

For the year ended 30 November 2024

The Lord Mayor's Appeal
(A company limited by guarantee)

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The Lord Mayor's Appeal

(A company limited by guarantee)

Reference and administrative details of the Charity, its Trustees and advisers
For the year ended 30 November 2024

Trustees	Alderman Timothy Hailes Alderman Alastair King - Lord Mayor 2024/2025, Chair for 2023/24 appeal year Lidia Bozhevolnaya Alderwoman Dame Susan Langley (appointed 1 January 2024) Tangy Morgan (appointed 1 December 2023) Sir Edward Braham (appointed 6 January 2025) Chair from March 2025 onwards
Company registered number	08140664
Charity registered number	1148976
Registered office	The Mansion House Walbrook London EC4 8BH
Chief executive officer	Caroline Wright
Independent auditors	Kreston Reeves LLP Chartered Accountants Statutory Auditor 2nd Floor 168 Shoreditch High Street London E1 6RA
Bankers	Barclays Bank Plc 27 Soho Square London W1D 3QR

The Lord Mayor's Appeal

(A company limited by guarantee)

Trustees' report
For the year ended 30 November 2024

The trustees present their report and accounts for the year ended 30 November 2024.

The accounts have been prepared in accordance with the accounting policies set out in note 2 to the accounts and comply with The Lord Mayor's Appeal's (TLMA) Memorandum and Articles of Association, the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (as amended for accounting periods commencing from 1 January 2016) (effective 1 January 2019).

Our Strategy

The purpose of TLMA as a separately incorporated charitable company is to provide a permanent basis for each Lord Mayor of the City of London. This has enabled TLMA to broaden and encompass more than fundraising, for example by defining longer running themes in promoting philanthropy in the City of London and associated thought leadership topics, such as social inclusion and mental health.

The work of TLMA has been organised within four pillars: Inclusive, Healthy, Skilled and Fair. This strategy has helped to develop a model which focuses support and thereby improves impact on society and communities. As part of this strategy, the trustees of TLMA established an appeal programme to create ‘A Better City for All’. As well as net funds being raised for the chosen charities, this aims to highlight the impact sought by TLMA.

The USP for TLMA is its ability to convene business, experts and not-for-profits together to tackle issues, inspiring them and developing programmes to demonstrate impact that will enable the activity/intervention to become mainstream..

TLMA is focussed on enabling a movement of change to create A Better City for All through its thought leadership programmes and support of partner charities, and in so doing create a legacy for all those involved.

During 2024 TLMA delivered ground breaking programmes with three charity partners: National Numeracy, MQ Mental Health Research and The Duke of Edinburgh’s Award. It also continued running their four thought leadership programmes – **Power of Inclusion - Inclusive pillar**, This is Me - Healthy pillar, We Can Be - Skills pillar and City Giving Day - Fair pillar.

Public Benefit statement

The trustees have paid due regard to guidance issued by the Charity Commission in deciding TLMA’s activities. It has benefited the public, business and employees through its thought leadership programmes, Power of Inclusion and This is Me, We Can Be and the high profile City Giving Day, which draws attention to the philanthropy taking place in the City, as well as through its financial support and other support of this year’s benefitting charities. Accordingly, the trustees consider that they have fulfilled their obligation under the Charities Act 2011 in this respect.

The Board of Trustees determines the strategic direction of the charity. It also agrees all grants. Day to day operations are managed by the Chief Executive in close consultation with the Chairman, which during the 2024 appeal year was Alderman Alastair King.

Each appeal year has related planning costs, notably personnel and marketing. The charity has incurred these costs for the TLMA 2025 appeal year of the Mayoralty of Alderman Alastair King which commenced on 10 November 2024. These costs have been deferred in the accompanying financial statements in order to match income and expense, as well as being treated on a basis consistent with each year.

Trading Company

The Lord Mayor’s Appeal Trading Limited was registered on 1 December 2018 and is VAT registered. All trading income from events, membership/sponsorship (We Can Be) is through the trading company. Net profits from the trading company are covenanted to the charity annually.

Our Key Achievements

TLMA is focussed on engaging in a strategic way with the corporate and business community which has enabled this community to support TLMA through donations over a three-year period, having more focus on impact and having more engagement with TLMA programmes. The way of working was to increase both regular giving and the scale of giving. The focus has been on creating collaborations with corporates and not-for-profits that tackle the issues of inclusion and mental health as well as a focus on increasing corporate and individual charitable activity and support within the City. TLMA organised three fundraising events during the year and benefitted from an event organised by a third party. All events are run through TLMA's trading subsidiary. TLMA receives donations from most Livery companies every year and receives individual and corporate donations ad hoc each year.

Our programmes

This programme sits under our Inclusion pillar.

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

In 2024 the strategy for the Power of Inclusion continued to focus on Social Mobility.

Key Stats

- New Change Starts Together video released in June 2024 - 547 views by Nov 30th
- 122 total attendance at the workshop series (across two events)
- 35 organisations attended a collaborative webinar with the This Is Me initiative
- Senior leaders from 18 organisation joined together for an intimate discussion about their role in progressing social mobility in the City
- 3 Senior Leadership Forum meetings

Quote from Robin Creswell, Managing Director, Payden & Rygel and member of POI Senior Leadership Forum - *"The tangible positive measurable progress of "The Power of Inclusion" since it's earliest days has been extraordinary. From "feeling our way" to events, round tables and a senior leadership forum now, attendees are clearly professional, committed and contributing demonstrable programmes and outcomes. In a space that some might say would defy clarity we are seeing clear thinking and positive practical developments that are research and data based without losing the "human scale" component".*

Quote from Jason Carboo, Early Careers Programme Manager, Financial Conduct Authority – *"I had the pleasure of attending the Power of Inclusion event hosted by The Lord Mayor's Appeal at the prestigious Bloomberg building. (Breakfast was enticing!). Not only was the agenda stacked with amazing speakers but the room was full of like minded leaders keen to learn and engage with topics around social inclusion within DEI.*"

This programme sits under our Healthy pillar.

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

This is Me is the mental health campaign that was a concept initiated by Barclays and has been led by The Lord Mayor's Appeal for eight years.

This is Me aims to help create inclusive cultures within organisations so that employees feel they can be open and recognise and seek the support they need earlier before reaching crisis point. The campaign encourages organisations to share their employees' lived experiences about mental health either via blogs, video or other mediums. Evidence shows that storytelling is one of the most powerful tools for behaviour change, with organisations that are sharing stories making accelerated progress compared to those that are not sharing stories. A new This is Me storytelling film was created in 2024. As well as the storytelling element of This is Me there is also the Green Ribbon Campaign and the Samaritans e-learning tool Wellbeing in the Workplace (this last tool was wound up during 2024).

Storytelling
- 75% felt managers were more likely to encourage staff to engage in mental health initiatives as a result of storytelling in their workplace
- New This is Me storytelling video produced by the team with 484 views to date
- Three episode podcast series agreed with FRP Advisory
- One organisation won two awards for their This is Me Storytelling Campaign

Workshop attendees
- 450 event attendees across all regions
- 80% increase in confidence talking to employees about mental health as a result of working with This is Me

Green Ribbon
- 39 organisations purchased ribbons
- 12,190 Green Ribbons purchased in total
- All time total 286,030

Wellbeing in the Workplace
- 52,000 people used the tool up until it was discontinued in late 2024
- After completing the Wellbeing in the Workplace training, 93% participants said they felt more able to recognise emotional distress in others

The Hub
- 152 individuals across 141 organisations signed up for the Hub
- 130 resources downloads

"*We recognised the importance of open dialogue around mental health, and This is Me was the perfect way to help us on our journey."* **Hani Kablawi, Head of International; BNY** -

"There are two key elements of storytelling, one of which is hope. We don't want to understate the pain of mental distress but #ThisIsMe offers people who are suffering, the ability to see that others have gone through it and recovered. Secondly, by sharing stories it helps to put mental health in the context of a wider person – 'I am a lawyer, I'm a dad, I play football, oh, and I have schizophrenia'. Too often, when people say they have a diagnosis, they are then assumed just to be that diagnosis." **Richard Martin, Byrne Dean**

"To me the Green Ribbon is symbolic of my organisations journey on mental health and wellbeing, and its as important to me now as it was back in 2018." **Alan Rankin, Diversity & Inclusion Lead, Sellafield**

"The Green Ribbon is a symbol of support for people who might be struggling and one of awareness for those who haven't yet realised how important it is to prioritise their own mental health and how it is connected to their physical health and overall wellbeing." **Laura Sartin, Head of Health, Safety and Wellbeing UK, Aon**

This programme sits under our Skills pillar.

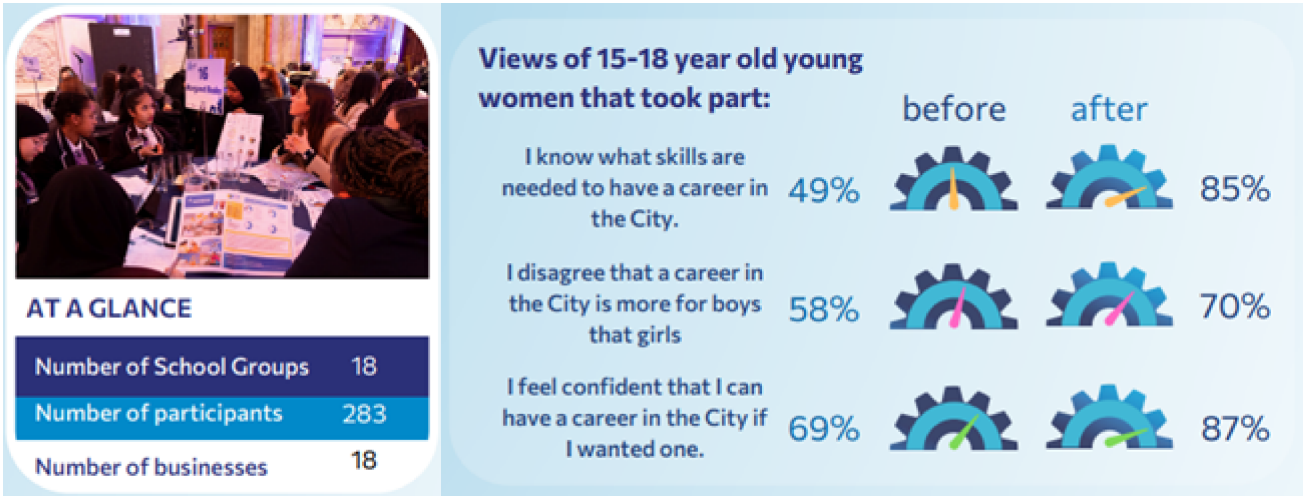
We Can Be empowers young women to see the City as a viable career option, providing them with skills and confidence through exposure to participating businesses.

We Can Be is run through the trading subsidiary.

Through this unique day the aim is to help change the future for the next generation of young women, and the future for business by showing young women that the doors of the City are very much open to them and they can have the skills to do the job equally. The seventh We Can Be took place in February 2024. The morning session takes place at corporate workplaces with the afternoon session bringing all the young women and representatives of the businesses together at Guildhall.

Quotes
"Thank you for inviting us to be part of this. The opportunity and experience was very much appreciated by the students." **U Sookun, Ark EGA Academy**
"The enthusiasm of the girls made my jet lag disappear! It was absolutely wonderful to see 280 girls in such a grand venue. I especially liked the simulation which gave the girls a fun, yet educational experience in portfolio investment." **Tangy M, TLMA Trustee**

Students about the morning
"Getting to meet new people, that helped inspire me."
"Learning about other people's background and careers and listening to their advice"
Students about the afternoon
"I love how welcoming everyone is and how the event looks like - very inspirational."
"Talking to new people and the challenge was amazing."





This programme sits under our Fair pillar.

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

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 day which unites business in the City and beyond by celebrating the positive impact they have for their charity partners and their local communities, through philanthropy and volunteering. In 2024 we have more companies registered that in the previous year and more activity taking place during the day.

“City Giving Day gives us an opportunity to spotlight the work of our Community Relations Committees and to engage staff around a fundraising event. It is traditionally part of our Sustainable September programme and now celebrated in multiple Euroclear locations.”
Alison Edwards, Communications Manager ESG, Euroclear

“A great way to thank employees for all of their philanthropic efforts throughout the year, engaging in fun activities whilst support our charity partners.”
Cressida Lane, Community Relations Lead, Janus Henderson Investors

“City Giving Day shines a spotlight on the fantastic fundraising and volunteering work that happens all year round, across all corners of the city and beyond. We’re proud to be corporate supporters and it’s always great to see so many of our people getting involved.”
Sally Yiallouros, Corporate Responsibility Lead, EY

“It's just an amazing opportunity to take a step back from the day job to think about the bigger difference that we can all make when we all come together.”
Anthony Mazen, Lloyds Banking Group

“City Giving Day is a really important way to raise awareness for our charities of the year, and colleagues are very generous with their time and their money.”
Lydia Gadd, Bank of England

Partner charities

TLMA's net funds supported three charities during 2024. National Numeracy, MQ Mental Health Research and The Royal Foundation's Homewards Programme.

Our partnership with National Numeracy funded their new initiative - 'Every Londoner Counts' - which helps 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.

Within the 'Every Londoner Counts' initiative National Numeracy recruit volunteer Numeracy Champions to mentor adults with low numeracy: building confidence, encouraging positive attitudes to maths, and introducing resources to improve Londoners' skills.

The number of Numeracy Champions trained since the partnership began in January 2022 is 546.
The total number of learners supported through National Numeracy's Confidence with Numbers workshops since the beginning of the partnership in 2022 is 583.

Support from The Lord Mayor's Appeal in 2024 enabled National Numeracy to recruit further delivery partners to support Numeracy Champion work within London, empowering even more Londoners in need to get on better with numbers.

MQ Mental Health Research is the only UK charity that exclusively invests in mental health research. MQ works to create a world where mental illness is understood, effectively treated, and ultimately prevented. Our partnership with MQ is enabling has supported several new research programmes from the mental health impact of the cost-of-living crisis to the use of virtual reality in mental health therapies. In partnership with Oxford University, and the Wellcome Trust, we are supporting GALENOS, a Global Alliance for Living Evidence on anxiety, depression, and psychosis that aims to deliver ground-breaking understanding of the mechanisms involved in mental illness. This open resource should significantly speed up research prioritisation in mental health on a global scale. During 2024 we begun to support their Scholarship Programme.

Prince William and The Royal Foundation launched Homewards in 2023; a transformative five-year programme that aims to demonstrate that together, it's possible to end homelessness – making it rare, brief and unrepeated. Homewards is initially working in partnership with six flagship locations across the UK, supporting them to form locally led coalitions, and providing them with the space, tools and expertise to show how this can be done. By demonstrating that homelessness is not inevitable, and is in fact a solvable issue, Homewards is kickstarting an inspiring movement in the UK, and further afield, to end homelessness for good. The Lord Mayor's Appeal is supporting this work through funds, collaboration and connections.

Trustees' report (continued)
For the year ended 30 November 2024

Specifically, the 2024 Appeal will have raised a net surplus of £538,537. The total income was £1,765,423 less expenditure on raising funds of £709,570, charitable event and support expenditure of £435,684 and governance costs of £81,632.

The grants made by the Board of Trustees during the 2024 Appeal were:

TLMA 2024	
National Numeracy	£100,000
MQ Mental Health Research	£100,000
The Royal Foundation (Homewards programme)	£100,000

The final grants from 2024 have not yet been paid and payments from the discretionary 10% for 2024 have not yet been paid. The final grants will be made to the above charities during 2025 in respect of TLMA 2024.

The final grants from 2023 were as follows:

The Duke of Edinburgh's Award	£111,331
National Numeracy	£111,331
MQ Mental Heath Research	£111,331

Payments from the discretionary 10% for 2023 were as follows:

St John's Ambulance	£22,860
Merchant Taylor's Foundation	£22,860
London Air Ambulance	£30,385
The Sea Change Sailing Trust	£25,720
The Classical Road Show	£ 5,000
London Irish Centre Camden	£23,602
Mansion House Scholarship Scheme	£15,000

Financial review

TLMA is a grant giving charity. It has continued to be based in Guildhall. As noted above, the funds raised for TLMA 2024 were £1,765,423 (2023: £2,921,974) and the expenditure incurred before grant payments were £709,570 (2023: £1,043,723) on raising funds, £435,684 (2023: £361,589) of charitable event and support costs and £81,632 (2023: £78,893) of governance costs resulting in net funds raised of approximately £538,537 (2023: £1,437,769).

The total grants payable per the accounts were £757,256 (2023: £1,744,038) of which £300,000 (2023: £960,000) was in relation to the 2024 Appeal year as detailed under 'Our Key Achievements' and in note 6 of the accounts. From TLMA 2024, a sum of £8,078 will be retained in accordance with the reserves policy and the balance of the reserves will be distributed during the subsequent financial year.

Reserves policy

It is presently the policy of TLMA to build up reserves (held in a separate account) to deal with the peaks of expenditure and troughs of income through retaining the lower of £25,000 or 1.5% of the net sum raised for each year. Following the 2024 Appeal reserves in the working capital fund will be £219,942.

As at the year end, TLMA's unrestricted reserves of £656,534 comprised of two elements: the header reserves as explained above of £219,949 (the movement in the reserves are shown in note 16 of the accounts) and unrestricted reserves of £436,585. The unrestricted reserves will be paid out as grants in the subsequent financial year. TLMA also had restricted funds at the year end of £Nil and these will be used in accordance with the instructions of the donors. The movements in the restricted reserves are shown in note 16 of the accounts.

Principal risks and uncertainties

The charity has no long-term liabilities or other financial commitments. It has been able to obtain accommodation for the time being at no cost and accordingly has no future lease commitment.

The Corporate Partners Programme that was put in place in 2018 for the multi-year appeal enables ongoing giving from businesses and livery companies. The challenge for The Lord Mayor's Appeal is to build up the Corporate Partnership and potentially open up other sources of funding. Following the more challenging fundraising climate experienced in 2024, and after the year end, the Board of Trustees resolved to review the strategy and operations of TLMA with a view to increasing income and overall impact, within the existing framework of 'A Better City for All'. As part of that review, the Board of Trustees will also consider whether the Board of Trustees and other committees of the TLMA should be refreshed in any way.

Fundraising

TLMA is registered with the Fundraising Regulator and always remains committed to meeting best practice fundraising standards and adhering to the Code of Fundraising Practice and as such we follow all relevant guidelines and advice. Supporters and their needs are at the heart of our fundraising activities. To protect and maintain the high standards that we and the public expect, we ensure that professional fundraisers adhere to our policies and practices, with particular attention paid to vulnerable people.

The core of our fundraising strategy is delivered internally by our team of professional staff and from time to time we may work with external consultants, agencies and other professional fundraising services to complement our fundraising activity.

We comply with all data protection requirements under GDPR and PECR and will action any requests for no further contact we receive directly or through the Fundraising Preference Service.

Last year we received no complaints (2023: none) related to our fundraising activities directly to TLMA and no complaints via the Fundraising Regulator.

Plans for future periods

During 2025 TLMA is continuing with their work set out above with the initiatives, and corporate partners. We currently have 40 Corporate Partners signed up and our main focus is on new prospects and securing further corporate partners either for this year or to begin in 2026. During 2025 a strategic review is also taking place. It was agreed that in 2025 we would continue to support Homewards – A Royal Foundation Programme, and MQ Mental Health Research. A small % was also agreed be given to National Numeracy. Our partnership with both MQ Mental Health Research and National Numeracy will finish at the end of 2025.

Structure, governance and management

The Lord Mayor's Appeal (TLMA) is a company limited by guarantee and does not have any share capital. It was incorporated on 12 July 2012 and is governed by its Memorandum and Articles of Association as amended.

The governance of TLMA rests with the directors/trustees, the majority are Aldermen of the City of London (Aldermanic Directors) with the others being Non-Aldermanic Directors. Alderman Alastair King was Chair during TLMA 2024 year. Constitutionally the Board consists of the Lord Mayor of the City of London and not less than one other person appointed from time to time in accordance with the Articles, provided that, at any given time, the at least half of the directors must be Aldermanic Directors. Induction and training of trustees is determined on a case-by-case basis.

Trustees' report (continued)
For the year ended 30 November 2024

The trustees, who are also the directors for the purpose of company law, and who served throughout the year were:

Lidia Bozhevolnaya	
Sir Edward Braham	Appointed Trustee January 2025 and appointed Chair March 2025
Alderman Timothy Hailes	
Professor Zainab Khan	Resigned March 2025
Alderman Alastair King	Chair for 2023/2024
Alderwoman Dame Susan Langley	Appointed January 2024. Interim Chair 2024/2025
Alderman Sir Nicholas Lyons – Lord Mayor 2022-2023	Resigned March 2025
Alderman Professor Michael Mainelli – Lord Mayor 2023/2024	Resigned March 2025
Tangy Morgan	
Phoebe Stone	Resigned December 2024
Vincent Thomas Keavney	Resigned December 2023

None of the trustees has any beneficial interest in the company. All the trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

As previously explained, the governance of TLMA rests with the directors/trustees who hold meetings four times a year. The board of directors/trustees have delegated the day-to-day running of the charity to the Chief Executive (Caroline Wright).

The remuneration of the CEO is set by the Trustees and is benchmarked using Corporation of London benchmarking as well as research into the ‘going rate’ for similar roles in other similar organisations.

Trustees' report (continued)
For the year ended 30 November 2024

Statement of Trustees' responsibilities

The Trustees, who are also the directors of The Lord Mayor's Appeal for the purpose of company law, are responsible for preparing the Trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England & Wales requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of its incoming resources and application of resources, including its income and expenditure, for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles of the Charities SORP (FRS 102);
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (FRS 102) have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charity's transactions and disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the Trust deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Disclosure of information to auditors

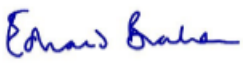
Each of the persons who are Trustees at the time when this Trustees' report is approved has confirmed that:

- as far as that Trustee is aware, there is no relevant audit information of which the charity's auditors are unaware, and
- that Trustee has taken all the steps that ought to have been taken as a Trustee in order to be aware of any relevant audit information and to establish that the charity's auditors are aware of that information.

Auditors

The auditors, Kreston Reeves LLP, have indicated their willingness to continue in office and a tender process will commence ahead of the year ended 30 November 2025 audit.

Approved by order of the members of the board of Trustees and signed on their behalf by:



Sir Edward Braham
Chair

Date:

The Lord Mayor's Appeal

(A company limited by guarantee)

Consolidated Statement of financial activities (incorporating income and expenditure account)
For the year ended 30 November 2024

	Note	Restricted funds 2024 £	Unrestricted funds 2024 £	Total funds 2024 £	As restated Total funds 2023 £
Income from:					
Donations and legacies	3	**11,540**	**1,077,548**	**1,089,088**	1,135,209
Other trading activities	4	**-**	**676,335**	**676,335**	1,786,765
Total income		**11,540**	**1,753,883**	**1,765,423**	2,921,974
Expenditure on:					
Raising funds	5	**-**	**709,570**	**709,570**	1,043,723
Charitable activities	7	**11,540**	**1,263,032**	**1,274,572**	2,184,520
Total expenditure		**11,540**	**1,972,602**	**1,984,142**	3,228,243
Net movement in funds		**-**	**(218,719)**	**(218,719)**	(306,269)
Reconciliation of funds:					
Total funds brought forward		**-**	**875,253**	**875,253**	1,181,522
Net movement in funds		**-**	**(218,719)**	**(218,719)**	(306,269)
Total funds carried forward		**-**	**656,534**	**656,534**	875,253

The Consolidated statement of financial activities includes all gains and losses recognised in the year.

The notes on pages 21 to 37 form part of these financial statements.

The Lord Mayor's Appeal

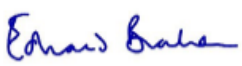
(A company limited by guarantee)
Registered number: 08140664

Consolidated balance sheet
As at 30 November 2024

	Note		2024 £		2023 £
Fixed assets					
Tangible assets	12		-		-
			-		-
Current assets					
Debtors	14	**247,347**		200,354	
Cash at bank and in hand		**707,463**		837,021	
		954,810		1,037,375	
Creditors: amounts falling due within one year	15	**(298,276)**		(162,122)	
Net current assets			**656,534**		875,253
Total net assets			**656,534**		875,253
Charity funds					
Restricted funds	17		-		-
Unrestricted funds					
Designated funds	17	**204,949**		196,871	
General funds	17	**451,585**		678,382	
Total unrestricted funds	17		**656,534**		875,253
Total funds			**656,534**		875,253

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:



Sir Edward Braham
Chair

Date:

The notes on pages 21 to 37 form part of these financial statements.

The Lord Mayor's Appeal

(A company limited by guarantee)
Registered number: 08140664

Charity balance sheet
As at 30 November 2024

	Note		2024 £		2023 £
Fixed assets					
Investments	13		**1**		1
			1		1
Current assets					
Debtors	14	**336,651**		410,524	
Cash at bank and in hand		**547,474**		545,039	
		884,125		955,563	
Creditors: amounts falling due within one year	15	**(227,592)**		(80,311)	
Net current assets			**656,533**		875,252
Total assets less current liabilities			**656,534**		875,253
Total net assets			**656,534**		875,253
Charity funds					
Restricted funds	17		**-**		-
Unrestricted funds					
Designated funds	17	**211,871**		196,871	
General funds	17	**444,663**		678,382	
Total unrestricted funds	17		**656,534**		875,253
Total funds			**656,534**		875,253

The Charity's net movement in funds for the year was £(218,719) (2023 - £(306,269)).

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:



Sir Edward Braham

Date: 1st August 2025

The notes on pages 21 to 37 form part of these financial statements.

The Lord Mayor's Appeal
(A company limited by guarantee)

Consolidated statement of cash flows
For the year ended 30 November 2024

	Note	2024 £	2023 £
Cash flows from operating activities			
Net cash used in operating activities	19	**(129,558)**	(246,423)
Change in cash and cash equivalents in the year		**(129,558)**	(246,423)
Cash and cash equivalents at the beginning of the year		**837,021**	1,083,444
Cash and cash equivalents at the end of the year	20	**707,463**	837,021

The notes on pages 21 to 37 form part of these financial statements

Notes to the financial statements
For the year ended 30 November 2024

1. General information

The Lord Mayor's Appeal is a private company limited by guarantee incorporated in England and Wales. The registered office is The Mansion House, Walbrook, London, EC4 8BH.

The financial statements are presented in sterling which is the functional currency of the company and rounded to the nearest £1.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) - Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The Lord Mayor's Appeal meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

The Consolidated statement of financial activities (SOFA) and Consolidated balance sheet consolidate the financial statements of the Charity and its subsidiary undertaking. The results of the subsidiary are consolidated on a line by line basis.

The Charity has taken advantage of the exemption allowed under section 408 of the Companies Act 2006 and has not presented its own Statement of financial activities in these financial statements.

2.2 Going concern

The Trustees have considered whether the use of going concern is appropriate i.e. whether there are any material uncertainties related to events or conditions that may cast significant doubt on the ability of the Charity to continue as a going concern. The Trustees make this assessment in respect of a period of at least one year from the date of authorisation for issue of the financial statements and have concluded that the Charity has adequate resources to continue in operational existence for the foreseeable future and there are no material uncertainties about the Charity's ability to continue as a going concern, thus they continue to adopt the going concern basis of accounting in preparing the financial statements.

2.3 Income

All income is recognised once the Charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

Where the donated good is a fixed asset, it is measured at fair value, unless it is impractical to measure this reliably, in which case the cost of the item to the donor should be used. The gain is recognised as income from donations and a corresponding amount is included in the appropriate fixed asset class and depreciated over the useful economic life in accordance with the Charity's accounting policies.

On receipt, donated professional services and facilities are recognised on the basis of the value of the gift to the Charity which is the amount it would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

2. Accounting policies (continued)

2.4 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

Expenditure on raising funds includes all expenditure incurred by the Group to raise funds for its charitable purposes and includes costs of all fundraising activities events and non-charitable trading.

Expenditure on charitable activities is incurred on directly undertaking the activities which further the Group's objectives, as well as any associated support costs.

Grants payable are charged in the year when the offer is made except in those cases where the offer is conditional, such grants being recognised as expenditure when the conditions attaching are fulfilled. Grants offered subject to conditions which have not been met at the year end are noted as a commitment, but not accrued as expenditure.

2.5 Taxation

The Charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the Charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

2.6 Tangible fixed assets and depreciation

Tangible fixed assets are initially recognised at cost. After recognition, under the cost model, tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. All costs incurred to bring a tangible fixed asset into its intended working condition should be included in the measurement of cost.

Depreciation is charged so as to allocate the cost of tangible fixed assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:

Plant and machinery	-	33%

2.7 Investments

Investments in subsidiaries are valued at cost less provision for impairment.

2.8 Debtors

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

2. Accounting policies (continued)

2.9 Cash at bank and in hand

Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

2.10 Liabilities and provisions

Liabilities are recognised when there is an obligation at the Balance sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

Liabilities are recognised at the amount that the Charity anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

2.11 Financial instruments

The Group only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

2.12 Pensions

The Group operates a defined contribution pension scheme and the pension charge represents the amounts payable by the Group to the fund in respect of the year.

2.13 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Group and which have not been designated for other purposes.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Group for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Notes to the financial statements
For the year ended 30 November 2024

3. Income from donations and legacies

	Restricted funds 2024 £	Unrestricted funds 2024 £	Total funds 2024 £	As restated Total funds 2023 £
Donations	11,540	1,077,548	**1,089,088**	1,135,209
Total 2023 as restated	58,753	1,076,456	1,135,209	

4. Income from other trading activities

Income from fundraising events

	Unrestricted funds 2024 £	Total funds 2024 £	Total funds 2023 £
Fundraising events	138,371	**138,371**	314,404
Total 2023	314,404	314,404	

Income from non charitable trading activities

	Unrestricted funds 2024 £	Total funds 2024 £	Total funds 2023 £
Income from subsidiary - LMA Trading Limited	537,964	**537,964**	1,472,361
Total 2023	1,472,361	1,472,361	

5. Expenditure on raising funds

Costs of raising voluntary income

	Unrestricted funds 2024 £	Total funds 2024 £	Total funds 2023 £
Consultancy	31,861	**31,861**	32,230
Support costs	52,472	**52,472**	120,604
Wages and salaries	317,520	**317,520**	341,981
Social security costs	35,260	**35,260**	35,836
Other pension costs	6,209	**6,209**	13,434
	443,322	**443,322**	544,085
Total 2023	544,085	544,085	

Other trading expenses

	Unrestricted funds 2024 £	Total funds 2024 £	Total funds 2023 £
Expenditure of subsidiary - LMA Trading Limited	266,248	**266,248**	499,638
Total 2023	499,638	499,638	

6. Analysis of grants

	Grants to Institutions 2024 £	Total funds 2024 £	Total funds 2023 £
Grants payable	757,256	**757,256**	1,744,038
Total 2023	1,744,038	1,744,038	

6. Analysis of grants (continued)

The Group has made the following material grants to institutions during the year:

	2024 **£**	2023 £
Samaritans (2022 Appeal)	**-**	76,070
Place2Be (2022 Appeal)	**-**	76,070
The Duke of Edinburgh's Award (2022 Appeal)	**-**	223,209
OnSide Youth Zones (2022 Appeal)	**-**	76,070
National Numeracy (2022 Appeal)	**-**	223,209
MQ Mental Health Research (2023 Appeal)	**111,330**	320,000
The Duke of Edinburgh's Award (2023 Appeal)	**111,330**	320,000
National Numeracy (2023 Appeal)	**111,330**	320,000
MQ Mental Health Research (2024 Appeal)	**100,000**	-
National Numeracy (2024 Appeal)	**100,000**	-
The Royal Foundation (2024 Appeal)	**100,000**	-
	633,990	1,634,628
Other grants under £35,000	**123,266**	109,410
	757,256	1,744,038

No grants were paid to individuals.

All grant payments are made by TLMA (parent charity).

7. Analysis of expenditure on charitable activities

Summary by fund type

	Restricted funds 2024 £	**Unrestricted funds 2024 £**	**Total 2024 £**	As restated Total 2023 £
City Giving Day	-	159,104	**159,104**	121,902
Power of Inclusion	-	75,324	**75,324**	71,333
This Is Me + Green Ribbon	-	78,888	**78,888**	41,440
Grant and governance costs	11,540	827,348	**838,888**	1,822,931
We Can Be	-	122,368	**122,368**	126,914
	11,540	1,263,032	**1,274,572**	2,184,520
Total 2023 as restated	58,753	2,125,767	2,184,520	

Notes to the financial statements
For the year ended 30 November 2024

8. Analysis of expenditure by activities

	Activities undertaken directly 2024 £	Grant funding of activities 2024 £	Support costs 2024 £	Total funds 2024 £	As restated Total funds 2023 £
City Giving Day	159,104	-	-	**159,104**	121,902
Power of Inclusion	75,324	-	-	**75,324**	71,333
This Is Me + Green Ribbon	78,888	-	-	**78,888**	41,440
Grant and governance costs	-	757,256	81,632	**838,888**	1,822,931
We Can Be	122,368	-	-	**122,368**	126,914
	435,684	757,256	81,632	**1,274,572**	2,184,520
Total 2023 as restated	361,589	1,744,038	78,893	2,184,520	

Analysis of direct costs

	City Giving Day 2024 £	Power of Inclusion 2024 £	This Is Me + Green Ribbon 2024 £	We Can Be 2024 £	Total funds 2024 £	As restated Total funds 2023 £
Staff costs	67,927	60,907	57,044	59,670	**245,548**	199,425
Design costs	49,112	176	864	154	**50,306**	11,289
Material costs	7,696	-	-	1,208	**8,904**	7,254
Event costs	34,314	14,001	16,083	32,919	**97,317**	112,990
Media costs	-	-	4,215	80	**4,295**	1,149
Other	55	240	682	28,337	**29,314**	29,482
	159,104	75,324	78,888	122,368	**435,684**	361,589
Total 2023 as restated	121,902	71,333	41,440	126,914	361,589	

8. Analysis of expenditure by activities (continued)

Analysis of support costs

	Total funds 2024 £	As restated Total funds 2023 £
Audit fees	**20,706**	20,100
Office costs	**60,926**	58,793
	81,632	78,893

9. Auditors' remuneration

	2024 £	2023 £
Fees payable to the Charity's auditor in respect of:		
Audit of the Charity's annual accounts	**8,350**	8,100
Audit of the subsidiary's annual accounts	**7,100**	6,900
All non-audit services not included above	**5,256**	5,100

10. Staff costs

	Group 2024 £	Group 2023 £	**Charity 2024 £**	Charity 2023 £
Wages and salaries	**563,068**	541,406	**563,068**	541,406
Social security costs	**35,260**	35,836	**35,260**	35,836
Other pension costs	**6,209**	13,434	**6,209**	13,434
	604,537	590,676	**604,537**	590,676

10. Staff costs (continued)

The average number of persons employed by the Charity during the year was as follows:

	Group 2024 No.	Group 2023 No.
CEO	**1**	1
Office/Finance Manager	**1**	1
Events Manager	**3**	3
Programme Project Manager	**4**	3
Programme/Appeal Officers	**3**	3
Comms Manager	**1**	1
	13	12

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	Group 2024 No.	Group 2023 No.
In the band £90,001 - £100,000	**-**	1
In the band £100,001 - £110,000	**1**	-

Of the employees whose emoluments exceed £60,000, one (2023: one) had retirement benefits accruing under defined contribution pension schemes.

All the staff were directly employed by TLMA but the payroll service was provided free of charged by The City of London Corporation.

The key management personnel of TLMA are the trustees and the Chief Executive Officer. The total employee benefits of the key management personnel were £117,868 (2023: £112,282).

11. Trustees' remuneration and expenses

During the year, no Trustees received any remuneration or other benefits (2023: £Nil).

During the year ended 30 November 2024, no Trustee expenses have been incurred (2023 £Nil).

During the year, Trustees made personal donations of £Nil to the Charity (2023: £1,220). Related parties of the Trustees made donations of £250 to the Charity (2023: £13,359).

12. Tangible fixed assets

Group and Charity

	Plant and machinery £
Cost or valuation	
At 1 December 2023	**5,041**
At 30 November 2024	**5,041**
Depreciation	
At 1 December 2023	**5,041**
At 30 November 2024	**5,041**
Net book value	
At 30 November 2024	**-**
At 30 November 2023	-

13. Fixed asset investments

Charity	Investments in subsidiary companies £
Cost or valuation	
At 1 December 2023	**1**
At 30 November 2024	**1**
Net book value	
At 30 November 2024	**1**
At 30 November 2023	1

14. Debtors

	Group 2024 £	Group 2023 £	**Charity 2024 £**	Charity 2023 £
Due within one year				
Trade debtors	**93,550**	55,905	**30,950**	34,175
Other debtors	**-**	50	**-**	-
Prepayments and accrued income	**153,797**	144,399	**305,701**	376,349
	247,347	200,354	**336,651**	410,524

15. Creditors: Amounts falling due within one year

	Group 2024 £	Group 2023 £	**Charity 2024 £**	Charity 2023 £
Trade creditors	**68,177**	27,097	**21,494**	24,093
Amounts owed to group undertakings	**-**	-	**133,696**	-
Other taxation and social security	**15,951**	1,499	**4,546**	-
Other creditors	**48,874**	3,449	**46,052**	3,449
Accruals and deferred income	**165,274**	130,077	**21,804**	52,769
	298,276	162,122	**227,592**	80,311

Deferred income relates to funds received in relation to the 2024 Appeal which falls in the next mayoral year. Income of £134,700 has been deferred so that it is recognised in the appropriate mayoral fundraising year. The amount deferred in the prior year of £34,357 was released in the current year.

16. Prior year adjustments

A prior year adjustment of £86,435 has been recognised in relation to donated services that the charity had received. This has impacted both donation income and charitable expenditure by £86,435, which has also been restated in the funds, with a £Nil impact on the prior year deficit.

A prior year adjustment of £15,000 has also been recognised in relation to a payment that was incorrectly included in general funds. Therefore, the prior year transfer in to the working capital designated fund has been amended by £15,000 and a transfer out of general funds has decreased by £15,000 which has also been restated in the funds, with a £Nil impact on the prior year deficit.

Notes to the financial statements
For the year ended 30 November 2024

17. Statement of funds

Statement of funds - current year

	Balance at 1 December 2023 £	Income £	Expenditure £	Transfers in/out £	Balance at 30 November 2024 £
Unrestricted funds					
Designated funds					
Working capital	**196,871**	**-**	**-**	**8,078**	**204,949**

The above designated funds have been set aside out of unrestricted funds by the trustees for a specific purpose - working capital to cover any future shortfall in funding.

General funds					
General Funds	**678,382**	**1,753,883**	**(1,972,602)**	**(8,078)**	**451,585**
Total Unrestricted funds	**875,253**	**1,753,883**	**(1,972,602)**	**-**	**656,534**
Restricted funds					
Donations	**-**	**11,540**	**(11,540)**	**-**	**-**
Total of funds	**875,253**	**1,765,423**	**(1,984,142)**	**-**	**656,534**

The above restricted funds comprise balances of donations and grants which have been given to the charity for specific purposes.

17. Statement of funds (continued)

Statement of funds - prior year

	Balance at 1 December 2022 £	As restated Income £	As restated Expenditure £	As restated Transfers in/out £	Balance at 30 November 2023 £
Unrestricted funds					
Designated funds					
Working capital	190,304	-	-	6,567	196,871
General funds					
General Funds	991,218	2,863,221	(3,169,490)	(6,567)	678,382
Total Unrestricted funds	1,181,522	2,863,221	(3,169,490)	-	875,253
Restricted funds					
Donations	-	58,753	(58,753)	-	-
Total of funds	1,181,522	2,921,974	(3,228,243)	-	875,253

18. Analysis of net assets between funds

Analysis of net assets between funds - current period

	Unrestricted funds 2024 £	**Total funds 2024 £**
Current assets	954,810	**954,810**
Creditors due within one year	(298,276)	**(298,276)**
Total	656,534	**656,534**

18. Analysis of net assets between funds (continued)

Analysis of net assets between funds - prior period

	Unrestricted funds 2023 £	Total funds 2023 £
Current assets	1,037,375	1,037,375
Creditors due within one year	(162,122)	(162,122)
Total	875,253	875,253

19. Reconciliation of net movement in funds to net cash flow from operating activities

	Group 2024 £	Group 2023 £
Net expenditure for the period (as per Statement of Financial Activities)	**(218,719)**	(306,269)
Adjustments for:		
Decrease/(increase) in debtors	**(46,993)**	18,285
Increase in creditors	**101,457**	44,604
(Decrease) in deferred income	**122,197**	(3,043)
Net cash (used in) by operating activities	**(42,058)**	(246,423)

20. Analysis of cash and cash equivalents

	Group 2024 £	Group 2023 £
Cash in hand	**707,463**	837,021

21. Analysis of changes in net debt

	At 1 December 2023	Cash flows	At 30 November 2024
	£	£	£
Cash at bank and in hand	**837,021**	**(129,558)**	**707,463**
	837,021	**(129,558)**	**707,463**

22. Contingent liabilities

As of year-end, the charity has a contingent liability of £238,537 in respect of committed grant expenditure for charity partners. This liability arises from grant commitments made to partner organisations, of which the amount that will be granted to these organisations is contingent on the funds raised in the 2024 Appeal.

23. Related party transactions

Alderman Sir William Russell, Trustee until 7 December 2022, is also a Director of Place2Be. The charity paid grants during the year of £Nil to Place2Be (2023: £75,070).

Exemption from the requirement to disclose transaction between wholly owned group members has been taken in accordance with provisions in FRS8.

24. Controlling party

There is no ultimate controlling party.

25. Principal subsidiaries

The following was a subsidiary undertaking of the Charity:

Name	Company number	Registered office or principal place of business	Class of shares	Holding
Lord Mayor's Appeal Trading Limited	11692137	The Mansion House, London, EC4N 8BH	Ordinary	100%

Included in consolidation

Yes

The financial results of the subsidiary for the year were:

Name	Income £	Expenditure £	Net assets / (liabilities) £
Lord Mayor's Appeal Trading Limited	**537,964**	**(537,964)**	**1**

The Lord Mayor's Appeal + The Lord Mayor's Appeal Trading Limited
Key Audit Findings

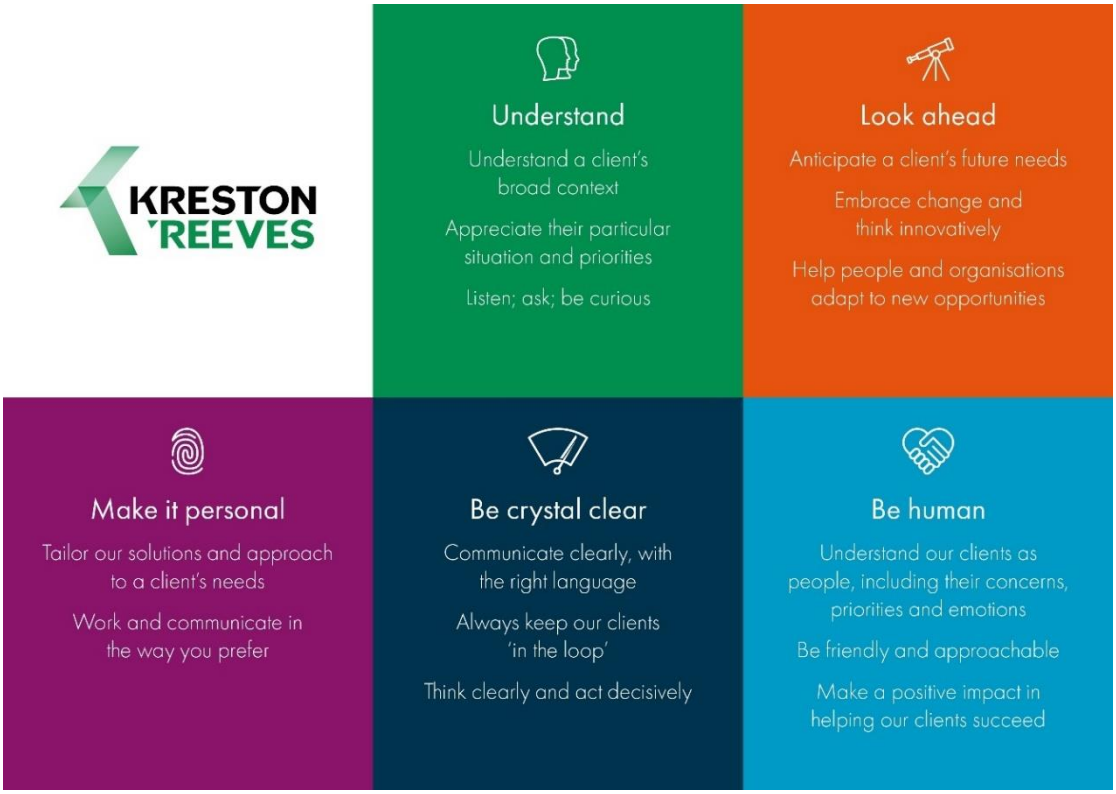
For the year ended

30 November 2024

Our values

Our values define who we are and how we do things at Kreston Reeves. They reflect our attitudes and behaviours and represent a promise of quality, personal service and commitment to our clients, communities and colleagues.

Collectively and individually we aim to:



Our awards

We are regularly recognised and shortlisted in prestigious national, regional and industry awards. As well as receiving award recognition ourselves, it's important to us to help recognise and award the successes and growth stories of other businesses. We regularly support and sponsor awards such as Kent MegaGrowth and Sussex Top50.



The Lord Mayor's Appeal + The Lord Mayor's Appeal Trading Limited

Key Audit Findings
For the year ended 30 November 2024

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Appendices

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The Lord Mayor's Appeal + The Lord Mayor's Appeal Trading Limited

Key Audit Findings
For the year ended 30 November 2024

1. Introduction and audit summary

The purpose of this report is to bring to your attention our findings from the recent audit carried out on The Lord Mayor's Appeal and The Lord Mayor's Appeal Trading Limited. We appreciate that you will already be aware of the majority of the matters contained in this report through earlier discussions you will have had with the audit team, but we hope that you will find this report a useful summary of those discussions.

We would like to take this opportunity to thank James Anderson, Caroline Wright and the rest of your accounts team for the assistance they have provided to us during the course of our audit.

Our audit has given us a unique opportunity to understand your activities and processes. We have used this opportunity to provide you a service that is of real positive benefit to you.

During the course of our audit work this year we have performed the following tasks which we hope that you will have found to have been of benefit.

- We have assisted you with the preparation of the charity's financial statements and the trustees' annual report, ensuring that they comply with all statutory requirements and with accounting standards, including the Statement of Recommended Practice "Accounting and Reporting by Charities". In doing so we have ensured that the Charity has taken advantage of any accounting exemptions available to it so as to avoid any unnecessary over-disclosure of the Charity's affairs that are not required to be published in publicly available financial statements.

- In order to be able to assist you with the preparation of the Charity's financial statements we have highlighted to you misstatements in the accounting records discovered by our audit work, and worked with you to ensure that where material these have been corrected. Further information related to misstatements discovered during our audit are set out in Section 6 of this report and supporting Appendices II and III.

- We have reviewed the accounting policies that you have selected to ensure that they are meeting best practice in accounting for the sector in which the charity operates.

- We have advised you of planned changes in legislation that may be of relevance to you in order that you may prepare for their implementation. These are detailed at Section 8 of this report.

- We have considered whether the charity's activities could result in any liability to taxation, and suggested ways by which this potential liability could be avoided. For further details see Section 5 of this report.

- We have reviewed the Charity's systems of accounting and internal control systems and made recommendations where these can be improved. These are detailed at Section 7 of this report.

The Lord Mayor's Appeal + The Lord Mayor's Appeal Trading Limited

Key Audit Findings
For the year ended 30 November 2024

- We have considered the Charity's governance and compliance with elements of charity and company law, suggesting improvements that could be made. These are detailed at Section 8 of this report.

Should you have any questions regarding any of the issues raised in this report please contact Lucy Hammond as the partner responsible for the audit of the charity, or any other member of the audit team, who will be happy to provide further explanations as required.

Kreston Reeves LLP

Statutory Auditor
Chartered Accountants

July 2025

The Lord Mayor's Appeal + The Lord Mayor's Appeal Trading Limited

Key Audit Findings
For the year ended 30 November 2024

2. Audit reports

We can confirm that our audit has not revealed any matters which will require modifications to our audit reports. Thus, at this stage we expect that an unqualified audit opinion will be issued.

3. Key audit matters

Key audit matters are those matters that, in our professional judgement, were of greatest significance in our audit of the financial statements. These include the significant risks of potential material misstatement that we identified during our planning of the audit and had the greatest impact on our overall audit strategy, which we advised you of in the Audit Plan issued to you prior to the commencement of our work.

We can now report to you how our audit addressed these areas of significant risk and the conclusions we formed.

- ***Revenue recognition***

  The risk of material misstatement in revenue recognition.

  We performed substantive testing procedures on material income streams and performed analytical procedures to consider whether movements of income were within our expectations. No issues were identified.

- ***Related party transactions***

  The risk of misstatement in the accounts due to undisclosed related party transactions.

  We reviewed the completed Related Party Questionnaires and publicly available information, such as Companies House and Charity Commission, for potential related parties. The finance system and invoices were then reviewed for potential related party transactions. We identified an issue whereby additional related party relationships on Companies House/ Charity Commission that were not disclosed within RPQs. See more detailed in Appendix IV.

- ***Accounting estimates***

  The risk of material misstatement in accounting estimates

  Any material accounting estimates were tested. All estimates were at least reviewed for reasonableness. No issues were identified.

- ***Management override of controls***

  The risk of material misstatement due to management override of controls.

  We reviewed journal entries made and had discussions with management. No issues were identified.

The Lord Mayor's Appeal + The Lord Mayor's Appeal Trading Limited

Key Audit Findings
For the year ended 30 November 2024

4. Data analytics

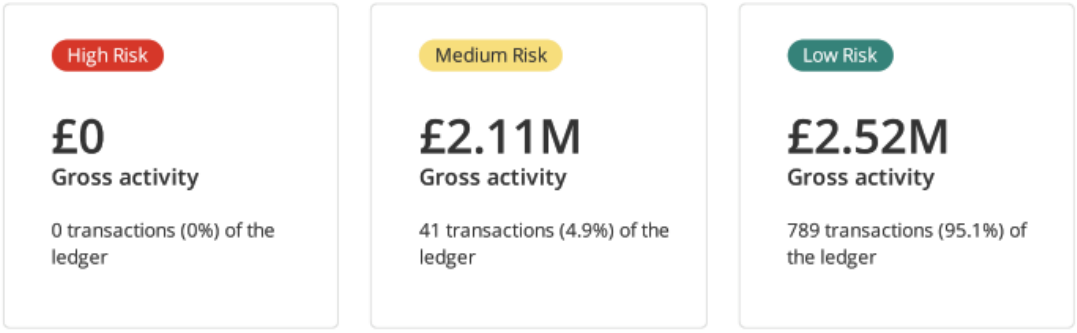
As previously communicated, we have used data analytics software to support our audit. Data analytics compliments our traditional audit methodology with a comprehensive, risk risk-based approach which through the power of computer assisted techniques examines 100% of the data population.

This risk-based approach is driven by a number of control points and it is the weighting of these control points that determines the assessed risk of a transaction. As detailed in our Audit Plan, this is an area where management can have valuable input to identify potentially high-risk transactions. We have used our knowledge of the charity and the data analytics software to tailor the control points which has produced the following risk-based analysis.

Lord Mayor's Appeal

Overview

The charity's dataset has been analysed into the following risk categories:

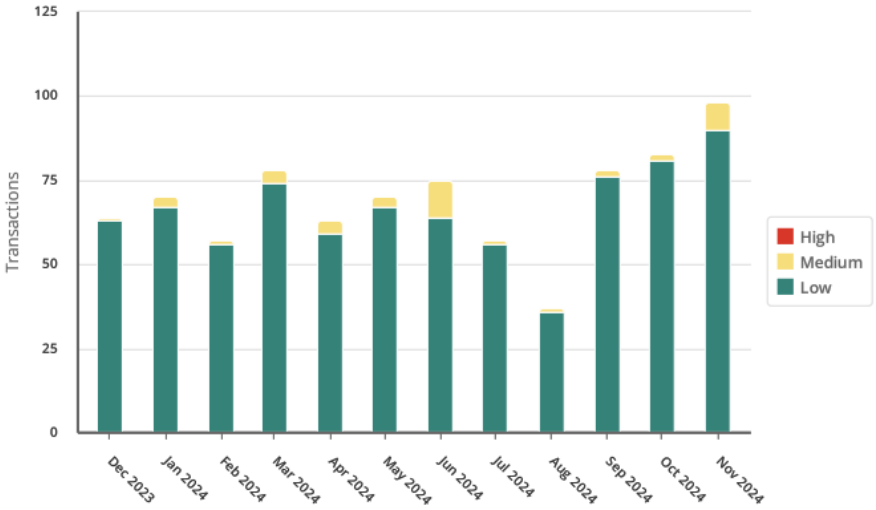


The above graph shows the total number of transactions analysed by risk category. Majority of transactions are low risk, making up 95.1% of total entries, with the remaining scored at medium risk. There are no high risk transactions identified within the data set for the charity.

In 2023, the majority of transactions were also low risk, making up 92.5% of total entries, with the remaining scored at medium risk. Again, there were no high risk transactions identified within the data set for the charity.

The Lord Mayor's Appeal + The Lord Mayor's Appeal Trading Limited

Key Audit Findings
For the year ended 30 November 2024



The above graph shows the total number of transactions per month analysed by risk category. In line with the above, there are no high risk transactions and minimal medium risk transactions, with spikes in the number of transactions in November 2024 due to month end procedures.

Transaction review

Following this analysis, a number of journals were selected for further scrutiny. This included the top twenty medium risk transactions as there were no high risk transactions.

Review of these journals did not highlight any inappropriate transactions, and all were found to be within the normal and expected course of business based on our knowledge of the company's operations, systems and the sector in which it operates.

A significant number of the transactions reviewed included trade debtors, income and sales. The assessment of these as medium risk corroborates with our testing of these areas.

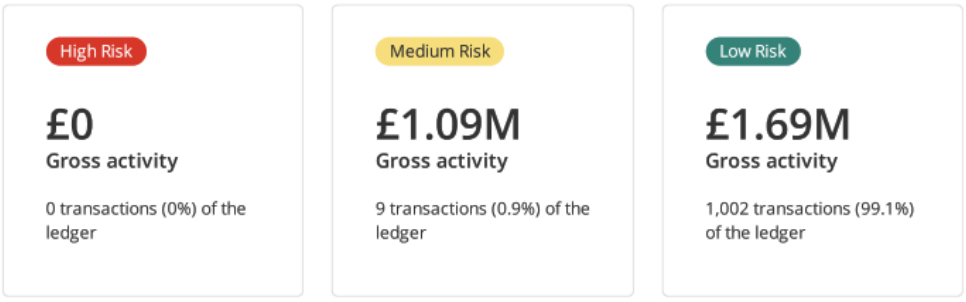
The Lord Mayor's Appeal + The Lord Mayor's Appeal Trading Limited

Key Audit Findings
For the year ended 30 November 2024

Lord Mayor's Appeal Trading Limited

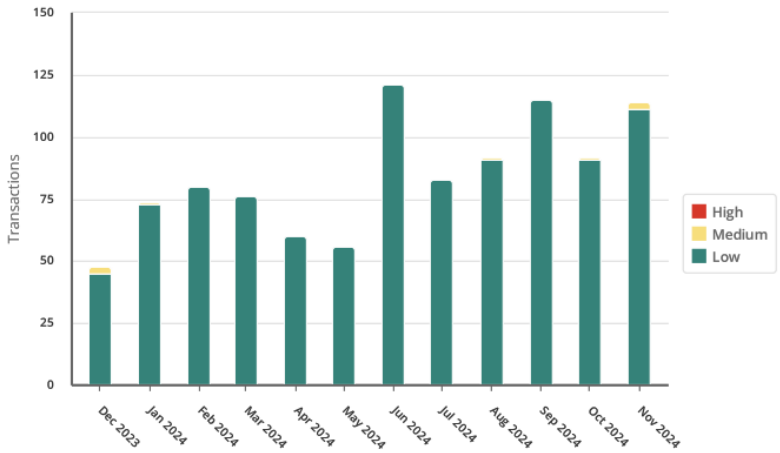
Overview

The companies data set has been analysed into the following risk categories.



The above graph shows the total number of transactions analysed by risk category. Majority of transactions are low risk, making up 99.1% of total entries, with the remaining scored at medium risk. There are no high risk transactions identified within the data set.

In 2023, the majority of transactions were also low risk, making up 96.5% of total entries, with the remaining scored at medium risk. Again, there were no high risk transactions identified within the data set for the charity.



The above graph shows the total number of transactions per month analysed by risk category. In line with the above, there are no high risk transactions and minimal medium risk transactions, with spikes in the number of transactions in June 2024 in preparation of events such as the abseil challenge, the Bavarian Ball and the Sheriff's Ball.

Transaction review

Following this analysis, a number of journals were selected for further scrutiny. This included the top twenty medium risk transactions as there were no high-risk transactions.

Review of these journals did not highlight any inappropriate transactions, and all were found to be within the normal and expected course of business based on our knowledge of the company's operations, systems and the sector in which it operates.

A significant number of the transactions reviewed included sales, creditors and cost of sales. The assessment of these as medium risk corroborates with our testing of these areas.

Summary

The use of data analytics has aided us with our analysis of both the Lord Mayor's Appeal and the Lord Mayor's Appeal Trading Limited accounting entries throughout the year.

5. Taxation

As part of our audit, we have considered the charity's exposure to taxation based upon the activities it undertakes and its various sources of income. We have concluded that the charity has no corporation tax liability for the year.

Subsidiary company

In calculating the required tax provision to be reflected in the financial statements of the charity's trading subsidiary The Lord Mayor's Appeal Trading Limited, it has been assumed that a distribution will be paid to the charity of £187,295 which will ensure that no liability to corporation tax arises, provided that this donation is paid over within 9 months of the year end.

The conclusions reached and the tax provisions have been made based upon the information provided to us during the course of audit. Following the approval of the financial statements we will provide you with the Charity's and the subsidiary company's corporation tax returns for your approval and confirm the details of any tax liability for the year, which may differ from that shown above.

The Lord Mayor's Appeal + The Lord Mayor's Appeal Trading Limited

Key Audit Findings
For the year ended 30 November 2024

6. Misstatements encountered during the audit

We are required to inform you of any significant misstatements within the financial statements presented for audit that have been discovered during the course of our audit. No significant misstatements have been noted, however two adjustments have been made as a result of our audit work and the financial statements have been adjusted accordingly.

These included the following:

- We had to record the accrual of the donated profit from Lord Mayor's Trading Limited to The Lord Mayor's Appeal. There was no impact on the group deficit, but of course this reduced the profit achieved by Lord Mayor's Trading Limited to £Nil.
- We had to adjust for material gifts in kind in 2024 and 2023, as per the schedule provided to us.
- We had to include a prior year adjustment for the correction of working capital position, as per managements request.

A full summary of adjustments made to the charity's results during the course of the audit, including a reconciliation between your management information and the financial statements, can be found within Appendix II.

You should review these adjustments in order to satisfy yourselves that they have been properly made. Confirmation that you have done so should be communicated to us within the letter of representation.

In addition, a number of unadjusted misstatements were discovered during the course of our audit.

Unadjusted misstatements discovered but which have not been adjusted for include the following:

- Additional accrual not recognised in relation to the Impact Reception catering
- Pension creditor not recognised for outstanding pension at year end

A full summary of the significant unadjusted misstatements discovered during the course of our audit and their potential impact on the financial statements can be found within Appendix III. This does not include any misstatements discovered during the course of the audit which we consider to be trivial in nature.

7. The accounting and internal control systems

We can confirm that we have found the charity's accounting and internal control systems to be appropriate to the charity's needs based upon the nature and complexity of your activities and the need for any systems to be cost effective. No matters have come to our attention during our audit to suggest that any serious error has arisen with these systems during the accounting period under review. Thus, we believe that the systems can be relied upon to produce financial statements that show a true and fair view.

There are, however, a number of suggestions that we have made regarding the accounting and internal control systems, and these are set out in Appendix IV.

Please note that the purpose of the audit was to enable us to express an opinion on the financial statements. Our audit did include consideration of internal control relevant to the preparation of the financial statements in order to design audit procedures that are appropriate in such circumstances, but not for the purpose of expressing an opinion on the effectiveness of the internal controls. The matters being reported to you are limited to those deficiencies that we have identified during our audit, which was conducted on a test basis, and that we have concluded are of sufficient importance to merit being reported to you, but this does not represent a comprehensive statement of all weaknesses which may exist in the accounting and internal control systems or of all improvements which may be made. We can only address those matters which have come to our attention as a result of the audit procedures which we have performed.

8. Qualitative aspects of the charity's accounting practices and financial reporting

As part of our audit we have considered and reviewed the Charity's accounting policies with UK Generally Accepted Accounting Practice, including the Statement of Recommended Practice *Accounting and Reporting by Charities* ("the SORP"), and we have not encountered any material departures. In our opinion the accounting policies selected are appropriate to the circumstances of the charity.

Future accounting changes

FRS 102 is subject to a periodic review at least every five years, and the latest periodic review was completed in March 2024. The FRC has published amendments to FRS 102, which details a number of changes and amendments focused on updating accounting requirements to reflect changes in International Financial Reporting Standards ('IFRS'), particularly with respect to revenue and leases.

The key changes are:

- A new Section 23 *Revenue,* based on IFRS 15 *Revenue from Contracts with Customers* and its five-step model for revenue recognition
- A new Section 20 *Leases*, based on IFRS 16 *Leases* which brings most leases onto the balance sheet
- Greater clarity for small entities in the UK applying Section 1A regarding which disclosures need to be provided in order to give a true and fair view

The effective date of these changes is for accounting periods beginning on or after 1 January 2026, with early adoption permissible.

Future changes – Charities SORP 2026

The Exposure Draft Statement of Recommended Practice 2026: Accounting and Reporting by Charities (the Exposure Draft SORP) was issued on 28 March 2025 and incorporates the above changes to FRS 102 as well as updates on a number of other areas.

Following the release of the Exposure Draft SORP, the Charities SORP-making body are seeking feedback through a 12 week consultation period ending on 20 June 2025 as set out in the Invitation To Comment - SORP. They have also issued a summary-of-key-changes-to-modules which sets out the nature of proposed changes to each SORP module.

The Charities SORP-making body expect that the final SORP 2026 will be published by Autumn 2025 and be effective for accounting periods beginning on or after 1 January 2026.

These amendments represent significant change, and they will need to be considered in advance of their application. We will be happy to discuss these with you and the potential impact on your financial statements.

9. Other matters relevant to the audit

Charity Trustees - Key governance responsibilities

We recently hosted a webinar for Trustees which covered the following key areas:

- Trustee Board – skills and diversity
- 6 main duties of a Trustee
- Meetings and decision making
- Conflicts of interest
- Managing risks
- Making changes to your governing document
- Reporting to the Charity Commission
- Environmental and Social Responsibility

You can watch the recording of our webinar here.

Our latest news and insights for the charity sector are updated regularly on our website here.

If you would like to receive our bi-annual newsletters and invites to charity future events, please subscribe here.

Charities Act 2022

The updated Charities Act continues to be implemented. The first tranche of changes came into force on 14 June 2023, which included updates to the following guidance:

- Selling, leasing or otherwise disposing of charity land
- Using permanent endowment
- Charity names

The most recent changes came into force on 7 March 2024 and included updates to the following guidance:

- Making changes to governing documents
- Selling, leasing or otherwise disposing of charity land - additional provisions
- Charity mergers
- Other provisions that have enabled the Commission to authorise a trustee to receive payment for work completed for a charity where it decides it would be inequitable for a trustee not to be paid and for the Commission to confirm defective or potentially defective trustee appointments

Updated Charity Commission guidance

The Charity Commission has recently published updated guidance on the following areas which is designed to be more concise and easier to navigate:

- CC8 Internal financial controls for charities: protect your charity from fraud and loss

- CC12 Improving your charity's finances - no change to the underlying policy but it has been made more user friendly by splitting the guidance into 3 sections: Improving your charity's finances - what to do if your charity is in financial difficulty; What to do if your charitable company or CIO is insolvent or at risk of insolvency and What to do if your unincorporated charity is insolvent or at risk of insolvency.
- CC27 Decision-making for charity trustees – no change to the seven principles
- CC48 Charity meetings - now includes guidance on virtual/hybrid meetings

In addition, they have produced a series of **5 minute guides for Trustees** (Support for charity trustees) which you may find useful. These guides are designed to improve Trustees knowledge and understanding of their duties and of charity governance. They include topics such as managing finances, decision-making, conflicts of interest, safeguarding and reporting.

The Charity Commission is planning to release updated guidance on the following areas in 2025:

- CC30 Finding new trustees
- CC11 Trustee payments and expenses

Workers Protection Act 2023

Employers will now have a duty of care to protect their staff from harassment by other employees, customers, suppliers, contractors and other third parties. The Equality and Human Rights Commission will be able to take enforcement action if an organisation is deemed not to comply with the new duty.

Worker Protection (Amendment of Equality Act 2010) Act 2023

The Lord Mayor's Appeal + The Lord Mayor's Appeal Trading Limited

Key Audit Findings
For the year ended 30 November 2024

Appendix I – Other matters required by International Standards on Auditing to be communicated to you

Audit report – further information

Our audit report contains details of the scope of the audit of the financial statements conducted in accordance with legislative requirements and International Standards on Auditing. Further information on the scope of the audit is set out on the website of the Financial Reporting Council and can be found using the following link:

> https://www.frc.org.uk/library/standards-codes-policy/audit-assurance-and-ethics/auditors-responsibilities-for-the-audit/

The original audit report will be signed by Lucy**,** being the Senior Statutory Auditor for this assignment, for and on behalf of Kreston Reeves LLP. The financial statements incorporating the original audit report should be retained with the Charity's other permanent documents. Copies of the financial statements that require a signed audit report, including for filing with the Charities Commission and Companies House, will be signed as Kreston Reeves LLP as the statutory auditor.

Our audit report has been drafted in accordance with International Standards on Auditing and the latest guidance from the Financial Reporting Council and our Institute. This involves the inclusion of a paragraph which clarifies what our responsibilities as auditors are. It does not affect our responsibilities to the charity or yourselves, nor does it mean we would be unwilling to accept responsibility to any third parties, providing that our specific agreement to do so is obtained beforehand.

Independence

We can confirm that we have re-evaluated our firm's independence in connection with the audit and can confirm that we are not aware of any factors affecting our independence or objectivity and thus our ability to continue to act as auditor of the charity.

Letter of representation

Before we can complete our audit we require from you a letter of representation on your headed notepaper. A draft version of such a letter accompanies this Memorandum. The letter will provide us with additional evidence in areas where we have relied upon representations from staff members during the audit. We suggest that this letter is signed by a representative member of the Board of Trustees and that you make your own enquiries of staff to verify that you support the representations that have been made.

Liability

This report has been drafted solely to report to you as trustees matters in relation to our audit. It has not been drafted with any third parties in mind and thus must not be disclosed to a third party, or quoted or referred to, without our written consent. We do not accept responsibility to any third party in respect of our audit or this report.

The Lord Mayor's Appeal + The Lord Mayor's Appeal Trading Limited

Key Audit Findings
For the year ended 30 November 2024

Appendix II - Summary of audit adjustments

The Lord Mayor's Appeal – single entity

	Debit	Credit	Surplus/ (deficit)
Deficit per financial statements before adjustments			(405,993.00)
Accrued income (SOFP)	187,295.00		
Donations (SOFA)		(187,295.00)	
Accrual for profit transfer from subsidiary			187,295.00
Expenditure (SOFA)	21.00		
General funds (SOFP)		(21.00)	
Agreeing unrestricted funds bfwd			(21.00)
Expenditure (SOFA)	89,570.00		
Donations (SOFA)		(89,570.00)	
Accounting for material pro bono donations in 2024			-
Expenditure (SOFA)	86,435.00		
Donations (SOFA)		(86,435.00)	
Accounting for material pro bono donations in 2023			-
Working capital (SOFA)	15,000.00		
General funds (SOFA)		(15,000.00)	-
Correction of classification of working capital in 2023 as requested by client			
Actual deficit per the financial statements			**(218,719.00)**

The Lord Mayor's Appeal Trading Limited

	Debit	Credit	Profit/ (loss)
Profit per financial statements before adjustments			187,295.00
Charity donations (SOFA)	187,295.00		
Accruals (SOFP)		(187,295.00)	
Accrual for profit transfer to parent			(187,295.00)
Actual profit per the financial statements			**-**

For further details of the significant adjustments that have been made to the financial statements during the audit see Section 6.

The Lord Mayor's Appeal + The Lord Mayor's Appeal Trading Limited

Key Audit Findings
For the year ended 30 November 2024

Appendix III - Summary of unadjusted misstatements

The Lord Mayor's Appeal – single entity

	Debit	Credit	Deficit on surplus
Deficit per financial statements			(218,719.00)
Expenditure (SOFA)	6,264.00		
Accruals (SOFP)		(6,264.00)	
Accrual for Impact Reception			(6,264.00)
Pension expense (SOFA)	4,098.00		
Other creditor (SOFP)		(4,098.00)	
Pension creditor not recognised			(4,098.00)
Revised deficit per the financial statements			**(229,081.00)**

NB none to note for The Lord Mayor's Appeal Trading Limited

For greater details of the significant unadjusted misstatements discovered during the audit see Section 6.

We would request that you review these misstatements and consider amending the financial statements accordingly. If you decide not to amend the financial statements then your reasons for doing so should be communicated to us within the letter of representation.

The Lord Mayor's Appeal + The Lord Mayor's Appeal Trading Limited

Key Audit Findings
For the year ended 30 November 2024

Appendix IV – Summary of recommendations regarding the accounting and internal control system

In order to assist management in using this report, we categorise our recommendations according to their level of importance:

Importance 1	Major issues for the attention of senior management/potential significant implications for the charity
Importance 2	Other recommendations to be dealt with
Importance 3	Minor points representing best practice

Ommission of immaterial accounting entries

Nature of problem

It was identified that two accounting entries had been missed at year end, being:

- The pension creditor of £4,098
- Impact reception accrual of £6,264

Potential consequences

This omission means that the liabilities within the financial statements are understated, and the net surplus overstated.

Recommendation for corrective action

Ensure going forward that year end reviews are in place to ensure all liabilities are recognised timely and accurately.

Management response

**** Detail ****

Prior year adjusting journals not posted by client

Nature of problem

Opening balance journals at the beginning of this financial year. This omission means that the financial statements do not accurately reflect the opening balances of assets, liabilities, and funds.

Potential consequences

Further audit adjustments had to be made in order to correct the position of the accounts and disclosures and led to additional time to the audit process.

Recommendation for corrective action

Ensure that the audit adjustments detailed to you within this Key Audit Findings are promptly posted by you within QuickBooks

Management response

****** Detail ******

Additional related party relationships on Companies House/ Charity Commission not disclosed within RPQ's

Nature of problem

During our audit, we identified additional related party relationships listed on Companies House and the Charity Commission that were not disclosed in the related party questionnaires completed by trustees and KMP.

Potential consequences

There is a risk that there are potential unidentified related parties due to non-disclosure. Furthermore, differences in disclosures can create confusion as to what the correct related parties are and therefore there may be unidentified related party transactions/ balances in the year.

Recommendation for corrective action

Ensure that our related party questionnaires are reviewed and updated accurately to ensure that they are reflected of the detail on Companies House and Charity Commission.

Management response

****** Detail ******

Gifts in kind

Nature of problem

During our audit testing, the head of finance kindly provided a schedule of gifts in kind that the charity had received during the year in the form of donated services, however the value of these had not been recognised in the financial statements previously. Due to being provided a schedule this year, we could conclude that this was material and thus we adjusted for this within the accounts, in line with the provided information.

In addition, we were provided with an estimate of gifts in kind for 2023 and thus we adjusted for this within the accounts, in line with the provided information, as a prior year adjustment.

Potential consequences

Per the Charities Statement of Recommended Practice, donations should include gifts in kind and donated services. As such, income and expenditure should be included in the financial statements.

Recommendation for corrective action

We recommend that you continue to monitor the level of gifts in kind and update the schedule yearly to ensure we report this appropriately.

Management response

*** Detail ***

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E1 6RA

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Brighton

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THE LORD MAYOR'S APPEAL

England & Wales - Charity number 1148976

Accounts

Registered number: 08140664
Charity number: 1148976

The Lord Mayor's Appeal

(A company limited by guarantee)

Trustees' report and financial statements

For the year ended 30 November 2023

The Lord Mayor's Appeal
(A company limited by guarantee)

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The Lord Mayor's Appeal
(A company limited by guarantee)

Reference and administrative details of the Charity, its Trustees and advisers
For the year ended 30 November 2023

Trustees	Alderman Professor Michael Mainelli - Lord Mayor 2023/24, Chair for 2022/23 appeal year Alderman Nicholas Lyons - Lord Mayor 2022/2023, Chair for 2021/22 appeal year Alderman Timothy Hailes Dr Zainab Khan Phoebe Stone Alderman Alastair King (appointed 7 December 2022) Lidia Bozhevolnaya (appointed 13 February 2023) Susan Langley (appointed 1 January 2024) Tangy Morgan (appointed 1 December 2023) Alderman Vincent Keaveny - Lord Mayor 2021/2022, Chair for 2020/21 appeal year (resigned 31 December 2023) Alderman Sir William Russell - Lord Mayor 2019/2021, Chair for 2017/18 appeal year (resigned 7 December 2022) Karina Ann Robinson (resigned 7 December 2022) Dr Joanna Abeyie (resigned 15 March 2023)
Company registered number	08140664
Charity registered number	1148976
Registered office	The Mansion House Walbrook London EC4 8BH
Independent auditors	Kreston Reeves LLP Chartered Accountants Statutory Auditor 2nd Floor 168 Shoreditch High Street London E1 6RA
Bankers	Barclays Bank Plc 27 Soho Square London W1D 3QR

The Lord Mayor's Appeal
(A company limited by guarantee)

Trustees' report
For the year ended 30 November 2023

The trustees present their report and accounts for the year ended 30 November 2023.

The accounts have been prepared in accordance with the accounting policies set out in note 2 to the accounts and comply with The Lord Mayor's Appeal's (TLMA) Memorandum and Articles of Association, the Companies Act 2006 and the provisions of the Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

Our Strategy

The purpose of TLMA as a separately incorporated charitable company is to provide a permanent basis for the long-standing appeals under the same name (The Lord Mayor's Appeal) for each Lord Mayor of the City of London. This has enabled TLMA to broaden and encompass more than fundraising, for example by defining longer running themes in promoting philanthropy in the City of London and associated thought leadership topics, such as diversity and social inclusion.

The objective of the trustees has been to continue the work under the four pillars, Inclusive, Healthy, Skilled and Fair. This strategy has developed a model which helps generate a greater and more consistent level of support, thereby leading to a greater impact on society and communities. As part of this strategy, the trustees of TLMA established an appeal programme to create 'A Better City for All'. As well as net funds being raised for the chosen charities, this aimed to bring greater focus to the impact achieved by TLMA.

The trustees agree that the overarching strategy of A Better City for All underpinned by the four pillars will continue over coming years. There is a plan to look at this strategy for 2025 onwards.

The USP for TLMA is its ability to convene business, experts and not-for-profits together to tackle issues, inspiring them and developing initiatives to demonstrate impact that will enable the activity/intervention to become mainstream.

TLMA is focussed on enabling a movement of change to create A Better City for All through its thought leadership programmes and support of partner charities, and in so doing create a legacy for all those involved.

During 2023 TLMA delivered ground breaking programmes with three charity partners: National Numeracy, MQ Mental Health Research and The Duke of Edinburgh's Award. It also continued to develop their four thought leadership initiatives – Power of Inclusion - Inclusive pillar, This is Me - Healthy pillar, We Can Be - Skills pillar and City Giving Day - Fair pillar.

Public Benefit statement

The trustees have paid due regard to guidance issued by the Charity Commission in deciding TLMA's activities. It has benefited the public, business and employees through its thought leadership programmes, Power of Inclusion and This is Me, We Can Be and the high profile City Giving Day, which draws attention to the philanthropy taking place in the City, as well as through its financial support and other support of this year's benefitting charities. Accordingly, the trustees consider that they have fulfilled their obligation under the Charities Act 2011 in this respect.

Trustees' report (continued)
For the year ended 30 November 2023

The Board of Trustees determines the strategic direction of the charity. It also agrees all grants. Day to day operations are managed by the Chief Executive in close consultation with the Chairman, which during the 2023 appeal year was Alderman Professor Michael Mainelli.

Each appeal year has related planning costs, notably personnel and marketing. The charity has incurred these costs for the TLMA 2024 appeal year of the Mayoralty of Alderman Professor Michael Mainelli which commenced on 10 November 2023. These costs have been deferred in the accompanying financial statements in order to match income and expense, as well as being treated on a basis consistent with each year.

Trading Company

The Lord Mayor's Appeal Trading Limited was registered on 1 December 2018 and is VAT registered. All trading income from events, membership/sponsorship (We Can Be) is through the trading company. Net profits from the trading company are covenanted to the charity.

Our Key Achievements

TLMA is focussed on engaging in a strategic way with the corporate and business community which has enabled this community to support TLMA through donations over a longer period (three years), having more focus on impact and having more engagement with TLMA initiatives. The aim on this was to increase both regular giving and the scale of giving. The focus has been on creating collaborations with corporates and not-for-profits that tackle, through new ways of working, the issues of diversity and mental health as well as a focus on increasing corporate and individual charitable activity and support within the City. TLMA put on several successful fundraising events run through its trading subsidiary. TLMA receives donations from most Livery companies every year and receives individual donations ad hoc each year.

power of inclusion

The Power of Inclusion initiative aims to break down societal and workplace barriers, to help empower and educate organisations to create inclusive and diverse workplace cultures. In 2023 the strategy for the Power of Inclusion continued to be Social Mobility.

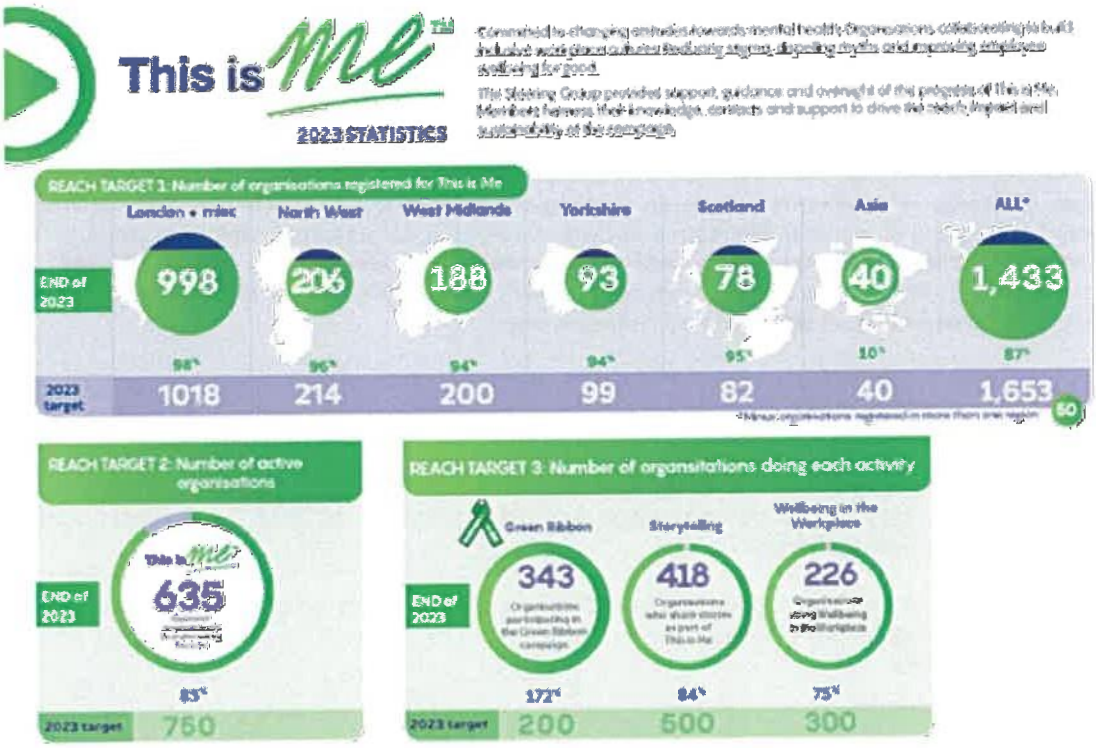
There were three Power of Inclusion workshops held during the 2023. They covered the following topics:
Social Mobility and the Cost-of-Living Crisis
Building Effective Networks
Beyond Hiring

There were 3 Senior Leader Forum meetings held during the year.
The Senior Leader round table event which had been scheduled for September was postponed until 2024.
Work continued on encouraging people to sign up to the hub and make use of the resources.
Work on encouraging corporates to be part of the Change Starts Together story telling campaign has been a main focus.

This is Me™

This is Me is the mental health campaign that was a concept initiated by Barclays and has been led by The Lord Mayor's Appeal for seven years. Its aim is to reduce the stigma and dispel the myths around mental health in the workplace as well as raise awareness of wellbeing. This is Me aims to help create inclusive cultures within organisations so that employees feel they can be open and recognise and seek the support they need earlier before reaching crisis point. The campaign encourages organisations to share their employees' lived experiences about mental health either via blogs, video or other mediums. Evidence shows that storytelling is one of the most powerful tools for behaviour change, with organisations that are sharing stories making accelerated progress compared to those that are not sharing stories. As well as the storytelling element of This is Me there is also the Green Ribbon Campaign and the Samaritans e-learning tool Wellbeing in the Workplace.

Please see below for a summary of This is Me 2023.



It was a transitional year for This is Me, impacted by the long-term absence of a programme manager. However, progress continued to be made with a new approach to Mental Health Awareness week and a year round focus on the Green Ribbon being notable successes.

Key Stats

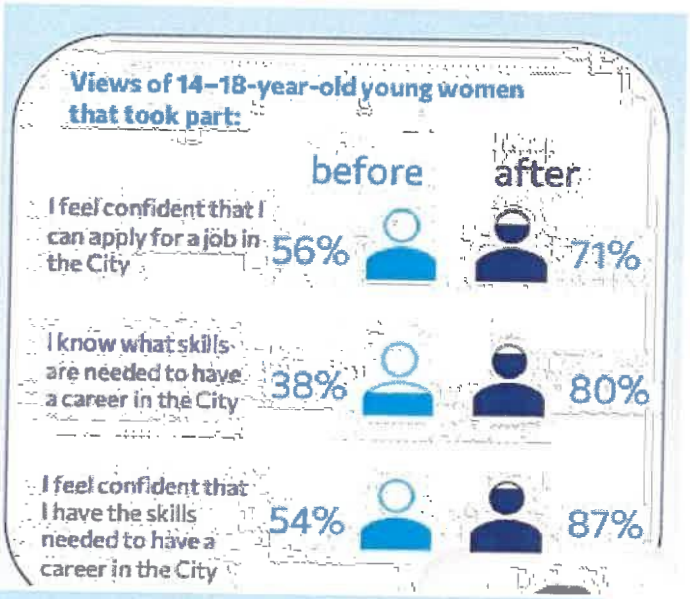
- Over 27,000 new green ribbons distributed
- 51,000 new users of Wellbeing in the Workplace
- An increase in active organisations from 560 to 635.
- Continued growth in all regions, in particular Asia and London
- Growth in West Midlands and Scotland despite dormant steering groups suggests scope for increased/renewed activity in 2024.

This programme was rebranded from She Can Be to We Can Be in 2023. We Can Be is run through the trading subsidiary.

The sixth We Can Be took place in March 2023. As well as working with young women from a number of schools TLMA worked in partnership with young women from The Duke of Edinburgh's Award and Place2Be helping to change perceptions, share skills and empower young women.

Through this unique day the aim is to help change the future for the next generation of young women, and the future for business by showing young women that the doors of the City are very much open to them and they can have the skills to do the job equally. The event was a fully in person event and took place on Thursday 30th March 2023 with 11 businesses and 12 school groups taking part. The event was sponsored by Evelyn Partners and LGT Wealth Management.

Below feedback from the event from the young women.





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 business in the City and beyond by celebrating the positive impact they have for their charity partners and their local communities, through philanthropy and volunteering.

City Giving Day took place for the 10th year on 26th September 2023. 571 organisations were registered to take part in City Giving Day 2023 another increase of the previous year and an estimated £550,000+ was raised for TLMA and other charities and communities groups.

"Cheapside Business Alliance were delighted to take part in another brilliant City Giving Day. The day is a fantastic opportunity for us to engage with our business community whilst promoting the great work of our City Ambassadors. We look forward to 2024!"
Aiden Lewis, Senior Marketing & Events Manager, Cheapside Business Alliance

"City Giving Day is an opportunity to draw the organisation together and highlight the charitable work of the livery company."
Colin Peacock, Clerk, The Worshipful Company of Chartered Surveyors

"City Giving Day 2023 was once again a fantastic opportunity for us to celebrate the communities in which we live and work!"
Emma Sheron, ESG, Inclusion & Diversity Project Manager, Gallagher

"City Giving Day makes a difference for our business by bringing all the teams together. It brings everyone into the office for one day to raise money for charity, celebrate team building and raise awareness of the charities".
Rebecca Howei, Data Solutions, Fidelity International

Partner charities

During 2023 TLMA continued to support The Duke of Edinburgh's Award for a fourth year (30%), National Numeracy for a second year (30%). A new charity partner MQ Mental Health Research (30%) was also brought on board.

The partnership with The Duke of Edinburgh's Award (DofE) aimed to support 10,000 young people in London to start their DofE and enable 500 DofE Leaders in London to receiving training.

Since the partnership began in 2020 the DofE have supported just over 10,000 young people and trained **992** adult volunteers. Funding also supported 50 Licensed Organisations with a funding package for expedition equipment.

TLMA funding led the way in helping DofE to develop a better, more efficient model to deliver training giving them the opportunity to offer more courses. The partnership with DofE ended at the end of November 2023.

Our partnership with National Numeracy is funding a new initiative - 'Every Londoner Counts' - which helps 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.

Within the 'Every Londoner Counts' initiative National Numeracy recruit volunteer Numeracy Champions to mentor adults with low numeracy: building confidence, encouraging positive attitudes to maths, and introducing resources to improve Londoners' skills.

The number of Numeracy Champions trained since January 2022 is 190.
The total number of learners supported through National Numeracy's Confidence with Numbers workshops since the beginning of the partnership in 2022 is 532.

Support from The Lord Mayor's Appeal in 2023 enabled National Numeracy to recruit further delivery partners to support Numeracy Champion work within London, empowering even more Londoners in need to get on better with numbers.

MQ Mental Health Research is the only UK charity that exclusively invests in mental health research. MQ works to create a world where mental illness is understood, effectively treated, and ultimately prevented. Our partnership with MQ is enabling several new research programmes from the mental health impact of the cost-of-living crisis to the use of virtual reality in mental health therapies. In partnership with Oxford University, and the Wellcome Trust, we are supporting GALENOS, a Global Alliance for Living Evidence on anxiety, depression, and psychosis that aims to deliver groundbreaking understanding of the mechanisms involved in mental illness. This open resource should significantly speed up research prioritisation in mental health on a global scale. Coupled with specific scientific research projects on suicide, anxiety, and depression, MQ's work will inform policy and practice, ensuring the UK and the City are ready to support the most vulnerable in society.

Specifically, the 2023 Appeal will have raised a net surplus before the giving of grants of £1,437,769. The total income was £2,835,539 less expenditure on raising funds of £1,043,723, £333,947 of charitable event costs and £20,100 of governance costs.

The grants made by the Board of Trustees during the 2023 Appeal and paid during and after the year end were:

TLMA 2023	
The Duke of Edinburgh's Award	£320,000
National Numeracy	£320,000
MQ Mental Health Research	£320,000

Further grants will be made to the above charities during 2024 in respect of TLMA 2023.

The final grants from 2023 have not yet been paid and payments from the discretionary 10% for 2023 have not yet been paid.

The final grants from 2022 were as follows:

The Duke of Edinburgh's Award	£223,209
National Numeracy	£223,209
Place2Be	£76,070
OnSide	£76,070

Payments from the discretionary 10% for 2022 were as follows:

St Joseph's Hospice	£23,602
London Irish Centre Camden	£23,602
Mansion House Scholarship Scheme	£17,205
Music Masters	£30,000

Financial review

TLMA is a grant giving charity. It has continued to be based in Guildhall. As noted above, the funds raised for TLMA 2023 before the giving of grants were £1,437,769 and the expenditure incurred before grant payments was £1,043,723 on raising funds, £329,828 of charitable event and support costs and £24,219 of governance costs.

The total grants payable per the accounts were £1,744,038.

Reserves policy

It is presently the policy of TLMA to build up a designated reserve to deal with the peaks of expenditure and troughs of income through retaining the lower of £25,000 or 1.5% of the net sum raised for each year. Following the 2023 Appeal reserves will be £211,871.

As at the year end, TLMA's unrestricted funds of £875,253 comprised of two elements: the designated header account funds as explained above of £211,871 (the movement in the reserves are shown in note 16 of the accounts) and general funds of £663,382. The general funds will be paid out as grants in the subsequent financial year. TLMA also had restricted donations during the year but these have been used in accordance with the instructions of the donors and there remains no balance on restricted funds at the year end. The movements in the restricted reserves are shown in note 16 of the accounts.

Principal risks and uncertainties

The charity has no long-term liabilities or other financial commitments. It has been able to obtain accommodation for the time being at no cost and accordingly has no future lease commitment.

The Corporate Partners Programme that was put in place in 2018 for the multi-year appeal ensures on-going giving from corporates. The challenge for The Lord Mayor's Appeal is to build up the Corporate Partnership. The Trustees are satisfied that systems are in place to mitigate exposure to major risks for the time being.

Fundraising

TLMA is registered with the Fundraising Regulator and always remains committed to meeting best practice fundraising standards and adhering to the Code of Fundraising Practice and as such we follow all relevant guidelines and advice. Supporters and their needs are at the heart of our fundraising activities. To protect and maintain the high standards that we and the public expect, we ensure that professional fundraisers adhere to our policies and practices, with particular attention paid to vulnerable people.

The core of our fundraising strategy is delivered internally by our team of professional fundraisers and relationship managers and from time to time we may work with external consultants, agencies and other professional fundraising services to complement our fundraising activity.

We comply with all data protection requirements under GDPR and PECR and will action any requests for no further contact we receive directly or through the Fundraising Preference Service.

Last year we received no complaints (2023: none) related to our fundraising activities directly to TLMA and no complaints via the Fundraising Regulator.

Plans for future periods

During 2024 TLMA has continued their work set out above with the initiatives, and corporate partners. We currently have 36 Corporate Partners signed up and our main focus is on new prospects and securing further corporate partners either for this year or to begin in 2025. We now support two of the charities supported in 2023 and have added a new charity partner, Homewards – A Royal Foundation Programme. During the 2nd half of 2024 we will confirm a new charity partner for 2025 which will be aligned with our strategy and pillars. Our partnership with National Numeracy will finish at the end of the 2024 appeal year.

Structure, governance and management

The governance of TLMA rests with the directors/trustees, the majority are Aldermen of the City of London (Aldermanic Directors) with three Non-Aldermanic Directors. Alderman Michael Mainelli was Chair during TLMA 2023 year. Constitutionally the Board consists of the Lord Mayor of the City of London and not less than one other person appointed from time to time in accordance with the Articles, provided that, at any given time, the majority of directors must be Aldermanic Directors. Induction and training of trustees is determined on a case-by-case basis.

The trustees, who are also the directors for the purpose of company law, and who served throughout the year are detailed on the administrative details on page 1 of these financial statements.

None of the trustees has any beneficial interest in the company. All of the trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

As previously explained, the governance of TLMA rests with the directors/trustees who hold meetings four times a year. The board of directors/trustees have delegated the day-to-day running of the charity to the Chief Executive (Caroline Wright).

The pay remuneration of the CEO is set by the Trustees and is bench marked using Corporation of London benchmarking as well as research into the 'going rate' for similar roles in other similar organisations.

Trustees' report (continued)
For the year ended 30 November 2023

Statement of Trustees' responsibilities

The Trustees are responsible for preparing the Trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England & Wales requires the Trustees to prepare financial statements for each financial which give a true and fair view of the state of affairs of the charity and of its incoming resources and application of resources, including its income and expenditure, for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles of the Charities SORP (FRS 102);
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (FRS 102) have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charity's transactions and disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the Trust deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Disclosure of information to auditors

Each of the persons who are Trustees at the time when this Trustees' report is approved has confirmed that:

- so far as that Trustee is aware, there is no relevant audit information of which the charity's auditors are unaware, and
- that Trustee has taken all the steps that ought to have been taken as a Trustee in order to be aware of any relevant audit information and to establish that the charity's auditors are aware of that information.

Auditors

The auditors, Kreston Reeves LLP, have indicated their willingness to continue in office. The designated Trustees will propose a motion reappointing the auditors at a meeting of the Trustees.

Approved by order of the members of the board of Trustees and signed on their behalf by:

Richard. Lyons

Alderman Nicholas Lyons
Lord Mayor 2022/2023

Date: 11/07/2024

Independent auditors' report to the Members of The Lord Mayor's Appeal

Opinion

We have audited the financial statements of The Lord Mayor's Appeal (the 'parent charitable company') and its subsidiaries (the 'group') for the year ended 30 November 2023 which comprise the Consolidated statement of financial activities, the Consolidated balance sheet, the Charity balance sheet, the Consolidated statement of cash flows and the related notes, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the Group's and of the parent charitable company's affairs as at 30 November 2023 and of the Group's incoming resources and application of resources, including its income and expenditure for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the Group in accordance with the ethical requirements that are relevant to our audit of the financial statements in the United Kingdom, including the Financial Reporting Council's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the Group's or the parent charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

Independent auditors' report to the Members of The Lord Mayor's Appeal (continued)

Other information

The other information comprises the information included in the Annual report other than the financial statements and our Auditors' report thereon. The Trustees are responsible for the other information contained within the Annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinion on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' report for the financial year for which the financial statements are prepared is consistent with the financial statements.
- the Trustees' report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of our knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' report.

We have nothing to report in respect of the following matters in relation to which Companies Act 2006 requires us to report to you if, in our opinion:

- the parent charitable company has not kept adequate and sufficient accounting records, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the Trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the Trustees' report and from the requirement to prepare a Strategic report.

Responsibilities of trustees

As explained more fully in the Trustees' responsibilities statement, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the Group's and the parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the Group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

Independent auditors' report to the Members of The Lord Mayor's Appeal (continued)

Auditors' responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditors' report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Capability of the audit in detecting irregularities, including fraud

Based on our understanding of the charity and the sector as a whole, and through discussion with the Trustees and other management (as required by auditing standards), we identified that the principal risks of non-compliance with laws and regulations related to health and safety and employment law. We considered the extent to which non-compliance might have a material effect on the financial statements. We also considered those laws and regulations that have a direct impact on the preparation of the financial statements such as the Charities SORP (FRS 102) Second Edition (released October 2019), the Companies Act 2006, taxation and pension legislation. We communicated identified laws and regulations throughout our team and remained alert to any indications of non-compliance throughout the audit. We evaluated management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls) and determined that the principal risks were related to posting inappropriate journal entries and management bias in accounting estimates and judgemental areas of the financial statements. Audit procedures performed by the engagement team included:

- Discussions with management and assessment of known or suspected instances of non-compliance with laws and regulations (including health and safety) and fraud; and
- Assessment of identified fraud risk factors; and
- Review of expenditure to confirm no evidence of personal benefit; and
- Identifying and assessing the design effectiveness of controls that management has in place to prevent and detect fraud; and
- Challenging assumptions and judgements made by management in its significant accounting estimates; and
- Performing analytical procedures to identify any unusual or unexpected relationships, including related party transactions, that may indicate risks of material misstatement due to fraud; and
- Confirmation of related parties with management, and review of transactions throughout the period to identify any previously undisclosed transactions with related parties outside the normal course of business; and
- Reading minutes of meetings of those charged with governance; and
- Review of significant and unusual transactions and evaluation of the underlying financial rationale supporting the transactions; and
- Identifying and testing journal entries, in particular any manual entries made at the year-end for financial statement preparation.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

As part of an audit in accordance with ISAs (UK), we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion of the effectiveness of the charitable company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Trustees.
- Conclude on the appropriateness of the Trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the charitable company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our Auditors' report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our Auditors' report. However, future events or conditions may cause the charitable company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the Group to express an opinion on the consolidated financial statements. We are responsible for the direction, supervision and performance of the Group audit. We remain solely responsible for our audit opinion.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Independent auditors' report to the Members of The Lord Mayor's Appeal (continued)

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, and to the charitable company's trustees, as a body, Part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an Auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and its members, as a body, for our audit work, for this report, or for the opinions we have formed.

Kreston Reeves LLP

Lucy Hammond BSc FCA (Senior statutory auditor)

for and on behalf of
Kreston Reeves LLP

Chartered Accountants
Statutory Auditor

London

Date: 15 July 2024

The Lord Mayor's Appeal
(A company limited by guarantee)

Consolidated Statement of financial activities (incorporating income and expenditure account)
For the year ended 30 November 2023

	Note	Restricted funds 2023 £	Unrestricted funds 2023 £	Total funds 2023 £	Total funds 2022 £
Income from:					
Donations and legacies	3	**58,753**	**990,021**	**1,048,774**	1,139,769
Other trading activities	4	**-**	**1,786,765**	**1,786,765**	1,015,006
Total income		**58,753**	**2,776,786**	**2,835,539**	2,154,775
Expenditure on:					
Raising funds	5	**-**	**1,043,723**	**1,043,723**	761,159
Charitable activities	7	**58,753**	**2,039,332**	**2,098,085**	1,407,736
Total expenditure		**58,753**	**3,083,055**	**3,141,808**	2,168,895
Net movement in funds		**-**	**(306,269)**	**(306,269)**	(14,120)
Reconciliation of funds:					
Total funds brought forward		**-**	**1,181,522**	**1,181,522**	1,195,642
Net movement in funds		**-**	**(306,269)**	**(306,269)**	(14,120)
Total funds carried forward		**-**	**875,253**	**875,253**	1,181,522

The Consolidated statement of financial activities includes all gains and losses recognised in the year.

The notes on pages 20 to 36 form part of these financial statements.

The Lord Mayor's Appeal
(A company limited by guarantee)
Registered number: 08140664

Consolidated balance sheet
As at 30 November 2023

	Note		2023 £		2022 £
Fixed assets					
Tangible assets	12		-		-
			-		-
Current assets					
Debtors	14	**200,354**		218,639	
Cash at bank and in hand		**837,021**		1,083,444	
		1,037,375		1,302,083	
Creditors: amounts falling due within one year	15	**(162,122)**		(120,561)	
Net current assets			**875,253**		1,181,522
Total net assets			**875,253**		1,181,522
Charity funds					
Restricted funds	16		-		-
Unrestricted funds					
Designated funds	16	**211,871**		190,304	
General funds	16	**663,382**		991,218	
Total unrestricted funds	16		**875,253**		1,181,522
Total funds			**875,253**		1,181,522

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to entities subject to the small companies regime.

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:

Richard S. Lyons

Alderman Nicholas Lyons
Lord Mayor 2022/2023

Date: 11/07/24

The notes on pages 20 to 36 form part of these financial statements.

The Lord Mayor's Appeal
(A company limited by guarantee)
Registered number: 08140664

Charity balance sheet
As at 30 November 2023

	Note		2023 £		2022 £
Fixed assets					
Investments	13		**1**		1
			1		1
Current assets					
Debtors	14	**410,524**		739,585	
Cash at bank and in hand		**545,039**		929,841	
		955,563		1,669,426	
Creditors: amounts falling due within one year	15	**(80,311)**		(487,905)	
Net current assets			**875,252**		1,181,521
Total net assets			**875,253**		1,181,522
Charity funds					
Restricted funds	16		**-**		-
Unrestricted funds					
Designated funds	16	**211,871**		190,304	
General funds	16	**663,382**		991,218	
Total unrestricted funds	16		**875,253**		1,181,522
Total funds			**875,253**		1,181,522

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to entities subject to the small companies regime.

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:

Nicholas Lyons

Alderman Nicholas Lyons
Lord Mayor 2022/2023

Date: 11/07/24

The notes on pages 20 to 36 form part of these financial statements.

The Lord Mayor's Appeal
(A company limited by guarantee)

Consolidated statement of cash flows
For the year ended 30 November 2023

	Note	2023 £	2022 £
Cash flows from operating activities			
Net cash used in operating activities	19	**(246,423)**	(43,302)
Change in cash and cash equivalents in the year		**(246,423)**	(43,302)
Cash and cash equivalents at the beginning of the year		**1,083,444**	1,126,746
Cash and cash equivalents at the end of the year	20	**837,021**	1,083,444

The notes on pages 20 to 36 form part of these financial statements

Notes to the financial statements
For the year ended 30 November 2023

1. General information

The Lord Mayor's Appeal is a private company limited by guarantee incorporated in England and Wales. The registered office is The Mansion House, Walbrook, London, EC4 8BH.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) - Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The Lord Mayor's Appeal meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

The Consolidated statement of financial activities (SOFA) and Consolidated balance sheet consolidate the financial statements of the Charity and its subsidiary undertaking. The results of the subsidiary are consolidated on a line by line basis.

The Charity has taken advantage of the exemption allowed under section 408 of the Companies Act 2006 and has not presented its own Statement of financial activities in these financial statements.

2.2 Going concern

The Trustees have considered whether the use of going concern is appropriate i.e. whether there are any material uncertainties related to events or conditions that may cast significant doubt on the ability of the Charity to continue as a going concern. The Trustees make this assessment in respect of a period of at least one year from the date of authorisation for issue of the financial statements and have concluded that the Charity has adequate resources to continue in operational existence for the foreseeable future and there are no material uncertainties about the Charity's ability to continue as a going concern, thus they continue to adopt the going concern basis of accounting in preparing the financial statements.

2.3 Income

All income is recognised once the Charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

2.4 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

Expenditure on raising funds includes all expenditure incurred by the Group to raise funds for its charitable purposes and includes costs of all fundraising activities events and non-charitable trading.

2. Accounting policies (continued)

2.4 Expenditure (continued)

Expenditure on charitable activities is incurred on directly undertaking the activities which further the Group's objectives, as well as any associated support costs.

Grants payable are charged in the year when the offer is made except in those cases where the offer is conditional, such grants being recognised as expenditure when the conditions attaching are fulfilled. Grants offered subject to conditions which have not been met at the year end are noted as a commitment, but not accrued as expenditure.

2.5 Taxation

The Charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the Charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

2.6 Tangible fixed assets and depreciation

Tangible fixed assets are initially recognised at cost. After recognition, under the cost model, tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. All costs incurred to bring a tangible fixed asset into its intended working condition should be included in the measurement of cost.

Depreciation is charged so as to allocate the cost of tangible fixed assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:

Plant and machinery	-	33%

2.7 Investments

Fixed asset investments are a form of financial instrument and are initially recognised at their transaction cost and subsequently measured at fair value at the Balance sheet date, unless the value cannot be measured reliably in which case it is measured at cost less impairment. Investment gains and losses, whether realised or unrealised, are combined and presented as 'Gains/(Losses) on investments' in the Consolidated statement of financial activities.

Investments in subsidiaries are valued at cost less provision for impairment.

2.8 Debtors

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

2.9 Cash at bank and in hand

Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

2. Accounting policies (continued)

2.10 Liabilities and provisions

Liabilities are recognised when there is an obligation at the Balance sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

Liabilities are recognised at the amount that the Charity anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

2.11 Financial instruments

The Group only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

2.12 Pensions

The Group operates a defined contribution pension scheme and the pension charge represents the amounts payable by the Group to the fund in respect of the year.

2.13 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Group and which have not been designated for other purposes.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Group for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

3. Income from donations and legacies

	Restricted funds 2023 £	**Unrestricted funds 2023 £**	**Total funds 2023 £**	Total funds 2022 £
Donations	58,753	990,021	**1,048,774**	1,139,769
Total 2022	121,784	1,017,985	1,139,769	

4. Income from other trading activities

Income from fundraising events

	Unrestricted funds 2023 £	Total funds 2023 £	Total funds 2022 £
Fundraising events	314,404	**314,404**	146,991
Total 2022	146,991	146,991	

Income from non charitable trading activities

	Unrestricted funds 2023 £	Total funds 2023 £	Total funds 2022 £
Income from subsidiary - LMA Trading Limited	1,472,361	**1,472,361**	868,015
Total 2022	868,015	868,015	

5. Expenditure on raising funds

Costs of raising voluntary income

	Unrestricted funds 2023 £	Total funds 2023 £	Total funds 2022 £
Consultancy	32,230	**32,230**	21,139
Support costs	120,604	**120,604**	134,395
Wages and salaries	341,981	**341,981**	274,000
Social security costs	35,836	**35,836**	31,145
Other pension costs	13,434	**13,434**	7,622
	544,085	**544,085**	468,301
Total 2022	468,301	468,301	

5. Expenditure on raising funds (continued)

Other trading expenses

	Unrestricted funds 2023 £	Total funds 2023 £	Total funds 2022 £
Expenditure of subsidiary - LMA Trading Limited	499,638	**499,638**	292,858
Total 2022	292,858	292,858	

6. Analysis of grants

	Grants to Institutions 2023 £	Total funds 2023 £	Total funds 2022 £
Grants payable	1,744,038	**1,744,038**	1,124,817
Total 2022	1,124,817	1,124,817	

6. Analysis of grants (continued)

The Group has made the following material grants to institutions during the year:

	2023 £	2022 £
Samaritans (2021 Appeal)	-	313,584
Place2Be (2021 Appeal)	-	113,584
The Duke of Edinburgh's Award (2021 Appeal)	-	113,584
OnSide Youth Zones (2021 Appeal)	-	113,584
Guide of Human Resource Professionals (2021 Appeal)	-	36,370
Best Beginnings (2021 Appeal)	-	36,370
Samaritans (2022 Appeal)	**76,070**	35,000
Place2Be (2022 Appeal)	**76,070**	35,000
The Duke of Edinburgh's Award (2022 Appeal)	**223,209**	110,000
OnSide Youth Zones (2022 Appeal)	**76,070**	35,000
National Numeracy (2022 Appeal)	**223,209**	110,000
MQ Mental Health Research (2023 Appeal)	**320,000**	-
The Duke of Edinburgh's Award (2023 Appeal)	**320,000**	-
National Numeracy (2023 Appeal)	**320,000**	-
	1,634,628	1,052,076
Other grants under £35,000	**109,410**	72,741
	1,744,038	1,124,817

No grants were paid to individuals.

All grant payments are made by TLMA (parent charity).

7. Analysis of expenditure on charitable activities

Summary by fund type

	Restricted funds 2023 £	Unrestricted funds 2023 £	Total 2023 £	Total 2022 £
City Giving Day	-	121,902	**121,902**	62,826
Power of Inclusion	-	59,212	**59,212**	39,252
This Is Me + Green Ribbon	-	25,919	**25,919**	106,653
Grant and governance costs	58,753	1,705,385	**1,764,138**	1,142,540
We Can Be	-	126,914	**126,914**	56,465
	58,753	2,039,332	**2,098,085**	1,407,736
Total 2022	121,784	1,285,952	1,407,736	

8. Analysis of expenditure by activities

	Activities undertaken directly 2023 £	Grant funding of activities 2023 £	Support costs 2023 £	Total funds 2023 £	Total funds 2022 £
City Giving Day	121,902	-	-	**121,902**	62,826
Power of Inclusion	59,212	-	-	**59,212**	39,252
This Is Me + Green Ribbon	25,919	-	-	**25,919**	106,653
Grant and governance costs	-	1,744,038	20,100	**1,764,138**	1,142,540
We Can Be	126,914	-	-	**126,914**	56,465
	333,947	1,744,038	20,100	**2,098,085**	1,407,736
Total 2022	265,196	1,124,817	17,723	1,407,736	

Notes to the financial statements
For the year ended 30 November 2023

8. Analysis of expenditure by activities (continued)

Analysis of direct costs

	City Giving Day 2023 £	Power of Inclusion 2023 £	This Is Me + Green Ribbon 2023 £	We Can Be 2023 £	Total funds 2023 £	Total funds 2022 £
Staff costs	64,585	54,811	23,297	56,732	**199,425**	156,794
Design costs	8,803	-	864	1,622	**11,289**	20,135
Material costs	7,057	-	-	197	**7,254**	9,202
Event costs	39,511	4,320	-	41,517	**85,348**	28,627
Media costs	-	-	969	180	**1,149**	9,591
Other	1,946	81	789	26,666	**29,482**	40,847
	121,902	59,212	25,919	126,914	**333,947**	265,196
Total 2022	62,826	39,252	106,653	56,465	265,196	

Analysis of support costs

	Total funds 2023 £	Total funds 2022 £
Audit fees	**20,100**	17,723

9. Auditors' remuneration

	2023 £	2022 £
Fees payable to the Charity's auditor in respect of:		
Audit of the Charity's annual accounts	**8,100**	7,570
Audit of the subsidiary's annual accounts	**6,900**	5,403
All non-audit services not included above	**5,100**	4,750

Notes to the financial statements
For the year ended 30 November 2023

10. Staff costs

	Group 2023 £	Group 2022 £	Charity 2023 £	Charity 2022 £
Wages and salaries	**541,406**	411,498	**541,406**	411,498
Social security costs	**35,836**	46,132	**35,836**	46,132
Other pension costs	**13,434**	11,931	**13,434**	11,931
	590,676	469,561	**590,676**	469,561

The average number of persons employed by the Charity during the year was as follows:

	Group 2023 No.	Group 2022 No.
CEO	**1**	1
Office/Finance Manager	**1**	1
Events Manager	**3**	2
Programme Project Manager	**3**	3
Programme/Appeal Officers	**3**	2
Comms Manager	**1**	1
	12	10

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	Group 2023 No.	Group 2022 No.
In the band £90,001 - £100,000	**1**	1

Of the employees whose emoluments exceed £60,000, one (2022: one) had retirement benefits accruing under defined contribution pension schemes.

All the staff were directly employed by TLMA but the payroll service was provided free of charged by The City of London Corporation.

The key management personnel of TLMA are the trustees and the Chief Executive Officer. The total employee benefits of the key management personnel were £110,482 (2022: £108,618).

Notes to the financial statements
For the year ended 30 November 2023

11. Trustees' remuneration and expenses

During the year, no Trustees received any remuneration or other benefits (2022: £Nil)).

During the year ended 30 November 2023, no Trustee expenses have been incurred (2022: £Nil).

During the year, Trustees made personal donations of £1,220 to the Charity. Related parties of the Trustees made donations of £13,359 to the Charity.

12. Tangible fixed assets

Group and Charity

	Plant and machinery £
Cost or valuation	
At 1 December 2022	**5,041**
At 30 November 2023	**5,041**
Depreciation	
At 1 December 2022	**5,041**
At 30 November 2023	**5,041**
Net book value	
At 30 November 2023	**-**
At 30 November 2022	**-**

Notes to the financial statements
For the year ended 30 November 2023

13. Fixed asset investments

Charity	Investments in subsidiary companies £
Cost or valuation	
At 1 December 2022	**1**
At 30 November 2023	**1**
Net book value	
At 30 November 2023	**1**
At 30 November 2022	1

14. Debtors

	Group 2023 £	Group 2022 £	Charity 2023 £	Charity 2022 £
Due within one year				
Trade debtors	**55,905**	38,825	**34,175**	31,645
Other debtors	**50**	936	**-**	-
Prepayments and accrued income	**144,399**	178,878	**376,349**	707,940
	200,354	218,639	**410,524**	739,585

Notes to the financial statements
For the year ended 30 November 2023

15. Creditors: Amounts falling due within one year

	Group 2023 £	Group 2022 £	**Charity 2023 £**	Charity 2022 £
Trade creditors	**27,097**	62,926	**24,093**	48,975
Amounts owed to group undertakings	**-**	-	**-**	387,602
Other taxation and social security	**1,499**	-	**-**	-
Other creditors	**3,449**	-	**3,449**	-
Accruals and deferred income	**130,077**	57,635	**52,769**	51,328
	162,122	120,561	**80,311**	487,905

Deferred income relates to funds received in relation to the 2024 Appeal which falls in the next mayoral year. Income of £34,357 has been deferred so that it is recognised in the appropriate mayoral fundraising year. The amount deferred in the prior year of £35,000 was released in the current year.

Notes to the financial statements
For the year ended 30 November 2023

16. Statement of funds

Statement of funds - current year

	Balance at 1 December 2022 £	Income £	Expenditure £	Transfers in/out £	Balance at 30 November 2023 £
Unrestricted funds					
Designated funds					
Working capital	**190,304**	**-**	**-**	**21,567**	**211,871**

The above designated funds have been set aside out of unrestricted funds by the trustees for a specific purpose - working capital to cover any future shortfall in funding.

General funds					
General Funds	**991,218**	**2,776,786**	**(3,083,055)**	**(21,567)**	**663,382**
Total Unrestricted funds	**1,181,522**	**2,776,786**	**(3,083,055)**	**-**	**875,253**
Restricted funds					
Donations	**-**	**58,753**	**(58,753)**	**-**	**-**

The above restricted funds comprise balances of donations and grants which have been given to the charity for specific purposes.

Total of funds	**1,181,522**	**2,835,539**	**(3,141,808)**	**-**	**875,253**

16. Statement of funds (continued)

Statement of funds - prior year

	Balance at 1 December 2021 £	Income £	Expenditure £	Transfers in/out £	Balance at 30 November 2022 £
Unrestricted funds					
Designated funds					
Working capital	173,644	-	-	16,660	190,304
General funds					
General Funds	1,021,998	2,032,991	(2,047,111)	(16,660)	991,218
Total Unrestricted funds	1,195,642	2,032,991	(2,047,111)	-	1,181,522
Restricted funds					
Donations	-	121,784	(121,784)	-	-
Total of funds	1,195,642	2,154,775	(2,168,895)	-	1,181,522

17. Summary of funds

Summary of funds - current year

	Balance at 1 December 2022 £	**Income £**	**Expenditure £**	**Transfers in/out £**	**Balance at 30 November 2023 £**
Designated funds	**190,304**	**-**	**-**	**21,567**	**211,871**
General funds	**991,218**	**2,776,786**	**(3,083,055)**	**(21,567)**	**663,382**
Restricted funds	**-**	**58,753**	**(58,753)**	**-**	**-**
	1,181,522	**2,835,539**	**(3,141,808)**	**-**	**875,253**

17. Summary of funds (continued)

Summary of funds - prior year

	Balance at 1 December 2021 £	Income £	Expenditure £	Transfers in/out £	Balance at 30 November 2022 £
Designated funds	173,644	-	-	16,660	190,304
General funds	1,021,998	2,032,991	(2,047,111)	(16,660)	991,218
Restricted funds	-	121,784	(121,784)	-	-
	1,195,642	2,154,775	(2,168,895)	-	1,181,522

18. Analysis of net assets between funds

Analysis of net assets between funds - current year

	Unrestricted funds 2023 £	**Total funds 2023 £**
Current assets	1,037,375	**1,037,375**
Creditors due within one year	(162,122)	**(162,122)**
Total	875,253	**875,253**

Analysis of net assets between funds - prior year

	Unrestricted funds 2022 £	Total funds 2022 £
Current assets	1,302,083	1,302,083
Creditors due within one year	(120,561)	(120,561)
Total	1,181,522	1,181,522

19. Reconciliation of net movement in funds to net cash flow from operating activities

	Group 2023 £	Group 2022 £
Net (expenditure) for the year (as per Statement of Financial Activities)	**(306,269)**	(14,120)
Adjustments for:		
Decrease/(increase) in debtors	**18,285**	(20,901)
Increase in creditors	**44,604**	14,570
(Decrease) in deferred income	**(3,043)**	(22,851)
Net cash (used in) by operating activities	**(246,423)**	(43,302)

20. Analysis of cash and cash equivalents

	Group 2023 £	Group 2022 £
Cash in hand	**837,021**	1,083,444

21. Analysis of changes in net debt

	At 1 December 2022 £	Cash flows £	At 30 November 2023 £
Cash at bank and in hand	**1,083,444**	**(246,423)**	**837,021**
	1,083,444	**-**	**1,083,444**

22. Related party transactions

Alderman Sir William Russell, Trustee until 7 December 2022, is also a Director of Place2Be. The charity paid grants during the year of £75,070 to Place2Be (2022: £148,584).

Exemption from the requirement to disclose transaction between wholly owned group members has been taken in accordance with provisions in FRS8.

23. Controlling party

There is no ultimate controlling party.

24. Principal subsidiaries

The following was a subsidiary undertaking of the Charity:

Name	Company number	Registered office or principal place of business	Class of shares	Holding
Lord Mayor's Appeal Trading Limited	11692137	The Mansion House, London, EC4N 8BH	Ordinary	100%

Included in consolidation

Yes

The financial results of the subsidiary for the year were:

Name	Income £	Expenditure £	Net assets £
Lord Mayor's Appeal Trading Limited	**1,472,361**	**(1,472,361)**	**1**

THE LORD MAYOR'S APPEAL

England & Wales - Charity number 1148976

Accounts

Registered number: 08140664
Charity number: 1148976

The Lord Mayor's Appeal

(A company limited by guarantee)

Trustees' report and financial statements

For the year ended 30 November 2022

The Lord Mayor's Appeal
(A company limited by guarantee)

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The Lord Mayor's Appeal
(A company limited by guarantee)

Reference and administrative details of the Charity, its Trustees and advisers
For the year ended 30 November 2022

Trustees	Alderman Nicholas Lyons - Lord Mayor 2022/2023, Chair for 2021/22 appeal year Alderman Vincent Keaveny - Lord Mayor 2021/2022, Chair for 2020/21 appeal year Alderman Professor Michael Mainelli Alderman Timothy Hailes Dr Zainab Khan Phoebe Stone Alderman Alastair King (appointed 7 December 2022) Lidia Bozhevolnaya (appointed 13 February 2023) Alderman Sir Peter Estlin - Lord Mayor 2018/19, Chair for 2019/20 appeal year (resigned 15 December 2021) Alderman Sir Charles Bowman - Lord Mayor 2017/18, Chair for 2018/19 appeal year (resigned 15 December 2021) Paulette Cohen (resigned 15 December 2021) Alderman Sir William Russell - Lord Mayor 2019/2021, Chair for 2017/18 appeal year (resigned 7 December 2022) Karina Ann Robinson (resigned 7 December 2022) Dr Joanna Abeyie (resigned 15 March 2023)
Company registered number	08140664
Charity registered number	1148976
Registered office	The Mansion House Walbrook London EC4 8BH
Independent auditors	Kreston Reeves LLP Chartered Accountants Statutory Auditor 2nd Floor 168 Shoreditch High Street London E1 6RA
Bankers	Barclays Bank Plc 27 Soho Square London W1D 3QR

The Lord Mayor's Appeal
(A company limited by guarantee)

Trustees' report
For the year ended 30 November 2022

The trustees present their report and accounts for the year ended 30 November 2022.

The accounts have been prepared in accordance with the accounting policies set out in note 2 to the accounts and comply with The Lord Mayor's Appeal's (TLMA) Memorandum and Articles of Association, the Companies Act 2006 and the provisions of the Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

Our Strategy

The purpose of TLMA as a separately incorporated charitable company is to provide a permanent basis for the long-standing appeals under the same name (The Lord Mayor's Appeal) for each Lord Mayor of the City of London. This has enabled TLMA to broaden and encompass more than fundraising, for example by defining longer running themes in promoting philanthropy in the City of London and associated thought leadership topics, such as diversity and social inclusion.

The objective of the trustees has been to continue the work under the four pillars, Inclusive, Healthy, Skilled and Fair, set out in the strategy started in 2018. This strategy has developed a model which helps generate a greater and more consistent level of support, thereby leading to a greater impact on society and communities. As part of this strategy, the trustees of TLMA established an appeal programme to create 'A Better City for All'. As well as net funds being raised for the chosen charities, this aimed to bring greater focus to the impact achieved by TLMA.

The strategy of A Better City for All underpinned by the four pillars will continue over coming years. An updated programme strategy was put into effect for 2022-2024 to reflect this ambition.

The USP for TLMA is its ability to convene business, experts and not-for-profits together to tackle issues, inspiring them and developing initiatives to demonstrate impact that will enable the activity/intervention to become mainstream.

TLMA is focussed on enabling a movement of change to create A Better City for All through its thought leadership programmes and support of partner charities, and in so doing create a legacy for all those involved.

During 2022 TLMA delivered ground breaking programmes with five charity partners: The Duke of Edinburgh's Award, National Numeracy, Place2Be, OnSide, and Samaritans. It also continued to develop their four thought leadership initiatives – Power of Inclusion - Inclusive pillar, This is Me - Healthy pillar, We Can Be - Skills pillar and City Giving Day - Fair pillar.

Public Benefit statement

The trustees have paid due regard to guidance issued by the Charity Commission in deciding TLMA's activities. It has benefited the public, business and employees through its thought leadership programmes, Power of Inclusion and This is Me, We Can Be and the high profile City Giving Day, which draws attention to the philanthropy taking place in the City, as well as through its financial support and other support of this year's benefitting charities. Accordingly, the trustees consider that they have fulfilled their obligation under the Charities Act 2011 in this respect.

Trustees' report (continued)
For the year ended 30 November 2022

The Board of Trustees determines the strategic direction of the charity. It also agrees all grants. Day to day operations are managed by the executive in close consultation with the Chairman, which during the 2022 appeal year was Alderman Nicholas Lyons.

Each appeal year has related planning costs, notably personnel and marketing. The charity has incurred these costs for the TLMA 2023 appeal year of the Mayoralty of Alderman Nicholas Lyons which commenced on 12 November 2022. These costs have been deferred in the accompanying financial statements in order to match income and expense, as well as being treated on a basis consistent with each year.

Trading Company

The Lord Mayor's Appeal Trading Limited was registered on 1 December 2018 and is VAT registered. All trading income from events, membership/sponsorship ie Power of Inclusion and She Can Be... is through the trading company. Net profits from the trading company are covenanted to the charity.

Our Key Achievements

TLMA is focussed on engaging in a strategic way with the corporate and business community which has enabled this community to support TLMA through donations over a longer period of time (three years), having more focus on impact and having more engagement with TLMA initiatives. This has resulted in an increase in both regular giving and the scale of giving. The focus has been on creating collaborations with corporates and not-for-profits that tackle, through new ways of working, the issues of diversity and mental health as well as a focus on increasing corporate and individual charitable activity and support within the City. TLMA put on a number of successful fundraising events run through its trading subsidiary. TLMA receives donations from the majority of Livery companies every year and also receives individual donations ad hoc each year.

power of inclusion

The Social Mobility strategy for 2022-2024 was agreed as below:

- Creation of a framework with five core principles
- Delivery of five workshop events supported by VERCIDA Consulting
- Delivery of two Senior Leader events
- Meeting of the Senior Leadership Forum 3 times annually

Power of Inclusion core principles



To support organisations in adopting these principles, 10 key actions were identified

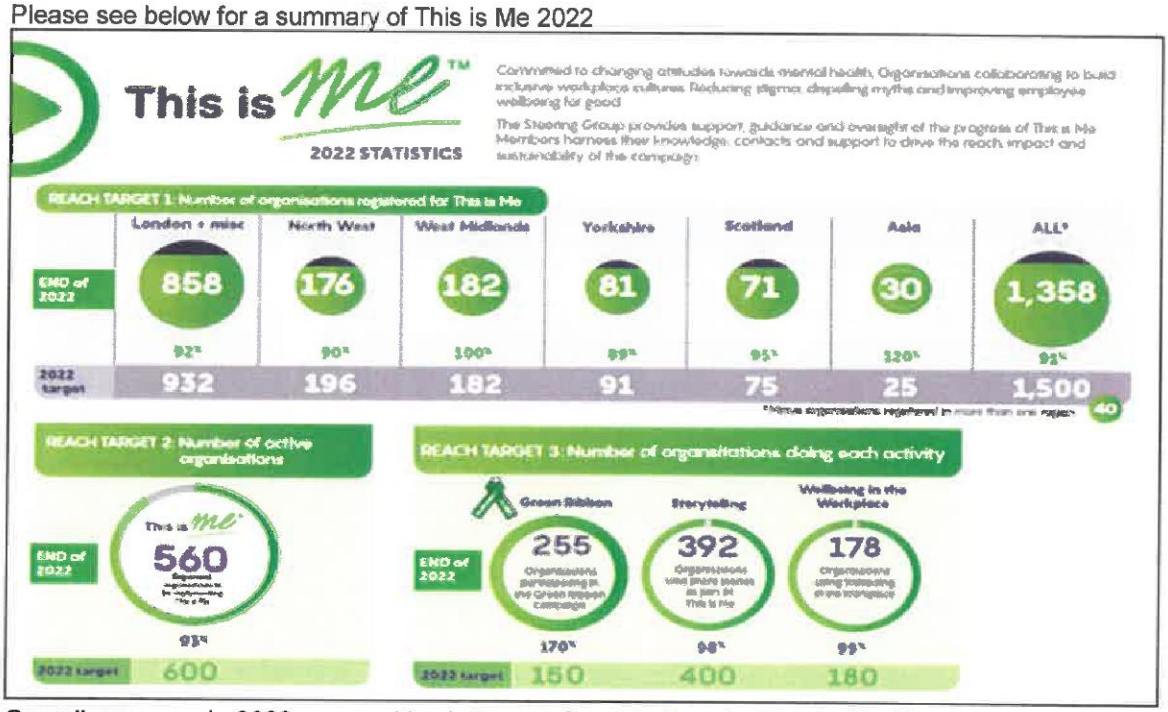


As no Power of Inclusion programme manager was in place until November 2022 the year was less busy than had been anticipated with only two events taking place one for the Senior Leaders Forum (PoI Steering Group) and one to launch the strategy which took place in October 2022.

This is Me™

This is Me is the mental health campaign that was a concept initiated by Barclays and has been led by The Lord Mayor's Appeal for seven years. Its aim is to reduce the stigma and dispel the myths around mental health in the workplace as well as raise awareness of wellbeing. This is Me aims to help create inclusive cultures within organisations so that employees feel they can be open and recognise and seek the support they need earlier before reaching crisis point. The campaign encourages organisations to share their employees' lived experiences about mental health either via blogs, video or other mediums. Evidence shows that storytelling is one of the most powerful tools for behaviour change, with organisations that are sharing stories making accelerated progress compared to those that are not sharing stories. As well as the storytelling element of This is Me there is also the Green Ribbon Campaign and the Samaritans e-learning tool Wellbeing in the Workplace.

Please see below for a summary of This is Me 2022



Overall, progress in 2022 was positive in terms of registrations for This is Me. Whilst we were slightly below the target number, we saw consistent performance across the majority of This is Me regions showing that engagement with the initiative stays strong.

This is Me Asia was launched in March 2022 in India and exceeded their engagement target for the year. The activity was led by Barclays, working closely with an associate of theirs, NASSCOM, which is an industry body for technology in India. With the pandemic highlighting the need for further focus on mental health space, NASSCOM explored ways to normalize the conversation around this topic.

She Can Be
She Can Be is run through the trading subsidiary.

The fifth She Can Be took place in March 2022. TLMA worked in partnership with young women from The Duke of Edinburgh's Award, Place2Be, and OnSide helping to change perceptions, share skills and empower young women.

Through this unique day the aim is to help change the future for the next generation of young women, and the future for business by showing young women that the doors of the City are very much open to them and they can have the skills to do the job equally. The event followed a hybrid model due to the ongoing impact of the pandemic with office visits and immersive activities in the morning before a virtual session in the afternoon. 250 young women from 22 schools were matched with 21 City businesses.

A comparison of the pre and post event surveys provided some interesting insight into the initial impact of the day. There was a reduction by 30% of participants that agreed with the statement that they would have to work harder than their male peers to achieve a career in the city, whilst there was a 40% rise in awareness around the skills, careers and application routes into the city.



There were rises across the board in confidence with regards participants skills, ability to lead, work as a team, communicate and suitability for a career in the city whilst the number who felt that there were careers suitable for boys only halved. Likewise, the number who believed a career in the City was more for boys halved, with 88% disagreeing. One area for improvement lies in only 36% of respondents feeling they met "someone like them" at the organisation they visited.

She Can Be has now been rebranded as We Can Be for 2023 and beyond.

City Giving Day took place for the 9th year on 27th September 2022. Its aim is to enable businesses to shine a light on their volunteering and philanthropic work and the impact it has for their charity partners and local communities. 2022 saw many more companies partaking in face-to-face events within their office and joining the events organised by the Appeal. However, some companies continued with virtual events enabling their regional and international offices to take part.

526 organisations were registered to take part in City Giving Day 2022 and an estimated £500,000+ was raised for TLMA and other charities and communities groups.
"City Giving Day just gives us a focus, it allows us to think about what we're doing and it really engages our staff."

Roger Thompson, CFO, Janus Henderson

"City Giving Day provides an opportunity for us to collaborate with not only our partners, stakeholders and clients but with companies across the City to show that the City is a powerhouse for good."
Sonia Rossetti, Regional Head Corporate Affairs Brand and Marketing, Europe and Americas, Standard Chartered Bank

"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

"City Giving Day is a wonderful celebration of everything that is good about the City and the philanthropy and giving that goes on all year round. It's wonderful to have a day to acknowledge that work."
Byron Spring, Pro Bono Managing Attorney, Cleary Gottlieb

"A fantastic opportunity for everyone to celebrate all the amazing charitable work happening every day in London."
Juliet Huntington, CR & Diversity Officer, Arnold & Porter Kaye Scholer LLP

Partner charities
TLMA continued to support Place2Be, OnSide, and Samaritans for a fifth year with 10% of net funds and The Duke of Edinburgh's Award for a third year (30%). A new charity partner National Numeracy (30%) was also brought on board.

The partnership with The Duke of Edinburgh's Award (DofE) aimed to support 10,000 young people in London to start their DofE and enable 500 DofE Leaders in London to receiving training.

Since the partnership began in 2020 the DofE have supported **4,557** young people and trained **726** adult volunteers. The majority of this has been done in 2022 due to the recovery after Covid and in the latter part of 2022 as the main recruitment period for young people is the autumn term.

TLMA funding has led the way in helping DofE to develop a better, more efficient model to deliver training. They are now implementing a central model across the country which will lead to them having more capacity to deliver training. This means they were able to offer more courses in London in September and October 2022 than they were able to offer in the whole of 2021.

Our partnership with National Numeracy 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.

Within the 'Every Londoner Counts' initiative National Numeracy recruit volunteer Numeracy Champions to mentor adults with low numeracy: building confidence, encouraging positive attitudes to maths, and introducing resources to improve Londoners' skills.

In 2022 National Numeracy began to build momentum for Autumn/Winter having hosted training sessions with 15 new attendees from One Housing and NHS trusts, fully training and equipping a further seven Numeracy Champions. Some of the charity's key target beneficiaries are disadvantaged NHS staff with low numeracy who would struggle to progress in their roles and careers without numeracy support. A key challenge National Numeracy face is providing sufficient flexibility in the training offer to accommodate competing demands and pressure on NHS workers.

Support from The Lord Mayor's Appeal in 2022 enable National Numeracy to recruit further delivery partners to support Numeracy Champion work within London, empowering even more Londoners in need to better get on with numbers.

2022 was the final year of the TLMA's partnership with Place2Be. In the final year of support The Lord Mayor's Appeal supported Place2Be's vital frontline work in London schools. Place2Be is currently working in 190 schools (primary and secondary) across London and plans to on-board an additional 40 schools by March 2023. The Lord Mayor's Appeal has provided the funding to help deliver our partner school model in **65 schools across London** which is equivalent to a school population of **over 40,000 pupils**. The partner school model involves embedding mental health professionals in schools to support the whole school community – children, families and teachers – and provides schools with a menu of different services to build emotionally resilient children. In London in the 21/22 academic year, **83% of parents** reported their child's problems were a bit or much better since coming to Place2Be.

2022 was the final year of the TLMA's partnership with OnSide. Due to the ongoing support OnSide will be opening a further Youth Zone West in White City in 2024.

During 2022, TLMA support has supported more than 80 Youth Workers from across London with development opportunities from OnSide's Talent Academy, helping them to see Youth Work as a sustainable long-term career, that can impact upon a whole generation of young people for years to come. Through training of Youth Workers, OnSide are able to engage with even more young people as they come to us with ever changing needs.

2022 was the final year of the TLMA's partnership with Samaritans. This support has enabled Samaritans to increase the hours that they offer for the online chat service as well as expanding the pilot and bringing more branches on board. They have continued to expand London City Hub and the volunteering base for this is now made up of 82% working professionals with nearly 60% of them being under the age of 44 which was a key aim.

The success of London City Hub which was supported by TLMA has seen this model being replicated in Bradford with a new Bradford City Hub.

Specifically, the 2022 Appeal will have raised a net surplus before the giving of grants of £1,110,697. The total income was £2,154,775 less expenditure on raising funds of £761,159, £265,196 of charitable event costs and £17,723 of governance costs.

The grants made by the Board of Trustees during the 2022 Appeal and paid during and after the year end were:

TLMA 2022	
The Duke of Edinburgh's Award	£220,000
National Numeracy	£220,000
Place2Be	£70,000
OnSide Youth Zones	£70,000
Samaritans	£70,000

Further grants will be made during 2023 in respect of TLMA 2022.

The final grants from 2022 have not as yet been paid and payments from the discretionary 10% for 2022 have not as yet been paid.

Financial review

TLMA is a grant giving charity. It has continued to be based in Guildhall. As noted above, the funds raised for TLMA 2022 before the giving of grants were £1,110,697 and the expenditure incurred before grant payments was £761,159 on raising funds, £265,196 of charitable event and support costs and £17,723 of governance costs.

The total grants payable per the accounts were £1,124,817 of which £325,000 was in relation to the 2022 Appeal year as detailed under 'Our Key Achievements' and in note 6 of the accounts.

Reserves policy

It is presently the policy of TLMA to build up a designated reserve to deal with the peaks of expenditure and troughs of income through retaining the lower of £25,000 or 1.5% of the net sum raised for each year. Following the 2022 Appeal reserves will be £190,304.

Principal risks and uncertainties

The charity has no long-term liabilities or other financial commitments. It has been able to obtain accommodation for the time being at no cost and accordingly has no future lease commitment.

The Corporate Partners Programme that was put in place in 2018 for the multi-year appeal ensures on-going giving from corporates. The challenge for The Lord Mayor's Appeal is to build up the Corporate Partnership. The Trustees are satisfied that systems are in place to mitigate exposure to major risks for the time being.

Fundraising

TLMA is registered with the Fundraising Regulator and always remains committed to meeting best practice fundraising standards and adhering to the Code of Fundraising Practice and as such we follow all relevant guidelines and advice. Supporters and their needs are at the heart of our fundraising activities. To protect and maintain the high standards that we and the public expect, we ensure that professional fundraisers adhere to our policies and practices, with particular attention paid to vulnerable people.

The core of our fundraising strategy is delivered internally by our team of professional fundraisers and relationship managers and from time to time we will work with external consultants, agencies and other professional fundraising services to complement our fundraising activity. We closely monitor and review the activities of all third parties to ensure compliance and quality standards are always met, by means of mystery shopping, call monitoring and site visits and quality standards are always met.

We comply with all data protection requirements under GDPR and PECR and will action any requests for no further contact we receive directly or through the Fundraising Preference Service.

Last year we received no complaints (2022: none) related to our fundraising activities directly to TLMA and no complaints via the Fundraising Regulator.

Plans for future periods

During 2023 TLMA has continued their work set out above with the initiatives, and corporate partners. We currently have 38 Corporate Partners signed up and our main focus is on new prospects and securing further corporate partners either for this year or to begin in 2024. We now support two of the charities supported in 2022 and have added a new charity partner, MQ Mental Health Research. 2023 is the year that we move into our rolling programme of support for charities whereby a charity will roll off at the end of each year and a new charity will join. During the 2nd half of 2032 we will confirm a new charity partner for 2024 which will be aligned with our strategy and pillars. Our partnership with The Duke of Edinburgh's Award will finish at the end of the 2023 appeal year.

Trustees' report (continued)
For the year ended 30 November 2022

Structure, governance and management

The Lord Mayor's Appeal (TLMA) is a company limited by guarantee and does not have any share capital. It was incorporated on 12 July 2012 and is governed by its Memorandum and Articles of Association as amended.

The governance of TLMA rests with the directors/trustees, the majority are Aldermen of the City of London (Aldermanic Directors) with three Non-Aldermanic Directors. Alderman Vincent Keaveny was Chair during TLMA 2021 year. Constitutionally the Board consists of the Lord Mayor of the City of London and not less than one other person appointed from time to time in accordance with the Articles, provided that, at any given time, the majority of directors must be Aldermanic Directors. Induction and training of trustees is determined on a case-by-case basis.

The trustees, who are also the directors for the purpose of company law, and who served throughout the year were:

Alderman Sir William Russell - Lord Mayor 2019/2021 Chair 2017/18 appeal year (Resigned December 2022)
Alderman Timothy Hailes
Alderman Vincent Keaveny – Lord Mayor 2021/2022 Chair for 2020/21 appeal year
Alderman Professor Michael Mainelli
Karina Ann Robinson (Resigned December 2022)
Dr Joanna Abeyie
Dr Zainab Khan
Phoebe Stone
Alderman Nicholas Lyons - Lord Mayor 2022/2023 Chair for 2021/2022

None of the trustees has any beneficial interest in the company. All of the trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

As previously explained, the governance of TLMA rests with the directors/trustees who hold meetings four times a year. The board of directors/trustees have delegated the day-to-day running of the charity to the Chief Executive (Caroline Wright).

The pay remuneration of the CEO is set by the Trustees and is bench marked using Corporation of London benchmarking as well as research into the 'going rate' for similar roles in other similar organisations.

Trustees' report (continued)
For the year ended 30 November 2022

Statement of Trustees' responsibilities

The Trustees are responsible for preparing the Trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England & Wales requires the Trustees to prepare financial statements for each financial which give a true and fair view of the state of affairs of the charity and of its incoming resources and application of resources, including its income and expenditure, for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles of the Charities SORP (FRS 102);
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (FRS 102) have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charity's transactions and disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the Trust deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Disclosure of information to auditors

Each of the persons who are Trustees at the time when this Trustees' report is approved has confirmed that:

- so far as that Trustee is aware, there is no relevant audit information of which the charity's auditors are unaware, and
- that Trustee has taken all the steps that ought to have been taken as a Trustee in order to be aware of any relevant audit information and to establish that the charity's auditors are aware of that information.

Auditors

The auditors, Kreston Reeves LLP, have indicated their willingness to continue in office. The designated Trustees will propose a motion reappointing the auditors at a meeting of the Trustees.

Approved by order of the members of the board of Trustees and signed on their behalf by:

Alderman Vincent Keaveny
Lord Mayor 2021/2022

Date: 9.V.23

Independent auditors' report to the Members of The Lord Mayor's Appeal

Opinion

We have audited the financial statements of The Lord Mayor's Appeal (the 'parent charitable company') and its subsidiaries (the 'group') for the year ended 30 November 2022 which comprise the Consolidated statement of financial activities, the Consolidated balance sheet, the Charity balance sheet, the Consolidated statement of cash flows and the related notes, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the Group's and of the parent charitable company's affairs as at 30 November 2022 and of the Group's incoming resources and application of resources, including its income and expenditure for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the Group in accordance with the ethical requirements that are relevant to our audit of the financial statements in the United Kingdom, including the Financial Reporting Council's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the Group's or the parent charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

Independent auditors' report to the Members of The Lord Mayor's Appeal (continued)

Other information

The other information comprises the information included in the Annual report other than the financial statements and our Auditors' report thereon. The Trustees are responsible for the other information contained within the Annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinion on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' report for the financial year for which the financial statements are prepared is consistent with the financial statements.
- the Trustees' report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of our knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' report.

We have nothing to report in respect of the following matters in relation to which Companies Act 2006 requires us to report to you if, in our opinion:

- the parent charitable company has not kept adequate and sufficient accounting records, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the Trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the Trustees' report and from the requirement to prepare a Strategic report.

Responsibilities of trustees

As explained more fully in the Trustees' responsibilities statement, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the Group's and the parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the Group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

Independent auditors' report to the Members of The Lord Mayor's Appeal (continued)

Auditors' responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditors' report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Capability of the audit in detecting irregularities, including fraud

Based on our understanding of the charity and the sector as a whole, and through discussion with the Trustees and other management (as required by auditing standards), we identified that the principal risks of non-compliance with laws and regulations related to health and safety and employment law. We considered the extent to which non-compliance might have a material effect on the financial statements. We also considered those laws and regulations that have a direct impact on the preparation of the financial statements such as the Charities SORP (FRS 102) Second Edition (released October 2019), the Companies Act 2006, taxation and pension legislation. We communicated identified laws and regulations throughout our team and remained alert to any indications of non-compliance throughout the audit. We evaluated management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls) and determined that the principal risks were related to posting inappropriate journal entries and management bias in accounting estimates and judgemental areas of the financial statements. Audit procedures performed by the engagement team included:

- Discussions with management and assessment of known or suspected instances of non-compliance with laws and regulations (including health and safety) and fraud; and
- Assessment of identified fraud risk factors; and
- Review of expenditure to confirm no evidence of personal benefit; and
- Identifying and assessing the design effectiveness of controls that management has in place to prevent and detect fraud; and
- Challenging assumptions and judgements made by management in its significant accounting estimates; and
- Performing analytical procedures to identify any unusual or unexpected relationships, including related party transactions, that may indicate risks of material misstatement due to fraud; and
- Confirmation of related parties with management, and review of transactions throughout the period to identify any previously undisclosed transactions with related parties outside the normal course of business; and
- Reading minutes of meetings of those charged with governance; and
- Review of significant and unusual transactions and evaluation of the underlying financial rationale supporting the transactions; and
- Identifying and testing journal entries, in particular any manual entries made at the year-end for financial statement preparation.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

As part of an audit in accordance with ISAs (UK), we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

Independent auditors' report to the Members of The Lord Mayor's Appeal (continued)

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion of the effectiveness of the charitable company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Trustees.
- Conclude on the appropriateness of the Trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the charitable company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our Auditors' report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our Auditors' report. However, future events or conditions may cause the charitable company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the Group to express an opinion on the consolidated financial statements. We are responsible for the direction, supervision and performance of the Group audit. We remain solely responsible for our audit opinion.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, and to the charitable company's trustees, as a body, Part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an Auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and its members, as a body, for our audit work, for this report, or for the opinions we have formed.

Kreston Reeves LLP

Susan Robinson BA FCA FCIE DChA (Senior statutory auditor)

for and on behalf of
Kreston Reeves LLP

Chartered Accountants
Statutory Auditor

London

Date: 11 May 2023

The Lord Mayor's Appeal
(A company limited by guarantee)

Consolidated Statement of financial activities (incorporating income and expenditure account)
For the year ended 30 November 2022

	Note	Restricted funds 2022 £	Unrestricted funds 2022 £	Total funds 2022 £	Total funds 2021 £
Income from:					
Donations and legacies	3	**121,784**	**1,017,985**	**1,139,769**	1,335,623
Other trading activities	4	**-**	**1,015,006**	**1,015,006**	1,534,596
Total income		**121,784**	**2,032,991**	**2,154,775**	2,870,219
Expenditure on:					
Raising funds	5	**-**	**761,159**	**761,159**	851,138
Charitable activities	7	**121,784**	**1,285,952**	**1,407,736**	1,612,568
Total expenditure		**121,784**	**2,047,111**	**2,168,895**	2,463,706
Net movement in funds		**-**	**(14,120)**	**(14,120)**	406,513
Reconciliation of funds:					
Total funds brought forward		**-**	**1,195,642**	**1,195,642**	789,129
Net movement in funds		**-**	**(14,120)**	**(14,120)**	406,513
Total funds carried forward		**-**	**1,181,522**	**1,181,522**	1,195,642

The Consolidated statement of financial activities includes all gains and losses recognised in the year.

The notes on pages 21 to 36 form part of these financial statements.

The Lord Mayor's Appeal
(A company limited by guarantee)
Registered number: 08140664

Consolidated balance sheet
As at 30 November 2022

	Note	2022 £		2021 £
Fixed assets				
Tangible assets	12	-		-
		-		-
Current assets				
Debtors	14	**218,639**	197,738	
Cash at bank and in hand		**1,083,444**	1,126,746	
		1,302,083	1,324,484	
Creditors: amounts falling due within one year	15	**(120,561)**	(128,842)	
Net current assets		**1,181,522**		1,195,642
Total net assets		**1,181,522**		1,195,642
Charity funds				
Restricted funds	16	-		-
Unrestricted funds				
Designated funds	16	**190,304**	173,644	
General funds	16	**991,218**	1,021,998	
Total unrestricted funds	16	**1,181,522**		1,195,642
Total funds		**1,181,522**		1,195,642

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to entities subject to the small companies regime.

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:

Alderman Vincent Keaveny
Lord Mayor 2021/2022

Date: 9.V.23

The notes on pages 21 to 36 form part of these financial statements.

The Lord Mayor's Appeal
(A company limited by guarantee)
Registered number: 08140664

Charity balance sheet
As at 30 November 2022

	Note		2022 £		2021 £
Fixed assets					
Investments	13		**1**		1
			1		1
Current assets					
Debtors	14	**739,585**		1,152,069	
Cash at bank and in hand		**929,841**		793,174	
		1,669,426		1,945,243	
Creditors: amounts falling due within one year	15	**(487,905)**		(749,602)	
Net current assets			**1,181,521**		1,195,641
Total net assets			**1,181,522**		1,195,642
Charity funds					
Restricted funds	16		-		-
Unrestricted funds					
Designated funds	16	**190,304**		173,644	
General funds	16	**991,218**		1,021,998	
Total unrestricted funds	16		**1,181,522**		1,195,642
Total funds			**1,181,522**		1,195,642

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to entities subject to the small companies regime.

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:

Alderman Vincent Keaveny
Lord Mayor 2021/2022

Date: 9 V. 23

The notes on pages 21 to 36 form part of these financial statements.

The Lord Mayor's Appeal
(A company limited by guarantee)

Consolidated statement of cash flows
For the year ended 30 November 2022

	Note	2022 £	2021 £
Cash flows from operating activities			
Net cash used in operating activities	19	**(43,302)**	138,031
Change in cash and cash equivalents in the year		**(43,302)**	138,031
Cash and cash equivalents at the beginning of the year		**1,126,746**	988,715
Cash and cash equivalents at the end of the year	20	**1,083,444**	1,126,746

The notes on pages 21 to 36 form part of these financial statements

Notes to the financial statements
For the year ended 30 November 2022

1. General information

The Lord Mayor's Appeal is a private company limited bu guarantee incorporated in England and Wales. The registered office is The Mansion House, Walbrook, London, EC4 8BH.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) - Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The Lord Mayor's Appeal meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

The Consolidated statement of financial activities (SOFA) and Consolidated balance sheet consolidate the financial statements of the Charity and its subsidiary undertaking. The results of the subsidiary are consolidated on a line by line basis.

The Charity has taken advantage of the exemption allowed under section 408 of the Companies Act 2006 and has not presented its own Statement of financial activities in these financial statements.

2.2 Going concern

The Trustees have considered whether the use of going concern is appropriate i.e. whether there are any material uncertainties related to events or conditions that may cast significant doubt on the ability of the Charity to continue as a going concern. The Trustees make this assessment in respect of a period of at least one year from the date of authorisation for issue of the financial statements and have concluded that the Charity has adequate resources to continue in operational existence for the foreseeable future and there are no material uncertainties about the Charity's ability to continue as a going concern, thus they continue to adopt the going concern basis of accounting in preparing the financial statements.

2.3 Income

All income is recognised once the Charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

2.4 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

Expenditure on raising funds includes all expenditure incurred by the Group to raise funds for its charitable purposes and includes costs of all fundraising activities events and non-charitable trading.

2. Accounting policies (continued)

2.4 Expenditure (continued)

Expenditure on charitable activities is incurred on directly undertaking the activities which further the Group's objectives, as well as any associated support costs.

Grants payable are charged in the year when the offer is made except in those cases where the offer is conditional, such grants being recognised as expenditure when the conditions attaching are fulfilled. Grants offered subject to conditions which have not been met at the year end are noted as a commitment, but not accrued as expenditure.

2.5 Taxation

The Charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the Charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

2.6 Tangible fixed assets and depreciation

Tangible fixed assets are initially recognised at cost. After recognition, under the cost model, tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. All costs incurred to bring a tangible fixed asset into its intended working condition should be included in the measurement of cost.

Depreciation is charged so as to allocate the cost of tangible fixed assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:

Plant and machinery	-	33%

2.7 Investments

Fixed asset investments are a form of financial instrument and are initially recognised at their transaction cost and subsequently measured at fair value at the Balance sheet date, unless the value cannot be measured reliably in which case it is measured at cost less impairment. Investment gains and losses, whether realised or unrealised, are combined and presented as 'Gains/(Losses) on investments' in the Consolidated statement of financial activities.

Investments in subsidiaries are valued at cost less provision for impairment.

2.8 Debtors

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

2.9 Cash at bank and in hand

Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

2. Accounting policies (continued)

2.10 Liabilities and provisions

Liabilities are recognised when there is an obligation at the Balance sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

Liabilities are recognised at the amount that the Charity anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

2.11 Financial instruments

The Group only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

2.12 Pensions

The Group operates a defined contribution pension scheme and the pension charge represents the amounts payable by the Group to the fund in respect of the year.

2.13 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Group and which have not been designated for other purposes.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Group for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

3. Income from donations and legacies

	Restricted funds 2022 £	**Unrestricted funds 2022 £**	**Total funds 2022 £**	Total funds 2021 £
Donations	121,784	1,017,985	**1,139,769**	1,335,623
Total 2021	154,525	1,181,098	1,335,623	

Notes to the financial statements
For the year ended 30 November 2022

4. Income from other trading activities

Income from fundraising events

	Unrestricted funds 2022 £	Total funds 2022 £	Total funds 2021 £
Fundraising events	146,991	**146,991**	80,287
Total 2021	80,287	80,287	

Income from non charitable trading activities

	Unrestricted funds 2022 £	Total funds 2022 £	Total funds 2021 £
Income from subsidiary - LMA Trading Limited	868,015	**868,015**	1,454,309
Total 2021	1,454,309	1,454,309	

5. Expenditure on raising funds

Costs of raising voluntary income

	Unrestricted funds 2022 £	Total funds 2022 £	Total funds 2021 £
Consultancy	21,139	**21,139**	62,331
Support costs	134,395	**134,395**	74,155
Wages and salaries	274,000	**274,000**	254,217
Social security costs	31,145	**31,145**	26,813
Other pension costs	7,622	**7,622**	6,807
	468,301	**468,301**	424,323
Total 2021	424,323	424,323	

Notes to the financial statements
For the year ended 30 November 2022

5. Expenditure on raising funds (continued)

Other trading expenses

	Unrestricted funds 2022 £	Total funds 2022 £	Total funds 2021 £
Expenditure of subsidiary - LMA Trading Limited	292,858	**292,858**	426,815
Total 2021	426,815	426,815	

6. Analysis of grants

	Grants to Institutions 2022 £	Total funds 2022 £	Total funds 2021 £
Grants payable	1,124,817	**1,124,817**	1,331,304
Total 2021	1,331,304	1,331,304	

6. Analysis of grants (continued)

The Group has made the following material grants to institutions during the year:

	2022 £	2021 £
Samaritans (2021 Appeal)	**313,584**	70,000
Place2Be (2021 Appeal)	**113,584**	270,000
The Duke of Edinburgh's Award (2021 Appeal)	**113,584**	270,000
OnSide Youth Zones (2021 Appeal)	**113,584**	270,000
Samaritans (2020 Appeal)	**-**	90,738
Place2Be (2020 Appeal)	**-**	90,738
The Duke of Edinburgh's Award (2020 Appeal)	**-**	56,443
OnSide Youth Zones (2020 Appeal)	**-**	90,738
Guild of Human Resource Professionals (2021 Appeal)	**36,370**	-
Best Beginnings (2021 Appeal)	**36,370**	-
Samaritans (2022 Appeal)	**35,000**	-
Place2Be (2022 Appeal)	**35,000**	-
The Duke of Edinburgh's Award (2022 Appeal)	**110,000**	-
OnSide Youth Zones (2022 Appeal)	**35,000**	-
National Numeracy (2022 Appeal	**110,000**	-
	1,052,076	1,208,657
Other grants under £35,000	**72,741**	122,647
	1,124,817	1,331,304

No grants were paid to individuals.

All grant payments are made by TLMA (parent charity).

Notes to the financial statements
For the year ended 30 November 2022

7. Analysis of expenditure on charitable activities

Summary by fund type

	Restricted funds 2022 £	Unrestricted funds 2022 £	Total 2022 £	Total 2021 £
City Giving Day	-	62,826	**62,826**	66,488
Power of Inclusion	-	39,252	**39,252**	75,962
This Is Me + Green Ribbon	-	106,653	**106,653**	101,727
Grant and governance costs	121,784	1,020,756	**1,142,540**	1,349,077
We Can Be	-	56,465	**56,465**	19,314
	121,784	1,285,952	**1,407,736**	1,612,568
Total 2021	154,525	1,458,043	1,612,568	

8. Analysis of expenditure by activities

	Activities undertaken directly 2022 £	Grant funding of activities 2022 £	Support costs 2022 £	Total funds 2022 £	Total funds 2021 £
City Giving Day	62,826	-	-	**62,826**	66,488
Power of Inclusion	39,252	-	-	**39,252**	75,962
This Is Me + Green Ribbon	106,653	-	-	**106,653**	101,727
Grant and governance costs	-	1,124,817	17,723	**1,142,540**	1,349,077
We Can Be	56,465	-	-	**56,465**	19,314
	265,196	1,124,817	17,723	**1,407,736**	1,612,568
Total 2021	263,491	1,331,304	17,773	1,612,568	

8. Analysis of expenditure by activities (continued)

Analysis of direct costs

	City Giving Day 2022 £	Power of Inclusion 2022 £	This Is Me + Green Ribbon 2022 £	We Can Be 2022 £	**Total funds 2022 £**	Total funds 2021 £
Staff costs	52,012	26,450	51,365	26,967	**156,794**	186,831
Design costs	(24,234)	-	40,589	3,780	**20,135**	28,250
Material costs	8,661	203	154	184	**9,202**	3,550
Event costs	21,578	2,892	1,500	2,657	**28,627**	22,751
Media costs	4,692	-	3,299	1,600	**9,591**	6,933
Other	117	9,707	9,746	21,277	**40,847**	15,176
	62,826	39,252	106,653	56,465	**265,196**	263,491
Total 2021	66,488	75,962	101,727	19,314	263,491	

Analysis of support costs

	Total funds 2022 £	Total funds 2021 £
Audit fees	**17,723**	17,773

9. Auditors' remuneration

	2022 £	2021 £
Fees payable to the Charity's auditor in respect of:		
Audit of the Charity's annual accounts	**14,383**	12,360
Audit of the subsidiary's annual accounts	**2,500**	5,413
All non-audit services not included above	**840**	-

10. Staff costs

	Group 2022 £	Group 2021 £	Charity 2022 £	Charity 2021 £
Wages and salaries	**411,498**	418,809	**411,498**	418,809
Social security costs	**46,132**	43,826	**46,132**	43,826
Other pension costs	**11,931**	12,033	**11,931**	12,033
	469,561	474,668	**469,561**	474,668

The average number of persons employed by the Charity during the year was as follows:

	Group 2022 No.	Group 2021 No.
CEO	**1**	1
Office/Finance Manager	**1**	1
Events Manager	**2**	2
Programme Project Manager	**3**	4
Programme/Appeal Officers	**2**	2
Comms Manager	**1**	1
	10	11

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	Group 2022 No.	Group 2021 No.
In the band £90,001 - £100,000	**1**	1

Of the employees whose emoluments exceed £60,000, one (2021: one) had retirement benefits accruing under defined contribution pension schemes.

All the staff were directly employed by TLMA but the payroll service was provided free of charged by The City of London Corporation.

The key management personnel of TLMA are the trustees and the Chief Executive Officer. The total employee benefits of the key management personnel were £108,618 (2021: £105,916)

11. Trustees' remuneration and expenses

During the year, no Trustees received any remuneration or other benefits (2021: £Nil)).

During the year ended 30 November 2022, no Trustee expenses have been incurred (2021: £Nil).

Notes to the financial statements
For the year ended 30 November 2022

12. Tangible fixed assets

Group and Charity

	Plant and machinery £
Cost or valuation	
At 1 December 2021	5,041
At 30 November 2022	5,041
Depreciation	
At 1 December 2021	5,041
At 30 November 2022	5,041
Net book value	
At 30 November 2022	-
At 30 November 2021	-

13. Fixed asset investments

Charity	Investments in subsidiary companies £
Cost or valuation	
At 1 December 2021	1
At 30 November 2022	1
Net book value	
At 30 November 2022	1
At 30 November 2021	1

Notes to the financial statements
For the year ended 30 November 2022

14. Debtors

	Group 2022 £	Group 2021 £	Charity 2022 £	Charity 2021 £
Due within one year				
Trade debtors	**38,825**	23,741	**31,645**	8,671
Other debtors	**936**	-	-	-
Prepayments and accrued income	**178,878**	173,997	**707,940**	1,143,398
	218,639	197,738	**739,585**	1,152,069

15. Creditors: Amounts falling due within one year

	Group 2022 £	Group 2021 £	Charity 2022 £	Charity 2021 £
Trade creditors	**62,926**	-	**48,975**	-
Amounts owed to group undertakings	-	-	**387,602**	634,121
Other taxation and social security	-	5,435	-	-
Accruals and deferred income	**57,635**	123,407	**51,328**	115,481
	120,561	128,842	**487,905**	749,602

Deferred income relates to funds received in relation to the 2023 Appeal which falls in the next mayoral year. Income of £37,400 has been deferred so that it is recognised in the appropriate mayoral fundraising year. The amount deferred in the prior year of £60,251 was released in the current year.

Notes to the financial statements
For the year ended 30 November 2022

16. Statement of funds

Statement of funds - current year

	Balance at 1 December 2021 £	Income £	Expenditure £	Transfers in/out £	Balance at 30 November 2022 £
Unrestricted funds					
Designated funds					
Working capital	**173,644**	**-**	**-**	**16,660**	**190,304**

The above designated funds have been set aside out of unrestricted funds by the trustees for a specific purpose - working capital to cover any future shortfall in funding.

General funds					
General Funds	**1,021,998**	**2,032,991**	**(2,047,111)**	**(16,660)**	**991,218**
Total Unrestricted funds	**1,195,642**	**2,032,991**	**(2,047,111)**	**-**	**1,181,522**
Restricted funds					
Donations	**-**	**121,784**	**(121,784)**	**-**	**-**

The above restricted funds comprise balances of donations and grants which have been given to the charty for specific purposes.

Total of funds	**1,195,642**	**2,154,775**	**(2,168,895)**	**-**	**1,181,522**

Notes to the financial statements
For the year ended 30 November 2022

16. Statement of funds (continued)

Statement of funds - prior year

	Balance at 1 December 2020 £	Income £	Expenditure £	Transfers in/out £	Balance at 30 November 2021 £
Unrestricted funds					
Designated funds					
Working capital	148,644	-	-	25,000	173,644
General funds					
General Funds	640,485	2,715,694	(2,309,181)	(25,000)	1,021,998
Total Unrestricted funds	789,129	2,715,694	(2,309,181)	-	1,195,642
Restricted funds					
Donations	-	154,525	(154,525)	-	-
Total of funds	789,129	2,870,219	(2,463,706)	-	1,195,642

17. Summary of funds

Summary of funds - current year

	Balance at 1 December 2021 £	**Income £**	**Expenditure £**	**Transfers in/out £**	**Balance at 30 November 2022 £**
Designated funds	**173,644**	-	-	**16,660**	**190,304**
General funds	**1,021,998**	**2,032,991**	**(2,047,111)**	**(16,660)**	**991,218**
Restricted funds	-	**121,784**	**(121,784)**	-	-
	1,195,642	**2,154,775**	**(2,168,895)**	-	**1,181,522**

17. Summary of funds (continued)

Summary of funds - prior year

	Balance at 1 December 2020 £	Income £	Expenditure £	Transfers in/out £	Balance at 30 November 2021 £
Designated funds	148,644	-	-	25,000	173,644
General funds	640,485	2,715,694	(2,309,181)	(25,000)	1,021,998
Restricted funds	-	154,525	(154,525)	-	-
	789,129	2,870,219	(2,463,706)	-	1,195,642

18. Analysis of net assets between funds

Analysis of net assets between funds - current year

	Unrestricted funds 2022 £	**Total funds 2022 £**
Current assets	1,302,083	**1,302,083**
Creditors due within one year	(120,561)	**(120,561)**
Total	1,181,522	**1,181,522**

Analysis of net assets between funds - prior year

	Unrestricted funds 2021 £	Total funds 2021 £
Current assets	1,324,484	1,324,484
Creditors due within one year	(128,842)	(128,842)
Total	1,195,642	1,195,642

Notes to the financial statements
For the year ended 30 November 2022

19. Reconciliation of net movement in funds to net cash flow from operating activities

	Group 2022 £	Group 2021 £
Net (expenditure)/income for the year (as per Statement of Financial Activities)	**(14,120)**	406,513
Adjustments for:		
(Increase)/decrease in debtors	**(20,901)**	129,817
Increase in creditors	**14,570**	38,662
(Decrease) in deferred income	**(22,851)**	(436,961)
Net cash (used in)/provided by operating activities	**(43,302)**	138,031

20. Analysis of cash and cash equivalents

	Group 2022 £	Group 2021 £
Cash in hand	**1,083,444**	1,126,746

21. Analysis of changes in net debt

	At 1 December 2021 £	Cash flows £	At 30 November 2022 £
Cash at bank and in hand	**1,126,746**	**(43,302)**	**1,083,444**
	1,126,746	**(43,302)**	**1,083,444**

22. Related party transactions

Alderman Sir William Russell, Trustee, is also a Director of Place2Be. The charity paid grants during the year of £148,584 to Place2Be (2021: £360,738).

Exemption from the requirement to disclose transaction between wholly owned group members has been taken in accordance with provisions in FRS8.

23. Controlling party

There is no ultimate controlling party.

24. Principal subsidiaries

The following was a subsidiary undertaking of the Charity:

Name	Company number	Registered office or principal place of business	Class of shares	Holding
Lord Mayor's Appeal Trading Limited	11692137	The Mansion House, London, EC4N 8BH	Ordinary	100%

Included in consolidation

Yes

The financial results of the subsidiary for the year were:

Name	Income £	Expenditure £	Net assets £
Lord Mayor's Appeal Trading Limited	**868,015**	**(868,015)**	**1**

THE LORD MAYOR'S APPEAL

England & Wales - Charity number 1148976

Accounts

Registered number: 08140664
Charity number: 1148976

The Lord Mayor's Appeal

(A company limited by guarantee)

Trustees' report and financial statements

For the year ended 30 November 2021

The Lord Mayor's Appeal
(A company limited by guarantee)

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The Lord Mayor's Appeal

(A company limited by guarantee)

Reference and administrative details of the Charity, its Trustees and advisers
For the year ended 30 November 2021

Trustees	Alderman Vincent Keaveny – Lord Mayor 2021/2022, Chair for 2020/21 appeal year Alderman Sir Peter Estlin - Lord Mayor 2018/19, Chair for 2019/20 appeal year (resigned 15 December 2021) Alderman Sir Charles Bowman - Lord Mayor 2017/18, Chair for 2018/19 appeal year (resigned 15 December 2021) Alderman Sir William Russell – Lord Mayor 2019/2021, Chair for 2017/18 appeal year Alderman Professor Michael Mainelli Alderman Timothy Hailes Karina Ann Robinson Dr Joanna Abeyie Paulette Cohen (resigned 15 December 2021) Dr Zainab Khan (appointed 2 January 2021) Phoebe Stone (appointed 2 January 2021) Alderman Nicholas Lyons (appointed 20 July 2021)
Company registered number	08140664
Charity registered number	1148976
Registered office	The Mansion House Walbrook London EC4 8BH
Independent auditors	Kreston Reeves LLP Chartered Accountants Statutory Auditor 2nd Floor 168 Shoreditch High Street London E1 6RA
Bankers	Barclays Bank Plc 27 Soho Square London W1D 3QR

The Lord Mayor's Appeal

(A company limited by guarantee)

Trustees' report
For the year ended 30 November 2021

The trustees present their report and accounts for the year ended 30 November 21.

The accounts have been prepared in accordance with the accounting policies set out in note to the accounts and comply with The Lord Mayor's Appeal's (TLMA) Memorandum and Articles of Association, the Companies Act 2006 and the provisions of the Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

The purpose of TLMA as a separately incorporated charitable company is to provide a permanent basis for the long standing appeals under the same name (The Lord Mayor's Appeal) for each Lord Mayor of the City of London. This has allowed TLMA to broaden and encompass more than fundraising, for example by defining longer running themes in promoting philanthropy in the City of London and associated thought leadership topics, such as diversity and social inclusion.

The objective of the trustees has been to continue the work under the four pillars, Inclusive, Healthy, Skilled and Fair set out in the strategy started in 2018. This strategy has developed a model which helps generate a greater and more consistent level of support thereby leading to a greater impact on society and communities. The trustees of TLMA had established an appeal programme to create A Better City for All. As well as net funds being raised for the four charities chosen there aimed to be a greater focus on the impact the work of TLMA achieves.

The strategy of A Better City for All underpinned by the four pillars will continue moving forward year on year. In 2021 an updated programme strategy was developed through consultation with various stakeholders and will be for 2022-2024.

The USP for TLMA is its ability to convene business, experts and not-for-profits together to tackle issues, inspiring them and developing initiatives to demonstrate impact that will enable the activity/intervention to become mainstream.

TLMA is focussed on enabling a movement of change to create A Better City for All through its thought leadership programmes and support of partner charities, this will hopefully be a legacy for all those involved.

The six strategic aims are:

1. Raising funds to support charities/projects that address at least two of the pillars
2. Showcasing successful programmes implemented in companies addressing the pillars
3. Providing companies with tools and initiatives to enable them to tackle specific diversity topics, e.g. social mobility, disability, gender
4. Enabling collaboration across the City to tackle specific issues under each pillar.
5. Leading City-wide campaigns and initiatives during a year to address a challenge under each pillar.
6. Incubating concepts and initiatives through a collaborative approach that tackle an issue to provide a solution/intervention that can be replicated, rolled out or become mainstream.

During 2021 TLMA was delivering ground breaking programmes with four charity partners Place2Be, OnSide Youth Zones Samaritans, and The Duke of Edinburgh's Award and continued to develop their four thought leadership initiatives – Power of Inclusion (renamed from Power of Diversity) - Inclusive pillar, This is Me - Healthy pillar, She Can Be - Skills pillar and City Giving Day - Fair pillar.

Public Benefit statement

The trustees have paid due regard to guidance issued by the Charity Commission in deciding TLMA's activities. It has benefited the public, business and employees through its thought leadership programmes, Power of Inclusion and This is Me, She Can Be and the high profile City Giving Day which draws attention to the philanthropy taking place in the City, as well as through its financial support and other support of this year's benefitting charities. Accordingly, the trustees consider that they have fulfilled their obligation under the Charities Act 2011 in this respect.

Trustees' report (continued)
For the year ended 30 November 2021

The Board of Trustees determines the strategic direction of the charity. It also agrees all grants. Day to day operations are managed by the executive in close consultation with the Chairman, which during the 2021 appeal year was Alderman Vincent Keaveny.

Each appeal year has related planning costs, notably personnel and marketing. The charity has incurred these costs for TLMA 2022 appeal year of the Mayoralty of Alderman Vincent Keaveny which commenced on 12 November 2021. These costs have been deferred in the accompanying financial statements in order to match income and expense, as well as being treated on a basis consistent with each year.

Trading Company

The Lord Mayor's Appeal Trading Limited was registered on 1 December 2018 and is VAT registered. All trading income from events, membership/sponsorship ie Power of Inclusion and She Can Be… is through the trading company. Net profits from the trading company are covenanted to the charity.

Our Key Achievements

2021 continued to be a challenging year for both TLMA and its partner charities due to the continued Covid-19 pandemic. However, TLMA managed to put on all the fundraising events which had been postponed in 2020. As well as fundraising events which TLMA has run through its trading subsidiary, TLMA receives donations from the majority of Livery companies every year and also receives individual donations adhoc each year. TLMA is focussed on engaging in a strategic way with the corporate and business community which has enabled this community to support TLMA better through donations over a longer period of time (three years), having more focus on impact and having more engagement with TLMA initiatives. This has resulted in an increase in both regular giving and the scale of giving. The focus has been on creating collaborations with corporates and not-for-profits that tackle, through new ways of working, the issues of diversity and mental health as well as a focus on increasing corporate and individual charitable activity and support within the City. During 2021 TLMA had 41 Corporate Partners, a number of these ended their relationship as a Corporate Partner at the end of the 2021 Appeal and a number also renewed their partnership. There are a number who have still not committed one way or another. The focus for 2022 is therefore to secure new Corporate Partners.



The Power of Inclusion is run through the trading subsidiary. It is now in its ninth year. The Power of Inclusion continued its focus around social mobility. London is one of the most diverse cities in the world, yet many people face significant barriers to getting a job or progressing their careers in the City, because of their background. In a bid to create a city that is inclusive and open to everyone, the Power of Inclusion 2021 series focused on social mobility, exploring some of the structural barriers and internal beliefs that can stop people progressing. The events provided practical tips and tools, real life success stories and an opportunity to collaborate on moving the dial forwards on diversity and inclusion with the aim of demystifying social mobility and inspiring organisations across the City to act and make a commitment to addressing social mobility across their business. During 2021 a new video storytelling campaign was undertaken with sponsorship from Standard Chartered – Change Starts Together. As mentioned above a new programme strategy is being put together for 2022-24 with a focus for Power of Inclusion to roll out the Change Starts Together campaign to companies.

"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

99% of attendees said the seminars have inspired them to address an area of social mobility within their organisation.
98% of respondents said the seminars have given them an increased awareness of solutions to issues around social mobility.

This is me™

This is Me the mental health campaign that was a concept initiated by Barclays and has been led by The Lord Mayor's Appeal for five years. Its aim is to reduce the stigma and dispel the myths around mental health in the workplace as well as raise awareness of wellbeing. This is Me aims to help create inclusive cultures within organisations so that employees feel they can be open and recognise and seek the support they need earlier before reaching crisis point. The campaign encourages organisations to share their employees' lived experiences about mental health either via blogs, video or other mediums. Evidence shows that storytelling is one of the most powerful tools for behaviour change,
with organisations that are sharing stories making accelerated progress compared to those that are not sharing stories.
As well as the storytelling element of This is Me there is also the Green Ribbon Campaign and the Samaritans e-learning tool Wellbeing in the Workplace.

This is Me continued to grow in the four regions involved This is Me Scotland, North West, West Midlands, Yorkshire and India. In 2021 we reached most of our targets in the regions and increased the reach of This is Me across the UK and India. Over 480 organisations are implementing This is Me actively in their workplace. In 2021 we held the This is Me Summit event to celebrate five years of the programme.



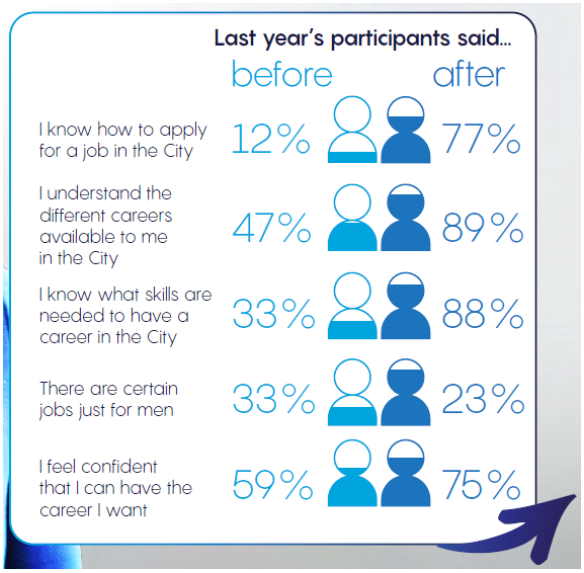
The Green Ribbon campaign:
The Green Ribbon Campaign now in its fifth year aims to be a visible movement for change with the inspirational message that 'Together we can #endthestigma'. Something as simple as a Green Ribbon has helped to enable employees to show their support for ending the stigma of mental health in the workplace. The Green Ribbon is promoted prior to Mental Health Awareness Week and World Mental Health Day although many individuals wear it all year round. In 2021 due to ongoing impacts of the pandemic we continued to promote the campaign both virtually and in-person. We asked people to wear Green Ribbons and post on social media, as well as giving Green Ribbons to other colleagues, friends virtually. The Green Ribbon reached 146 cities around the world during our 2021 campaign.

She Can Be
She Can Be is run through the trading subsidiary.
The fourth She Can Be took place in May 2021. TLMA worked in partnership with young women from The Duke of Edinburgh's Award, Place2Be, OnSide Youth Zones and Teach First helping to change perceptions, share skills and empower young women.

Through this unique day the aim is to help change the future for the next generation of young women, and the future for business by showing young women that the doors of the City are very much open to them and they can have the skills to do the job equally. Due to the ongoing impact of the pandemic, our 2021 event ran virtually.

250 young women from 18 school groups were matched with 25 City businesses to watch an interactive virtual morning session from their classrooms to increase awareness and understanding of how those organisations operate, and to show the young women the vast array of opportunities available to them. In the afternoon, over 400 employees and young women participated in a virtual problem-solving session and panel Q&A run by The Lord Mayor's Appeal, demonstrating that they have the skills to address some of the City's pressing problems today.

The outcome was 89% of participants felt empowered to make informed decisions about their career after the event.



- 59% of young people in secondary schools starting in the severe range reported no or moderate difficulties after receiving counselling
- Over two thirds of primary school children about whom teachers identified as causing difficulties for the teacher or class saw an improvement with their children
- The children who received one-to-one counselling are more likely to be vulnerable than their peers including having Special Educational Needs, being eligible for Pupil Premium or Free School Meals and to have a Child Protection Plan or be a Looked After Child

An 11-year-old girl who received support from our services this year said:

"Thank you for all your support. You have really helped me and made a difference in my life. If Place2Be joins a high school, then please can it come to my school."

2021 Pilot Mentoring Programme

In 2021 we piloted a mentoring programme for two schools that participated in our 2021 She Can Be event. We had a total of 30 young women participate, 15 students from Mulberry Academy Shoreditch and 15 students from George Green's. We collected feedback from the two schools that participated in the pilot at our mid-way point in October/November 2021 and the year-end point in March 2022. The below outcomes reflect a sample of 14 young women that were asked the same questions 1 month after our 2021 She Can Be event, and then 6 months after they have started a 1:1 relationship with a mentor.

- 93% feel confident they can have the career they want after 6 months of 1:1 mentoring
  - Compared to 53% 1 week before the event
  - Compared to 70% 1 month after the event
- 100% agree they understand the different careers available to them after 6 months of 1:1 mentoring
  - Compared to 66% 1 week before the event
  - Compared to 80% of 1 month after the event
- 79% agree they understand what skills are needed for a career in the City after 6 months of 1:1 mentoring
  - Compared to 73% 1 week before the event
  - Compared to 40% 1 month after the event
- 78% disagree that the City is more for boys than girls after 6 months of 1:1 mentoring
  - Compared to 50% 1 week before the event
  - Compared to 80% 1 month after the event

The 2021 pilot programme has now come to an end, and we have collected the final feedback from one school. Due to various scheduling issues, we are still waiting to receive the feedback from the second school that participated in the pilot programme. Below are the results from Mulberry Academy after 1 full year with their mentor (May 2021-March 2022).

- 100% feel confident they could have a career in the City
- 100% feel confident in their own abilities
- 71% feel confident in their communication skills
- 71% feel confident they can have the career they want
- 100% feel confident in their ability to be a leader
- 100% agree they know what skills are needed for a career in the City

Now in its eighth year, City Giving Day continues to enable businesses to shine a light on their volunteering and philanthropic work and the impact it has for their charity partners and local communities. During the pandemic in 2020 and 2021 many organisations had to re-think their City Giving Day activities, making many of them hybrid or online only. 504 organisations were registered to take part in City Giving Day 2021 and an estimated £500,000 was raised for TLMA and other charities and community groups.

"CGD 2021 was so important for us to keep charitable giving at the forefront of people's minds. Feeling part of something bigger is a great feeling!" – Helen Bunker, Business Group Head, Blake Morgan LLP

"City Giving Day offers a platform for celebrating the fantastic work of our pro bono and charity partners, engaging volunteers across our office to support the communities in which we live and work." – Byron Spring, Pro Bono Managing Attorney, Cleary Gottlieb
"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

Partner charities
TLMA continued to support Place2Be, OnSide Youth Zones, Samaritans for a third year and The Duke of Edinburgh's Award for a second year. As mentioned 2021 continued to be a challenging year for our charity partners as well as TLMA but the following activity took place.

Improving children's mental health in school.
Delivery of our Place2Think London cohorts
With support from The Lord Mayor's Appeal Place2Be was able to continue to deliver Place2Think sessions in their London schools. These sessions gave class-based staff, school leaders and headteachers the opportunity to learn about mental health to further support children and young people, and act as a safe space to support them during these unprecedented times and beyond.

Following the successful running and completion of all 52 Lord Mayor's Appeal funded cohorts in 2021 Place2Be reported some key findings from their Research and Evaluation team based on participants' individual feedback from post-delivery evaluation surveys:

- Overall, 76% of responders would recommend Place2Think to a colleague
- 70% of Head teachers found Place2Think useful in enhancing their capacity as a leader of the school community
- 81% of class-based staff felt the Place2Think sessions improved their understanding of how children and young people's behaviour can be communicating their mental health needs

Place2Be one-to-one counselling: Service delivery outcomes for academic year 2020-2021
With the generous support of The Lord Mayor's Appeal, we have been able to reach nearly 1,300 London-based counsellors with our training from September 2018 to the current day This training has enabled counsellors to go on to support children across London, with over 2,500 children reached through one-to-one counselling in the last academic year, making a tremendous impact on our service delivery across Place2Be schools.

We are pleased to report one-to-one counselling delivery outcomes for 2020-2021. The findings show that Place2Be continues to provide a service that is needed across our schools in the UK

Somewhere to go, something to do and someone to talk to
OnSide Youth Zones has been a game changer for young Londoners, by providing 21st century youth provision, through world class facilities and activities, ranging from sports to music and enterprise to mentoring services. They have transformed lives and communities through their three state-of-the-art centres in areas of deprivation (Barking & Dagenham, Barnet and Croydon) tackling mental health, crime and employability prospects.

During 2021 the Youth Zones were able to begin opening up following the worst of the pandemic lockdowns. Numbers had obviously fallen during lockdown but slowly through the second half of 2021 the number of young people engaging with the Youth Zones grew. They also ran holiday clubs during holidays when the schools were still closed.

Across the London Youth Zones more and more young people were using their health and wellbeing sessions including 1:1 support and small group sessions from dedicated wellbeing youth workers. General research had identified that 1 in 6 young people had a diagnosable mental health disorder, (up from 1 in 9 before the Coronavirus pandemic). These sessions were and still are really popular and allow young members to discuss their anxieties, worries, fears, feelings etc.

In July 2021, OnSide announced that work started on site for EdCity, which will include WEST Youth Zone. This milestone follows months of discussions with the London Borough of Hammersmith and Fulham Council and Ark, the national education charity. The contractor, Bowmer and Kirkland started on site with demolition and enabling works. The main project works commenced following this with construction expected throughout 2022 and into 2023. WEST Youth Zone will be delivered as part of Phase 1 of the EdCity development and is expected to open towards the end of 2023.

SAMARITANS

London City Hub

London City Hub continued to operate well during 2021 and recruitment and training of volunteers continued to run smoothly. Samaritans were seeking a new location in 2021 for the hub to increase capacity, improve access for disabled people and potentially add our phone service to the functionality of the space. Likewise, they have commissioned a research agency to report against the Hubs:

- Impact on volunteer wellbeing
- Understanding of the Hubs community impact
- Difference we make to callers
- The impact of Samaritans training against volunteer understanding and confidence

Wellbeing in the Workplace

Samaritans have begun the process of refreshing its Wellbeing in the Workplace programme. The reasons we are updating this programme are listed below:

Outdated – e.g. characters/staff featured, messaging, branding.

- Lacks diversity
- Too reliant on video/talking head – hard to sustain learner focus
- Confusing sales history – free or charged-for
- No static tools or quick tips to encourage ongoing use
- Lacks visual appeal, inflexible navigation, no signposting
- Not linked to a wider Samaritans learning offer

Their ambitions for the refresh include:

- To create a new Wellbeing in the Workplace eLearning tool which will replace the existing version (being retired in 2022).
- For the new version to be more in the style of the Wellbeing in Retail eLearning tool to support learner appeal, engagement and repeat use and to make it easier to amend and add content over time.
- To create a light version that can, potentially, be offered to existing clients and a full version that can be embedded in more organisations(e.g. as a one-off or under an annual license arrangement).
- To address issues of accessibility and diversity in the current tool – and ensure the tool reflects Samaritans' commitment to EDI.

DofE | THE DUKE OF EDINBURGH'S AWARD

During 2021 The Duke of Edinburgh's Award continued to manage a transition back to more normal operations, working hard to maximise recent media exposure with a major recruitment drive encouraging young people to sign up to an exciting DofE Award programme this year. Between April and August, saw the number of young Londoners enrolled double compared to the same time period in the prior year. However a key consideration for the DofE is ensuring there is sufficient adult volunteer capacity to handle increased numbers of young people looking to take part in DofE. Lord Mayor's Appeal funding has helped to train great new adult volunteers across London, who will be able to support groups of young people to benefit from a high-quality DofE experience. 168 adult volunteers were trained in total between April and July 2021, of whom 123 were supported by TLMA funding (i.e. TLMA funding played a critical role in this work, supporting 73% of the total delegates trained during this period).

Trustees' report (continued)
For the year ended 30 November 2021

One of the key objectives of the TLMA / DofE partnership is building understanding that the DofE is relevant for diverse young people, with a particular focus on impacting marginalized young people. This feeds into a wider charity objective which is being driven at pace, looking to develop the DofE brand and communications to ensure all young people see the DofE as relevant and inspiring. The DofE sees the partnership with TLMA as a key opportunity to gather positive case studies and generate positive PR and communications activity, with a particular focus on the upcoming Impact Report and Lord Mayor's Show. Lord Mayor's Appeal funding will help support the DofE London team to invest the necessary operational and communications staff time in achieving this objective – to ensure long-term growth and awareness.

Specifically, the 2021 Appeal will have raised a net surplus before the giving of grants of £1,737,817. The total income was £2,870,219 less expenditure on raising funds of £851,138 on raising funds, £263,491 of charitable event and support costs and £17,773 of governance costs.

The grants made by the Board of Trustees during the 2021 Appeal and paid during and after the year end were:

TLMA 2020
Place2Be £320,000
OnSide Youth Zones £320,000
Samaritans £320,000
The Duke of Edinburgh's Award £320,000

In addition to the above grants the following amounts were paid directly by donors to some beneficiary charities during the year as follows:, OnSide Youth Zones £60,212, Samaritans £12,098.

Further grants will be made during 2022 in respect of TLMA 2021.

The final grants from 2021 have not as yet been paid and payments from the discretionary 10% for 2021 have not as yet been paid.

Financial review

TLMA is a grant giving charity. It has continued to be based in Guildhall. As noted above, the funds raised for TLMA 2021 before the giving of grants were £1,737,817 and the expenditure incurred before grant payments were £851,138 on raising funds, £263,491 of charitable event and support costs and £17,773 of governance costs.

The total grants payable per the accounts were £1,331,304 of which £880,000 was in relation to the 2021 Appeal year as detailed under 'Our Key Achievements' and in note 7 of the accounts. From TLMA 2021, a sum of £25,000 will be retained in accordance with the reserves policy and the balance of the reserves will be distributed during the subsequent financial year.

The aim of the multi-year has been to increase regular giving, scale of giving and impact of giving by creating A Better City for All – the people of London, its neighbouring communities, businesses, employees and their families - under the four pillars Inclusive, Healthy, Skilled and Fair.

Reserves policy

It is presently the policy of TLMA to build up a designated reserve to deal with the peaks of expenditure and troughs of income through retaining the lower of £25,000 or 1.5% of the net sum raised for each year. Following the 2021 Appeal reserves will be £173,644.

Principal risks and uncertainties

The charity has no long-term liabilities or other financial commitments. It has been able to obtain accommodation for the time being at no cost and accordingly has no future lease commitment.

The Corporate Partners Programme that was put in place in 2018 for the multi-year appeal ensures on-going giving from corporates. At the end of 2021 many corporate partners three year term ended with a number being renewed and a number finishing their involvement in this way with The Lord Mayor's Appeal. The Trustees are satisfied that systems are in place to mitigate exposure to major risks for the time being.

Fundraising

TLMA is registered with the Fundraising Regulator and always remains committed to meeting best practice fundraising standards and adhering to the Code of Fundraising Practice and as such we follow all relevant guidelines and advice. Supporters and their needs are at the heart of our fundraising activities. To protect and maintain the high standards that we and the public expect, we ensure that professional fundraisers adhere to our policies and practices, with particular attention paid to vulnerable people.

The core of our fundraising strategy is delivered internally by our team of professional fundraisers and relationship managers and from time to time we will work with external consultants, agencies and other professional fundraising services to complement our fundraising activity. We closely monitor and review the activities of all third parties to ensure compliance and quality standards are always met, by means of mystery shopping, call monitoring and site visits and quality standards are always met.

We comply with all data protection requirements under GDPR and PECR and will action any requests for no further contact we receive directly or through the Fundraising Preference Service.

Last year we received no complaints (2021: none) related to our fundraising activities directly to TLMA and no complaints via the Fundraising Regulator.

Plans for future periods

During 2022 TLMA has continued their work set out above with the initiatives, and corporate partners. We currently have 38 Corporate Partners signed up and our main focus is on new prospects and securing further corporate partners either for this year or to begin in 2022. In reference to our initiatives our programme strategy for 2022-24 is in place. She Can Be has been rebranded We Can Be to be more inclusive. We have continued to support our four charities mentioned within this document as well as having added a new charity partner National Numeracy. During the 2nd half of 2022 we confirm a new charity partner for 2023 which will be aligned with our strategy and pillars and our partnership with Place2Be, OnSide and Samaritans will finish at the end of the 2022 appeal year.

Trustees' report (continued)
For the year ended 30 November 2021

Structure, governance and management

The Lord Mayor's Appeal (TLMA) is a company limited by guarantee and does not have any share capital. It was incorporated on 12 July 2012 and is governed by its Memorandum and Articles of Association as amended.

The governance of TLMA rests with the directors/trustees, the majority are Aldermen of the City of London (Aldermanic Directors) with three Non-Aldermanic Directors. Alderman Vincent Keaveny was Chair during TLMA 2021 year. Constitutionally the Board consists of the Lord Mayor of the City of London and not less than one other person appointed from time to time in accordance with the Articles, provided that, at any given time, the majority of directors must be Aldermanic Directors. Induction and training of trustees is determined on a case-by-case basis.

The trustees, who are also the directors for the purpose of company law, and who served throughout the year were:

Alderman Sir Charles Bowman - Lord Mayor 2017/18	Chair for 2018/19 appeal year (Resigned December 2021)
Alderman Sir Peter Estlin - Lord Mayor 2018/19	Chair for 2019/20 appeal year (Resigned December 2021)
Alderman Sir William Russell - Lord Mayor 2019/2021	Chair 2017/18 appeal year
Alderman Timothy Hailes	
Alderman Vincent Keaveny – Lord Mayor 2021/2022	Chair for 2020/21 appeal year
Alderman Professor Michael Mainelli	
Karina Ann Robinson	
Dr Joanna Abeyie	
Paulette Cohen	(Resigned September 2021)
Dr Zainab Khan	(Appointed 2 January 2021)
Phoebe Stone	(Appointed 2 January 2021)
Alderman Nicholas Lyons	(Appointed 20 July 2021)

None of the trustees has any beneficial interest in the company. All of the trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

As previously explained, the governance of TLMA rests with the directors/trustees who hold meetings four times a year. The board of directors/trustees have delegated the day-to-day running of the charity to the Chief Executive (Caroline Wright).

The pay remuneration of the CEO is set by the Trustees and is bench marked using Corporation of London benchmarking as well as research into the ‘going rate’ for similar roles in other similar organisations.

Trustees' report (continued)
For the year ended 30 November 2021

Statement of Trustees' responsibilities

The Trustees are responsible for preparing the Trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England & Wales requires the Trustees to prepare financial statements for each financial which give a true and fair view of the state of affairs of the charity and of its incoming resources and application of resources, including its income and expenditure, for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles of the Charities SORP (FRS 102);
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (FRS 102) have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charity's transactions and disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the Trust deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Disclosure of information to auditors

Each of the persons who are Trustees at the time when this Trustees' report is approved has confirmed that:

- so far as that Trustee is aware, there is no relevant audit information of which the charity's auditors are unaware, and
- that Trustee has taken all the steps that ought to have been taken as a Trustee in order to be aware of any relevant audit information and to establish that the charity's auditors are aware of that information.

Auditors

The auditors, Kreston Reeves LLP, have indicated their willingness to continue in office. The designated Trustees will propose a motion reappointing the auditors at a meeting of the Trustees.

Approved by order of the members of the board of Trustees and signed on their behalf by:



Alderman Sir William Russell
Lord Mayor 2019/2021
Date: 14 July 2022

Independent auditors' report to the Members of The Lord Mayor's Appeal

Opinion

We have audited the financial statements of The Lord Mayor's Appeal (the 'parent charitable company') and its subsidiaries (the 'group') for the year ended 30 November 2021 which comprise the Consolidated statement of financial activities, the Consolidated balance sheet, the Charity balance sheet, the Consolidated statement of cash flows and the related notes, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the Group's and of the parent charitable company's affairs as at 30 November 2021 and of the Group's incoming resources and application of resources, including its income and expenditure for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the Group in accordance with the ethical requirements that are relevant to our audit of the financial statements in the United Kingdom, including the Financial Reporting Council's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the Group's or the parent charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the Annual report other than the financial statements and our Auditors' report thereon. The Trustees are responsible for the other information contained within the Annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Independent auditors' report to the Members of The Lord Mayor's Appeal (continued)

Opinion on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' report for the financial year for which the financial statements are prepared is consistent with the financial statements.
- the Trustees' report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of our knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' report.

We have nothing to report in respect of the following matters in relation to which Companies Act 2006 requires us to report to you if, in our opinion:

- the parent charitable company has not kept adequate and sufficient accounting records, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the Trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the Trustees' report and from the requirement to prepare a Strategic report.

Responsibilities of trustees

As explained more fully in the Trustees' responsibilities statement, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the Group's and the parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the Group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

Independent auditors' report to the Members of The Lord Mayor's Appeal (continued)

Auditors' responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditors' report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

- Discussions with management and assessment of known or suspected instances of non-compliance with laws and regulations (including health and safety) and fraud; and
- Assessment of identified fraud risk factors; and
- Challenging assumptions and judgements made by management in its significant accounting estimates; and
- Performing analytical procedures to identify any unusual or unexpected relationships, including related party transactions, that may indicate risks of material misstatement due to fraud; and
- Confirmation of related parties with management, and review of transactions throughout the period to identify any previously undisclosed transactions with related parties outside the normal course of business; and
- Reading minutes of meetings of those charged with governance; and
- Review of significant and unusual transactions; and
- Identifying and testing journal entries, in particular any manual entries made at the year end for financial statement preparation.

As part of an audit in accordance with ISAs (UK), we exercise professional judgment and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion of the effectiveness of the charitable company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Trustees.
- Conclude on the appropriateness of the Trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the charitable company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our Auditors' report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our Auditors' report. However, future events or conditions may cause the charitable company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the Group to express an opinion on the consolidated financial statements. We are responsible for the direction, supervision and performance of the Group audit. We remain solely responsible for our audit opinion.

Independent auditors' report to the Members of The Lord Mayor's Appeal (continued)

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, and to the charitable company's trustees, as a body, Part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an Auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and its members, as a body, for our audit work, for this report, or for the opinions we have formed.



Susan Robinson BA FCA MCMI FCIE DChA (Senior statutory auditor)

for and on behalf of
Kreston Reeves LLP

Chartered Accountants
Statutory Auditor

2nd Floor

168 Shoreditch High Street

London

E1 6RA

Date: 20 July 2022

The Lord Mayor's Appeal

(A company limited by guarantee)

Consolidated Statement of financial activities (incorporating income and expenditure account)
For the year ended 30 November 2021

	Note	Restricted funds 2021 £	Unrestricted funds 2021 £	Total funds 2021 £	Total funds 2020 £
Income from:					
Donations and legacies	3	**154,525**	**1,181,098**	**1,335,623**	1,792,925
Other trading activities	4	**-**	**1,534,596**	**1,534,596**	562,016
Total income		**154,525**	**2,715,694**	**2,870,219**	2,354,941
Expenditure on:					
Raising funds	5	**-**	**851,138**	**851,138**	580,830
Charitable activities	7	**154,525**	**1,458,043**	**1,612,568**	2,333,311
Total expenditure		**154,525**	**2,309,181**	**2,463,706**	2,914,141
Net movement in funds		**-**	**406,513**	**406,513**	(559,200)
Reconciliation of funds:					
Total funds brought forward		**-**	**789,129**	**789,129**	1,348,329
Net movement in funds		**-**	**406,513**	**406,513**	(559,200)
Total funds carried forward		**-**	**1,195,642**	**1,195,642**	789,129

The Consolidated statement of financial activities includes all gains and losses recognised in the year.

The notes on pages 21 to 39 form part of these financial statements.

The Lord Mayor's Appeal

(A company limited by guarantee)
Registered number: 08140664

Consolidated balance sheet
As at 30 November 2021

	Note		2021 £		2020 £
Fixed assets					
			-		-
Current assets					
Debtors	14	**197,738**		327,555	
Cash at bank and in hand		**1,126,746**		988,715	
		1,324,484		1,316,270	
Creditors: amounts falling due within one year	15	**(128,842)**		(527,141)	
Net current assets			**1,195,642**		789,129
Total net assets			**1,195,642**		789,129
Charity funds					
Restricted funds	16		**-**		-
Unrestricted funds					
Designated funds	16	**173,644**		148,644	
General funds	16	**1,021,998**		640,485	
Total unrestricted funds	16		**1,195,642**		789,129
Total funds			**1,195,642**		789,129

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to entities subject to the small companies regime.

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:



Alderman Sir William Russell
Lord Mayor 2019/2021
Date: 14 July 2022

The notes on pages 21 to 39 form part of these financial statements.

The Lord Mayor's Appeal

(A company limited by guarantee)
Registered number: 08140664

Charity balance sheet
As at 30 November 2021

	Note		2021 £		2020 £
Fixed assets					
Investments	13		**1**		1
			1		1
Current assets					
Debtors	14	**1,152,069**		557,005	
Cash at bank and in hand		**793,174**		423,987	
		1,945,243		980,992	
Creditors: amounts falling due within one year	15	**(749,602)**		(191,864)	
Net current assets			**1,195,641**		789,128
Total net assets			**1,195,642**		789,129
Charity funds					
Restricted funds	16		**-**		-
Unrestricted funds					
Designated funds	16	**173,644**		148,644	
General funds	16	**1,021,998**		640,485	
Total unrestricted funds	16		**1,195,642**		789,129
Total funds			**1,195,642**		789,129

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to entities subject to the small companies regime.

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:



Alderman Sir William Russell
Lord Mayor 2019/2021
Date: 14 July 2022

The notes on pages 21 to 39 form part of these financial statements.

The Lord Mayor's Appeal
(A company limited by guarantee)

Consolidated statement of cash flows
For the year ended 30 November 2021

	Note	2021 £	2020 £
Cash flows from operating activities			
Net cash used in operating activities	19	**138,031**	(697,835)
Cash flows from investing activities			
Net cash provided by investing activities		**-**	**-**
Cash flows from financing activities			
Net cash provided by financing activities		**-**	**-**
Change in cash and cash equivalents in the year		**138,031**	**(697,835)**
Cash and cash equivalents at the beginning of the year		**988,715**	1,686,550
Cash and cash equivalents at the end of the year	20	**1,126,746**	988,715

The notes on pages 21 to 39 form part of these financial statements

Notes to the financial statements
For the year ended 30 November 2021

1. General information

The Lord Mayor's Appeal is a private company limited bu guarantee incorporated in England and Wales. The registered office is The Mansion House, Walbrook, London, EC4 8BH.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) - Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The Lord Mayor's Appeal meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

The Consolidated statement of financial activities (SOFA) and Consolidated balance sheet consolidate the financial statements of the Charity and its subsidiary undertaking. The results of the subsidiary are consolidated on a line by line basis.

The Charity has taken advantage of the exemption allowed under section 408 of the Companies Act 2006 and has not presented its own Statement of financial activities in these financial statements.

2.2 Going concern

The Trustees have considered whether the use of going concern is appropriate i.e. whether there are any material uncertainties related to events or conditions that may cast significant doubt on the ability of the Charity to continue as a going concern. The Trustees make this assessment in respect of a period of at least one year from the date of authorisation for issue of the financial statements and have concluded that the Charity has adequate resources to continue in operational existence for the foreseeable future and there are no material uncertainties about the Charity's ability to continue as a going concern, thus they continue to adopt the going concern basis of accounting in preparing the financial statements.

2.3 Income

All income is recognised once the Charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

2.4 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset’s use.

Expenditure on raising funds includes all expenditure incurred by the Group to raise funds for its charitable purposes and includes costs of all fundraising activities events and non-charitable trading.

2. Accounting policies (continued)

2.4 Expenditure (continued)

Expenditure on charitable activities is incurred on directly undertaking the activities which further the Group's objectives, as well as any associated support costs.

Grants payable are charged in the year when the offer is made except in those cases where the offer is conditional, such grants being recognised as expenditure when the conditions attaching are fulfilled. Grants offered subject to conditions which have not been met at the year end are noted as a commitment, but not accrued as expenditure.

2.5 Taxation

The Charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the Charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

2.6 Tangible fixed assets and depreciation

Tangible fixed assets are initially recognised at cost. After recognition, under the cost model, tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. All costs incurred to bring a tangible fixed asset into its intended working condition should be included in the measurement of cost.

Depreciation is charged so as to allocate the cost of tangible fixed assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:

Plant and machinery	-	33%

2.7 Investments

Fixed asset investments are a form of financial instrument and are initially recognised at their transaction cost and subsequently measured at fair value at the Balance sheet date, unless the value cannot be measured reliably in which case it is measured at cost less impairment. Investment gains and losses, whether realised or unrealised, are combined and presented as ‘Gains/(Losses) on investments’ in the Consolidated statement of financial activities.

Investments in subsidiaries are valued at cost less provision for impairment.

2.8 Debtors

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

2.9 Cash at bank and in hand

Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

2. Accounting policies (continued)

2.10 Liabilities and provisions

Liabilities are recognised when there is an obligation at the Balance sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

Liabilities are recognised at the amount that the Charity anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

2.11 Financial instruments

The Group only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

2.12 Pensions

The Group operates a defined contribution pension scheme and the pension charge represents the amounts payable by the Group to the fund in respect of the year.

2.13 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Group and which have not been designated for other purposes.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Group for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

3. Income from donations and legacies

	Restricted funds 2021 £	**Unrestricted funds 2021 £**	**Total funds 2021 £**
Donations	154,525	1,181,098	**1,335,623**

	Restricted funds 2020 £	Unrestricted funds 2020 £	Total funds 2020 £
Donations	159,500	1,633,425	1,792,925

3. Income from donations and legacies (continued)

4. Income from other trading activities

Income from fundraising events

	Unrestricted funds 2021 £	Total funds 2021 £
Fundraising events	80,287	**80,287**

	Unrestricted funds 2020 £	Total funds 2020 £
Fundraising events	118,228	118,228

Income from non charitable trading activities

	Unrestricted funds 2021 £	Total funds 2021 £
Income from subsidiary - LMA Trading Limited	1,454,309	**1,454,309**

	Unrestricted funds 2020 £	Total funds 2020 £
Income from subsidiary - LMA Trading Limited	443,788	443,788

5. Expenditure on raising funds

Costs of raising voluntary income

	Unrestricted funds 2021 £	Total funds 2021 £
Consultancy	62,331	**62,331**
Support costs	74,155	**74,155**
Wages and salaries	254,217	**254,217**
Social security costs	26,813	**26,813**
Other pension costs	6,807	**6,807**
	424,323	**424,323**

5. Expenditure on raising funds (continued)

Costs of raising voluntary income (continued)

	Unrestricted funds 2020 £	Total funds 2020 £
Staging fundraising events	29,114	29,114
Support costs	82,550	82,550
Wages and salaries	313,676	313,676
Social security costs	28,922	28,922
Other pension costs	8,178	8,178
	462,440	462,440

Other trading expenses

	Unrestricted funds 2021 £	**Total funds 2021 £**
Expenditure of subsidiary - LMA Trading Limited	426,815	**426,815**

Other trading expenses (continued)

	Unrestricted funds 2020 £	Total funds 2020 £
Expenditure of subsidiary - LMA Trading Limited	118,390	118,390

Notes to the financial statements
For the year ended 30 November 2021

6. Analysis of grants

	Grants to Institutions 2021 £	Total funds 2021 £
Grants payable	1,331,304	**1,331,304**

	Grants to Institutions 2020 £	Total funds 2020 £
Grants payable	2,002,153	2,002,153

The Group has made the following material grants to institutions during the year:

6. Analysis of grants (continued)

	2021 £	2020 £
Samaritans (2021 Appeal)	**70,000**	-
Place2Be (2021 Appeal)	**270,000**	-
The Duke of Edinburgh's Award (2021 Appeal)	**270,000**	-
OnSide Youth Zones (2021 Appeal)	**270,000**	-
Samaritans (2020 Appeal)	**90,738**	257,902
Place2Be (2020 Appeal)	**90,738**	270,000
The Duke of Edinburgh's Award (2020 Appeal)	**56,443**	160,000
OnSide Youth Zones (2020 Appeal)	**90,738**	209,788
Guild of Human Resource Professionals (2020 Appeal)	**30,662**	-
Mansion House Scholarship Scheme (2020 Appeal)	**28,662**	-
St. Joseph's Hospice (2020 Appeal)	**20,441**	-
Prostate Cancer UK (2020 Appeal)	**15,331**	-
Best Beginnings (2020 Appeal)	**15,331**	-
Samaritans (2019 Appeal)	**-**	305,206
Place2Be (2019 Appeal)	**-**	305,251
OnSide Youth Zones (2019 Appeal)	**-**	305,006
Mansion House Scholarship Scheme (2019 Appeal)	**-**	64,500
Best Beginnings (2019 Appeal)	**-**	32,250
Prostate Cancer UK (2019 Appeal)	**-**	32,250
Guild of Human Resource Professionals (2019 Appeal)	**-**	30,000
	1,319,084	1,972,153
Other grants to institutions	**12,220**	30,000
	1,331,304	2,002,153

No grants were paid to individuals.

All grant payments are made by TLMA (parent charity).

7. Analysis of expenditure on charitable activities

Summary by fund type

	Restricted funds 2021 £	Unrestricted funds 2021 £	Total funds 2021 £
City Giving Day	-	66,488	**66,488**
Power Of Diversity	-	75,962	**75,962**
This Is Me + She Can Be	-	101,727	**101,727**
Grant and governance costs	154,525	1,194,552	**1,349,077**
Green Ribbon	-	19,314	**19,314**
	154,525	1,458,043	**1,612,568**

	Restricted funds 2020 £	Unrestricted funds 2020 £	Total funds 2020 £
City Giving Day	-	78,177	78,177
Power Of Diversity	-	43,484	43,484
This Is Me + She Can Be	-	100,006	100,006
Grant and governance costs	159,500	1,867,633	2,027,133
Green Ribbon	-	84,511	84,511
	159,500	2,173,811	2,333,311

8. Analysis of expenditure by activities

	Activities undertaken directly 2021 £	Grant funding of activities 2021 £	Support costs 2021 £	Total funds 2021 £
City Giving Day	66,488	-	-	**66,488**
Power Of Diversity	75,962	-	-	**75,962**
This Is Me + She Can Be	101,727	-	-	**101,727**
Grant and governance costs	-	1,331,304	17,773	**1,349,077**
Green Ribbon	19,314	-	-	**19,314**
	263,491	1,331,304	17,773	**1,612,568**

8. Analysis of expenditure by activities (continued)

	Activities undertaken directly 2020 £	Grant funding of activities 2020 £	Support costs 2020 £	Total funds 2020 £
City Giving Day	78,177	-	-	78,177
Power Of Diversity	43,484	-	-	43,484
This Is Me + She Can Be	100,006	-	-	100,006
Grant and governance costs	-	2,002,153	24,980	2,027,133
Green Ribbon	84,511	-	-	84,511
	306,178	2,002,153	24,980	2,333,311

Analysis of direct costs

	City Giving Day 2021 £	**Power Of Diversity 2021 £**	**This Is Me + She Can Be 2021 £**	**Green Ribbon 2021 £**	**Total funds 2021 £**
Staff costs	42,119	55,120	73,473	16,119	**186,831**
Design costs	3,344	17,336	6,706	864	**28,250**
Material costs	2,742	-	149	659	**3,550**
Event costs	16,016	-	6,188	547	**22,751**
Media costs	2,256	3,341	211	1,125	**6,933**
Other	11	165	15,000	-	**15,176**
	66,488	75,962	101,727	19,314	**263,491**

8. Analysis of expenditure by activities (continued)

Analysis of direct costs (continued)

	City Giving Day 2020 £	Power Of Diversity 2020 £	This Is Me + She Can Be 2020 £	Green Ribbon 2020 £	Total funds 2020 £
Staff costs	57,863	41,494	70,217	19,855	189,429
Design costs	3,632	1,318	2,114	5,603	12,667
Material costs	2,736	-	136	59,053	61,925
Event costs	6,890	-	16,356	-	23,246
Media costs	4,836	102	3,858	-	8,796
Other	2,220	570	7,325	-	10,115
	78,177	43,484	100,006	84,511	306,178

Analysis of support costs

	Total funds 2021 £	Total funds 2020 £
Audit fees	**17,773**	22,900
Accountancy fees	**-**	880
Legal and professional	**-**	1,200
	17,773	24,980

9. Auditors' remuneration

	2021 £	2020 £
Fees payable to the Charity's auditor in respect of:		
Audit of the Charity's annual accounts	**12,360**	12,600
Audit of the subsidiary's annual accounts	**5,413**	8,500
All non-audit services not included above	**-**	1,800

Notes to the financial statements
For the year ended 30 November 2021

10. Staff costs

	Group 2021 £	Group 2020 £	**Charity 2021 £**	Charity 2020 £
Wages and salaries	**418,809**	483,070	**418,809**	483,070
Social security costs	**43,826**	44,540	**43,826**	44,540
Other pension costs	**12,033**	12,595	**12,033**	12,595
	474,668	540,205	**474,668**	540,205

The average number of persons employed by the Charity during the year was as follows:

	Group 2021 No.	Group 2020 No.
Appeal Director/CEO	**1**	1
Office/Finance Manager	**1**	1
Events Manager	**2**	2
Programme/Project Manager	**4**	5
Programme/Appeal Officers	**2**	3
Comms Manager	**1**	1
	11	13

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	Group 2021 No.	Group 2020 No.
In the band £90,001 - £100,000	**1**	1

Of the employees whose emoluments exceed £60,000, one (2020: one) had retirement benefits accruing under defined contribution pension schemes.

All the staff were directly employed by TLMA but the payroll service was provided free of charged by The City of London Corporation.

The key management personnel of TLMA are the trustees and the Chief Executive Officer. The total employee benefits of the key management personnel were £105,916 (2020: £92,560)

11. Trustees' remuneration and expenses

During the year, no Trustees received any remuneration or other benefits (2020 - £NIL).

During the year ended 30 November 2021, no Trustee expenses have been incurred (2020 - £NIL).

12. Tangible fixed assets

Group and Charity

	Plant and machinery £
Cost or valuation	
At 1 December 2020	**5,041**
At 30 November 2021	**5,041**
Depreciation	
At 1 December 2020	**5,041**
At 30 November 2021	**5,041**
Net book value	
At 30 November 2021	**-**
At 30 November 2020	-

13. Fixed asset investments

Charity	Investments in subsidiary companies £
Cost or valuation	
At 1 December 2020	**1**
At 30 November 2021	**1**
Net book value	
At 30 November 2021	**1**
At 30 November 2020	1

Notes to the financial statements
For the year ended 30 November 2021

14. Debtors

	Group 2021 £	Group 2020 £	**Charity 2021 £**	Charity 2020 £
Due within one year				
Trade debtors	**23,741**	112,501	**8,671**	75,000
Prepayments and accrued income	**173,997**	215,054	**1,143,398**	482,005
	197,738	327,555	**1,152,069**	557,005

15. Creditors: Amounts falling due within one year

	Group 2021 £	Group 2020 £	**Charity 2021 £**	Charity 2020 £
Amounts owed to group undertakings	**-**	-	**634,121**	134,121
Other taxation and social security	**5,435**	4,560	**-**	-
Accruals and deferred income	**123,407**	522,581	**115,481**	57,743
	128,842	527,141	**749,602**	191,864

Deferred income relates to funds received in relation to the 2022 Appeal which falls in the next mayoral year. Income of £60,251 has been deferred so that it is recognised in the appropriate mayoral fundraising year. The amount deferred in the prior year of £497,213 was released in the current year.

Notes to the financial statements
For the year ended 30 November 2021

16. Statement of funds

Statement of funds - current year

	Balance at 1 December 2020 £	Income £	Expenditure £	Transfers in/out £	Balance at 30 November 2021 £
Unrestricted funds					
Designated funds					
Working capital	**148,644**	**-**	**-**	**25,000**	**173,644**

The above designated funds have been set aside out of unrestricted funds by the trustees for a specific purpose - working capital to cover any future shortfall in funding.

General funds					
General Funds	**640,485**	**2,715,694**	**(2,309,181)**	**(25,000)**	**1,021,998**
Total Unrestricted funds	**789,129**	**2,715,694**	**(2,309,181)**	**-**	**1,195,642**
Restricted funds					
Donations	**-**	**154,525**	**(154,525)**	**-**	**-**

The above restricted funds comprise unexpended balances of donations and grants which have been given to the charty for specific purposes.

Total of funds	**789,129**	**2,870,219**	**(2,463,706)**	**-**	**1,195,642**

Notes to the financial statements
For the year ended 30 November 2021

16. Statement of funds (continued)

Statement of funds - prior year

	Balance at 1 December 2019 £	Income £	Expenditure £	Balance at 30 November 2020 £
Unrestricted funds				
Designated funds				
Working capital	127,000	21,644	-	148,644
General funds				
General Funds	1,221,329	2,173,797	(2,754,641)	640,485
Total Unrestricted funds	1,348,329	2,195,441	(2,754,641)	789,129
Restricted funds				
Donations	-	159,500	(159,500)	-
Total of funds	1,348,329	2,354,941	(2,914,141)	789,129

17. Summary of funds

Summary of funds - current year

	Balance at 1 December 2020 £	**Income £**	**Expenditure £**	**Transfers in/out £**	**Balance at 30 November 2021 £**
Designated funds	**148,644**	**-**	**-**	**25,000**	**173,644**
General funds	**640,485**	**2,715,694**	**(2,309,181)**	**(25,000)**	**1,021,998**
Restricted funds	**-**	**154,525**	**(154,525)**	**-**	**-**
	789,129	**2,870,219**	**(2,463,706)**	**-**	**1,195,642**

Notes to the financial statements
For the year ended 30 November 2021

17. Summary of funds (continued)

Summary of funds - prior year

	Balance at 1 December 2019 £	Income £	Expenditure £	Balance at 30 November 2020 £
Designated funds	127,000	21,644	-	148,644
General funds	1,221,329	2,173,797	(2,754,641)	640,485
Restricted funds	-	159,500	(159,500)	-
	1,348,329	2,354,941	(2,914,141)	789,129

18. Analysis of net assets between funds

Analysis of net assets between funds - current year

	Unrestricted funds 2021 £	**Total funds 2021 £**
Current assets	1,324,484	**1,324,484**
Creditors due within one year	(128,842)	**(128,842)**
Total	1,195,642	**1,195,642**

Analysis of net assets between funds - prior year

	Unrestricted funds 2020 £	Total funds 2020 £
Current assets	1,316,270	1,316,270
Creditors due within one year	(527,141)	(527,141)
Total	789,129	789,129

19. Reconciliation of net movement in funds to net cash flow from operating activities

	Group 2021 £	Group 2020 £
Net income/expenditure for the year (as per Statement of Financial Activities)	**406,513**	(559,200)
Adjustments for:		
Decrease/(increase) in debtors	**129,817**	(14,527)
Increase/(decrease) in creditors	**38,662**	(75,909)
Increase/(decrease) in deferred income	**(436,961)**	(48,199)
Net cash provided by/(used in) operating activities	**138,031**	(697,835)

20. Analysis of cash and cash equivalents

	Group 2021 £	Group 2020 £
Cash in hand	**1,126,746**	988,715
Total cash and cash equivalents	**1,126,746**	988,715

21. Analysis of changes in net debt

	At 1 December 2020 £	Cash flows £	At 30 November 2021 £
Cash at bank and in hand	**988,715**	**138,031**	**1,126,746**
	988,715	**138,031**	**1,126,746**

22. Related party transactions

Alderman Sir William Russell, Trustee, is also a Director of Place2Be. The charity paid grants during the year of £360,738 to Place2Be (2020: £575,251).

Exemption from the requirement to disclose transaction between wholly owned group members has been taken in accordance with provisions in FRS8.

23. Principal subsidiaries

The following was a subsidiary undertaking of the Charity:

Name	Company number	Registered office or principal place of business	Class of shares	Holding
Lord Mayor's Appeal Trading Limited	11692137	The Mansion House, London, EC4N 8BH	Ordinary	100%

Included in consolidation

Yes

The financial results of the subsidiary for the year were:

Name	Income £	Expenditure £	Net assets £
Lord Mayor's Appeal Trading Limited	**1,454,309**	**(1,454,309)**	**1**

THE LORD MAYOR'S APPEAL

England & Wales - Charity number 1148976

Accounts

Charity Registration No. 1148976

Company Registration No. 08140664 (England and Wales)

THE LORD MAYOR'S APPEAL

(A COMPANY LIMITED BY GUARANTEE)

ANNUAL REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 NOVEMBER 2020

THE LORD MAYOR'S APPEAL
(A COMPANY LIMITED BY GUARANTEE)
LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Alderman William Russell - Lord Mayor 2019-2021	
	Alderman Sir Peter Estlin - Lord Mayor 2018/19, Chair for 2019/20 appeal year	
	Alderman Sir Charles Bowman - Lord Mayor 2017/18, Chair for 2018/19 appeal year	
	Alderman Timothy Hailes	
	Alderman Vincent Keaveny	
	Karina Ann Robinson	
	Joanna Abeyie	
	Paulette Cohen	
	Alderman Professor Michael Mainelli	
	Ms P Stone	(Appointed 2 January 2021)
	Dr Z Khan	(Appointed 2 January 2021)
Charity number	1148976	
Company number	08140664	
Registered office	The Mansion House Walbrook London EC4 8BH	
Auditor	Prager Metis LLP 5a Bear Lane Southwark London United Kingdom SE1 0UH	
Bankers	Barclays Bank Plc 27 Soho Square London W1D 3QR	

THE LORD MAYOR'S APPEAL
(A COMPANY LIMITED BY GUARANTEE)
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THE LORD MAYOR'S APPEAL
(A COMPANY LIMITED BY GUARANTEE)
TRUSTEES REPORT (INCLUDING DIRECTORS' REPORT)
FOR THE YEAR ENDED 30 NOVEMBER 2020

The trustees present their report and accounts for the year ended 30 November 2020.

The accounts have been prepared in accordance with the accounting policies set out in note 1 to the accounts and comply with the TLMA's Memorandum and Articles of Association, the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (as amended for accounting periods commencing from 1 January 2016)

Our Strategy

The purpose of TLMA as a separately incorporated charitable company is to provide a permanent basis for the long standing annual appeals under the same name (The Lord Mayor's Appeal) for each Lord Mayor of London. This has allowed the appeal to broaden and encompass more than fundraising, for example by defining longer running themes in promoting philanthropy in the City of London and associated thought leadership topics, such as diversity and social inclusion.

The objective of the trustees has been to continue the work under the four pillars, Inclusive, Healthy, Skilled and Fair set out in the strategy started in 2018. This strategy has developed a model which helps generate a greater and more consistent level of support thereby leading to a greater impact on society and communities. The trustees of TLMA had established an appeal programme to run over three years with three successive Lord Mayors - Alderman Sir Charles Bowman (the 690th Lord Mayor in 2018), Alderman Sir Peter Estlin the 691st Lord Mayor in 2019) and Alderman William Russell (Lord Mayor 2020 & now continuing into 2021 due to the Covid19 pandemic). As well as net funds being raised for the four charities chosen there aimed to be a greater focus on the impact the work of TLMA achieves.

The strategy of A Better City for All underpinned by the four pillars will continue moving forward year on year. In 2021 an updated programme strategy will be put together to look at the development of the programmes under each pillar and longer term plans for the initiatives.

The USP for TLMA is its ability to convene business, experts and not-for-profits together to tackle issues, inspiring them and developing initiatives to demonstrate impact that will enable the activity/intervention to become mainstream.

TLMA is focussed on enabling a movement of change to create A Better City for All and help 1 million individuals thrive, which will hopefully be a legacy for all those involved.



The six strategic aims are:

1. Raising funds to support charities/projects that address at least two of the pillars
2. Showcasing successful initiatives implemented in companies addressing the pillars
3. Providing companies with tools and initiatives to enable them to tackle specific diversity topics, e.g. gender, disability.
4. Enabling collaboration across the City to tackle specific issues under each pillar.
5. Leading City-wide campaigns and initiatives during a year to address a challenge under each pillar.
6. Incubating concepts and initiatives through a collaborative approach that tackle an issue to provide a solution/intervention that can be replicated, rolled out or become mainstream.

TLMA is delivering ground breaking programmes with four charity partners Place2Be, OnSide Youth Zones Samaritans, and The Duke of Edinburgh's Award and is continuing to develop their four thought leadership initiatives – Power of Inclusion (renamed from Power of Diversity) - Inclusive pillar, This is Me - Healthy pillar, She Can Be - Skills pillar and City Giving Day - Fair pillar.

Public Benefit statement
The trustees have paid due regard to guidance issued by the Charity Commission in deciding TLMA's activities. It has benefited the public, business and employees through its thought leadership programmes, Power of Inclusion and This is Me, She Can Be... and the high profile City Giving Day which draws attention to the philanthropy taking place in the City, as well as through its financial support and other support of this year's benefitting charities. Accordingly, the trustees consider that they have fulfilled their obligation under the Charities Act 2011 in this respect.

The Board of Trustees determines the strategic direction of the charity. It also agrees all grants. Day to day operations are managed by the executive in close consultation with the Chairman, which during the 2020 appeal year was Alderman Sir Peter Estlin.

Each appeal year has related planning costs, notably personnel and marketing. The charity has incurred these costs for TLMA 2021 appeal year of the Mayoralty of Alderman William Russell which continued on from 2020 due to the pandemic and commenced on 13 November 2020. These costs have been deferred in the accompanying financial statements in order to match income and expense, as well as being treated on a basis consistent with each year.

Trading Company
The Lord Mayor's appeal Trading Limited was registered on 1 December 2018 and is VAT registered. All trading income from events, membership/sponsorship i.e. Power of Inclusion and She Can Be... is through the trading company. Net profits from the trading company are covenanted to the charity.

Our Key Achievements
2020 has been a more challenging year for both TLMA and its partner charities due to the Covid-19 pandemic.

The biggest financial hit for TLMA was due to the cancellation of in-person fundraising events which had been planned. These events are run through TLMA's trading subsidiary. Unless money was requested to be returned to the table/ticket buyers the money already taken for these event will be transferred to 2021 when it is hoped the events will take place.

As well as fundraising events which TLMA has run through its trading subsidiary, TLMA receives donations from the majority of Livery companies every year and also receives individual donations adhoc each year. TLMA is now focussed on engaging in a more strategic way with the corporate and business community. This has enabled this community to support TLMA better through donations over a longer period of time (three years), having more focus on impact and having more engagement with TLMA initiatives. This has resulted in an increase, both in the regular giving and the scale of giving. The focus has been on creating collaborations with corporates and not-for-profits that tackle, through new ways of working, the issues of diversity and mental health as well as a focus on increasing corporate and individual charitable activity and support within the City.

During 2020 TLMA had 58 Corporate Partners, a number of these ended their relationship as a Corporate Partner at the end of the 2020 Appeal and a number also renewed their partnership. There are a number who have still not committed one way or another. The focus for 2021 is therefore to secure new Corporate Partners.

power of inclusion

The Power of Inclusion is run through the trading subsidiary. It is now in its eighth year. At the end of 2019 it was agreed that the Power of Inclusion would be focussed around social mobility for a period of two years. London is one of the most diverse cities in the world, yet many people face significant barriers to getting a job or progressing their careers in the City, because of their background.

In a bid to create a city that is inclusive and open to everyone, the Power of Inclusion 2020 series focused on social mobility, exploring some of the structural barriers and internal beliefs that can stop people progressing. The events provided practical tips and tools, real life success stories and an opportunity to collaborate on moving the dial forwards on diversity and inclusion with the aim of demystifying social mobility and inspiring organisations across the City to act and make a commitment to addressing social mobility across their business. This work will continue into 2021.

"The 2020 series of The Lord Mayor's Appeal's Power of Inclusion events have gone right to the heart of the sometimes invisible struggle faced by many when trying to get a job or progressing their careers in the City. They have left us feeling inspired to be part of the positive change regarding social mobility." MS Amlin

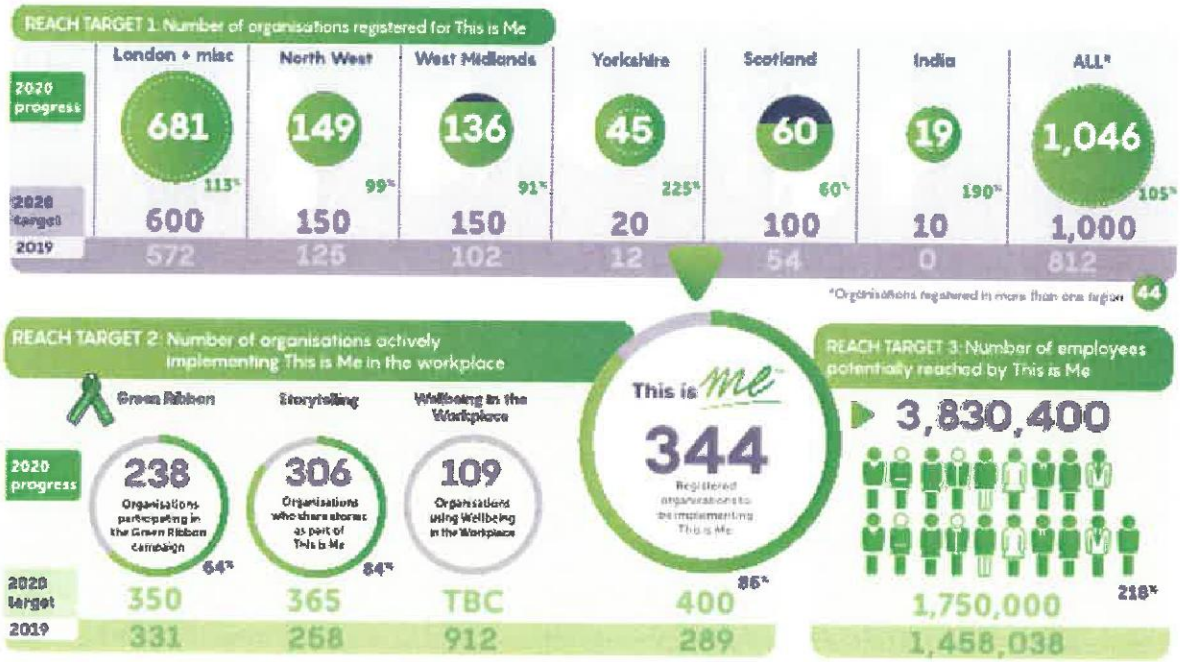
85% of attendees said the seminars have inspired them to address an area of social mobility within their organisation.

92% of attendees said the seminars have given them an increased awareness of solutions to issues around social mobility.

This is Me the mental health campaign that was a concept initiated by Barclays and has been led by The Lord Mayor's Appeal for four years. Its aim is to reduce the stigma and dispel the myths around mental health in the workplace as well as raise awareness of wellbeing. This is Me aims to help create inclusive cultures within organisations so that employees feel they can be open and recognise and seek the support they need earlier before reaching crisis point. The campaign encourages organisations to share their employees' lived experiences about mental health either via blogs, video or other mediums. Evidence shows that storytelling is one of the most powerful tools for behaviour change, with organisations that are sharing stories making accelerated progress compared to those that are not sharing stories.

As well as the storytelling element of This is Me there is also the Green Ribbon Campaign and the Samaritans e-learning tool Wellbeing in the Workplace.

This is Me continued to grow in the four regions involved This is Me Scotland, North West, West Midlands and India. This is Me Yorkshire was launched in October 2020. In 2020 we reached most of our targets in the regions and increased the reach of This is Me across the UK and India. Over 340 organisations are implementing This is Me actively in their workplace.



The Green Ribbon campaign:
The Green Ribbon Campaign now in its fourth year aims to be a visible movement for change with the inspirational message that 'Together we can #endthestigma'. Something as simple as a Green Ribbon has helped to enable employees to show their support for ending the stigma of mental health in the workplace. The Green Ribbon is promoted prior to Mental Health Awareness Week and World Mental Health Day although many individuals wear it all year round. In 2020 due to the pandemic and the fact that people were working from home we adapted to a virtual Green Ribbon asking people to use the Green Ribbon on their social media as well as giving Green Ribbons to other colleagues, friends virtually. The Green Ribbon reached 90 countries worldwide on World Mental Health Day.

238 organisations took part in the Green Ribbon campaign in 2020, with over 170,000 Green Ribbons distributed.

She Can Be is run through the trading subsidiary.

The third She Can Be took place in February 2020. TLMA worked in partnership with young women from Place2Be, Teach First and OnSide Youth Zones helping to change perceptions, share skills and empower young women.

Through this unique day the aim is to help change the future for the next generation of young women, and the future for business by showing young women that the doors of the City are very much open to them and they can have the skills to do the job equally.

250 young women from 18 schools visited 30 City businesses in the morning to increase awareness and understanding of how those organisations operate, and to show the young women the vast array of opportunities available to them. In the afternoon, 400 employees and young women participated in a problem-solving session, demonstrating that they have the skills to address some of the City's pressing problems today.



"We had a fantastic day at our offices with the young women. The young women were great, very engaged, curious and asking intelligent questions - the whole Aurum team, including our CIO and CEO, were impressed. Amazing initiative!"
Aglaya from Aurum

What the young women said.
"I realised that I have more skills than I thought I had!"
"She Can Be... has shown me people that are similar to me, that have achieved a job in the City."
"I stepped outside of my comfort zone and looked into a sector I have never considered before."

City Giving Day, now in its seventh year, continued celebrating volunteering and philanthropy and the best of Corporate Social Responsibility (CSR) in the City and beyond. This simple but impactful initiative helps to enable companies and employees to celebrate and showcase their philanthropic and volunteering achievements – it is proving to be good for communities, employees, businesses and the City. During 2020 and due to Covid-19 restrictions City Giving Day in 2020 was a bit different with many virtual events taking place rather than in person (72% of activity took place online 20% was a combination of on and offline). However the aim to unite the City behind a common cause to raise money, recruit volunteers and have fun remained the same. 465 companies took part in 2020 with around 5,000 new volunteers being recruited. £300,000+ was raised for TLMA and other charities and community groups.

72% of participating organisations said it helped promote and celebrate charitable activity.

"Bank of China is very proud to be an active supporter of the City Giving Day from the very beginning, and to help spread its spirit to as many people as possible, and to wide areas outside London."

"City Giving Day is a day of celebration! It really brings people together for social good and instils a sense of community across the City and wider across our UK firm." Pranathi Praveen EMEIA Fin.

Partner charities

TLMA continued to support Place2Be, OnSide Youth Zones and Samaritans for a third year and also brought on board a new charity partner The Duke of Edinburgh's Award. As mentioned 2020 was a challenging year for our charity partners as well as TLMA but the following activity took place.

Improving children's mental health in school.

Place2Be's work has never been more important, with one in eight children and young people having a diagnosable mental health problem. 83% of young people with mental health conditions found that these worsened during the pandemic.

With the onset of lockdown and the closure of schools many services had to be halted initially until it was worked out how to deliver remotely. Where schools remained open, their frontline staff continued to provide their services in schools as they were classified as key workers. They were working with vulnerable children and the children of key workers who were still attending school. Where schools have had to close, Place2Be delivered its services remotely, where possible through a combination of phone check-ins and various digital solutions aimed at supporting children, young people and their parents. These include Shout (the crisis text line), Think Ninja (mental health and wellbeing advice) and Kooth (online counselling).

The five cohorts of the Mental Health Champions - School Leaders programme that began before lockdown continued via the online learning platform and live Zoom sessions. Attendance was low as many senior leaders were too busy to attend. However, those that did attend found the sessions supportive, and also reported having access to the programme materials online for reference as a benefit.

83 school leaders completed their Mental Health Champions School Leader Programme, reaching over 24,500 pupils

Place2Think sessions for London school staff
With support from The Lord Mayor's Appeal Place2Be plans were to offer virtual Place2Think sessions for 300 teachers and school staff across London from September 2020 and into 2021 (i.e. over the next academic year). These practical, interactive and flexible consultation sessions will give staff a space to reflect with a Place2Be practitioner, focusing on the mental health needs of the whole school community and help them to navigate the challenges of running a school during what was a difficult time.

66 teachers were supported through Place2Think sessions reaching over 8,900 pupils

Somewhere to go, something to do and someone to talk to
OnSide Youth Zones has been a game changer for young Londoners, by providing 21st century youth provision, through world class facilities and activities, ranging from sports to music and enterprise to mentoring services. They have transformed lives and communities through their three state-of-the-art centres in areas of deprivation (Barking & Dagenham, Barnet and Croydon) tackling mental health, crime and employability prospects.

During 2020 as a result of the pandemic the Youth Zones were forced to close their doors but quickly adapted their offering by preparing and delivering food parcels for residents and families local to the three London Youth Zones and focusing on households where they knew young people received free school meals. They made phone calls each week to as many young people as possible thereby keeping them connect the their youth works and ensuring they had someone to talk to. They delivered online session including exercise sessions, cooking classes, art competitions, music lessons, group discussions 1-2-1 mentoring.

During the year like everyone, they have had to adapt as restrictions changed. All 3 youth zones held holiday clubs through August. The youth workers did outreach into places where young people were gathering like the high streets and estates. Outdoor activities by invite only took place in parks and large public spaces. By September all three youth zones were running a full programme of over 40 hours per week of 20 activities per day, albeit with lower numbers of young people.

OnSide in London made over 700 home visits and 1,656 wellbeing calls during lockdown

There are 19,671 members across the three London Youth Zones

SAMARITANS

One life lost to suicide is one too many.
Suicide rates have continued to rise and with workplace stress and anxiety on the rise, the need to understand and support good emotional health in everyone is greater than ever before.

Due to the pandemic more people have been suffering from anxiety, stress, ill mental health as the challenges rose around public health, and money, relationship and isolation worries have been exacerbated. The Samaritans volunteer base for their emotional support phone line was severely affected with many unable to volunteer due to their health or restrictions so they had to adapt quick and initially move to a regional rota and prioritise times of day with peak demand.

With the support of TLMA the Samaritans continued to roll out their Wellbeing in the Workplace tool and around 25,000 have now accessed this tool. They also began the acceleration and scaling up of a quality webchat service, the installation of nationwide IT infrastructure to pilot remote volunteering and scaled up the London City Hub to include remote volunteering/training.

London City Hub opened its doors with the first listening shifts on 23 September 2020 as well as piloting their new online chat. As Samaritans volunteers had seen an increase in email contact due to people finding it difficult to talk on the phone in private during lockdown they are sure that the online chat function is going to be an excellent addition to their service and an integral part of Samaritans plan to be there for the next generation.
The City Hub will also make it easier for people to fit their volunteering around their other competing commitments by offering more flexibility and will also encourage a young cohort of volunteers.

Duncan is one of 70 London City Hub volunteers to complete his Core training during this unprecedented year.
"I am very grateful to my employer, Schroders, for giving me the opportunity to participate. Together with a group of volunteers from other companies, I did several weeks of general Samaritans training (by Zoom, due to the lockdown) followed by specific skills practice for the online chat service. I am excited and honoured to be going to London City Hub for my first shift this evening, and looking forward to helping our callers"

DE | THE DUKE OF EDINBURGH'S AWARD

The Duke of Edinburgh's Award (DofE) joined as an additional charity partner in 2020. The aim of the partnership is 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 young people to succeed. They will focus on growing provision in areas of deprivation, financing participations, expedition equipment and DofE leader training so that costs is not a barrier to taking part.

DofE obviously had to change its offering with the onset of the pandemic and created # DofE With A Difference. The programme provided increased flexibility and temporary programme changes, suggesting low/ no-cost DofE activities that young people could do safely in their communities. The DofE remained focused on raising awareness of the DofE as a positive way for young people to develop their skills, mental wellbeing and to give back to others.

Support from TLMA during 2020 and due to the pandemic helped support the DofE's Recovery Package – a programme of targeted solutions that the DofE London team can use flexibly on funded participation places, training, support for licensing costs, a proportion of operational salary costs, and/or expedition kit if deemed appropriate. These funds support successful delivery of the DofE in London as the charity and its partner youth organisations looked to evolve within unprecedented landscape.

34,121 people started their DofE journey in London, including 12,726 disadvantaged young people

DofE participants in London spent an amazing 356,616 hours volunteering to help others.

Specifically, the 2020 Appeal will have raised a net surplus of £1,442,952. The total income was £2,354,941 less expenditure on raising funds of £580,829 charitable event and support expenditure of £306,180 and governance costs of £24,980.

The grants made by the Board of Trustees during the 2020 Appeal and paid during and after the year end were:

TLMA 2020	
Place2Be	£325,000
OnSide Youth Zones	£264,788
Samaritans	£312,902
The Duke of Edinburgh's Award	£190,000

In addition to the above grants the following amounts were paid directly by donors to some beneficiary charities during the year as follows: OnSide Youth Zones £60,212, Samaritans £12,098.

Further grants will be made during 2021 in respect of TLMA 2020.

The final grants from TLMA 2020 were as follows:

Place2Be	£35,738
OnSide Youth Zones	£35,738
Samaritans	£35,738
The Duke of Edinburgh's Award	£26,442

Payments from the discretionary 10% for 2020 have not as yet been paid.

Financial review

TLMA is a grant giving charity. It has continued to be based in Guildhall. As noted above, the funds raised for TLMA 2020 were £1,442,952 and the expenditure incurred before grant payments were £580,829 on raising funds, £306,180 of charitable event and support costs and £24,980 of governance costs resulting in net funds raised of approximately £1.44m.

The total grants payable per the accounts were £2,002,153 of which £897,690 was in relation to the 2020 Appeal year as detailed under 'Our Key Achievements' and in note 6 of the accounts. The grant payments of £1,104,463 in relation to TLMA 2019 were paid out of brought forward reserves. From TLMA 2020, a sum of £25,000 will be retained in accordance with the reserves policy and the balance of the reserves will be distributed during the subsequent financial year.

The aim of the multi-year has been to increase regular giving, scale of giving and impact of giving by creating A Better City for All – the people of London, its neighbouring communities, businesses, employees and their families - under the four pillars Inclusive, Healthy, Skilled and Fair.

Reserve policy

It is presently the policy of TLMA to build up a designated reserve to deal with the peaks of expenditure and troughs of income through retaining the lower of £21,644 or 1.5% of the net sum raised for each year. Following the 2020 Appeal reserves will be £148,644.

As at the year end, TLMA's unrestricted reserves of £789,129 comprised of two elements: the designated reserves as explained above of £148,644 (the movement in the designated reserves are shown in note 16 of the accounts) and unrestricted reserves of £640,485. The unrestricted reserves will be paid out as grants in the subsequent financial year.

Principal risks and uncertainties

The charity has no long-term liabilities or other financial commitments. It has been able to obtain accommodation for the time being at no cost and accordingly has no future lease commitment.

The Corporate Partners Programme that was put in place in 2018 for the multi-year appeal ensures on-going giving from corporates. At the end of 2020 many corporate partners three year term ended with a number being renewed and a number finishing their involvement in this way with The Lord Mayor's Appeal. The Trustees are satisfied that systems are in place to mitigate exposure to major risks for the time being.

Plans for future periods

During 2021 TLMA has continued their work set out above with the initiatives, and corporate partners. We currently have 38 Corporate Partners signed up and our main focus is on new prospects and securing further corporate partners either for this year or to begin in 2022. In reference to our initiatives we are working on our programme strategy for the next three years beginning in 2022. We continued to support our four charities mentioned within this document. We will also during the second half of 2021 confirm the new charity partner for 2022 which will be aligned with our strategy and pillars.

COVID-19 had an impact on the financial income for The Lord Mayor's Appeal in 2020 due to many of the fundraising events being postponed into 2021. We are currently in the process of reinstating those fundraising events for this year following the government roadmap and presuming this will not change. Costs continue to be closely monitored and reduced where possible.

Structure, governance and management

The Lord Mayor's Appeal (TLMA) is a company limited by guarantee and does not have any share capital. It was incorporated on 12 July 2012 and is governed by its Memorandum and Articles of Association as amended.

The governance of TLMA rests with the directors/trustees, the majority are Aldermen of the City of London (Aldermanic Directors) with three Non-Aldermanic Directors. Alderman Sir Peter Estlin was Chair during TLMA year. Constitutionally the Board consists of the Lord Mayor of the City of London and not less than one other person appointed from time to time in accordance with the Articles, provided that, at any given time, the majority of directors must be Aldermanic Directors. Induction and training of trustees is determined on a case-by-case basis.

The trustees, who are also the directors for the purpose of company law, and who served throughout the year were:

Alderman William Russell - Lord Mayor 2019-2021	
Alderman Sir Peter Estlin - Lord Mayor 2018/19, Chair for 2019/20 appeal year	
Alderman Sir Charles Bowman - Lord Mayor 2017/18, Chair for 2018/19 appeal year	
Alderman Timothy Hailes	
Alderman Vincent Keaveny	
Karina Ann Robinson	
Joanna Abeyie	
Paulette Cohen	
Alderman Professor Michael Mainelli	
Ms P Stone	(Appointed 2 January 2021)
Dr Z Khan	(Appointed 2 January 2021)

None of the trustees has any beneficial interest in the company. All of the trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

As previously explained, the governance of TLMA rests with the directors/trustees who hold meetings four times a year. The board of directors/trustees have delegated the day-to-day running of the charity to the Chief Executive (Caroline Wright).

The pay remuneration of the CEO is set by the Trustees and is bench marked using Corporation of London benchmarking as well as research into the 'going rate' for similar roles in other similar organisations.

Disabled persons
The TLMA's policy is to consult and discuss with employees, through unions, staff councils and at meetings, matters likely to affect employees' interests.

Information of matters of concern to employees is given through information bulletins and reports which seek to achieve a common awareness on the part of all employees of the financial and economic factors affecting the group's performance.

Statement of trustees responsibilities
The trustees, who are also the directors of The Lord Mayor's Appeal for the purpose of company law, are responsible for preparing the Trustees Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company Law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the TLMA and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;

- observe the methods and principles in the Charities SORP;

- make judgements and estimates that are reasonable and prudent;

- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and

- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the TLMA will continue in operation.

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the TLMA and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the TLMA and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Auditor
A resolution proposing that Prager Metis LLP be reappointed as auditors of the company will be put to the members.

Disclosure of information to auditor
Each of the trustees has confirmed that there is no information of which they are aware which is relevant to the audit, but of which the auditor is unaware. They have further confirmed that they have taken appropriate steps to identify such relevant information and to establish that the auditor is aware of such information.

The trustees report was approved by the Board of Trustees.



Alderman William Russell - Lord Mayor 2019-2021

Dated: 22/7/2021

THE LORD MAYOR'S APPEAL
(A COMPANY LIMITED BY GUARANTEE)
STATEMENT OF TRUSTEES RESPONSIBILITIES
FOR THE YEAR ENDED 30 NOVEMBER 2020

The trustees, who are also the directors of The Lord Mayor's Appeal for the purpose of company law, are responsible for preparing the Trustees Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company Law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the TLMA and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;

- observe the methods and principles in the Charities SORP;

- make judgements and estimates that are reasonable and prudent;

- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and

- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the TLMA will continue in operation.

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the TLMA and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the TLMA and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

THE LORD MAYOR'S APPEAL
(A COMPANY LIMITED BY GUARANTEE)
INDEPENDENT AUDITOR'S REPORT

TO THE MEMBERS OF THE LORD MAYOR'S APPEAL

Opinion

We have audited the financial statements of The Lord Mayor's Appeal (the 'TLMA') the parent charity and its subsidiary (the 'group') for the year ended 30 November 2020 which comprise the Consolidated statement of financial activities, the Company statement of financial activities, the Consolidated balance sheet and the Company balance sheet, the consolidated statement of cash flows and the notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the group and charitable company's affairs as at 30 November 2020 and of their incoming resources and application of resources including income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group and TLMA in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the trustees use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the TLMA's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of our audit:

- the information given in the trustees report, which includes the directors' report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report included within the trustees report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and TLMA and their environment obtained in the course of the audit, we have not identified material misstatements in the directors' report included within the trustees report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept by TLMA the parent charitable company, or returns adequate for our audit have not been received from branches not visited by us; or
- TLMA the parent charitable company's financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the trustees report and from the requirement to prepare a strategic report.

Responsibilities of trustees

As explained more fully in the statement of trustees responsibilities, the trustees, who are also the directors of the TLMA for the purpose of company law, are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group and TLMA's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the group or charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: https://www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Mark Boomla (Senior Statutory Auditor)
for and on behalf of Prager Metis LLP

Mark Boomla.
5/8/2021

Chartered Accountants
Statutory Auditor

5a Bear Lane
Southwark
London
United Kingdom
SE1 0UH

THE LORD MAYOR'S APPEAL
(A COMPANY LIMITED BY GUARANTEE)
CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 30 NOVEMBER 2020

	Notes	Unrestricted funds 2020 £	Restricted funds 2020 £	Total 2020 £	Unrestricted funds 2019 £	Restricted funds 2019 £	Total 2019 £
Income from:							
Donations and legacies	2	1,633,425	159,500	1,792,925	1,363,827	139,500	1,503,327
Activities for generating funds	3	562,016	-	562,016	1,965,079	-	1,965,079
Total income		2,195,441	159,500	2,354,941	3,328,906	139,500	3,468,406
Expenditure on:							
Raising funds	4	580,830	-	580,830	893,808	-	893,808
Charitable activities	5	2,173,811	159,500	2,333,311	1,782,561	139,500	1,922,061
Total resources expended		2,754,641	159,500	2,914,141	2,676,369	139,500	2,815,869
Net (expenditure)/income for the year/ Net movement in funds		(559,200)	-	(559,200)	652,537	-	652,537
Fund balances at 1 December 2019		1,348,329	-	1,348,329	695,792	-	695,792
Fund balances at 30 November 2020		789,129	-	789,129	1,348,329	-	1,348,329

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

THE LORD MAYOR'S APPEAL
(A COMPANY LIMITED BY GUARANTEE)
COMPANY STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 30 NOVEMBER 2020

	Notes	Unrestricted funds 2020 £	Restricted funds 2020 £	Total 2020 £	Unrestricted funds 2019 £	Restricted funds 2019 £	Total 2019 £
Income from:							
Donations and legacies	2	3,197,772	159,500	3,357,272	1,363,827	139,500	1,503,327
Activities for generating funds	3	118,228	-	118,228	252,360	-	252,360
Total income		3,316,000	159,500	3,475,500	1,616,187	139,500	1,755,687
Expenditure on:							
Raising funds	4	462,440	-	462,440	511,672	-	511,672
Charitable activities	5	2,139,594	159,500	2,299,094	1,725,144	139,500	1,864,644
Total resources expended		2,602,034	159,500	2,761,534	2,236,816	139,500	2,376,316
Net (expenditure)/income for the year/ Net movement in funds		713,966	-	713,966	(620,629)	-	(620,629)
Fund balances at 1 December 2019		75,163	-	75,163	695,792	-	695,792
Fund balances at 30 November 2020		789,129	-	789,129	75,163	-	75,163

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

THE LORD MAYOR'S APPEAL
(A COMPANY LIMITED BY GUARANTEE)
CONSOLIDATED BALANCE SHEET
AS AT 30 NOVEMBER 2020

	Notes	2020 £	£	2019 £	£
Current assets					
Debtors	12	327,554		313,027	
Cash at bank and in hand		988,715		1,686,550	
		1,316,269		1,999,577	
Creditors: amounts falling due within one year	13	(527,140)		(651,248)	
Net current assets			789,129		1,348,329
Income funds					
Unrestricted funds					
Designated funds	16	148,644		127,000	
General unrestricted funds		640,485		1,221,329	
			789,129		1,348,329
			789,129		1,348,329

The financial statements were approved by the Trustees on 27/7/2021

Alderman William Russell - Lord Mayor 2019-2021
Trustee

Company Registration No. 08140664

THE LORD MAYOR'S APPEAL
(A COMPANY LIMITED BY GUARANTEE)
COMPANY BALANCE SHEET
AS AT 30 NOVEMBER 2020

	Notes	2020 £	£	2019 £	£
Fixed assets					
Investments			1		1
Current assets					
Debtors	12	557,005		256,313	
Cash at bank and in hand		423,987		773,922	
		980,992		1,030,235	
Creditors: amounts falling due within one year	13	(191,864)		(955,073)	
Net current assets			789,128		75,162
Total assets less current liabilities			789,129		75,163
Income funds					
Unrestricted funds					
Designated funds	16	148,644		25,000	
General unrestricted funds		640,485		50,163	
			789,129		75,163
			789,129		75,163

The financial statements were approved by the Trustees on 27/7/2021

Alderman William Russell - Lord Mayor 2019-2021
Trustee

Company Registration No. 08140664

THE LORD MAYOR'S APPEAL
(A COMPANY LIMITED BY GUARANTEE)
CONSOLIDATED STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 30 NOVEMBER 2020

	Notes	2020 £	2020 £	2019 £	2019 £
Cash flows from operating activities					
Cash (absorbed by)/generated from operations	22		(697,835)		394,026
Investing activities					
Investment in subsidiary		-		1	
Net cash (used in)/generated from investing activities			-		1
Net cash used in financing activities			-		-
Net (decrease)/increase in cash and cash equivalents			(697,835)		394,027
Cash and cash equivalents at beginning of year			1,686,550		1,292,523
Cash and cash equivalents at end of year			988,715		1,686,550

1 Accounting policies

Charity information

The Lord Mayor's Appeal is a private company limited by guarantee incorporated in England and Wales. The registered office is The Mansion House, Walbrook, London, EC4 8BH.

1.1 Accounting convention

These accounts have been prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102"), "Accounting and Reporting by Charities" the Statement of Recommended Practice for charities applying FRS 102, the Companies Act 2006 and UK Generally Accepted Accounting Practice as it applies from 1 January 2015. TLMA is a Public Benefit Entity as defined by FRS 102.

The accounts are prepared in sterling, which is the functional currency of TLMA. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

Consolidation

The Statement of Financial Activities (SOFA) and the Balance Sheet consolidate the financial statements of the company and its wholly owned subsidiary Lord Mayor's Appeal Trading Limited. The results of the subsidiary are consolidated on a line by line basis.

1.2 Going concern

At the time of approving the accounts, the trustees have a reasonable expectation that TLMA and its subsidiary have adequate resources and a long term strategic plan in place to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the accounts.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

Designated funds are funds which the trustees, at their discretion, have assigned for a specific purpose - towards the working capital for future years. These are included in unrestricted funds on the Statement of Financial Activities.

Restricted funds are funds which are to be used in accordance with the specific restrictions imposed by the donors.

1.4 Incoming resources

Income is recognised when TLMA is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once TLMA has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised when received.

Income from revenue grants is recognised when TLMA has entitlement to the funds, any performance conditions attached to the grants have been met, the amounts can be measured reliably and it is probable that the income will be received.

Deferred income and expenses relate to the 2021 Appeal which is a different mayoral year. The income and expenses have been deferred so that they are recognised in the appropriate mayoral fundraising year.

1 Accounting policies **(Continued)**

Lord Mayor's Appeal Trading Limited includes the income from fundraising activities and is recognised in the period it is receivable to the extent that the services have been completed or goods provided.

1.5 Resources expended

Expenditure and liabilities are recognised once there is a legal or constructive obligation committing TLMA to make a payment, it is probable that settlement will be required and the amount of the obligation can be measured reliably. All expenditure is inclusive of VAT.

Expenditure is classified under the following activity headings:

Costs of generating donations: these are the costs associated with attracting voluntary income.

Fundraising events costs: these are costs associated with fundraising activities including support costs.

Charitable expenditure comprises of grants payable to charities. All grants were paid to institutions. Expenditure on charitable activities also includes the cost of activities undertaken to further the purposes of the charity and their associated support costs.

Governance costs include those costs associated with meeting the constitutional and statutory requirements of the charity and audit fees.

Support costs comprise mainly of office costs and marketing costs. The majority of these costs support the fundraising and charitable activities but a small proportion is allocated to generating voluntary income.

All costs are allocated between the expenditure categories on a basis designed to reflect the use of the resources. Costs relating to a particular activity are allocated directly.

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Plant and machinery	33.33%

1.7 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less.

1.8 Financial instruments

TLMA has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in TLMA's balance sheet when TLMA becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

1 Accounting policies **(Continued)**

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Derecognition of financial assets

Financial assets are derecognised only when the contractual rights to the cash flows from the asset expire or are settled, or when the TLMA transfers the financial asset and substantially all the risks and rewards of ownership to another entity, or if some significant risks and rewards of ownership are retained but control of the asset has transferred to another party that is able to sell the asset in its entirety to an unrelated third party.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future receipts discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and where applicable, they are subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when TLMA's contractual obligations expire or are discharged or cancelled.

1.9 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when TLMA is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.10 Retirement benefits

TLMA operates a defined contribution pension scheme and the pension charge represents the amounts payable by the company to the fund for the year.

2 Donations and legacies

	Unrestricted funds £	Restricted funds £	Total 2020 £	Total 2019 £
Donations and gifts	1,633,425	159,500	1,792,925	1,503,327
	1,633,425	159,500	1,792,925	1,503,327
For the year ended 30 November 2019	1,363,827	139,500		1,503,327
Donations and gifts				
Donations - Corporate	1,275,252	159,500	1,434,752	1,233,890
Donations - Livery companies	211,634	-	211,634	210,832
Donations - Personal	27,451	-	27,451	58,605
Donations - Big Give Donations	59,486	-	59,486	-
Donations - LMA Trading Limited events	59,602	-	59,602	-
	1,633,425	159,500	1,792,925	1,503,327

3 Activities for generating funds

	Unrestricted funds 2020 £	Total 2019 £
Fundraising events	118,228	252,360
Trading activity income: Income from subsidiary - LMA Trading Limited	443,788	1,712,719
Activities for generating funds	562,016	1,965,079

4 Raising funds

	2020 £	2019 £
Fundraising event costs - TLMA (parent)		
Staging fundraising events	29,114	40,019
Staff costs	350,776	371,100
Support costs	82,550	100,553
Fundraising event costs - TLMA (parent)	462,440	511,672
Fundraising event costs - LMA Trading Limited (subsidiary)		
Fundraising event costs	111,839	370,911
Support costs	6,551	11,225
Fundraising event costs - LMA Trading Limited (subsidiary)	118,390	382,136
	580,830	893,808

5 Charitable activities

	City Giving Day	Power Of Diversity	This Is Me + She Can Be	Grant and governance costs	Green Ribbon	Total 2020	Total 2019
	£	£	£	£	£	£	£
Staff costs	57,863	41,494	70,217	-	19,855	189,429	153,193
Design costs	3,632	1,318	2,114	-	5,603	12,667	91,318
Material costs	2,736	-	136	-	59,053	61,925	18,287
Event costs	6,890	-	16,356	-	-	23,246	55,354
Media costs	4,836	102	3,858	-	-	8,796	11,723
Other	2,220	570	7,325	-	-	10,115	10,468
	78,177	43,484	100,006	-	84,511	306,178	340,343
Grant funding of activities (see note 6)	-	-	-	2,002,153	-	2,002,153	1,560,378
Share of governance costs (see note 7)	-	-	-	24,980	-	24,980	21,340
	78,177	43,484	100,006	2,027,133	84,511	2,333,311	1,922,061

6 Grants payable

	2020 £	2019 £
Grants to institutions:		
Samaritans (2018 Appeal)	-	131,966
OnSide Youth Zones (2018 Appeal)	-	133,883
Place2Be (2018 Appeal)	-	133,483
Best Beginning (2018 Appeal)	-	28,271
Prostate Cancer (2018 Appeal)	-	28,271
Mansion House (2018 Appeal)	-	56,542
Teach First (2018 Appeal)	-	55,542
Pikemen & Musketeers (2018 Appeal)	-	1,000
Samaritans (2019 Appeal)	305,206	350,000
OnSide Youth Zones (2019 Appeal)	305,006	291,420
Place2Be (2019 Appeal)	305,251	350,000
Best Beginnings (2019 Appeal)	32,250	-
Prostate Cancer (2019 Appeal)	32,250	-
Mansion House (2019 Appeal)	64,500	-
Teach First (2019 Appeal)	30,000	-
HR Professionals (2019 Appeal)	30,000	-
Place2Be (2020 Appeal)	270,000	-
OnSide Youth Zones (2020 Appeal)	209,788	-
Samaritans (2020 Appeal)	257,902	-
The Duke of Edinburgh's Award (2020 Appeal)	160,000	-
	2,002,153	1,560,378
Grants paid - 2019 Appeal	1,104,463	
Grants paid - 2020 Appeal	897,690	
	2,002,153	

No grants were paid to individuals.

All grant payments are made by TLMA (parent company).

Donations of £72,560 were sent directly to beneficiaries, split between the following beneficiaries;

OnSide Youth Zones	£60,212
Samaritans	£12,348

7 Support costs

	Support costs	Governance costs	2020	2019	Basis of allocation
	£	£	£	£	
Staff costs	540,205	-	540,205	524,293	See below
Support costs	89,101	-	89,101	111,778	See below
Audit fees	-	22,900	22,900	18,200	Governance
Accountancy fees	-	880	880	3,140	Governance
Legal and professional	-	1,200	1,200	-	Governance
	629,306	24,980	654,286	657,411	
Analysed between					
Cost of generating funds	43,988	-	43,988	48,288	
Fundraising	395,888	-	395,888	434,590	
Charitable activities	189,430	24,980	214,410	174,533	
	629,306	24,980	654,286	657,411	

Support costs are allocated on the basis of staff time as follows: Fundraising events costs 90% and the cost of generating donations 10%. The costs for charitable activities are based on the actual time spent by staff.

The City of London Corporation provided non-monetary support to the Lord Mayor's Appeal in the form of office space (to accommodate up to 13 members of staff), payroll services and support services. This non-monetary support is not valued in the accounts on the grounds that they cannot be reasonably quantified.

Total auditors remuneration for the Group was £22,900, split; £12,600 for Parent Company audit, £8,500 for subsidiary audit fees and £1,800 for non-audit services provided to the Group.

8 Trustees

None of the trustees (or any persons connected with them) received any remuneration during the year and none of the trustees incurred expenses.

9 Employees

The average monthly number of employees during the year was:

	2020 Number	2019 Number
Appeal Director/CEO	1	1
Office/Finance Manager	1	1
Events Manager	2	2
Programme/Project Manager	5	7
Programme/Appeal Officers	3	4
Comms Manager	1	-
Total	13	15

Employment costs	2020 £	2019 £
Wages and salaries	483,069	464,384
Social security costs	44,541	47,262
Other pension costs	12,595	12,647
	540,205	524,293

All the staff were directly employed by TLMA but the payroll service was provided free of charge by The City of London Corporation.

The key management personnel of TLMA are the trustees and the Chief Executive Officer. The total employee benefits of the key management personnel were £92,560 (2019: £99,692).

The number of employees whose annual remuneration was £60,000 or more were:

	2020 Number	2019 Number
£90,001 to £100,000	1	1

Of the employees whose emoluments exceed £60,000, one (2019: one) had retirement benefits accruing under defined contribution pension schemes.

10 Taxation

As The Lord Mayor's Appeal is a registered charity under the Charities Act 2011 it is entitled to the exemptions from taxation on income falling within sections 466 to 493 of the Corporation Tax Act 2010.

11 Tangible fixed assets

	Plant and machinery £
Cost	
At 1 December 2019	5,041
At 30 November 2020	5,041
Depreciation and impairment	
At 1 December 2019	5,041
At 30 November 2020	5,041
Carrying amount	
At 30 November 2020	-
At 30 November 2019	-

12 Debtors

Amounts falling due within one year:	2020 Company £	2020 Group £	2019 Company	2019 Group £
Trade debtors	75,000	112,500	47,673	95,888
Deferred expenses	109	24,338	37,263	42,277
Accrued income	481,897	190,716	171,377	174,862
	557,005	327,554	256,313	313,027
	557,005	327,554	256,313	313,027

13 Creditors: amounts falling due within one year

	Notes	2020 Company £	2020 Group £	2019 Company £	2019 Group £
Deferred income	14	41,174	497,212	343,011	545,411
Amounts owed to subsidiary undertakings		134,121	-	536,026	-
Other creditors		-	4,560	-	7,252
Accruals		16,568	25,368	76,036	98,585
		191,863	527,140	955,073	651,248

14 Deferred income

	2020 Company £	2020 Group £	2019 Company £	2019 Group £
Other deferred income	41,174	497,212	343,011	545,411

Deferred income relates to funds received in relation to the 2021 Appeal which falls in the next mayoral year. The income has been deferred so that it is recognised in the appropriate mayoral fundraising year. The amount deferred in the prior year of £545,411 was released in the current year.

15 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes - :

Company	Movement in funds		Movement in funds		
	Incoming resources	Balance at 1 December 2019	Incoming resources	Resources expended	Balance at 30 November 2020
	£	£	£	£	£
Donations	-	-	159,500	(159,500)	-

16 Designated funds

The income funds of the charity include the following designated funds which have been set aside out of unrestricted funds by the trustees for a specific purpose - working capital to cover any future shortfall in funding:

		Movement in funds		
	Balance at 1 December 2019	Incoming resources	Resources expended	Balance at 30 November 2020
	£	£	£	£
Working capital	127,000	21,644	-	148,644
	127,000	21,644	-	148,644

17 Analysis of net assets between funds

Group

	Unrestricted funds 2020 £	Restricted funds 2020 £	Total 2020 £	Unrestricted funds 2019 £	Restricted funds 2019 £	Total 2019 £
Fund balances at 30 November 2020 are represented by:						
Current assets/ (liabilities)	789,129	-	789,129	1,348,329	-	1,348,329
	789,129	-	789,129	1,348,329	-	1,348,329

18 Events after the reporting date

COVID-19 has had a continued impact on the financial income for The Lord Mayor's Appeal for 2021.

19 Pension costs

The group operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the group in an independently administered fund. Contributions payable by the group amounted to £12,598 (2019 - £12,647). At the year end the balance payable to the pension scheme was £Nil (2019 - £Nil).

20 Related party transactions

Exemption from the requirement to disclose transactions between wholly owned group members has been taken in accordance with provisions within FRS 8.

21 Analysis of changes in net funds

TLMA had no debt during the year.

22 Cash generated from operations

	2020 £	2019 £
(Deficit)/surpus for the year	(559,200)	652,537
Movements in working capital:		
(Increase)/decrease in debtors	(14,527)	49,514
(Decrease) in creditors	(75,909)	(425,297)
(Decrease)/increase in deferred income	(48,199)	117,272
Cash (absorbed by)/generated from operations	(697,835)	394,026

23 Subsidiary Undertaking

Subsidiary name:	Lord Mayor's Appeal Trading Limited
Company registration number:	11692137
Registered office address:	The Mansion House, London EC4N 8BH
Parent charity shareholding:	100% of share capital
Total assets as at 30 November 2020:	£760,580
Total liabilities as at 30 November 2020:	£760,579
Total equity as at 30 November 2020:	£1
Turnover for the period ended 30 November 2020:	£443,788
Expenditure for the period ended 30 November 2020:	£1,716,954
Loss for the period ended 30 November 2020:	£1,273,166

The principal activity of Lord Mayor's Appeal Trading Limited is to organise fundraising events for the benefit of The Lord Mayor's Appeal (parent charity). The results of Lord Mayor's Appeal Trading Limited are included in the consolidated accounts on a line by line basis.

24 Auditors' Ethical Standards

In common with many charities of our size and nature, we use our auditors to assist with the preparation of the accounts.