

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**

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**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

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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 LORD MAYOR'S APPEAL  
(A COMPANY LIMITED BY GUARANTEE)  
TRUSTEES REPORT (CONTINUED)(INCLUDING DIRECTORS' REPORT)  
FOR THE YEAR ENDED 30 NOVEMBER 2020**

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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.

# **THE LORD MAYOR'S APPEAL (A COMPANY LIMITED BY GUARANTEE) TRUSTEES REPORT (CONTINUED)(INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 30 NOVEMBER 2020**

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## **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.



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.*



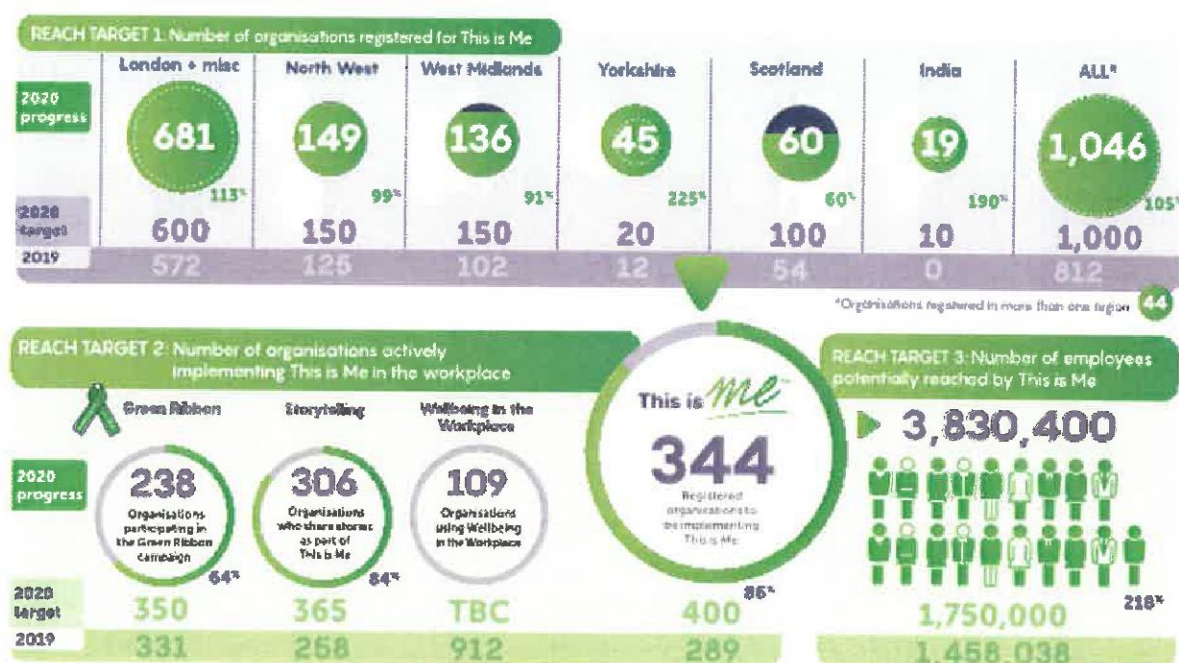
# THE LORD MAYOR'S APPEAL (A COMPANY LIMITED BY GUARANTEE) TRUSTEES REPORT (CONTINUED)(INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 30 NOVEMBER 2020



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.

# THE LORD MAYOR'S APPEAL (A COMPANY LIMITED BY GUARANTEE) TRUSTEES REPORT (CONTINUED)(INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 30 NOVEMBER 2020



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.

## Impact highlights

Feedback from young women

**88%** of young women felt empowered to make decisions about their careers after She Can Be...

**80%** of young women would consider a career in the City after the event



Feedback from employees

**93%** of employees felt more confident about the tangible action they can take to empower women in the workplace.

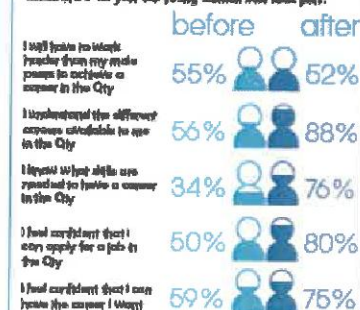
**90%** of employees felt that they understood the way that young women are feeling about entering the workplace after the event.

**93%** of employees felt inspired to hone their own skills as a result of She Can Be.

"Amazing initiative and event - I'm so inspired and proud to be part of this."

Feedback based on feedback from attendees.

Results of 34-44 year old young women that took part:



"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."



# **THE LORD MAYOR'S APPEAL (A COMPANY LIMITED BY GUARANTEE) TRUSTEES REPORT (CONTINUED)(INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 30 NOVEMBER 2020**

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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 EMEA 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*

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FOR THE YEAR ENDED 30 NOVEMBER 2020**

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**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*



Always there for young people

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*



# THE LORD MAYOR'S APPEAL (A COMPANY LIMITED BY GUARANTEE) TRUSTEES REPORT (CONTINUED)(INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 30 NOVEMBER 2020

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## 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, Schrodgers, 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"*



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.*

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FOR THE YEAR ENDED 30 NOVEMBER 2020**

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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.



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**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.

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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.

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TRUSTEES REPORT (CONTINUED)(INCLUDING DIRECTORS' REPORT)  
FOR THE YEAR ENDED 30 NOVEMBER 2020**

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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**

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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**

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### **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.

**THE LORD MAYOR'S APPEAL  
(A COMPANY LIMITED BY GUARANTEE)  
INDEPENDENT AUDITOR'S REPORT (CONTINUED)  
TO THE MEMBERS OF THE LORD MAYOR'S APPEAL**

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**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.

**THE LORD MAYOR'S APPEAL  
(A COMPANY LIMITED BY GUARANTEE)  
INDEPENDENT AUDITOR'S REPORT (CONTINUED)  
TO THE MEMBERS OF THE LORD MAYOR'S APPEAL**

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**Mark Boomla (Senior Statutory Auditor)  
for and on behalf of Prager Metis LLP**

**Chartered Accountants  
Statutory Auditor**

*Mark Boomla.*  
5/8/2021

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**

		Unrestricted funds 2020 £	Restricted funds 2020 £	Total 2020 £	Unrestricted funds 2019 £	Restricted funds 2019 £	Total 2019 £
	Notes						
<b>Income from:</b>							
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
<b>Total income</b>		<b>2,195,441</b>	<b>159,500</b>	<b>2,354,941</b>	<b>3,328,906</b>	<b>139,500</b>	<b>3,468,406</b>
<b>Expenditure on:</b>							
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
<b>Total resources expended</b>		<b>2,754,641</b>	<b>159,500</b>	<b>2,914,141</b>	<b>2,676,369</b>	<b>139,500</b>	<b>2,815,869</b>
<b>Net (expenditure)/income for the year/</b>							
<b>Net movement in funds</b>		<b>(559,200)</b>	<b>-</b>	<b>(559,200)</b>	<b>652,537</b>	<b>-</b>	<b>652,537</b>
Fund balances at 1 December 2019		1,348,329	-	1,348,329	695,792	-	695,792
<b>Fund balances at 30 November 2020</b>		<b>789,129</b>	<b>-</b>	<b>789,129</b>	<b>1,348,329</b>	<b>-</b>	<b>1,348,329</b>

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 £
<b>Income from:</b>							
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
<b>Total income</b>		<b>3,316,000</b>	<b>159,500</b>	<b>3,475,500</b>	<b>1,616,187</b>	<b>139,500</b>	<b>1,755,687</b>
<b>Expenditure on:</b>							
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
<b>Total resources expended</b>		<b>2,602,034</b>	<b>159,500</b>	<b>2,761,534</b>	<b>2,236,816</b>	<b>139,500</b>	<b>2,376,316</b>
<b>Net (expenditure)/income for the year/</b>							
<b>Net movement in funds</b>		<b>713,966</b>	<b>-</b>	<b>713,966</b>	<b>(620,629)</b>	<b>-</b>	<b>(620,629)</b>
Fund balances at 1 December 2019		75,163	-	75,163	695,792	-	695,792
<b>Fund balances at 30 November 2020</b>		<b>789,129</b>	<b>-</b>	<b>789,129</b>	<b>75,163</b>	<b>-</b>	<b>75,163</b>

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 £	£
<b>Current assets</b>					
Debtors	12	327,554		313,027	
Cash at bank and in hand		988,715		1,686,550	
		<u>1,316,269</u>		<u>1,999,577</u>	
<b>Creditors: amounts falling due within one year</b>	13	(527,140)		(651,248)	
Net current assets			<u>789,129</u>		<u>1,348,329</u>
<b>Income funds</b>					
<u>Unrestricted funds</u>					
Designated funds	16	148,644		127,000	
General unrestricted funds		<u>640,485</u>		<u>1,221,329</u>	
			<u>789,129</u>		<u>1,348,329</u>
			<u>789,129</u>		<u>1,348,329</u>

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 £	£
<b>Fixed assets</b>					
Investments			1		1
<b>Current assets</b>					
Debtors	12	557,005		256,313	
Cash at bank and in hand		423,987		773,922	
		980,992		1,030,235	
<b>Creditors: amounts falling due within one year</b>	13	(191,864)		(955,073)	
Net current assets			789,128		75,162
<b>Total assets less current liabilities</b>			789,129		75,163
<b>Income funds</b>					
<u>Unrestricted funds</u>					
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 £	£	2019 £	£
<b>Cash flows from operating activities</b>					
Cash (absorbed by)/generated from operations	22		(697,835)		394,026
<b>Investing activities</b>					
Investment in subsidiary		-		1	
<b>Net cash (used in)/generated from investing activities</b>			-		1
<b>Net cash used in financing activities</b>			-		-
<b>Net (decrease)/increase in cash and cash equivalents</b>			(697,835)		394,027
Cash and cash equivalents at beginning of year			1,686,550		1,292,523
<b>Cash and cash equivalents at end of year</b>			<u>988,715</u>		<u>1,686,550</u>

**THE LORD MAYOR'S APPEAL**  
**(A COMPANY LIMITED BY GUARANTEE)**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 NOVEMBER 2020**

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**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.

**THE LORD MAYOR'S APPEAL**  
**(A COMPANY LIMITED BY GUARANTEE)**  
**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**  
**FOR THE YEAR ENDED 30 NOVEMBER 2020**

---

**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.

**THE LORD MAYOR'S APPEAL**  
**(A COMPANY LIMITED BY GUARANTEE)**  
**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**  
**FOR THE YEAR ENDED 30 NOVEMBER 2020**

---

**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.

**THE LORD MAYOR'S APPEAL**  
**(A COMPANY LIMITED BY GUARANTEE)**  
**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**  
**FOR THE YEAR ENDED 30 NOVEMBER 2020**

**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
	<u>1,633,425</u>	<u>159,500</u>	<u>1,792,925</u>	<u>1,503,327</u>
<b>For the year ended 30 November 2019</b>	<u>1,363,827</u>	<u>139,500</u>		<u>1,503,327</u>
<b>Donations and gifts</b>				
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	-
	<u>1,633,425</u>	<u>159,500</u>	<u>1,792,925</u>	<u>1,503,327</u>

**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	<u>562,016</u>	<u>1,965,079</u>



**THE LORD MAYOR'S APPEAL**  
**(A COMPANY LIMITED BY GUARANTEE)**  
**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**  
**FOR THE YEAR ENDED 30 NOVEMBER 2020**

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**4 Raising funds**

	2020 £	2019 £
<u>Fundraising event costs - TLMA (parent)</u>		
Staging fundraising events	29,114	40,019
Staff costs	350,776	371,100
Support costs	82,550	100,553
	<hr/>	<hr/>
Fundraising event costs - TLMA (parent)	462,440	511,672
	<hr/>	<hr/>
<u>Fundraising event costs - LMA Trading Limited (subsidiary)</u>		
Fundraising event costs	111,839	370,911
Support costs	6,551	11,225
	<hr/>	<hr/>
Fundraising event costs - LMA Trading Limited (subsidiary)	118,390	382,136
	<hr/>	<hr/>
	<u>580,830</u>	<u>893,808</u>

**THE LORD MAYOR'S APPEAL  
(A COMPANY LIMITED BY GUARANTEE)  
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)  
FOR THE YEAR ENDED 30 NOVEMBER 2020**

**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
	<u>78,177</u>	<u>43,484</u>	<u>100,006</u>	<u>-</u>	<u>84,511</u>	<u>306,178</u>	<u>340,343</u>
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
	<u>78,177</u>	<u>43,484</u>	<u>100,006</u>	<u>2,027,133</u>	<u>84,511</u>	<u>2,333,311</u>	<u>1,922,061</u>

**THE LORD MAYOR'S APPEAL**  
**(A COMPANY LIMITED BY GUARANTEE)**  
**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**  
**FOR THE YEAR ENDED 30 NOVEMBER 2020**

**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	-
	<u>2,002,153</u>	<u>1,560,378</u>
Grants paid - 2019 Appeal	1,104,463	
Grants paid - 2020 Appeal	897,690	
	<u>2,002,153</u>	

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

**THE LORD MAYOR'S APPEAL**  
**(A COMPANY LIMITED BY GUARANTEE)**  
**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**  
**FOR THE YEAR ENDED 30 NOVEMBER 2020**

**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
	<u>629,306</u>	<u>24,980</u>	<u>654,286</u>	<u>657,411</u>	
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	
	<u>629,306</u>	<u>24,980</u>	<u>654,286</u>	<u>657,411</u>	

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.

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**9 Employees**

The average monthly number of employees during the year was:

	<b>2020</b>	<b>2019</b>
	<b>Number</b>	<b>Number</b>
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	-
<b>Total</b>	<b>13</b>	<b>15</b>

	<b>2020</b>	<b>2019</b>
	<b>£</b>	<b>£</b>
<b>Employment costs</b>		
Wages and salaries	483,069	464,384
Social security costs	44,541	47,262
Other pension costs	12,595	12,647
	<b>540,205</b>	<b>524,293</b>

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:

	<b>2020</b>	<b>2019</b>
	<b>Number</b>	<b>Number</b>
£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.

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**11 Tangible fixed assets**

	Plant and machinery £
<b>Cost</b>	
At 1 December 2019	5,041
At 30 November 2020	5,041
<b>Depreciation and impairment</b>	
At 1 December 2019	5,041
At 30 November 2020	5,041
<b>Carrying amount</b>	
At 30 November 2020	-
At 30 November 2019	-

**12 Debtors**

	2020 Company £	2020 Group £	2019 Company £	2019 Group £
<b>Amounts falling due within one year:</b>				
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**

	2020 Company £	2020 Group £	2019 Company £	2019 Group £
<b>Notes</b>				
Deferred income <b>14</b>	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

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**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

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**FOR THE YEAR ENDED 30 NOVEMBER 2020**

**17 Analysis of net assets between funds**

Group	Unrestricted funds	Restricted funds	Total	Unrestricted funds	Restricted funds	Total
	2020	2020	2020	2019	2019	2019
	£	£	£	£	£	£
Fund balances at 30 November 2020 are represented by:						
Current assets/ (liabilities)	789,129	-	789,129	1,348,329	-	1,348,329
	<u>789,129</u>	<u>-</u>	<u>789,129</u>	<u>1,348,329</u>	<u>-</u>	<u>1,348,329</u>

**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)/surplus 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
<b>Cash (absorbed by)/generated from operations</b>	<u>(697,835)</u>	<u>394,026</u>



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**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.