

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
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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.

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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.

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Trustees' report (continued) For the year ended 30 November 2021

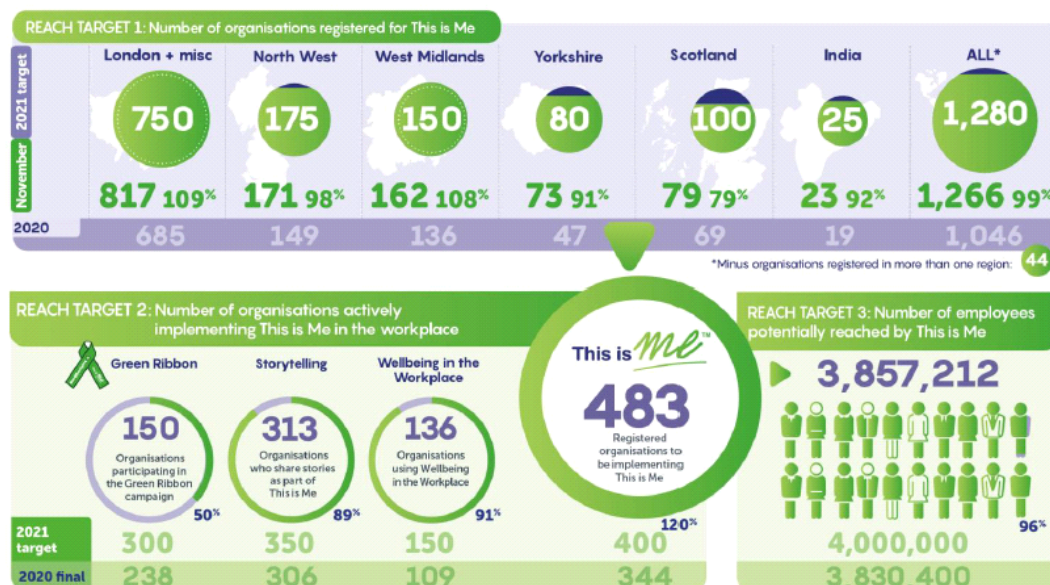


This is Me the mental health campaign that was a concept initiated by Barclays and has been led by The Lord Mayor's Appeal for five years. Its aim is to reduce the stigma and dispel the myths around mental health in the workplace as well as raise awareness of wellbeing. This is Me aims to help create 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.

2021 Reach targets end of year report



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.

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Trustees' report (continued)

For the year ended 30 November 2021



She Can Be

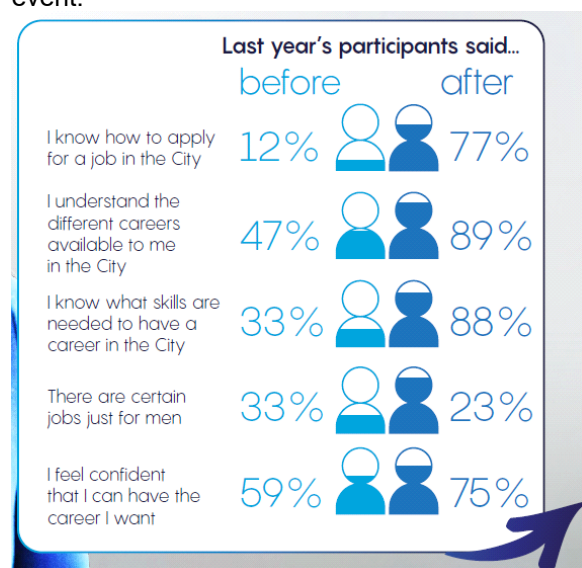
She Can Be is run through the trading subsidiary.

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."

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Trustees' report (continued) **For the year ended 30 November 2021**



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

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Trustees' report (continued)

For the year ended 30 November 2021

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.

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Trustees' report (continued)

For the year ended 30 November 2021

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.



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).

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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.

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Trustees' report (continued)
For the year ended 30 November 2021

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.

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Trustees' report (continued)
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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.

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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 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:

- 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

The Lord Mayor's Appeal
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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.

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

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.

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

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.

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

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		<u>-</u>	<u>-</u>
Current assets			
Debtors	14	197,738	327,555
Cash at bank and in hand		1,126,746	988,715
		<u>1,324,484</u>	<u>1,316,270</u>
Creditors: amounts falling due within one year	15	(128,842)	(527,141)
Net current assets		<u>1,195,642</u>	<u>789,129</u>
Total net assets		<u><u>1,195,642</u></u>	<u><u>789,129</u></u>
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	<u>1,195,642</u>	<u>789,129</u>
Total funds		<u><u>1,195,642</u></u>	<u><u>789,129</u></u>

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
		<u>1</u>	<u>1</u>
Current assets			
Debtors	14	1,152,069	557,005
Cash at bank and in hand		793,174	423,987
		<u>1,945,243</u>	<u>980,992</u>
Creditors: amounts falling due within one year	15	(749,602)	(191,864)
Net current assets		<u>1,195,641</u>	<u>789,128</u>
Total net assets		<u><u>1,195,642</u></u>	<u><u>789,129</u></u>
Charity funds			
Restricted funds	16	-	-
Unrestricted funds			
Designated funds	16	173,644	148,644
General funds	16	1,021,998	640,485
		<u>1,195,642</u>	<u>789,129</u>
Total funds		<u><u>1,195,642</u></u>	<u><u>789,129</u></u>

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

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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

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

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 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.

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

Notes to the financial statements
For the year ended 30 November 2021

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.

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

Notes to the financial statements
For the year ended 30 November 2021

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

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

Notes to the financial statements
For the year ended 30 November 2021

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

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

Notes to the financial statements
For the year ended 30 November 2021

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
	<hr/> 424,323 <hr/>	<hr/> 424,323 <hr/>

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

Notes to the financial statements
For the year ended 30 November 2021

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
	<u>462,440</u>	<u>462,440</u>

Other trading expenses

	Unrestricted funds 2021 £	Total funds 2021 £
Expenditure of subsidiary - LMA Trading Limited	<u>426,815</u>	<u>426,815</u>

Other trading expenses (continued)

	Unrestricted funds 2020 £	Total funds 2020 £
Expenditure of subsidiary - LMA Trading Limited	<u>118,390</u>	<u>118,390</u>

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

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:

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

Notes to the financial statements
For the year ended 30 November 2021

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).

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

Notes to the financial statements
For the year ended 30 November 2021

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

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

Notes to the financial statements
For the year ended 30 November 2021

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
	<u>306,178</u>	<u>2,002,153</u>	<u>24,980</u>	<u>2,333,311</u>

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
	<u>66,488</u>	<u>75,962</u>	<u>101,727</u>	<u>19,314</u>	<u>263,491</u>

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

Notes to the financial statements
For the year ended 30 November 2021

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
	<u>78,177</u>	<u>43,484</u>	<u>100,006</u>	<u>84,511</u>	<u>306,178</u>

Analysis of support costs

	Total funds 2021 £	Total funds 2020 £
Audit fees	17,773	22,900
Accountancy fees	-	880
Legal and professional	-	1,200
	<u>17,773</u>	<u>24,980</u>

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
	<u>17,773</u>	<u>22,900</u>

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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).

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12. Tangible fixed assets

Group and Charity

	Plant and machinery £
Cost or valuation	
At 1 December 2020	5,041
At 30 November 2021	<u>5,041</u>
Depreciation	
At 1 December 2020	5,041
At 30 November 2021	<u>5,041</u>
Net book value	
At 30 November 2021	<u>-</u>
At 30 November 2020	<u>-</u>

13. Fixed asset investments

	Investments in subsidiary companies £
Charity	
Cost or valuation	
At 1 December 2020	1
At 30 November 2021	<u>1</u>
Net book value	
At 30 November 2021	<u>1</u>
At 30 November 2020	<u>1</u>

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Notes to the financial statements
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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.

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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
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
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
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
Total Unrestricted funds	789,129	2,715,694	(2,309,181)	-	1,195,642
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
Restricted funds					
Donations	-	154,525	(154,525)	-	-
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
The above restricted funds comprise unexpended balances of donations and grants which have been given to the charity for specific purposes.					
Total of funds	789,129	2,870,219	(2,463,706)	-	1,195,642
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>

The Lord Mayor's Appeal
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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

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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)	-
	<u>1,348,329</u>	<u>2,354,941</u>	<u>(2,914,141)</u>	<u>789,129</u>

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	<u>1,195,642</u>	<u>1,195,642</u>

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	<u>789,129</u>	<u>789,129</u>

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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.

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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