

THE LORD MAYOR'S BIG CURRY 2021

**For 2021
not our usual Lunch in Guildhall
instead
three months of virtual events and activities
to meet the current and urgent need
to fund military veterans through the Pain Management Programme
and into employment**

THE IMPORTANCE OF OUR FUNDRAISING THIS YEAR

The 2021 'Lunch' has had to evolve - because of the Covid-19 pandemic - into a series of on-line fundraising events and activities which will start in late March 2021 and conclude by the end of May 2021.

Whilst what is now planned for 2021 may be very different to previous years, the cause for which we are raising funds has not changed. In fact, the need has increased. Employment is an issue which has ballooned across the nation as a result of the pandemic. It has created difficulties for many people including military veterans seeking a job in the civilian world.

More than ever, support is needed to help veterans and in particular those suffering from the debilitating impact of pain - physical, psychological or both - manage the pain and, as a result, be able to seek and hold down a job.

Our support for the Veterans' Pain Management Programme at the King Edward VII Hospital helps transform the lives of individual veterans and their families; our ambition for 2021 is to fund 18 veterans waiting to go on the Programme and to support other veterans into employment by whatever means it takes.

KEY DATES

Launch of the 2021 LMBC	<i>Monday 22nd February</i>
Gardeners' Livery Company Veterans Garden opens in Guildhall Yard	<i>as soon as the NHS marquee is removed</i>
2021 Marketing Campaign begins	<i>Monday 22nd February</i>
LMBC 2021 downloadable Programme	<i>available Monday 22nd February</i>
Events and activities begin	<i>w/c 22nd March</i>
Lord Mayor's Reception at Mansion House	<i>tba in September</i>

THE FUNDRAISING PROGRAMME

We have hired a specialist digital media communications company to handle the promotion of the virtual events and activities through social media. This is in addition to our usual postal and e-mail campaigns and the support of our media partners. We have built a new website. We have hired a company that specialises in the management and technology for Zoomed activities.

1. Online Raffle

Twelve prizes

Opens *22nd March* with the winning tickets drawn by the Lady Mayoress on 28th May

£10 a ticket

2. Five Zoom Evenings With Well-Known Authors

Authors: Professor Saul David, Tim Gosling, Lieutenant General Sir Simon Mayall, Sir Michael Palin, Alan Titchmarsh

Talking about and reading from their latest books

Tuesday evenings in March and April

6.30 pm to 7.45 pm

Interactive Q & A

Each one hosted and introduced by a well-known journalist or writer with a recorded message from the Lord Mayor

£20 to join each one

Signed copies of the books can be ordered

3. Two Zoom Masterclasses With Leading Wine Experts

James Simpson MW on champagne, its history, its making and the wines of Pol Roger

Edouard Moueix on the history, making and the character of the wines of Moueix

Thursday evenings in March

6.30 pm to 7.45 pm

Interactive Q & A

Each one hosted and introduced by a well-known wine writer with a recorded message from the Lord Mayor

The facility to pre-order the wines to be tasted

£20 to join each one; £xx with x wines pre-delivered

The facility afterwards to order further wines

4. Four Zoom Curry Cook-A-Longs With Celebrity Masterchefs

Chefs include Prue Leith and Cyrus Todiwala talking about and preparing curries

Leading wine experts Nicola Arcedeckne-Butler MW, Jane MacQuitty and Ollie Smith talking about what wine to drink with curry

The top barman from the Coq d'Argent showing you how to make the Lord Mayor's and Lady Mayoress's cocktails (pre-recorded)

Thursdays in April

6.30 pm to 7.45 pm

Interactive Q & A

Each one hosted and introduced by a well-known food or wine writer with a recorded message from the Lord Mayor

The facility to pre-order a food and/or wine box

£30 to join each one; £70 with food box; £55 with wine box; £95 with food and wine box - all pre-delivered

The facility afterwards to order further wines

5. On Line Auction

Over 60 prizes - sporting events, holidays, UK ceremonial occasions, 'money-can't-buy', 'behind the scenes', portrait painting and photography and much more
Launch date tba; the diamond & gold pendant and the bespoke watch to be added half-way through

AN UNEXPECTED - AND POSITIVE - CONSEQUENCE OF THE 2021 LMBCL GOING LARGELY VIRTUAL AND BEING PROMOTED THROUGH SOCIAL MEDIA

The introduction for 2021 of Zoom-delivered and other on-line events, marketed through an extensive Social Media campaign by a specialist communications agency, will introduce the LMBCL to hundreds of thousands of people with whom we have not previously engaged, not just in the capital, but across the UK.

This will have the advantage of communicating the key messages of the LMBCL to many more people than our previous, successful DM, email and media partner-driven campaigns:

- i. explaining the role of the Armed Forces
- ii. highlighting the needs of military veterans
- iii. building awareness of the LMBCL for the future
- iv. emphasising the philanthropy of the City and its institutions and the importance of the employment strand in the Lord Mayor's and Civic strategy 'A Better City For All'.

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ABF The Soldiers' Charity

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