

CITY PAY IT FORWARD



About us and our work

In Primary schools...

We collaborate with leading educators to produce, present and distribute engaging, age-appropriate materials to schools

In Secondary schools...

We partner with schools and the business community to deliver impactful, tailored programs, including investment competitions, enterprise challenges, insight days, and career experiences

Welcome to our year in review

We are committed to making a difference in our community

In 2024 alone, we...



Were shortlisted for a *Leadership in Financial Literacy* award



Were invited to *Ring the Bell* at the London Stock Exchange



Arrange office visits to corporate partners through Insight Days



Created an investment club for Business Studies students



Collaborated with one of the largest school districts in the US



Organized our *Women in the City* careers event



Hosted our inaugural Enterprise Challenge

And more!



WE HOSTED A:



WOMEN IN THE CITY CAREERS EVENT

Ten schools from London and South East England, 110 A-level students, and twenty mentors came together for Women in the City — an inspiring and impactful event held in a majestic venue with 700 years of history.



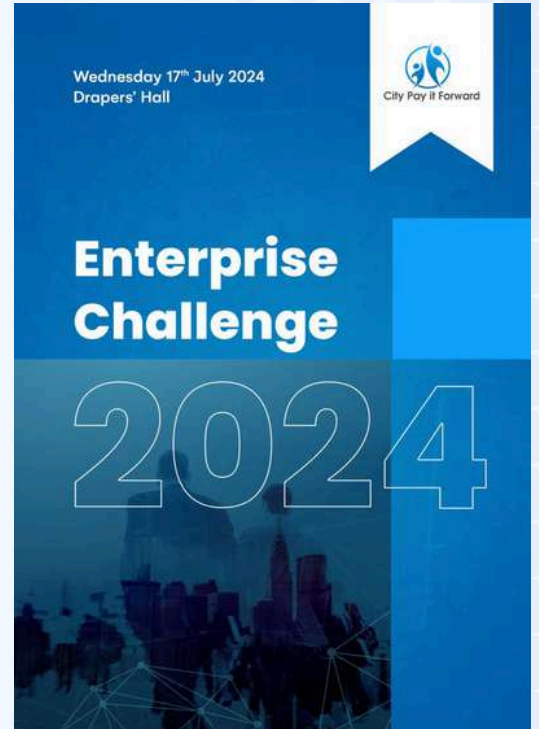
WE ORGANIZED AN:



ENTERPRISE CHALLENGE 2024

THE GRAND FINALE

Over 200 students across twenty teams from the Harris Federation and United Learning showcased outstanding creativity and teamwork in our inaugural City Pay it Forward 2024 Enterprise Challenge.



WE CREATED AND RAN AN:



INVESTMENT CLUB AND COMPETITION



Nearly 200 Business Studies students competed for just thirty coveted spots in the City Pay It Forward Investment Club.

Over three months, twenty leading City professionals — most with nearly three decades of experience — mentored students, teaching them the fundamentals of investing and financial markets.

The top three students earned cash prizes, while the six most engaged participants enjoyed an exclusive day on a live trading floor.



Session 1	Introduction to Investing and the Financial Markets
Session 2	The Importance of Diversified Portfolio Construction and Research
Session 3	The Power of the Investor to Effect Change in Society
Session 4	What Makes a Good Business / Entrepreneurship – Back to Basics
Session 5	Current Events and the Impact on the Portfolio
Session 6	Wrap up, Drawing it All Together – Lessons Learnt



THE WINNERS SPENT THE DAY ON A LIVE TRADING FLOOR



CITY AM DRAGON AWARDS

In Partnership with **AON**

City AM is delighted to reveal the finalists for the 2024 Dragon Awards for Social Impact. Thank you to everyone who submitted a nomination, and congratulations to those who have been shortlisted.

THE WINNERS WILL BE ANNOUNCED AT A SPECIAL DINNER HELD AT MANSION HOUSE ON 18TH NOVEMBER

Supported By: CITY LONDON, CANARY WHARF GROUP, BuyAssociation, tide, LSEG, EASTERN CITY

For more information visit cityam.com or scan QR code

INDUSTRY LEADER OF THE YEAR
TANUJA RANDERY AWS
JCF WALTERS, GREATER THINGS
SARAH DE LAGRÈDE, JANUS HENDERSON INVESTORS
DR VANESSA VALLELY OBE, WE ARE THE CITY

ENTREPRENEUR OF THE YEAR
LYDIA AMOAH, BACKLIGHT INC
ELEANOR LIGHTBODY, LUMINANCE
LOUISE HILL, GOHENRY
DUNCAN STEVENS, SRETEL

'HEART OF THE CITY AWARD'
SUCCOEN FINANCIAL LTD
PROJECT NEMO
SMARTWORKS
THE CLINK CHARITY

INCLUSIVE WORKPLACE AND EMPLOYEE WELLBEING
RPC LEGAL
STEPHERS SCOWIN LLP
REED SMITH
FRP ADVISORY

IMPACT BUSINESS OF THE YEAR AWARD
VOLUNTEERO
RECONOMY
CLIMATE IMPACT PARTNERS
COOK

ADVISOR OF THE YEAR
ALEX TAMLIN, DILA PIPER
HOGAN LOVELLS
ERM
KATE GRUSSING CEE, SAPPHIRE PARTNERS

INVESTOR OF THE YEAR
OCTOPIUS VENTURES
ERV
YOO CAPITAL
CIBUS CAPITAL

START-UP OF THE YEAR
INSPIRATION FOR ALL
ISELA HEALTH
HIVED
PEERCO

BANK/FINANCIAL INSTITUTION OF THE YEAR
OXBURY BANK
ZILCH
INVESTEC
MACQUARIE

TEAM OF THE YEAR
THE CORPORATE TEAM AT THE CHARITIES AID FOUNDATION
THE GOTO TEAM AT UBS
THE CENTRAL LONDON ALLIANCE
THE UK COMMUNITY IMPACT TEAM AT INVESTEC

INDUSTRY ASSOCIATION OF THE YEAR
INVESTOR ACTION ON AMR
SUSTAINABLE TRADING
THE INVESTING AND SAVING ALLIANCE (TISA)
INVESTMENT 20/20 AT THE INVESTMENT ASSOCIATION

LEADERSHIP IN FINANCIAL LITERACY
GOHENRY
CITY PAY IT FORWARD
JANUS HENDERSON INVESTORS
LLOYDS BANKING GROUP

WE WERE SHORTLISTED FOR A LEADERSHIP IN FINANCIAL LITERACY AWARD



WE WERE INVITED TO RING THE BELL AT THE LONDON STOCK EXCHANGE'S MARKET OPEN



ACTIVE IN PUBLIC POLICY ...

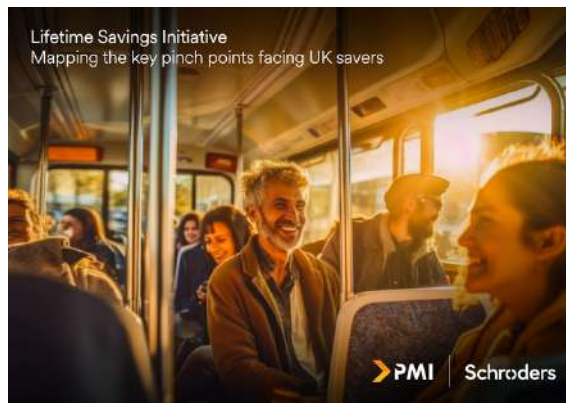
During a Westminster Hall debate, Seema Malhotra MP, Parliamentary Under-Secretary of State, recognized City Pay it Forward as a key initiative advancing financial education.

She commended the organization's efforts to enhance financial literacy among young people, highlighting its impact in tackling financial exclusion and promoting equitable access to cash.



WE WERE MENTIONED IN PARLIAMENTARY DEBATE

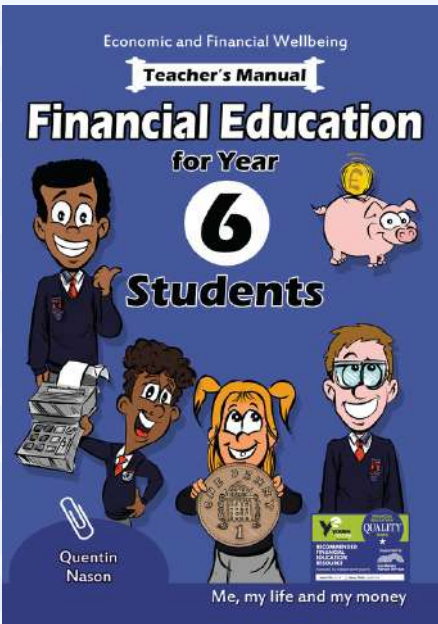
... AND IN ADVOCACY



Served as a panel member and contributor to the landmark Lifetime Savings Initiative, led by Schroders in collaboration with the Pensions Management Institute.



WE WERE INVITED TO JOIN A PANEL AS A CONTRIBUTOR

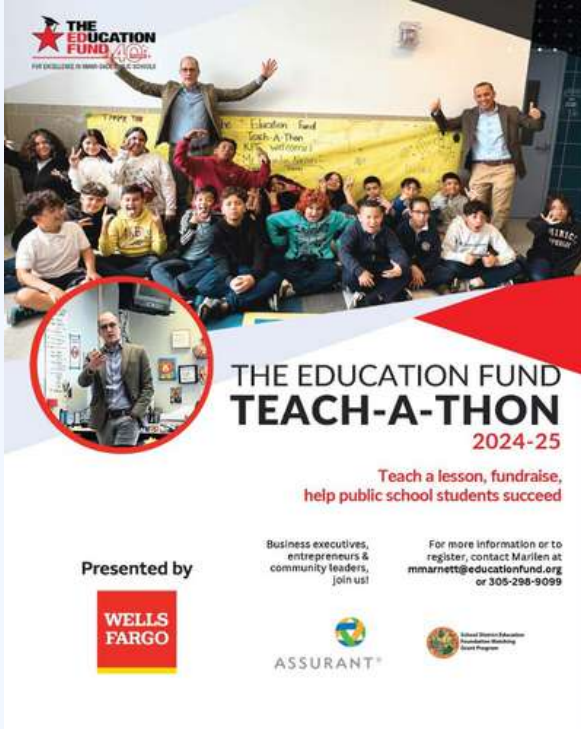


OUR VOLUNTEERS WERE HARD AT WORK THROUGHOUT THE YEAR WITH YEAR 6 STUDENTS ACROSS THE COUNTRY



WE WORKED IN THE US ...

PARTNERING WITH THE EDUCATION FUND OF MIAMI



Worked with fifth grade students in Miami to teach them about financial literacy while supporting an amazing organization ...

... AND RAISED OVER \$15,000

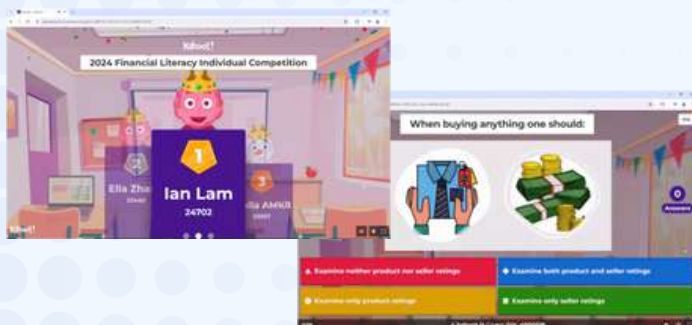
COLLABORATING WITH ONE OF THE LARGEST SCHOOL DISTRICTS IN THE UNITED STATES

For the third consecutive year, we partnered with the Math Department at Miami-Dade Public School District, the third-largest district in the US, to deliver our dynamic six-hour financial literacy curriculum.

The program was brought to life through interactive gamification and prizes, with top-performing students earning awards and leading schools celebrating with pizza parties.

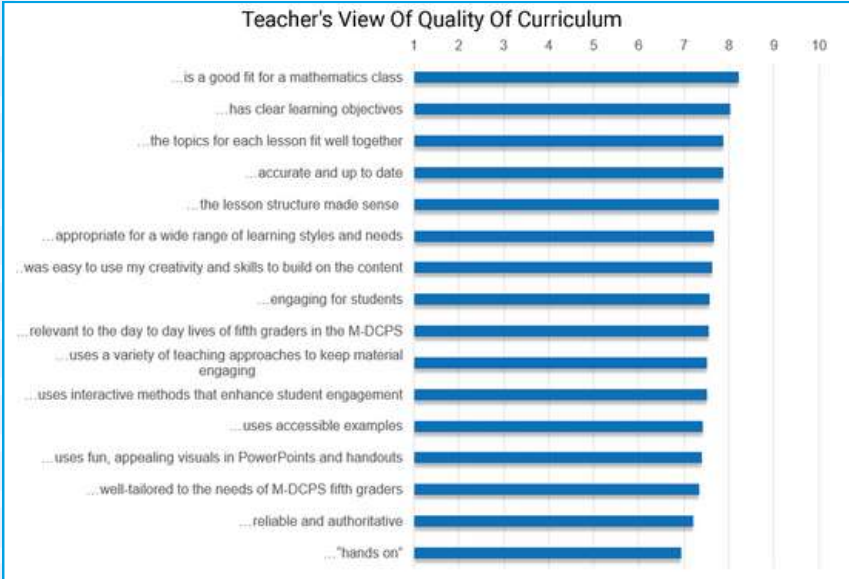


WORKING WITH MIAMI-DADE MATHS DEPARTMENT



WE WORKED IN THE US ...

TEAMING UP WITH A LEADING SCHOOL OF EDUCATION



Rigorous, multi-year research revealed that teachers found the curriculum highly impactful, relevant, and perfectly tailored to students' needs.



WE WORKED IN BELFAST ...

GOING ON THE ROAD

For the second year in a row, we partnered with TD Cowen to support schools in Northern Ireland, including an inspiring visit to their Belfast office.



BRINGING THE CITY OF LONDON TO LIFE THROUGH CORPORATE INSIGHT DAYS

Collaborating with corporate partners to inspire ambition and promote social mobility by hosting A-level students for immersive office experience days.



JUDGING THE LIVERY COMPANY ACADEMY AWARDS

For the second consecutive year, we were honored to be invited by the Lord Mayor to participate in the Livery Company Academy Awards at Mansion House – this time as a judge.



Building on the successes of 2024, we look forward to expanding our impact in the new year, and reaching even more young people to create greater opportunities



CITY PAY IT FORWARD

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