

Lloyd's Market Charity Awards

Entry Guide

Entry deadline
21 September 2025



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About the awards

At Lloyd's, we're proud to recognise the passion, dedication, and innovation our people bring to charitable causes.

That's why we created the **Lloyd's Market Charity Awards** in 2007, to celebrate individuals making a real difference.

Since their inception the Awards have supported 459 colleagues across the Lloyd's market and Corporation and donated £2.3million by the Lloyd's of London Foundation to our winner's nominated charities.

Nominate someone – or yourself – and help us shine a light on the incredible impact being made across our market.

Applications close 21 September.

Winners will receive **an unrestricted donation of up to £15,000** for their chosen charity and be invited to a special celebration hosted by the Chairman of Lloyd's.



Categories

Individual

Best individual fundraiser

Best individual volunteer

Recognises individuals who have most effectively carried out a volunteering or fundraising initiative. Unique contributions and skills-based volunteering will be judged highly.

The winner of each category will receive a £15,000 donation to their supported charity.

Group

Best group fundraiser

Best group volunteering

Recognises groups who have organised effective volunteering or fundraising initiatives. Strong teamwork, creative collaboration, and skills-based volunteering will be judged highly.

The winner of each category will receive a £15,000 donation to their supported charity.

Company

Best corporate charity partnership

Recognises the companies who have organised corporate social responsibility partnerships in which societal impact is a primary objective. Unique programmes with material impact to communities will be judged highly.

The winning partnership will receive a £10,000 donation to their supported charity.



How to enter

Please ensure you read our eligibility criteria and guidance before completing the application form.

Apply [here](#) for individual awards

Apply [here](#) for group awards

Apply [here](#) for company award

Nominate a colleague [here](#)

How to nominate your colleague

We will be in touch to invite you or your nominee to complete an application form.

Key dates

11 August – Applications open

21 September – Applications close

3 October – Winners announced

18 November – Celebration event

How your entry will be judged

Applications will be longlisted by the Charity Partnerships team and reviewed by the Lloyd's of London Foundation's Trustee selection panel.

Decisions regarding eligibility of applicants or beneficiaries, or interpretation of any of the other rules of the awards will be at the discretion of the Trustees.

Trustees will aim to award a diverse range of applications to reflect the diversity of the market itself.

The Trustees' decision is final.

Due to the volume of applications, unfortunately we are unable to provide individual feedback.



Eligibility

Individual and group awards

Applicants

Applicants must be permanent or fixed-term employees working within the Lloyd's market and employed by one of the following organisations:

- Lloyd's Corporation
- Managing agent or a member's agent
- Lloyd's-registered broker
- Coverholder

Applicants must be employed by one of the above organisations at the time of entry.

Applicants must demonstrate direct and sustained personal involvement with their nominated charity over the past 12 months. This may include roles such as volunteer, fundraiser, trustee.

Individuals who received a Lloyd's Market Charity Award in 2024 are not eligible to apply.

Please note: Applications will not be accepted from individuals employed by a charity, unless they are nominating someone from the Lloyd's market.

Benefiting organisation

In scope

Charities or Community Interest Companies (CICs) registered in the UK with the Charity Commission or internationally with a country specific regulator.

Out of scope

Organisations that are not registered charities or CICs

Political parties or lobbying organisations

Grant-making bodies

Organisations whose objectives might be deemed to be detrimental to the objectives of the Lloyd's Market

Organisations whose objectives are to promote religion or other beliefs

Individual crowdfunding for personal causes such as student grants, medical costs, or financial assistance

Applications towards the personal expenses of individuals participating in fundraising events such as overseas treks, entry fees, sponsorship or any other costs associated with fundraising activities

Eligibility

Company award

Applicant

We welcome applicants from the following organisations in the Lloyd's Market:

- Managing agents or a member's agents
- Lloyd's-registered brokers
- Coverholders

Please note: There are no restrictions on the length of partnership. The judges are looking for existing partnerships or those that have ended within the last 12 months. Partnerships that have ended over 12 months ago will be reviewed on a case-by-case basis.

Partnerships

In scope

Partnerships with charities or Community Interest Companies (CICs) registered in the UK with the Charity Commission or internationally with a country-specific regulator

Coalition partnerships (i.e. partnerships supported through a joint venture)

Out of scope

Organisations that are not registered charities or CICs

Political parties or lobbying organisations

Grant-making bodies

Organisations whose objectives might be deemed to be detrimental to the objectives of the Lloyd's Market

Organisations whose objectives are to promote religion or other beliefs

Individual crowdfunding for personal causes such as student grants, medical costs, or financial assistance

Applications towards the personal expenses of individuals participating in fundraising events such as overseas treks, entry fees, sponsorship or any other costs associated with fundraising activities

Non-charitable corporate social responsibility initiatives such as D&I programmes



What does a winning application look like?

Be authentic

Your story is unique, and your mission is personal. The judges not only want to see what you did but why it matters to you and how you connected with the cause, charity and its beneficiaries.

Don't be afraid to show your passion, purpose and the real voices behind your entry.

Tell your story

Your application should tell a clear and compelling story – with a beginning, middle, and end.

Start by providing context about your chosen charity and the work it does, especially as the judges may not be familiar with it but keep it brief.

Then explain your personal connection to the cause, why you chose to support it, what you set out to achieve, what you did and how you went about it, outlining any challenges you encountered along the way – and how you overcame them.

Conclude by highlighting the outcomes and impact of your involvement. Be sure to explain why your contribution matters and how it has led to meaningful, real-world results.

Demonstrating impact

The judges are looking for clear, meaningful, and measurable impact – so be specific about your results and ensure they align with your broader goals.

Show how your contribution enabled your charity to achieve tangible outcomes. Support your application with evidence such as statistics, testimonials, images, media coverage, or reviews and feedback to bring your story to life and make a lasting impression.



Writing your entry – individual and group awards

Total word count for this section – 500 words

How and why did you or your group support this charity?

For this question focus on what you or your group has personally done to support the charity, highlighting your biggest successes and achievements. Showcase the skills used or developed through your participation specially demonstrating leadership, strategic thinking and resourcefulness. You may have used your experience in event planning to organise fundraising events, used your marketing and communication skills to create campaigns and communication strategies or used your influencing skills and networks to find opportunities to secure further funding.

Demonstrate your passion for the cause, for example has the charity supported you or a loved one through hard times, supported your local community, or does it align to your personal values and goals?

Did you set yourself any targets or objectives to meet?

What impact did you or your group have on the organisation and its beneficiaries?

This question is all about what the result of your contribution was. Explain how your contribution has benefited and made a difference to the organisation, its beneficiaries and wider communities. Charities can benefit from support in several ways, and this may not always be obvious. Have you helped the charity save time, money and resource, grow as an organisation, expand into new areas or demographics, increase resilience, brand awareness, revenue streams or build their reputation?

Did the result align with what you set out to achieve? If you set yourself targets and objectives, were they met and if not why and how might you have done things differently?

Include any metrics to demonstrate impact of your contribution.

Describe the ways in which your contribution is unique

Think about the following areas when considering your unique contribution:

Using your unique skills, experiences and insight for the benefit of the charity and its beneficiaries

Executing and managing the initiative

Engaging stakeholders

Communicating with different audiences

Collaborating with others

Overcoming challenges

Going above and beyond a typical volunteer/fundraiser

Supporting evidence

Providing evidence of your achievements should illustrate your contribution and impact and will help bring your entry to life and into the hearts and minds of the judges.

Examples of supporting evidence include:

Images illustrating the project or campaign

Reviews/feedback

Press coverage (up to five examples)

Social coverage (up to five examples)

Video (please include a link in your entry rather than sending the video file)

Testimonials

Writing your entry – company award

Total word count for this section – 900 words

This category recognises charitable partnerships in which societal impact is a primary objective. Entries should discuss how the partnership/project/activity benefits all organisations involved and helps build reputation, brand awareness or business value while servicing people and communities.

The judges want to see unique, innovative and bold projects that are purpose driven and have had material impact on beneficiaries and wider communities.

Key things the judges are looking for you to demonstrate:

- Societal impact
- Collaboration
- Employee and stakeholder engagement
- Alignment to business goals and values
- Strategic thinking
- Innovation
- Creativity
- Community involvement
- Alignment to brand values
- Problem solving
- Reputational development



Writing your entry – company award

We recommend that you structure your answers around these three areas and have provided some suggested questions to consider. If your partnership has not finished, please write your answer based on how far into the partnership you are.

Establishing the partnership

Summarise the project or campaign

How and why was the partnership initiated?

How did the partnership align to your strategic business goals and values?

What were the perceived benefits to all parties involved?

What were the objectives of the partnership and expected result for all parties involved?

How did the partnership align to brand values?

Implementation of partnership

How were the objectives and strategy of the partnership executed?

How did the partnership/project develop?

What challenges were encountered and how were they overcome?

How did you collaborate with the partner organisation?

How did you engage with employees and stakeholders?

Results of partnership to date

What was the result of the partnership?

What were the actual benefits to all parties involved?

How did the outcome meet the objectives and expectations?

Has it promoted further projects?

What impact did the partnership/project have?

How effective was employee and stakeholder engagement?

How did the partnership help build reputation, brand awareness and business value?

Examples of supporting materials include:

Images illustrating the project or campaign

Reviews

Press coverage (up to five examples)

Social coverage (up to five examples)

Video (please include a link in your entry rather than sending the video file)

Testimonials

Client feedback (if relevant)

FAQs

What is the timeframe for eligible work?

For the individual and group awards, only work completed in the last 12 months from the final application deadline is in scope. For the company award, the judges are looking for existing partnerships or those that have ended within the last 12 months. Partnerships that have ended over 12 months ago will be reviewed on a case-by-case basis.

Can I enter more than one category?

Yes, you can enter more than one category provided you meet the criteria.

Is it okay if the word count is exceeded?

The word count is set as a guide however, answers that are not concise will be marked down.

How should I include my supporting evidence?

Where possible please include links on the application form, or send attachments to Globalcommunityengagement@lloyds.com

Can I nominate someone and how?

Yes, we encourage nominations. If you would like to nominate someone, please let us know [here](#) and we will provide next steps.

Is there a cost to enter?

No, there is no cost to enter any category.

Can I enter if I support a global charity?

Yes, anyone from around the world can apply.

FAQs

Can I request individual feedback on my application?

Unfortunately, due to the volume of applications we cannot provide individual feedback.

For the company award, can my application be for a coalition partnership?

Yes, the partnership can engage more than one charity.

When will the winners be announced?

3 October 2025.

Can charity representatives apply?

Individuals who work for a charity cannot apply unless they are nominating someone from the Lloyd's Market.

For the group award is there a limit on group size?

The judges are looking for collaboration and involvement from a group of individuals and would therefore expect to see applications from small groups (2-30 people). For groups outside of this range we will review on a case-by-case basis.

Can I apply if I won last year?

No, if you won in 2024 then your application will be discounted.

Can I speak to someone about my application before I apply?

Unfortunately, due to the volume of enquiries we cannot discuss the merit of each application on a 1-2-1 basis. Please refer to our entry guide or FAQ session.

How will my data be used?

By submitting an application form you consent to our processing of your personal data. For further information on how we process your data and your relevant rights, please read the Data Protection clause of our application guidelines and our [Privacy Notice](#). If you have any queries, please email data.protection@lloyds.com

Can my supported charity be any size?

There is no limit to the size of charity.

Must the charity I support be registered?

Yes, the charity should be registered in the UK with the Charity Commission or with a country-specific regulator.

How do I find my charity registration number?

For UK registered charities, search via the Charity Commission register [here](#). For international charities use the country-specific regulator's register. For UK CICs search Companies House [here](#). Often charities/CICs will quote their registration number on their website as well.

Can't find the answer to your question?

Please contact Globalcommunityengagement@lloyds.com



Data Protection

The personal data you have voluntarily provided will be collected, processed, retained, and used by Lloyd's for the purpose of deciding about the suitability of this application to the Lloyd's Market Charity Awards Scheme. Lloyd's will collect, process, store and use your personal data in accordance with the Data Protection Act 2018 and keep your details confidential unless required to disclose by law or any competent governmental or regulatory or tax authority.

Your personal data will be stored for three years as required by our auditors, or for such period as may be required by law from time to time.

By completing our application form you consent to our processing of your personal data.

For further information on how we process your data and your relevant rights, please see our [Privacy Notice](#). If you have any queries or wish to exercise any of your rights, please contact Lloyd's Data Protection Officer: data.protection@lloyds.com.

Further Information

If you have any questions about the Lloyd's Market Charity Awards or Lloyd's wider charitable giving initiatives, please contact globalcommunityengagement@lloyds.com