

# Together. For better.

**Making a world of difference in Canada**



2020 Social Impact Report



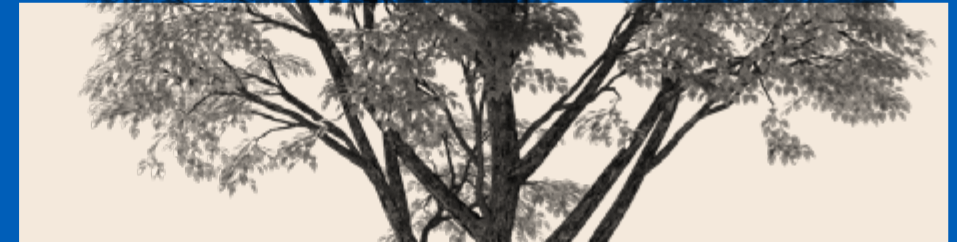
*KPMG acknowledges that Indigenous Peoples are the traditional guardians of this extraordinary land that we call Canada. We are grateful to live and work here, and humbly support efforts in our communities across the nation based on dignity, trust and cooperation. We are committed to learning about our shared past and pursuing a new and more inclusive, collaborative and respectful path towards a better future.*

---

At KPMG, we are passionate about creating a more inclusive and sustainable future for all. Only when we prioritize our planet, people, and prosperity in equal measure can we truly build a sustainable world. It's our responsibility and honour to join this universal mission, sometimes leading, sometimes learning... always moving forward.

**Together. For better.**

**Let's do this.**



# A message from Elio



A passionate cyclist and community leader, Elio participated in the BC Ride to Conquer Cancer with his son, Stefano.

It is with great pleasure that I present KPMG's FY20\* Social Impact Report. Our firm is home to individuals who embody our values of integrity, excellence and courage to drive positive social change across Canada. It is an honour to highlight their stories and share how KPMG itself is taking the next steps with its social impact strategy to create a more sustainable future for all, encompassing positive social, environmental and economic outcomes.

Ours is an evolving journey. For one, we are unifying our corporate social impact and inclusion strategies to create a more holistic social impact plan – one where every KPMG individual is empowered to bring their 'whole self to work' and is fully supported to make a world of difference with their clients and in their communities. We have also adjusted our strategy to realign with the United Nations Sustainable Development Goals (SDGs), focusing our leadership, strengths and skills to communities and issues that need them most.

In the pages ahead, I look forward to spotlighting our people and demonstrating our values both inside our offices and within our communities across Canada. They continued to drive innovative initiatives, demonstrating tremendous leadership during the unprecedented challenges of COVID-19.

I am incredibly proud to call them my colleagues and to see many of them recognized through KPMG's annual Social Impact Awards, a program that honours these true value champions that lead by example to personify our firm values of doing what matters 'for better.'

Our strategies may be evolving, but the goal remains the same: to drive positive social change among the people and communities we serve. But we can't do it alone – it requires the active participation of each and every one of us. We know that it's our people who make KPMG great and I'm proud to share that KPMG has been recognized for the 15th consecutive year as one of Canada's Top 100 Employers – this is a true testament to our collective passion and commitment. And this is why KPMG's social impact strategy was founded on the belief that the only way to help build healthy, vibrant, and resilient communities is to do so as one firm.

Together. For better.

I'm humbled to have the opportunity to lead our great firm; I hope our stories inspire you to make a positive impact of your own.

**Let's do this.**

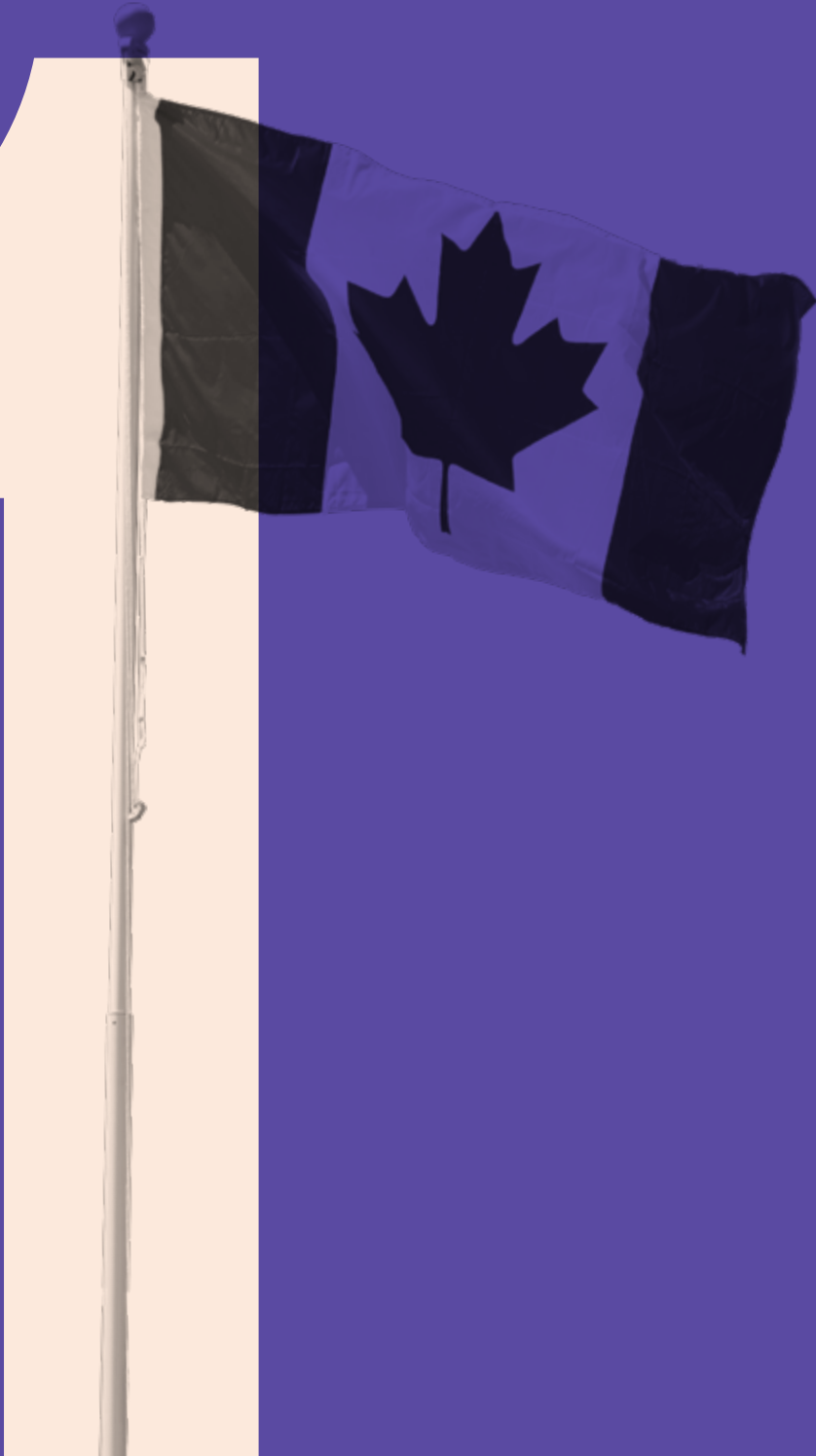
---

**Elio Luongo**

Chief Executive Officer and Senior Partner  
KPMG in Canada

*\*FY20 period: Oct. 1, 2019-Sept. 30, 2020*

# Contents



Our mission and  
collective impact

## KPMG's purpose

**Inspire confidence. Empower change.**

## Our social impact mission

To use our collective skills, strengths and passions to drive positive societal change in our communities and with our clients across Canada; and do so by focusing on the global UN Sustainable Development Goals promoting good health and well-being, advancing quality education, reducing inequalities, and taking action to combat climate change.

We're at a pivotal moment in human history: an unprecedented time of environmental disasters, historic social movements, made only more stark by a global pandemic.

Now more than ever, Canada and the world need the private sector, government, not-for-profits, academia and civil society to work together to develop responsible and sustainable strategies to effect real change.

In KPMG's 2020 Canadian CEO Outlook report, 76% of Canadian CEOs agree that they need to take a lead role in driving change on societal issues.

We couldn't agree more on the critical importance of leading with purpose. Standing still is not an option.



# Our focus: Sustainable Development Goals commitment

In 2019, we re-framed our strategy to align with the United Nations Sustainable Development Goals (SDGs), the world’s blueprint to tackle the most pressing issues around people, our planet and prosperity. We must prioritize these issues in equal measure in order to create a more inclusive and sustainable future.

KPMG’s ambitious undertaking for a holistic sustainable future is driven by issues that our teams are passionate about across Canada, including:



Mental health, increased access



Lifelong learning, digital literacy



Employment, poverty

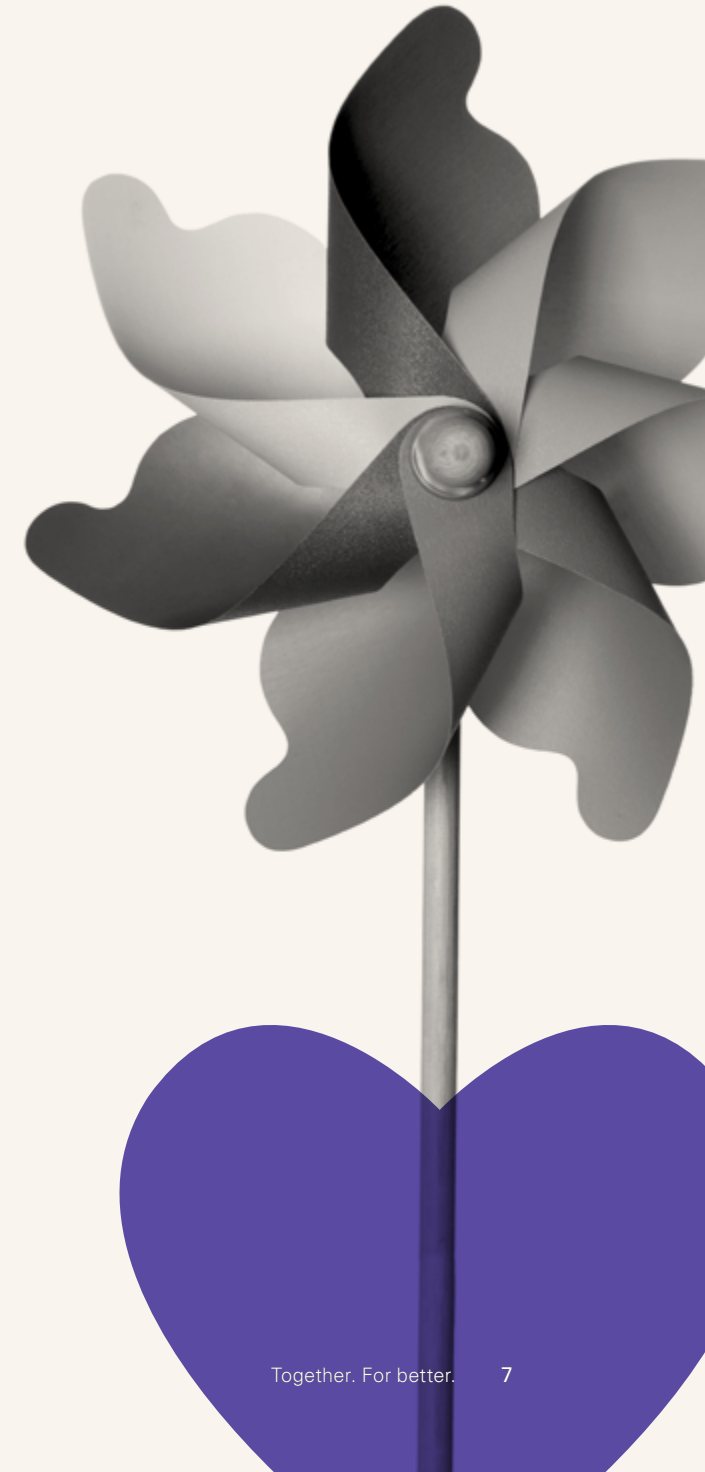


Reduce carbon emissions and waste, invest in sustainable communities



# Our collective impact

The year 2020 was a milestone year for KPMG's Social Impact program where we made significant investments in social impact through our sponsorships, fundraising, contributions to the community, and donations through the KPMG Foundation, focusing on social impact priority areas.



# People passion statements



“I’ve organized two initiatives for my team to give back to our local communities. Firstly, we helped prep nourishing meals at Eden Food for Change. Secondly, once education moved to a virtual environment due to COVID-19, I knew that a lot of children would be unable to learn online due to their personal circumstances. That was how Tech4Kids was born. My colleagues and I quickly canvassed for device donations for kids in need in communities across the GTA. Giving back to our communities gives hope for brighter days ahead.”

---

## Maria Fecik

Greater Toronto Area

### Other community leaders:

12 other colleagues for Eden Food; and eight others for Tech4Kids

# Aligning our support with the SDGs

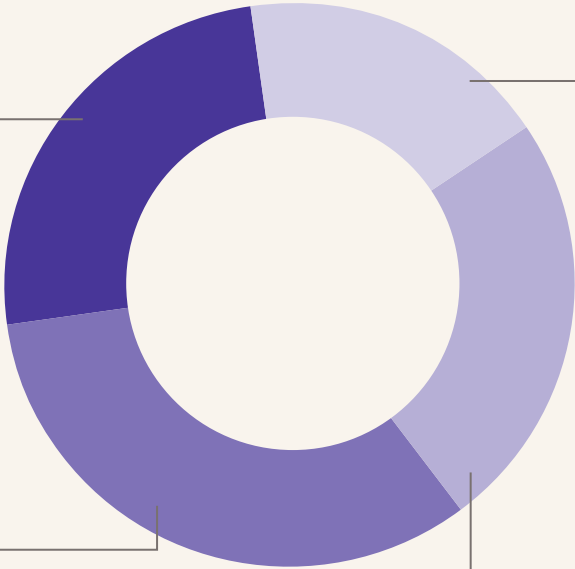


SDG 3  
Good Health  
and Well-Being  
**25%**

SDG 4  
Quality  
Education  
**18%**

SDG 10  
Reduced  
Inequalities  
**33%**

SDG 13  
Climate Action  
(and other causes)  
**24%**



# People passion statements



“People think of Montreal’s West Island as a prosperous community where everyone thrives. But there are many low-income seniors who are unable to afford the medical equipment, medications and therapies that allow them to live life to the fullest. At Fondation Village – Soutien aux aînés, we help improve their quality of life by providing the help that other organizations are unable to meet.”

---

**Lisa Senecal**  
Greater Montreal Area

At KPMG, volunteering to drive social impact is part of our DNA

**45,913**

Total volunteer and pro-bono hours by KPMG people



**\$1 million**

Donated by KPMG to local food banks across Canada to assist them with their hunger relief efforts and capacity issues, which affected the most vulnerable communities during COVID-19.



**26,720**

KPMG-sponsored volunteer hours

**19,193**

Our people volunteering their own time

**1,968**

Total KPMG volunteers

Financial Support for Volunteering

**\$200,000**

Donated to our people's charities of choice in the last two years

Every year, we recognize our people's volunteer hours by donating to their charity of choice. In 2020, we supported 132 organizations and donated \$33,500 through FSV. Over the last two years, we've donated nearly \$200,000 to the community through this program.



# Creating transformational change in healthcare



Aligned in our values of courage, integrity, excellence and building a better tomorrow together, KPMG has pledged \$1 million over five years to Women's College Hospital.

This new investment will work to bring virtual care into the mainstream, with particular focus on mental health; advancing inclusion and diversity, supporting clinical, academic and research programs focused on addressing the unique needs of our most vulnerable communities and moving the dial to revolutionize healthcare and drive health equity for all.

Through investments in bursaries and scholarships, KPMG's investment in the Emily Stowe Society will transform the future of health research by opening doors to extraordinary careers in the health sciences for women and individuals from underrepresented communities with focus on Black, Indigenous, South Asian and LGBTQ2+.

Our extended collaboration will create bold new virtual solutions, stronger support of women in medical leadership roles and equitable healthcare for everyone — both today and in the future.

**\$1 million**

over five years to  
Women's College  
Hospital



“Giving to our communities is an important part of life at KPMG. Our people are committed to supporting organizations and institutions in need – it’s more than a desire to contribute, we believe it’s our responsibility to help and play an active part in our communities across Canada. The foundation is a catalyst to mobilize KPMG and its people in giving to their communities and focusing on our national social impact focus areas.”

---

## Bobbi-Jean White

Chair of the KPMG Foundation and  
the National Partner-in-Charge of KPMG's  
Not for Profit & Charities practice



Our commitment to  
a sustainable future

# Becoming a net-zero carbon business by 2030

In 2020, KPMG globally announced its intention to become a net-zero carbon business by 2030, as part of its continued focus on delivering growth in a sustainable way and providing climate solutions for its firms, clients and society.

To support this goal we will implement a series of new climate actions, including a 1.5°C science-based target which will focus on achieving a 50% reduction of KPMG's direct and indirect greenhouse gas (GHG) emissions by 2030.

## **Additionally, KPMG has collectively committed to:**

- 100% Renewable Electricity (RE) by 2022 in its large KPMG member firms, including Canada, and 2030 for the wider network. Canada will achieve 100% RE through providers and the purchase of Renewable Energy Certificates (RECs)
- Offsetting any remaining GHG emissions that cannot be removed from its operations and supply chain through externally accredited voluntary carbon offsets
- Using its in-house experts to project KPMG's path to decarbonization and, from this, has developed a carbon forecasting model for KPMG firms that enables bottom-up target setting

- Mapping the impact and sources of its emissions and how consciously making less carbon-intensive choices can have a significant impact on greenhouse gas emissions
- Tracking progress against the new commitments to ensure the firms' climate actions are creating impact by measuring and reporting to CDP (formally the Carbon Disclosure Project) and the Science Based Targets Initiative

For KPMG in Canada, there has been a growing desire from our people, clients, and communities to further act on our environmental commitments. Backed by a strong focus on the SDGs, we are taking a more ambitious and holistic approach to climate action and sustainability than ever before. We've made significant progress on waste management and recycling, and will continue to focus our efforts to further reduce our carbon footprint.



# KPMG's national environmental strategy

## Engage our people

Engage employees through education, training and volunteerism



## Reduce carbon emissions

Focus on real estate, renewable energy, travel and supply chain



## Reduce waste

Reduce paper and plastic waste across the firm



## Invest in the community


Support innovative organizations focused on environmental sustainability



# Total reductions



## Carbon emissions


In 2019, pre-COVID, our total GHG emissions were **18,400\*** tCO<sub>2</sub>e 

- 15% reduction from 2018 comprised of:
  - 4% reduction in our office building emissions
  - 20% reduction in our business travel

25% reduction per full-time employee

\*across Scope 1, 2 and 3: not including supply chain.

## Waste

Overall waste reduction of **19%** from 2018 

11% increase of recycled waste

## Water

Reduced water consumption by **12%** 

## Paper

Reduced paper used by **11%** 



## Helping clients with environmental sustainability

Good things happen when a client's eco-ambitions align with our own. In 2019, for example, an independent committee engaged KPMG to assess an Indonesian forestry company's sustainable forest management policy that alleged to promote environmental and social commitments across the company's operations and those of its suppliers.

Both the client and our team understood that tropical forests are under significant pressure to support the livelihood and economic development of local populations. Moreover, we knew these pressures increase the risks of forest conversion, the exploitation of human rights, inadequate health and safety standards for workers, and illegal logging and burning by local communities, among other issues. As such, our team was motivated on both a professional and personal level to ensure the policy addressed the environmental and social challenges associated with sustainable resource development in the tropics.

Inspired by our client's mission, KPMG met with local villagers, contractors, NGO representatives, and small businesses to assess the company's performance and its impacts on local communities. We also visited forestry plantations and conservation areas to ensure the company had implemented its public commitments and conducted an in-depth assessment of labor rights for local workers, which included employment conditions, non-discrimination initiatives, employment contracts, processes for eliminating child labor, and employee housing. Through these actions and more, we were proud to bring our insights and expertise to an engagement that drove genuine environmental stewardship.



Giving back to  
our communities

# Promoting health and well-being



KPMG is a proud national sponsor of **The Ride to Conquer Cancer**. Since 2010, hundreds of our people have been riding for 200+ km with their friends and families during an epic weekend to raise awareness and funds for breakthrough cancer research and personalized care across Canada. To date, KPMG has contributed, through our sponsorship and fundraising, more than \$7.5M for cancer research and mobilized more than 2,000 passionate cyclists to help conquer cancer.

Even with virtual rides due to COVID-19 in 2020, our people continued to participate because we know the fight to conquer cancer doesn't stop. It's not where, or how we ride, but why. Despite the challenge of fundraising during difficult times, KPMG people managed to fundraise almost \$200,000 for cancer research.

## **Our commitment contributed to the following advancements:**

- Patient Financial Assistance Program
- Precision radiotherapy (Brachytherapy)
- Diagnosing brain tumours with a blood test

**\$7.5M**

Contributed to  
cancer research  
since 2010

“We are very fortunate to have the support of one of Canada’s leading companies. From the very beginning of the Ride, KPMG has set the industry standard in corporate leadership.”

---

## **Steve Merker**

Vice President, Corporate & Community Partnerships,  
Princess Margaret Cancer Foundation

# People passion statements



“Someone diagnosed with Amyotrophic Lateral Sclerosis (ALS) is unable to perform basic motor functions and in time will depend on medical equipment to cope with their decreasing mobility and independence. I joined the Virtual Walk to End ALS during COVID-19 and fundraised through door-to-door Krispy Kreme donut deliveries with my team. I was able to spread awareness to my peers, friends, and family in addition to raising funds for ALS research and patient equipment.”

---

## Michael Wong

Greater Vancouver Area

### Other community leaders:

Carol Chiang, Tushar Jindal, Sydney Bedford

# Reducing inequalities

## Preparing youth for the changing world of work with Prince's Trust Canada



Prince's Trust Canada

As a dedicated supporter of Prince's Trust Canada, KPMG's investment is having a significant impact on young people by helping them overcome obstacles of employment and build resilient, future-ready communities. With KPMG's support, Prince's Trust Canada has been able to deliver programming and create partnerships which supported 256 young people. In total, 16 programs were completed across seven cities including Saskatoon, Vancouver, Edmonton, Greater Toronto Area, Calgary, Winnipeg, and Ottawa.

The young people who have participated in these programs indicated an increase in confidence, problem solving, critical thinking, collaboration, creativity, digital literacy, adaptability and financial literacy. About 78% of program participants reported they are more prepared for the workforce, with 75 young people being hired into sustainable employment.

**256** young people supported

## Innovative work with Food Banks Canada



Hunger and food insecurity in Canada are very real issues at the best of times. With COVID-19, this need has only deepened for the most vulnerable. To assist food banks with their hunger relief efforts and capacity issues, KPMG committed \$1 million to local food banks across Canada. We are committed to working together with our communities to help end hunger for Canadians. But it's not just about donations; we also use our skills, experience and innovation to make a difference.

In 2019, KPMG formed an alliance with Food Banks Canada to pilot volunteer tax preparation clinics aimed at helping food bank users file their taxes and obtain available government supports. The initiative is part of the Canadian Revenue Agency's Community Volunteer Income Tax Program (CVITP). It sees KPMG building process and technology efficiencies for the tax clinics, and team members volunteering to work within the clinics, building financial literacy, and collaborating with FBC to expand their program.

In the two weeks in 2020 that KPMG participated in the tax clinic at the Saskatoon Food Bank & Learning Centre (SFBLC)—before pausing due to COVID-19—volunteers from the community and from KPMG filed 1,348 tax returns, supporting 1,964 people and returning \$945,000 to the community. Since then, KPMG and SFBLC have continued to collaborate in order to build a virtual tax clinic solution to expand on the process that SFBLC used to serve their clients.

With plans to expand this project to other Canadian regions in 2021, we look forward to building on our track record to further lift people out of poverty.

**\$945,000** back to the community





# Building an anti-racist future through mentorship and youth scholarships

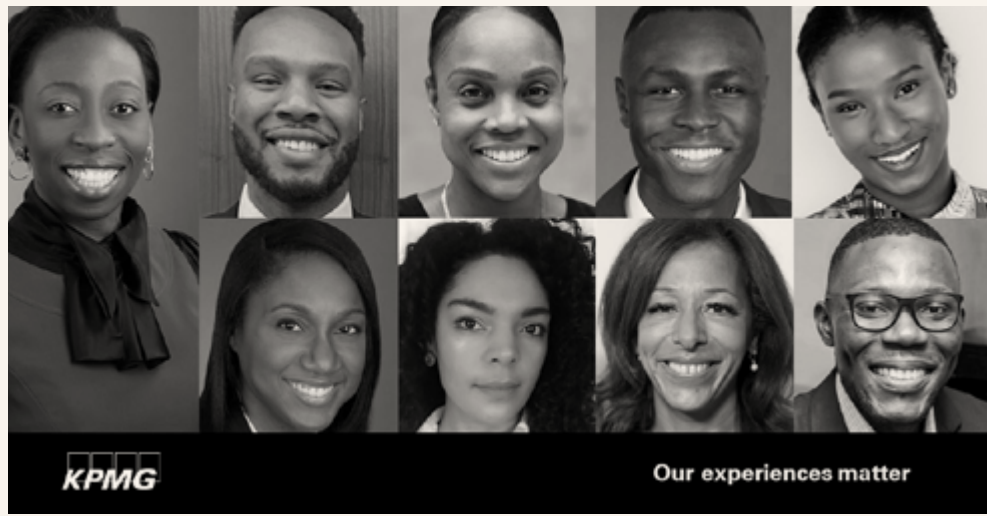


Supporting our firm’s commitment to creating a more inclusive future for all, KPMG employees launched the Black Professionals Network (BPN) in early 2020 and have 140 members and allies...and counting. These passionate and courageous individuals are working closely with our firm’s leadership and Social Impact and Inclusion & Diversity team to develop strategic and sustainable plans to help address anti-Black racism in Corporate Canada.

We’re working with multiple organizations to support the needs of Black communities across Canada, focusing on Black professionals and youth. Our work centres around providing mentorship and scholarship opportunities to develop talent pools; as well as providing skills development and volunteer opportunities for our Black colleagues.



Rob Davis – Tax Partner, Vice-Chair of KPMG in Canada’s Board of Directors, and Executive Sponsor of KPMG’s Black Professionals Network – spends some quality time with his nephew, Zach.



For one, we’re working with ICON Talent Partners, a non-profit talent development organization dedicated to education, training and mentorship for Black students and youth, and other underrepresented groups. KPMG is offering mentorship to those in the ICON programs – across high school, university and early career candidates. We have also created a Scholarship Program with ICON, which gives five high school students a monetary scholarship, mentoring support and a summer internship opportunity at one of our offices across Canada.

We’re also collaborating with Canadian Association of Urban Financial Professionals (CAUFP), an association committed to making the Canadian corporate landscape more equitable, diverse and inclusive.

# People passion statements



“Bowling for The 519 with the other Big 4 firms: In 2019, the Pride@KPMG Network including allies bowled strikes and spares, and raised \$11,000 for The 519 to help them create a healthy, accessible and affirming space for the Toronto LGBTQ2+ community.”

---

## Pride@KPMG Network

Greater Toronto Area

## Investing in Indigenous students



Indigenous education, Canada's future. | L'éducation des autochtones, L'avenir du Canada.

KPMG has a deep commitment to investing in the education of the next generation of Indigenous talent through the KPMG Indigenous Student Awards.

**55 Scholarships funded since 2012**

for Indigenous students pursuing careers in Business Administration, Public Administration, Accounting, Information Technology, Human Resources, Communications and Marketing.

## Building more resilient communities



We work in 2,200 communities across Canada, so giving back is part of our DNA.

Every year, offices across KPMG in Canada engage their people in local annual campaigns to donate to the United Way, helping communities with the greatest need.

**\$3.5M+**

donated by KPMG in 2019 to various causes including good health and well-being, quality education, reduced inequalities, climate action and many more.

In 2019 KPMG was honoured once again with the United Way's Thanks a Million Award for donating in excess of \$1 million in support of United Way Centraide's work in local communities.

We're proud to help change lives by moving people from poverty to possibility, helping kids be all they can be, and building strong and healthy communities.

# Impact in our local communities



## Making it local

Across Regions East, offices and staff committed their time, talent and financial support to priority areas in their local communities. Collectively, they supported 14 food bank programs including Feed Nova Scotia, Community Care St. Catharines & Thorold, Ottawa Food Bank, Windsor Goodfellows and the Community Food Sharing Association, to assist with hunger relief programs and capacity issues during the early days of the COVID-19 pandemic.

They also contributed to local campaigns aimed at raising awareness and funds for disadvantaged youth such as Stay Up Ottawa, Youth Opportunities Unlimited, and Coldest Night of the Year. They also volunteered in activities to support conservation of our environment. Teams of staff participated in community tree planting and maintenance of community gardens events.

## 24h Tremblant

Tremblant's 24h is Quebec's number one winter sport challenge where teams participate for 24 consecutive hours skiing, walking or running, to fundraise for children's causes. In December 2019, 105 KPMG people tripled their fundraising efforts from the previous year, placing third place on the podium for the multi-team donation drive. These superheroes for children raised more than \$160,000 for the Fondation Charles-Bruneau, the Ottawa Senators Foundation and the Tremblant Foundation.

## Supporting and learning about Indigenous Peoples

Throughout 2020, teams from across Regions West supported and learned about Indigenous Peoples through a variety of activities and initiatives. Our teams in Winnipeg and Prince George mentored high school students as part of the Martin Initiative. National Indigenous Peoples Day was celebrated locally via community engagement and internal learning opportunities. Our Regina, Saskatoon and Winnipeg offices held an internal webinar featuring guest speakers from the Métis Nation Saskatchewan about barriers faced by Indigenous Peoples in the corporate world and what KPMG can do to help accommodate them. In Winnipeg, Indigenous Advisor Jessica Dumas taught us about the work of the Truth and Reconciliation Commission, Indian Residential Schools, the Indian Act, the Sixties Scoop, and Missing and Murdered Women and Girls, and held Indigenous history and allyship training sessions.

## Making virtual Enactus a real success

KPMG's Toronto office was a proud supporter of Enactus Canada as they shape young entrepreneurial leaders who are passionate about advancing the economic, social and environmental health of Canada. Their annual National Exposition, featuring the country's brightest university and college students, went virtual in 2020. Sebastian Distefano, GTA Regional Managing Partner, was a judge of the final round and official scrutineer of the competition. Over 50 KPMG people in the GTA joined Sebastian and volunteered their time and skills – judging various rounds, providing professional insight during webinars or offering valuable one-on-one guidance through virtual coffee chats.

## Volunteering, fundraising and donating

KPMG people in Calgary created social impact in a variety of ways including volunteering with the Drop-In-Centre and Junior Achievement, donating to the Canadian Blood Services, and fundraising for the United Way, Food Banks Canada, and the Heart & Stroke Foundation.



KPMG in Winnipeg mentors with CPA Martin Family students, school coordinator and Jessica Dumas (centre). The event took place prior to COVID-19 health restrictions.



Pre-pandemic shore clean-up at English Bay in Vancouver.

## Blue Ocean commitment

KPMG people in the Greater Vancouver Area are proud to be part of the Blue Ocean commitment, a unique and multi-faceted undertaking to drive awareness around ocean health. There are multiple initiatives that make up the Blue Ocean commitment to keep our oceans healthy and flourishing. Our collaboration has included employee-led shoreline clean-ups, distilling award winning Blue Ocean Gin through the Yaletown Distillery to raise awareness in our business community, working with UBC to participate in research on our recycling habits, hosting events at the Aquarium and leading working groups and discussions on ocean plastics. In 2020, Blue Ocean Gin evolved into a social enterprise, and became available for sale with a significant portion of proceeds going to amplify the Blue Ocean commitment. Working with values-aligned organizations, we have raised awareness, promoted action and created change internally, with our clients and in our community.

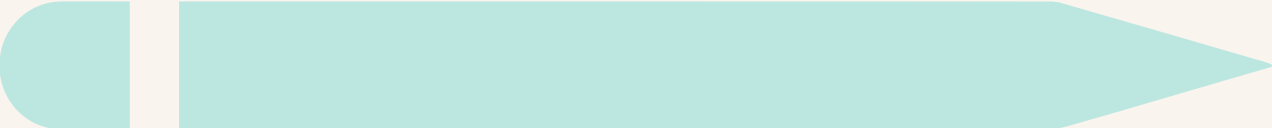
# Our global commitment to quality education

## UNESCO's Global Education Coalition

In view of the enormous disruption to education as a result of the pandemic, which is affecting 1.5 billion learners and hurting vulnerable children and youth disproportionately, we are proud to have become a founding member of UNESCO's Global Education Coalition. As one of the private sector founding partners along with Microsoft, GSMA, Weidong, Google, Facebook, Zoom and Coursera, our support sees us deploy our subject matter experts from around the world, on a pro bono basis, to help scale up distance learning solutions, so that no child or young person is left behind. It's a great example of KPMG living its purpose, exemplifying our longstanding citizenship commitment to SDG 4, and leveraging our expertise as a learning provider for our clients and our people.

## Enactus World Cup

As a flagship partner with Enactus, an international organization that supports future leaders and drives positive change in communities across the globe, we help to connect students with academic and business leaders, through entrepreneurial-based projects that empower people to transform opportunities into real, sustainable progress. KPMG has supported Enactus for more than two decades and, today, uses its scale to mentor students and support national programs in more than 30 countries. In 2020, we were the presenting sponsor of the Enactus World Cup, to showcase social enterprise projects. A record 500,000 attendees, from 81 countries, participated virtually. KPMG people acted as judges and panellists, and 97 percent of those attending said they learned something that will help them in future.



## People passion statements



“I was very excited when I heard of Calgary Youth Justice Society’s In the Lead Program, an initiative sponsored by KPMG that pairs at-risk youth (young leaders) with coaches to provide positive support and encouragement. When COVID-19 hit, these young leaders had to adapt quickly as they were experiencing immense change and uncertainty, with many eagerly awaiting graduation. We pivoted the program to leverage video calls and social media channels to do our curriculum online to stay connected and offer support. The program has empowered hundreds of youth to stay in school, surround themselves with positive support, and believe in themselves and the future.”

---

**Lauren Korte**  
Calgary





Together:  
Our champions  
of impact

## People passion statements



“At Friends for Mental Health, we help support families and friends of those affected by a mental health issue. Because of COVID-19, we had to quickly adapt our services to deliver virtual counseling, training and support session to meet the increasing demand and help support caregivers during this trying time.”

---

**James Gregorio**

Greater Montreal Area

# KPMG Social Impact Leads

To help mobilize our people across the country and make our strategy come to life, we have dedicated Social Impact Leads in regions across the Canada. Impact Leads educate, inspire and engage our people in their local offices to contribute their skills and passion to build more resilient and equitable communities.



# Celebrating with KPMG's Social Impact Awards

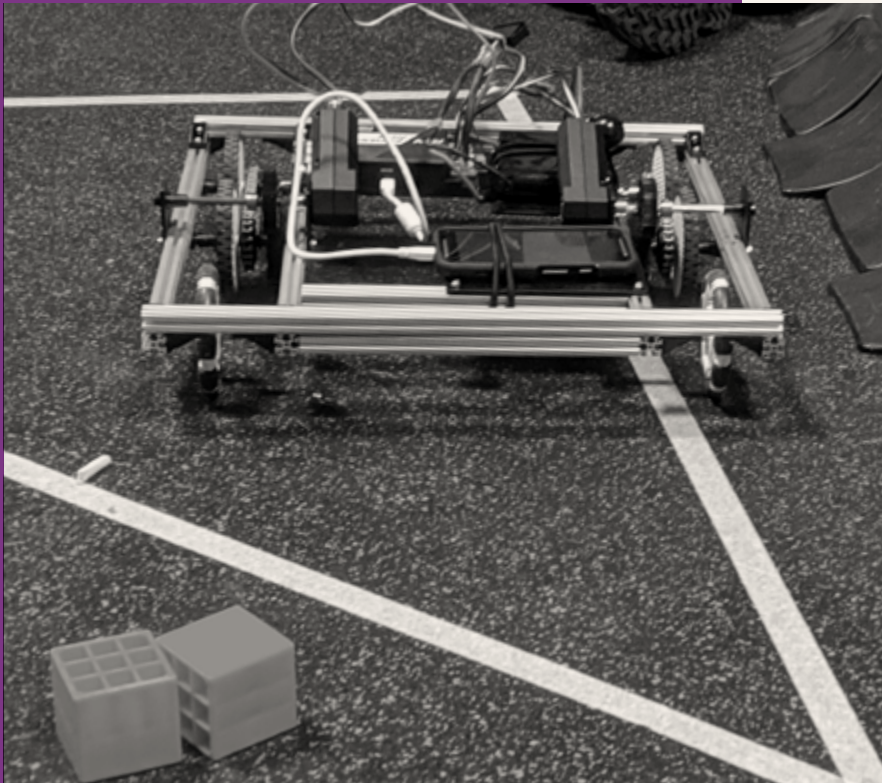
Our impact as a firm starts with our people. Every year, we spotlight our people's social impact through our KPMG Social Impact Awards. We recognize their impact in their community volunteering, socially impactful client engagements, pro bono work, and employee-led initiatives. This year, we conferred **36 awards to 125 of our people** as individuals or in teams, donating close to **\$50,000** to our recipients' charities of choice.

Below are just some of the causes that our 2020 KPMG Social Impact Award national recipients are passionate about. Our regional 2020 award recipients volunteer in a diversity of causes and organizations that are aligned to our SDG focus areas, and so many other causes in their local communities.

- Cyber security and anti-bullying awareness in schools
- Fondation du Centre de Réadaptation en Dépendance de Montréal
- KPMG's Black Professionals Network
- Youth Justice Society, Martin Family Initiative, National Hope Talks, Enactus
- Prince's Trust Canada, KPMG Indigenous Peoples Network, Read Saskatoon, Elmwood Residences, Living Sky Wildlife Rehabilitation
- Emergency management response to COVID-19
- Beth Israel Congregation and Holocaust education



## People passion statements



“Volunteering with the Edmonton Space & Science Foundation over the past 4+ years, I’ve been privileged to have the opportunity to interact with, educate, and learn from some of the minds that will help shape our future society. Having high-quality STEM education is part of what will set our kids up for future success. The fact that I get to play a role in delivering that service to my community, is a great honor.”

---

**Jonathan Tantas**  
Edmonton, Regions West



## Leaders of Tomorrow Circle

Foundational to KPMG’s One Team approach is the belief that everyone’s unique perspectives and differences will help drive change. What better way to accomplish this than through reverse mentorship with KPMG CEO Elio Luongo on important social issues. Every year, 30 up-and-coming leaders from across the firm are chosen to be part of the ‘Leaders of Tomorrow Circle.’ Member representation is from across all geographies, functions and levels and serve to provide insight and input in multiple strategic initiatives at KPMG. This year, the group focused their time on three major programs aligned to social impact – making volunteering more effective, helping KPMG people reduce their carbon footprint, and promoting good mental health across the firm.

## People passion statements



“For the love of the game. There is nothing I enjoy more than getting on the ice and coaching and mentoring our youth through hockey as Director for Welland Minor Hockey Association IP’s program. This year was especially tough as we could not have a formal banquet. I organized the annual “remote” trophy day through safe drop-offs with a bunch of goodies and a special guest appearance from the Niagara IceDogs’ Bones. Cannot wait for next year, whatever it may look like.”

---

### Scott Plugers

St. Catharines, Regions East



KPMG for better:  
our response to  
COVID-19



# Our people mobilized to reduce inequalities in virtual, innovative and caring ways

The key themes in 2020 have been **We're all in this together** or **Ça va bien aller**, but in reality the pandemic has disproportionately impacted marginalized and racialized communities, putting a stark spotlight on the inequalities present in our society.

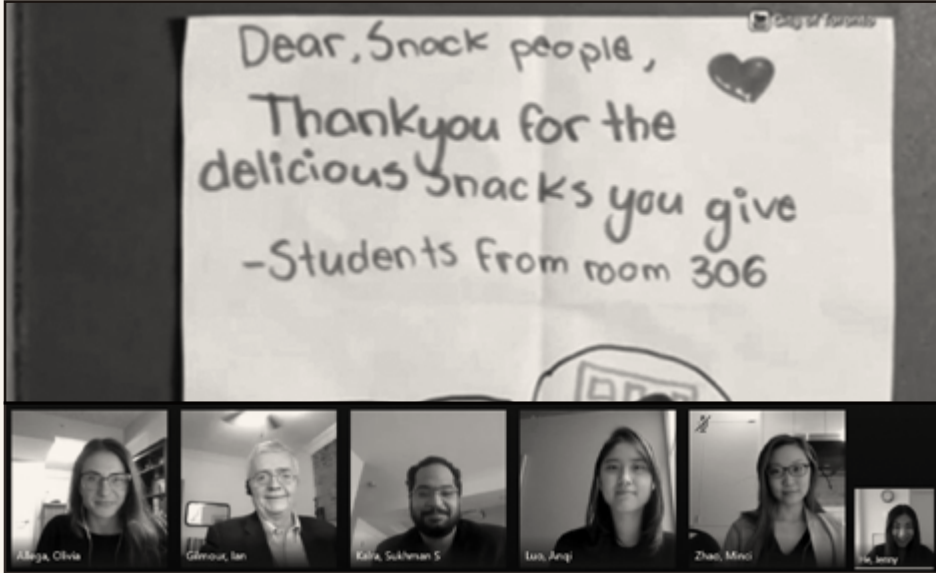
## The power of technology, virtual volunteering and a good breakfast

When COVID-19 first closed Toronto's schools, children who usually had breakfast through the School Nutrition Programs would soon be going hungry. A group of volunteers led by Advisory Associate Partner Ian Gilmour worked with the Toronto Foundation for Student Success (TFSS) on a grocery-card program to fill that urgent nutritional gap.

Our KPMG volunteers quickly hashed together a pilot solution that delivered grocery-cards to 3,500 students, paying for a month's worth of nutritious breakfasts.

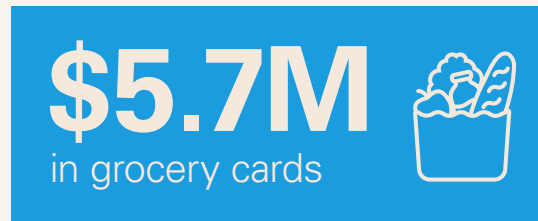
After proving the concept, they used the KPMG Connected Enterprise framework to scale up the prototype to an agile Microsoft Power Platform. From spring to summer 2020, they helped the TFSS provide 3,300,000 breakfasts to help children. They did this by registering 110,000 students in over 600 schools and distributed \$5.7M in grocery cards to 60,000 families.

Said Ian: "This is just one more example of the power of technology to build a better future. Because when you take a connected approach to digital acceleration, creating solutions and focusing on the results that matter, you can change the world."



# By the numbers

## Distributed



## Provided



## Registered



## Impacted



## Supported



“Without this team, we would have had no way to make this initiative begin to work. They truly are an impressive and compassionate group.”

---

### Catherine Parsonage

Executive Director and CEO,  
Toronto Foundation for Student Success

# Advancing newcomers



Supporting newcomers is personal for our firm – 32% of our employees identify as an immigrant and countless others as passionate allies. We are focused on mentoring, hiring, and advancing newcomers to Canada and creating an inclusive, cross-culturally competent environment.

**32%** of our employees identify as immigrants



## Virtual volunteers stand with newcomer job seekers

ACCES Employment, a charitable not-for-profit organization working to assist newcomers and job seekers from diverse backgrounds to integrate into the Canadian job market, recognized KPMG as part of their 2020 Walk of Fame Awards for standing by our motto #weareinthistogether throughout the COVID-19 pandemic. When the pandemic hit, we mobilized volunteers from across the country to provide career advice and support a number of ACCES' clients and bridging programs with mock-interviews, virtual panels and Speed Mentoring®.

### In 2020, KPMG was recognized for its impact on newcomers

- Employer Excellence Award from Immigrant Refugee & Citizenship Canada
- 2020 Walk of Fame Award from ACCES Employment



KPMG team members mentor newcomers through ACCES Employment.

## Accounting for Bravery: Helping our frontline healthcare workers

KPMG teamed up with CPA Ontario to support the *Accounting for Bravery* initiative, a profession-wide program in which volunteer CPAs from several accounting firms supported frontline healthcare workers by preparing their 2019 tax returns, free of charge. The program covered simple individual, spousal and dependent children's tax returns for those working on the frontlines during COVID-19, including nurses, paramedics, lab technicians, doctors, hospital cleaners, public health nurses, personal support workers, and other healthcare staff. Over 475 KPMG volunteers teamed up to give Ontario's healthcare heroes one less thing to worry about during these challenging times.



**475** KPMG  
Volunteers



## Supporting SMEs through the pandemic

KPMG has been a critical partner in the launch of a new program to support small and medium size enterprises (SMEs) at the Toronto Region Board of Trade (TRBOT). The Recovery Activity Program (RAP) was designed to help SMEs quickly assess their digital maturity and then pursue a range of virtual workshops to build a roadmap to address any gaps. The program helps SMEs to build the digital tools and capabilities they need to reach their customers in an increasingly digital world, accelerated by the pandemic.

KPMG helped TRBOT develop a Digital Needs Assessment, an automated tool that walks companies through an online assessment of their digital maturity. Participants receive an immediate assessment of their gaps, and benchmarks them against leading peers. KPMG also leads the Digital Modernization pillar, where participants receive virtual workshops and coaching, helping them build their digital strategy. In all, through funding from the Government of Canada, and the Province of Ontario, the program aims to help over 1,000 SMEs from across the province.

## Fostering a remote working culture in the public sector

When the pandemic hit, Canada's public sector was not entirely prepared to adopt a remote working culture. Governments at all levels were challenged to adopt online

solutions for traditional public services. Recognizing this, a KPMG team from the firm's Digital practice volunteered to create a series of webinars to share best practices with the public sector to help organizations through the recovery process. Webinar topics ranged from understanding the impacts of remote working, collaboration tools, cyber security considerations, and managing teams in the "new normal."

Our guidance didn't end there. Since hosting the first remote working webinars, KPMG has been working with public sector clients to implement the technologies that support their remote workforce and advance their digital transformation plan.

## People passion statements



“When COVID-19 hit, we acknowledged KPMG parents needed additional support during these unusual and certain times. We created the KPMG Kids Network in July and August 2020 for KPMG kids ages 13-16 to lead interactive and fun-filled virtual sessions for KPMG kids ages 4-11. This initiative is supported by 24 KPMG young volunteers with over 215+ KPMG kids within the network – and it continues to grow connecting kids across Canada and offering parents an additional layer of support.”

---

**Caroline Rudolph-Zbarsky**

Greater Toronto Area

**Other community leaders:**

Jaspreet Saran, Jessica Tan

# Kristine's final thoughts

Thank you for taking the time to share in KPMG's vision for a more holistic Social Impact Strategy. We have spent the last 10 years shaping (and re-shaping) our collective mission, and I am proud to see the incredible work our teams are doing within their respective communities.

We recognize that making a genuine difference in the world at large means continually empowering every individual in our firm to bring their whole self to work and supporting their leadership in outreach efforts they value the most.

As someone who came to Canada with her parents as a refugee, I am acutely aware of the need to create a more sustainable and equitable future for generations to come.

I'm a firm believer in putting words to action through meaningful, hands-on work with community builders, non-profit organizations, and our public and private allies. I hope the stories within this report showcase the real and genuine steps we're taking to champion social impact within our walls and the communities around us.

What comes next? There's no question 2020 has turned a spotlight on the work still left to be done. I'm encouraged to see so many of our people providing their skills and passion to support Canadians during this challenging time. We may not know where tomorrow will take us, but we know that now is not the time to back down – rather we must boldly forge ahead.

---

## Kristine Remedios

Chief Inclusion & Social Impact Officer  
KPMG in Canada



For Kristine, one of the benefits of working from home during the pandemic is spending more time teaching her two children about building inclusive communities.

## People passion statements



“Building an accessible future is everyone’s responsibility. In recognition of ‘International Day of Persons with Disabilities,’ we hosted KPMG’s first Exceptionalities Expo at our downtown Toronto office, which was attended by 400+ employees. Over a dozen organizations from across the GTA were present to share info on their service offerings for individuals and families with Exceptionalities and how they provide much needed support to our community. When we know more, we can do more. An inclusive future is there for the taking.

**Let’s do this!”**

---

**Marion O’Sullivan and Asma Hasan**

National

**Other community leaders:**

Stephanie Ly, Kelly Ryan-Parker, Stephanie Braid

## Alliance organizations



## Top employer awards





[home.kpmg/ca/socialimpactreport](https://home.kpmg/ca/socialimpactreport)

## #BeTheDifference

The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation.

© 2021 KPMG LLP, an Ontario limited liability partnership and a member firm of the KPMG global organization of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee. All rights reserved. 10229

The KPMG name and logo are registered trademarks or trademarks of KPMG International.

For more information on our global organization’s environmental, social and governance commitments, please read KPMG: Our Impact Plan at [kpmg.com/ourimpactplan](https://kpmg.com/ourimpactplan)



Let’s do this.

