

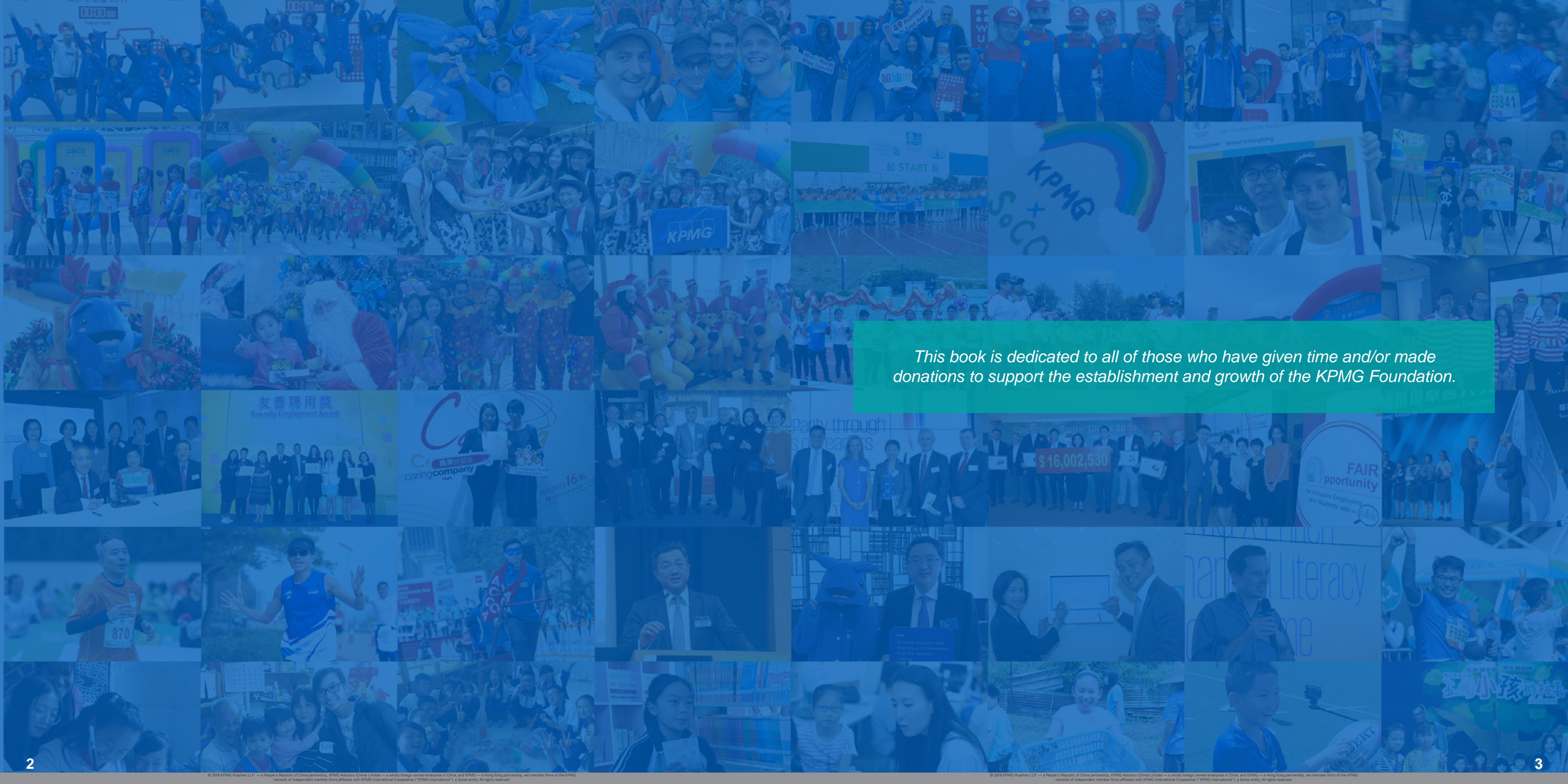


# The path to purpose

**KPMG Foundation  
10th Anniversary Celebration**

**10 YEARS**  
**KPMG Foundation**





*This book is dedicated to all of those who have given time and/or made donations to support the establishment and growth of the KPMG Foundation.*



## Foreword from John Harrison



When asked to write this foreword, I was amazed to realise that the KPMG Foundation has only just reached its 10-year anniversary. It seems that so much has been achieved in this short time.

I am pleased to see this anniversary being celebrated in this way: as a reminder of what the foundation is about, to celebrate its achievements, and to encourage people to continue to get involved with its programmes and initiatives.

I must note, however, that corporate social responsibility (CSR) was not new to KPMG in 2008 when the foundation was established. The firm and many individuals and groups within KPMG were already very involved in either their own or the wider community. The establishment of the foundation was to get more people involved in CSR, to create a framework to assist their involvement, to have a structured approach to our charitable giving and endeavours, and to enable the firm and our people to react to crises as appropriate.

To recognise KPMG employees who do amazing work in their own communities, we also established the concept of ‘The Chairmen’s Awards’. There are some fantastic achievements, which are also recognised later in this book.

I have always been proud of the commitment of KPMG staff, of all levels, to CSR. In one study, we found that 97 percent of employees in China indicated that they wanted to contribute to the community. This is clearly still the case – I am aware that when asked for volunteers to attend the school missions described later in this book, there are always many more volunteers than places available.

Many consider CSR as simply raising and giving funds – this is not so with this foundation. While funds are sometimes very important, what can be more so is time – a very precious commodity – and skills. Nothing could have demonstrated this so clearly as the foundation’s ability to react to and assist in the aftermath of the Sichuan earthquake in 2008. The foundation was able to arrange for KPMG’s IT and Logistics consultants to assist with the supply chain, as well as having KPMG employees man 24/7 phone lines to assist with blood donations.

In the wider community, it is encouraging to see regulators such as the Hong Kong Exchange and others focusing on Environmental, Social and Governance Reporting. This can only help and encourage all responsible entities to be involved in, assist and improve the communities in which we live and work.

As I noted in an earlier document about the KPMG Foundation, “We all have only 24 hours in a day, but our people have proven that even if you have one hour or one afternoon, you can choose to do something positive. After all, doesn’t the power of engagement for a better world start with you and I?”

## Foreword from Carlson Tong



Here at KPMG China, we are strongly committed to acting with integrity and serving as a beacon for our clients, our people and the public. However, that is not enough. The firm has flourished and thrived economically in the China market, so we must strive to live up to one of KPMG’s core values – “We are committed to our communities” – as we want to give back to the region that gave our firm this opportunity to bloom.

The KPMG Foundation was John Harrison’s vision, and I was proud to take part in realising this initiative as a platform for doing good for our community, our firm and our people. It was exciting to co-lead this entity as it operated in the community along the three areas of empowerment, environment and education.

I still vividly recall the first initiative the foundation responded to – the Sichuan earthquake. The massive earthquake affected millions of people, including our office in Chengdu. Fortunately, our people were all safe, and it was gratifying to witness our foundation take immediate action: from identifying the required relief efforts, to developing a fundraising campaign, with donations being matched dollar-for-dollar. The senior partner from the Chengdu office at the time, David Ko, even paid a visit to one of the worst hit areas. More than 130 KPMG staff members across China assisted with the ongoing relief efforts, including helping the China Foundation for Poverty Alleviation (CFPA) set up its temporary emergency relief office, assisting with fundraising activities in Beijing and Guangzhou, managing aid materials in Chengdu and Hong Kong, as well as participating in blood drives. As a result, our total contribution reached RMB 7.2 million, while our volunteers dedicated 6,600 hours to various relief efforts. When I talked to our volunteers afterwards, many of them fondly recalled their experience of being able to give a helping hand to those in need. I was grateful to have the chance to lead and serve the brilliant team at KPMG alongside John Harrison, and was truly inspired by their passion and enthusiasm for helping others.

The KPMG Foundation’s 10<sup>th</sup> anniversary celebrations in 2018 also coincide with what would have been Nelson Mandela’s 100<sup>th</sup> birthday. I hope our foundation follows in the footsteps of this inspiring leader who said, “What counts in life is not the mere fact that we have lived. It is what difference we have made to the lives of others that will determine the significance of the life we lead.”

It is my belief that when given the opportunity, everyone can realise their potential, and I trust that the KPMG Foundation will continue its good work in improving people’s lives.

**Carlson Tong**  
*Former Chairman*  
*KPMG China*

*Co-founder*  
*KPMG Foundation*



## Message from Benny Liu and Honson To



**Benny Liu and Honson To**  
*Chairmen*  
*KPMG China*

A business without a purpose is like a ship without a rudder. Companies have a responsibility to make a positive change to society, rather than focusing on profit alone. We have to constantly ask ourselves if we are doing the right thing. Are we making decisions that are beneficial to our firm, our people, our clients and the public? We live in a world where our economy, environment and social welfare are all interconnected, with purpose and profits driving the economic system. Businesses are at a crossroads, either to evolve into a company driven by purpose for the greater good of society, or be left behind in the race to gain public trust.

At KPMG China, we believe we are in a unique position to inspire confidence and empower change, through upholding our identity as a trusted professional services firm. With our firm's resources and our people's knowledge, we are committed to stewarding future generations by developing a more sustainable world.

Ten years ago, our two former leaders, John Harrison and Carlson Tong, set up the CSR department and the KPMG Foundation, which provided opportunities for us to improve society and the environment. Serving as the 'rudder', they created opportunities for collaboration amongst our people, other businesses, government and the wider society to find solutions to address major global challenges such as climate change, education, poverty alleviation, gender equality and more. The foundation provides a platform to address a broad range of issues, from empowering our people and helping NGOs and social enterprises, to joining forces with our clients in creative fundraising events which raise funds for the local community. We have also built trusted relationships with NGOs to identify rural school rebuilding projects, creating a safe, clean and resourceful learning environment for hundreds of students.

We still have much work to do to make our world a sustainable one, and we are honoured to be part of the solution. We would like to take this opportunity to thank everyone involved, including all the present and past foundation members, other KPMG network firms that have contributed financially, clients and business partners who have participated in our initiatives, our people and alumni who have generously donated their money and time to serve our communities, and many more. We cannot name everyone, but from the bottom of our hearts, we thank you all for your passion, dedication and effort, as we look forward to another decade of changing lives together.

## Message from Dr Michael Hastings



**Dr Michael Hastings**  
*Lord Hastings of*  
*Scarisbrick CBE*

*Global Head of Citizenship*  
*KPMG International*

I have vivid and positive memories of my visits to China. None more than in 2010 when I visited the reconstruction work after the 2008 Sichuan earthquake, and in particular to open the Sichuan community centre. The centre is a statement of environmental innovation enabling the community to come together, to learn and to build a future.

China is a remarkable country with determined, open and imaginative people. Its poverty rate has dropped significantly over the last few decades. KPMG China, through the KPMG Foundation's leadership, has developed literacy programmes by sponsoring the construction of the KPMG Hope School network in rural mainland China. The Hope Schools and school missions serve over 1,400 primary school children every year. A clear commitment to Sustainable Development Goal (SDG) 4 (quality education and lifelong learning), and a source of pride for the KPMG network.

The KPMG Foundation in China has changed over the last 10 years to reflect the needs of the communities it serves. From responding to the Sichuan earthquake in 2008 to its investment in schools and universal education, the foundation has demonstrated the values of KPMG and the importance of business as a development actor.

KPMG China has also been a leader with KPMG's Global Climate Response. Now in its third phase, the firm achieved a 22.8 percent decrease in net emissions per full-time employee in 2016 against 2015. With strong targets, including increasing its use of clean and renewable energy, KPMG China plans to realise a 10 percent reduction in greenhouse gas emissions by 2020.

All this work is underpinned by how KPMG China, and the KPMG Foundation in China, serve the community. With over 20,000 hours of pro bono support and 19,000 hours of voluntary service last year, KPMG employees have a lot to be proud of and a lot to look forward to.

With 1 in 5 children around the world being denied their right to education,<sup>1</sup> and with millions more failing to receive the education they deserve due to social, economic and other challenges, KPMG International decided to focus on SDG 4 as its global priority and the primary focus of its citizenship investment. We believe that education is one of the most important catalysts in bringing people out of poverty and providing an antidote to inequality. Education is a driver for social mobility and is a vital component in creating the world we want and the workforce we need. China is a clear leading example.

1. Source: 'New education data for SDG 4 and more', UNESCO Institute of Statistics, 26 September 2018, <http://uis.unesco.org/en/news/new-education-data-sdg-4-and-more>



2008

Where it all began...



2008

The establishment of the KPMG Foundation

### The KPMG Foundation

Officially chartered as a charitable entity in February 2008, the KPMG Foundation is governed by a board that manages the partnership's contributions and strategic allocation of funds. Through structured and organised giving, our firm's CSR goals are realised. The foundation engages employees, alumni and community stakeholders to address environmental and social issues, mainly through donations, volunteerism and collaboration.

Since its establishment, the KPMG Foundation has donated over RMB 53 million – of which RMB 11 million was contributed by firm employees – to support key international charities and local communities.





2008

## The first large-scale fundraising activity



### Immediate relief for the Sichuan earthquake

In the aftermath of the Sichuan earthquake, KPMG China responded immediately to provide disaster relief to the people affected. Our colleagues provided an outpouring of support in the form of nearly RMB 8 million, which included staff donations plus dollar-to-dollar matching from the KPMG Foundation. Not only did our people provide financial aid, but they also contributed 6,600 hours of volunteer work towards the relief and recovery efforts.



### KPMG China's commitment to the Sichuan earthquake

RMB

*China Foundation for Poverty Alleviation (CFPA)*  
Immediate relief and transitional housing

4,000,000

*China Children and Teenagers' Fund (CCTF)*  
Construction of a community centre in Sichuan

1,000,000

*Sowers Action (SA)*  
Construction of two schools in Gansu

2,085,216

*New Great Wall (NGW)*  
Sponsorship for affected university students

500,000

*Hope School*  
Co-fund the construction of a primary school with Shenzhen Institute of Certified Public Accountants

300,000

**Total**  
*The remaining funds were used for the ongoing support of the community centre.*

7,885,216

2008



# 2009-2010

## The establishment of the Sichuan community centre and two schools in Gansu

### What's so special about this community centre?

- The world's first long-span public building developed with locally sourced and environmentally friendly materials
- State-of-the-art, earthquake-resistant structure that features solar light tubes, LED lamps and double-glazed windows
- Awarded the *2009 National Human Settlement Best Picture Gold Medal*, and showcased as an example of best practice for sustainable living and environmental protection at the Shanghai World Expo
- Multiple stakeholder collaborations – nearly 30 partners including businesses, NGOs and government agencies supported the project. In addition, KPMG staff contributed their time by volunteering at the centre



### Building a community centre in Sichuan province

In collaboration with the China Children and Teenagers' Fund, the KPMG Foundation provided funding to build a community centre in Pengzhou, Sichuan. Put into use in May 2010, the centre is a community gathering place that provides after-school activities and vocational training to children and villagers.



### Rebuilding of two schools in Gansu province

In November 2008, KPMG China signed an agreement with Sowers Action to rebuild two schools in Gansu province, namely KPMG Zhang Qi Hope Primary School and KPMG Gao Qiao Hope Primary School. These schools opened in May 2010 and over 500 students attend yearly.

# 2009-2010



In an effort to advance education in rural China, the KPMG Foundation funded a school construction project in Yunnan. On 27 September 2010, KPMG Fang Niu Chang Hope Primary School opened. Each year it serves over 200 students including kindergarteners.



The rebuilding of a Yunnan Hope School and the beginning of our teaching missions



The establishment of the three Hope Schools in Gansu and Yunnan, as well as the community centre in Sichuan, have created ample opportunity for teaching missions. By the end of 2018, over 600 KPMG China employees will have volunteered in these missions, and they are not just passively participating – they are designing their own teaching plans. The aim of the missions is to unleash students' potential and guide them to knowledge and skills not encountered in their regular school curricula. Through the mentoring by KPMG volunteers, we hope these students will be inspired to pursue their dreams.



2010



# 60

## 地球一小时

## 气候与责任

2010企业参与案例研究报告

### Sponsorship of the WWF case study book

# 2011

In conjunction with the annual WWF Earth Hour campaign, the KPMG Foundation provided sponsorship for WWF China to produce a thought leadership publication on business engagement. This publication covered various issues related to climate change – from international commitments to address it, to the impact of environmental regulations in China, and the global trend of climate change itself. In an effort to influence and inspire readers, the publication also showcased creative models from the business sector, highlighting their sustainability strategies and the ways they supported Earth Hour.

## Beam International's 20th anniversary

Beam International Foundation is a medical charity that provides free surgeries to underprivileged children with cleft lips and/or palates in rural China. 2011 marked 20 years of the organisation's hard work in bringing smiles to children. Since 2011, the KPMG Foundation has committed to sponsoring 50 surgeries yearly and to mobilising our people to work alongside the medical team to provide support services such as translation, management of medical records, and communication between patients and medical staff. Since 2004, over 200 volunteers have participated in the medical missions, and more than 6,000 patients have been treated on those missions.

# 2011





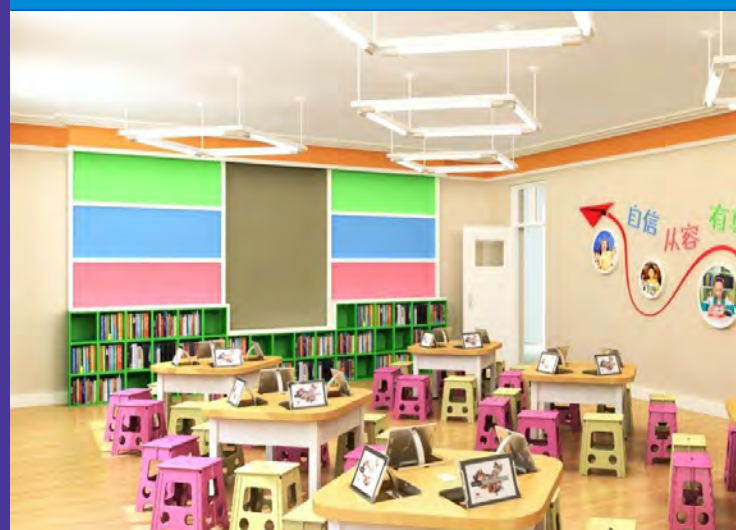
With the migrant population standing at 286 million in 2017, the problem of migrant youth should not be underestimated.<sup>2</sup> To address this issue, the KPMG Foundation has been working with NGOs and schools in major cities to empower these young people.

Since 2012, the KPMG Foundation has worked with the Shanghai Adream Charitable Foundation to set up 10 Dream Centres across China. The Dream Centres aim to help children realise their full potential and broaden their learning experience through class offerings called Dream Courses. Each Dream Centre consists of a multimedia classroom with 3,000 books as well as modern technology.

The Qi Chuang Social Work Service Centre offers an experiential learning experience that is designed to teach migrant secondary students vital life skills, such as problem-solving and teamwork. Since 2012, the KPMG Foundation has sponsored workshops for five migrant schools in the Haizhu district of Guangzhou. These classes aim to help youths better adapt to local metropolitan life. In these workshops, KPMG volunteers have shared the challenges they themselves encountered when moving to Guangzhou and how they overcame them.



## Supporting the migrant population 2012



## The Global Dignity Workshops

The Global Dignity initiative was established by delegates from the Forum of Young Global Leaders, an offshoot of the World Economic Forum. Since 2012, KPMG has actively partnered with Global Dignity to organise student workshops that aim to instill dignity, build confidence, and encourage respect among youths. Over 1,000 volunteers, drawn from KPMG and other firms, have facilitated these workshops over the past few years. Together we have reached more than 8,000 students.



2012





2013

## SoCO's We Will Fly English Learning Programme



The Society for Community Organization's (SoCO) *We Will Fly* project was a three-year programme funded by the KPMG Foundation. *We Will Fly* aimed to widen the horizons of students from less privileged backgrounds through customised English classes, home improvement education and social activities. KPMG China staff contributed a significant amount of time to organising activities such as reading programmes and movie fun days. In 2013, a press conference was held to showcase the impact of the programme. Eighty-five percent of the students had shown a marked improvement in their English, which boosted their confidence and interest in learning the language. Over the course of three years, more than 500 students benefited from the programme.

In 2017, *We Will Fly II* was launched with tremendous support from the ABC Education Foundation and the ABC Pathways School. In order to lay a solid English foundation for the SoCO children, this programme targeted students at a much younger age. It also offered a series of workshops on parenting skills to better equip parents to support their children.



## Joining the Egg Walkathon



KPMG China first participated in the Egg Walkathon in 2013. Since then, we have worked together with Shanghai United Foundation as a long-term partner to organise the programme. Nearly 350 employees have joined the 50 kilometre walkathon, while another 300 have served as volunteers for the event. Since 2013, our team has raised a total of RMB 2,368,104. These funds go towards supporting NGOs that serve and empower underprivileged young people in four key areas: nutrition and health, education, safety, and social integration.

2013



2014

# The Enactus World Cup in Beijing - North China Electric Power University wins the World Cup

Every year, Enactus organises national and regional competitions to showcase student participants who have raised the quality of life and standard of living in their communities through entrepreneurial actions. 2014 was a great year for the China national champion team, North China Electric Power University. Not only did the team win the national competition in China, but they also won the Enactus World Cup. In 2013, the Enactus championship team from Shanghai University of Finance and Economics was supported and guided by KPMG business advisors.

Since 2004, our volunteers have supported this initiative as business advisors to the student teams and also as judges for the competitions.



## SoCO's *Our Treasure II* publication

In collaboration with SoCO, the KPMG Foundation funded a publication in 2004 named *Our Treasure*. It told the stories of 29 underprivileged children and their families, describing their hardships and raising public awareness of inner city poverty. Ten years later, we followed up with 16 of the 29 young people and learned about their extraordinary transformations in *Our Treasure II*. Despite difficult upbringings, they were able to excel and enjoy a bright future by being creative, resourceful and hard-working. It was truly a humbling experience for the KPMG Foundation and its volunteers to walk alongside these amazing young people for over a decade.



2014





2015

## The establishment of the four pillar CSR Strategy

In its *2030 Agenda for Sustainable Development*, the United Nations put forth 17 Sustainable Development Goals (SDGs) that are intended to address global social and economic development issues. The SDGs cover areas related to poverty, hunger, health, education, global warming, gender equality, water, sanitation, energy, urbanisation, the environment and social justice.<sup>3</sup> As a strong supporter of these global goals, we aligned our citizenship approach with them and established the four pillar CSR strategy.



## Sponsorship of New Great Wall students for the 10<sup>th</sup> year

2015 marked the 10<sup>th</sup> year of KPMG's support for the New Great Wall programme, a China Foundation for Poverty Alleviation (CFPA) initiative that aims to help disadvantaged students begin and continue their university education. By the end of 2018, the KPMG Foundation will have supported 890 students at 44 universities across China.

Our aid to these students is not limited to financial assistance. Our staff also mentor the students, share experiences with them, and provide guidance on their education and future career. Through the mentorship process, students develop their self-esteem and become more confident.



2015





## 2015 Standard Chartered Marathon Award

Over 200 colleagues take part in the Standard Chartered Hong Kong Marathon yearly. Our runners hail from Hong Kong, Guangzhou, Macau, Shenzhen and even some Japanese offices. In 2015, KPMG China received the *Highest Donation Award* for 10 consecutive years. Every year, our runners and donors contribute over HKD 200,000 to the charities supported by the marathon.



The Shanxingzhe Walkathon is a fundraising activity run by the China Foundation for Poverty Alleviation (CFPA). KPMG China participated in Shanxingzhe for the first time in 2015. From 2015 to 2018, a total of 49 KPMG teams made up of 196 partners and staff participated in the 50km walkathon, while over 200 staff served as volunteers. The teams raised a whopping RMB 1,156,852. These funds were used to equip 11 primary school kitchens in Guizhou province, so that hot food can be served to the students. The funds were also used to support the New Great Wall students. In addition, 2,001 winter gift packs were sent to children in Guizhou province, which benefitted over 3,000 children.

2015

## Joining the CFPA Beijing Shanxingzhe Walkathon





# 2016

The China Care Fund (CCF) is a registered charity in Hong Kong that provides medical, financial and educational aid to disadvantaged areas of rural China. In 2016, the KPMG Foundation sponsored three years of tuition for 30 disadvantaged students through CCF.

Since 2016, KPMG volunteers have joined in school visits organised by CCF, with the first mission being the Qinghai English Summer Camp. At this event, our people helped students from Huzhu No.1 Senior High School practice having conversations in English through games and activities. In 2017, we also took part in the Qinghai Minhe Music Camp to help students explore their performing arts talent.

## China Care Fund



# 2016



# 2016 KPMG and Diggers: CSR Innovation Project Competition



The Center of Youth Talent Enlightened (Diggers) aims to foster collaboration between experts from academia, the private sector and civil society in order to launch innovation competitions. The KPMG Foundation started a partnership with Diggers in 2016 to organise a CSR Innovation Project Competition. The project's goal is to encourage university students to design unique projects that reflect KPMG's values.

The competitors are also expected to embed elements in their projects that address some of the UN's Sustainable Development Goals. KPMG volunteers participate in the project as mentors for the teams and as judges for the competition. The projects are evaluated in four main areas: creativity, feasibility, sustainability and presentation.



## Project WeCan

Project WeCan is a CSR programme founded by Wharf in 2011. In 2016, the KPMG Foundation adopted a school through the WeCan network, Caritas Tuen Mun Marden Foundation Secondary School. It is a school in Hong Kong with students from 18 countries — 12 of which are included in the 'Belt & Road' Initiative.

Our people have given tremendous support to the students by serving as mentors in the Life Buddies mentorship programme, which was launched by the HKSAR Government's Commission on Poverty. Other activities that are organised throughout the year include the Global Dignity Workshop, which aims to instill a positive and inclusive sense of value in youngsters; the financial literacy workshop, which seeks to give the students an introduction to finance in a fun and interactive way; and company visits, which expose them to different career options.



# 2016





## KPMG Run for a Claus 2016

Since 2015, the KPMG Foundation has served as a major donor to Operation Santa Claus (OSC), an annual fundraising campaign organised by the *South China Morning Post* and *Radio Television Hong Kong*. Total donations to OSC amount to over HKD 1 million and go towards NGOs that offer support in one of the following areas: children and youth, mental and physical disabilities, community, the elderly, medical and the environment.

In 2016, we organised our first signature fundraiser in Hong Kong – KPMG Run for a Claus – a city-wide scavenger hunt in which over 200 colleagues tackled GPS-triggered challenges in the form of questions, clues and pictures. The event was highly successful, winning the *Most Creative Fundraiser* award, and continues to take place each year.



## CFPA Microfinance Programme

KPMG China has supported CFPA Microfinance since 2016. Our goal is to help the organisation with capacity building so that it can provide more efficient services to its clients. In addition to providing financial training to CFPA Microfinance's staff, the KPMG Foundation also supports the organisation's Starry Sky Project. Through this project, volunteers provide financial and technical support as well as research into topics such as cooperative finance, digital finance and fintech.



In 2018, the KPMG Foundation cooperated with the organisation to conduct a study about supply and demand in rural finance. KPMG volunteers helped lead some of the case study teams in carrying out survey work and putting together a comprehensive case article that explained the study's findings, titled *Walking on the Rural Path*. The purpose of the book is to explain the landscape of rural finance as well as microfinance's ability to deal with the challenges inherent in that environment.



2016



2017

# Plan International Girls Empowerment Programme



The KPMG Foundation has collaborated with Plan International on a project in Ningxia that aims to help girls at risk of dropping out of school due to economic pressure at home. The foundation made a donation to support a vocational school in Ningxia, which used the funds to educate 100 girls on the transition from school to work as well as from a rural to urban setting. They also learned how to protect themselves from trafficking, child marriage and abuse.



## KPMG's Family for Literacy

KPMG's Family for Literacy (KFFL) is a sustainable volunteer programme that harnesses the efforts of the larger KPMG family – employee families, alumni, retirees and interns – to make a positive impact in the community. The project aims to end childhood illiteracy by putting books in the hands of children in need. Since the programme began in China, our volunteers have donated over 5,000 books, carried out 46 reading classes, and put together two libraries. Our efforts have benefitted over 3,000 students.



2017



Since 2017, the KPMG Foundation has collaborated with Enrich HK to equip migrant domestic helpers with financial skills and knowledge. The foundation funded 18 financial literacy workshops in two languages, English and Bahasa. These sessions were very popular in the migrant domestic worker community – a total of 315 migrant domestic workers attended the programme, with 79 participants completing all lectures and graduating in October 2018. Following the lecture series, 97 percent of attendees now understand the risks of investing. Over 20 KPMG volunteers joined these workshops as trainers and facilitators, helping instill a positive attitude and providing practical advice on personal financial management.

2018

Enrich HK



## The Great Wall Challenge



In 2018, KPMG and key global client HSBC joined forces to demonstrate our commitment to the Chinese community by holding the first HSBC-KPMG Great Wall Challenge trek. It was a five-day expedition across the Great Wall of China, raising funds to support lifelong learning programmes for underprivileged children in China.

2018





# Mang Long KPMG SA-PH Primary School in Yunnan

2018



Lifelong learning is one of the core pillars of KPMG's corporate citizenship commitment. We believe that by investing in education and lifelong learning, we can address challenging societal issues such as income inequality and youth unemployment. In China, we have been tackling challenges in rural education by rebuilding run-down schools.

As a result of this effort, the Mang Long KPMG SA-PH Primary School in Yunnan opened in December 2017. The new school was able to accommodate over 300 students for the 2018-19 school year. The KPMG Foundation believes all children deserve the opportunity to become literate and reach their full potential. We will continue working to foster positive change in these future leaders.

2018



# Chairmen's Awards

Every year, KPMG people devote their time and effort to serving their communities. The Chairmen's Awards are presented annually to recognise their hard work and achievements in helping those in need and protecting our environment. The KPMG Foundation donates to the charities chosen by each of the awardees.



I was honoured to get this award. I've been involved in volunteer work since university. When I entered the KPMG Gansu school, I was surrounded by children asking me questions. It was an unforgettable experience. I felt that there were so many things I could share with the kids, even though I was not a certified teacher.

Through these CSR activities, my pride in KPMG has grown. My colleagues are not only professional in their work, but also passionate and caring about society. This makes our firm a better place to work and our community a better place to live. I really recommend that every KPMG employee attend at least one CSR activity to do something besides work with your team members.

Yvonne Xu, *Shanghai*



I grew up in South Africa where there is a big wealth disparity. My parents always taught me the value and importance of helping others, so I have loved having the opportunity to join many CSR activities over the years.

I co-lead the Green Warriors interest group in Hong Kong. We organise a lot of different activities to increase environmental awareness and help people think about their impact on the world. I treasure this experience, as I can help implement changes to reduce our impact on the environment, and hopefully influence people's behaviour outside of work too.

Stacey Wolpert, *Hong Kong*



I have a good life, a privileged life. This is mainly due to being born the right gender, class, ethnicity, and at the right place and time, supplemented by having a great family. I've also studied and worked, but so have many others – all of us here at KPMG. If that 'good life' were a 100m race, I have had the benefit of starting on the 95m line.

KPMG China's CSR programme has given the more privileged among us the opportunity to help the less fortunate. I have had the chance to see many of our largest programmes, such as the schools and the medical missions. Many here at KPMG have done great work through the CSR programme – I have interviewed them – and I am honoured to be included in their company.

Malcolm Parker, *Foshan*



I have participated in many CSR events, such as school missions, the Shanxingzhe Walkathon, KFFL, living green, and teaching migrant children. I have learned that sharing is caring, and that it is not only knowledge that we can share but also our frame of mind. We share because we care and care because we share.

By participating in these programmes, I have become more certain of the saying, "Not all of us can do great things. But we can do small things with great love." I will continue to do things with great love.

Eileen Ba Yi Er, *Beijing*

# A decade of emergency relief efforts



## Earthquakes

RMB 13,072,090  
(Haiti, Indonesia, Italy, Japan, Ludian, Mexico, Nepal, Wenchuan, Ya'an)



## Typhoons

RMB 544,423  
(Myanmar, Philippines)



## Flooding and monsoons

RMB 942,591  
(Bangladesh, Gansu, Pakistan, Taiwan, Thailand)



## Famine

RMB 440,486  
(East Africa)



## Ebola epidemic

RMB 61,477  
(West Africa)

## Total:

RMB 15,061,067



# 10 YEARS

## KPMG Foundation

Making a difference together



[kpmg.com/cn/socialmedia](https://kpmg.com/cn/socialmedia)



For a list of KPMG China offices, please scan the QR code or visit our website:  
<https://home.kpmg.com/cn/en/home/about/offices.html>.



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