



KPMG's National Charity 2024 – FAQs

What is KPMG's National Charity Programme?

- KPMG's National Charity Programme is a way for KPMG to support a single charitable cause over a three-year period. The partnership will run from 1 October 2024 to 30 September 2027.
- KPMG colleagues engage with the partnership through fundraising, volunteering, pro bono and thought leadership initiatives.
- The current partner is Marie Curie, who provides care and support for people living with terminal illness and their families. The NSPCC was KPMG's previous National Charity partner.

What are the objectives of the new National Charity Programme?

- Our new partnership will aim to:
 - Engage 18,000 colleagues across all our UK offices
 - Provide £2m worth of support (comprising of fundraising and pro bono)

Who can apply to be the next National Charity partner?

- Any single national charity that meets the following criteria:
 - Delivers impact, services and/or reach in all local areas where KPMG UK has offices.
 - Offers a variety of fundraising, a range of volunteering and a few key strategic pro bono opportunities for KPMG colleagues.
 - Delivers on KPMG's employee engagement aims and people priorities (e.g. also promoting reconnection, collaboration and wellbeing).
 - Offers a mixture of in-person, virtual and hybrid opportunities for one-off and longer-term engagement.
 - Can provide a way of clearly quantifying and communicating the impact of the partnership to colleagues and wider public.
 - Allows for tangible, relatable, meaningful, long-lasting societal impact.
 - Has an established partnerships team that is able to manage a partnership the size of the KPMG partnership.
 - Charities must not be entities which are audited by KPMG and the organisations they are affiliated with via their Trustee Board and other Corporate Partnerships must not compromise KPMG's independence.
 - The charity must also fall into at least one of the following categories:
 - Social Mobility
 - Social Welfare
 - Mental health/wellbeing

What would exclude us from applying?

- If your organisation does not meet the above criteria.
- We cannot accept applications from charities for whom KPMG is the auditor or is performing other assurance services, because the selection of our National Charity partner would be seen as entering a business relationship that could be perceived to compromise the independence of our audit or assurance service.



- Similarly, where a charity's trustees have significant roles at entities audited by KPMG (or a trustee is themselves audited by KPMG) we would need to consider whether those audit relationships could be compromised by selecting the charity as our National Charity partner.
- Other services provided to the charity or its trustees would not impact an application.

What does KPMG mean by social mobility, social welfare and mental health/wellbeing?

- **Social Mobility**
 - Our vision is to help empower and drive opportunity in disadvantaged communities across the UK. So, where you're from, or your background, doesn't dictate your life chances. According to gov.uk, there are five drivers of social mobility: conditions of childhood; educational opportunities; work opportunities; social capital and connections; environment favouring innovation and growth. If your organisation helps empower and drive opportunity for people from disadvantaged communities, please do apply.
- **Social Welfare**
 - The rising cost of living has had a profound impact on those with lower incomes. The Office for Budget responsibility has forecasted that living standards will fall by 5.7% during the 22/23-23/24 financial years. This will undoubtedly lead to an increase in use of services that help relieve the impacts of poverty. If your organisation helps relieve the acute impacts of poverty, please do apply.
- **Mental health/wellbeing**
 - There's a rising mental health crisis, particularly amongst young people, which has been made worse by the pandemic and cost-of-living crisis. Mental health problems cost UK economy at least £118bn a year and there is also an inverted relationship between mental health and social class. If your organisation supports people with their mental health/wellbeing, please do apply.

What resource does KPMG expect the charity to put into the partnership?

- At KPMG, we believe that the best partnerships are those that are equal. Therefore, we expect charities to invest into the partnership through providing a full-time account manager to ensure we're able to make the biggest possible impact.
- The account manager will be embedded into KPMG's Sustainability and Corporate Responsibility team.
- We also ask that your senior leadership is engaged with the KPMG partnership to enable us to maximise all potential fundraising, volunteering and pro bono opportunities.

What type of volunteering opportunities are KPMG looking for?

- KPMG UK colleagues have six days (42 hours) to volunteer for charitable causes. For volunteering opportunities that are longer-term, more intensive, higher impact, this can be extended by up to an additional six days.
- While we recognise that organisations prefer longer-term volunteers, we also want our colleagues to be able to support your organisation if they have less time to spare (one hour, half day, full day, etc).
- We would love to see a menu of volunteering opportunities where colleagues can give their time and skills to support your organisation across the country. These can be both in-person or virtual.

Where are KPMG UK's offices?

- [Office locations - KPMG UK](#)



Where can I find more information about KPMG UK's Corporate Responsibility strategy?

- [Our Corporate Responsibility story - KPMG UK](#)

What type of pro bono support can KPMG provide?

- Over the next 3 years, we are aiming to provide £500,000 of pro bono support to our chosen National Charity Partner. We aim to treat pro bono projects just like projects we deliver for clients. You can see a list of KPMG UK's services here for insight into how we may be able to support your organisation: [Services - KPMG UK](#)

How can I apply to be the next National Charity partner?

- You need to complete an application form and email it to ukfmnc@kpmg.co.uk by **5pm, 30 April, 2024**.
 - Please use the subject line: KPMG Partnership Application: "Name of Charity"
- You also need to attach your latest annual report to your email.
- You can download the application form [here](#).

What is the selection process for the next National Charity partner?

- **Step 1:** Complete application form – download the form [here](#).
- **Step 2: On Wednesday, April 17 at 2pm**, we will host a Teams Call to talk through the application process, what we're looking for in our partnership and give all attendees the chance to ask questions. [Please register for the event here](#) and any questions you have about the application / partnership so we can ensure all topics are covered on the call.
- **Step 3:** Email us your completed application form, with an attachment of your latest annual report by **5pm, 30 April, 2024** to ukfmnc@kpmg.co.uk
- **Step 4:** Charities will be notified of initial application outcome by 5pm, 15 May, 2024.
- **Step 5:** Successful charities will be invited to join us for a call between 15 – 24 May to discuss their application.
- **Step 6:** The committee will decide on the final 3 charities to put to an all-colleague vote.
- **Step 7:** One charity will be chosen to become KPMG's National Charity.

Who will be making the decision on who becomes KPMG UK's next charity partner?

- KPMG UK's Sustainability and Corporate Responsibility team and colleague representatives from across the firm will be responsible for shortlisting charities after they have submitted their applications.
- All of KPMG UK's staff will then be able to vote on the final three shortlisted charities.

Will we be able to canvass KPMG UK's Sustainability and Corporate Responsibility team/representatives and KPMG UK's staff?

- No. To ensure the process is fair for all charities, the initial shortlisting will be done purely based on the applications submitted.
- To ensure applications are judged purely on the impact our partnership can have on society, we will be strictly prohibiting any canvassing of KPMG UK staff.
- Organisations will be removed from the process if they are deemed to be canvassing for KPMG UK votes.



Can we provide additional information to support our application?

- No. To ensure the process is as fair as possible we will be reviewing your answers to the application form and your latest annual accounts. Any other additional information sent through will be discarded.
- If you are shortlisted to the next stage, there will be an opportunity for both you and us to share more information to see if we would be a good match!

What if I have any questions or need more information?

- **On Wednesday, April 17 at 2pm**, we will host a Teams Call to talk through the application process, what we're looking for in our partnership and give all attendees the chance to ask questions. [Please register for the event here](#) and any questions you have about the application / partnership so we can ensure all topics are covered on the call.
- We hope that you have enough information about what we require from a future partnership from the website, FAQs and the information session above.
- If you have a question, that you don't feel has been answered please message ukfmnc@kpmg.co.uk and someone will get back to you as soon as possible.