



# UK Community Impact Report 2024

In respect of the year ended 30 September 2024



# Introduction

**At the heart of KPMG's community strategy is our vision to empower and drive opportunity in disadvantaged communities across the UK, so that where you are from, or your background, does not dictate your life chances.**

This report provides a comprehensive summary of KPMG's community Impact in respect of the financial year ended 30 September 2024 (FY24). It is designed to be read alongside information about KPMG's community vision, strategy and activity on [Our Impact](#).

We are pleased to report that 332,357 individuals from the community have benefited from KPMG's support this year. This is a 92% increase on FY23.

The significant increase in the number of beneficiaries reached, is largely due to two factors that sit within the KPMG-founded campaign, National Numeracy Day. Firstly, a 21.7% increase<sup>1</sup> of schools and education providers signing up to the campaign, and secondly an improvement in data collection whereby teachers are now required to estimate how many students they expected to reach, rather than a single conservative estimate being applied.

This change was made following new guidance from B4SI<sup>2</sup> which recommends that businesses collecting social impact data validate their assumptions to improve accuracy. Outcome data was also collected via post-participation surveys to assess the effectiveness and impact of the intervention.<sup>3</sup>

In line with good practice, we continue to report the distinction between beneficiaries counted, in order to show the balance of depth and breadth. Definitions are provided in the method statement below.

The total community investment figures and funds raised have returned to be more in line with FY22 levels.

We're really proud that over the course of our 3-year relationship with Marie Curie, we have exceeded our commitment to raise £1m for the charity, by providing £2.6m of support through pro bono and fundraising activities.

We engaged Grant Thornton UK LLP (Grant Thornton) to provide limited assurance over selected FY24 metrics in this report. The selected metrics subject to assurance are detailed in Appendix 1 of the assurance report.



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<sup>1</sup> 8,933 schools and education providers in 2024, vs 7,339 in 2023. Cited in: [Our impact: National Numeracy Day 2024 | National Numeracy](#) and [Our impact in 2023 | National Numeracy](#).

<sup>2</sup> [Launch of new Guidance on Measuring Individual Beneficiaries - B4SI](#) – published January 2024.

<sup>3</sup> [National Numeracy Day's impact on our beneficiaries](#), page 4 – [National Numeracy Day Impact Report 2024](#).

# Our community impact data

	FY24	FY23	FY22	FY21	FY20	FY19
<b>Community benefits</b>						
Individuals directly supported (comprising of the below)	332,357	173,500	64,837	231,973	45,034	30,395
Delivery method A – Direct engagement with KPMG	45,593	57,516	34,730	29,795	*	*
Delivery method B – Direct engagement with a KPMG facilitated programme	286,764	115,984	30,107	202,178	*	*
Organisations supported	841	1,665	1,295	903	1,057	1,988
Funds raised (through fundraising and payroll giving) <sup>4</sup>	£556,715	£799,099	£463,859	#	#	#
Value of support provided to Marie Curie (our National Charity Partner) <sup>5</sup>	£961,554	£1,155,865	£484,653	#	#	#
<b>Community investment</b>						
Community contribution (cash, in-kind, time and management costs)	£11.1m	£12.7m	£11.3m	£7.6m	£7.1m	£6.6m
Number of volunteers during working hours	7,325	8,592	6,149	4,797	3,162	4,398
Time spent volunteering during working hours	97,884	105,142	76,780	45,995	46,221	62,102
Full-time equivalent staff volunteering during working hours	43.8%	49.7%	40.5%	33%	20%	27%

Please refer to the reporting method statement for full definitions and methodologies

\* FY21 was the first year that we split the reporting of the individuals that we directly supported into delivery methods.

# FY22 was the first year that we have reported on funds raised and the value of support provided to Marie Curie (our National Charity Partner).

4 Funds raised (through fundraising and payroll giving) include amounts raised in aid of Marie Curie, which are also included within the total Value of support provided to Marie Curie.

5 The Value of support provided to Marie Curie funded by the KPMG UK partnership is also included in total Community contribution.

# Our community impact reporting method statement

## Community investment overview

We report Community Investment data covering the following indicators:

- Number of individuals directly supported.
- Number of organisations supported.
- Funds raised (through fundraising and payroll giving).
- Value of support provided to Marie Curie (our National Charity Partner).
- Total Community Contribution (£).
- Number of volunteers during working hours.
- Number of hours spent volunteering during working hours.
- Full-time equivalent staff volunteering during working hours (% of total employee number).

## Standards and guidance – B4SI

Our methodology for the reporting of community investment data has been developed using the Business for Societal Impact (B4SI) framework and guidelines.

## Data collection and verification

Our primary data sources are internal management information, such as timesheet data and financial accounts, and information from community partners such as charities and schools.

This data is collected, analysed and tested monthly, and is used to inform strategy.

Ahead of publishing this information externally, two levels of review are applied to our community data. First, KPMG's Corporate Responsibility team collects, analyses, samples and verifies the data, then independent limited assurance is sought on selected aspects of the data (see [Grant Thornton's assurance report](#) for detail).

## Employees volunteering and hours contributed

Internal management information, specifically hours charged in timesheets, is used to determine the number of employees that have volunteered and the number of hours contributed to our communities. This data is reconciled against records showing the volunteering opportunities that colleagues have registered to do and have had approved. Additional data is obtained from internal surveys and correspondence conducted with employees to identify volunteering activity and hours not centrally recorded through registrations and timesheets.

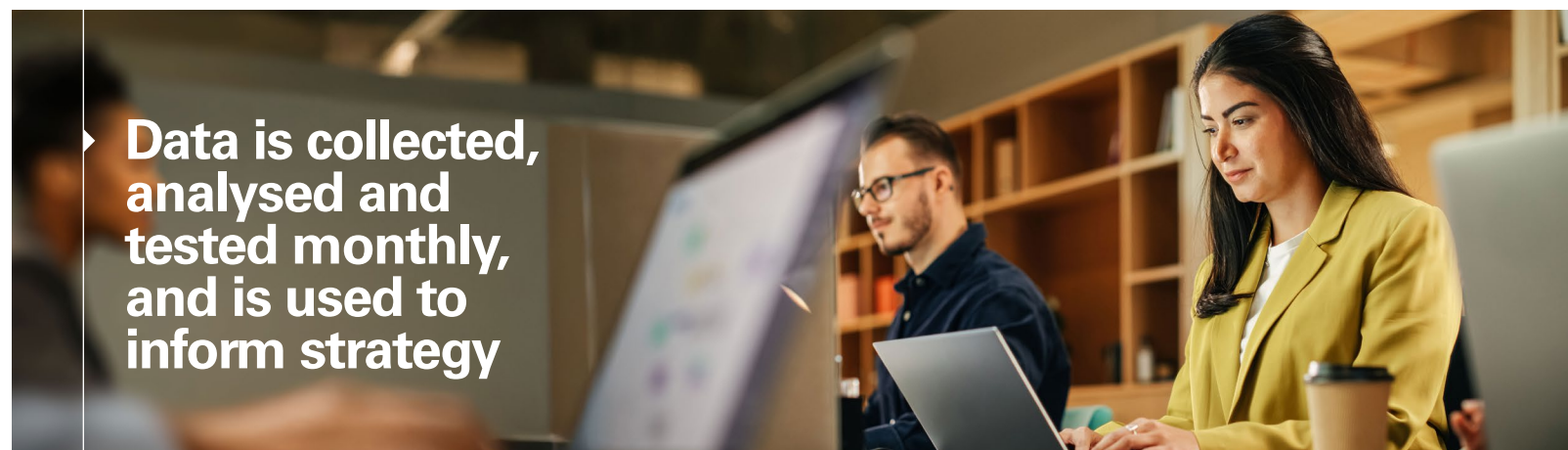
This information is consolidated and manually checked so that as far as reasonably possible, volunteering activities and hours are unique and contributions are not double counted.

Our internal process aims to reduce the possibility of double counting volunteering activity or hours as far as is reasonably practical, through reconciling unique heads and hours across all timesheet reports and survey responses, as well as confirming that hours have not been back-dated in subsequent timesheets.

## Percentage of full-time equivalent staff volunteering during working hours

This is determined using the recorded number of volunteers in the reporting period divided by the overall full-time equivalent (FTE) number of colleagues in the firm.

Overall FTE only includes UK staff and does not include contractors working for external organisations or the Gibraltar and Malta entities staff.



## Our community impact reporting method statement

Continued

### Total community contribution

This is the combined total of cash, in-kind, time and management contributions towards supporting the community.

#### Cash

These are cash donations from KPMG to support community activity and that of approved charity partners.

These donations are recorded centrally and supported by documented evidence.

#### In-kind

These are in-kind donations of tangible assets (including IT equipment, furniture, space) to support charitable partners and schools. These donations are also recorded centrally and supported by documented evidence.

#### Time

A value of time dedicated to community impact is determined by multiplying the number of hours dedicated to supporting community programmes multiplied by an average hourly rate (by employee grade) for volunteering, pro bono and secondments to charitable organisations.

#### Management costs

This includes salary costs and expenses related to employees directly responsible for the delivery of our community impact programme. It also includes consultancy and research fees for the development and improvement of our programmes.

### Number of organisations supported

This is the number of organisations that have received cash, time or in-kind support through community activity. These are recorded through a combination of direct correspondence with the organisation, time charged to volunteering, evidence of cash donations, or confirmation via a third-party broker or charity partner. Records of organisations supported is collated and stored centrally.

### Individuals directly supported

This overall number of individuals that we support through our community activity can be defined as those who participate directly in the project and that directly benefit from the project.

We have transformed our community programmes to allow flexibility for individuals and educators to use the programmes to best suit their needs and ways of working.

As a result, we have been able to reach more people. For full transparency, we have reported how many individuals were supported through each delivery method:

- Delivery method A: the number of individuals that have direct engagement with KPMG through community activity.
- Delivery method B: the number of individuals that have directly engaged with a specific programme that has been funded, developed or facilitated by KPMG and where the programme would not have existed without KPMG's involvement.

The above definitions refer to the number of individuals supported, recorded through internal and third-party records for each activity and maintained centrally.

We work with our community partners to collect, reconcile and validate this data on a monthly basis and have implemented processes and definitions to ensure that unique beneficiaries are captured where possible. For some virtual programmes, and where there are data protection requirements, there are occasions in which individual beneficiaries cannot be individually identified. In instances where we cannot be certain that a beneficiary is unique, we have taken the decision to remove them from the total to avoid overstating.

There are occasions when events work with multiple organisations and total beneficiaries are reported, but these are not broken down by organisation. In these cases, the de-duplication process cannot be applied and we recognise that there is therefore a risk of double counting.

We also recognise that as part of our community activity and engagement, there will be a knock-on benefit to those influenced by the programme but that do not have direct involvement with the programme. Due to the intangible nature of this benefit, we will not be reporting on indirect beneficiaries.



### Funds raised

This represents the amount raised for charitable organisations, including Marie Curie (our National Charity Partner), through fundraising campaigns and payroll giving that has been facilitated by KPMG. It does not include donations made by KPMG. Funds raised come through:

- Colleague and Partner payroll giving
- Fundraising

### Value of support provided to Marie Curie (our National Charity Partner)

Marie Curie are our colleague-chosen national charity for the period November 2021 – October 2024. The value of support provided to Marie Curie is calculated through:

- Colleague and Partner payroll giving
- Fundraising
- KPMG cash donations
- KPMG in kind donations
- Value of pro bono work

# Independent limited assurance report to KPMG LLP



Grant Thornton UK LLP (“Grant Thornton” or “we”) were engaged by KPMG LLP (“KPMG”) to provide limited assurance over the Subject Matter Information described below.

## Limited assurance conclusion

Based on the work we have performed and the evidence we have obtained, nothing has come to our attention that causes us to believe that the Subject Matter Information has not been prepared, in all material respects, in accordance with the Reporting Criteria.

This conclusion is to be read in the context of what we say in the remainder of this report.

## Subject Matter Information

The scope of our work was limited to assurance over selected aspects of the KPMG UK Community Impact Report (“the Report”) for the year ended 30 September 2024 listed in Appendix 1 to our report (“the Subject Matter Information”).

Our assurance does not extend to any other information that may be included in the Report for the current year or for previous periods unless otherwise indicated.

## Reporting Criteria

The Reporting Criteria used for the measurement or evaluation of the Subject Matter Information and to form our judgements are KPMG’s Our community impact reporting method statement included in the Report (“the Reporting Criteria”).

## Inherent limitations

The absence of a significant body of established practice on which to draw to measure or evaluate the Subject Matter Information allows for different, but acceptable, measurement or evaluation techniques and can affect comparability between entities and over time. In particular we draw attention to the methodological and assumption-based limitations KPMG have disclosed in the Reporting Criteria.

## Members’ responsibilities

The Members of KPMG are responsible for:

- the design, implementation and maintenance of internal control relevant to the preparation and presentation of Subject Matter Information that is free from material misstatement, whether due to fraud or error;
- selecting and/or establishing suitable Reporting Criteria;
- measuring or evaluating and presenting the Subject Matter Information in accordance with the Reporting Criteria; and
- the preparation of the Report and the Reporting Criteria and their contents.

## Our responsibilities

We are responsible for:

- planning and performing the engagement to obtain limited assurance about whether the Subject Matter Information has been prepared in accordance with the Reporting Criteria;
- forming an independent limited assurance conclusion, based on the work we have performed and the evidence we have obtained; and
- reporting our limited assurance conclusion to KPMG.

## Our independence, professional standards and quality management

We complied with the independence and other ethical requirements of the Code of Ethics for Professional Accountants issued by the International Ethics Standards Board for Accountants which includes independence and other requirements founded on fundamental principles of integrity, objectivity, professional competence and due care, confidentiality and professional behaviour.

We apply International Standard on Quality Management (ISQM) 1, “Quality Management for Firms that Perform Audits or Reviews of Financial Statements, or Other Assurance or Related Services Engagements” and accordingly we maintain a comprehensive system of quality management including documented policies and procedures regarding compliance with ethical requirements, professional standards and applicable legal and regulatory requirements.

## Independent limited assurance report to KPMG LLP

Continued



### Assurance standards and level of assurance

We performed a limited assurance engagement in accordance with International Standard on Assurance Engagements 3000 (Revised) "Assurance Engagements other than Audits and Reviews of Historical Financial Information" ("ISAE 3000 (Revised)"). This standard requires that we plan and perform this engagement to obtain limited assurance about whether the Subject Matter Information is free from material misstatement.

A limited assurance engagement is substantially less in scope than a reasonable assurance engagement in relation to both the risk assessment procedures, including an understanding of internal control, and the procedures performed in response to the assessed risks which vary in nature from, and are less in extent than for, a reasonable assurance engagement.

Consequently, the level of assurance obtained in a limited assurance engagement is substantially lower than the assurance that would have been obtained had a reasonable assurance engagement been performed. Accordingly, we do not report a reasonable assurance conclusion.

### Work performed

Considering the circumstances of the engagement our work included, but was not restricted to:

- assessing the suitability of the Reporting Criteria as the basis of preparation for the Subject Matter Information;
- assessing the risk of material misstatement of the Subject Matter Information, whether due to fraud or error, and responding to the assessed risk as necessary in the circumstances;
- conducting interviews with relevant KPMG management and examining selected documents to obtain an understanding of the processes, systems and controls in use for measuring or evaluating, recording, managing, collating and reporting the Subject Matter Information;
- performing selected limited substantive testing including agreeing a selection of the Subject Matter Information to corresponding supporting information;
- evaluating the overall presentation of the Subject Matter Information; and
- reading the Report and narrative accompanying the Subject Matter Information in the Report with regard to the Reporting Criteria, and for consistency with our findings.

### Intended use of this report

This limited assurance report, including our conclusion, is made solely to KPMG in accordance with the terms of the agreement between us. Our work has been undertaken so that we might state to KPMG those matters we are required to state to them in an independent limited assurance report and for no other purpose. We have not considered the interest of any other party in the Subject Matter Information. To the fullest extent permitted by law, we do not accept or assume responsibility and deny any liability to any party other than KPMG for our work or this report, including our conclusion.

*Grant Thornton UK LLP*

Grant Thornton UK LLP  
Chartered Accountants  
London

Date: 23 January 2025

The maintenance and integrity of KPMG's website is the responsibility of the Members; the work carried out by us does not involve consideration of these matters and, accordingly, we accept no responsibility for any changes that may have occurred to the reported Subject Matter Information, the Report or the Reporting Criteria presented on KPMG's website since the date of our limited assurance report.

# Independent limited assurance report to KPMG LLP

Continued



## Appendix 1

Underlying Subject Matter	Units	Subject Matter Information
Individuals directly supported	number	332,357
Organisations supported	number	841
Funds raised (through fundraising and payroll giving)	£	556,715
Value of support provided to Marie Curie	£	961,554
Community contribution (cash, in-kind, time and management costs)	£	11,121,072
Number of volunteers during working hours	number	7,325
Time spent volunteering during working hours	hours	97,884
Full-time equivalent staff volunteering during working hours	%	43.8





[kpmg.com/uk](https://kpmg.com/uk)

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