



Making a Difference

Award Winning Corporate Citizenship





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Message from our Managing Partner



One of the best things about leading KPMG in Ireland is seeing the skills and generosity of my colleagues being applied to many different challenges. Our citizenship activity is a great example of this and our focus on skills based volunteering means that a wide range of individuals and projects benefit from the expertise and commitment of so many people at KPMG. I hope that this publication shows that it really does make a difference.

This work goes on quietly and effectively the length and breadth of Ireland - finding solutions to problems, giving those less fortunate than ourselves not just hope, but also helping them secure a real improvement in their skills and capabilities.

Giving back to the communities in which we operate is an important part of what we do. In the following pages we are proud to share examples both of our commitment to this principle and to the promotion of inclusion and diversity at KPMG. To all of our volunteers who give so generously of their skills and time, I'd like to say thank you for making a difference.

A handwritten signature in white ink, appearing to read 'Seamus Hand', written in a cursive style.

Seamus Hand

*Managing Partner
KPMG in Ireland*



Message from our

Head of Corporate Citizenship & Diversity



Good corporate citizenship is at the heart of all great organisations and we're privileged to work with some of Ireland's most dedicated charities and voluntary bodies, helping make a difference to those who need it most.

Supporting these efforts to make a difference are some inspiring figures. These range from in-kind donations of over €860,000 per annum to cash donations of over €270,000 and employee fundraising of over €120,000. This financial support is backed up by the passion and hard work of over 1,600 volunteers annually and over 13,000 staff hours given by our people and supported by our firm.

We focus on skills-based volunteering to harness the enthusiasm, experience and skills of our people. Our objective is to work with a small number of projects where we can use our talents to best effect, with Lifelong Learning at the heart of our approach. The success of the examples in this report is based on the commitment of so many amazing people. These include the organisations we work with, their clients and of course, our own KPMG volunteers.

We are honoured that our corporate citizenship projects have been recognised with numerous awards. In both 2013 and 2017 we were awarded the Chambers Ireland Outstanding Achievement in Corporate Social Responsibility Award – we are very proud to be the only organisation to have been awarded this coveted title twice.

Inevitably, it isn't possible to support every good initiative that comes our way. Our approach is to develop long term partnerships with a few key organisations, as experience shows that this strategy delivers the greatest benefit. Regardless, our commitment is unwavering and as the following stories show, it's a real honour to work with some of the most inspiring people in Ireland.

Karina Howley

*Head of Corporate Citizenship & Diversity
KPMG in Ireland*





Going for Growth

Supporting Female Entrepreneurship

KPMG partners with Enterprise Ireland in supporting Going for Growth, an award winning initiative that encourages female entrepreneurs to achieve their business goals.

Going for Growth supports female business owner-managers who have been running their companies for two years or more. Through peer support, Going for Growth aims to address the challenges faced by many female owner-managers, from increasing confidence, to supporting them in achieving their growth goals.

According to data from a recent GEM (Global Entrepreneurship Monitor) report, more men than women are actively planning and starting new businesses in Ireland. While 58 percent of men in Ireland believe that they have the necessary skills to start a business, this figure is just 37 percent for women, reiterating the importance of initiatives that support female entrepreneurship in Ireland.

To date, the results of Going for Growth have been impressive. In the most recent cycle, the combined revenue of participants was €66.8 million. A total of 101 new jobs were created by 65 participants and there were four first time exporters, bringing the total up to 30 over all cycles.

The initiative has been designed around peer-led roundtable sessions hosted by an experienced business person, known as a Lead Entrepreneur. According to Olivia Lynch, KPMG partner and our lead on the initiative: "The approach is based on the principle that people learn best from each other, so the sessions are facilitated by successful entrepreneurs with first-hand experience of owning and managing a business."

One of the programme's strengths is the high quality of the Lead Entrepreneurs, including Áine Denn, Co- Founder and EVP at Altify, Caroline Keeling, CEO of Keelings, Susan Spence, Co-Founder and Executive Chairman at Softco, Oonagh O'Hagan, MD of Meaghers Pharmacy Group and Marissa Carter, Founder of Cocoa Brown/Carter Beauty – all of whom give their time on a regular basis to the programme. Olivia Lynch highlights the impressive results: "Besides an increase in confidence, ambition and motivation, the majority of participants in the most recent cycle of Going for Growth experienced sales growth over the six months, increasing the turnover of the group significantly." Participants are supported to increase their sales, number of employees and, where appropriate, to gain customers in export markets.

Going for Growth participants also benefit from KPMG hosted workshops on tax matters, financial performance, funding, legal and data protection. Feedback from the attendees has been hugely positive. Commenting on the calibre of the KPMG workshop leaders, Paula Fitzsimons, National Director for Going for Growth says: "Communicating detailed technical knowledge in an interesting and understandable way to those who are not experts in the area is key. KPMG went over and above what was expected in delivering a first class workshop."





KPMG's Managing Partner, Seamus Hand adds: "Since we became involved, over 250 female entrepreneurs have participated in Going for Growth. This has translated into improved business performance and we are proud that so many participants report increased turnover, more exports and an increase in jobs created across Ireland."

KPMG's Head of Corporate Citizenship & Diversity, Karina Howley, concludes by outlining how Going for Growth has a wide range of benefits beyond those gained by the participants: "Members of the Going for Growth community have been involved in some of our other citizenship initiatives and this has further proven the great value of the programme." Karina highlights the example of participants meeting with female transition year students to encourage them to consider an entrepreneurial career, regardless of their area of future study.

"The majority of participants in the most recent cycle of Going for Growth experienced sales growth"

Project Bright



Designed to harness the insights and great ideas from KPMG people, Project Bright is an internal competition held each year.

A recent winning project, Project EmPower, challenged Transition Year (TY) students to create a project that was environmentally conscious and present it in front of a panel of judges.

Students were asked to create a project that directly affected their school or community. The Project EmPower team worked alongside two inner-city Dublin schools, CBS Westland Row and Larkin Community College to help them develop ideas over an eight-week period, with each school presenting two teams and ideas, the final challenge that each team had to face was to present their results to the panel of judges.

The aim of the project was to educate, explain and challenge these students on the importance of migrating towards and helping create an energy system based mainly on renewable sources by:

- Promoting a greener lifestyle to the students
- Encouraging students to think about the impact they are having on the environment
- Creating an opportunity for the students to explore green issues in their community
- Increasing awareness and appreciation in the younger generation of environmental issues

The Project EmPower team were involved in organising a number of school visits and activities for the TY students along the course of the programme. They provided mentorship and advice to the teams, with two members from the team working with each school. Both schools presented two teams, each with their own environmentally focused project.

Over an eight-week period, KPMG volunteers worked with the students in both schools to outline the project criteria and pitted the two schools against each other in what turned out to be a competitive race. KPMG volunteers posed the question 'how green is your school?' to each of the teams and challenged them to think of what could be done to fix this problem.

Team Foirme Fuinneamh from CBS Westland Row looked into the prospect of green roofs around Dublin's city centre and Empower VIII, the second team from CBS, looked into setting up an organic garden. Team Actimel from Larkin College created a recycling campaign that used bookmarks as a source of recycling tips and Team Energetic, also from Larkin College, focused on running a green week in their school.



Both groups were also brought to Cool Planet in Powerscourt, Co. Wickow. The Cool Planet Experience is on a mission to motivate the people of Ireland to take climate action, the first climate change experience of its kind. Through their interactive exhibition, which featured a short film on climate change and some environmentally conscious games, students were given a fresh view on how to tackle climate change.

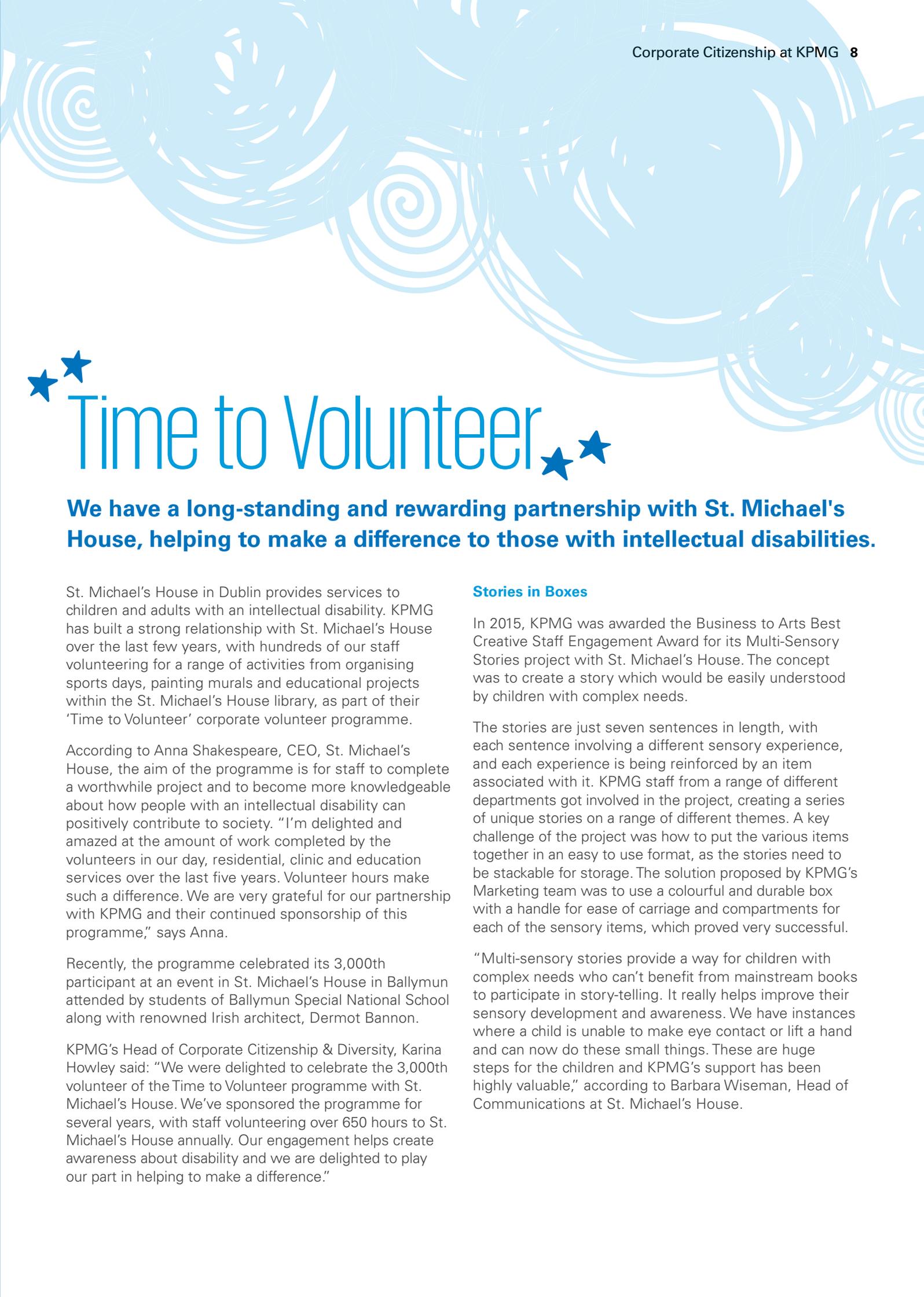
In the afternoon, students heard from Mike Hayes, Global Head of Renewables at KPMG about how organisations are working towards achieving their environmental goals, and the work KPMG is doing nationally and globally on renewable energy sources. Darragh Doyle from FoodCloud also gave a presentation on how to change the way we think and deal with our food waste.

Each team also presented to the KPMG judging panel. The winning teams, Foirne Fuinneamh and Team Energetic, both received One-4-All vouchers and €500 to implement their ideas.

Students also completed a survey to detail their overall experience. Speaking on the most impactful things they learned from Project EmPower, Niamh from Larkin College said that the Cool Planet experience had shown her she could reduce her carbon footprint by 45% by eating vegetarian twice a week. Zara from CBS found the research into green roofs taught her how easily a small change could impact large cities that suffer from air pollution. Finally, Brandon from Larkin College said that working alongside the KPMG volunteers was the most enjoyable experience for him.

"the research into green roofs taught me how easily a small change could impact large cities"





Time to Volunteer

We have a long-standing and rewarding partnership with St. Michael's House, helping to make a difference to those with intellectual disabilities.

St. Michael's House in Dublin provides services to children and adults with an intellectual disability. KPMG has built a strong relationship with St. Michael's House over the last few years, with hundreds of our staff volunteering for a range of activities from organising sports days, painting murals and educational projects within the St. Michael's House library, as part of their 'Time to Volunteer' corporate volunteer programme.

According to Anna Shakespeare, CEO, St. Michael's House, the aim of the programme is for staff to complete a worthwhile project and to become more knowledgeable about how people with an intellectual disability can positively contribute to society. "I'm delighted and amazed at the amount of work completed by the volunteers in our day, residential, clinic and education services over the last five years. Volunteer hours make such a difference. We are very grateful for our partnership with KPMG and their continued sponsorship of this programme," says Anna.

Recently, the programme celebrated its 3,000th participant at an event in St. Michael's House in Ballymun attended by students of Ballymun Special National School along with renowned Irish architect, Dermot Bannon.

KPMG's Head of Corporate Citizenship & Diversity, Karina Howley said: "We were delighted to celebrate the 3,000th volunteer of the Time to Volunteer programme with St. Michael's House. We've sponsored the programme for several years, with staff volunteering over 650 hours to St. Michael's House annually. Our engagement helps create awareness about disability and we are delighted to play our part in helping to make a difference."

Stories in Boxes

In 2015, KPMG was awarded the Business to Arts Best Creative Staff Engagement Award for its Multi-Sensory Stories project with St. Michael's House. The concept was to create a story which would be easily understood by children with complex needs.

The stories are just seven sentences in length, with each sentence involving a different sensory experience, and each experience is being reinforced by an item associated with it. KPMG staff from a range of different departments got involved in the project, creating a series of unique stories on a range of different themes. A key challenge of the project was how to put the various items together in an easy to use format, as the stories need to be stackable for storage. The solution proposed by KPMG's Marketing team was to use a colourful and durable box with a handle for ease of carriage and compartments for each of the sensory items, which proved very successful.

"Multi-sensory stories provide a way for children with complex needs who can't benefit from mainstream books to participate in story-telling. It really helps improve their sensory development and awareness. We have instances where a child is unable to make eye contact or lift a hand and can now do these small things. These are huge steps for the children and KPMG's support has been highly valuable," according to Barbara Wiseman, Head of Communications at St. Michael's House.

KPMG Family for Literacy

KPMG Family for Literacy (KFFL) is a sustainable volunteer programme that benefits local communities and has a collective impact on our people.



"Literacy is the baseline from which all other opportunities are possible"

The OECD Adult Skills Survey shows that many Irish people have difficulties with literacy and may be unable to understand basic written information. There are many reasons why people have literacy difficulties - some may have left school early, while others may not have found learning relevant to their needs.

KPMG's Head of Corporate Citizenship & Diversity, Karina Howley, says: "We understand that books can open up new worlds, and instil in children a lifelong love for learning, but often those new worlds and that love of learning are not accessible to children of low-income families. The KFFL programme was founded to help address childhood illiteracy, while at the same time creating a unique way for KPMG people, and the extended KPMG family, to positively engage and contribute to our communities. As part of this initiative we are running a number of exciting projects."

Time to Read

"We are enhancing our existing Time to Read programme and expanding it as part of our KFFL programme," says Karina. Time to Read is a programme run by KPMG in conjunction with Business in the Community Ireland, Elmgrove Primary School in Belfast and City Quay National School in Dublin. The programme involves volunteers from KPMG providing one-to-one reading support to 2nd class students.

KPMG volunteers provide reading support for one hour per week in the school, reading with two students for thirty minutes each. "We have increased our numbers involved in this initiative from ten to twenty volunteers to support a full class in City Quay National School. The desired outcomes of the programme are to increase the enjoyment of reading; improve fluency and comprehension when reading; increase confidence in reading; and improve and encourage self-discovery," adds Karina.

Paired Reading Programme with CBS Westland Row

In 2017, a new paired reading programme was introduced with CBS Westland Row in Dublin. KPMG has a well-established relationship with this Dublin secondary school, where we run a two-year mentoring programme for students in their final two years in school (ages 16/17). "Last year, we ran a trial reading programme with their 1st year students (ages 12/13) as they felt their students would particularly benefit from the one-to-one attention with reading and help them with the transition into their new school. The results so far have been fantastic," notes Karina.

Another new partnership introduced in 2017 was working with the National College of Ireland's early learning initiative, Doodle Den, an evidence-informed afterschool programme which aims to address literacy needs amongst senior infants. KPMG runs the programme in two Dublin schools in East Wall and Sherriff Street to support children's literacy development and encourage their interest in reading, while allowing children to enjoy themselves in the process.

World Book Day

With a strong focus on literacy, we wanted to give everybody in the firm the opportunity to engage in World Book Day. KPMG Volunteers visited four schools across Ireland and we donated over 500 books to these schools as part of our launch of KFFL.

KPMG's Managing Partner, Seamus Hand, says: "KFFL is about more than just philanthropy; it sends our people into our communities to complement corporate giving with grass roots volunteer work. Our goal is to provide children in need with access to books as a way of promoting literacy. Literacy is the baseline from which all other opportunities are possible and we are delighted to be able to make a difference."

★ ★ Bold Girls ★

KPMG partnered with Children's Books Ireland to support their Bold Girls Initiative, creating innovative workshops based on women who changed history thus encouraging young girls to achieve their ambitions.



In 2011, a large study into children's books was published. The study looked at more than 5,600 books published throughout the 20th century, and found a huge gender imbalance. Male characters were central in 57% of children's books, while only 31% had female central characters. Meanwhile males featured in the titles of 37% of books each year, but only 18% of titles referred to a female character.

In another similar study across children's media, less than 20% showed women with a job, compared to more than 80% of male characters. Studies of other children's media show similar patterns – male-dominated characters in cartoons, video games, films, even in colouring books.

To celebrate the centenary of women's suffrage in Ireland, Children's Books Ireland (CBI) planned to print a reading guide, containing books about, written and illustrated by women. At KPMG we recognised that this presented a unique opportunity to create a bespoke volunteering programme for our people based on the idea of these 'BOLD GIRLS.' We approached CBI with the idea of creating a skill-based volunteering programme to compliment the planned booklet.

The BOLD GIRLS workshops aim to break down societal barriers and to instil confidence in girls by showing them female characters in children's books with passion, power and opinions. It addresses at a young age some of the issues that stand in the way of women achieving their ambitions, whether in leadership, politics or the arts. The BOLD GIRLS project celebrates strong, confident, intelligent, brave women and girls in children's books, giving them much-needed visibility alongside their male counterparts.

The launch of the programme was held on International Women's Day, in St Mary's Primary School Dublin, and received national coverage. Following this launch, a group of ten volunteers in Dublin, Belfast, Cork and Galway went out to 10 different classrooms to give the trial workshops.

The trials were a great success, with students, teachers and staff responding positively. 100% of our volunteers enjoyed leading the workshops and 100% of students enjoyed participating in the workshops. Principal of

St Mary's Primary School, Eadaoin Kelly said, "The programme has influenced the children's creativity by encouraging them to express themselves freely, to think about the world in different ways and empowering them to share their opinions with confidence."

Between the launch event and the delivery of the four-week workshops to 32 classes, we have had 60 volunteers engaged with the programme benefitting over 800 students. Each participating class also receives a donation of 30 books to the school library and to date over 1,000 books have been donated.

The response to the BOLD GIRLS workshops has been hugely positive – 100% of our volunteers were "exceptionally happy" with the content and delivery of the programme and would be eager to be involved again and 100% of students enjoyed participating in the workshops.

From our own evaluation, it was easy to see that the programme, not only impacted the children involved, but also on how our volunteers thought about children's views and the school system in Ireland. One of our volunteers said, "It was interesting to see the children's views in particular on women working outside the home/doing the housework as some children had some conservative views on it based on their own experiences."

According to Karina Howley, Head of Corporate Citizenship and Diversity: "The focus in KPMG is on skills-based volunteering, using the talent and training of our staff to help make a positive difference especially in education. The BOLD GIRLS programme is a perfect alliance with our approach, as this not only directly aligns with our literacy programme and encouraging students to read but also with our Inclusion and Diversity strategy by promoting gender."

KPMG has continued to roll out the initiative and has supported further workshops focused specifically on schools in the catchment areas around KPMG offices in Dublin, Belfast, Cork and Galway. There is a significant appetite from schools to engage in this innovative initiative.



Sustainability at KPMG

Over ten years ago, we were recognised for our environmental initiatives, achieving carbon neutral status at the Inaugural Green Awards. Since then, we have moved all our energy use to renewable sources.

Commenting on our success in reducing our environmental impact, KPMG's Managing Partner, Seamus Hand, cites the example of commuting habits as evidence of the firm's commitment: "In 2009, we were the first organisation in Ireland to launch a sustainable travel website and we have been actively looking at sustainable modes of transport for both commuting and business travel." We also work with Natural Capital Partners to measure our carbon footprint and to select suitable off-set projects. Since 2010, we have delivered a 16 percent reduction in our gross emissions.

KPMG's Head of Corporate Citizenship & Diversity, Karina Howley, says: "This achievement has in part come about via our sustainable travel website, the promotion of the 'bike to work' scheme, switching our electricity requirements to renewables and recycling. In particular, we promote alternatives to car use and used Vipre – a consultancy to help us assess our commuting habits." In addition to the workplace, we have also supported initiatives such as the Native Woodland Trust Trees for Schools Programme. This initiative helped make a positive impact on the environment by planting over 29,000 native Irish species in almost 1,000 schools throughout Ireland.

Our green facts:

- Our Dublin offices have exceptionally low rates of car travel – only 11 percent of all Dublin staff travel to work by car alone
- 89 percent of staff travel to work by bus, car-share, train, on foot, or by bicycle
- We have been carbon neutral since 2007 and continue to renew our commitment to this
- Since 2010 we have reduced our emissions from 2.6 tonnes per Full-Time employee to 1.3 in 2018 – a reduction of nearly 50%
- We are committed to saving paper and use recycled paper in all printers/fax machines and all headed paper/ stationery is also made using recycled paper
- All KPMG offices are fitted with comprehensive recycling facilities with separate containers for recycling, general waste, and compostable materials
- We are phasing out the use of disposable cups and providing our employees with reusable cups and water bottles to reduce waste.



We also support international projects to sustain our carbon neutral status, such as the Kenya Improved Cookstoves Project.

The Kenya Improved Cookstoves project aims to tackle key development issues by building sustainable supply chains for the provision of these efficient cooking products. As a Gold Standard project, the objective is to serve the most vulnerable communities across Kenya, tackling health issues of traditional cookstoves, reducing dependence on non-renewable biomass sources, while promoting financial security and female empowerment.

According to Seamus Hand, Managing Partner, KPMG in Ireland: "We're proud to play our part in the effort to reduce carbon emissions and to contribute in a positive way to protecting our environment. Our vision is one that sees KPMG as the clear choice professional services firm in Ireland. That requires us to be, amongst other things, respectful of our surroundings and the environment in which we operate. Our firm is built on a foundation of trust and integrity and we are fully committed to ensuring that we provide the highest quality services to our clients in the most sustainable way possible."



€874,098
In-kind donations

134
**Community
connections**

€133,
Emplo
fundra

#MakingADifference

€287,704
Cash donations

,172
Employee
hours

13,023
Volunteer
hours



20/20

IF SHE CAN'T SEE IT, SHE CAN'T BE IT

KPMG

20x20 is a KPMG supported movement to champion girls and women in sport. It is led by The Federation of Irish Sport with the support of national governing bodies and local sports partnerships as well as sporting bodies including the Northern Ireland Sports Forum.

Inclusion and diversity is part of who we are at KPMG and our support of 20x20 is consistent with our investment in young, talented people such as our Golf Brand Ambassadors Leona and Lisa Maguire and Paul Dunne. The aim of 20x20 is to create a measurable cultural shift in our society through a 20 percent increase in participation, media coverage and attendance in women's sport by 2020. We believe that the ambition and talent of women in sport deserves equal recognition and 20x20 can make a significant difference to this objective.

Commenting on our involvement, Managing Partner Seamus Hand said; "20x20 is an ambitious and hugely positive initiative that reinforces KPMG's commitment to supporting equal recognition of women in every sphere of their lives and I encourage all of our people to support 20x20 in every way possible." According to Emer McGrath, our Lead Partner on this exciting project; "The ambition and talent of Irish women in sport deserves equal recognition and 20x20 can make a significant difference to this objective." KPMG sponsored Leona Maguire will act as KPMG brand ambassador for 20x20 which is also supported by AIG, Investec, LIDL and Three.

Why 20x20?

International strategies and research reports, which aim to improve female participation, acknowledge that the shortage of female role models is a significant factor.

20x20 was originated and developed by the creative agency Along Came A Spider. It showcases the range and breadth of Irish females involved in sport and sets out to create a measurable cultural shift in our perception of women's sport so that it will be seen as something strong, valuable and worth celebrating. The campaign calls on the people of Ireland and all those involved in sport and physical activity to get behind female sport in a concerted effort to increase media coverage, boost attendances and ultimately, grow involvement in female sport and physical activity by 20 percent by the end of 2020.

The campaign has been made possible due to the support of AIG, Investec, Lidl and Three. All, like KPMG, are already significant supporters of women's sport through their sponsorships of Dublin GAA, Women's Professional Golf, LGFA National Football League and the Ireland Senior Women's National Football Team. Speaking about her role as KPMG's 20x20 Ambassador, Leona Maguire said "I'm thrilled to be KPMG's 20x20 ambassador and I'm very proud to be involved in this hugely worthwhile initiative that will benefit girls and women in sport across Ireland at every level."

Pledge Your Support

Clubs, schools, universities and individuals are being asked to pledge one action to show their support by doing anything that can accelerate progress for women's sport in Ireland and realise the key objectives. You can share your pledge idea by visiting the 20x20 Twitter, Facebook and Instagram. People can also show their support by simply putting the two 20x20 stripes on both cheeks and posting using **#KPMG20x20**, **#ShowYourStripes** and **#CantSeeCantBe** online.

"The ambition and talent of Irish women in sport deserves equal recognition and 20x20 can make a significant difference to this objective."

- Emer McGrath, Partner KPMG



Accounting Grinds

with Larkin Community College

Our Accounting Grinds programme with Larkin Community College sees volunteers from KPMG give a helping hand to students studying Accounting for the Leaving Certificate.

One of KPMG's newest ventures into skills-based volunteering takes place in a Dublin city school, Larkin Community College. Larkin College asked KPMG to support their fifth year students as in 2017 the school introduced Accountancy for the Leaving Certificate.

The programme was developed in coordination between KPMG staff and accounting teacher, Ann-Marie Hynes, with the aim of providing Leaving Certificate Accounting students with the chance to work through difficult questions with the help of an experienced accountant.

The programme is organised into six sessions of one hour each with KPMG volunteers working with groups of 2-3 students on one exam question. Our volunteers then provide the students with specific recommendations on how to tackle the problem at hand.

A initial trial of the programme was run, with great success. A student commented, "My mentor showed us real practical usage of the figures we work with while also showing us faster and more efficient ways of completing our tasks." Another said, "Personally, I think a programme like this is extremely beneficial and helps us develop our accounting skills as well as letting us get a real life feel for the subject. It was a really good experience and definitely helped me learn new things that will benefit me after school."

The success of the programme can be firmly based on the mentor style relationship built up between the volunteers and the students. Not only are the students receiving help with one of their Leaving Certificate subjects, they are also benefitting from spending time with an adult who is not a relation or teacher.

Ann-Marie Hynes says, "What makes the grinds different is that the student and mentor have a common problem to solve, working on this helps build a relationship and allows it to develop and grow. It's these conversations and connections that can really impact and benefit students. They see that the mentor has walked in their shoes and has faced the same problems as they have and still came out the other side. Sometimes they just need to hear another perspective to realise that they will get there."

Interest in accountancy and business studies has grown in the school since the beginning of the programme, with several students hoping to study accountancy in university. "I believe that talking and building relationships with accountants and getting an insight into their working world really supported that ambition."

"a programme like this is extremely beneficial and helps us develop our accounting skills..."

Denis O'Connor Walking Festival



Last year marked the 12th year of the Denis O'Connor Walking Festival which remembers the late Denis O'Connor, former Managing Partner of KPMG.



KPMG

1 Shales Piece, St. Stephen's Green, Dublin 2.

PAY Pieta House

Thirty Thousand Euro

KPMG

Date 1st September 2018

euro euro euro

€ 30,000

Shaun Murphy
Shaun Murphy
Managing Partner

Pieta House provides one-to-one sessions with those experiencing suicidal thoughts and their families whenever it is needed...

KPMG established the Denis O'Connor Walking Festival to commemorate our late Managing Partner and raise much needed funds for a range of good causes.

Between 2007 and 2018, we helped raise over €590,000 for the South Dublin Junior Arch Club (2007), the Hospice Foundation (2008), Focus Ireland (2009), Foundation Nepal and the Motor Neuron Disease Association (2010), Jack and Jill Foundation (2011), the Irish Cancer Society Daffodil Centre in the Mater Hospital (2012), Crumlin Children's Hospital Cardiac Unit (2013), Merchants Quay Ireland (2014), Debra Ireland (2015), Aware (2016), and ARC Cancer Support (2017).

In 2018, €30,000 was raised for Pieta House, a charity that provides a free service for people who are in suicidal distress and for those who engage in self-harm. Pieta House has grown to almost 270 therapists and staff, and the demand for their services hasn't let up. Each year, almost 6,000 people came through their doors suffering from suicidal ideation and/or engaging in self-harm, or to avail of suicide bereavement counselling.

Everything is free of charge and staff are fully qualified and provide a professional one-to-one therapeutic service for people who are experiencing suicidal ideation, people who have attempted suicide and people who are engaging in self-harm. A doctor's referral or a psychiatric report is not required.

We are proud to support Pieta House's work through our fundraising, as 90% of their income comes from fundraising events, such as their fundraiser 'Darkness into Light', where hundreds of thousands of people have woken in the small hours of the morning and taken part in Darkness Into Light.

KPMG's Walking Festival Committee chair, Liam Lynch comments: "We were delighted to have Pieta House as our nominated charity for our 12th year of the Denis O'Connor Walking Festival. Pieta House provides one-to-one sessions with those experiencing suicidal thoughts and their families whenever it is needed."

CBS Westland Row

with John Davis, CBS Westland Row

Our award winning mentoring programme with Dublin's CBS Westland Row sees volunteer mentors pairing up with students in fifth year and working with them up until their Leaving Cert.

At any one time there are 18-20 KPMG mentors working with students and teacher John Davis at CBS Westland Row. The mentoring programme is one of the first things on John's calendar at the beginning of each academic year.

"I set up a meeting with Karina Howley from KPMG and Joe O'Donnell from Business in the Community Ireland (BITCI) to start the process of setting up the programme for that year. We then select eight students from 5th year, four male and four female. The way it works is that they will be out of school once a month for a meeting with their KPMG mentor to go for lunch and a chat. There is a vocational ethos to the programme and it also has a social aspect and assists greatly with personal development."

The programme has grown in popularity with the students over the years. "We have about 30 students in 5th year," says John. "We explain the programme to them but a lot of them already know about it having heard about it from friends or brothers and sisters. When the programme began we were cajoling the students to get the numbers because we wanted to keep it going, but now we get more applications than we have places."

Students are asked to write a story about why they want to become involved in the programme and are then interviewed. "It's not always the best students academically who are chosen for the programme," John explains. "We want to choose the students who will benefit most."

It is also hugely popular in KPMG and the annual call for volunteer mentors frequently oversubscribed with volunteers from all areas of the organisation.

Mentors take part in a preparatory training session and then KPMG, BITCI and CBS do a matching session and pair them with students on the basis of shared interests or complementary personalities. "The personal development aspect of the programme is very important," John notes.

The first year of the programme is very much about building the relationship. "It's about breaking down barriers through exploring shared interests such as football and other sports and entertainment. They can also find that the mentor had challenges in school themselves and that helps. They see the mentor as not so different to themselves in many ways."

"It is hugely popular in KPMG with the annual call for volunteer mentors frequently oversubscribed."



The relationship building process is reinforced by twice-yearly fun events with all the mentors and students taking part. This has included going ice-skating together, going to Tayto Park and training with Ireland's former Olympic boxing champion Katie Taylor at her gym in Bray.

After that, it's a question of looking ahead and by 6th year the mentoring sessions become more focused on career and academic choices. Quite often the student being mentored will be the first in their family to sit the Leaving Certificate exams, so sources of advice and support are very welcome.

Looking at the overall benefits of the programme, John says they are sometimes hard to measure. "I have a strong feeling that the benefits are more long-term than immediate and that it helps the students in their careers and in their personal relationships long after they leave here. I do know that the feedback is overwhelmingly

positive with 99 per cent of the kids rating it very highly. Many of them said it helped their self-confidence and communications skills."

John also points to examples of students who benefited from it in measurable ways. "I can think of examples where students received great support from their mentors and went on to study accountancy or business at college. From our point of view the relationship often lasts beyond the mentorship and many still meet up with their KPMG mentors for lunch and regular chats."

"I would like it to go on forever", John concludes. "I believe other students around Ireland should have an opportunity to be mentored in this way, but this is a very structured programme which succeeds because of a huge commitment and it would be hard to replicate that on a larger scale. I would definitely recommend it to any other school."



Pride at KPMG

Making KPMG a better place to work and building a culture where we support all our people to balance their career ambitions with their personal lives is a big priority. KPMG is proud to be an ally to all those in the LGBT+ community.

Inclusion and diversity is part of who we are at KPMG. We embrace diversity of background, experience, and perspective – as we recognise the value that diverse thinking brings to our organisation and our reputation in the marketplace. We're committed to inclusion at every level in our organisation and acknowledge the role of leaders in driving this from the top through their inclusive actions and behaviours.

We want to bring about a positive integration between work and life that not only promotes career achievement but also provides an environment that enables everyone, regardless of gender, ethnicity, age, disability, religion, socio-economic background or sexual orientation, to reach their full potential by being valued for being themselves. We strive to be an employer of choice by ensuring that all our people are empowered to make decisions and feel proud and motivated to do their best. Being inclusive enables us to bring together successful teams with the broadest range of skills, experiences and ways of working. Our diverse workforce delivers innovative solutions for our clients, but it is our culture and environment that enables us to harness this most effectively.

As part of our Inclusion & Diversity agenda, we have been focusing on the LGBT+ agenda by supporting events such as Pride Weeks in Dublin, Belfast, Cork and Galway and creating and developing an inclusive work environment for all our staff.

A survey by research firm, Out Now, showed that 78% of Irish LGBT+ people have hidden their sexual orientation or identity at work. The study took place across 15 countries, with Ireland showing one of the highest numbers of employees not feeling comfortable coming out in work. When speaking about their first job, 69% of LGBT+ people in Ireland said they have experienced negative comments about the LGBT+ community and it made them feel uncomfortable being open.

Following the creation of an internal LGBT+ steering committee, we focused on supporting LGBT+ people in our communities and workplace. The focus was to create a visible ally campaign in KPMG; develop a workshop to educate and engage people on the LGBT+ agenda; ensure we are seen as an open and inclusive for all staff; supporting an LGBT+ charity through engaging them with skills-based volunteering; and having visible support and engagement in Pride events throughout Ireland.

Champion and Chair of our LGBT+ committee, KPMG Partner Eamon Dillon, says "We really want KPMG to be a firm where all of our people feel welcome, supported and can be themselves."

We officially launched our LGBT+ network with Executive Speaker Series for our people celebrating two accomplished people who spoke at the event – Margot Slattery, Country President of Sodexo Ireland and Gavan Hennigan, an extreme endurance athlete.



We joined the OUTstanding network, a membership organisation for global businesses. Through a series of programmes, events and consulting, OUTstanding work directly with LGBT+ and ally leaders to promote inclusion, authenticity and drive cultural change, creating an environment where everyone can succeed. KPMG was formally represented at the launch of the network in Ireland with Eamon Dillon sitting on the Irish Steering Committee.

Four of our partners are also taking part in OUTstanding's mentoring programme, where they mentor LGBT+ employees from other companies and four KPMG employees who are being mentored by senior leaders from other organisations. KPMG's, Gerard Deenihan is taking part in the programme, "I am at the beginning of my mentor programme and so far it's been a really positive experience. I'm lucky, my mentor is Oliver Wall, Chief of staff in Bank of Ireland and he is 100% engaged and is as invested as I am in my career progression."

BelongTo is a youth LGBT+ organisation that offers help, advice and support for young LGBT+ people in Ireland also supported by KPMG. Working alongside the team in BelongTo, KPMG employees designed a skill-based volunteering workshop on CV preparation and interview skills to members of their youth programme.

During Pride Week we hosted a screening of 'The 34th', a documentary about the marriage equality referendum. We held a Q&A with the directors and hosted a brunch at our Stokes Place offices on the day of Pride 2018.

Alex McQueen, of KPMG, says "KPMG's involvement with Pride and other LGBT+ initiatives shows me and other LGBT+ employees, that KPMG is an inclusive workplace that not only embraces but actively supports diversity across the firm."



Developing Skills



with Liam Redmond, Country Manager, Enactus

Enactus is a unique global organisation which combines student, academic and business leaders to use entrepreneurial action to improve the quality of life of people in need.

What makes Enactus unique is that it is student-led but guided by academic advisors and business experts. The student leaders work to create and implement community empowerment projects around the globe. These projects not only transform lives, but help the students develop the kind of talent and perspective that are essential for leadership.

The organisation was founded in the US in 1975 and has been expanding around the globe since. In 2011, KPMG led the charge of getting Enactus established in Ireland as there was no programme here dedicated to promoting social awareness and social entrepreneurship at third level. The initial steps saw KPMG hosting a breakfast for business people to help enlist support for the concept.

The main barrier was the fact that Enactus would have significant operating costs in its first year of operation in Ireland and naturally couldn't establish here without a firm guarantee that those costs would be met. KPMG decided to take a leap of faith and fund the first year's costs to kick start the organisation in Ireland.

Other companies such as Bank of Ireland, Abbott, Aer Lingus, AIG, CarTrawler, Citi Foundation, Enterprise Rent-A-Car, KBC Bank, MERC Partners, New Ireland Assurance, The Ireland Funds, Unilever, Havas and HSBC also came on board as partners. Enactus Ireland is also supported by Chartered Accountants Ireland and The Irish Times.

"Our aim is to challenge students to identify social issues and people in need in their communities and develop a business idea to address an issue", says Liam Redmond, Enactus Ireland Country Manager. "It can be homelessness, addiction, unemployment, the environment, educational disadvantage or almost anything. The students have to identify a need or a group that they can help with and develop a response to the issue that will have a lasting and sustainable impact."

This benefits both society and the students. "We are developing future leaders by helping them make the move from academic theory to practice and giving them a greater understanding of their community. Enactus challenges them to move away from the comfort of the third level institutions and to understand other people's lives and issues."

Each year Enactus runs a national competition where teams of students from Irish third level institutions present their projects to a judging panel made up of business leaders from partner organisations who rank them on how they use business concepts to improve the quality of life of those in need. The teams receive guidance and support from academic advisors and business leaders throughout the year helping them bring their projects from concept to reality.

The National Champion team qualifies for the prestigious Enactus World Cup. In 2018, Enactus Ireland, represented by Dublin City University (DCU), progressed to the semi-final round at the Enactus World Cup in San Jose, California. KPMG has also put in place a bursary programme for students from each third level institution that didn't win to attend and experience the event for themselves, and to Faculty Advisors to also engage at the international event.

"It's a really wonderful concept and we would not be here if not for KPMG."



"All of the students come up with their own ideas and it is up to them to form their own teams," Liam explains. "They can get quite strategic in terms of finding people with different skills and so on. The students work with their business advisors throughout the year and all of the training they receive is delivered by our partners."

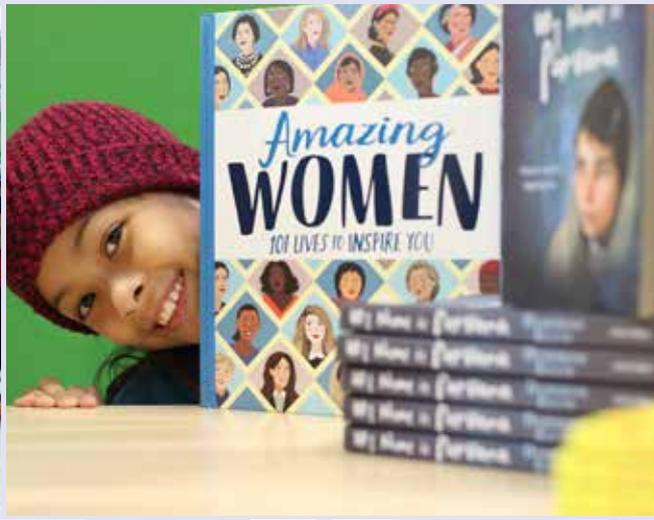
"There has been some amazing work done by the students," says Liam. "And the calibre of the students taking part is really remarkable. I'm sure we'll be hearing a lot more about them in the future. The students also learn a lot from participation. We encourage them to do needs and strengths assessments as what they want and what they may be able to achieve can often be very different things. Enactus isn't for every single student, it is hard work, the vast majority of students sign up because they want to make an impact."

"It's a really wonderful concept and we would not be here if not for KPMG," he adds. "Their support at the beginning was absolutely vital and their support since then has been tremendous. They are genuinely interested in and committed to Enactus. It's great for us to be able to pick up the phone to KPMG to get advice and support and their staff are really incredible in the way they are interested in working with the students."

And the work continues throughout the year. "We run competitions and events right the way through the year. Enactus is self-sustaining in the third level institutions with each year's team recruiting the next year's participants. It's like being carried along on a wave, the energy it generates is infectious and everyone really does win."

"We are developing future leaders by helping them make the move from academic theory to practice."





#MakingADifference





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