



Making a Difference

Award Winning Corporate Citizenship





Pictured (l-r) at the Chambers Ireland CSR Awards 2017 - Ian Talbot, Chief Executive, Chambers Ireland; Shaun Murphy, Managing Partner, KPMG; Karina Howley, Head of Corporate Citizenship & Diversity, KPMG; Michael Dawson, Chief Executive, One4all and Minister of State at the Department of Rural and Community Development, Seán Kyne TD.

In addition to the overall Outstanding Achievement in Corporate Social Responsibility Award 2017, KPMG also won two other accolades - the Excellence in Community Volunteering Award and Excellence in Workplace CSR Award.

Contents

Message from our Managing Partner	1
Message from our Head of Corporate Citizenship & Diversity	2
Going for Growth	3
Project Bright	5
Stories in Boxes	7
Family for Literacy	9
Sustainability at KPMG	11
Bridging the Skills Gap	13
Social Entrepreneurs Ireland	16
Denis O'Connor Walking Festival	17
Mentoring with CBS Westland Row	19
Get Cents	22
Developing Skills - Enactus	23



Message from our Managing Partner



Our commitment to corporate citizenship is a great example of our higher purpose in action - we inspire confidence and empower change in communities in Ireland and overseas.

We have an award winning corporate citizenship programme that has received widespread recognition, most recently acknowledged with the Outstanding Achievement in Corporate Social Responsibility Award 2017 at the Chambers Ireland CSR Awards.

The variety of initiatives we engage in create opportunities for all of us to make a difference and we work with outstanding partners – helping people overcome difficulties and challenges whilst learning and sharing new skills and solutions.

I would like to thank and applaud all of our volunteers for giving of their time so selflessly and to also thank all of our corporate citizenship partners. In the following pages we hope you get a sense of the great work being done, often behind the scenes, to help improve the lives of others.

A handwritten signature in black ink, appearing to read 'Shaun Murphy'. The signature is fluid and cursive, with a long horizontal stroke at the end.

Shaun Murphy
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 €100,000. This financial support is backed up by the passion and hard work of over 1,400 volunteers annually and over 10,400 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 extremely proud that our corporate citizenship projects have been recognised with numerous awards. Most recently, KPMG was named as the overall winner of the Chambers Ireland Outstanding Achievement in Corporate Social Responsibility Award 2017, with further category wins for Excellence in Community Volunteering for our 'Family for Literacy' programme and Excellence in Workplace CSR for our 'Inclusion and Diversity Programme'.

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

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 increased by €20.6m. 187 new full time jobs were created by 78 participants (+17.5 percent) and there were nine first-time exporters over the course of the cycle (+24 percent). Going for Growth also previously won the prestigious European Enterprise Promotion Award and has featured on Euronews.

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, Miriam Byrne, Founder of Meraki Training and Oonagh O'Hagan, MD of Meaghers Pharmacy Group – 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, Shaun Murphy adds: “Since we became involved, over 200 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 also been actively 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

KPMG runs an annual internal competition called Project Bright, where employees work in teams to think big with a project idea that addresses a community or environmental issue.

A recent winning project, Bright Days, focused on promoting an active lifestyle for the elderly. The project focused on stimulating both physical and mental activity in the senior generation by bringing together older and younger members of our local community to work towards achieving a healthier, more active lifestyle with benefits for both cognitive health and overall well-being

The aim of the project was to make a difference in the lives of our senior citizens by targeting the following areas:

- Promote physical activity and mental well-being
- Reduce social isolation and loneliness
- Prolong and improve independence in old age
- Create a social and safe environment for the elderly to enjoy activities in Dublin
- Increase awareness and appreciation in the younger population of older peoples' needs

The Bright Days project team were involved in organising a series of activities and events that ranged from physical activities, healthy eating, yoga and culture and culminated in a bake-off. The aim of the programme was to provide a safe and appropriate means for participants to try new things, make new friends and improve their overall well-being and happiness.

In the first week of the project, the team organised a walk through Bushy Park Gardens, a suburban public park in Terenure, Dublin. The volunteers and participants of the programme walked at their own leisure, getting to know each other while incorporating daily physical activity. This was followed by a picnic lunch in the park, prepared by our volunteers in conjunction with our catering team at KPMG.

In the second week, the team arranged for a qualified yoga instructor to teach the group basic yoga for one of our activity sessions. Yoga has a variety of benefits for the elderly including not only the obvious physical ones, such as reducing aches and pains and improving overall fitness, but it also has known mental health benefits such as anxiety relief.

For the third week of the project, participants joined a 1916 bus tour which explored all the main sights of the historic 1916 Rising, giving the group a unique perspective into a significant period in Irish history.

The final week of the project culminated with a baking class at Dublin Cookery School which was organised to provide a fun learning environment, teaching participants how to bake in a comfortable, light-hearted setting.

Participants ranged in age from 67 to 81 and all engaged in the variety of fun activities, with unanimity amongst the respondents that they enjoyed the programme and would encourage others to get involved. Summing up her positive experience of Project Bright, one participant, Maisie, said: "Every week was great. Getting involved in the four activities brought me outside my comfort zone and I wouldn't have done them if I didn't get involved in this programme. It was great to meet new people and learn a new skill like baking!"

"It was great to meet new people and learn a new skill like baking!"



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 a range of 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.

In 2017, the programme celebrated its 3,000th participant at an event in St. Michael's House in Ballymun that was 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 the past five years, with our staff volunteering over 680 hours to St. Michael's House annually. Our close 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 every one of those experiences 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. KPMG’s KFFL programme was founded to help address childhood illiteracy, while at the same time creating a unique way for KPMG’s partners and employees, and the extended KPMG family, to positively engage and contribute to our communities. As part of this initiative we are running a number of really 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, Belfast and City Quay National School, 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). “This 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 is running 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 2017

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, Shaun Murphy, 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.”

Sustainability at KPMG

Our environmental credentials stretch back as far as 2007 when we became Ireland's first carbon neutral professional services firm.

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, Shaun Murphy, 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." The results are impressive. We 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 have 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 have seen a 38 percent reduction in carbon emissions as of 2016.
- Our carbon emissions per employee is 2.67 tonnes, which is extremely low compared to other professional services firms who average 5.25 tonnes per employee.
- 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. In 2016 we recycled over 301,732kg of waste.
- 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.

Shaun Murphy notes: “We’re proud to play our part in the global 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.”



KPMG

104

EMPLOYEE

#MakingADifference



VOLUNTEER HOURS



Bridging the Skills Gap

Working with I Wish to promote careers in STEM

KPMG is a founding partner of I Wish (Inspiring Women in STEM), an initiative to encourage female secondary school students to pursue careers in STEM (Science, Technology, Engineering and Maths).



According to KPMG's Cork based Caroline O'Driscoll, who leads our involvement in the IWish initiative: "Too few women in Ireland study science, technology, engineering or mathematics. In 2014 only one in six (17 percent) entrants to third level courses in ICT were female, a figure that has been remarkably consistent since 2004. Meanwhile, less than a quarter (24 percent) of engineering entrants are female."

"The situation is even more challenging in maths," notes fellow IWish founder, Gillian Keating. "Just 22 percent of entrants to third level maths courses were female in 2014 compared to 35 percent in 2004. IWish aims to change the status quo with an ambition to increase female entrants to third level courses in STEM to 30 percent by 2020."

Numerous reports have predicted the continued growth of job opportunities

in Ireland in the area of ICT, and the need for suitably qualified staff to fill these positions. "But Ireland has a problem," notes Caroline. "We have a skills gap and why should we leave 50 percent of the potential talent pool behind? The levels of female participation are too low. In a generation, nothing has really changed and we all agree that this is no longer acceptable. This is why IWish was founded. To inspire, to encourage and to motivate young women to study STEM subjects."

In 2017, over 4,000 female Transition Year students gathered at Cork City Hall and the RDS Dublin for the IWish annual conference as opportunities in STEM were explored by delegates. With numerous interactive exhibitions, the conference featured workshops, keynote addresses and engaging talks by leading women in STEM.

Speakers at the event came from a range of STEM backgrounds, from





engineering to biotechnology including Sarah Claxton, Employee Engagement, Diversity & Communications Lead at ESB Group, Mary Good, Vice President Global Manufacturing at PepsiCo and Gillian Bergin, Senior Consultant Ireland Centre of Excellence Operations at Dell EMC.

With the blend of talented industry leading speakers and inspiring content driven through interactive exhibitions, thousands of post-primary students were exposed to the remarkable opportunity a career in STEM poses. By providing role models and highlighting the influence of subject choice on career progression, IWish has achieved one of its core objectives in Ireland: building a sustainable talent pipeline.

In 2018, IWish has a further ambitious goal to increase their reach to 5,000 students. Caroline

and KPMG are proud to provide continued support to the IWish initiative and to doing whatever necessary to encourage female participation in STEM. According to Caroline O'Driscoll: "KPMG's involvement in the initiative gives practical support to our diversity programme and makes a real difference."

“Why should we leave 50 percent of the potential talent pool behind?”



Social Entrepreneurs Ireland

with Darren Ryan, CEO
Social Entrepreneurs Ireland

KPMG has been working with Social Entrepreneurs Ireland (SEI) to provide professional services and advice.

SEI aims to solve some of Ireland's major social and environmental problems by identifying innovative thinking and new solutions among Ireland's social entrepreneurs.

"When a social entrepreneur comes up with a great new solution to a social problem, we believe that they should get the funding and support that they need to scale and grow, so that they can impact as many people as possible," says SEI chief executive Darren Ryan. "We support projects which no one else would fund or support. For example, we have supported Women for Election, Men's Sheds, Coder Dojo, Food Cloud and many others."

Each year, the organisation receives hundreds of applications from social entrepreneurs and then identifies those who have the most potential to have an impact. Those selected receive assistance to develop their projects and implement their ideas. The SEI Awards Programme provides up to €140,000 worth of support per social entrepreneur over the course of up to two years.

"We give them mentoring and try to help them acquire the business skills they need to succeed," Darren adds. "Since 2004 we have supported 204 social entrepreneurs, investing €6.7million in their projects, and providing significant additional supports. These in turn have directly impacted over 520,000 people across Ireland and created over 1,230 employment opportunities".

Along with annual funding to SEI, KPMG assists social entrepreneurs with the development of business plans, conducts tax briefing sessions and hosts accounting and finance workshops. In addition, in 2017, ten KPMG Directors acted as mentors to awardees over a 6 month period and the firm has created a "Running your own Business" information booklet which is available on the SEI website.



"KPMG support us with the selection process and the interviews. KPMG has helped us make really good decisions on which social innovators to support. We get really high quality input" says Darren.

He emphasises the partnership nature of the relationship with KPMG. "We try to make it a holistic partnership and not just about a cheque. We see how the two organisations can partner by matching skills and create value for the entrepreneurs we are supporting. The people in KPMG are hugely supportive of what we are doing on a personal level. They are really passionate about it; there is a real partnership between our two organisations."

"KPMG has helped us make really good decisions."



★ Denis O'Connor Walking Festival

2017 marked the 11th year of the Denis O'Connor Walking Festival which remembers the late Denis O'Connor, former Managing Partner of KPMG. ★

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 2016, we helped raise over €500,000 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) and Aware (2016).



“ARC provides cancer patients and their families with much needed professional support wherever it’s needed...”

In 2017, €40,000 was raised for ARC Cancer Support, a support network for cancer patients and their families.

In Ireland, one in four deaths are caused by cancer and an average of 40,000 new cases are diagnosed each year. Founded in 1994 by leading Irish oncologist Professor Des Carney, ARC’s aim is to provide complementary, holistic and psychological support during and after hospital treatment for those undergoing cancer treatment.

Located near the major centres of excellence for cancer care in Dublin - the Mater Hospital, Beaumont Hospital, St James’s Hospital and St Vincent’s Hospital - clients from anywhere in the country have access to a drop-in service and professional support.

We are proud to support ARC’s support services and programmes aimed at providing psychological support, complementary therapies and counselling services. Whether someone has recently been diagnosed with cancer, are in recovery, is a parent of a child with cancer, is a family member or friend of someone with cancer, ARC welcomes everyone and cares for them during difficult times.

All services are provided free of charge at their centres in Eccles Street, Dublin 7 and South Circular Road, Dublin 8.

Hearing directly from those benefiting from ARC’s support highlights the value of the programme. “I’m back at work, going running and taking a bit more time for myself. I am just getting on with life.” says Gemma, an ARC client. The opportunity to exchange information about their cancer with professionals and with fellow patients helps to relieve stress and anxiety which are common symptoms of cancer. It can also enhance self-esteem which improves quality of life.

KPMG’s Walking Festival Committee chair, Liam Lynch comments: “We were delighted to have ARC Cancer Support as our nominated charity for our 11th year of the Denis O’Connor Walking Festival. ARC provides cancer patients and their families with professional support wherever it’s needed.”



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 16 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 with the annual call for volunteer mentors frequently oversubscribed with volunteers coming 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."

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 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



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





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."



Get Cents

with North Wall Community Training Centre

Our 'Get Cents' programme gives people from disadvantaged backgrounds the skills to manage their finances. The programme was developed in conjunction with the North Wall Community Training Centre (NWCTC).

KPMG's 'Get Cents' initiative won the Responsible Business Award at the 2016 Docklands Business Forum Awards, and was developed by our staff with the aim of ensuring that participants would be equipped with the knowledge and skills to help them manage their finances and live independently. The programme is organised in three sessions which teach participants about the importance of managing their money, how to draw up household and personal budgets, how best to manage bill payments, the importance of saving and of shopping around.

Our volunteers deliver the course material in a hands-on, interactive way with the success of the initiative firmly based on the mentor style relationship built up between the volunteers and participants.

"The starting point was 2009 when we identified a need among the young people attending courses in the training centre," recalls NWCTC general manager Trevor Moore. "They were coming out of school and were in receipt of a FAS training allowance. We get a lot of young people with literacy and numeracy problems, so we felt we had a responsibility to help them manage their finances and we approached KPMG for help."

The approach was simple. "We said you guys have lots of very bright, talented people and we have people who need help and that we should put them together," says Trevor. "We met with the people in KPMG, did a few workshops and took it from there. It has gone from strength to strength."

Since its inception, the programme has been revised three times - in 2009 to work with early school leavers (NWCTC), in 2010 for the homeless (DePaul Ireland) and in 2014, for young people with disabilities (WALK).

The sessions usually involve ten young people and three KPMG volunteer tutors. "The structure of the course allows a relationship to build up between the volunteers and the students and this is very important. The volunteers from KPMG are all young and so they are of a similar age to the student and this helps with the relationship as well. Quite often we hear the sound of laughter coming from the room during the sessions."



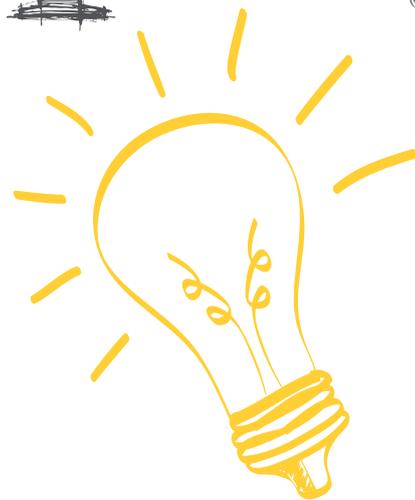
"The structure of the course allows a relationship to build up between the volunteers and the students."

Trevor Moore believes the success of the programme has been in large part due to the quality of the volunteers. "The KPMG volunteers are very sensitive to students who have literacy problems and this helps greatly," he says. "The quality of the volunteers and the interactive and engaging design of the course has made it the success it is. We've won awards for it and our trainees have benefited greatly over the years. It's been really nice for our staff and everyone involved and it's great to be associated with a leading organisation like KPMG."



Developing Skills

with **Laura Dennehy,**
Country Manager, Enactus



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



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

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 university 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.

KPMG staff visited universities to explain the concept and get academics to support it as well as finding students who would be trained and inspired to participate. Other companies such as AIG, Bank of Ireland, CarTrawler, Enterprise-Rent-A-Car, The Ireland Funds, KBC Bank, Merc Partners, Microsoft, Musgrave Group, New Ireland Assurance, Unilever, Willis Tower Watson and Abbott Ireland also came on board as partners.

“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 Laura Dennehy, 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 university and to understand other people's lives and issues.”

Each year Enactus runs a national competition where teams of students from Irish universities 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 2017, Enactus Ireland, represented by Dublin City University (DCU), progressed to the semi-final round at the Enactus World Cup in London. KPMG has also put in place a bursary programme for students from each college that didn't win to attend and experience the event for themselves, and to Faculty Advisors to also engage at the international event.



“All of the students come up with their own ideas and it is up to them to form their own teams,” Laura 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 Laura. “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,” she 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 colleges 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.”

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