



KPMG's National Charity: Application Form

September 2021



KPMG's National Charity Partner – Application Form

Thank you for applying to be KPMG's National Charity Partner. All applicants must use this form to complete their application. Please ensure that your responses stay within the specified word limits (where stated).

Once you have completed your application form, please email this together with your most recent annual report to ukfmnc@kpmg.co.uk. Please ensure your form is submitted by **5pm on 7 October**.

The application process is split into three parts:

Part 1 – Application form (September)

Part 2 – Pitch day for shortlisted selected charities (October)

Part 3 – KPMG colleague vote on top three or four charities (November)

What are we looking for?

Here is some of the key criteria:

- A comprehensive National Charity Programme to **support KPMG's 'For Better' value** and deliver on the firm's **employee engagement** aims
- **A UK registered charity with UK-based** operations and programmes
- A charity focused on **people**
- A charity that support individuals **enhance life chances** post-pandemic e.g. mental health, health, education, employment and social welfare.
- The **quality and breadth of impact** for individuals across the UK
- One National Charity with presence **across all 21 UK offices** and that can also **support hybrid working and engage employees through corporate volunteering virtually and locally from employees' homes from Aberdeen to Plymouth**.
- A series of one or two **flagship fundraising** events each year, supporting **reconnection of our colleagues**.
- A variety of **fundraising, volunteering and pro bono** opportunities for individuals and groups (both one-off and ongoing).
- Opportunities for **joint Thought Leadership** pieces.

About your charity

Organisation details

Charity name	
UK registered charity number	
Name of key contact and position	
Telephone	
Email	
Total income of organisation (last financial year)	
Total expenditure of organisation (last financial year)	
Cost of generating funds (last financial year)	
Total headcount of: Full time employees Part time employees Volunteers	
Existing KPMG relationships	
Current corporate partnerships	
List of current Trustees	
Case study – please attach a document or link which provides an overview of a previous or existing corporate fundraising relationship, including amount raised, mechanics, communications and evaluation.	

Charity background

1. Charity objectives	
2. Geographical areas of operation Please provide details of how you would ensure this national relationship has local relevance and support across all 21 of KPMG's offices: KPMG UK office locations . Please indicate which of these locations you do not have a current footprint and how you would address this. Tip – please ensure you can demonstrate support for all KPMG offices (e.g. Aberdeen and Norwich) <i>[max word limit 200]</i>	
3. Focus We are looking for a National Charity who can support society to build back better following Covid-19. Please provide details on how your charity is working to do this. <i>[max word limit 100]</i>	
4. Account Management Please provide details of how you will manage the relationship with us including whether you would be able to support providing KPMG with a full-time account manager. <i>[max word limit 100]</i>	

Our National Charity Programme is split into four pillars – fundraising, volunteering, pro bono and thought leadership. Please provide detail on how your charity could support across these four pillars.

<p>1a. Fundraising – ongoing</p> <p>Please provide details of how you would develop and run a UK-wide fundraising campaign with KPMG employees – providing specific examples where possible. This should include details of promoting payroll giving, local office events, large teams opportunities (i.e. for 20-50 people) and firm wide events (including KPMG client involvement where appropriate).</p> <p><i>[max word limit 200]</i></p>	
<p>1b. Fundraising – mass participation across all offices</p> <p>Please provide details of mass participation events we could run for employees across all offices to take part in. We consider these as our annual flagship fundraiser and would expect at least one per year.</p> <p><i>Tip:</i> This initiative also provides an opportunity to bring our colleagues together for reconnection in a world of hybrid working.</p> <p><i>[max word limit 200]</i></p>	
<p>1c. Fundraising – festive campaign 2021</p> <p>The Partnership will kick off with a December festive campaign. Please provide details on how we could work together with you on this to incorporate colleague engagement and fundraising, both virtually and in-office.</p> <p><i>[max word limit 200]</i></p>	

Opportunities (cont.)

<p>2. Volunteering</p> <p>All KPMG employees are encouraged to share their time and skills through volunteering. The firm provides all employees with 42 hours (six days) a year for skilled volunteering and fundraising. Please provide details of the variety of opportunities available within your charity across the UK and how these could be promoted and managed in KPMG.</p> <p><i>[max word limit 200]</i></p>	
<p>3. Pro bono</p> <p>Provide some examples of how KPMG's pro bono support could help your organisation.</p> <p><i>[max word limit 200]</i></p>	
<p>4. Thought Leadership</p> <p>Please provide any ideas around opportunities for joint Thought Leadership pieces.</p> <p><i>[max word limit 200]</i></p>	



Thank you



kpmg.com/uk



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