

# KPMG's National Charity application form

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

Once you have completed your application form, please email this together with your most recent annual report to [corporateresponsibility@kpmg.co.uk](mailto:corporateresponsibility@kpmg.co.uk). Please ensure your form is submitted by **5pm on 23 February 2018**.

| 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/Part Time employees/Volunteers |  |
| Existing KPMG relationships:                                 |  |

| Organisation background           |  |
|-----------------------------------|--|
| Charity objectives:               |  |
| Geographical areas of operations: |  |

## Activities

Please provide a summary of key activities and number of people these are benefiting. *[max word limit 200]*

Social mobility is a big issue in the UK and it's at the core of our Corporate Responsibility approach. A person's social or economic background can have a huge impact on their ability to reach their full potential, no matter how hard they work or how talented they are. Please outline how your charity supports social mobility. *[max word limit 200]*

KPMG's Corporate Responsibility approach aims to promote lifelong learning, increase numeracy and literacy skills to drive opportunity for people from lower socio-economic backgrounds across the UK. Please outline how your charity's fundraising and volunteering activities could also support these aims *[max word limit 200]*

## Managing the relationship with KPMG

Account management:

Please provide details of how you will manage the relationship with us. *[max word limit 200]*

Fundraising:

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 and firm wide events (including KPMG client involvement where appropriate).  
*[max word limit 200]*

Volunteering:

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. *[max word limit 200]*

Local delivery:

Please provide details of how you would ensure this national relationship has local relevance and support within KPMG's offices. – [KPMG UK office locations](#) *[max word limit 200]*

Communications:

Please provide details of how you would communicate the relationship with us both internally and externally. This should include the launch, progress, impact and end of relationship.  
*[max word limit 200]*

Pro bono:

Provide one example of how KPMG's pro bono support could help your organisation  
*[max word limit 200]*

Case study example:

Please provide a brief overview of a previous or existing corporate fundraising relationship, including amount raised, mechanics, communications and evaluation *[max word limit 200]*

Corporate partnerships:

Please list your main corporate supporters

If you have an existing contact at KPMG, please provide details

KPMG may use this information to contact you regarding your application. To learn more about what information we collect about you and how we use that information, please follow [this link](#) for our Privacy Statement.

Thank you for your application.



The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavour to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation.

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