



Foundation

KPMG Foundation

Impact Report



Contents

Introduction	3	Towards impact	23
From the Chair & CEO	4	Our approach	24
About the KPMG Foundation	5	Interim outcomes	25
The Foundation and Firm	6	Systems change	26
		Common Outcomes	28
How we work	7	Case studies	29
Our Theory for Impact	8		
How others see us	9	The future	33
Grantee Perception Review	10	Looking to the future	34
Foundation Practice Ratings	12		
What we do	13		
Priority one: We focus on children with Care Experience	14		
Priority two: We focus on childhood's Early Years	17		
Our Grants	19		
Where we work	22		



Introduction





Bina Mehta



Judith McNeill

From the Chair & CEO

We hope this report provides readers with insights into the Foundation's recent activities, as well as our aspirations for the future.

At the heart of 'Our Impact' is the work undertaken by our charity and social enterprise partners, with and for children, young people, families, and the professionals alongside them.

The **problems and challenges** we are helping to tackle, **are complex and deep rooted**, so we expect that any effective **solutions** will be **multi-faceted, inter-connected and long term**.

The KPMG Foundation has been committed to helping improve the lives of children and young people in the UK for over 20 years, and **we are proud to be supported by KPMG Partners**.

Bina Mehta, Chair & **Judith McNeill**, CEO

About the KPMG Foundation

Since its inception in 2000, the Foundation has sought out innovative and ambitious organisations striving to improve the lives of children and young people in disadvantaged communities.

Every child needs people around them to help create **a happy childhood** and provide the best start in life; to love them and to build the confidence and skills they will need, to be ready for the future. Yet families facing multiple complex issues and disadvantages, can often struggle to provide a **nurturing environment**, and for those living in the toughest circumstances, with 'adverse childhood experiences' – trauma, abuse, neglect – the effects can last a lifetime. They will start school behind their peers and face persistent challenges into adulthood, where all too often, the cycle is repeated. This carries an enormous financial and social cost, to families, communities and society.

We work with others to focus on initiatives directed at helping these children through their early years, including through holistic approaches; in school and through adolescence, in birth families or in the care 'system', wherever, whenever and however the greatest benefits can be achieved. We select initiatives that **catalyse** new ideas, **amplify** learning, and **connect** knowledge and people for greater influence. We aim to be **thoughtful, and responsive** to changing circumstances. We want to help create the changes in systems that are so badly needed, to bring about the changes in children's lives, that really matter.



Since 2000...

95

organisations
supported

126

grants

£21.15m

Total grants
awarded



The Foundation and the Firm



The idea for creating and supporting a new KPMG charity, sprang out of the firm's new values at the end of the 90's. The Foundation was born in 2000, championed by its most influential people.

Driving social mobility and supporting children's literacy and numeracy, including in the early years, the firm continues to live its values in the community, as part of its wider ESG commitments.

KPMG UK Partners support the Foundation through regular donations, as well as through their skills, experience and time.

The integrity of the KPMG brand is an important asset of the charity.



The Foundation shares a broad social purpose with the firm, yet has developed a distinct and complementary approach.

As a grant giver, the charity has flexibility to support a range of organisations who share our priorities and approach. We can take risks in early stage innovations, as well as helping to build knowledge and evidence to influence policy and systems.

The Foundation has its own relationships, networks and credibility in the not for profit sector, and aspires to high standards in all it does.

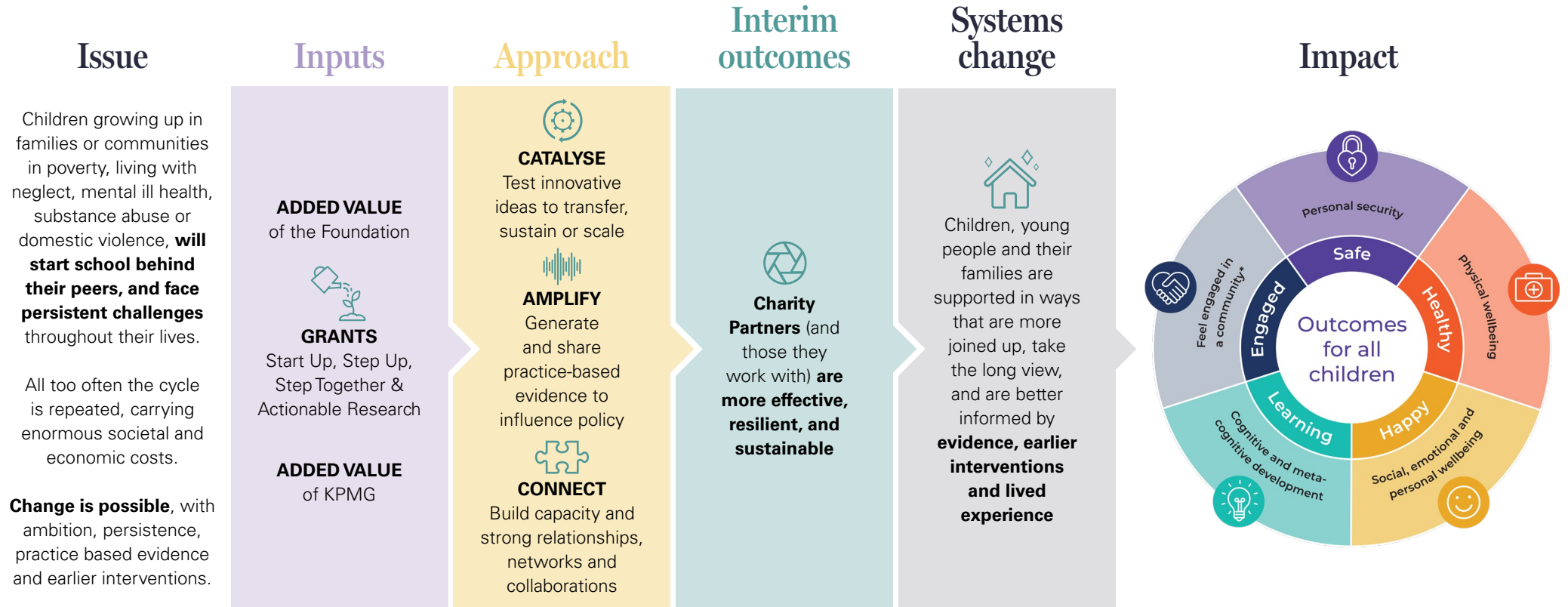
The team is deliberately small and benefits from the support of a wide range of KPMG colleagues and resources.



How we work



Our Theory for Impact



We are supported by the KPMG UK Partnership, across England, Scotland and Wales **and governed by the Foundation Board of 12 experienced Trustees**

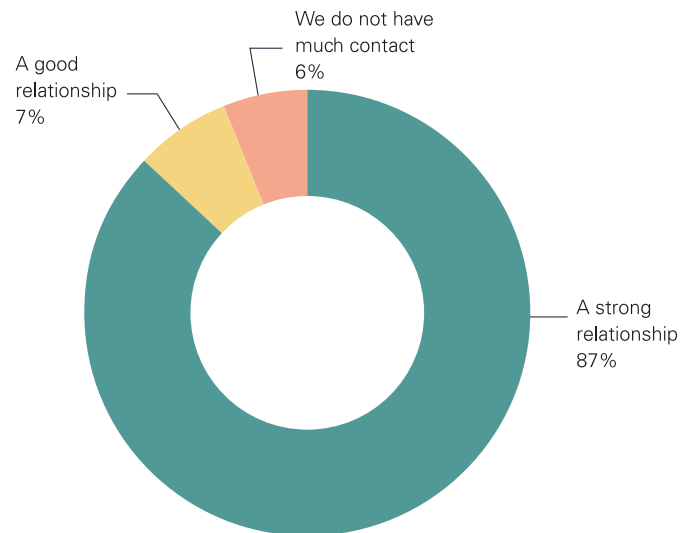
How others see us



Grantee Perceptions Review

We commissioned a Grantee Perceptions Review to learn more about our partners experience of the Foundation, as well as seeking feedback from organisations who were unsuccessful through our grant proposal stages. **32 organisations were invited to participate in total, and 84% responded.**

Successful organisations (Charity Partners) were asked to describe their relationship with the Foundation



Overall we were pleased to receive many positive and useful comments and are encouraged by the strong relationships we're building across the sector, and some of the networks we're helping to develop. We can also see areas where we can adapt and improve.

“

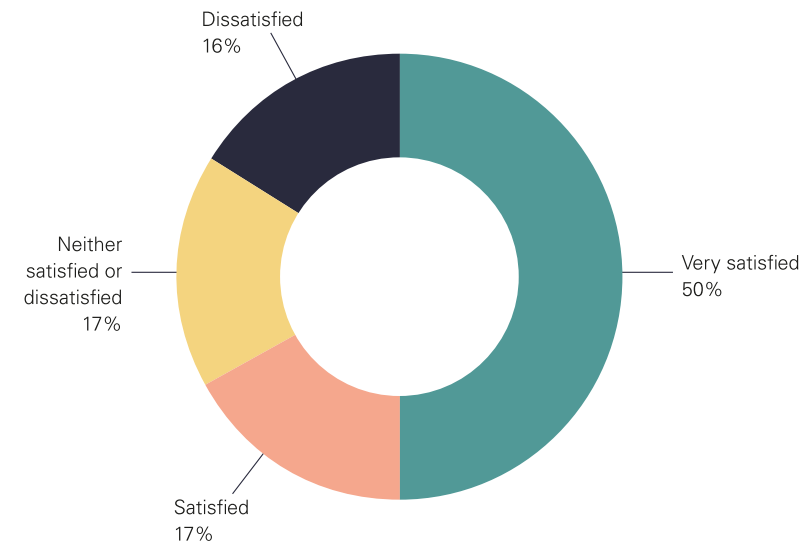
The honesty and clarity from conversations stood out. The knowledge and care for the issues being raised illustrate a shared compassion and informed understanding, to ensure stronger evidence-based outcomes...”

Charity partner





'Unsuccessful' organisations were asked to describe their experience of the Foundation



“

Some grant makers don't give any feedback at all, so it was useful to at least understand the fundamental reason the trustees turned down our application.”

Unsuccessful full proposal at Trustee Board

NB More information about the Grantee Perceptions Review (published early in 2023) can be found on our website, Impact & Insights page

Foundation Practice Rating

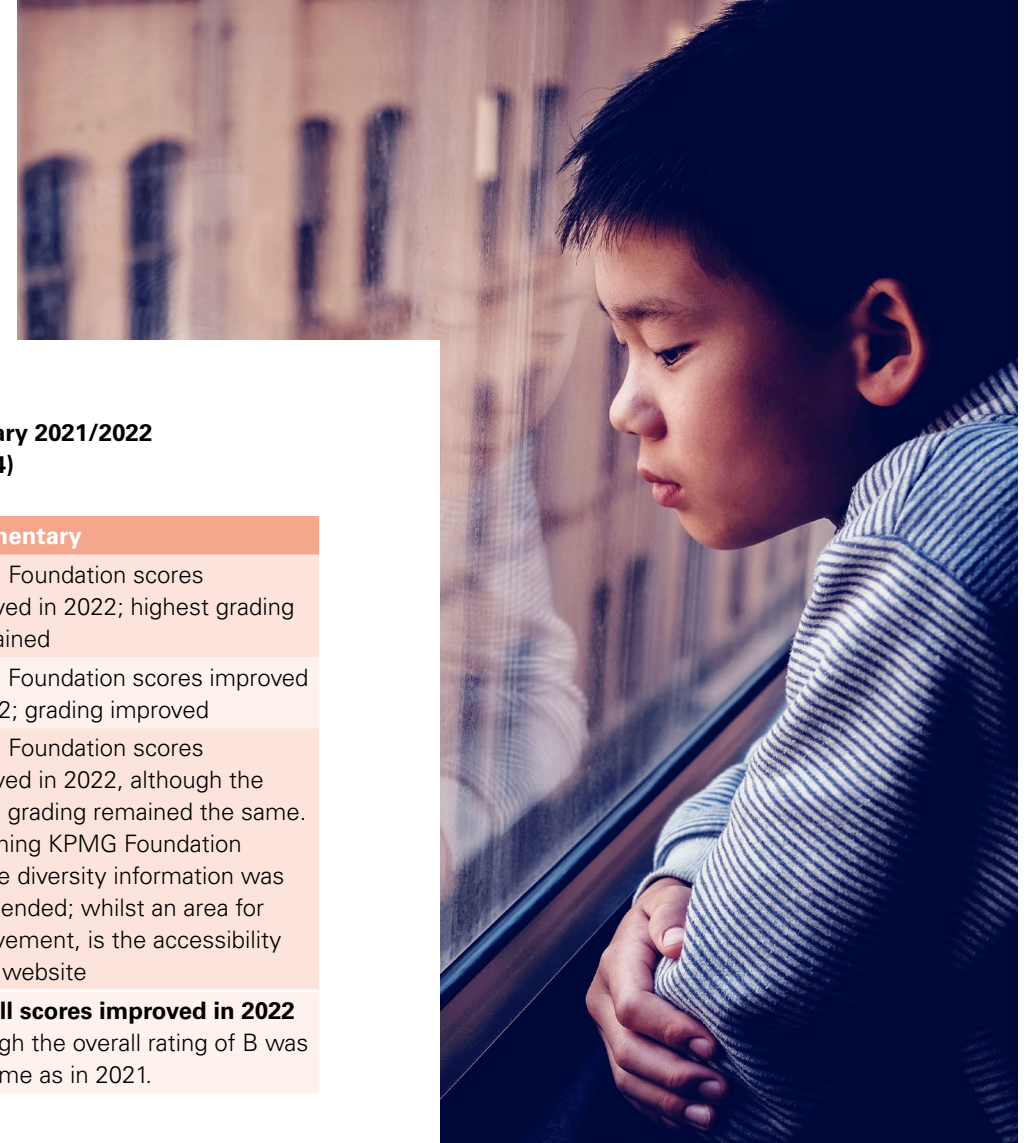
The Foundation Practice Rating system (with scores A to D), offers grant makers an independent assessment of three key practice areas – transparency, accountability and diversity:

- **Transparency** – Does a potential grantee have access to the information that it needs to be able to contact the foundation and decide whether to apply for funding in advance of any grant application?
- **Accountability** – How anyone who wants to examine the work or decisions of a foundation can do so, and make their voice heard.
- **Diversity** – The extent to which a foundation reports on the diversity of its staff and trustees, and how well it caters for people who prefer/need to communicate in a particular way.

You can find out more about the ratings, their origins, funders, and development over the last few years, here [About - Foundation Practice Rating](#). We take these ratings seriously. We have found them helpful in identifying the steps we can take to improve our practice. For example, we have recently updated our website.

KPMG Foundation – Ratings and Commentary 2021/2022 (ratings for 2023 will be ready in spring 2024)

Category	2021	2022	Commentary
Transparency	A	A	KPMG Foundation scores improved in 2022; highest grading maintained
Accountability	C	B	KPMG Foundation scores improved in 2022; grading improved
Diversity	C	C	KPMG Foundation scores improved in 2022, although the overall grading remained the same. Publishing KPMG Foundation Trustee diversity information was commended; whilst an area for improvement, is the accessibility of our website
OVERALL RATING	B	B	Overall scores improved in 2022 although the overall rating of B was the same as in 2021.



What we do



Priority one: We focus on children with Care Experience

Improve outcomes for children and young people in care, and supporting the adults who work with them.

A once in a generation opportunity to reset children's social care. What we need is a system that provides intensive help to families in crisis, acts decisively in response to abuse, unlocks the potential of wider family networks to raise children, puts lifelong loving relationships at the heart of the care system and lays the foundations for a good life.

Source: The Independent Review of Children's Social Care, May 2022.



1. Improving outcomes for children and young people in care or on the edge of care

82,170

children are in care in England
(21% increase in 10 years)

£10bn

Annual cost to local authorities (approx)

100,000

100,000 children estimated to be in care by 2025
without significant changes in the system*

Nearly

20,000

children in care in Scotland and Wales

33%

of care experienced children in England have received
a youth justice conviction or caution (compared with
4% children with no care experience)

Definition: A child in care is 'looked after' by the Local Authority
Sources: Department for Education England; Welsh
Government; Scottish Government; County Councils Network
England*; Manchester Metropolitan and Lancaster Universities

“

What we have currently is a system increasingly skewed to crisis intervention, with outcomes for children that continue to be unacceptably poor and costs that continue to rise... a radical reset is now unavoidable.”

The Independent Review of Children's Social Care May 2022



In May 2022 an **Independent Review of Children's Social Care** was published, with a series of key recommendations

The Government responded in September 2023 with Children's Social Care: **'Stable Homes: Built on Love'**, which outlines **six pillars of reform** or 'ambitions'

Within our own work, there is real synergy between these ambitions and the initiatives we are supporting.

'Stable Homes Built on Love': Six pillars of reform

1

Family Help provides the right support at the right time so that children can thrive with their families

2

A decisive multi-agency child protection system

3

Unlocking the potential of family networks

4

Putting **love, relationships and a stable home** at the heart of being a child in care

5

A **valued, supported and highly skilled social worker** for every child who needs one

6

A system that continuously learns and improves, and makes **better use of evidence and data**



Priority two: We focus on childhood's Early Years

Improve outcomes for the very youngest children in vulnerable families and communities.

"Investing in the early years is one of the smartest things a country can do... Early childhood experiences have a profound impact on brain development – affecting learning, health, behaviour, and, ultimately, productivity and income."

The Royal Foundation partnered with the London School of Economics to calculate that **it costs over £16 billion each year to remedy not intervening early** in the lives of children in England.

Sources: World Bank 2023; Royal Foundation Centre for Early Childhood 2021.

2. Improving outcomes for children in their early years, living in families and communities with the toughest challenges

4.2m

children are living in poverty in the UK (after housing costs) – nearly 30% of all children. And these figures are rising

UK regions with child poverty rates of over 40% include:

Stoke on Trent, Birmingham and Middlesbrough. And in our capital city: Tower Hamlets, Hackney and Newham

Most of a baby's brain is developed before they start speaking

1 in 5

children (21%) experiences food insecurity

Child poverty

is a strong predictor of future poverty, low educational attainment, mental and physical ill health

It costs society over £16bn

each year to remedy, not intervening early in the lives of children in England



Sources: Poverty in the UK – House of Commons Library; End Child Poverty Coalition; Kindred Squared; Royal Foundation Centre for Early Childhood 2021



Our grants

We make **grants of different types at different stages** to support initiatives in our priority themes. We also occasionally invest in other related and compelling initiatives for children, where we believe the Foundation can add value.



Start up
Testing new ideas or organisations



Step up
Building on evidence with potential



Step Together
Supporting collaboration for greater impact



Research
Analysing data to take action and influence systems

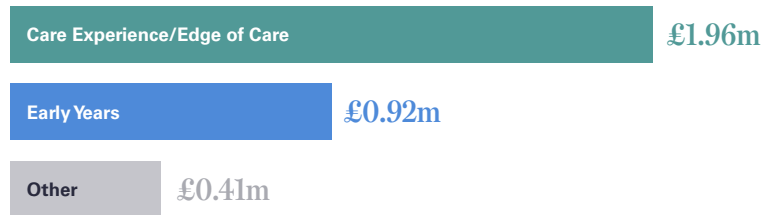
Our Partners and Our Grants

Focus Area	Start Up	Step Up	Research
Care Experienced children and families	Sister System £150,000	Anna Freud Centre (Reflective Fostering) £210,000	Anna Freud Centre (Reflective Fostering)
	Project Change £60,000	Family Rights Group £150,000	Kinship £200,000
	Juno £300,000	Fostering Network (Wales) £450,000	Fostering Network £63,300
	Cohen Trust Seen Heard Believed £315,000	(Wild Young Parents)	Exeter University (Effective Virtual Schools) £58,100
Care total £1,956,400 (60%)	£825,000	£810,000	£321,400
Early Years		Wild Young Parents £200,000	
		Thrive at Five £450,000	
		The Village £200,000	Happy Baby Community £65,000
Early total £915,000 (28%)		£850,000	£65,000
Other total £410,000 (12%)		Lucy Faithfull Foundation £310,000	Buttle UK (Estranged Young People) £100,00
TOTAL £3,281,400 (100%)	£825,000 (25%)	£1,970,000 (60%)	£486,400 (15%)

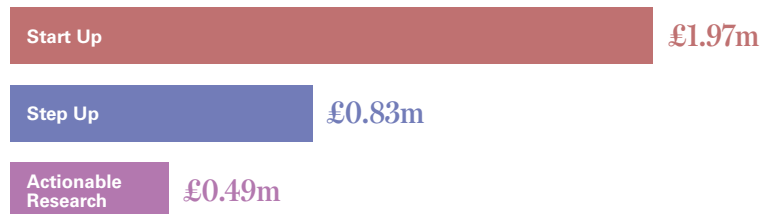


Total 'live' grants portfolio: £3.28m

£m grants spend by theme



£m grants spend by model



There are currently no Step Together grants in our portfolio.

More detailed financial information can be found in our Annual Report and Accounts.

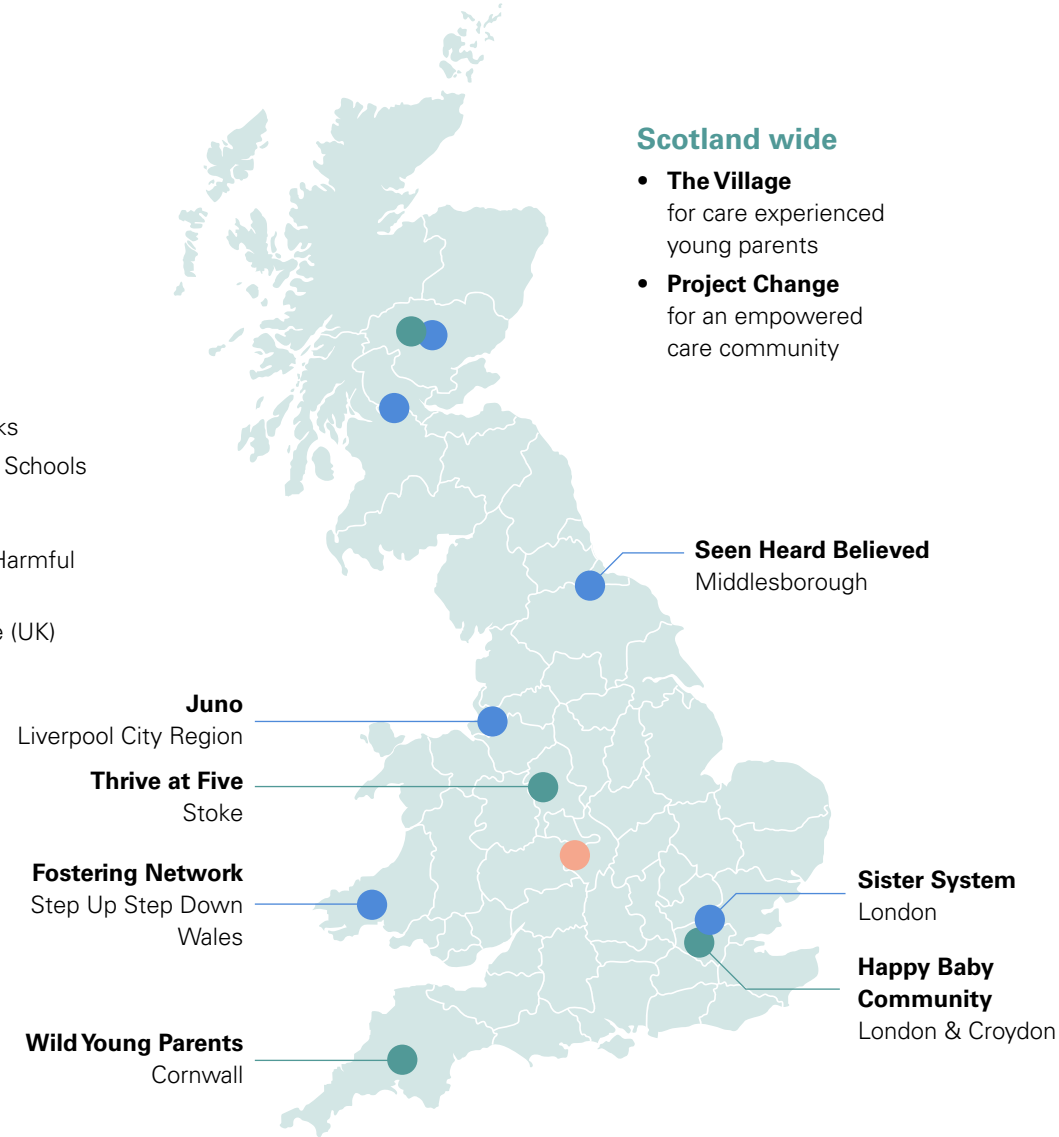
More information about all our grants is available on [360 Giving](#).



Where we work

National

- **Fostering Network research**
- **Kinship research**
- **Anna Freud Centre** – Reflective Fostering Programme
- **Family Rights Group** – Lifelong Links
- **Exeter University** – Effective Virtual Schools
- **Lucy Faithful Foundation** – West Midlands pilot/National reach Harmful Sexual Behaviour in Schools
- **Buttle UK** – Estranged Young People (UK)



£3.28m

Total value of the current portfolio

Key Facts:

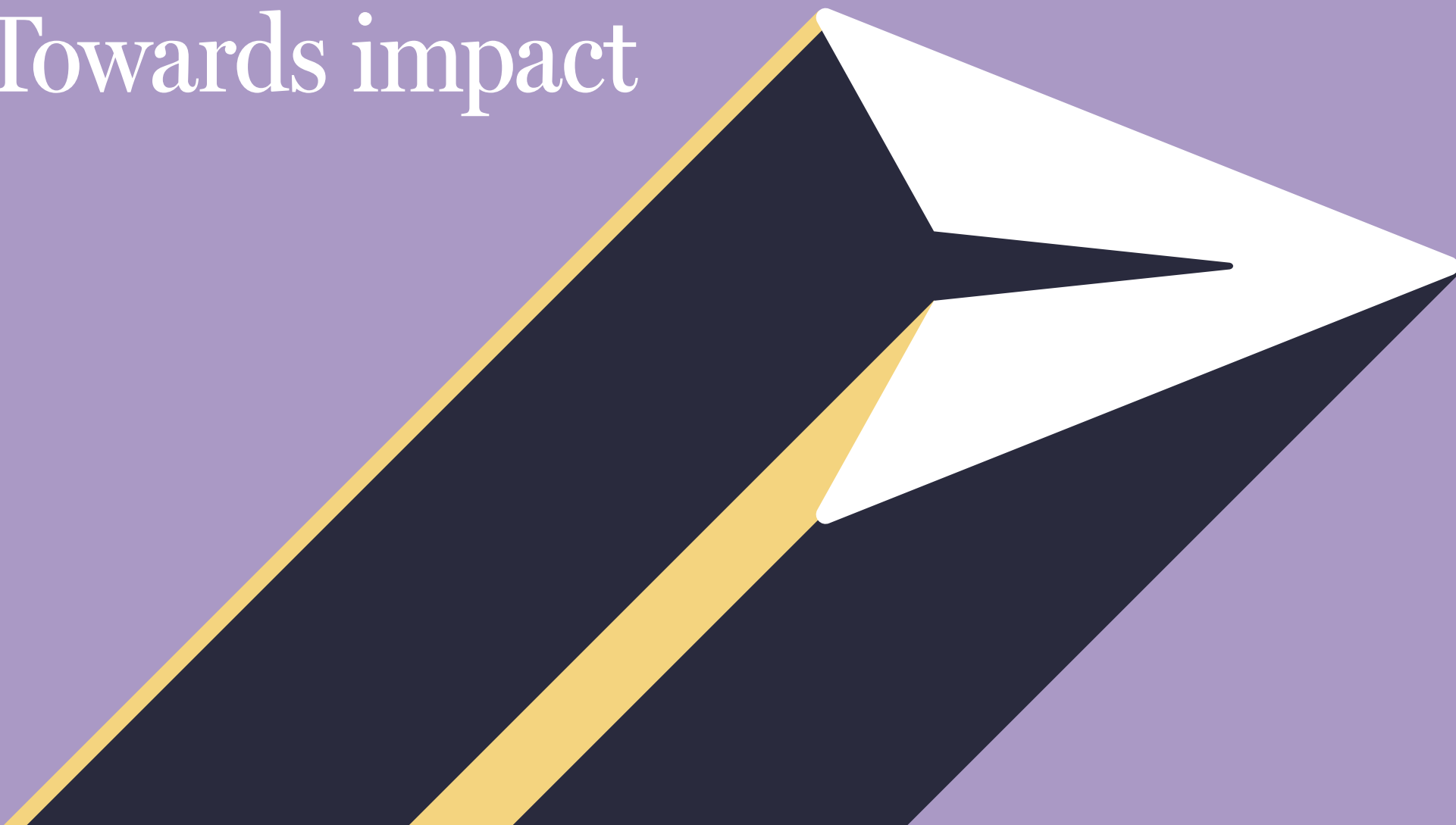
Supporting work in England, Scotland and Wales is a KPMG Foundation commitment.

We look at the indicators of ‘multiple deprivation’, in making choices about where to focus our support.

Some initiatives are ‘place based’ with potential to be adapted in other similar services, communities, localities, or regions.

Others aim for national significance and influencing policy and systems.

Towards impact



Our approach: By working with others, including KPMG, we aspire to achieve more together, than we can on our own



Catalyse:

Supporting younger people in their early stage, start up social ventures, is something the KPMG Foundation is proud of. Working with Project Change in Scotland and the Care Experienced Movement across England, an introduction to the **KPMG Social Mobility Network** may help catalyse new connections and opportunities



Amplify:

Building on the KPMG Foundation's support for research into better foster carer recruitment and retention, for a more diverse and stable workforce, the **KPMG Families Network** was proud to play their part in helping promote Fostering across the business. And in 2023, **KPMG became a Fostering Friendly Employer**



Connect:

The Foundation is helping connect some of KPMG's most experienced Partners, with some of the charities and social enterprises we support. We hope to foster new relationships and share skills and knowledge across sectors, through this group of **KPMG Foundation Advocates**



Interim outcomes: Charity Partners are more effective resilient and sustainable



Helping strengthen organisations so they can help more children and families is an important part of what we do. For example **Family Rights Group is one of the KPMG Foundation's most enduring relationships.** The charity has been pioneering in its work with children, young people and families involved with the children's social care system.

The pilot phase of Lifelong Links in 2016 was a 'start up' idea and the KPMG Foundation supported its development, helping to seed great things for the future. **Lifelong Links aims to ensure that a child in care has a positive support network around them during their time in care and into adulthood.**

The evidence from the pilot convinced the Department for Education Innovation Fund, to invest over £1m in a bigger programme across 12 local authorities in England.

Meanwhile the Foundation extended its support for Lifelong Links in Scotland, which also proved successful.

From 2020, FRG was using the evidence from the England evaluation to start to embed the Lifelong Links practice into Local Authorities – this came at a challenging time due to the pandemic. **A core 'transition' grant from the Foundation enabled FRG to build greater resilience and capacity,** and over the last few years has **secured more funding** for a range of its services. It is now looking to **extend the reach of Lifelong Links** across more local authorities and is also exploring its **potential impact with care leavers.**

74%

of children and young people remained in their foster care or children's home after Lifelong Links (compared with 41% of a comparator group)

- **Lifelong Links positively impacts the lives of children in care.** Over 80% of the objectives set by children and young people themselves were met
- **78% of children and young people felt an improved sense of identity.** It contributes to children and young people's sense of identity, helps their own narratives and agency, contributes to building safe connections, and restores damaged relationships
- 74% of children and young people remained in their foster care or children's home after Lifelong Links (compared with 41% of a comparator group)
- Most professionals involved in Lifelong Links were positive about its impact on their work
- For every £1 invested in Lifelong Links there was a saving of £1.02. Savings were predominantly attributable to improved placement stability
- **The primary outcome achieved by Lifelong Links was an increase and improvement in the number of sustainable and supportive relationships,** which is not directly monetisable, but is attributable to better longer-term outcomes, and reduced isolation and loneliness. This has real significance in developing strategies for care leavers.



Systems change: Helping strengthen or change systems, helps improve children's lives

Children, young people and their families are supported in ways that **take the long view**.

Children, young people and their families are supported in ways that are **more joined up**.

Children, young people and their families are supported in ways that are **better informed by lived experience**.



The KPMG Foundation funded the long term evaluation of a numeracy initiative in primary schools with children identified as struggling with maths – Numbers Count.

6359 children were enrolled in the study from 2010-12.

The University of Oxford has found that there is a **significant and sustained improvement in mathematics for children in the Numbers Count cohort**, compared with other children also identified as 'low attainers'.

This study is continuing to track their progress through to leaving school, and results will be ready in 2024/5.



Wild in Cornwall is the largest young parents' charity in the UK. It leads a **national alliance** to make things fairer and better for young parent families across the UK.



Thrive at Five is working with families in Stoke, across statutory, voluntary and community services to achieve Good Levels of Development for children at age 5. Surveys revealed that **over 50% of parents never or rarely meet up with other parents**. Helping to overcome isolation, **make new friends and networks of support**, is vital for their own as well as their children's mental health and wellbeing. **During 2023, 10 new parent, baby and toddler groups have been set up.**



Buttle UK is one of the few organisations working with young people experiencing estrangement from parents and carers, who lack the financial and social support that others can take for granted. The organisation brought together a **steering group of estranged young people who helped devise, interview, evaluate and report on the challenges facing their peers during the Covid crisis of 2020-21.**

The 'Surviving Estrangement' project enabled this 'invisible' group of young people to have a **voice in housing, mental health services, benefits and education.**



Children, young people and their families are supported in ways that are better informed by evidence.

Children thrive when they grow up in loving, stable and nurturing homes. The adults who care for them also need support, and the KPMG Foundation has developed strong relationships with organisations who understand and develop fostering and kinship care and also want to build a stronger evidence base for good practice.



Existing evidence shows that kinship care is more prevalent in Black, Asian and minority ethnic communities. Children from these backgrounds are more likely to be in informal kinship care, where entitlements to support are most limited. Yet there is a major gap in contemporary research in this area.

The Foundation is supporting new and urgent research on how best to support kinship carers from diverse backgrounds, who do so much to help children in their extended family networks, often preventing them entering the statutory social care system.

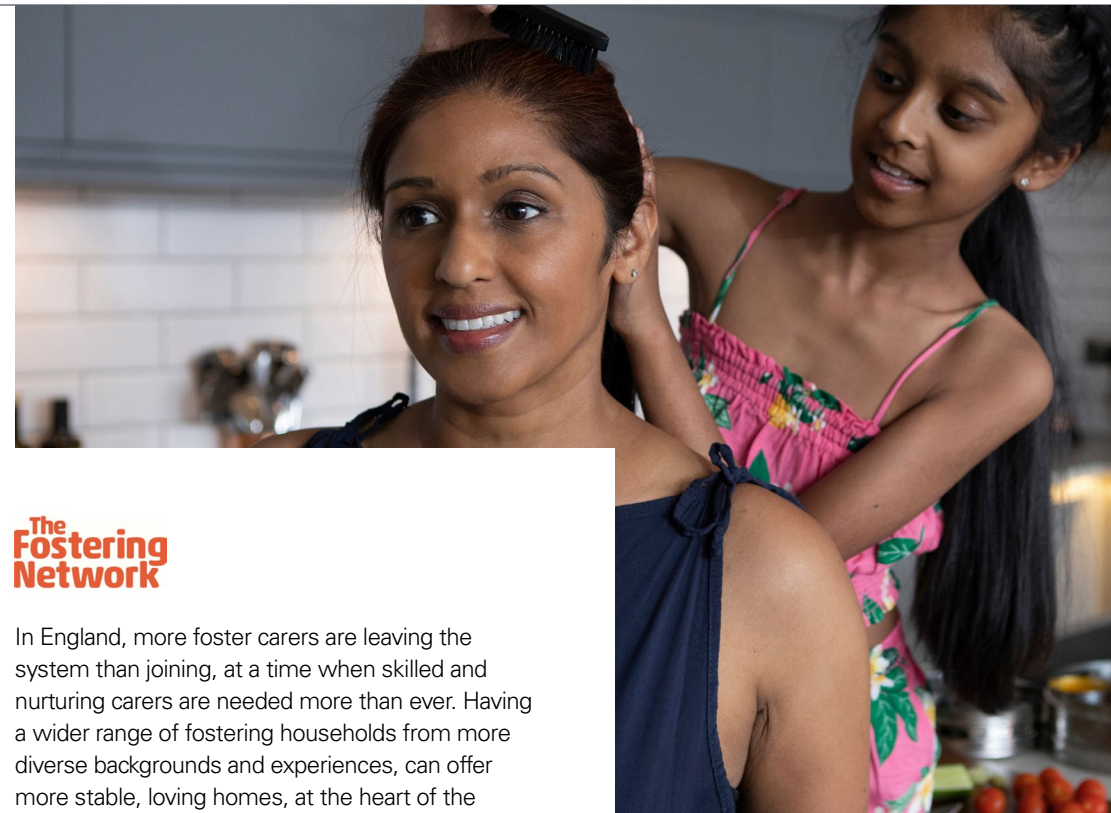
Children young people and their families are supported in ways that are better informed by evidence.



The Reflective Fostering Programme supports foster carers to provide the best possible care for the children they look after. It helps carers look after themselves and to build strong, supportive relationships with children, as well as with other foster carers, for peer support. This Randomised Controlled Trial has over 600 participants in 14 locations across the UK.

The Foundation is committed to helping build evidence from the initial successful pilot in Kent for improvements in:

- the foster carer/child relationship
- parenting skills
- the child's emotional regulation and carer mental wellbeing; and
- placement stability



In England, more foster carers are leaving the system than joining, at a time when skilled and nurturing carers are needed more than ever. Having a wider range of fostering households from more diverse backgrounds and experiences, can offer more stable, loving homes, at the heart of the Government's recent children's social care strategy.

The Foundation supported research in 2023, that provides insights into recruitment, retention and diversity in foster care, and makes recommendations for Government and fostering services.

- 71% of foster carer applications are withdrawn by the applicant
- 26% of new foster carers are in their 20's-30's (but account for only 10% overall)
- Foster carers who receive excellent/good practical and financial support are more likely to recommend and continue fostering – 'retention is how you recruit'



Common Outcomes



Thanks to Kindred Squared and For Baby's Sake

Creating long term sustainable change for children is an imperative. To achieve this, we support a variety of initiatives and consider the milestones along the way.

But there can be great **inconsistency** in how the experiences of children and families are described and measured. The difficulties that arise from using many different terms and definitions are highlighted frequently in reviews, reports, evaluations and conversations.



We often talk at cross-purposes and cannot compare our results, or share learning, in a meaningful way. Families become confused or 'disengaged' and everyone wastes time, effort and money.

These '**Common Outcomes for all Children**', have been developed by key stakeholders in the Early Years Funders Group.

At the KPMG Foundation, we are committed to **building consensus** around the outcomes and we have begun to reflect them through this report.

We believe funders have a key role to play in encouraging a culture change across the sector, to **ensure that what really matters to children and families is central to everyone's efforts**, and we hope that more will join in over time.

Case Studies



Safe



Preventing harmful sexual behaviour in schools

Aims:

- Make schools safer places for children
- Schools respond well when HSB occurs
- Evidence & insights to influence policy

Issues:

- Teachers are grappling with a toxic trio of consent, images and pornography
- Students are grappling with relationships and sex education – values, skills and conversations

Progress:

- Working with 30 schools of all types across the West Midlands; collaboration and evaluation
- Robust interim findings starting to influence policy makers and regulators at national level
- Resources and skills for schools, parents and carers well received



Safe



Sister System bridges the gap between care-affected girls and mainstream society, by working alongside them to ensure they have the same opportunities as everyone else – at home, school, work and within our communities

Progress:

- 80% of girls reported increased awareness of and ability to avoid abuse/violence, and the presence of positive role models



Happy

Progress:

- 91% of girls reported improved mental wellbeing, sense of belonging, pride and self-esteem

“
Sister System helps me because it makes me feel I’m in a safe space. I get to talk freely... and nobody will judge you.”



Happy

chancesFOR
CHILDREN
BUFILEuk

Issues:

- Estranged young people have lost the social, emotional and financial support of family and 'fall between cracks'
- Estrangement is caused by interconnected factors – isolation, family breakdown and trauma, domestic abuse and mental ill health
- It lacks definition and recognition

Progress:

- Despite considerable challenges, many estranged young people demonstrate talent resilience and strength
- A young people's led awareness campaign across the UK has led to increased support



Healthy

WILD
Young Parents' Project

Progress:

- 400+ face-to-face groups for young mums and their babies together
- 100+ group sessions for dads
- 500+ baby-focused activities – to enable and support parents to focus on their children, building language and relationship skills promoting attachment
- Piloting First Words project – reading with babies and toddlers



Learning

Progress:

- Increased awareness of estranged young people within the Department for Education and Further Education colleges. A potential move away from the negative language and stereotypes of 'sofa surfers'



Happy

Music, theatre, art and allotments are at the heart of the Wild Young Parents project. Using the Cornish coast and countryside as a free resource, and with online support, Wild helps young parents build a happy family life for them and their babies.



Learning

Why do children in care get markedly different educational outcomes depending on which local authority has responsibility for them?



This is a question we helped set out to answer, with partners from the Universities of Oxford and Exeter, along with the National Association of Virtual School Heads. It is an important issue of fairness and has implications for social policy.

The research findings clearly indicate that there are some success factors that need to be considered in developing the 'virtual schools' that oversee the education of children in care.

Ten principles of effectiveness are set out, with recommendations for the Department for Education, Ofsted, and Local Authorities. If implemented well, these could have a profound impact on the educational attainment of care experienced children .



University
of Exeter



National Association of Virtual School Heads

Research publication due by end 2023



Engaged

Seen Heard Believed in Middlesbrough works with families facing multiple challenges – poverty, mental ill health, substance dependence, abuse – who may resist social worker led interventions.

They helped **169 families and 311 young people** during an 18 month evaluation period, with a team of 10 Family Practitioners. Of the families supported by Seen Heard Believed, **93% remained engaged**, providing evidence to support their **holistic trauma informed approach**.

An Ofsted inspection recognised the contribution of joined up working, in preventing risks from escalating, and reducing the need for statutory child protection interventions: **‘this has been a really good example of when social workers and SHB practitioners have worked together to support a family and achieve the best outcomes for the children’**.

“

The KPMG Foundation does not fund widely so the fact they believed in us, is a bit of kudos and confidence, and that confidence grows to other places.”

Seen Heard Believed, Middlesbrough

The future



Looking to the future

Align activities with broader initiatives to radically improve children's social care, **seizing opportunities and adding value** where we can

2023/24 – work with others on areas of the Children's Social Care: Stable Homes, Built on Love strategy where we can add value and bring a different perspective

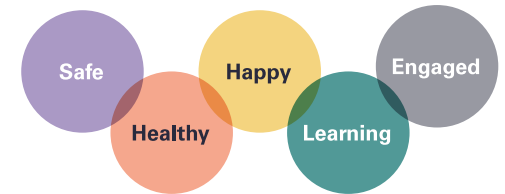
2024/25 – take stock of any shifts in policy. Continue to promote common approaches during transition

The organisations we support are more effective, resilient, and sustainable

Bring all our assets together to build stronger relationships with our charity partners, policy makers and change makers.

Take the long view for sustainable outcomes and impact

Be aware of the near horizon and ready for short term opportunities



Develop our impact framework and be a 'good funder'

Invest more in children's early years and earlier intervention. Enable the lived experience of children and families to take a central role in driving change

2023/24 – work with others across the children's sector on developing a Common Outcomes approach and build in the voices of children and families

2024/25 – continue to seek out great partners and ideas, with the greatest potential to create positive changes in children's lives through practice and influence

Children are safer, healthier, happier, learning and engaged

We are always interested to hear your feedback,
so please get in touch with any comments (compliments or complaints):
kpmgfoundation@kpmg.co.uk or directly to the CEO: judith.mcneill@kpmg.co.uk

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