

KPMG's Family for Literacy

We are committed to our communities.

Giving back to the communities in which we live and work is one of KPMG's core values. Throughout the world, KPMG partners and employees donate countless hours and resources to help better their communities.

As a firm, we've chosen to focus on youth and education, helping to ensure that all children have access to opportunities to acquire the skills they need to become successful adults. With that goal in mind, in 2007, we established KPMG's Family for Literacy. Intended to harness the energy and enthusiasm of our partners and employees; retirees, interns, and alumni; and their families and friends in the fight against illiteracy, KPMG's Family for Literacy collaborates with First Book, an award-winning, non-profit organization with nearly two decades of outstanding accomplishment in providing more than 75 million new books to low-income children.

In the years since its inception, KPMG's Family for Literacy has enabled our extended KPMG family to visit classrooms, read and distribute more than 1.5 million new books—in many cases, their first new book—to girls and boys in elementary, middle, and high schools, as well as literacy and reading programs across the country.

Through this program, we know we are putting books in the hands of children who need them most. We are also incredibly proud of the positive feedback we've received from our employees, partners, and their families, on the impact that their involvement in KPMG's Family for Literacy has had on them *personally*.

This brochure will provide you with more information on KPMG's Family for Literacy, the critical need to increase literacy levels in our country, and how you can join us in making a difference in your own community.

John Veihmeyer
Chairman & CEO

Henry Keizer
Deputy Chairman & COO

KPMG's Family for Literacy

KPMG's Family for Literacy is a unique program that draws on the depth of talent and commitment of the entire KPMG family to help eradicate illiteracy in our communities.

Get involved!

- **Encourage** your local schools, existing literacy programs, and other groups that serve low-income children to register with First Book so they can access new books.
- **Volunteer** for local reading and book distribution events.
- **Fund** tax-deductible book purchases, online by visiting KPMG's Family for Literacy Marketplace at www.firstbook.org/kpmgfamily.
- **Join** your local office's Family for Literacy steering committee to assist with fund-raising, host reading parties, or organize book distributions through First Book.

To learn more about KPMG's Family for Literacy, or to get involved, contact KPMG's National Community Involvement team at: us-familyforliteracy@kpmg.com.

You can also visit www.kpmgcampus.com/FFL. For more information about First Book, visit www.firstbook.org.

In 2007, Susan Flynn, spouse of then Chairman and CEO, Timothy P. Flynn, and Beth Veihmeyer, spouse of current Chairman and CEO, John B. Veihmeyer, co-founded KPMG's Family for Literacy program. Their vision was to combat childhood illiteracy, while at the same time creating a unique way for partners and employees and the extended KPMG family to participate in the firm's community service efforts. Together, they created the foundation for the program which to date has put more than 1.5 million books into the hands and hearts of children in need, opening their lives and minds to the power and magic of reading.

Cover Photo by Alan Kolc: KPMG Philadelphia Office Managing Partner Jerry Maginnis, and Audit Manager Sophia Smith, join youngsters at the Honickman Learning Center and Comcast Technology Labs for an afternoon of favorite stories.

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KPMG's Family for Literacy

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“Through the talent, energy and commitment of the KPMG family, we have been able to join the fight against childhood illiteracy. With every book we provide, we are making a significant impact on the lives of the children with whom we share our own love of reading.”

– Beth Veihmeyer, Co-founder,
KPMG’s Family for Literacy

The Issue

The majority of children from low-income families have no books in their homes or classrooms, and direct access is extremely limited. These children have far fewer literacy and language experiences at home and enter school at a disadvantage.

The Importance of Reading and Literacy

Literacy is the foundation of learning and has a profound effect on a child’s success in school and life. In early childhood, reading enhances cognitive development; improves writing, grammar, and spelling skills; and exposes children to a wide range of subjects.

Research has shown that the only behavioral measure that correlates significantly with reading scores is the number of books in the home. A child must have access to a variety of reading materials to grow and develop into a strong reader.

“Thanks to our partners, employees and their families, KPMG’s Family for Literacy is bringing the joy of reading to thousands of children in our communities, and with that, helping to establish the foundation for their future success.”

– Wendy Keizer, Co-leader,
KPMG’s Family For Literacy

The Implications

The United States faces the challenge of preparing students to meet workplace demands in an increasingly complex, technology-based global economy. Employers are reporting deficiencies in reading and writing, and other key skills necessary for successful job performance. The readiness of new workforce entrants needs improvement.

National Literacy Statistics:

- Nearly 42% of all U.S. children – more than 30 million children – are now growing up “poor” or “near poor.” *(U.S. Census)*
- A recent study found that on average, there is just one book for every 300 children in low-income neighborhoods compared with 13 books for every child in middle-income neighborhoods. *(Susan B. Neuman and David K. Dickinson, Handbook of Early Literacy Research)*
- By the time children from low-income families enter kindergarten, they are 12-14 months below national norms in language and pre-reading skills. *(Annie E. Casey Foundation)*
- By age 3, children from wealthier families have typically heard 30 million more words than children from low-income families. *(Annie E. Casey Foundation)*
- More than 80 percent of the pre-school and after-school programs serving low-income families have no books at all for the children they serve. *(Annie E. Casey Foundation)*



The Solution

Working with First Book, KPMG’s Family for Literacy provides children from low-income families with their own new books—and in many cases, their very first book.

Since its inception in 2007, KPMG’s Family for Literacy has established programs in many of our offices, and provided more than 1.5 million new books to low-income children in 90 communities across the country.

KPMG’s Family for Literacy harnesses the strength and commitment of KPMG’s partners and employees, and is open to their spouses, significant others, children, and other relatives, as well as KPMG alumni, retirees, and interns across the country.

The result is an extended family of volunteers working together to impact the education of these children from the very start, laying the foundation for their future success while helping to eradicate illiteracy in the United States.

“As one of our core values, giving back to our communities defines who we are as a firm. KPMG’s Family for Literacy exemplifies the commitment that our partners, employees, alumni, and their families share for impacting the lives of today’s children, while providing them with the skills they’ll need as members of tomorrow’s workforce.”

– Kathy Hopinkah Hannan, National Managing Partner,
Diversity and Corporate Responsibility