



What is project VIBE? VIBE - Volunteers Inspiring Black Entrepreneurs – is a programme in which KPMG Partners, Directors and senior managers volunteer at least 3 hours of their time to advise start-up black ethnic minority businesses. VIBE is an initiative sponsored by Bernard Brown, Partner and project managed by Janet Addams, Partner Secretary.

What will I have to do?

- Complete an application form (see entry requirements below)
- If selected to participate then you will need to sign a standard engagement letter and non disclosure agreement
- Attend a 3 hour coaching session at **5pm in Canary Wharf on 12 November 2009**
- Follow-up on any agreed action plan post coaching session

What is the participating business's commitment?

The most important ingredient of the adviser – client relationship is clear, open and regular communication. It is therefore important that businesses attend all agreed meetings and are proactive in maintaining communication with their KPMG advisers.

Why is KPMG involved in VIBE?

As a firm we have a long history of positive engagement with our local communities and creating value for our community is at the heart of our values. For example:

- During 2007-08 we made nearly 1400 donations totalling £1m
- In 2007 and 2008 KPMG in the UK has achieved top tier recognition – Platinum - for its ongoing commitment to responsible business practice by Business in the Community
- Everyone has 3.5 hours of firm time each month to volunteer
- We have donation budgets to support volunteering
- We run a Give As You Earn Scheme, with all donations made to our Staff Selected Charity, matched pound for pound up to the value of £100,000
- Each of our offices has a CSR forum which decides its local priorities within a clearly defined national framework

We believe that by positively engaging with our communities we increase the value we add to society while reducing our negative impacts. VIBE is one of ways in which we strive to do this.

What are the entry requirements for VIBE?

Applicants must

- be a small start-up black ethnic minority business based in London
- complete an application form in full - all information provided will be treated in strictest confidence and will only be viewed by KPMG employees directly involved in project VIBE
- demonstrate that they would benefit from coaching/advice from the volunteers and commit to follow any agreed action plan as a result of the coaching session
- not have participated in any other similar scheme run by KPMG or other financial organisations
- have been trading for less than 3 years
- have a complete business plan
- not be a KPMG employee or immediate family member of any KPMG employee

Selection is subject to panel review and the panel's decision is final.

How do the businesses apply?

Businesses can apply by completing an application form, then email or fax the completed form to Janet Addams at janet.addams@kpmg.co.uk or 0207 311 4077. The closing date for entries is close of business on 15 October 2009.

I have a question – who can I contact?

If this page has not answered your queries then please direct any further questions you may have to Janet Addams at janet.addams@kpmg.co.uk