

Connecting Investments in Early Childhood to Business Success

Randy Laszewski
Partner, KPMG



To Close the Skills Gap: Start Early



Foundation for future success is laid in the earliest years

36 weeks gestation

Newborn

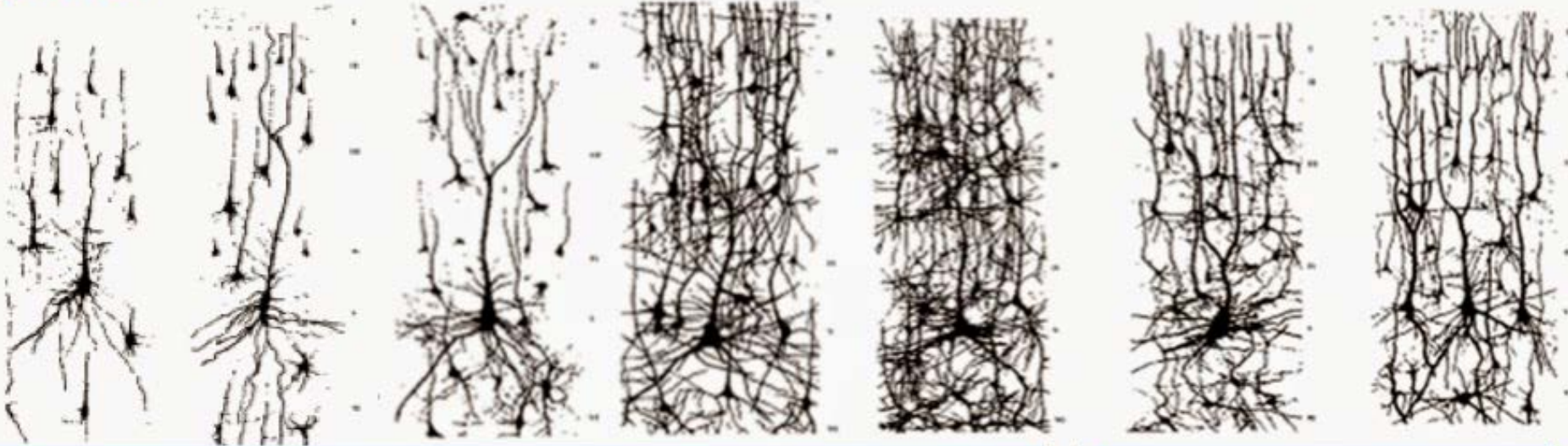
3 months

6 months

2 years

4 years

6 years



Synapse formation

Synapse pruning

Business leaders know that the path to productive adulthood starts early



90% of brain growth occurs by age 5. Learning gaps appear as early as **9 months** of age. Disadvantaged children can come to school **18 months behind**.



One study showed that if children start school ready to learn, they are **twice as likely** to read at grade level by age 8.



Another study showed that if children read at grade level by age 8, they are **4 times** more likely to graduate from high school.

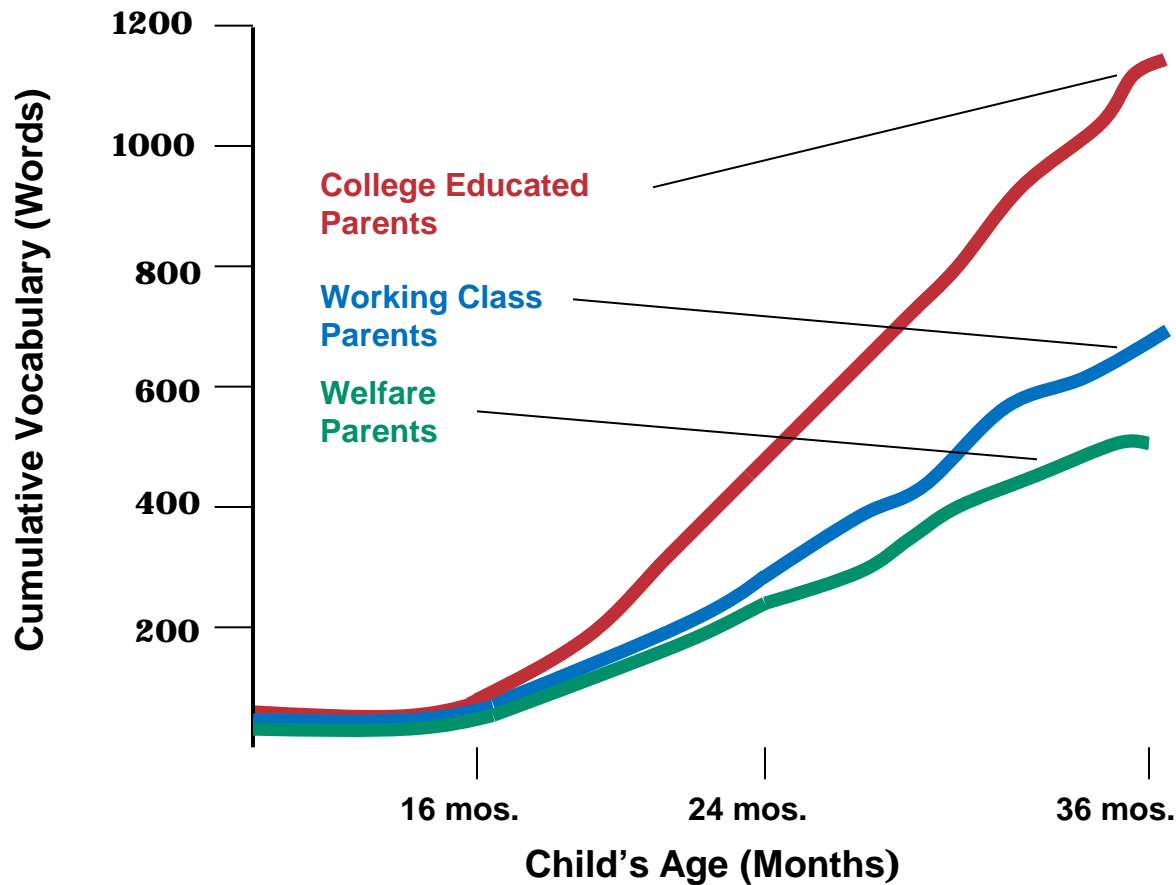


If children graduate from high school, on average they will earn \$500K more, live 9 years longer, and be 6 times less likely to be arrested.



Barriers to Educational Achievement Emerge at a Very Young Age

Children's Cumulative Vocabularies Differ By Household Experience



Source: Hart, B., & Risley, R. T. (1995). *Meaningful differences in the everyday experience of young American children*. Baltimore: Paul H. Brookes.

Graph Courtesy: Center on the Developing Child at Harvard University

What Business Leaders Can Do?

Business leaders can take a variety of actions to support early childhood education and care in their communities:

- Speak to **key audiences and utilize the media (print, digital)**
- Develop **formal positions** on the benefits of effective early childhood programs
- Support **policy change** at local, national, international levels
- Support their **own employees**, through family friendly policies, sharing information with employees
- Educate **customers**
- Contribute **time, resources, volunteers** to local organizations



How businesses can be supportive of Early Education

KPMG's Family For Literacy Initiative (KFFL)



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KPMG fast facts

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KPMG is one of the world's leading professional services firms and the fastest growing Big Four accounting firm in the United States.

About

KPMG fast facts

All About

- U.S. staff, including partners: 34,000+
- Worldwide staff, including partners: 189,000
- U.S. offices: 90 in all 50 states
- Worldwide offices: 700+ in 152 countries
- Annual revenue in the U.S.: \$8.6 billion for the fiscal year ending Sept. 30, 2016
- Worldwide annual revenue: \$25.42 billion for the fiscal year ending Sept. 30, 2016
- Market share: KPMG serves more than 82% of the FORTUNE Global 500 and more than 80% of the Forbes Global 1000

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Introduction of KFFL



KPMG's Family for Literacy Overview Video:

<https://www.youtube.com/watch?v=IFiTm8SeOwc&feature=youtu.be>



Elements of the KFFL Initiative

- Why did KPMG decide to invest in early learning?
- How did KPMG get the program off the ground? Who are your partners and how did the company develop that relationship?
- Are KPMG's investments in early learning a part of the culture at the company? How did KPMG integrate early learning into the culture of the company? Does KPMG have any advice for businesses looking to do something similar?
- Does KPMG think their investments in early learning have paid off? What are the successes of the program?
- Have these investments strengthened the KPMG brand or improved employee morale? Is it a selling point for prospective job candidates and is it used as a tool for team building?
- Has KPMG partnered with other businesses in this work? Has it inspired other businesses to become engaged in early learning? Is KPMG involved in any sort of business network on this topic?



Why did KPMG decide to invest in early learning?



- KPMG Core Value- “We are committed to our communities”
- Citizenship efforts centered on lifelong learning
- Literacy is at the foundation of learning
- Statistics on illiteracy is staggering
- Biggest barrier to reading is access to books
- KFFL mission is to eradicate childhood illiteracy by putting books in hands of children in need
- Cause aligns with business needs

Program Initiation, Partners and Relationships

The screenshot shows the KPMG Golf website's 'Blue for Books' program page. At the top, there are navigation links for 'Overview', 'Phil Mickelson', 'Stacy Lewis', 'Mariah Stackhouse', 'International', and 'Blue for Books'. The main content area includes a large hero image of Phil Mickelson and Stacy Lewis with children, a video player titled 'Making a Difference' with a 'Watch now' button, and a section titled 'The Story of Blue for Books' with a call to action to 'BUY PHIL'S BLUE HAT' and 'BUY Stacy's BLUE HAT'. Below this, there are several smaller tiles: one for 'What it Means to Give Back', one for 'Access to New Books for Children in Need' with a 'Learn' button, and another for 'Blue for Books' with a 'Phil's Blue Hat' button. The bottom left corner features a photo of children reading with the text 'KPMG's Family for Literacy'.

- Founded by KPMG leadership
- Includes partners, employees, interns, spouses, children, retirees, clients, alumni and brand ambassadors
- Collaborates with First Book
- Includes all US offices
- Expanded internationally through KPMG's global network
- Involves both philanthropy and volunteerism
- Activities driven through local office leadership
- Various national fundraising programs

Commitment to Early Learning is Embedded in our Culture



- Active participation and messaging from our leadership
- Participation through local office activities with national support
- Community involvement is part of annual goal setting of partners and employees
- KPMG provides each employee 12 hours of paid time off for volunteer activities
- KFFL activities are primarily employee lead and inclusive to everyone



Success of KFFL



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Insights Industries Services Events

Home > Media > Press Releases > 3 Mill. Books & Counting: KPMG Helps Close Literacy Gap

Three Million Books And Counting: KPMG Helps Close The Literacy Gap For Children In Low-Income Communities

Share

March 1, 2017

KPMG Continues Literacy-building Efforts with Read to Succeed Initiative That Will Get 150,000 New Books into the Hands of Children in Need across America

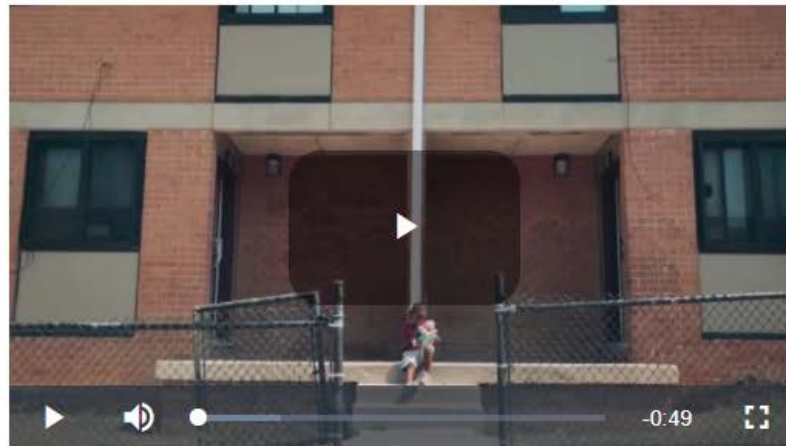
Related content



IFRS Perspectives (May edition)

May 2017 update on IFRS issues in the US

Read more



KFFL Read to Succeed initiative

KPMG's Family for Literacy program gets new books to children in need.

Connect with us

- Find office locations
- Email us
- Social media @ KPMG

Request for proposal

Submit

Print friendly version

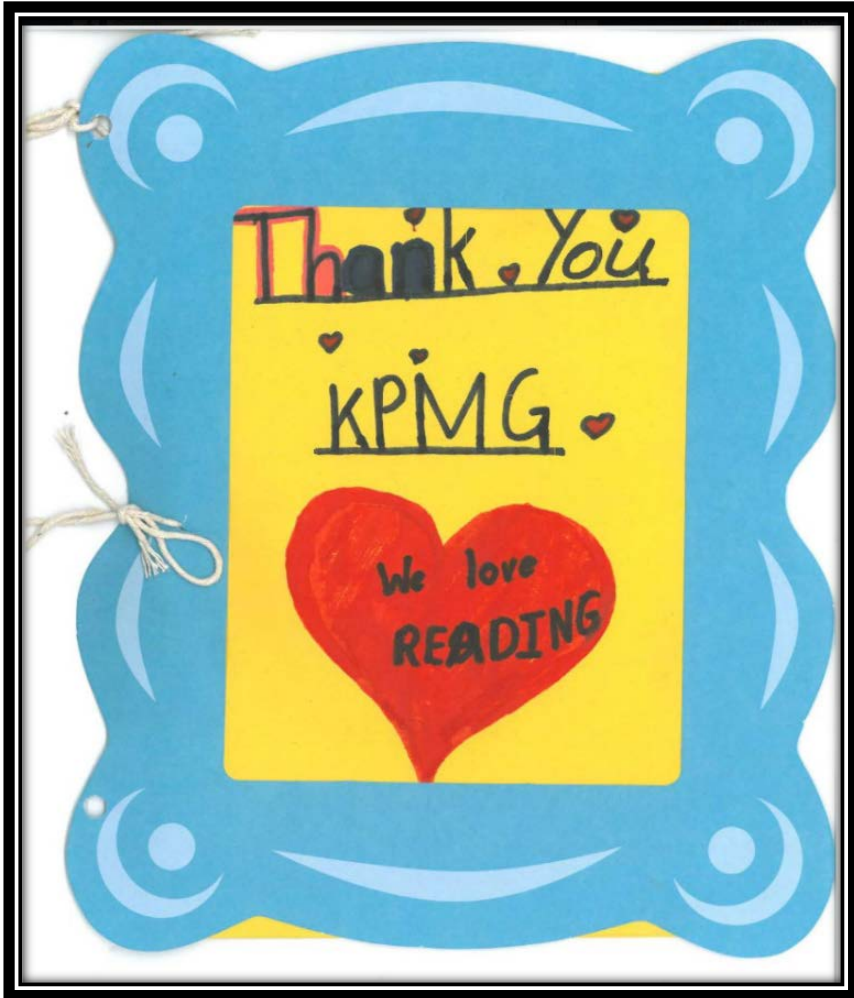
FEEDBACK

KFFL 3 millionth Book Video:

<https://www.youtube.com/watch?v=GmMN0hm4kzQ&feature=youtu.be>



Success of KFFL



- More than 3.5 million new books to children in need
- 100 US communities touched by KFFL
- Students with a “high interest” in reading nearly tripled after receiving new books
- 69% of program administrators found that the children’s desire to learn increased after receiving the books
- Over 70% of children reported an increase in home reading activities

The KPMG Brand and Employee Morale



- Most popular volunteer activity
- 83% found the experience “Highly Satisfying”
- Two-thirds of employees surveyed said it was a core component of job satisfaction
- In 2017 KPMG volunteers have raised over \$1 million to purchase books
- Launched *KPMG Interns for Literacy* (KIFL)
- Favorite activity for internal and external conferences



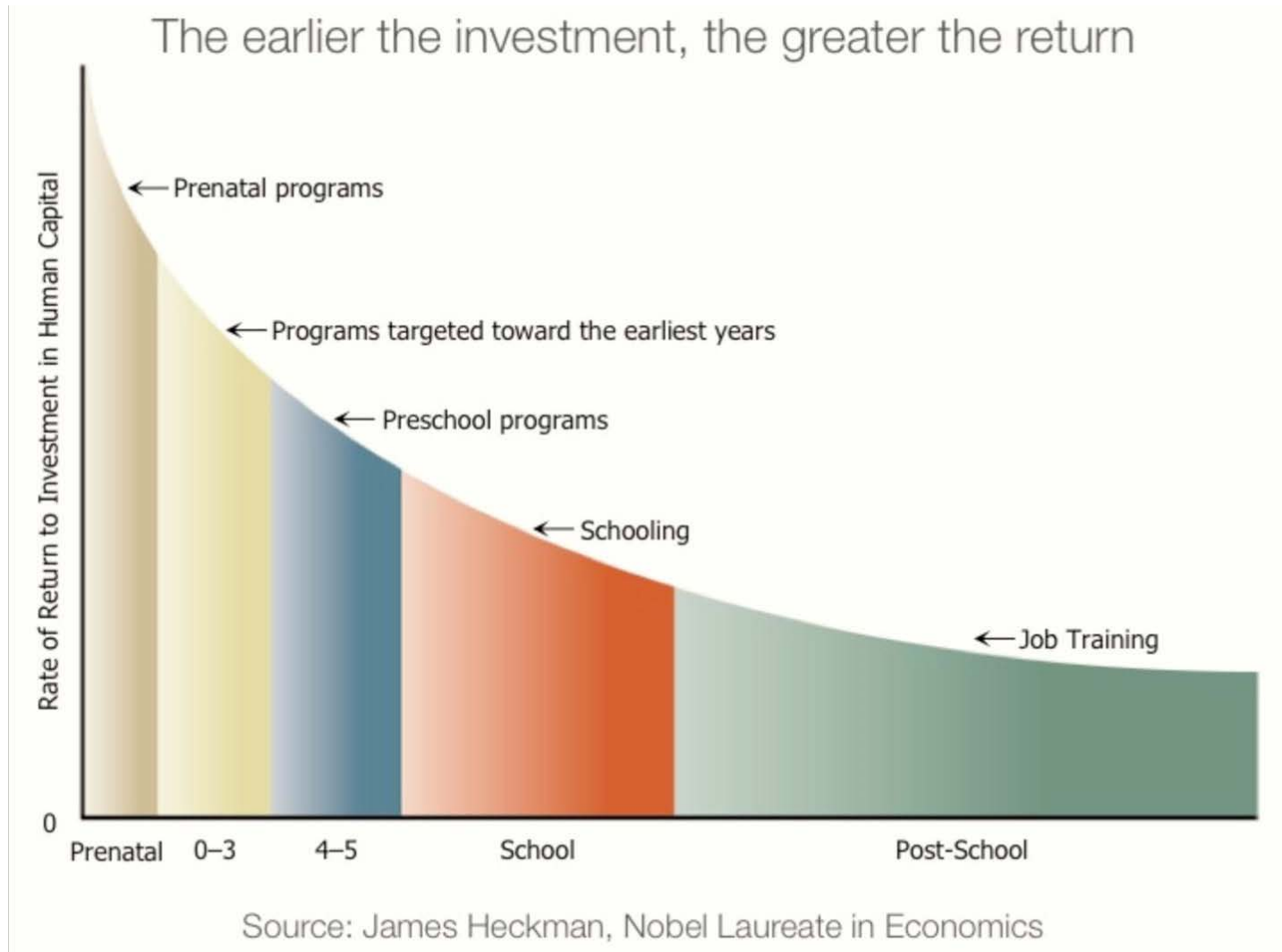
Business Partnerships



- Partner with both clients and prospective clients
- Indra Nooyi, Chairperson and CEO of PepsiCo joined KPMG leaders from New York City and Stamford for a book reading
- Aligns with corporate responsibility focus of many companies



Return on Investment for Investments in Human Capital



In Closing



“The more that you read, the more things you will know. The more that you learn, the more places you'll go.” -Dr. Seuss



Questions?

