

News

## KPMG's Education Continuum: Inspiring Students from Pre-School Through Post-Graduate

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At 28, Orlando senior Audit associate **Lauren Allanson** is a debt-free home and car owner actively saving for retirement.

Her Miami colleague **Daniel Zamora** is a first-generation college graduate, an accomplished Audit senior manager and a dedicated champion for young people.

The two are among the KPMG partners and employees *giving to* and *growing from* their involvement in the firm's Education Continuum, KPMG's [Corporate Citizenship](#) strategy to support learning throughout the school experience.

Established to help cultivate the diverse talent needed for tomorrow's workforce, the continuum begins at the pre-K and elementary school levels with a focus on literacy through KPMG's [Family for Literacy \(KFLL\)](#) program, expands to middle school [Junior Achievement \(JA\)](#) financial literacy programs, and continues in high school through support of the [National Academy Foundation \(NAF\)](#) career-themed schools. Our commitment even extends beyond college, helping diverse doctoral students through the [PhD Project](#).

### Clear Impact

"My exposure to professionals through a NAF Academy of Finance (AOF) high school gave me the knowledge, confidence, communication skills and sense of the professional environment that helped me become financially secure very early," states Allanson, who interned with



Some 'education continuum' students at our Orlando office

KPMG while attending an AOF. She now serves as KPMG NAF co-champion for the Orlando office.

Zamora, a champion and strong believer in mentoring at-risk youths, wishes he'd had a chance to benefit from NAF during his own high school years.

"As someone whose parents came from Cuba, I didn't have the guidance that a NAF program would have supplied. But I always knew that I wanted to go to college," says the seven-year KPMG veteran.

Now a powerful supporter of the firm's education continuum, Zamora is the office champion for both NAF and JA and serves on NAF's Southern Florida Advisory Board.

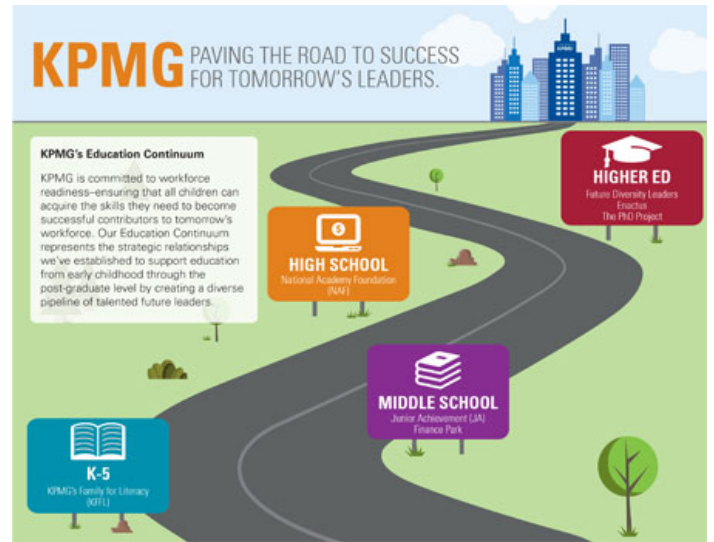
### Power of Learning

The shared goal of Continuum volunteers is to acquaint more colleagues around the country with the extraordinary power of these educational initiatives.

"The education continuum is a strategic effort by our firm to impact children at every stage of their academic careers," says **Kathy Hopinkah Hannan**, National Managing Partner for Diversity and Corporate Responsibility at KPMG. "We know these students have great potential and we are focused on helping them acquire the skills to become the diverse leaders of the future."

In 2014, more than a thousand professionals from 40+ KPMG offices volunteered with JA programs, 50+ KPMG professionals served on local JA boards, and the firm contributed more than \$550,000 through corporate philanthropy and fundraising events. KPMG's [most recent investment in JA](#), through funding from the KPMG Foundation, helped update the JA Finance Park financial literacy curriculum, taking the program from paper and pencil to digital.

### Real-world Knowledge



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New Orleans Tax manager **James Chassee** vividly recalls one particular lesson he learned through JA.

“An instructor walked in chewing gum, shirt untucked, tie loosened and nonchalantly fumbling through papers. We wondered, ‘Is this guy really a stockbroker?’ Then he walked out, changed his appearance, and reappeared looking sharp. ‘First impressions are everything,’ he told us. ‘Never forget that.’ I never did.”

The firm also supports NAF’s Academy of Finance, “schools within schools,” which offer rigorous, career-themed curricula in accounting and finance to predominantly under-represented high school students.

Through NAF, KPMG offers work-based learning opportunities, including paid internships for high school students.

“The internship process has a dramatic impact, greatly improving the way these young people conduct themselves” says Zamora, who includes mock job interviews, tailored feedback and professional counseling in his NAF internship preparedness workshops.

He is just one of the KPMG partners and employees eager to share the Continuum’s benefits with a wider population.

“My financial education gave me a foundation that helps in every path I take,” concludes Allanson, “and it had a powerful impact on my life”.



Junior Achievement USA chairman Cathy Brune (left) and JA USA President and CEO Jack Kosakowski (second from right) present KPMG Audit partner and JA of New York Board member **Joe Duggan** (second from left), and Advisory partner and KPMG JA Partner Sponsor **Emad Bibawi** (right) with The U.S. President’s Volunteer Service Award. The firm was honored for contributing more than 15,000 volunteer hours globally to JA in the 2013-2014 school year.



Approved By Kathy Hopinkah Hannan