



**Small Firm Winner**  
**KPM CPAs and Advisors**



Number of organizations impacted – 128

Total hours volunteered – 1970

### **The Problem**

KPM CPAs & Advisors (KPM) has always been a large part of the communities we serve; however, these endeavors needed to be structured into an organized program to better help categorize and maximize efforts in addition to publicize one of our greatest assets: our passion to serve others. If executed properly, this would provide a great opportunity, as it would be a differentiator in the firm's local community.

### **The Solution**

KPM Marketing Director Crystal Mapp developed a solution: KPM CARES (Community Action Requires Engaged Societies). A positioning statement for the KPM CARES program was formed: KPM is dedicated to the communities in which we live and work. We believe in building stronger communities through the commitment of time, resources, and expertise and understand you must lead by example to create engaged societies.

Three unique firm programs in addition to local United Way of the Ozarks (United Way) and Cents of Pride efforts make up this innovative community outreach solution. The firm's original programs were comprised of Casual for a Cause, Community Cash, and Membership Matters. However, in 2017 Causal for a Cause was changed to Clients with a Cause to reflect our firm's changing culture including a 'Dress for your Day' policy. This really showcased the firm's commitment to giving back to our non-profit clients in the community by keeping the program alive when there was no longer an incentive to give. In addition, an initiative to support a capital campaign for The Kitchen was added to help aid in the development of a homeless shelter and address red flag issues in our community.

- Clients with a Cause – fiscally supports the firm's non-profit clients and promotes awareness for their noble causes through various marketing efforts. Staff are encouraged to make a monthly donation to support local programs.

- Community Cash – encourages community involvement and gains firm recognition through sponsorships and events. Each staff member receives a financial allocation to initiate support of a community program of their choosing.
- Membership Matters – encourages professional development and community involvement. The firm supports staff (through paid volunteer time and payment of dues) in their pursuit of both community and professional memberships and board service.
- United Way – a firmwide initiative to encourage annual employee campaign contributions in addition to organize teams for their largest annual community initiative: Day of Caring. These efforts are publicized and allow for the firm's largest one-day volunteer event.
- Cents of Pride – KPM's 'adopted' Title I school in the Springfield Public Schools' program. Springfield Public Schools is the largest school system in the state resulting in a lot of need for local elementary students. Through the Cents of Pride program, students can earn 'cash' for things like good attendance and being on their best behavior, which they can then use to purchase items (clothing, coats, toys, games, hygiene items, food, etc.) at the in-school store. This also teaches these students financial literacy as they track their 'cash' and make purchases. Firm personnel staff the store during times of operation and help organize and secure all donations.
- The Kitchen – A significant investment in The Kitchen's capital campaign was made to help combat homelessness and raise awareness for red flag issues in our community.

To publicize these efforts, a distinctive marketing plan is in place. All permanent KPM employees have a KPM CARES t-shirt to wear when volunteering in the community or participating in a KPM-supported event where casual attire is encouraged. In addition, a marketing plan for each program includes:

- Social media blasts on all KPM accounts
- Images/videos on TVs in KPM lobby
- Blog postings and a dedicated community page on KPM website
- Press releases to local and national media outlets
- Community profile marketing sheet
- Slides at KPM All Firm Meeting
- Emails to KPM employees detailing supported organizations/opportunities
- Listings on KPM events calendar
- Annual KPM community investment report

Stats are recorded and updated monthly and include organizations supported, dollars donated, and volunteer hours. These are tracked to develop an annual community investment report and are updated monthly on the dedicated community page on the KPM website.

### **The Implementation**

2016 served as the firm's first full year of KPM CARES, and in 2017, the program continued to evolve based on community needs. KPM continues to market the program each month via the marketing plan previously listed. The dedicated website page for the program is included here: <http://www.kpmcpa.com/about-us/community-involvement/>.

## **2017 Results**

In 2017, the program resulted in \$195,400 donated financially, 128 organizations supported, and 1,970 volunteer hours. It also has resulted in significant goodwill with clients, increased publicity, and additional employee engagement. It also resulted in a 2016 'Outstanding Community Service' award from The Leading Edge Alliance – the firm's first international award.

## **The Future**

KPM is proud to give back to this community, which has done so much for us throughout our more than 50 years in business. We look forward to the continued opportunities KPM CARES will present for our firm, our non-profit clients, and the community. This firm has heart.