

Corporate Social Responsibility

2019 REPORT



Our Corporate Social Responsibility

At PKF, we pride ourselves in having a deep heritage of operating at the highest level of integrity. We have a strong commitment to responsible business practices and recognise the importance of balancing the interests of all our key stakeholders - our clients, staff and the communities in which we work.

Our CSR Policy

Accountability, we:

- Adopt business practices that are socially and environmentally responsible with the aim of making a positive difference to the individuals and communities around us.
- Invest in the well-being of the community we live and work in by initiating or supporting efforts in, environmental management and protection, upholding the standards and development of the profession, improving the lives of disadvantaged persons and community development.
- Encourage our staff, clients and associates to individually and collectively adopt and implement an active and positive attitude towards Corporate Social Responsibility.

Our CSR Policy revolves around four pillars:

The workplace	This involves all activities which uphold the wellbeing of employees within the workplace by incorporating work practices such as workforce diversity, work-life balance, health and safety, training etc.
The marketplace	We engage in fair, ethical and responsible business practices in the marketplace.
The community	We offer support for community initiatives and institutions involved in community work and communal concerns by providing either or both financial and non-financial assistance.
The environment	We advocate for good environmental practices and engaging in environmentally friendly practices at the firm, with clients, corporate partners and the general public.

Our CSR activities are primarily led by the staff through local office CSR Committees with all planned activities reviewed and sponsored by Foundation.

PKF Foundation

PKF Foundation was established to fund all CSR activities implemented by PKF in Eastern Africa and a Corporate Social Responsibility (CSR) committee having representatives from all offices that have: -

- Established a collective CSR commitment
- Identified areas of focus that will create sustainable development impacts, foster improved communication with stakeholders and ensure sustainability of the business as a whole.

Our presence in the community around us

At PKF, we have long recognised that local businesses and local communities are inextricably linked. The firm plays an active role in contributing to society through both financial support and through enabling our people to take part in activities organised by the firm as well as supporting them in their own initiatives.

We encourage all of our people to take part in charitable and voluntary activities as we recognise that this strengthens our bond with the communities in which we work. PKF's work in the community is supported by our CSR Policy. We strive to be a leader in corporate social accountability

Our 2019 CSR activities guided by our four pillars are highlighted below

Workplace activities

Workplace activities focus on upholding the wellbeing of employees within the workplace, and the promotion of conducive culture. The activities carried out in 2019 include:

PKF bowling day

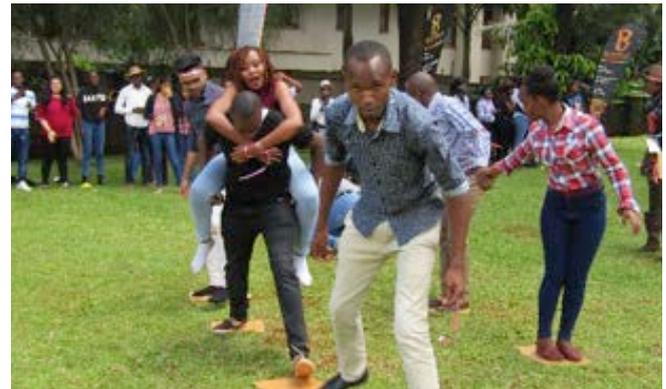
Teamwork is an entrenched value amongst all PKF member firms which enable us to work seamlessly and enhance client relationships. This year, all PKF Nairobi office staff downed their tools and picked some pins for the PKF bowling day. In teams of 8, staff demonstrated and enhanced their ability to work together and also build interpersonal relationships.



PKF staff at the village market bowling alley

Christmas party

Our Christmas party this year was full of fun activities that were meant to enhance physical activity and also test one of our core values 'teamwork'.



Team building activities during the Nairobi office Christmas party



Team Pink deliberating on their winning strategy

It was also an incredible time to appreciate and award members of staff who have served the firm for 20 or more years.



Grace Wamaitha has served the firm for 39 years

PKF medical camp day

At PKF, we have embedded the health and well-being of our employees to our business strategy. Our people are the greatest asset that we have and we recognize that a healthy, happy and committed workforce is vital to the firm's success. The firm brought in experts from Metropolis Healthcare Limited and Faraja Cancer Support Trust. The teams focused on mental health and healthy living habits. Staff also benefited from free general medical check-up.



PKF staff during the 2019 Health Camp Day

PKF Tanzania christmas party

In Tanzania, staff celebrated Christmas and New year's with a dinner at Chef kile's. There was also the introduction of new staff and speech from our Managing Partner Mr. Mustansir Gulamhussein.



PKF Tanzania team during the christmas dinners

The Tanzania team had an exciting opportunity to hobnob with some of the nature's best habitats at the Saadani National Park. Nature contributes to physical wellbeing, reduced blood pressure, heart rate, muscle tension, and the production of stress hormones.



Friday morning talk

To enhance teamwork and service delivery, PKF Tanzania has designated every Friday for 'morning talk' programs. The morning talk facilitates team building and soft skills training, as well as stay up to date with our core values.



Dar es Salaam team during a Friday Talk

Marketplace activities

This involves engaging in fair, ethical and responsible business practices in the marketplace by observing laws and statutory requirements, encouraging sustainable business practices, refraining from corruption amongst other professional practices.

The business environment is evolving fast and we have made it our responsibility to equip business communities with timely advice that enables them to strategically enjoy the available opportunities and also mitigate foreseeable risks.

We did this by:

Providing information to our clients and the general public through seminars and playing the role of judging process partners in several awards.

Regional budget seminars

Our member firms held budget review seminars for clients and the business community at large throughout the Eastern Africa region.

The PKF annual budget seminars inform attendees of the proposed changes in the Eastern Africa region and the resultant business implications.

Also prior to the budget seminar, Nairobi office held a CEOs' pre-budget briefing where we shared our expectations of the budget and we also sought comments with a view to presenting the same to The National Treasury.



2019 budget seminar at the Oshwal Community Center



Tanzania Tax and IFRS 16 seminar which took place on 23 August 2019 at New Africa Hotel Dar es Salaam



The Tax, Audit, and Legal Training for Greece Investors meeting.

Capital Raising Seminar

The seminar was hosted by I&M Burbidge Capital and ISBI (Institute for Small Business Initiatives) at Strathmore Business School. Key to the capital raising process are legal and tax considerations. The tax considerations session was presented by PKF partners, where Michael Mburugu and Darshan Shah explored the fiscal aspects of structuring a deal including discussions on emerging trends in taxation and the key strategies that can be used to capitalize on tax efficiency.



Darshan Shah presenting during the Capital Raising Seminar

French Chamber and China Desk tax training breakfast sessions

Our teams shared our global expertise during the French Chamber of Commerce and the Standard Chartered Bank China Desk breakfast sessions. The breakfast sessions focus areas were, general tax compliance, dispute resolution, available tax incentives, and the recent tax developments.



The French Chambers breakfast session



China Desk breakfast session

NGO seminar

Every year, PKF hosts a seminar for NGOs aiming at helping NGOs strategise for sustainability at time when donor funding is drastically reducing. Our 2019 guest speakers were Mark Andrew Maessick, the Mission Director of USAID Kenya and East Africa, Esther Mutuma Managing Director of Komaza Forestry Limited and William Makatiani, CEO Serianu Limited.

The speakers encouraged NGOs to focus on self-sustainability and remain persistent on social impact to the society. Nahshon Mathenge, tax manager at PKF urged the NGOs to ensure compliance with tax laws which would always be a leverage to use in seeking exemptions.



2019 NGO seminar

PKF was the judging process partner in the 2019 the following Think Business Awards

Think Business banking awards

Our role entailed overseeing and auditing the entire process including the selection of judges. The awards, dubbed “The role of banks in upscaling SME’s” was to recognise banking institutions that demonstrated financial stability and growth, those that have embraced corporate governance best practices, products and systems innovation, customer service as well as engaging in sustainable social projects.



PKF partner Asif Chaudhry (middle) presents a certificate to Sidian Bank members

Think Business insurance awards

The awards 'rethinking insurance for sustainability' was to recognise and celebrate, companies that embrace innovation in product development and distribution, enhanced risk management practices, invest in the profession, adoption of good corporate governance practices, as well as engaging in sustainable social corporate projects.



Partner Salim Alibhai presents an award to CIC Insurance

Fire Awards

Our partner Gurmit Santokh was the chief judge at the Rwanda Fire Awards and in Kenya, we sponsored the 2019 Fire Awards whose aim was to enhance corporate value through excellence in financial reporting for cross-border trade and investment facilitation in East Africa and beyond.



The community pillar

This is implemented through support of community initiatives and supporting institutions involved in community and charity concerns. This support is both financial and non-financial. In 2019, PKF played its role in the community in the following ways:

The firm donated towards a fund raiser launched by Ketto in an effort to help two-year-old Safa who was battling Alagille Syndrome along with pulmonary artery stenosis. Baby Safa was to undergo a minor heart procedure to dilate the pulmonary artery followed by a liver transplant for her failing liver.

Jim McFie Education Fund donation

The Jim McFie Education Fund finances accounting and business education for qualifying beneficiaries and mentors them to catalyze wealth creation and inspire social transformation. PKF renewed its commitment to invest in the profession by supporting the Jim McFie Education Fund in 2017 for five years.



CEO Alpesh Vadher (left) and partner Patrick Kuria present the PKF 2019 contribution to Jim McFie (middle)

Zamuka Fund Contribution

Zamuka Fund was initiated by Kibogora Polytechnic (KP) to support poor but talented students to take undergraduate education. As pledged during the 7th Institute of Certified Public Accountants of Rwanda (ICPAR) conference, PKF Rwanda presented the contribution to iCPAR in October 2019.

As guided by the mantra “Charity begins at home” PKF in Rwanda has over the years supported the tea ladies working within the firm by contributing towards the education of their children. The beneficiary of this support in 2019 were Faith Mutesi and Mediatrice Nderirimana whose children’s education were supported by contributions from PKF Foundation.



Faith Mutesi a staff of PKF Rwanda receives a cheque contribution from Gurmit Santokh, in support of her children’s education

Faraja Cancer Support Trust

Faraja Cancer Support Trust provides emotional, practical and healing support to anyone affected by cancer. The Trust offers cancer patients and their carers information, advice, counselling and complementary therapies in order to make their cancer journey a little more manageable. We recognise this effort and the firm made a contribution to support this initiative.



PKF Partners Ritesh Mirchandani (second left), Patrick Kuria (far right) and HR Manager Lydiah Macharia presenting a cheque to Cindy Ogara.



Training session during the health camp

My little big thing

MK-Africa’s #MyLittleBigThing Challenge is an annual innovation challenge centered on the Sustainable Development Goals (SDGs) where it invites undergraduate university students from across the country to submit innovation ideas. The ideas should be scalable and commercially viable covering one or more of the 17 (SDGs).

In 2019, there were 81 entries where 29 were selected to go through the judging criteria which saw 10 participants selected. PKF provided training facilities for the 29 participants and together with Tangaza college provided training on sustainable development goals, business skills introduction and business model canvas, and refining pitch presentation. PKF also audited online platform entries, tallied and tabulated the

total fan poll for ten finalists. The firm’s role was to provide oversight to the judging process to protect the integrity of the outcome by ensuring that transparency, objectivity and consistency is maintained through the judging process.



PKF partner Patrick Kuria with MK Africa CEO Muthoni Kanyana during MLBT MOU signing

Uganda Rotary Cancer Run

The firm sponsored 40 staff to take part in this noble cause, where Rotary was collecting funds to build a fully furnished hospital in Amolatar District in Northern Uganda. This district was ravaged by the war in the mid-nineties and this project is one of the many geared towards improving the lives of the survivors.



Kampala Office staff during the Rotary Cancer Run

Measles and Rubella Campaign Tanzania

PKF Tanzania collaborated with the government to campaign for a free Measles and Rubella vaccination in Kigamboni district which took place on 11 October and covered 33,000 people.



Abbas Medical Clinic Mega Health Camp

PKF Tanzania sponsored a Mega health camp at Abbas Medical Clinic Dar es salaam on November 14, 2019. The one-day camp was a major success and offered to over 1,000 patients free tests and medication. The services were rendered by medical doctors from various hospitals.



Shree Sthanakvasi Jain Sangh Temple walk sponsorship

The firm made a contribution to support the construction of the Shree Sthanakvasi Jain Sangh Temple in Loresho.

Uganda Heart Surgery programme

PKF Uganda makes an annual contribution to the Indian Association in support of their programme sponsoring heart patients, especially children for surgery in India.

Golf sponsorships

ICPAK golf sponsorship

ICPAK runs an annual golf tournament whose initiative is to raise funds for Accounting and Finance Scholarship. The scholarship supports bright and disadvantaged students to pursue university education in Finance and Accounting courses. Currently, the scholarship is supporting eight beneficiaries and targets another six in 2019.

Kenya Ladies Golf Union

The KLGU aims to develop and promote to the highest possible standards, the collective interests of ladies' golf at all levels. PKF is very proud to be associated with KLGU and the firm was the main sponsor of the 2019 KLGU tournament which took place at the Limuru Golf Club



PKF team presents a trophy to the KLGU Chairperson, Sarah Hoare

Gym Khana Golf Tournament

PKF Tanzania sponsored a diabetes fundraising Golf tournament in conjunction with Lions Club of DSM Host.



Environmental

Our environmental policy

We take seriously the impact of our business activities on the environment. We believe care for the environment is an important part of the way in which we do business. It is our policy to ensure that both our people and our suppliers operate in an environmentally conscious manner.

Environmental awareness

This involves display of our environmental policy on our website and all our electronic communication.

Compliance with the law

All the buildings we have constructed to be our offices are in full compliance with the environmental regulations.

Trees for life initiative

The firm has embarked on an ambitious commitment to galvanise a countrywide tree planting through Trees for Life initiative. The campaign is geared towards not only creating and enhancing environmental awareness but to also have all Kenyans, young and old, recognise their personal responsibility for the protection and rehabilitation of the environment and motivate each individual to be a part of achieving the 10% target forest cover by the year 2022 and 15% by 2030. We will do this by propagating a call to action to all Kenyans to actively contribute through funding or participating in tree planting exercises.

In 2019, the firm planted 11,666 seedlings in different parts of the region, and donated 16,000 seedlings towards the Maasai Mau and Kereita forest reforestation initiatives. During the month of November PKF members of staff and their families participated in tree planting exercises in various forest as indicated below.



PKF in Eastern Africa 2019 tree planting initiatives		
Office	Forest	Number of seedlings planted
Nairobi	Kieni	4,000
Nakuru	Likia Forest	1,333
Kisumu	Konguta forest	1,333
Mombasa	Arabuko-Sokoke	2,000
Uganda	Bubuule	3,000
The Forest Challenge contribution		1,000
Seedlings donation to Maasai Mau reforestation		15,000
Total number of trees planted and seedlings donated		27,666

Framework for collaboration with Kenya Forest Services (KFS)

PKF and KFS held discussions on how the two institutions will work together to make the Trees for Life initiative come to fruition. It was resolved that KFS will provide technical expertise in forestry activities and logistical support while PKF offer support through funding, creating awareness about individual responsibility in environment conservation.



KFS delegation with PKF team during the trees for life initiative deliberations

Tree planting exercise in Uganda

PKF Uganda partnered with like-minded institutions; the Rotary Club of Kampala South and the Catholic Brothers of Christian Instruction, to embark in tree planting exercises since November 2017.

In November 2019, staff members from PKF Uganda together with the community devoted their time to planting 3,000 seedlings in Bubuule Hill in Mpambire, a piece of land owned by the Catholic Brothers of Christian Instruction. To ensure sustainability and continuation of the reforestation efforts, members of this community were sensitized on the benefits of afforestation and reforestation.



Uganda office staff planting trees at Bubuule Hill in Mpambire

The forest challenge

The East African Wild Life Society (EAWLS) in partnership with Kijabe Environment Volunteers (KENVO) and Kenya Forest Service (KFS) organises an annual event dubbed “The Forest Challenge”. The event gives participants an opportunity to interact with nature by taking part in competitive yet fun activities in Kereita-Aberdare Forest. The key objective of The Forest Challenge is to raise funds for the rehabilitation and restoration of key water catchment forests in Kenya. PKF sponsored 1,000 seedlings during the 2019 Forest Challenge, and several members of staff participated in the challenge.



right people
right size
right solutions

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