

SNAPSHOT OF COMMUNITY INITIATIVES

2020/21



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At Moore Kingston Smith, we have always been involved with the communities and people we work with. In light of the extraordinary times everyone has been living through due to Coronavirus, we would like to share some uplifting stories about how our people have been volunteering in their local community.

We also announce our exciting new charity venture, which sees the launch of our own charitable foundation, the Moore Kingston Smith Community Foundation.

GIVING A HELPING HAND IN DIFFICULT TIMES

In the face of the global pandemic, our people have rallied on so many levels. Everyone has had difficult days, some have lost loved ones, and yet many have chosen to spend their own time giving back to local communities and others. Some have been volunteering for causes close to them for years and continue to do so.

Whatever activity our people are involved in, their efforts have created positive social value in the lives of many. This snapshot features just some of the heart-warming stories from ordinary Moore Kingston Smith people along with the actual outcomes that they have realised for others.



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SUPPORTING BLACK WOMEN IN THEIR WORKING LIFE EXPERIENCES

Dionne Amoo, Business Development Manager, is a volunteer for **Counter-Col Network (CCN)** - a network that is dedicated to supporting black women in their working life experiences. As well as offering pragmatic support, such as affordable sources of coaching, counselling and legal services, CCN is a place for black women to feel solidarity and draw confidence from being around others with shared experience and understanding.

While volunteering with CCN, Dionne has been using her skills to build the CCN website, contribute to their future strategy and develop CCN communications to be concise, clear and welcoming for anyone who lands on their website.

OUTCOMES FOR DIONNE

For Dionne as well, volunteering with CCN has been a transformative experience: "The whole experience has come from a negative and trying to turn it into a positive. Through CCN, I have realised that what I've been through is the result of a system, and I've been able to give myself a bit of a break. I've started to feel more empowered and confident about myself and my own experiences."



Increased feelings of solidarity and common ground with others due to having increased understanding of impact of systemic inequalities on self and others



increased feeling of liberation

In the future, Dionne will continue to be committed to CCN and their mission to make a better world, especially through support with their communications, strategy and events.

OUTCOMES FOR CCN

CCN's outcomes are generally based on the three elements of its mission: to create the space for black women to restore, be empowered and achieve:



Members see a different perspective and have increased understanding of their own experiences as a result of finding practical and accessible help and a safe space to talk



Increased feelings of empowerment



Increased ability to cope and increased wellbeing



Members find relatable stories and examples of others who have overcome adversity and found success



Increased inspiration and aspiration to succeed



Members find more success in professional lives

NHS RESPONDER SUPPORTING THOSE SHIELDING

Phil Healey is the firm's Facilities Operations Manager. During the pandemic, he and his wife signed up to be NHS responders. The role requires them to help local community members who are shielding.

On several occasions, he has picked up items for callers, such as groceries and medicines. The callers have all been local and, on dropping off the items, Phil will often stop and have a chat with the person.

The service has been crucial for people who are vulnerable and at risk of getting very ill if they contract Coronavirus. As a result, it has had a considerable effect on reducing people's anxiety levels, as they haven't had to worry about leaving their home to pick up essential items. The contact with the responder also provides some company and an opportunity to get to know familiar faces in the community – an outcome particularly important for those who live on their own and have been isolated and lonely. Phil reflected that these little conversations have helped to bring about a sense of community by connecting local people and neighbours who perhaps have never had an excuse or the opportunity to become acquainted before.

The service has had further positive effects on Phil as a responder. He appreciates the gratitude expressed by the callers and said that seeing how others in his own community are struggling has made him reflect on how lucky he and his family are. It has brought about a fresh perspective and gratitude for his own life. Phil has thoroughly enjoyed being an NHS responder and hopes to continue helping his community in the future.

OUTCOMES FOR PHIL



Increased feelings of being a part of the community because responder gets to meet and chat with others in the community



Increased feelings of gratitude due to increased perspective on own life and how lucky one is

OUTCOMES FOR THOSE SHIELDING



Reduced anxiety at not having to leave home and potentially be exposed to Coronavirus




Increased feelings of reward because responder feels appreciated by caller



Reduced loneliness and isolation because caller and responder have a chat for a few minutes when items are dropped off



Increased feelings of being a part of the community



“It gives you some perspective on how lucky you are. We have taken stock of what is important. You meet others in the community – there is a sense of bringing the community together”

Phil Healey

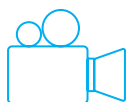
RUNNING A VIRTUAL FILM FESTIVAL FOR INCLUSIVE COMMUNITY COMPANY FREEWHEELERS

Ruth Parkinson, Marketing and Business Development Executive, provided voluntary project management, social media and marketing skills to run the Freedom Film Festival virtually.

Taking place in July and run by the charity Freewheelers Theatre and Media Company, the film festival featured 23 films in total. All of the films were written and produced by Freewheeler members, a talented and inclusive group of all abilities, and showcased a wide range of genres, including comedy, dance, documentaries and drama. Each night also featured a Q&A panel where audience members and performers could discuss some of the themes raised in the films.

The festival was a huge success, with over 2,000 viewers joining online from across the world, from Switzerland to Australia. Some audience members were friends and family of the participants, and really appreciated being able to spend time with their loved ones in this way.

OUTCOMES FOR MEMBERS AND VIEWERS



Film festival provided opportunity for distraction and creativity for people with disabilities having to shield and feeling confined indoors



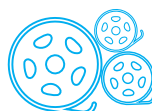
Reduced feelings of stress and anxiety about pandemic



Festival covered topics that are not often spoken about



Increased pride at having one's voice heard



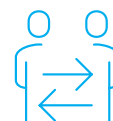
Access to range of films



Increased access to different perspectives on the world and experiences of others



Ability to see friends and family members participating in the film festival



Increased sense of connection with others

TRAINING MENTORS TO SUPPORT MENTEES WITH VITAL LIFE SKILLS

Nick Winters, Partner, volunteers as a mentor and mentor trainer. He has many years' experience of developing mentoring skills and has a role in training other mentors.

Nick tends to have long-term mentees who focus on developing their skills. Other work concentrates on solving a shorter-term problem, such as a change of career or dealing with a particular problem.

OUTCOMES FOR MENTEES



Improved confidence for those mentored



Improved confidence and effectiveness at work



Improved image and presentation



Developing more effective interview skills



improved career fit and employability

OUTCOMES FOR NICK



Increased feelings of achievement and reward through helping mentees



Increased satisfaction of being able to give something back, having been mentored himself



Increased enjoyment through helping individuals and families, and sharing experiences



OTHER EXAMPLES OF OUR PEOPLE VOLUNTEERING IN THE WIDER COMMUNITY INCLUDE:

- Coronavirus vaccinator, St John's Ambulance
- Committee member, Art for Cure
- School governor
- Helpline volunteer, Tax Aid
- Admin officer, Sea Cadets
- Trustee and treasurer positions at wide range of charities
- Blood donor
- Animal carer, Animal Sanctuary
- Delivery volunteer, Local Food Bank
- Run director, Local Parkrun
- Trustee, My Society
- Trustee, Restart Project
- Detachment commander, Army Cadet Force
- Coronavirus crisis team member, GP practice
- Committee member, Arsenal Independent Supporters' Association
- Treasurer, Nip in the Bud



LAUNCHING THE MOORE KINGSTON SMITH COMMUNITY FOUNDATION

With charity fundraising and giving now firmly part of our active community commitment, Moore Kingston Smith is excited to put its charity offering on a more structured footing.

The Moore Kingston Smith Community Foundation, launched in May 2021, operates as a separate legal charitable incorporated organisation in its own right. This vehicle enables better transparency and governance of the firm's charitable fundraising and giving.

The foundation claims Gift Aid on all personal funds raised and collected. In addition, staff sponsorship monies raised are match funded by the foundation.



LAUNCHED

May 2021

"I am incredibly proud of how many of our people have risen to the challenge presented by the global pandemic. They have undertaken all manner of activities that are having a lasting positive impact on their local communities. And this is alongside all the normal volunteering that Moore Kingston Smith people do.

"I am also delighted to announce the launch of the Moore Kingston Smith Community Foundation. This will enable us as a firm to cement our commitment to community engagement and we all look forward to getting our programme of fundraising activities back on track."

Maureen Penfold, Managing Partner, Moore Kingston Smith

MOORE KINGSTON SMITH

Moore Kingston Smith is a dynamic, leading UK firm of accountants and business advisers. We have been helping clients thrive since 1923.

As trusted advisers to businesses, private individuals and not for profit organisations, we are passionate about helping our clients achieve their ambitions. We are committed to supporting them through good and tough times. Our highly experienced people have the strategic insight, drive and dedication to deliver results.

With over 60 partners and more than 500 staff based in and around London, we are a leading member of the Moore Global Network. An international family made up of over 30,000 people across more than 100 countries, members connect and collaborate to take care of our clients' needs – at a local, national and international level.

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