

KPMG Today - People

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KPMG Hero Turns Garbage into Gold

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If one man's trash is another man's treasure, **Jud Kinnucan** intends to mine Chicago's refuse for every penny it is worth.

So far, his efforts have added more than \$1 million dollars of in-kind donations to the city's neediest citizens through **Bin Donated**, where the KPMG national CIO Advisory recruiter serves as founder and CEO. Since its launch in July 2009, Bin has matched over 150 Windy City non-profits with more than 150,000 pounds of still-usable items discarded by businesses, institutions and manufacturers.

Their trademark bins are placed in hotels, business facilities, dental offices, residential buildings and foundations, where they collect half-used hygiene products from hotels; still viable factory seconds; overstocks and slightly damaged goods; school supplies from local residents; used winter coats; gently handled toys and much more. The items are then dispatched to needy non-profits throughout Chicagoland.

The organization's extraordinary success recently won Kinnucan designation as a **CNN Hero**. Just one year earlier, Bin garnered both national attention and a \$75,000 contribution following an airing on the **'Secret Millionaire'** television show.

 Recommended 7 times



Kinnucan, in a segment excerpted from the 'Secret Millionaire' television program

Seeing Synergies



[Click here](#) to view Kinnucan featured as a CNN Hero.

A seasoned middleman, Kinnucan leverages his professional ability to foresee and forge connections to keep his non-profit humming.

"At KPMG, I match people to jobs. For Bin Donated, I see what charities need and what businesses are getting rid of and I find ways to bring them together," he explains.

The idea literally sprang to mind four years ago during a conversation with a colleague.

"I'm not sure exactly where it came from, but I had this sudden realization that there was a need for this kind of service. Maybe it was a result of life experiences coming together at the right time but I immediately made a few phone calls to local charities and discovered I was on to something big," recalls Kinnucan.

Always involved in community service, he saw it as the ultimate win-win-win. It promised to save money for cash-strapped organizations, encourage recycling and bring everyday essentials to people who could not otherwise afford them.

Seasoned volunteer

"I've always done volunteer work. For awhile, I drove a delivery truck for a Food Bank, so I saw how to put 'waste' to good use," he recalls.

The Chicago-area native has held seats on the boards of the University of Kentucky Alumni, Young Executives Club of Chicago and the University of Chicago Cancer Research Foundation. A business and management graduate of the University of Kentucky, he built a largely virtual service to incur minimal expense while delivering maximal value. Bin Donated's "assets" comprise a delivery truck, a donated storage locker and 55-gallon cobalt-blue plastic barrels gifted by the makers of Lemonhead candies.

CEO Kinnucan assesses non-profit needs, pinpoints eager companies, collects and stores the bins and finally brings the goods to the designated recipients – all during his evenings and weekends.

KPMG Connection

"It's KPMG that helps make all this possible. Since Bin Donated is my own charity and everything I do is within a couple miles of my home, I can do my KPMG job from my home and still devote time to my volunteer projects without wasting time on a long commute," says Kinnucan, who shares his River North apartment with his very supportive wife, University of Chicago physician Jami Kinnucan.

Both view their booming non-profit as a genuine labor of love.

"In the end, everyone makes choices about what they want to do and how they want to live their lives. I choose to do as much as I can for others because it brings me joy and enriches the lives of others," says Kinnucan.

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