

# PBI IN REVIEW

*A snapshot of our accomplishments over the past 15 months.*

*Transforming Pro Bono—Together*



# PBI's Mission

*Helping you fulfill the promise of pro bono*

Pro Bono Institute is mandated to explore and identify new approaches to and resources for the provision of legal services to the poor, disadvantaged, and other individuals or groups unable to secure legal assistance to address critical problems. We do so by supporting, enhancing, and transforming the pro bono efforts of major law firms, in-house legal departments, and public interest organizations in the U.S. and around the world.

# PBI GOVERNANCE & LEADERSHIP

## BOARD OF DIRECTORS

With a wide-ranging and ambitious mandate, PBI leverages its small staff by tapping into the expertise and experience of volunteer leaders.

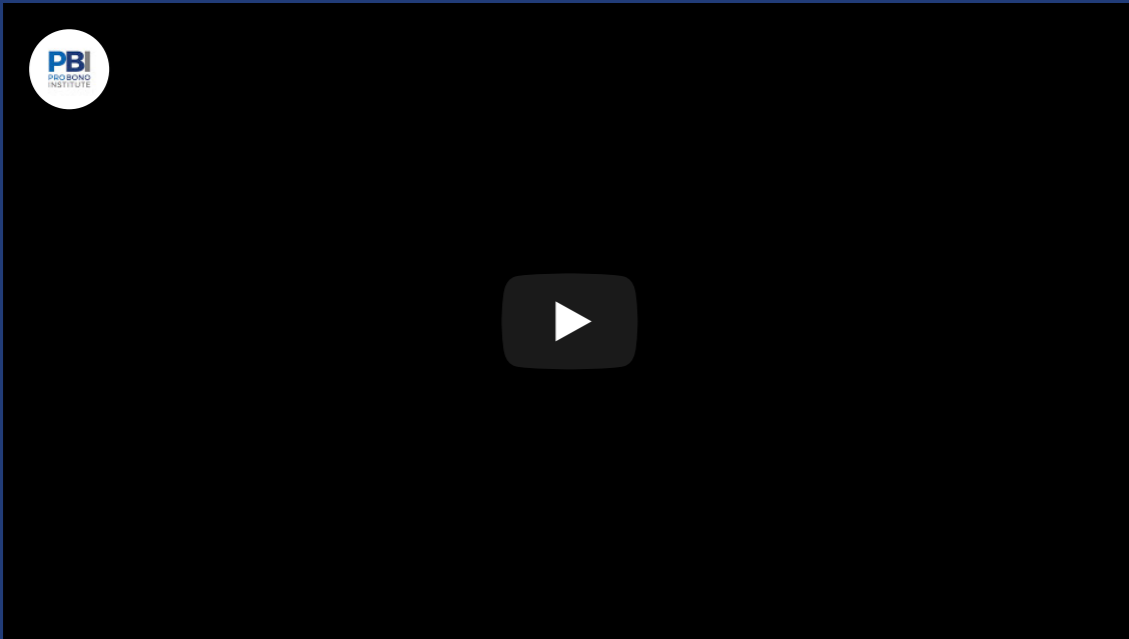
## LAW FIRM PRO BONO PROJECT ADVISORY COMMITTEE

The Law Firm Advisory Committee helps to guide the work of the Project, along with the Board of Directors.

## CORPORATE PRO BONO ADVISORY BOARD

The Corporate Pro Bono Advisory Board helps to guide the work of CPBO, along with PBI's Board of Directors.

# NEW LOGO; NEW OFFICE



Watch the evolution of our logo!



A blue-tinted image of the Statue of Lady Justice, holding scales of justice in her left hand and a sword in her right. The statue is centered in the background. A white rectangular box is overlaid on the image, containing the text. There are also blue and tan geometric shapes (triangles) at the top and sides of the page.

# **PBI RESOURCES MEETING THE CHALLENGE**

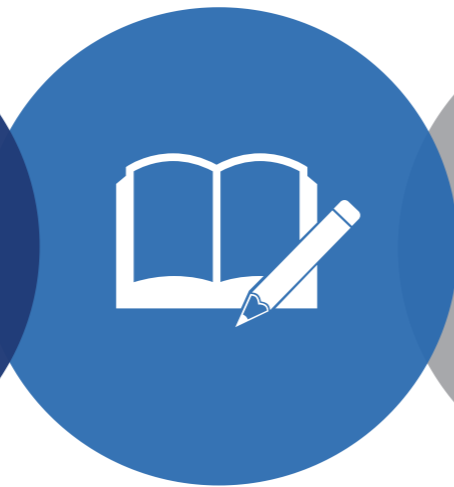
# PBI RESOURCES

PBI offers resources specifically tailored to pro bono leaders across the legal profession. Through the Law Firm Pro Bono Project and Corporate Pro Bono, PBI transforms pro bono at law firms and legal departments, respectively.



## MEMBERSHIP

Modest dues provide law firms a range of free and discounted services. PBI currently has 115 law firm members.



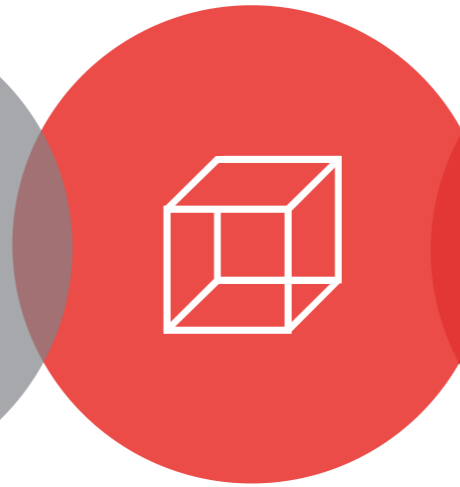
## PUBLICATIONS & RESOURCES

PBI creates resources to support and further pro bono service.



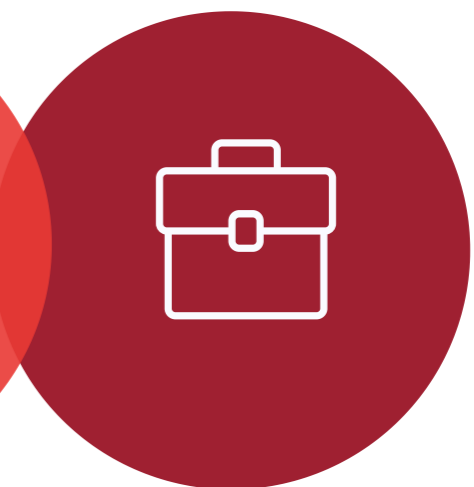
## WEBINARS & PODCASTS

Each offers insight and information about access to justice.



## CLINIC IN A BOX<sup>®</sup> PROGRAM

A unique model that offers in-house counsel opportunities to provide pro bono services to nonprofits or small businesses.



## CONSULTING SERVICES

PBI offers confidential consulting services to enhance pro bono programs at law firms and legal departments.

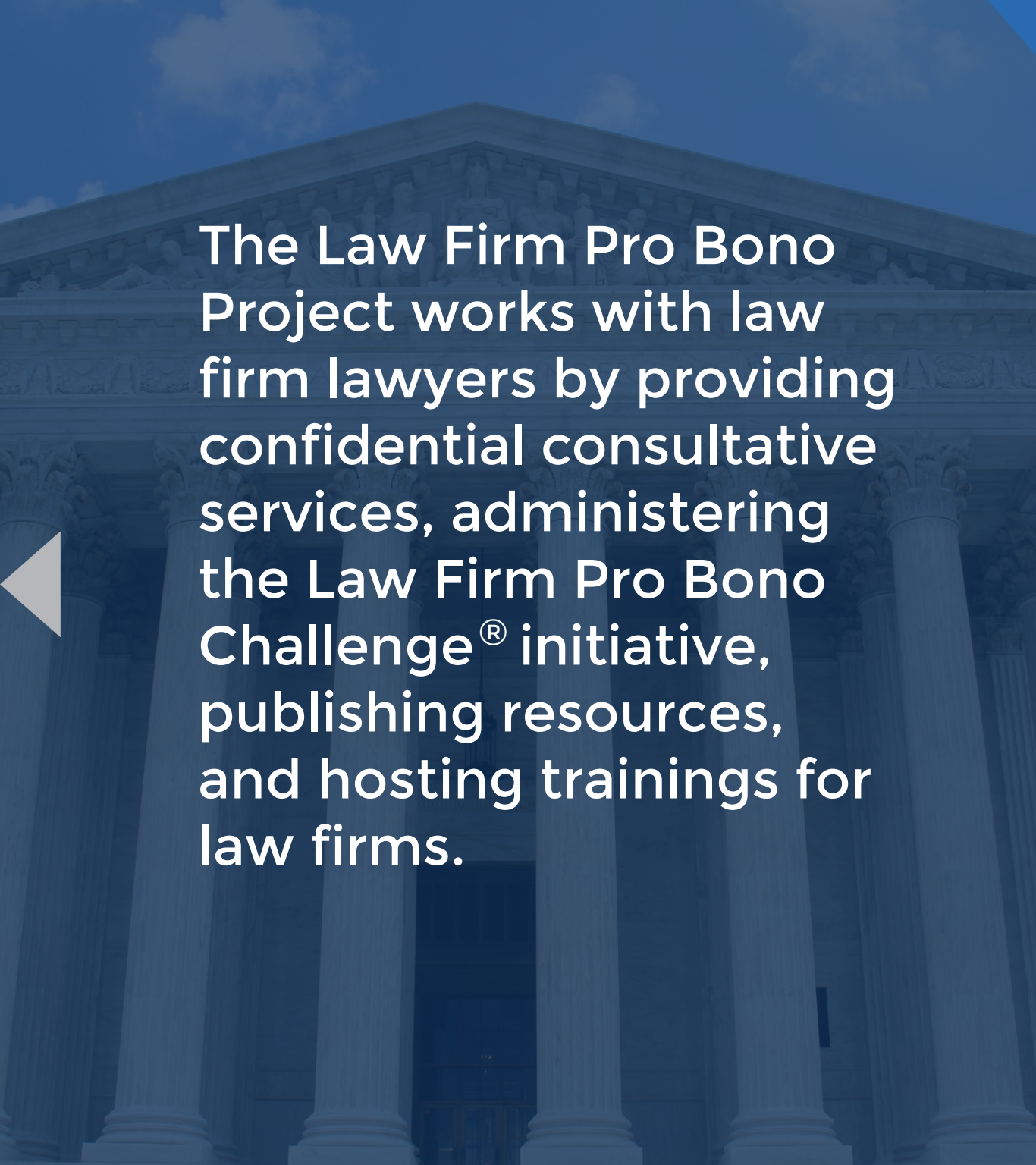


PRO BONO  
INSTITUTE

LAW FIRM PRO BONO PROJECT

# Law Firm Pro Bono Project

The Law Firm Pro Bono Project is the longest standing global effort designed to support and enhance the pro bono culture and performance of major law firms. The Project's goal is to fully integrate pro bono into the practice, philosophy, and culture of firms so that large law firms provide the institutional support, infrastructure, and encouragement essential to fostering a climate supportive of pro bono service.



The Law Firm Pro Bono Project works with law firm lawyers by providing confidential consultative services, administering the Law Firm Pro Bono Challenge<sup>®</sup> initiative, publishing resources, and hosting trainings for law firms.

137

Law Firm Pro Bono Challenge<sup>®</sup> Signatories

32

Firm Consultations in the Last Year

115

Member Firms



# Law Firm Pro Bono Challenge® Initiative

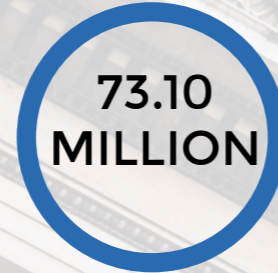
## 2016 vs. 2017

A SNAPSHOT

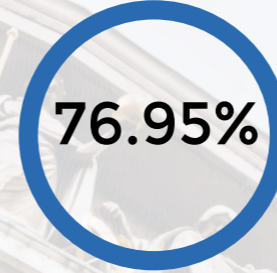
TOTAL PRO BONO  
HOURS



TOTAL PRO BONO  
HOURS SINCE 1995



ATTORNEY  
PARTICIPATION



AVERAGE PRO BONO  
HOURS PER ATTORNEY



### LAW FIRM PRO BONO CHALLENGE REPORT

The Report examines the pro bono performance of signatories to the Law Firm Pro Bono Challenge initiative. Challenge signatories have committed to contribute three or five percent of their annual total billable hours to pro bono activities as defined by the Challenge. [Find out more.](#)



CORPORATE  
PRO BONO

# Corporate Pro Bono

Corporate Pro Bono (CPBO), a global partnership project of Pro Bono Institute and the Association of Corporate Counsel (ACC), is designed to substantially increase the amount of pro bono work performed by in-house counsel and to enhance the pro bono culture of in-house legal departments. This is done through technical assistance, targeted research, online information and services, and educational programming. CPBO also works closely with ACC chapters to focus their resources and agendas on pro bono service.

CPBO works with in-house legal staff by providing confidential consultative services, administering the Corporate Pro Bono Challenge<sup>®</sup> initiative, co-hosting Clinic in a Box<sup>®</sup> programs, advocating amendments to practice rules that restrict in-house pro bono, publishing resources, and hosting trainings for legal departments and ACC chapters.

**115+**  
HOURS

Consulting services  
in 2017

**44**  
TOTAL

ACC Chapters

**900+**  
TOTAL

In-House  
Departments that  
Consulted with CPBO

**50+**  
in 2017

In-House  
Departments that  
Consulted with CPBO



CORPORATE  
PRO BONO

# The Corporate Pro Bono Challenge<sup>®</sup> Initiative

182

CPBO Challenge<sup>®</sup>  
Signatories

36

Industries  
Represented

46

*Fortune* 100  
Companies

52%

Average U.S. Lawyer  
Participation

In 2006, this initiative was launched to enable legal departments to identify, benchmark, and communicate their voluntary support for pro bono service. [Find out more!](#)

# IMPACTING ACCESS TO JUSTICE

## COLLABORATIVE JUSTICE PROJECT™



An innovative initiative that brings together representatives from different sectors of the community to develop and implement a measurable plan to reduce persistent societal problems that impact some of the most vulnerable in our society. Reducing recidivism is the number one goal. [Find out more.](#)

## SECOND ACTS®



Developed to support transitioning and retired lawyers who are interested in continuing their career through public interest law, this initiative promotes practices and replicable projects that make strategic use of this unique pool of legal talent. [Find out more.](#)

## MULTIJURISDICTIONAL PRACTICE



Advocating for changes to practice rules that limit pro bono by non-locally licensed in-house counsel, in good standing in another state, continues to be a big issue. [Find out more.](#)



# PBI ANNUAL CONFERENCE

## Information Sharing and Making Connections

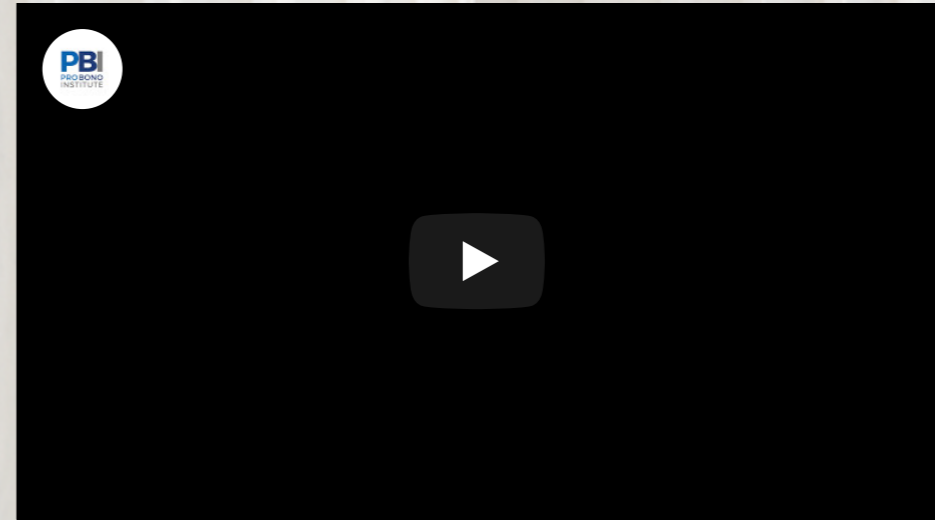
Pro Bono Institute's Annual Conference is the legal profession's premier pro bono event and the only conference specifically tailored to the interests, needs, resources, and issues faced by law firm leaders, in-house lawyers and legal staff, and public interest leaders.

# 2017 PBI Annual Conference: Inspiring Forward Momentum March 8-10

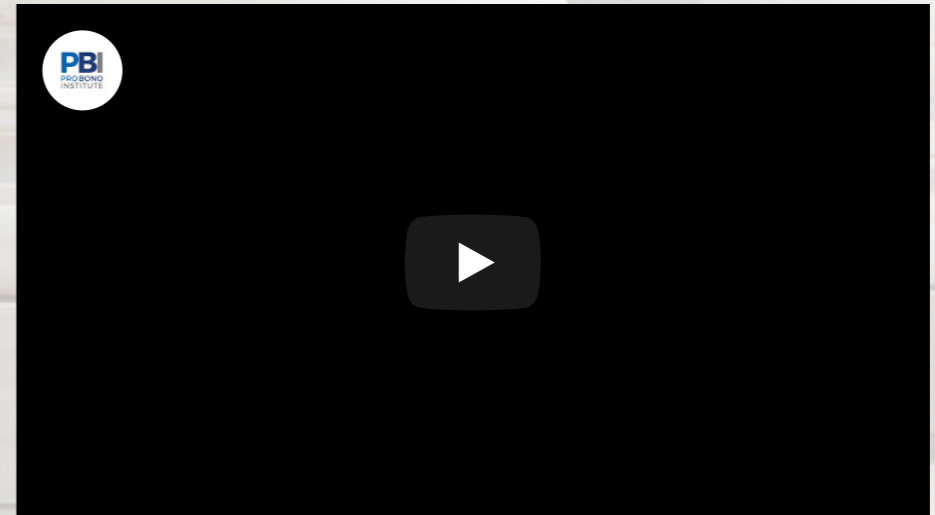
Keynote sessions featured leaders from the Women's March; Norm Eisen, Government Studies Fellow at the Brookings Institution; and Jerome Dero, CEO and Lead Trainer, Narativ, who led an interactive session on storytelling to engage volunteers and funders. Workshops addressed topical issues such as events in Ferguson, Missouri, and "juvenile lifers" in prison.



*Eisen speaks during a keynote session at the 2017 PBI Annual Conference.*



Watch the Women's March leaders.



Watch Jerome Dero discuss the importance of storytelling.

## 2017 Laurie D. Zelon Pro Bono Awardee

PBI presented the 2017 Laurie D. Zelon Pro Bono Award to the Legal Department of Exelon Corporation for its more than 15-year program that engages legal department staff across offices, partners with other in-house departments, and ranges from drafting estate planning documents for first responders to retirement preparation for low-income seniors.



Exelon Corporation Senior Vice President & General Counsel Tom O'Neill accepting the 2017 Laurie D. Zelon Pro Bono Award.







## 2018 PBI Annual Conference February 21-23 A Time to Refocus

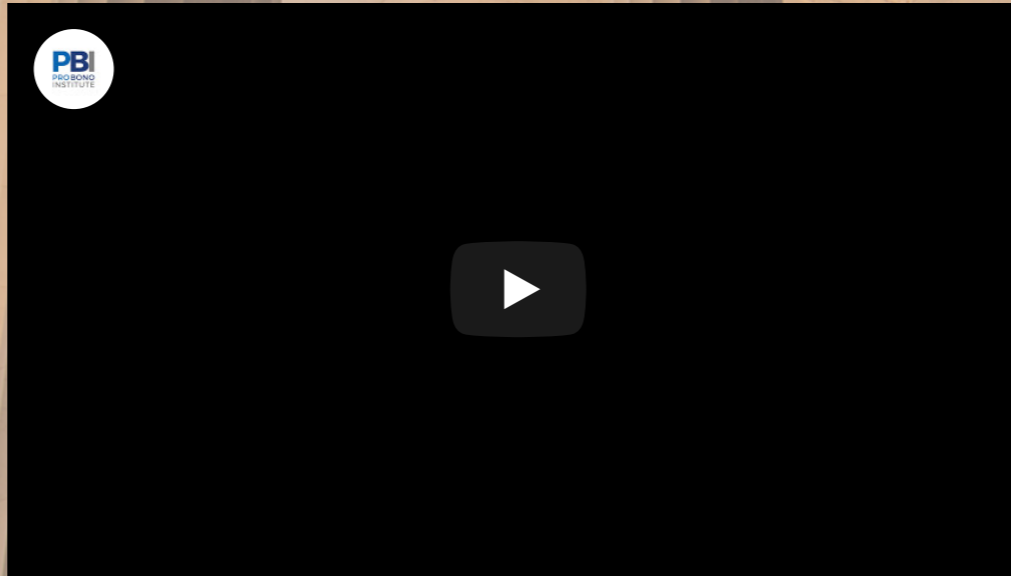
Workshops and keynote sessions addressed ongoing needs, from housing matters and serving our seniors, to the emerging threats of emergency pro bono, to protecting the first amendment.

The "Times of Crisis: Pro Bono and Emergency Response" general session was a call to action for preparing for pro bono emergency response. Another dynamic workshop focused on the Time's Up movement and was made into a webinar and is available on demand.



# 2018 Laurie D. Zelon Pro Bono Award

PBI presented the Zelon Award to Gregory B. Jordan and the Legal Department of The PNC Financial Services Group, Inc. (PNC). PNC was recognized for its commitment to helping to build strong communities and proving pro bono legal services to the most vulnerable.



Listen as Greg Jordan of PNC accepts the 2018 Zelon Award.



The Legal Department of the PNC Financial Services Group, Inc.



PBI CEO Eve Runyon and Sandy Thomas, Global Managing Partner of Reed Smith, presenting Greg Jordan with the award.

# 2017 PBI ANNUAL DINNER

A time to celebrate pro bono efforts and shine a spotlight on a few exceptional programs.



On September 28th, PBI brought together hundreds of legal department, law firm, and public interest leaders to celebrate and strengthen pro bono.

A photograph of a large indoor event, the 2017 PBI Annual Dinner. A man in a suit is speaking at a podium on a stage. A large screen behind him shows a close-up of the speaker. The audience is seated at tables in the foreground. The event is held in a grand, high-ceilinged room with ornate architectural details.

# 2017 PBI ANNUAL DINNER

**Congratulations to the 2018 Recipients:  
John H. Pickering Award  
Kirkland & Ellis**

**CPBO Pro Bono Partner Award: Large Law  
UnitedHealth Group Incorporated in partnership with Connecticut Veterans Legal Center**

**CPBO Pro Bono Partner Award: Small Law  
Alcoa Corporation and Arconic Inc. in partnership with Meyer, Unkovic & Scott**

# 2017 PBI ANNUAL DINNER



Dinner co-chairs Tony West, then of PepsiCo, Lauren Seeger of AmEx, and David Zapolsky of Amazon.



Kirkland & Ellis Partner Justin Barker leading a standing ovation for his pro bono client Charles Johnson.



Marcus Brown of Entergy presenting Max Laun of Arconic Inc., with the CPBO Partner Award: Small Law.



Laura Stein of Clorox, presenting the CPBO Partner Award: Large Law to Marianne Short, of UnitedHealth Group.



**THANK  
YOU**

**DO SOMETHING GREAT. DO PRO BONO.**

Thank you for continuing the work of access to justice for all.  
We look forward to another year of working with you to help the underserved!

**PBI** | PROBONO  
INSTITUTE