

# CORPORATE PRO BONO 101

**JANUARY 29, 2025 | 12:00 - 12:45 PM**

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# TODAY'S PROGRAM

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The need for pro bono legal assistance is tremendous, and in-house counsel and their legal department can contribute to reducing this justice gap! Today we will discuss how corporate legal departments can support and encourage employees to do pro bono.

This webinar will:

- answer common questions
- give you ideas on how to get started
- address best practices

You'll gain support from each other, share ideas and learn of resources that could help your pro bono efforts, and get you more involved in 2025!

## **JAMES COUGHLIN**

Senior Director, Legal  
Technology Transactions,  
Channel Sales and Partner Programs,  
Dell

President of the Board of Directors  
ACC Northeast

## **VICTORIA FERNANDEZ**

Principal Corporate Counsel  
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## **LARRY WEISS**

Senior Vice President, Chief Legal  
Officer, and Corporate Secretary  
Angiodynamics

## **ALYSSA SAUNDERS**

Director  
Corporate Pro Bono,  
Pro Bono Institute

# PRO BONO INSTITUTE

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Pro Bono Institute's mission is 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.



PBI supports, enhances, and transforms the pro bono efforts of major law firms, in-house corporate legal departments, and public interest organizations in the United States and around the world.

# CORPORATE PRO BONO

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Corporate Pro Bono is a global project of Pro Bono Institute and the premiere resource for legal departments and Association of Corporate Counsel chapters interested in building or expanding their pro bono programs.



CPBO provides confidential consultation services, online resources, trainings, surveys, research materials, and onsite pro bono clinics to legal departments, ACC chapters, and in-house legal staff.

# CORPORATE PRO BONO

## How We Can Help



CPBO offers free consultation services to help departments and ACC chapters successfully establish and develop pro bono programs.



CPBO offers a suite of off-the-shelf Clinic in a Box® models designed to offer pro bono opportunities for in-house counsel to use their transactional skills to help nonprofits and small businesses.



CPBO can assist in identifying appropriate partners for a legal department or ACC chapter's pro bono effort and structuring sustainable and effective partnerships.

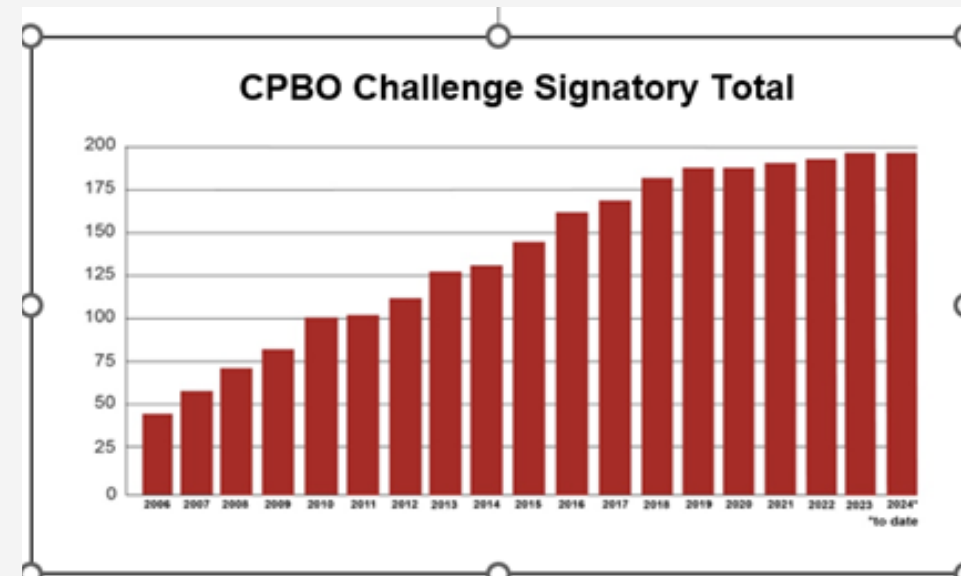
# CORPORATE PRO BONO CHALLENGE® INITIATIVE

The Corporate Pro Bono Challenge® Initiative enables legal departments to identify, benchmark, and communicate their support for pro bono service.

CLOs and GCs sign a simple statement of commitment to encourage pro bono services by their department (lawyers and legal staff).

The Challenge sets an aspirational goal that 50% of the department will participate in pro bono each year.

There are nearly 200 signatories.



# WHY DO PRO BONO?



**Fulfills Ethical Obligation  
of Attorneys**

**Benefits the Employee**

**Benefits the Company**

**Benefits the Community**



# WHY DO PRO BONO?

## Pro Bono Benefits the Company



## Pro Bono Benefits the Employee



## Pro Bono Benefits the Community



86% of civil legal needs of low income Americans go unmet

Education, immigration, housing, economic development

# OPPORTUNITIES FOR ENGAGEMENT

**No matter your interest, there is a pro bono project that is right for you.**

- Finite and Manageable Pro Bono: includes intake interviews, brief advice, clinics, and mediation programs.
- Remote Pro Bono: includes phone hotlines, research, document review, document drafting, virtual clinics, and online brief advice projects.
- Extended Engagement: includes direct representation, policy advocacy, and general counsel services.
- Litigation or Transactional



# SOLUTIONS TO COMMON BARRIERS

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**Barriers to pro bono can be addressed; there are a variety of solutions.**

- Malpractice Insurance: partner with legal services providers; obtain endorsement or standalone policy; the National Legal Aid & Defender Association; self-insure.
- Limited Time / Need Flexibility: identify finite and manageable pro bono projects that are meaningful to all.
- Mismatch of Skills / Knowledge: partner with legal services providers and others that offer training and support, access to experts to ensure competent representation.



# KEYS TO SUCCESS

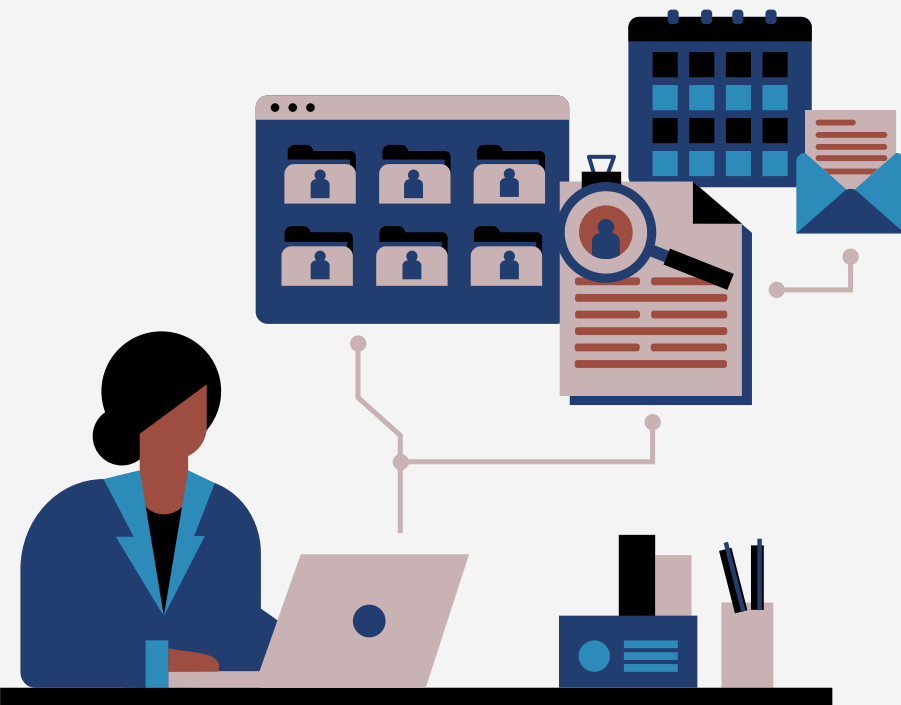
## **Several best practices help support a successful in-house pro bono program.**



- Visible Support: General counsel and management support is vital to pro bono.
- Infrastructure: A successful program requires planning. A pro bono committee or program administrator is key. Other elements include clear policies; regular communications.
- Variety: Offer projects that vary in subject matter, skills and expertise required, time commitment; include opportunities for lawyers and other professionals.
- Good Partners: Pro bono teams add great value and can address common concerns. Good partners include legal services organizations, law firms, other legal departments.

# CORPORATE PRO BONO REPORTS & RESOURCES

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- [Getting Started Guide](#)
- [The Business Case for In-House Pro Bono](#)
- [Why Do Pro Bono Infographic](#)
- [Multijurisdictional Practice Guide](#)
- [In-House Pro Bono Insurance Infographic](#)
- [In-House Pro Bono Budgets Infographic](#)
- [Who We Are, What We Do Infographic](#)
- [Join the CPBO Challenge® Initiative](#)
- [2024 CPBO Challenge® Report](#)
- [2024 CPBO Benchmarking Report](#)
- [2024 Financial Institution Pro Bono Day](#)

# THANK YOU!

Please provide session feedback to ACC.

Please reach out to CPBO for resources:

[www.cpbo.org](http://www.cpbo.org) | [cpbo@probonoinst.org](mailto:cpbo@probonoinst.org) | 202.729.6699

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