



PRO BONO INSTITUTE
YEAR IN REVIEW 2013

ABOUT *PRO BONO* INSTITUTE

Founded in 1996, the Pro Bono Institute (PBI) is a Washington, D.C.-based nonprofit organization. With an unparalleled depth of knowledge and expertise, PBI is the respected resource for all things pro bono. Through our work with law firms, legal departments, and public interest organizations, PBI is the global thought leader in exploring, identifying, evaluating, catalyzing, and taking to scale new approaches to and resource materials for the provision of legal services to the poor, disadvantaged, and other individuals or groups unable to secure legal assistance to address critical problems.

Our rigorous empirical research and analysis; white papers and reports; and advice and support allow us to reach a wide variety of audiences and transform the concept and practice of pro bono. By providing expert consultations and technical assistance, educational programming, and local, national, and global pro bono convenings, our goal is to constantly improve and enrich pro bono service.

We count among our members, supporters, and partners the most respected law firms and legal departments in the world, as well as the most effective and cutting-edge public interest organizations.



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** denotes a Signatory to the Law Firm Pro Bono Challenge®*

† denotes a Member of the Law Firm Pro Bono Project

*** denotes a Signatory to the Corporate Pro Bono Challenge®*

PRESIDENT'S MESSAGE

Change is inevitable, and as we face a continually changing justice system, we must also change the way we approach pro bono. We know that the end goal still remains — to have a greater impact in the communities we serve — but we must join together to find new pathways to get there.



As the legal industry attempts to revive itself from a lingering recession, the Pro Bono Institute (PBI) has seen a remarkable level of commitment to pro bono. The challenges were there (and still exist); yet, we, as a legal community, have persevered.

The 2012 Law Firm Pro Bono Challenge® Report showed that overall pro bono performance remained steady, illustrating the institutionalization of pro bono work in the largest firms in the country. Law firms have used the uncertainties emanating from a changing economy and justice system as motivation to reaffirm and recommit themselves to the millions of low-income and disadvantaged people facing injustice.

Meanwhile, legal departments are increasingly integrating legal pro bono with the missions and corporate social responsibility efforts of their organizations. They are actively engaging with law firms, other legal departments, and legal aid and public interest organizations to maximize the good that they can do in the communities in which they work and beyond.

PBI's goal is clear – transform pro bono, justice, and lives. As an organization, we aim to be at the forefront of the most important issues in access to justice. Among other activities this year, we served on New York Chief Judge Jonathan Lippman's committee to discover ways to better involve the in-house community in pro bono and collaborated with Deloitte Financial Advisory Services LLP and Merck & Co., Inc.** to develop a customizable process for measuring the impact of pro bono.

In the face of unpredictable changes to the legal market and the increasingly limited funding of the justice system, collaborative efforts will be essential as we work to build on our successes and preserve the integrity of our justice system. Recognizing our communities are counting on us, PBI serves as a convener and honest broker, promoting and supporting partnerships and collaboration between law firms and legal departments through its Collaborative Justice Project™. This initiative seeks to increase access for more clients by addressing and minimizing underlying issues that create the demand for legal services.

On behalf of the PBI Board and staff, I give my deepest thanks for the ongoing support of our constituents who help us as we continue to push pro bono forward. We produced this Year in Review with the hope that it will show what we have been able to accomplish when we work together.

Warm regards,

A handwritten signature in black ink, appearing to read 'Esther', with a long, flowing horizontal line extending to the right.

Esther F. Lardent, PBI President and CEO

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LAW FIRM PRO BONO PROJECT

The Law Firm Pro Bono Project is a 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 they provide a climate supportive of pro bono.

LAW FIRM PRO BONO PROJECT

Consultative Services

The Law Firm Pro Bono Project provides confidential consultative services to assist law firms with various aspects of their pro bono programs. In 2013, the Project recorded more than 250 hours of consultative services for law firms.



House Calls

The Law Firm Pro Bono Project staff visits law firms in their communities and other venues and meets with pro bono committees, firm and office leaders, partners, and pro bono coordinators, directors, and managers to provide consulting services, discuss trends in pro bono, and learn about innovative pro bono projects under way at their firms.

Topics Discussed

The Project provides assistance on a number of topics. The most common topics this year included opportunities for: transactional lawyers, partnering with legal departments, strategic planning, integrating pro bono and professional development, reinvigorating pro bono committees, updating pro bono policies, managing multi-office pro bono efforts, attorneys' fees issues, and navigating leadership and structural changes at the firm.

International Reach

In addition to domestic house calls, the Law Firm Pro Bono Project traveled to England, Poland, and Vietnam to meet with law firm pro bono leaders.

PBI President and CEO Esther F. Lardent provided the keynote remarks and spoke on several panels while attending the 2nd Southeast Asia/Asia Pro Bono Conference and Workshop 2013, organized by Bridges Across Borders Southeast Asia Community Legal Education Initiative (BABSEA CLE). The theme of the conference, which was held in Ho Chi Minh City, Vietnam, was "Pro Bono Initiatives to Strengthen Access to Justice."

While attending the 2013 PILnet European Pro Bono Forum in Warsaw, Poland, Law Firm Pro Bono Project Director Tammy Taylor met with pro bono supporters across Europe and beyond. The events allowed for networking with representatives from international firms and included several substantive workshops. Taylor also participated in a workshop in London that brought together legal aid programs and major U.K. law firms in an effort to enhance collaborative pro bono efforts.



**International involvement in Poland,
United Kingdom, and Vietnam**

LAW FIRM PRO BONO PROJECT

Publications/Research

The Law Firm Pro Bono Project conducts original research and produces a number of publications on a variety of topics each year. The following is a sample of recent reports.

- “Autism Speaks”: Pro Bono Lawyers Can Help
- Marketplace of Ideas 2013 Write-Up
- Pro Bono Partner and Coordinator Orientation Packs
- Report on the 2012 PBI Law Firm Pro Bono Challenge® Statistics
- Research Compendium: Pro Bono Hours Parity
- Research Compendium: Law Firm Pro Bono Staffing

Membership

Many of the world’s most respected law firms are Members of the Law Firm Pro Bono Project. Member Law Firms support the Project’s work through annual dues and receive a wide range of free and discounted services.

Resource Clearinghouse

The Law Firm Pro Bono Project’s Resource Clearinghouse is a one-stop online portal that houses the Project’s publications and many other materials related to best practices in law firm pro bono. The continually growing catalog comprises 17 years of PBI’s research and expert analysis with additional information from trusted and verified sources. Resources include PBI original publications, best practices for program structure, attorney interest surveys, and law firm annual reports. All materials are free of charge to Member Firms by instant download. Non-Members may purchase select Resource Clearinghouse materials.

Advisory Committee

In 2013, the Law Firm Pro Bono Project welcomed two new members to its Advisory Committee: Carter Phillips, partner and chair of the firm’s executive committee at Sidley Austin*†, and Jim Volling, partner and member of the firm’s management board at Faegre Baker Daniels*†.

11

International
House Calls

37

Domestic
House Calls

107

Total Firms
Assisted

120

Law Firm Pro Bono Project
Member Firms (*as of Dec. 31*)

LAW FIRM PRO BONO PROJECT

Law Firm Pro Bono Challenge®

A unique, aspirational pro bono standard developed by law firm leaders and corporate general counsel, the Challenge articulates a single standard for major law firms. The Challenge includes a narrow but thoughtful definition of pro bono, as well as an accountability mechanism and measurement tool through its performance benchmarks and annual reporting requirements. The core requirement of the Challenge is that firms dedicate at least 3 or 5 percent of their billable hours to pro bono. To help firms honor their commitment to pro bono, the Law Firm Pro Bono Project assists them in creating a supportive environment that promotes pro bono service. The Challenge definition of pro bono has become an industry standard, utilized not only by major law firms but by the legal media in reporting the pro bono contributions of large firms.

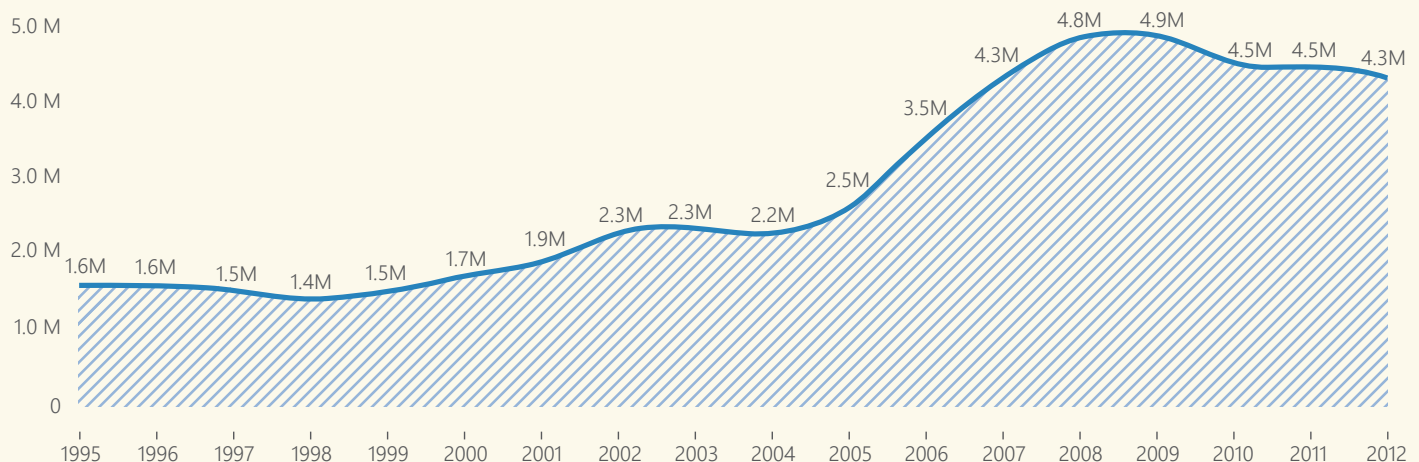
Law Firm Pro Bono Challenge® Report

The *Report on the 2012 Pro Bono Institute Law Firm Pro Bono Challenge® Statistics* examines the pro bono performance of firms that are Signatories to the Law Firm Pro Bono Challenge® during the 2012 calendar year.

Overall Performance

One hundred thirty-three participating firms reported in 2012, performing an aggregate total of 4,312,868 hours of pro bono work. This is the fifth-highest year's total since the inception of the Challenge in 1995. The 2012 data reveal that major law firms continue to maintain their pro bono commitment, culture, and infrastructure, despite a fragile economic recovery, major shifts in demographics and client demand, and great uncertainty about future directions.

Total Number of Pro Bono Hours by Year



LAW FIRM PRO BONO PROJECT

Hours Per Attorney Increase

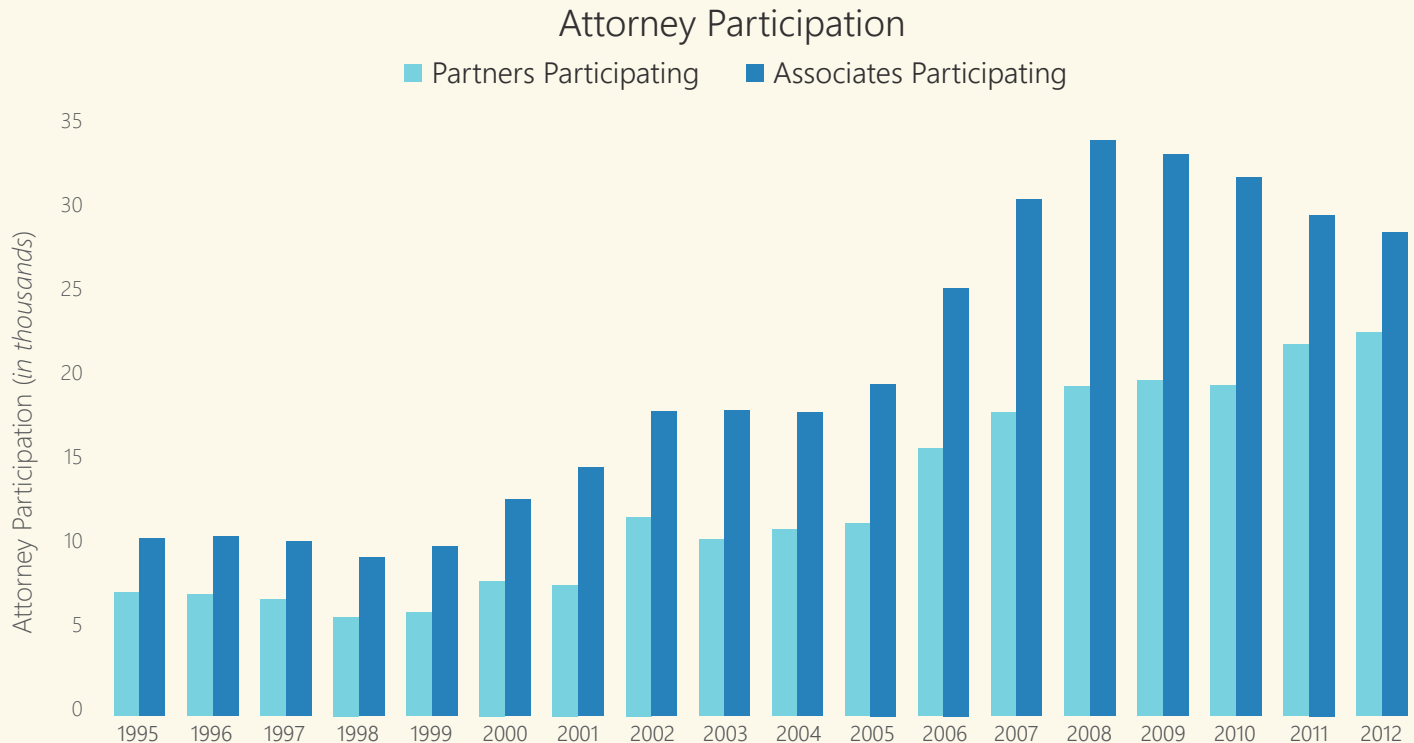
Average pro bono hours per attorney increased in 2012, albeit very modestly, to 62.2 hours per attorney, from 61.2 hours per attorney in 2011.

Participation Remains Stable

Despite reductions in attorney headcount, the overall number of firm attorneys actively engaged in pro bono remained essentially stable in 2012, with associate involvement experiencing a slight decline, while partner and counsel involvement increased.

Firms Improve Performance

Despite a difficult economic environment, many firms, almost half of those Challenge firms reporting, improved their pro bono performance in 2012. In a year marked by continued economic uncertainty and an ever-more competitive environment, it is significant that pro bono performance at large law firms emerged relatively unscathed and represents the fifth-highest hourly contribution of time since 1995 – exceeding firms' pre-recession performance in 2007.



CORPORATE PRO BONO

A global pro bono partnership of PBI and the Association of Corporate Counsel** (ACC), CPBO is designed to substantially increase the amount of pro bono work performed by in-house counsel and to enhance the pro bono culture of legal departments and ACC Chapters.

CORPORATE PRO BONO

Consultative Services

CPBO offers free, confidential consultative services to in-house lawyers, legal departments, and ACC Chapters to start, expand, and support pro bono programs. CPBO has worked with more than 500 legal departments, including more than half of the Fortune 100 and nearly half of the Fortune 500. Over the course of 2013, CPBO provided more than 300 hours of expert consulting services to more than 85 legal departments and ACC Chapters.



ACC Annual Meeting

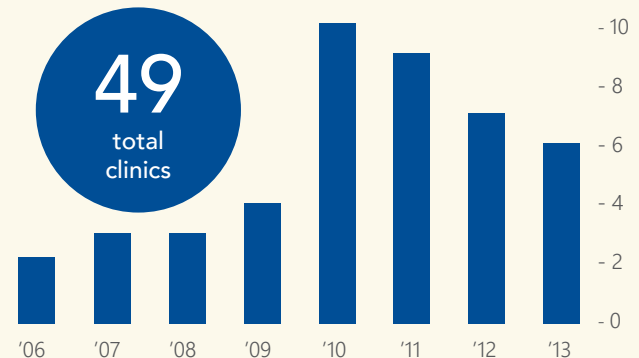
In addition to staffing a booth in the exhibit hall, CPBO hosted three in-house pro bono events at the ACC 2013 Annual Meeting. CPBO co-hosted a Clinic in a Box® program with the Southern California ACC Chapter, Alston & Bird*, and Public Counsel at which 40 attorneys assisted 10 local nonprofit organizations. CPBO also organized a session, "The Ethics of Pro Bono Practice by In-House Counsel," featuring California Court of Appeal Associate Justice Laurie D. Zelon, Vice President and General Counsel of Public Counsel Liz Bluestein, and Deputy General Counsel of Caterpillar Inc.** Mike Sposato as panelists. Finally, CPBO hosted a breakfast for in-house counsel interested in pro bono.

Regional Pro Bono Leader Meetings

CPBO continues to host regional programming for in-house pro bono leaders to increase shared learning and collaboration among departments. The programs include a mix of in-person meetings and conference calls. In 2013, CPBO hosted meetings in the greater Chicago and New York areas and the Southwest.

Clinic in a Box® Program

In 2013, CPBO launched a licensing arrangement for legal departments and ACC Chapters to access the Clinic in a Box® program. Under the new arrangement, legal departments and ACC Chapters may select a full service clinic in which CPBO manages all of the planning for the clinic or a limited support option in which CPBO provides advice and guidance but does not manage hosting the clinic. The Clinic in a Box® program is an off-the-shelf, half-day clinic model hosted in partnership with legal departments or ACC Chapters, law firms, and public interest organizations. It provides pro bono opportunities for in-house counsel and other legal department members to conduct a legal audit for nonprofit organizations or small businesses while earning CLE credit. In 2013, CPBO co-hosted six programs, providing pro bono opportunities to more than 200 in-house volunteers.



CORPORATE PRO BONO

Corporate Pro Bono Challenge® Initiative

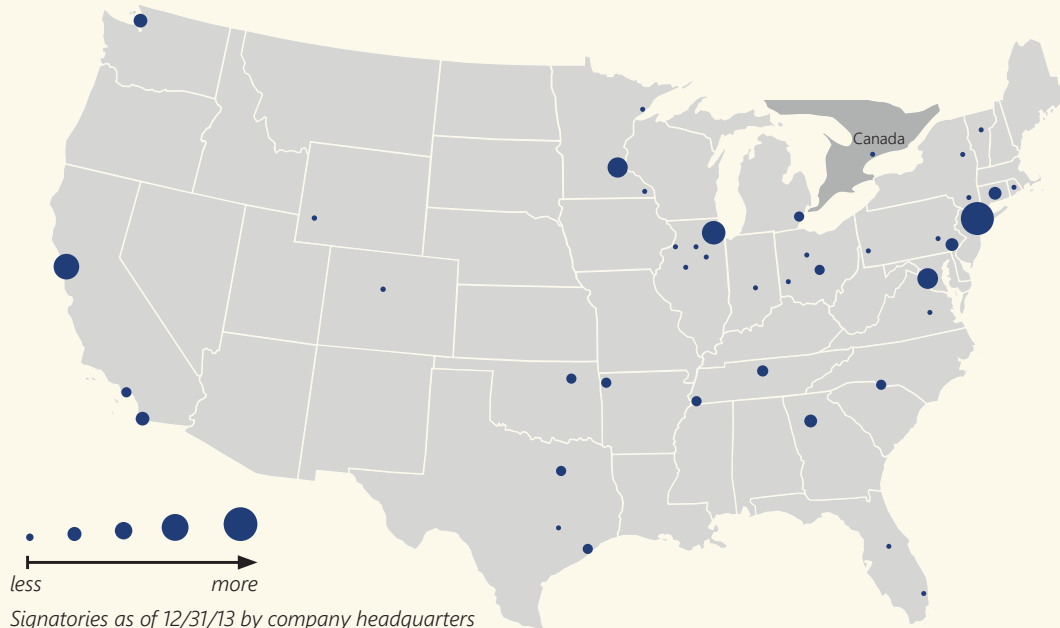
The only national standard for in-house pro bono, the CPBO Challenge® initiative enables legal departments to identify, benchmark, and communicate their support for pro bono service. By signing the CPBO Challenge® statement, chief legal officers commit to encourage at least 50 percent of their legal department staff to engage in pro bono service. In the last year, 15 legal departments have joined the CPBO Challenge® initiative, raising the total number to 130 signatories. The signatories that joined in 2013 are:

AECOM Technology Corporation
Capital One Financial Corporation
Churchill Downs Incorporated
DHL Express (USA), Inc.
Direct Supply, Inc.

DreamWorks Animation SKG, Inc.
Duquesne Light Company
Hyatt Hotels Corporation
Mass. Mutual Insurance Company
MVG Development, Inc.

Prudential Financial, Inc.
State Volunteer Insurance Company
TE Connectivity Ltd.
Viacom Inc.
West Monroe Partners, LLC

130 CPBO Challenge® Signatories



CORPORATE PRO BONO: RIGHT TO PRACTICE REFORM

Connecticut

Effective January 1, 2013, registered in-house counsel may provide pro bono legal services offered under supervision of an “organized legal aid society or state/local bar association project, or of a member of the Connecticut bar who is also working on the pro bono representation.”

Massachusetts

Effective March 1, 2013, registered in-house counsel may provide pro bono legal services under the auspices of either an approved legal services organization or a lawyer admitted to practice and in good standing in the Commonwealth of Massachusetts.

Illinois ♦

Effective April 8, 2013, the Illinois Supreme Court removed several restrictions on pro bono practice by registered in-house counsel, including the requirements that registered in-house counsel may only provide pro bono services in association with a sponsoring entity and must seek annual authorization from the court to engage in pro bono. Now, registered in-house counsel may “provide voluntary pro bono public services as defined in Rule 756(f).”

New York ♦

Effective December 4, 2013, the New York Court of Appeals adopted a rule allowing non-locally licensed attorneys registered as in-house counsel in New York to provide pro bono legal services without unnecessary restrictions.

PBI conducted a video interview of CPBO Director Eve Runyon regarding the rule change in New York. It can be viewed at www.cpbo.org/NewYorkMJP.

♦ **Model Language:** These states join Colorado and Virginia in adopting rules that empower non-locally licensed in-house counsel to provide pro bono legal services to underserved communities, free from unnecessary restrictions.



NEW INTERACTIVE MAP

www.cpbo.org/MJPMap

- Provides information on license requirements and pro bono rules applicable to non-locally licensed in-house lawyers
- Updated, downloadable report that details the issue and reflects recently adopted rule changes
- Interactive design works on modern devices

CORPORATE PRO BONO: RECENT PUBLICATIONS

Signature Projects: A Pro Bono Model

This paper addresses the unique benefits of focused thematic projects and details how to develop and improve them.

The Business Case for In-House Pro Bono

Originally published in 2006, this updated version reflects a changed legal market and significant advances in in-house pro bono.

CPBO Challenge® Report

The report summarizes the pro bono performance of legal departments that were CPBO Challenge® signatories and responded to an annual survey between 2007 and 2012.

Challenge Survey Respondents (2012)

54%

Met the Challenge goal of 50% participation for U.S. lawyers

18%

Average level of participation among non-U.S. lawyers

43

Countries where respondents are engaged in pro bono

Pro Bono Development Guide

This document provides guidance on starting a pro bono program by breaking the process down into three overlapping phases and 12 steps.

Guide to Multijurisdictional Practice Rules

This guide details the multijurisdictional practice rules applicable to non-locally licensed in-house counsel providing pro bono.

Benchmarking Report

This report highlights several trends in in-house pro bono, enabling legal departments to compare their pro bono program to other departments.

Benchmarking Survey Respondents (2012)



86% enter into pro bono partnerships with law firms

88% of legal departments track pro bono participation



41% have attorneys abroad working on pro bono local to their jurisdiction

CPBO publications, as well as other in-house pro bono resources, can be accessed at www.cpbo.org.

KEY INITIATIVES

PBI engages in a number of initiatives to enhance and improve the delivery of pro bono services. Through its role as a source of research, convener of various stakeholders, and expert in delivering consultative services, PBI maintains a dynamic presence in the world of legal pro bono.

KEY INITIATIVES

Global Pro Bono

The globalization of law practice, the growth of emerging democracies based on the rule of law, and the heightened international consensus regarding fundamental human rights have fueled efforts to explore and establish a pro bono legal tradition in many nations.

Key Events:

- PBI presented a panel on global pro bono during its 2013 Annual Conference, called “The State of Global Pro Bono.”
- PBI presented the keynote address at the 2nd Southeast Asia/Asia Pro Bono Conference and Workshop 2013 organized by BABSEA CLE and held in Ho Chi Minh City, Vietnam. The theme of the conference was “Pro Bono Initiatives to Strengthen Access to Justice.”
- PBI attended the 2013 PILnet European Pro Bono Forum in Warsaw, Poland.
- PBI met with law firms in London and presented at a workshop of law firms and law centres. The aim of this workshop was increasing collaborative efforts to maximize the impact of pro bono.
- PBI moderated a panel discussion on global pro bono with representatives of White & Case⁺ and the Hewlett-Packard Company⁺ at PBI’s Leadership Convocation in New York.

Pro Bono Measurement and Metrics

Composed of law firm and in-house leaders, the Task Force on Pro Bono Measurement and Metrics focuses on developing and testing effective tools for measurement and assessment of pro bono. Working with the Task Force, Merck & Co., Inc.’s legal department, and Deloitte Financial Advisory Services LLP (which has contributed expertise and countless pro bono hours), PBI developed an initial iteration of a customizable process, template, and toolkit for measuring the impact of pro bono work. When finalized, these resources will enable firms and legal departments to set clear goals for their pro bono programs, as well as track and measure the benefits of their pro bono programs for clients, the community, and the firm/company, both as an organization and as individual employees of a legal team. PBI has begun working with a law firm to tailor its efforts for law firms to customize and utilize. These tools will assist pro bono programs to measure the social and business benefits generated by pro bono efforts.

Facilitating Partnerships

PBI assists law firms, legal departments, and ACC Chapters in identifying potential partners and structuring partnerships that are effective and enduring. PBI helps define expectations for partner organizations and address obstacles, discusses best practices and potential areas of focus, and offers unique resources for partnerships.

In 2013, PBI hosted eight programs on fostering effective partnerships at its Annual Conference, Leadership Convocation, and at the ACC Annual Meeting, providing instruction to more than 150 law firms and legal departments on structuring successful partnerships.

KEY INITIATIVES

Collaborative Justice Project™

In 2013, PBI established the Collaborative Justice Project™, which brings together representatives from a variety of institutions to collectively serve the needs of some of the most vulnerable in our society.

All too often legal services and social services providers work in isolation and sometimes in competition. This can create confusion among potential clients and funders, inefficient duplication of effort, and little or no sharing of expertise and resources to create operational efficiencies. To better and more effectively deploy the enormous human capital and skills available through pro bono service, PBI is testing a different and highly promising approach to meeting the need for legal services for the poor, disadvantaged, and others currently unable to access services. Instead of isolated, randomized pro bono representation that benefits only the small percentage of eligible clients lucky enough to secure legal assistance, we will work with a larger group of stakeholders to develop bold new strategies, streamlined processes, innovative tools and solutions, and collaborative models. This approach will not only serve a larger number of clients but will address underlying problems and inequities and lessen the need and demand for individual services.

Adding new collaborators to the mix – the courts, community groups, government, health and social welfare institutions, other professional services organizations, foundations, and others – is essential to create solutions that can go to scale and create better outcomes for the clients served. Each collaborator, regardless of the breadth of their commitment, will bring valuable resources to the effort, and the outcomes generated for clients and for the public good will be greater than the sum of these individual parts.

Public Interest Project

PBI's Public Interest Project provides strategic advice, training, and tailored technical assistance to programs that address the legal problems of the poor and disadvantaged – and the nonprofit and community groups that serve these populations.

The Public Interest Project helps public interest organizations to most effectively leverage the resources of large law firms and legal departments to enhance their work. PBI also offers consultative services on a fee-for-service basis to pro bono and legal services public interest organizations, covering a wide range of issues.

Second Acts®

In 2005, PBI launched Second Acts®, an innovative initiative to support transitioning and retired lawyers who are interested in a second, volunteer career in public interest law. Despite the ongoing social justice gap for low-income and underserved populations, this seasoned and knowledgeable talent pool has been largely overlooked. In an effort to develop a bold, new model of legal retirement, PBI is working with its core constituencies, major law firms, legal departments, and public interest organizations, to develop replicable projects that make strategic use of this unique pool of legal talent. The initiative has a variety of components, including empirical research, scholarship, consulting, and programmatic pilot projects.

TRAININGS AND PROFESSIONAL DEVELOPMENT

A key part of fulfilling PBI's mission is providing its constituents with the resources they need to be successful in the world of pro bono domestically and abroad. PBI's training events serve as essential tools for building, growing, and sustaining pro bono programs and individual projects.

TRAININGS AND PROFESSIONAL DEVELOPMENT

Public Interest Trainings

The 2013 PBI Annual Conference included a Public Interest track which featured sessions designed to help public interest organizations tap into the pro bono resources of large law firms and legal departments. Attendees on this track were given unique tools and resources that address the challenges public interest and legal services organizations face.

PBI President and CEO Esther F. Lardent also served on the Legal Services Corporation's (LSC) Pro Bono Task Force. Lardent co-chaired the Pro Bono Toolkit, Effectiveness, and Technology Subcommittee with Nan Heald, executive director of Pine Tree Legal Assistance, and LSC Board members Julie Reiskin, executive director of Colorado Cross-Disability Coalition, and Martha Minow, dean of Harvard Law School. This group focused on providing guidance to LSC and its grantees on leading practices and innovative collaborative approaches in pro bono, the use of technology to better manage pro bono programs, taking innovative models to scale and exploring the most effective means for evaluating pro bono programs.

At the summer meeting of the Southeast Project Directors and Administrators (SEPDA) in St. Petersburg, Fla., held in August 2013, Lardent delivered the keynote address at the invitation of SEPDA leader Joe Oelkers, executive director of Acadiana Legal Services in Lafayette, La. The Southeast has been particularly hard hit by the recession, and in addition to deep cuts in LSC funding, the states in the Southeast are less likely to secure alternate and supplemental sources of funding such as state appropriations and foundation grants. Additionally, Lardent and Lisa Dewey, pro bono partner at DLA Piper*, conducted a plenary session on how legal services directors can take full advantage of pro bono resources.

Conference Calls

The Law Firm Pro Bono Project periodically hosts brief and easily-accessible conference calls which provide timely insights on breaking news and hot topics in law firm pro bono. These programs are now also available by request as podcasts to Member Firms and Challenge Signatories. A sampling of the recent conference calls includes the 2012 Law Firm Pro Bono Challenge® Report Call and Attorneys' Fees in Pro Bono Matters.

CPBO has hosted conference calls for in-house pro bono leaders in the greater Chicago, New York, and Southwest regions. In addition, CPBO made conference call presentations to ACC Chapter advocacy liaisons on efforts to change multijurisdictional practice rules in the U.S. and to ACC Chapter executives on starting a pro bono program.

Webinars

Produced in conjunction with West LegalEdcenter, PBI offers a series of low-cost webinars. These programs, which generally offer CLE credit, contain content related to current and evolving topics in pro bono or are derived from the most popular sessions at the Annual Conference. All programs are available on-demand and are free to Law Firm Pro Bono Project Member Firms.

2013 Topics:

- Developments in Global Pro Bono
- Corporate Social Responsibility and Pro Bono
- Marketplace of Ideas – Transactional Pro Bono
- The Ethics of Unbundled Legal Services
- Tackling Mega-Challenges: Systemic Pro Bono
- Pro Bono in Practice: Post Prison Re-entry
- In-House Pro Bono: Trends and Benchmarking

TRAININGS AND PROFESSIONAL DEVELOPMENT

Annual Conference

As the premier pro bono training and networking event each year, the PBI Annual Conference is the cornerstone of the organization's educational initiatives and an essential resource for those looking to build, grow, or hone their pro bono programs. Held annually in Washington, D.C., the Conference brings together pro bono veterans and newcomers from large law firms, legal departments, and legal services and public interest organizations to learn from the best pro bono practitioners in the field and share their experiences.

The 2013 PBI Annual Conference, held March 14-16, hosted more than 350 participants from all over the world. The Conference featured perennial sessions such as "Law Firm Pro Bono 101" and "In-House Pro Bono: The Basics" for new pro bono leaders; "Partnering with Legal Departments" session for more experienced law firm leaders; and "In-House Pro Bono: Momentum and Growth in Mature Programs" for more experienced in-house pro bono leaders. PBI also expanded its peer-to-peer networking sessions for law firms during which attendees with similar roles in their respective firms had time to discuss issue unique to their positions. The Conference also featured several new sessions designed to address the recent changes in pro bono culture and practice and the integration of technology into pro bono practice.

The last day concluded with an interactive discussion with a panel of state and federal judges who addressed the judiciary's increasing movement to a more active role in engaging with pro bono resources and improving access to the courts, quality assistance, and representation.

National Leadership Convocation

The PBI National Leadership Convocation is an annual, invitation-only event for law firm and in-house leaders to help ensure that as pro bono service increases it more effectively and strategically addresses the need for legal assistance and affects change in the justice system.

The 2013 National Leadership Convocation was hosted at the offices of White & Case in New York and began with introductions from White & Case Partner Owen Pell and California Court of Appeal Associate Justice Laurie D. Zelon.

The Convocation addressed two key emerging topics in pro bono: collaborative pro bono and global pro bono. Regarding collaborative pro bono, panelists Fred T. Goldberg, Jr., partner at Skadden, Arps, Slate, Meagher & Flom^{††}; Lisa Dewey, pro bono partner at DLA Piper; Sonya Malunda at University of Chicago; and Judge Zelon presented on three projects that assist the poor and disadvantaged in which their respective organizations are engaged. On the topic of global pro bono, PBI Global Pro Bono Project Coordinator Sri Katragadda moderated a panel in which Executive Vice President and General Counsel John Schultz at Hewlett-Packard Company and Pell discussed some of the challenges of global pro bono. Among them were the difficulty identifying and vetting legal services organizations and other intermediaries, legal environments that are different from those in the U.S. or those that are changing, and a lack of awareness or acceptance of pro bono, especially in countries that lack a history or culture of legal pro bono.

EVENTS AND SUPPORTERS

PBI hosts two major events each year, bringing together leaders from law firms, legal departments, and public interest organizations. The Annual Conference Reception and Annual Dinner honor outstanding pro bono achievements by large law firms, legal departments, and individuals in the legal field.

2013 ANNUAL CONFERENCE RECEPTION

PBI's 2013 Annual Conference Reception, held at the National Museum of Women in the Arts on March 15, offered a night of networking for Conference attendees to celebrate their many achievements as well as those of their colleagues.

PBI presented Executive Vice President and General Counsel Bruce Kuhlik and the legal department of Merck & Co., Inc. with the 2013 Laurie D. Zelon Pro Bono Award. Robert Juceam and New York Chief Judge Jonathan Lippman each received the 2013 Chesterfield Smith Award for their outstanding pro bono contributions.

Attendees also heard congratulatory remarks from PBI President and CEO Esther F. Lardent and PBI Board Chair James W. Jones.

“If the judiciary and the profession do not stand up for those in need of legal services, for those who cannot afford them, no one else will. These are people fighting for the necessities of life, the roof over their heads, their physical safety, the well-being of their families, their livelihoods. These are the fundamentals that everybody is entitled to. To be sure, bold action is needed to address this issue.”

- Chief Judge Jonathan Lippman



From left, Hon. Robert Katzmann & Robert Juceam



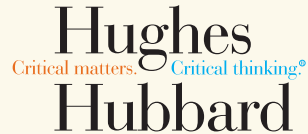
From left, David Ogden, Robert Juceam, Bruce Kuhlik, Esther Lardent, James W. Jones, Hon. Jonathan Lippman & Greg Jordan



From left, David Ogden & Bruce Kuhlik

2013 ANNUAL CONFERENCE SUPPORTERS

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The business of relationships.™

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2013 ANNUAL DINNER

PBI hosted its 2013 Annual Dinner, themed “Collaborating for Justice,” on November 7 at Gotham Hall in New York. Made possible by Dinner Co-Chairs Thomas Russo, American International Group, Inc.**; Thomas Sabatino, Walgreen Co.; and Wayne Watts, AT&T Inc.**; and its generous sponsors, the Dinner provided a venue to celebrate the pro bono achievements of our awardees and guests.

PBI presented its two annual honors – the John H. Pickering Award and CPBO Pro Bono Partner Award – and a new award, the PBI President’s Award. PBI presented the 2013 Pickering Award to Alston & Bird; the 2013 Partner Award to Hewlett-Packard Company in partnership with Morgan, Lewis & Bockius* and the National Veterans Legal Services Program; and the inaugural President’s Award to Deloitte Financial Advisory Services LLP.

Attendees also heard from special guest Crispin Ilombe, a former Congolese Catholic priest, who, with the help of the Georgia Asylum and Immigration Network and Alston & Bird, obtained asylum in the U.S. after being persecuted in his home country for speaking out against government corruption.



From left, Crispin Ilombe & Dinner Co-Chair Wayne Watts

“I am excited for this opportunity to express my gratitude to my dream team and to thank Alston & Bird for their commitment to helping people like me. I wish all the best to Alston & Bird and hope my pro bono attorneys achieve even greater success in the future.”

- Crispin Ilombe



From left, David Williams, Ronald Abrams, Barton Stichman, Amanda Smith, John Schultz & Richard Hays



Dinner Co-Chair Thomas Russo (top, second from left) and guests at the American International Group, Inc. table.

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Paul Williams

COMMUNICATIONS AND MEDIA

PBI's Communications team is responsible for enhancing the organization's work through a number of outreach strategies by ensuring that PBI's constituents, the media, as well as other stakeholders have quick and easy access to pro bono news and resources.

COMMUNICATIONS AND MEDIA

The Pro Bono Wire

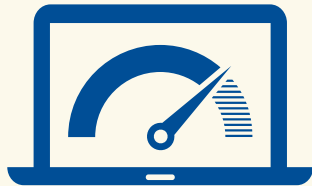
The Pro Bono Wire, PBI's online newsletter, is available to law firm, legal department, and public interest partners, and members of the media are also eligible to receive this valuable resource.

The PBEye

The PBEye, PBI's blog, contains timely information on developments in pro bono, news from the organization, coverage of PBI's events and pro bono-related videos. At *The PBEye*, we deliver "pro bono as we see it."

Website Analytics

PBI has worked diligently in recent years to enhance its outreach through traditional and modern media. Last year, the PBI website achieved increases in traffic and new visitors as it has expanded its media channels.



22.5% ↑
Website Visits

10.9% ↑
Unique Visitors

Social Media / Connecting with PBI

PBI's social media presence continues to grow in popularity. Social media has served as a successful connector of news and hot topics to our pro bono constituents who are near and far. PBI's Twitter feed has more than 1,500 followers; PBI's LinkedIn group has nearly 300 members; and PBI's Facebook page also boasts more than 200 "likes." PBI also hosts a YouTube channel with exclusive video from our events and interviews with pro bono leaders from around the U.S. and the world.

Find us on your favorite social media channel:



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COMMUNICATIONS AND MEDIA

Media Highlights and Mentions

"Need Another Reason To Do Pro Bono? Just Ask Corporate Clients"

JDSUPRA LAW NEWS; January 14, 2013

"Pro Bono and Community Service Category Winner: Capital One Financial Corp."

The National Law Journal; February 18, 2013

"Latham & Watkins, Pro Bono Institute provide overview of international pro bono landscape"

InsideCounsel; February 26, 2013

"Rosenblum: In pro bono work, Minnesota is about average, too"

StarTribune; March 12, 2013

"Merck's pro bono program expands as it grows up"

InsideCounsel; May 1, 2013

"ACC Objects to Washington State In-House Rule"

Corporate Counsel; May 6, 2013

"Do Our Ethics Rules Impair Access to Justice?"

The National Law Journal; May 30, 2013

"DLA Piper provides training to ACC members on how to assist non-profit organizations"

The Lawyer; July 2, 2013

"Guest Blogger Esther Lardent Responds to Recent Blog on Large Firm Changes"

Richard Zorza's Access to Justice Blog; July 2, 2013

"Pro Bono: To Report or Not to Report"

The National Law Journal; July 7, 2013

"Chief Judge Names Committee to Facilitate Pro Bono Efforts of In-House Counsel in NY"

New York State Unified Court System

Official Press Release; July 17, 2013

"NY Panel Looks to In-House to Beef Up Pro Bono"

Corporate Counsel; July 18, 2013

"Pro Bono Not Just About Fixing Individual Legal Needs"

Progressive Law Practice; July 24, 2013

"Pro Bono in the DNA"

The American Lawyer; July 29, 2013

The American Lawyer's Top 50 Innovators

"Raising the Bar"

The American Lawyer; July 29, 2013

"Get a Lawyer Son, Get a Real Good (and Pro Bono) One"

Huffington Post; August 19, 2013

"Legal Departments Of The Year: GE Pro Bono Efforts Help Nonprofits, Indigent And Others"

Connecticut Law Tribune; September 13, 2013

"Pro Bono Survey Results"

Who's Who Legal; October 29, 2013

"Reed Smith works pro bono to aid urban startup coalition"

Pittsburgh Post-Gazette; November 28, 2013

PRO BONO INSTITUTE YEAR IN REVIEW 2013

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