

Law Firm Pro Bono Challenge[®]

CELEBRATING **20** YEARS

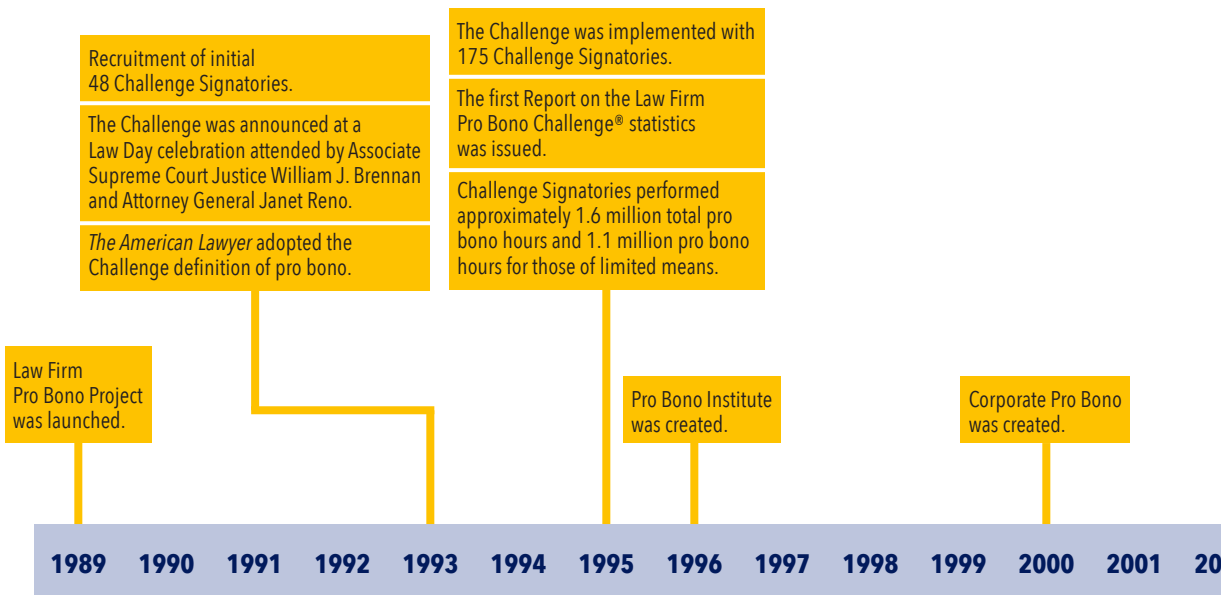


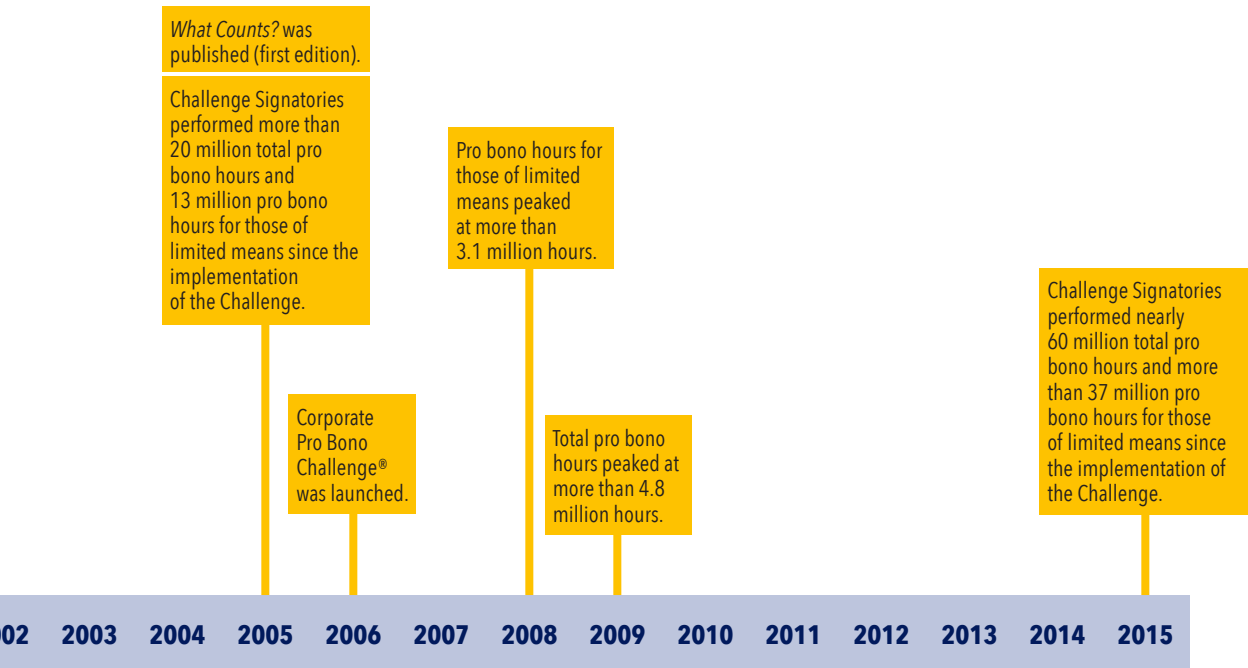
PBI's Law Firm Pro Bono Challenge®, launched in 1993 and implemented in 1995, is a unique, aspirational pro bono standard. Developed by law firm leaders and corporate general counsel, the Challenge articulates a voluntary, single standard for one key segment of the legal profession – major law firms. Challenge Signatories publicly acknowledge their institutional, firm-wide commitment to provide pro bono legal services to low-income individuals and nonprofit groups that serve them. The Challenge includes a narrow, but thoughtful definition of pro bono that has become the industry standard for large law firms and others, as well as an accountability mechanism and measurement tool through its performance benchmarks and annual reporting requirement.

For more information about the Challenge, please visit
www.probonoinst.org/LF-challenge.

If your firm has 50 or more lawyers and is interested in joining the Challenge,
please email **probono@probonoinst.org**.

LAW FIRM PRO BONO CHALLENGE® AT 20: MEMORABLE MOMENTS





What Makes the Law Firm Pro Bono Challenge® Unique?

- It is national and increasingly global in scope.
- It offers a progressive and ambitious performance standard. Firms make a commitment to provide 3 or 5 percent of their billable hours or 60 or 100 hours per attorney annually to pro bono legal services. The percentage goal ties pro bono to firm productivity and profitability.
- It calls for an institutional commitment, rather than an individual lawyer commitment, recognizing that the policies and practices of large law firms are key to the ability and willingness of firm lawyers to undertake pro bono work.
- It creates an accountability mechanism and goals, not only with respect to the amount of pro bono work to be undertaken, but also with regard to the structural and policy elements that are essential for the creation and maintenance of a pro bono-friendly law firm culture.



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