

In-House Pro Bono at a Glance: 2010 Benchmarking Survey March 2011



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Introduction

Pro bono in the corporate community is at a tipping point; the momentum for in-house legal pro bono has grown tremendously in recent years.

During this time, [Corporate Pro Bono \(CPBO\)](#), a partnership project of the [Pro Bono Institute](#) and the [Association of Corporate Counsel](#) (ACC), has worked with more than 300 legal departments and ACC Chapters, helping them grow, develop and expand in-house pro bono programs and offerings for their legal staff and chapter members.

This report highlights several key trends that CPBO has observed in in-house pro bono in 2010. The report includes responses from 35 legal departments, each Signatories to the [Corporate Pro Bono ChallengeSM](#). As in-house pro bono evolves, CPBO will regularly expand and update these materials.

CPBO extends its appreciation and thanks to those departments that participated in this survey and commends them for their commitment to legal pro bono service.

For more information about this benchmarking survey or for general information about in-house pro bono, please contact Corporate Pro Bono at cpbo@probonoinst.org.

Table of Contents

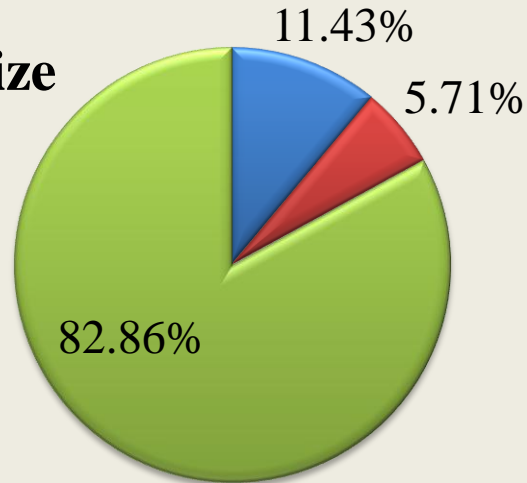
<u>Page</u>	<u>Title</u>
4 - 5	Company Overview
6	Respondents at a Glance
7	Program Management
8	Committee Coordinators
9	Pro Bono Website
10	Pro Bono Policies
11	Malpractice Insurance
12	Participation and Evaluation
13	Participation in Pro Bono
14 -15	Company Support
16 -17	Pro Bono Budgeting
18	Pro Bono Costs
19 - 20	Pro Bono Partnerships
21	Pro Bono Activity

No.	Company	Industry or Service Sector of Company	Size of Legal Department
1.	Accenture plc (Accenture)	IT Services	Large (21 or more attorneys)
2.	Adventist Health System Sunbelt Healthcare Corporation (Adventist Health System)	Health Care and Insurance	Medium (6-20 attorneys)
3.	Aetna Inc. (Aetna)	Health Care and Insurance	Large (21 or more attorneys)
4.	American Airlines, Inc. (American Airlines)	Automotive and Transportation	Large (21 or more attorneys)
5.	AT&T, Inc. (AT&T)	IT Services	Large (21 or more attorneys)
6.	Bank of America Corporation (Bank of America)	Financial Services	Large (21 or more attorneys)
7.	Best Buy Co., Inc. (Best Buy)	Consumer Products and Goods	Large (21 or more attorneys)
8.	BlueCross BlueShield of Tennessee, Inc. (BlueCross BlueShield)	Health Care and Insurance	Medium (6-20 attorneys)
9.	Boehringer Ingelheim Corporation (Boehringer Ingelheim)	Health Care and Insurance	Large (21 or more attorneys)
10.	Caterpillar Inc. (Caterpillar)	Manufacturing	Large (21 or more attorneys)
11.	CBS Corporation (CBS)	Media	Large (21 or more attorneys)
12.	Computer Sciences Corporation (CSC)	IT Services	Large (21 or more attorneys)
13.	Counsel on Call	Professional Services	Medium (6-20 attorneys)
14.	Deere & Company (Deere)	Manufacturing	Large (21 or more attorneys)
15.	Dell Inc. (Dell)	IT Services	Large (21 or more attorneys)
16.	Duke Energy Corporation (Duke Energy)	Energy and Utility	Large (21 or more attorneys)
17.	Exelon Corporation (Exelon)	Energy and Utility	Large (21 or more attorneys)

No.	Company	Industry or Service Sector of Company	Size of Legal Department
18.	Ford Motor Company (Ford)	Automotive and Transportation	Large (21 or more attorneys)
19.	General Motors Company (GM)	Automotive and Transportation	Large (21 or more attorneys)
20.	Hewlett-Packard Company (HP)	IT Services	Large (21 or more attorneys)
21.	Intel Corporation (Intel)	IT Services	Large (21 or more attorneys)
22.	LMI	Professional Services	Small (5 attorneys or less)
23.	Marathon Oil Company (Marathon Oil)	Energy and Utility	Large (21 or more attorneys)
24.	Mayo Clinic (Mayo)	Health Care and Insurance	Large (21 or more attorneys)
25.	Merck & Co., Inc. (Merck)	Health Care and Insurance	Large (21 or more attorneys)
26.	MetLife, Inc. (MetLife)	Health Care and Insurance	Large (21 or more attorneys)
27.	Nationwide Mutual Insurance Company (Nationwide)	Health Care and Insurance	Large (21 or more attorneys)
28.	Office Depot, Inc. (Office Depot)	Consumer Products and Goods	Large (21 or more attorneys)
29.	The Pep Boys – Manny, Moe & Jack (Pep Boys)	Consumer Products and Goods	Small (5 attorneys or less)
30.	Sara Lee Corporation (Sara Lee)	Consumer Products and Goods	Medium (6-20 attorneys)
31.	Shell Oil Company (Shell)	Energy and Utility	Large (21 or more attorneys)
32.	Symantec Corporation (Symantec)	IT Services	Large (21 or more attorneys)
33.	The Williams Companies, Inc. (Williams Companies)	Energy and Utility	Large (21 or more attorneys)
34.	U.S. Bancorp	Financial Services	Large (21 or more attorneys)
35.	United Parcel Service, Inc. (UPS)	Automotive and Transportation	Large (21 or more attorneys)

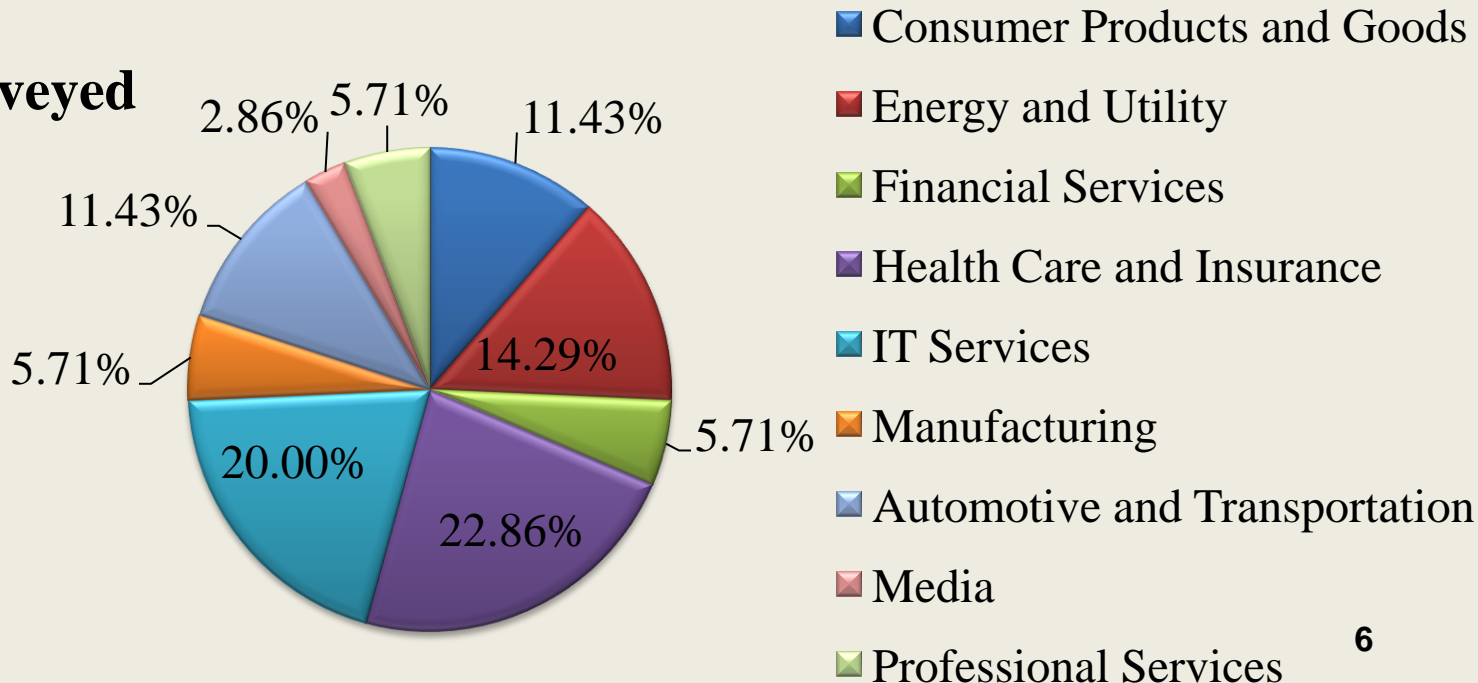
Respondents at a Glance

Company Size



- Medium (6-20 attorneys)
- Small (5 attorneys or less)
- Large (21 or more attorneys)

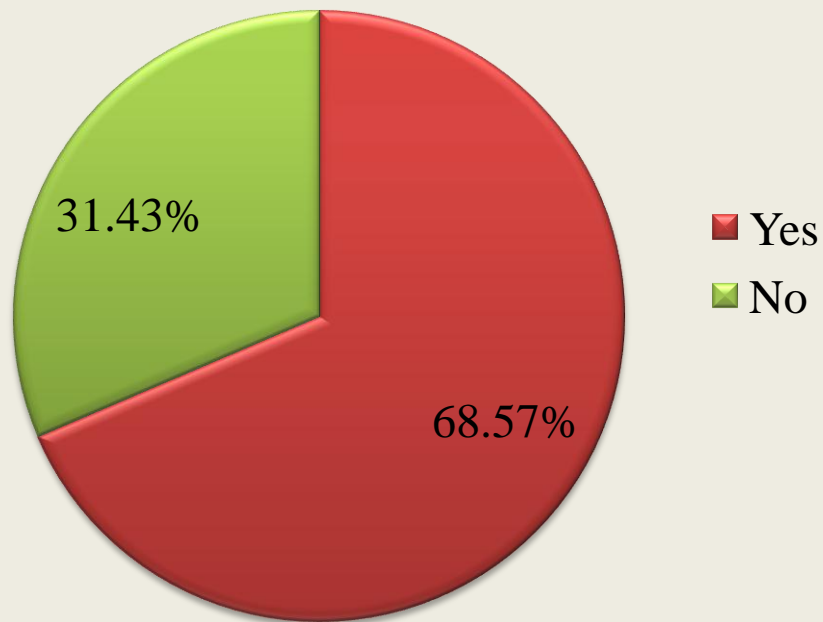
Industries Surveyed



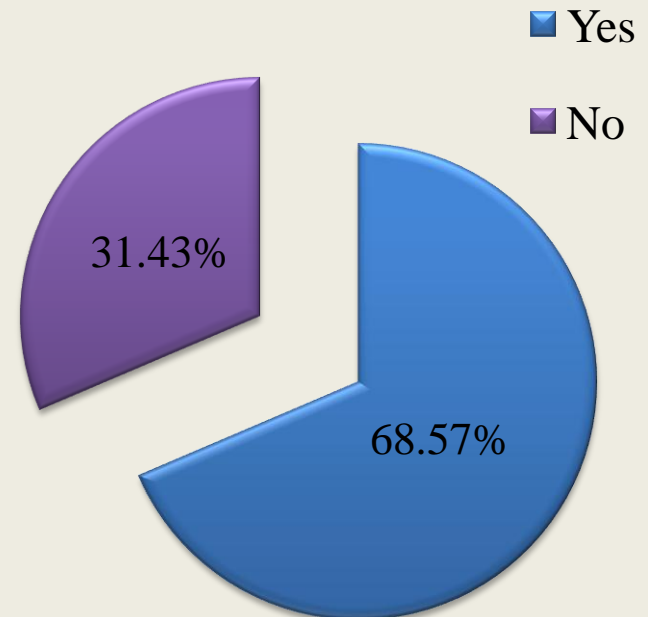
- Consumer Products and Goods
- Energy and Utility
- Financial Services
- Health Care and Insurance
- IT Services
- Manufacturing
- Automotive and Transportation
- Media
- Professional Services

Program Management

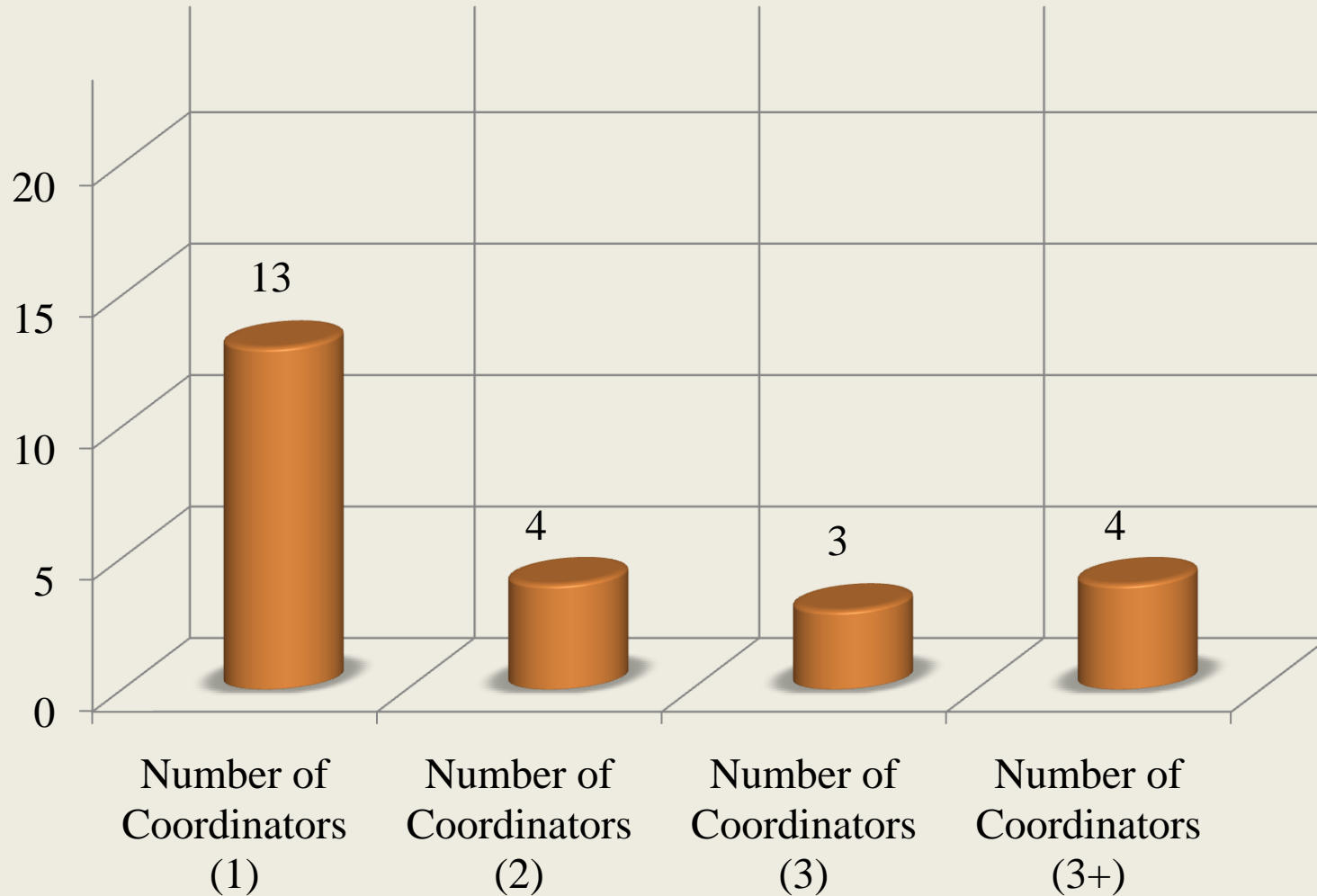
Is your program managed by a Pro Bono Committee?



Does your Pro Bono Committee have a Pro Bono Coordinator?

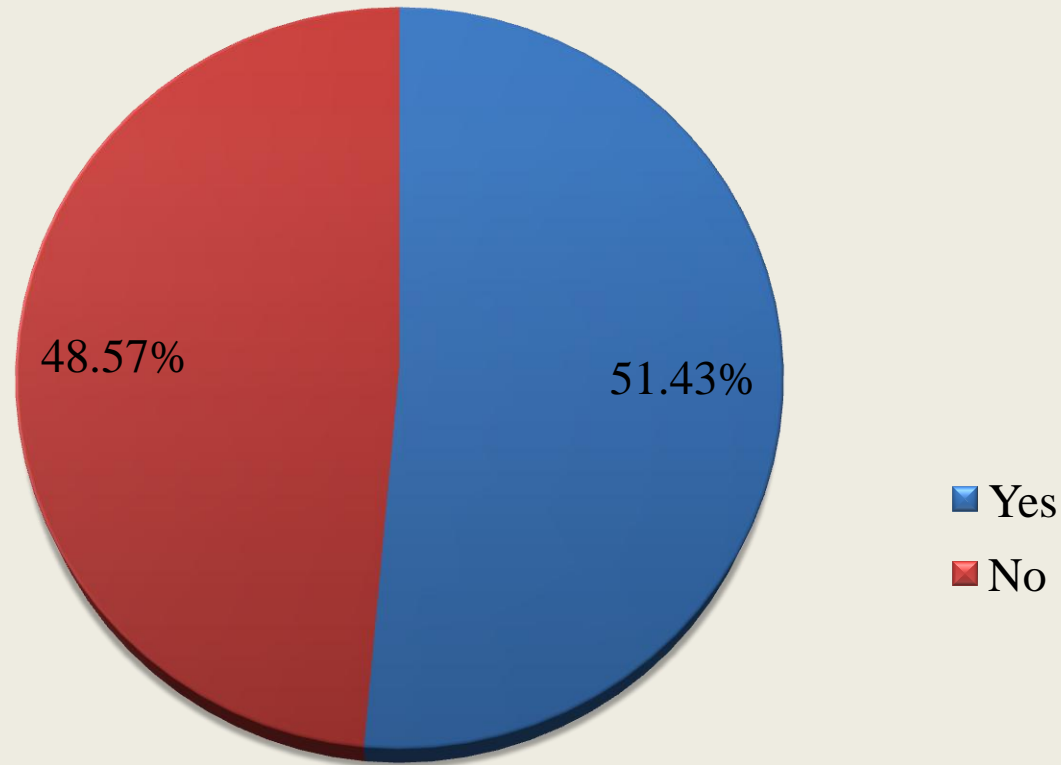


Committee Coordinators



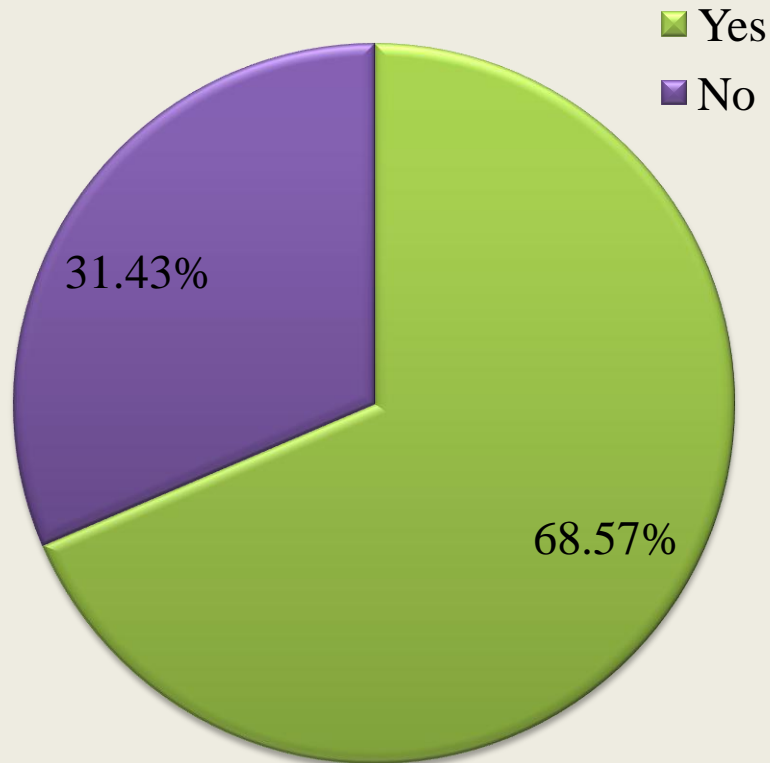
Pro Bono Website

**Does your program have a webpage
on the company intranet?**

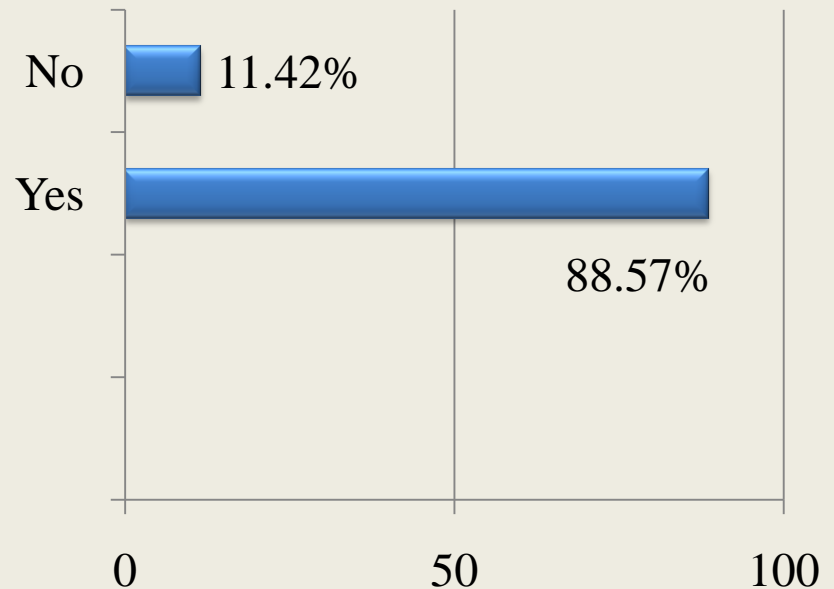


Pro Bono Policies

Does your department have a written pro bono policy?

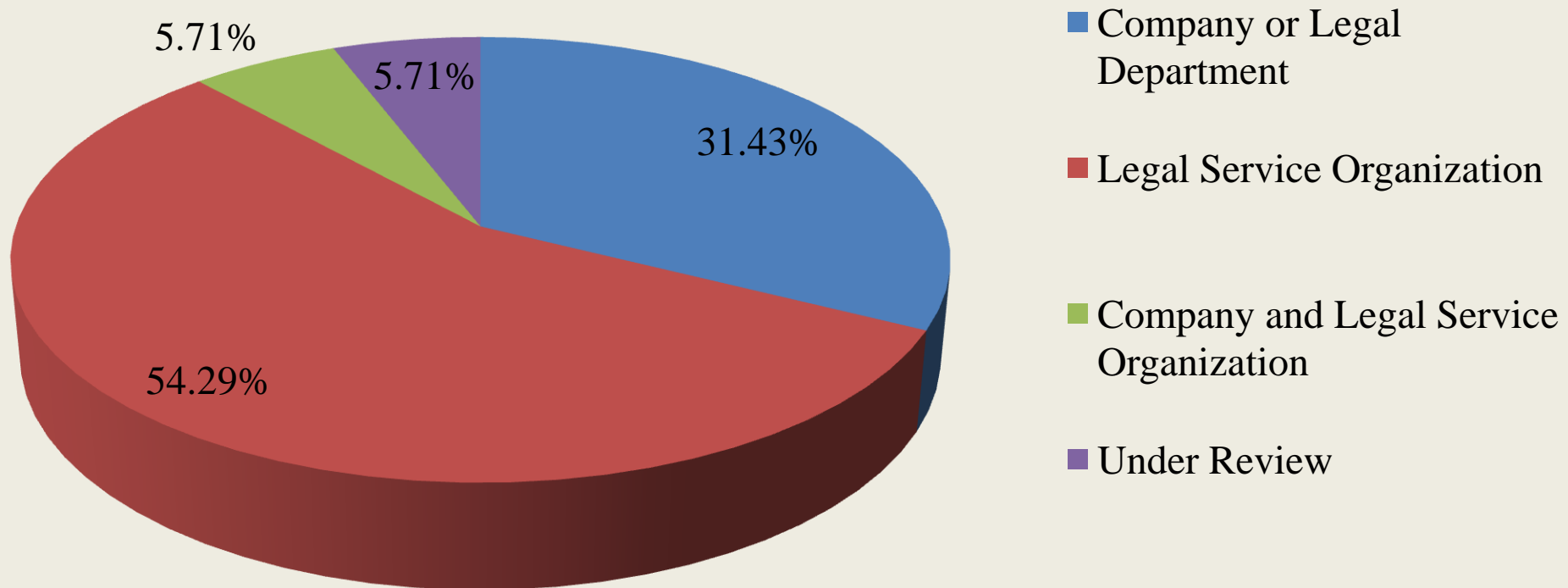


Are legal staff permitted to work on projects outside of the department's formal program?



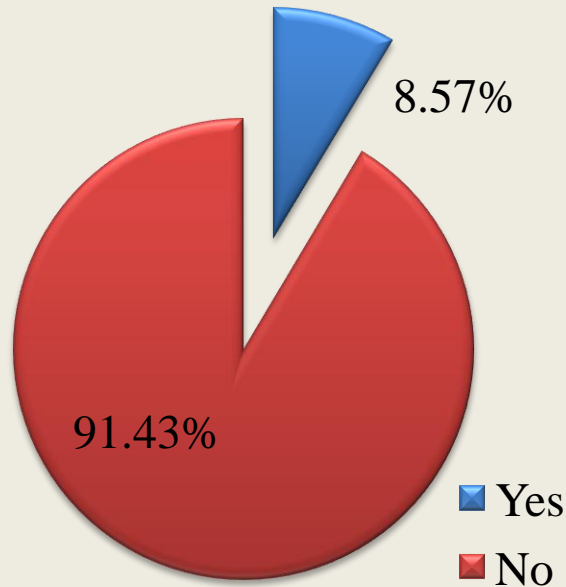
Malpractice Insurance

Under which malpractice insurance policy do your department volunteers provide pro bono services?

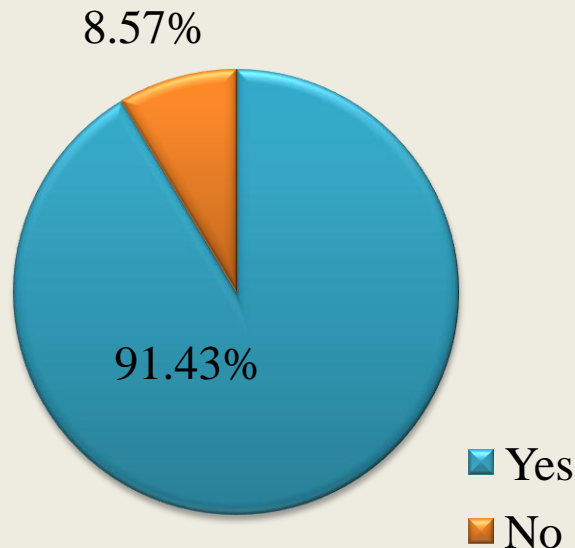


Participation and Evaluation

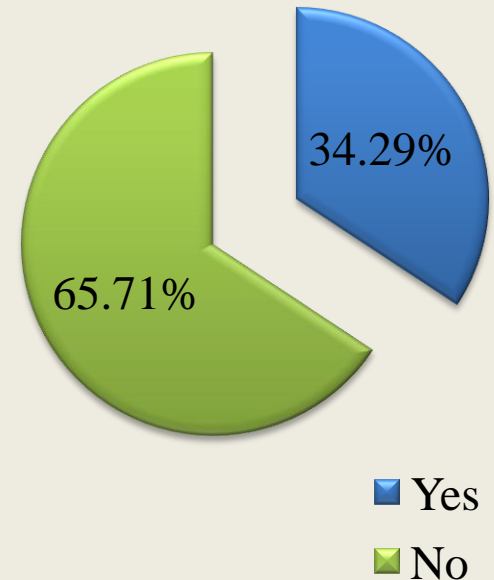
Is participation in pro bono mandatory?



Do non-attorneys participate in your program?

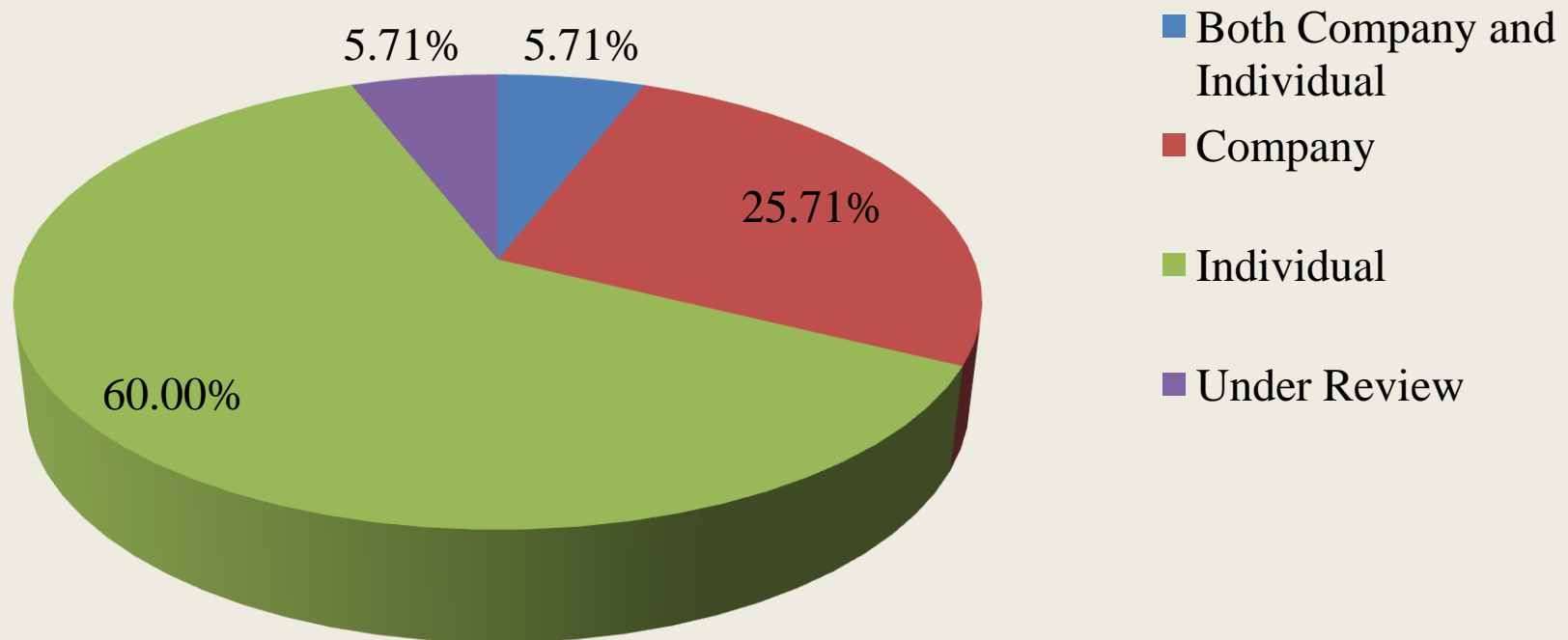


Is pro bono work used as a factor in evaluations?



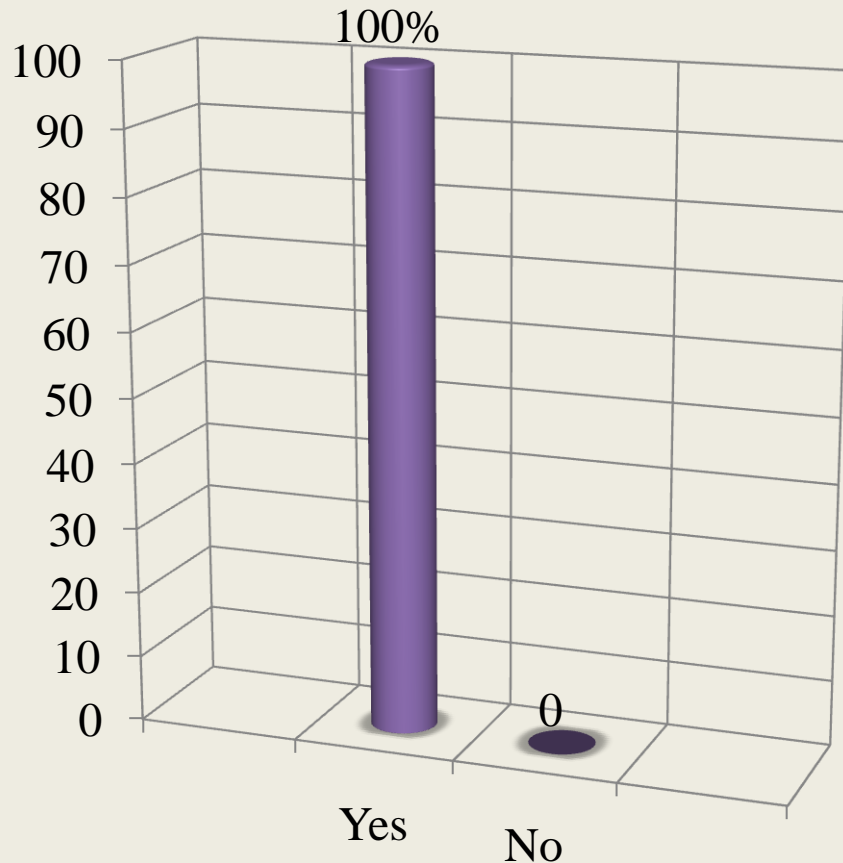
Participation in Pro Bono

Do volunteers undertake representation as part of the company, or as individuals?

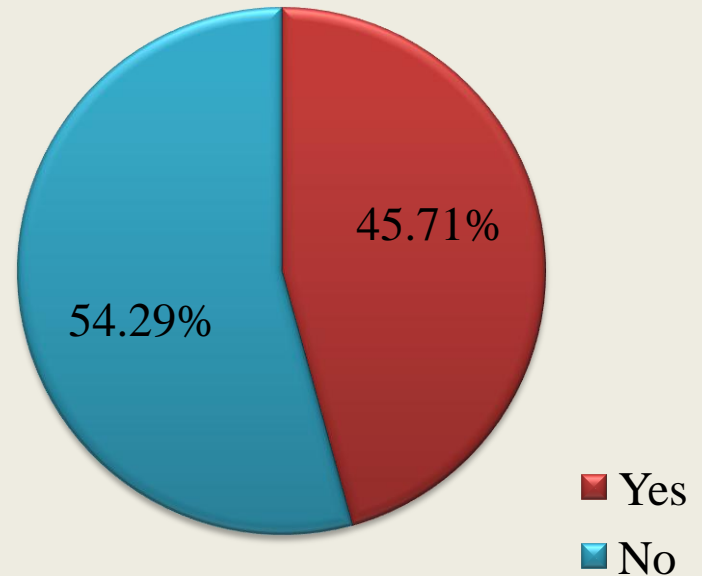


Company Support

May volunteers do pro bono work during normal work hours?

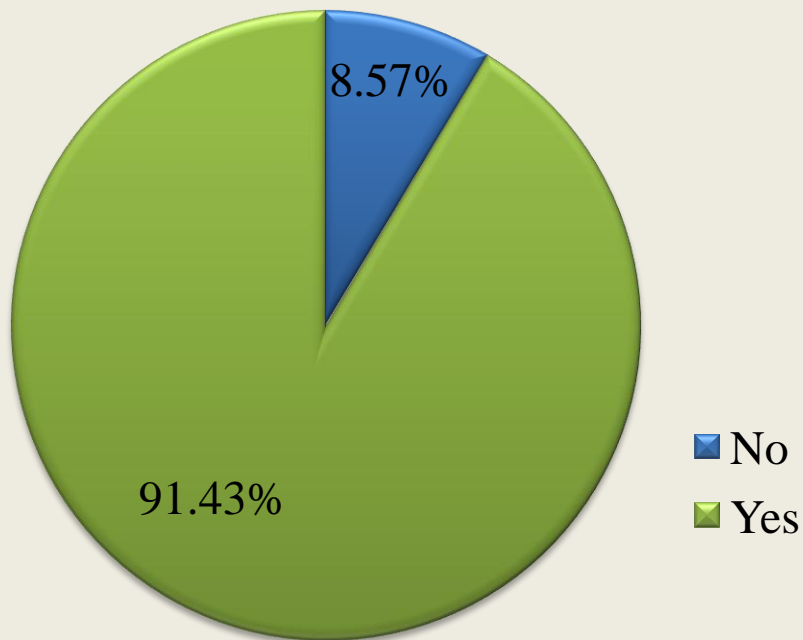


May volunteers use company letterhead for pro bono matters?

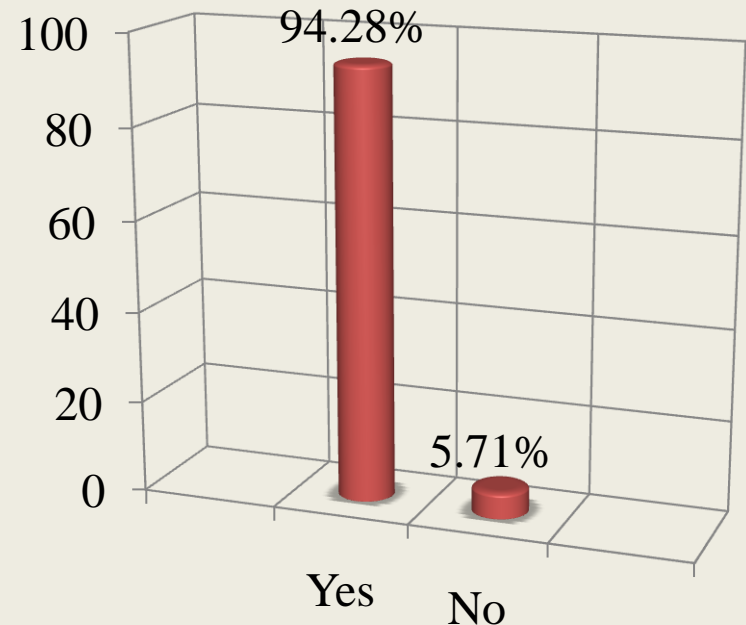


Company Support

May volunteers use the company's email account for pro bono matters?

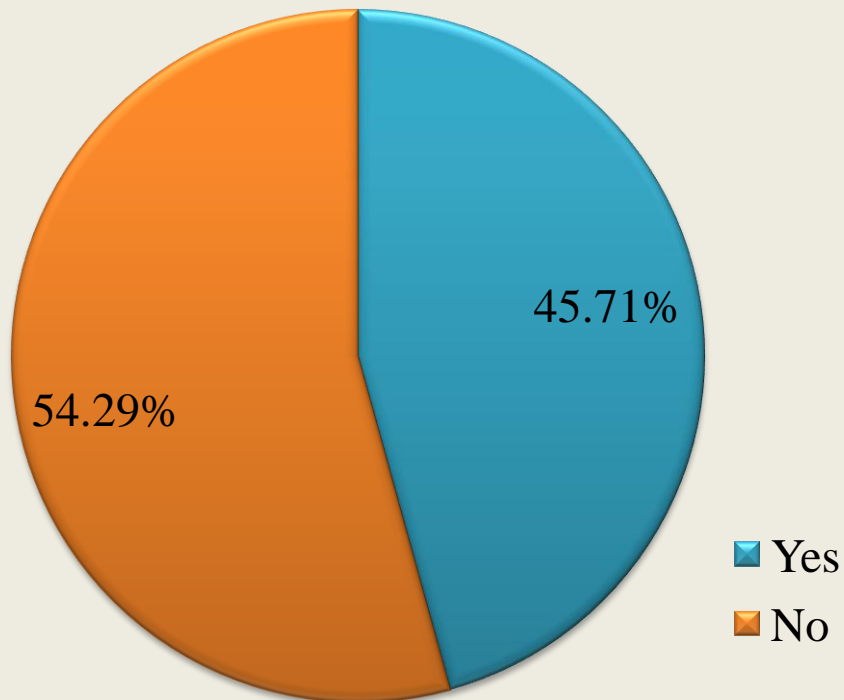


May volunteers have pro bono clients contact them on company phone numbers?

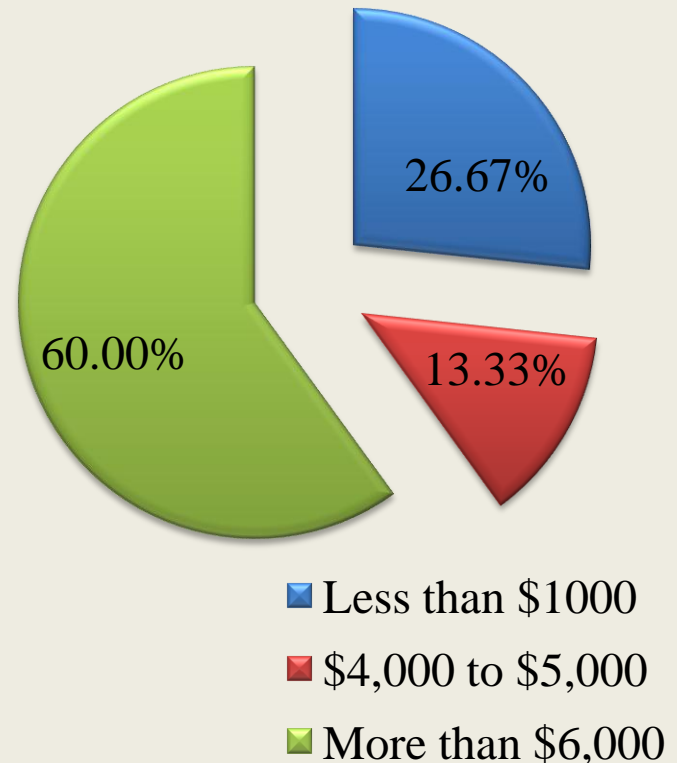


Pro Bono Budgeting

Is pro bono included in your department's annual budget?



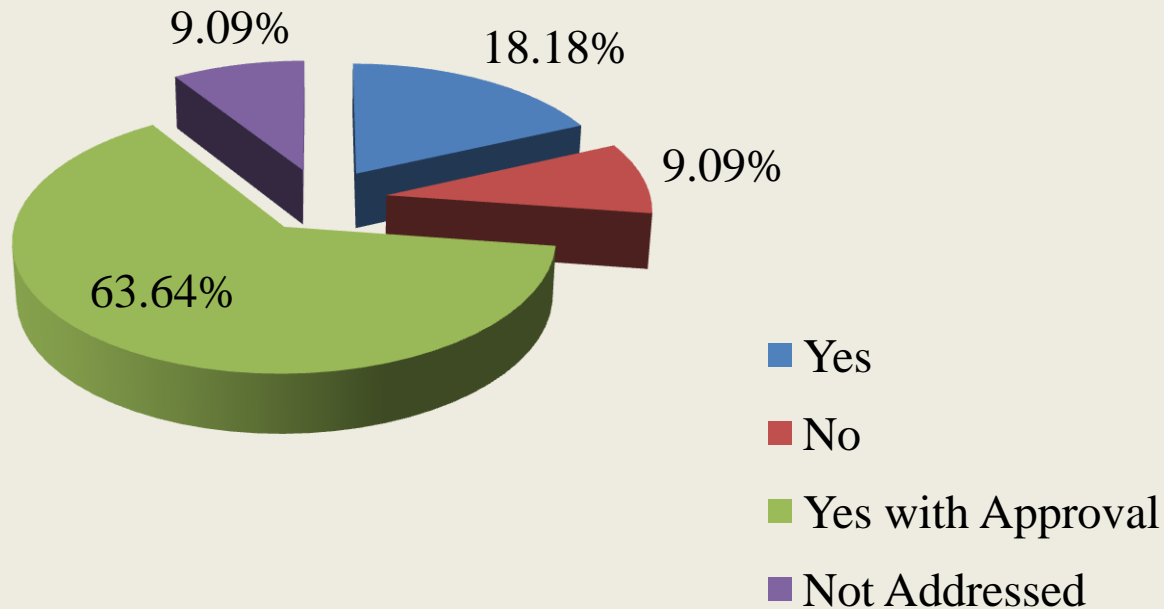
How much does your department budget?



Total 15 Companies

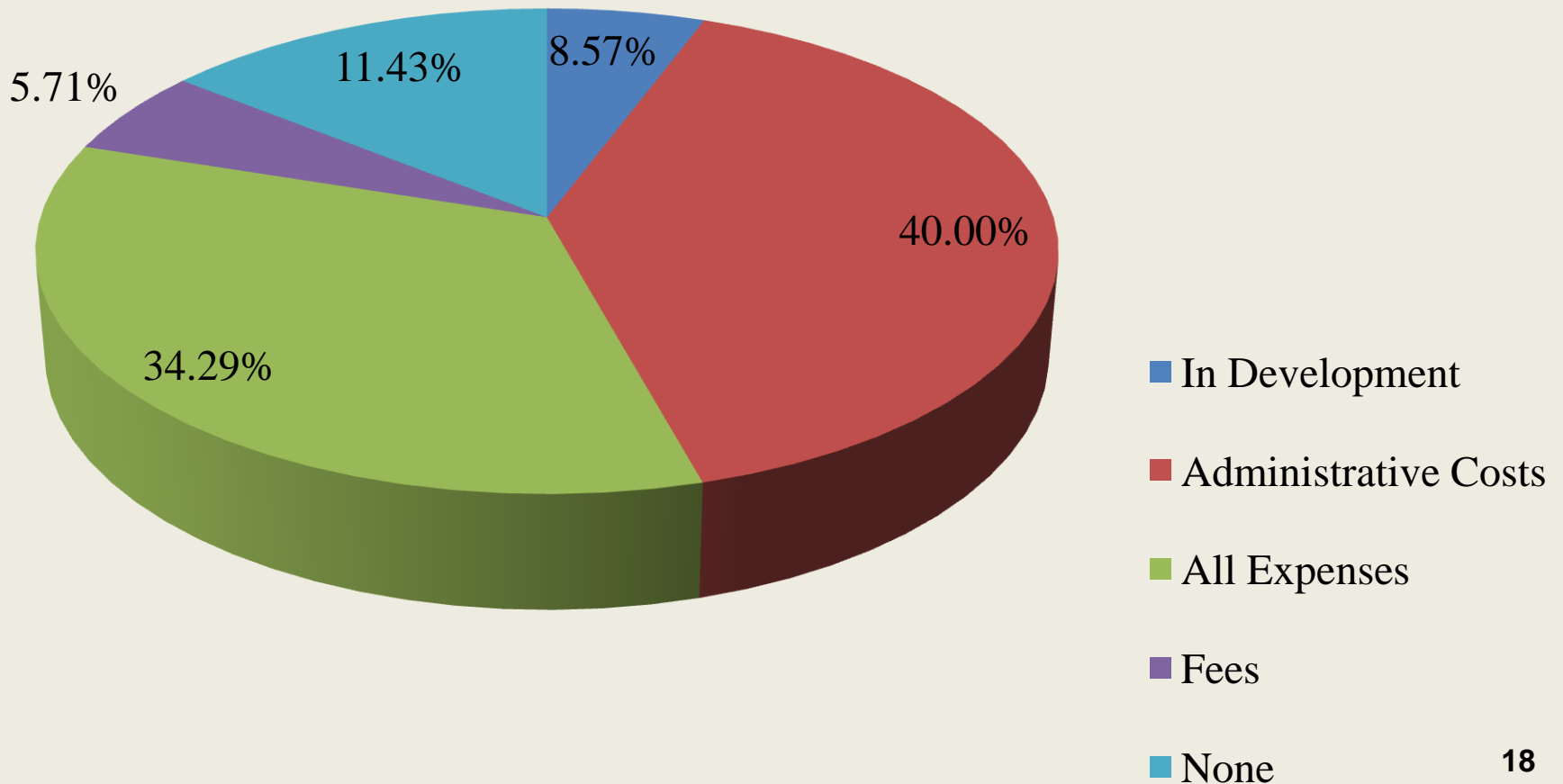
Pro Bono Budgeting

Can expenditures on pro bono exceed the budgeted amount if it is deemed necessary?



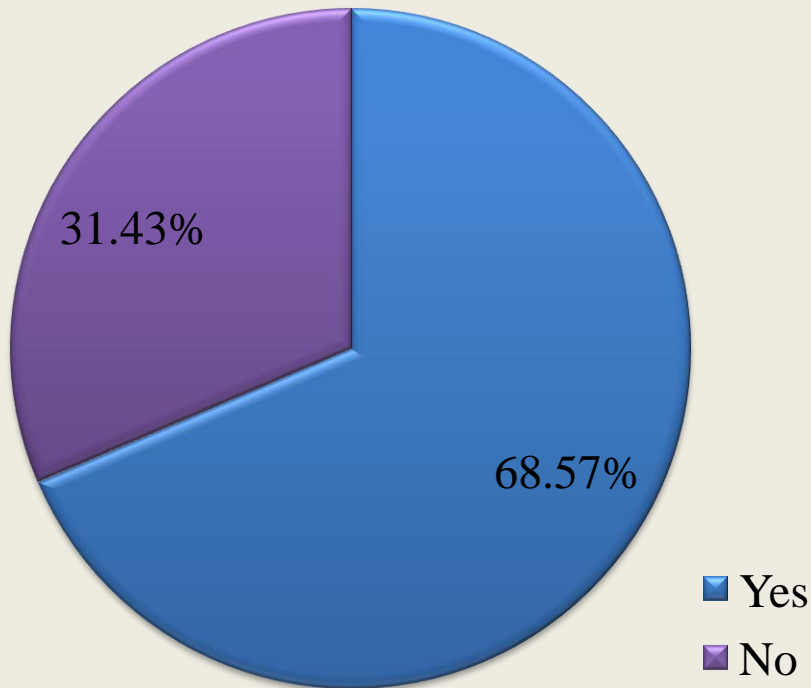
Pro Bono Costs

What costs derived from pro bono are covered by the company?

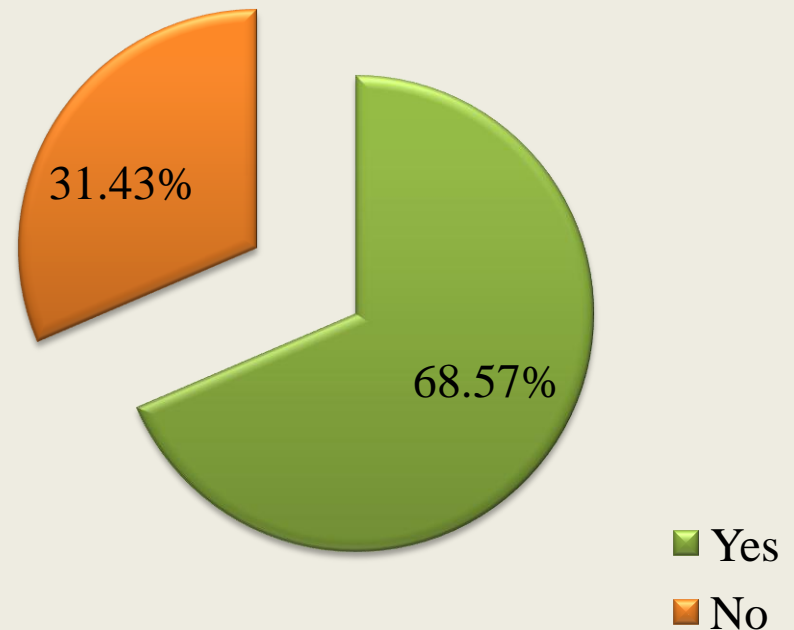


Pro Bono Partnerships

Does your department partner with law firms?

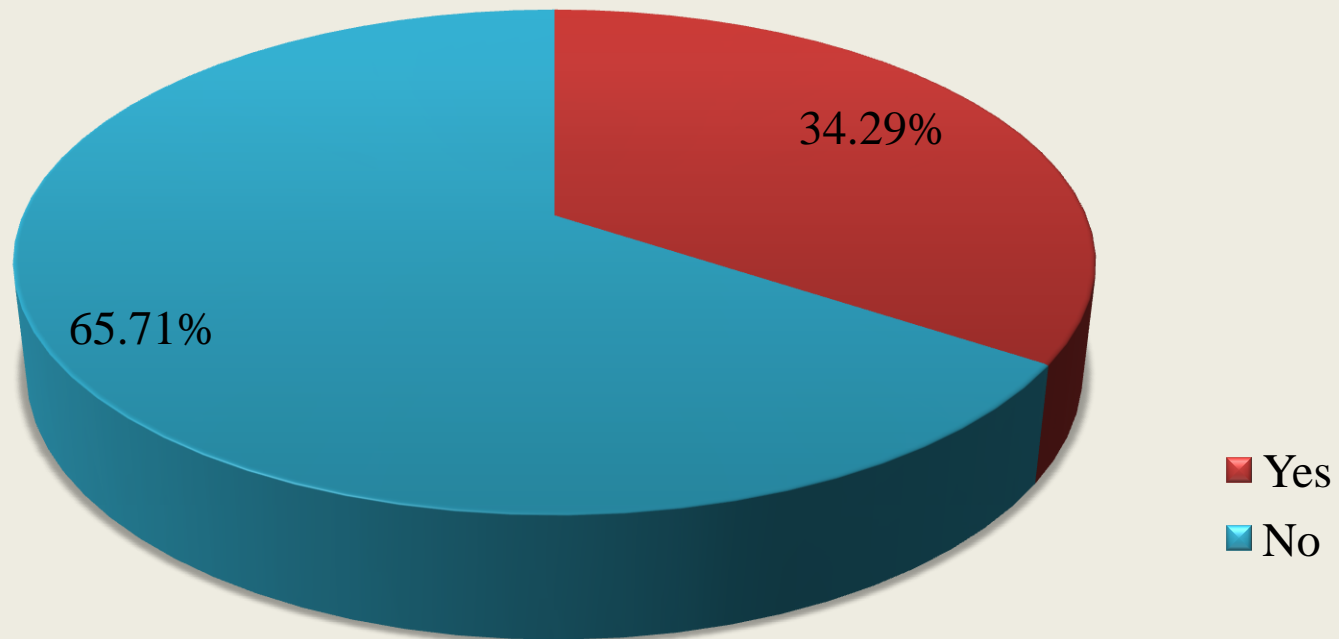


Does your department partner with legal service organizations?

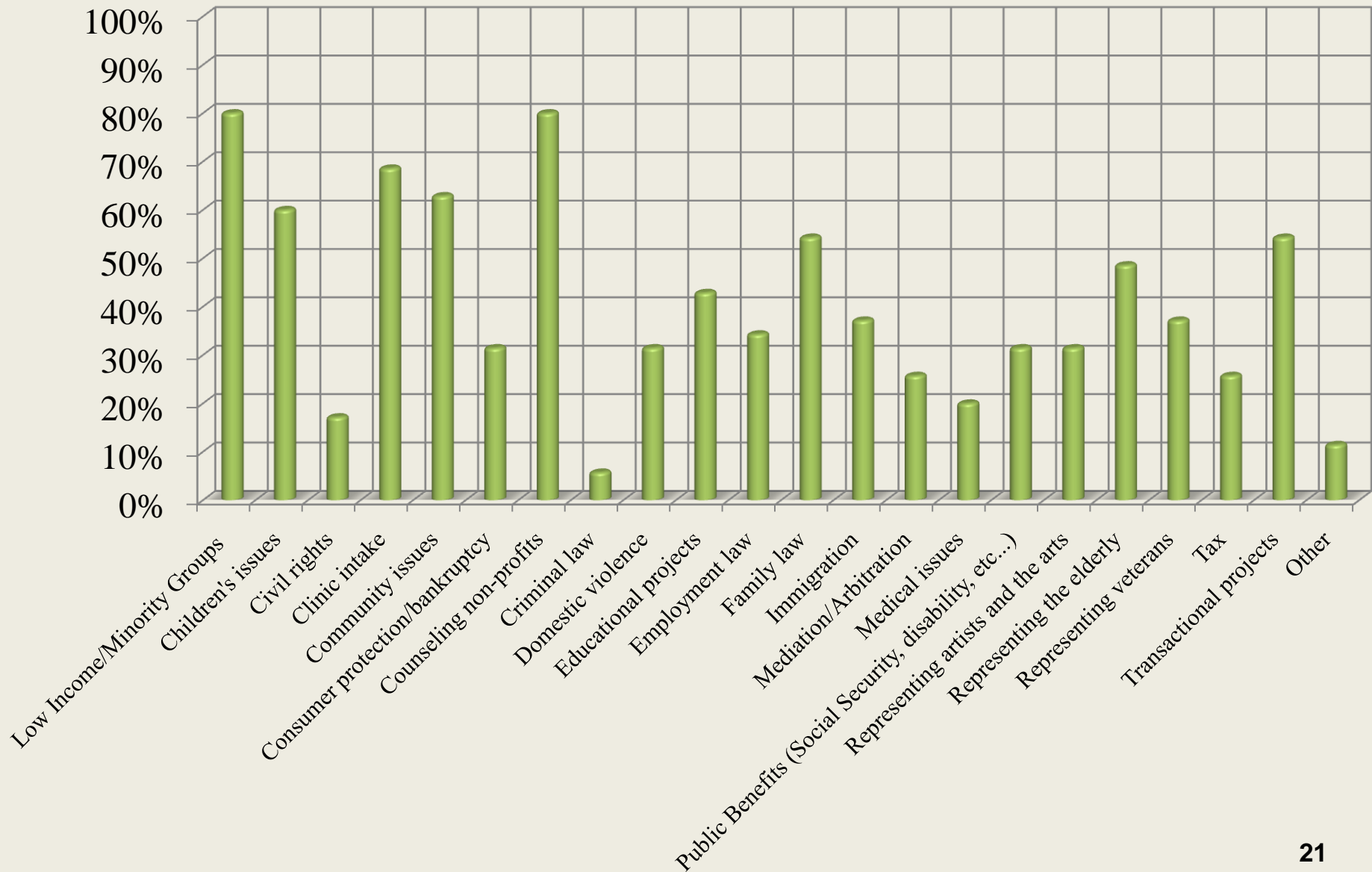


Pro Bono Partnerships

Does your department partner with other legal departments?



Pro Bono Activity





Corporate Pro Bono (CPBO) is a global partnership project of the Association of Corporate Counsel and the Pro Bono Institute. Through on-line services (www.cpbo.org), technical assistance to the in-house community, and educational outreach, CPBO seeks to encourage and support the participation of in-house counsel in pro bono legal services. For more information, please visit us at www.cpbo.org, or contact Eve Runyon, Director of Corporate Pro Bono, at erunyon@probonoinst.org or 202.729.6699.

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