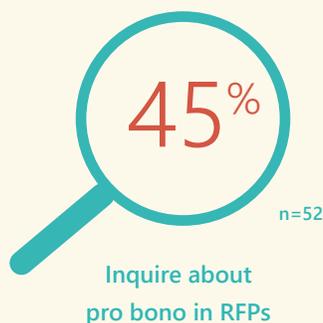


Legal departments are in a unique position as consumers of law firm services to encourage pro bono efforts and address the gap in access to justice. In addition to providing pro bono legal services and partnering with outside counsel on pro bono efforts, in-house counsel increasingly consider pro bono in their evaluation of law firms.

## 2013 CPBO Challenge® Report

The Corporate Pro Bono Challenge® initiative is the industry standard for in-house pro bono. More than 140 general counsel, including over 40 percent of the Fortune 100, have agreed to encourage at least 50 percent of their legal department staff to engage in pro bono, as well as to encourage their outside counsel to engage in pro bono. For more information, see [www.cpbo.org/challenge](http://www.cpbo.org/challenge).



"If you want to be one of our vendors, you need to show that you share our *values*, and one of the ways you could do that is through *pro bono* work. It is a great way to build a relationship with a client that goes *beyond the paying arrangements* you may have."

Darryl Bradford, EVP and General Counsel  
Exelon Corporation

*Jenner and Exelon: A Business Case for Pro Bono*, Bloomberg BNA

"People ask me what I look for in an outside counsel. I always respond that it is *important* for an outside counsel to listen to the client and *align themselves with our commitment* to the community in which we work."



Larry Tu, Former SVP and General Counsel  
Dell, Inc.

*2012 Pro Bono Excellence Award Ceremony*

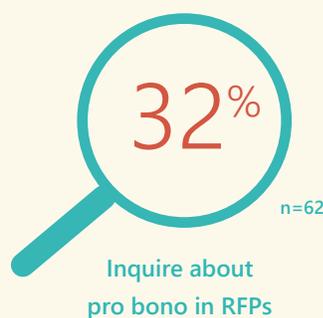
Dell presents an annual pro bono award to a law firm

## 2014 CPBO Benchmarking Report

The following legal departments inquire about pro bono in RFPs and/or consider pro bono when evaluating law firms:

Aetna Inc. • American International Group, Inc. • Boston Scientific Corporation  
Deere & Company • DuPont • Energy Future Holdings Corporation • Ford  
Motor Company • Freddie Mac • General Electric Company • General Mills, Inc.  
GlaxoSmithKline plc • Hewlett-Packard Company • Hyatt Hotels Corporation  
Intel Corporation • International Business Machines Corporation • JPMorgan  
Chase & Co. • Marathon Oil Corporation • McDonald's Corporation • Medtronic,  
Inc. • Merck & Co., Inc. • MVG Development, Inc. • Pfizer Inc. • Starbucks Coffee  
Company • Target Corporation • The Gap, Inc. • United Parcel Service, Inc.  
UnitedHealthGroup Incorporated • WPX Energy, Inc.

For the full report, see [www.cpbo.org/2014br](http://www.cpbo.org/2014br)



## Sample RFP Language

The [Company] Legal Department recognizes that it has a special responsibility, both within and outside our organization, to foster and encourage the provision of pro bono legal services to those in need. To underscore the importance that we attach to pro bono efforts, law firms will be evaluated based upon demonstrated commitment to pro bono work. We request that you provide a statement of your firm's commitment to and plan for providing pro bono legal services. In addition, we would like you to share any ideas you may have about partnering with [Company] to perform pro bono work for the greater community.