

CPBO Challenge® Initiative: 10th Anniversary



Launched in 2006, the Corporate Pro Bono Challenge® initiative enables legal departments to identify, benchmark, and communicate their support for pro bono service. The initiative is now the standard for in-house pro bono. www.cpbo.org/challenge

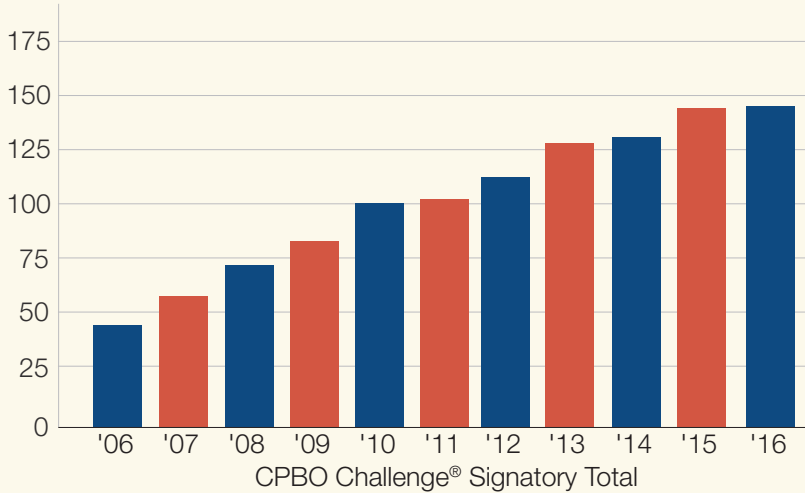
Signatory Snapshot

CPBO Challenge® signatories range in size, industry, and geography, but their chief legal officers all recognize the critical need for in-house pro bono service.



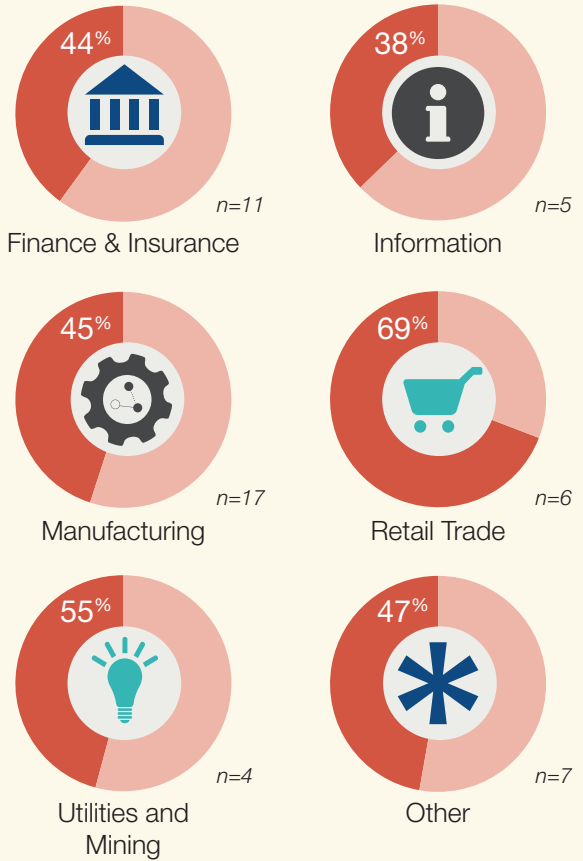
A Challenge Ten Years in the Making

In the 10 years since its launch, the CPBO Challenge® initiative has grown to more than 145 signatories.



Industry to Industry

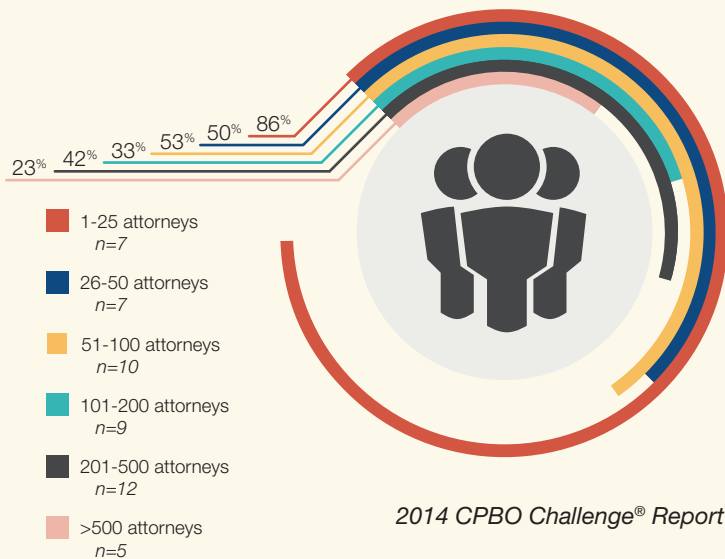
Average participation rate of U.S. lawyers by industry sector:



2014 CPBO Challenge® Report

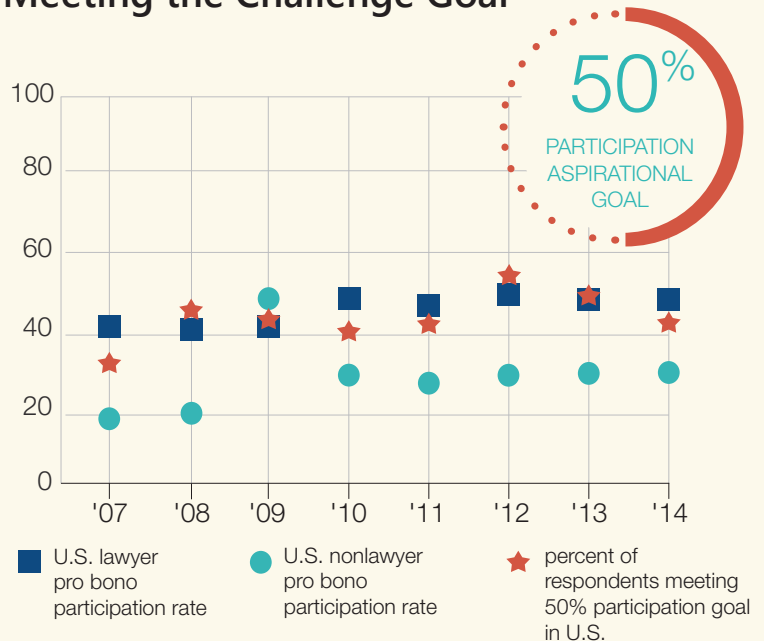
No Department Too Small, or Too Large

Average participation rate of U.S. lawyers by department size:



2014 CPBO Challenge® Report

Meeting the Challenge Goal



CPBO Challenge® Initiative: 10th Anniversary



CPBO Challenge® Signatories (as of March 29, 2016)

- | | | |
|--|--|--|
| 3M Company*† | Deloitte† | Nationwide Mutual Insurance Company† |
| Abbott Laboratories† | DHL Express (USA), Inc. | The New York Times Company† |
| Accenture plc† | Direct Supply, Inc. | Office Depot, Inc.† |
| Adventist Health System† | Discover Financial Services | The Pep Boys-Manny, Moe & Jack† |
| AECOM | DreamWorks Animation SKG, Inc. | PepsiCo, Inc.*† |
| Aetna Inc.*† | Duke Energy Corporation† | PETCO Animal Supplies, Inc.† |
| Agilent Technologies, Inc.*† | DuPont | Pfizer Inc.*† |
| Alaska Airlines, Inc. | Duquesne Light Company | The PNC Financial Services Group, Inc. |
| Allstate Insurance Company† | Energy Corporation | PPG Industries, Inc.*† |
| Altria Group, Inc.*† | Exelon Corporation*† | Prudential Financial, Inc. |
| AMAZON.COM, INC. | FactSet Research Systems Inc. | Qualcomm Incorporated |
| American Airlines Group Inc.† | Federal Home Loan Mortgage Corporation (Freddie Mac) | Rick Engineering Company*† |
| American Electric Power Company, Inc.† | Federal National Mortgage Association (Fannie Mae)† | Royal Bank of Canada† |
| American International Group, Inc.*† | Federal Reserve Bank of New York† | salesforce.com, inc. |
| AOL Inc.† | FedEx Ground Package System, Inc. | Shell Oil Company*† |
| Aon Corporation† | The Finish Line, Inc.† | SIMNSA Co† |
| Archer-Daniels-Midland Company | Fisher Healthcare*† | Starbucks Corporation*† |
| Arena Pharmaceuticals, Inc.† | Ford Motor Company† | Starwood Hotels & Resorts Worldwide, Inc.† |
| Armstrong World Industries, Inc.† | The Gap, Inc.† | State Volunteer Mutual Insurance Company |
| ARS National Services Inc.† | General Electric Company*† | Symantec Corporation† |
| Association of Corporate Counsel† | General Mills, Inc. | SYNNEX Corporation† |
| Assurant, Inc. | General Motors Company*† | Synopsys, Inc.† |
| AT&T Inc.† | Golden State Foods Corp.† | Target Corporation |
| Automated Financial Systems, Inc.*† | Hasbro, Inc.*† | TCF Financial Corporation |
| Bank of America Corporation*† | Hertz Global Holdings, Inc. | TE Connectivity Ltd. |
| The Bank of New York Mellon Corporation | Hewlett Packard Enterprise Company† | Thomson Reuters Corporation† |
| Best Buy Co., Inc.† | Hyatt Hotels Corporation | TIAA† |
| BlueCross BlueShield of Tennessee, Inc.† | Intel Corporation*† | The Toro Company*† |
| Boehringer Ingelheim Corporation† | International Paper Company† | TXU Energy*† |
| Boston Scientific Corporation | J.C. Penney Company, Inc.*† | Tyson Foods, Inc.*† |
| Bristol-Myers Squibb Company† | Johnson & Johnson† | U.S. Bancorp† |
| The Brookings Institution | Johnson's Tire Service LLC | United Continental Holdings, Inc.† |
| CA, Inc.*† | Kaplan, Inc.† | United Parcel Service, Inc.*† |
| Capital One Financial Corporation | LexisNexis Group† | United Technologies Corporation*† |
| Cardinal Health, Inc.*† | LinkedIn Corporation | UnitedHealth Group Incorporated† |
| Caterpillar Inc.*† | LMI (Logistics Management Institute)*† | The Vanderbilt University*† |
| CBRE Group, Inc. | LyondellBasell Industries N.V. | Verizon Communications Inc.† |
| CBS Corporation† | Marathon Oil Corporation† | Viacom Inc. |
| Churchill Downs Incorporated | Marsh & McLennan Companies, Inc.*† | Vulcan Inc.*† |
| CIGNA Corporation† | Massachusetts Mutual Life Insurance Company | Wal-Mart Stores, Inc.† |
| Cisco Systems, Inc. | Mayo Clinic† | Walgreens Boots Alliance, Inc. |
| Citigroup Inc.*† | McDonald's Corporation† | The Washington Post Company*† |
| The Clorox Company*† | Medtronic, Inc. | West Monroe Partners, LLC |
| The Coca-Cola Company*† | Merck & Co., Inc.*† | The Williams Companies, Inc.† |
| Computer Sciences Corporation*† | MetLife, Inc.† | Willis Towers Watson |
| Computer Systems Center Incorporated (CSCI)† | Microsoft Corporation*† | WPX Energy, Inc. |
| Counsel on Call*† | MillerCoors LLC† | Xerox Corporation |
| Cox Communications, Inc.† | MSA Safety Inc. | Yahoo! Inc. |
| Deere & Company*† | National Life Insurance Company (National Life Group)† | |
| Dell Inc.*† | National Rural Electric Cooperative Association | |

* indicates Charter signatory
† indicates Challenge 100 signatory

