

To increase impact and provide more comprehensive services, companies are taking a fresh look at how their pro bono activities can be integrated with or complement their corporate social responsibility (CSR) efforts and charitable contribution practices.

Aligning CSR and Pro Bono

Many companies operate their CSR efforts independently from their legal departments' pro bono programs. However, there are potentially great benefits from aligning pro bono and CSR. Companies complement CSR programs with legal pro bono efforts in a number of ways, including:



Direct Services and Support

Providing pro bono legal services to the beneficiaries of the company's CSR program.



Thematic Alignment

Identifying projects that support or are consistent with the focus of the CSR program.



Structural Integration

Coordinating the management of the pro bono efforts with the CSR initiatives.



Financial Support

Funding organizations that support the department's pro bono efforts.



Partnering on Projects

Working together on a skills-based volunteer project.

"GE has a strong tradition of *giving back* as part of the GE foundation, and our employees volunteer all over the world. *Pro bono work that lawyers do* is something that we're uniquely qualified to be able to do, and we're *uniquely able* to provide that kind of help."

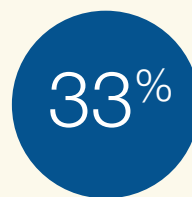
Alex Dimitrief, General Counsel and SVP
General Electric Company
CLO and Pro Bono Podcast Series, Pro Bono Institute

"More and more for those who operate at the *intersection of law and business*, pro bono is both a *humane act* and a *wise investment* that strengthens our ties to communities and consumers."

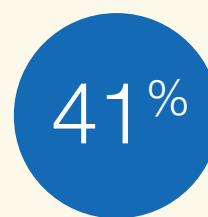
David Leitch, Global General Counsel
Bank of America Corporation
Chief Legal Officers Perspectives and Resources, Pro Bono Institute

Internal Pro Bono Partnerships

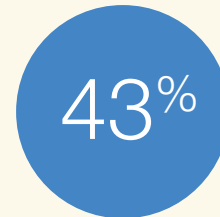
Legal departments partner on pro bono matters internally with multiple entities. 2014 CPBO benchmarking survey respondents report they partner with their:



corporate foundation



CSR staff



community service team

n=63

Company Spotlights

Allstate

Runs the Economics Against Abuse Program which engages Allstate's foundation and CSR and legal departments to empower survivors of domestic violence through charitable contributions, pro bono legal assistance, and financial literacy classes.

Salesforce

Aims to use 1% of Salesforce's technology, people, and resources to improve communities around the world, including through pro bono by legal department staff.

Thomson Reuters

Works closely with its foundation to leverage resources, report on unaddressed legal needs, connect company volunteers to clients around the globe, as well as provide pro bono legal services.