

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 integrate legal pro bono efforts with CSR programs 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.

"At GE, we're proud of our history of *giving back*. Pro bono work provides the opportunity for GE employees to put our skills to work outside of our day jobs and *contribute in communities* around the world."

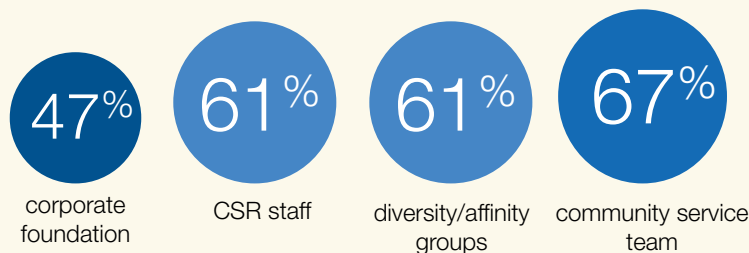
Mike Holston, SVP, General Counsel & Secretary  
General Electric Company

"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. 2020 CPBO Benchmarking Survey respondents report they partner with their:



## Coordinating Pro Bono and Other Corporate Initiatives

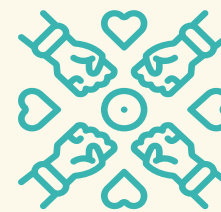
Increasingly, in-house pro bono programs are strategically aligning their efforts with other corporate initiatives and goals, including:



Environmental, Social, and Governance (ESG) or sustainability



mentoring



Diversity, Equity, and Inclusion (DEI) or racial justice

Contact [Corporate Pro Bono](https://www.cpbo.org) for help developing strategies to integrate your pro bono program with CSR, philanthropy, and other corporate initiatives.