



SUMMIT ON CORPORATE VOLUNTEERISM:

Toward a New Definition of Pro Bono

When a small business with five employees like Web Feed Integrated Marketing in San Luis, CA, donates \$15,000 worth of marketing services to a single nonprofit each year, that's corporate pro bono.

When six Deloitte firms come together to provide \$3.5 million in work hours to the United Nations Development Programme to help with business and financial controls after the 2004 tsunami, that's corporate pro bono.

When architects throughout New York City respond to the Robin Hood Foundation's call to design new libraries for some of the city's neediest schools, that's corporate pro bono.

Pro bono is decidedly different from corporate philanthropy, serving on a nonprofit board, volunteering to deliver nonprofit services, and donating in-kind products or services.

Pro bono is the donation of professional services that are included in an employees' job description and for which the recipient nonprofit would otherwise have to pay. It is a subset of skilled volunteering that gives nonprofits access to the business skills and experience they need to develop and implement sound business strategies, increase their capabilities and improve their organizational infrastructure.

By contributing business services and skills to nonprofits, corporate pro bono programs are improving people's lives while adding significant value to their own recruitment, productivity and profitability.

America faces critical challenges that need a broad cross-section of citizens and sectors to come together to make a difference.

When one sector tries on its own to solve social problems like poverty, illiteracy, homelessness or crime, the nation comes up short. These complex social problems require collaboration between businesses, nonprofits and government agencies. Each sector has its own set of skills, and by combining these skill sets strategically, even the most daunting challenges can be met.

Corporate pro bono programs represent the optimal collaboration between business and nonprofits. And the results to date have been remarkable. These skilled volunteer programs are helping America's nonprofits serve communities in need and *simultaneously provide an outstanding return on investment.*

The **Summit on Corporate Volunteerism: Toward a New Definition of Pro Bono** has invited business leaders from around the nation to explore how their companies can achieve the same kinds of impressive results.



SUMMIT ON CORPORATE VOLUNTEERISM:

Toward a New Definition of Pro Bono

The goals of the Summit include:

- Create a shared vision for pro bono service
- Expand the pro bono ethic
- Share best practices
- Secure commitments from attendees to help nonprofits address social needs

The Summit also kicks off an ambitious campaign to leverage \$1 billion in skilled volunteering and pro bono services over the next three years. Several companies will announce commitments at the Summit.

In addition, the Summit is proud to recognize seven companies and groups for their exemplary commitment to skilled volunteering, and to showcase their strategies and accomplishments throughout these materials. The **Pro Bono Awards** honor:

- Ad Council
- General Electric
- Harvard Business School (HBS) Community Partners
- McKinsey & Company
- Monitor Group
- Pentagram Design

“Putting a company's intellectual capital to work for society is not just altruistic, it is good for business. Not only will companies make more-valuable contributions, but their employees will also gain important professional-development opportunities and greater personal fulfillment. What's more, the corporation will have an opportunity to showcase its professional skills to everyone who interacts with the charity.”

*Evan Hochberg
National Director of Community Involvement,
Deloitte Services*

The Summit is being convened by The President's Council on Service and Civic Participation in collaboration with the Corporation for National and Community Service, Points of Light & Hands On Network, Taproot Foundation, UPS, and USA Freedom Corps, and with support from Citi, Committee Encouraging Corporate Philanthropy, and Target.

This briefing paper highlights why a pro bono initiative is the right corporate solution for the 21st Century; how it can help to leverage corporate talent; ways to move toward a pro bono corporate culture; and why a pro bono initiative is good for business.

In short: This new definition of pro bono is an idea whose time has come.



CORPORATE PRO BONO: THE 21ST CENTURY SOLUTION

The “Win-Win-Win” Solution: An Overview

Pro bono and skilled volunteering adds value to the **company**, its **employees**, and the **community** as a whole.

- The **Company** benefits from:
 - Increased employee morale, loyalty and productivity
 - Enhanced recruitment, especially among millennials and boomers
 - Stronger customer goodwill and loyalty
 - Enhanced profitability
 - Additional investors
 - Improved return on community investment
- **Employees** benefit from:
 - Enhanced organizational, leadership, communications and decision-making skills
 - Expanded and more-sophisticated core competencies
 - Larger, stronger networks, both inside and outside of the company
 - Additional opportunities to advance within the company
 - Improved morale, interest level and overall work experience
- The **Community** benefits from:
 - Improved, expanded nonprofit services
 - Fewer and less critical social problems
 - More civic engagement and long-term, dedicated volunteers
 - A stronger local, regional and national economy
 - Better quality of life overall

An Effective Nonprofit Sector Is Vital to the Nation’s Strength and Security

Nonprofits Step Up to the Plate

- The nonprofit sector is the fastest growing sector in the U.S. economy and is playing a much bigger role in society overall as it responds to a greater need for services. In the past ten years, the number of nonprofits has grown by 67% and the number of foundations has nearly doubled.

Nonprofits Meet Countless Critical Needs

- Social services, education, health care, environmental protection, cultural enrichment — our nation, while rich with resources and talent, struggles to meet the basic needs of all its citizenry. The nonprofit sector works every day to meet these needs despite constant funding shortfalls.

Nonprofits Face Knowledge and Skills Gap

- To provide critical services and grow to meet new needs, the nonprofit sector must begin to integrate business-like practices. The gap that exists between the need for modern business management systems and implementing them can be addressed most effectively in one way: by creating a pipeline of professional human capital from the business world.



CORPORATE PRO BONO: THE 21ST CENTURY SOLUTION

Research Proves Bottom Line Results

Incorporating pro bono and skilled volunteering is good for business.

- **Pro Bono Benefits the Bottom Line:**

64% of executives say that corporate citizenship produces a tangible contribution to the bottom line. At large companies, 84% of execs see direct bottom-line benefits. (Source: *Center for Corporate Citizenship at Boston College and Business Civic Leadership Center, 2005*)

- **Pro Bono Attracts Investors:**

70% of Americans say that a company's commitment to social issues is an important factor in deciding which stocks and mutual funds to invest in. (Source: *The 2004 Cone Corporate Citizenship Study*)

- **Pro Bono Improves Market Share:**

86% of Americans say they are likely to switch from one brand to another that is about the same in price and quality if the other brand is associated with a social/community cause. (Source: *The 2004 Cone Corporate Citizenship Study*)

- **Pro Bono Builds Brand:**

Publicity garnered from pro bono activities is less likely to be viewed as self-serving than traditional advertising. (Source: *Making the Business Case for Pro Bono, The Pro Bono Institute, 2000*)

- **Pro Bono Expands ROI on Corporate Philanthropy:**

Companies engaged in corporate social responsibility had a 10-year positive return on equity that was 10% higher than their counterparts and a 10-year relative return to shareholders that was 65% higher. (Source: *Graves & Walker, 2000*)

“A lot of the work we’ve done is outside, public, it’s very visible, and so clients will call us because they’ve seen the design. I can’t tell you how many jobs I’ve gotten through [pro bono work with] the Public Theater. We’re connected to virtually every cultural organization in the city. We are rewarded in recommendations; we’re included in groups where we find out information about things—it’s all very good business.”

*Paula Scher, Partner,
NYC Office, Pentagram Design*

- **Pro Bono Is More Successful:**

Giving professionals concur that skill-development programs are one of the most successful types of corporate volunteer initiatives, while paid sabbaticals, where employees are disengaged, are considered least successful. (Source: *2007 Giving in Numbers, Committee Encouraging Corporate Philanthropy*)



CORPORATE PRO BONO: THE 21ST CENTURY SOLUTION

Research Shows Impressive Workforce Benefits

Companies with strong pro bono programs improve employee relations and development.

- **Pro Bono Boosts Morale and Pride:**

Employees' perception of a company's corporate citizenship affects employee morale, spirit and pride, trust in their employer and a willingness to recommend their employer as a good place to work (Source: GolinHarris survey, 2005)

- **Pro Bono Enhances Recruitment:**

81% of Americans take into consideration a company's commitment to a social issue when deciding where to work. (Source: Cone Corporate Citizenship Study, 2004)

- **Pro Bono Attracts Millennials:**

Companies that help their employees volunteer their professional skills to nonprofits have a leg up in recruiting Generation Y talent. Nearly two-thirds (62%) of 18–26 year-olds said they'd prefer to work for companies that allow them to contribute their talents to nonprofit organizations. (Source: April 2007 Volunteer IMPACT survey by Deloitte & Touche USA)

- **Pro Bono Increases Loyalty:**

Employees who work for organizations involved in the community are more likely to be engaged at work and stay with the company. (Source: Walker Information, 2003)

- **Pro Bono Keeps Boomers:**

Baby boomers see service as a core part of their life going forward, are looking for well-managed volunteer opportunities to leverage their skills and have a large concentration of transferable skills. (Source: Taproot Foundation)

- **Pro Bono Expands Networks:**

Pro bono projects and recognition events give employees the opportunity to get to know each other in a positive way and instill a sense of pride in the company. (Source: Making the Business Case for Pro Bono, The Pro Bono Institute, 2000)

- **Pro Bono Develops Workplace Skills:**

Volunteers agree that the experience improves motivation and enhances decision-making, problem-solving, teamwork, negotiating and delegation skills. (Source: 2005 Deloitte Volunteer IMPACT, Opinion Research Corporation)

“With our senior partners completely behind these strategic partnerships and jumping in consistently, the New Profit [pro bono] partnership is their favorite thing to remind them of why they love their job.”

*Bill McClements
Partner, Monitor Group*



CORPORATE PRO BONO: THE 21ST CENTURY SOLUTION

Research Shows Skilled Volunteers Crucial to Communities

Corporate pro bono bridges a crucial gap by providing nonprofits with the tools they need to achieve the scale, sustainability and effective delivery of services that truly make a difference in our communities.

- **Pro Bono Taps Unused Potential:**
There are more than 6.7 million professionals in corporate America with the skills necessary to help address the nonprofit sector's most critical needs. *(Taproot Foundation)*
- **Pro Bono Services Are Needed in the Nonprofit Sector:**
89% of nonprofit directors and managers realize that volunteers' workplace skills are extremely or very valuable to their organizations. *(Source: 2006 Deloitte/Points of Light Volunteer IMPACT Study)*
- **Pro Bono Improves Nonprofit Practices:**
77% of nonprofit leaders agree that their organizations could benefit significantly from corporate volunteers focusing on business practices improvements. *(Source: Taproot Foundation)*
- **Pro Bono Opportunities Improve Retention:**
Volunteers who were offered more challenging opportunities to perform professional or management activities (such as strategic planning, marketing, and budgeting) have higher volunteer retention rates. *(Source: Volunteering in America: 2007 State Trends and Rankings, Corporation for National and Community Service)*

Yet...

- **Pro Bono Services Remain Greatly Underutilized:**
 - 62% of nonprofits do *not* work with any companies that provide volunteers
 - Just 12% percent of nonprofits typically align tasks with volunteers' specific workplace skills
 - Only 19% of volunteers say their workplace skills are the primary service they provide when they support a nonprofit organization.*(Source: 2006 Deloitte/Points of Light Volunteer IMPACT Study)*



LEVERAGING CORPORATE TALENT

What Kinds of Pro Bono Services Do Nonprofits Need Most?

The skills that business sector employees use in their everyday work are precisely the ones nonprofits need most.

Corporations can help nonprofits succeed — and through them help solve social problems across this nation — by leveraging their single most competitive business asset: their talent.

Corporate talent assets are particularly needed in the following service areas:

- Strategic and Business Planning
• Human Resources and Organizational Development
• Marketing and Communications
• Finance and Accounting
• Information Technology
• Logistics
• Product Development
• Fundraising and Development

“Alumni are motivated by the networking opportunities with other HBS alumni and by the opportunity to use their skills in a more meaningful way than writing a check.”

Kathy Salmanowitz
Program Director, Harvard Business School Community Partners

These are the areas, of course, that are critical to maintaining productive, sustainable operations in any organization, regardless of the sector. Therefore, corporations can serve nonprofits by leveraging their single most competitive asset: their talent.

On the following page is a chart that illustrates how Summit Pro Bono Award recipients leveraged their talents to nonprofit partners. A list of pro bono categories and projects follows.

“Ad agencies generally do not treat their pro bono projects differently—in fact sometimes it’s their most creative work because they care about the cause.”

Kate Emanuel,
Senior Vice President of Nonprofit and Government Affairs,
The Ad Council



LEVERAGING CORPORATE TALENT

Summit Award Recipients: Core Competencies Leveraged for Pro Bono

ORGANIZATION	BUSINESS	CORE COMPETENCIES LEVERAGED
Ad Council	Pro bono industry services provider of consumer/public interest/awareness campaigns	Strategic Business Planning, Human Resources and Organizational Development, Product Development, Marketing and Communications, Information Technology, Fundraising and Development
General Electric	Conglomerate focusing on innovation in finance, healthcare, infrastructure and media	Strategic Business Planning, Product Development, Human Resources and Organizational Development
HBS Community Partners	Pro bono services provider and volunteer recruitment	Strategic Business Planning, Human Resources and Organizational Development, Product Development, Marketing and Communications, Information Technology, Fundraising and Development
McKinsey & Company	Management consulting firm	Strategic Business Planning, Marketing and Communications, Information Technology, Fundraising and Development
The Monitor Group	M&A advisory and financial/strategic consulting services	Strategic Business Planning, Fundraising and Development, Human Resources and Organizational Development
Pentagram Design	Strategic leveraging of different types of media, e.g. graphic design, architectures, identities, exhibitions, packaging, signage and print	Marketing and Communications, Product Development



LEVERAGING CORPORATE TALENT

Examples of Pro Bono and Skilled Volunteer Programs

Companies that develop pro bono programs that align with their core competencies offer the greatest return for their employees, nonprofit partners and the company overall. The most common programs fall under the categories of consulting, temporary staff positions, one-time projects and program-based applications.

CONSULTING	<p>The Monitor Group The Monitor Group partners with New Profit, a nonprofit venture philanthropy fund, to offer pro bono financial service to the nonprofit sector. Monitor employees apply their skills to create sustained business networks around funding opportunities for nonprofits and to provide full intellectual and human support. In 1992, Monitor Group worked with City Year, a national youth service organization, to develop their training strategy, which helped them expand from two sites to six sites.</p>
	<p>Serco Group PLC Serco offers its consultation skills in managing people, processes, technology and assets in selected pro bono mentoring partnerships. Working through Pilotlight, a U.K.-based intermediary, Serco managers give volunteer consulting support to small charities to help them build sustainable capacity.</p>
STAFF POSITION	<p>Xerox Xerox offers employees the opportunity to take a 3 to 12-month paid sabbatical to help nonprofits in their communities. Participants apply their technical, business and personal skills to address a range of social issues, such as advocating for abused children, supporting military families, improving emergency response systems, and more.</p>
PROJECT-BASED	<p>Pentagram Design Pentagram Design offers its services in designing print and screen graphics, products, environments and buildings to nonprofit organizations on a case-by-case basis at no cost or for a reduced fee. Some of their projects include revitalizing Madison Square Park, designing graphics for charter schools and libraries, and developing promotional posters and marketing materials for New York City’s Public Theatre.</p>
	<p>IBM IBM takes on various projects worldwide on a pro bono basis, especially in response to crises. In a recent project they partnered with Beacon Equity Partners and Medweb and to bring advanced telemedical care to the world's most remote inhabited island – Tristan da Cunha, off the coast of South Africa. They provided services in solution co-development, integration and project management, staffing and on-site installation, in addition to donating some of the necessary products.</p>
	<p>McKinsey & Company McKinsey & Company devotes at least 5 percent of its labor hours to pro bono work each year and takes on more than 100 pro bono clients annually. Its pro bono approach is decentralized, enabling local McKinsey leaders to select projects that will have the greatest impact on their communities. For example, it worked with the United Way of New York City in the immediate aftermath of September 11th to ensure that the September 11th Fund had the capacity to manage the enormous influx of donations and the ability to maximize the resources that could be raised.</p>



LEVERAGING CORPORATE TALENT

Examples of Pro Bono and Skilled Volunteer Programs

(Continued)

PROGRAM-BASED	<p>Ford Ford projects come in a wide variety. One skill-based and employee-led project matched a Ford project manager and a team of IT specialists with a Detroit public school to develop an educational course introducing the students to the worlds of technology and journalism. This is the first time the school has had an in-depth computer skills class, and this summer the students will also publish their first school newsletter featuring articles they have written on an array of topics.</p>
	<p>Deloitte Deloitte’s Community Involvement program delivers pro bono work to nonprofits dealing with business challenges. For example, a team of 15 Deloitte consultants developed a data warehouse that dramatically increases efficiency for College Summit, a nonprofit that builds the capacity of high schools to raise the college enrollment rates of low-income students. As a result, College Summit spends much less time number-crunching and much more time conducting analysis that allows educators to get more low-income students to apply to and enter college.</p>
	<p>General Electric Working with the Lawyers Alliance for New York, GE established the Pro Bono Partnership to stimulate and encourage pro bono service to nonprofit organizations by corporate counsel. The partnership helps nonprofits that serve poor or disadvantaged individuals and families, civic groups, arts organizations, and environmental or conservation groups provide a wide range of opportunities for attorneys in corporations and law firms to work on rewarding pro bono business and transactional matters.</p>



MOVING TOWARD A PRO BONO CULTURE

Taking Corporate Social Responsibility to the Next Level

Businesses that are ready to explore opportunities made possible through the evolution of Corporate Social Responsibility (CSR) into pro bono have an impressive array of options to choose from.

In fact, not moving toward a pro bono culture may be a liability.

Thanks to the path paved by the legal community and some early innovators in the business sector, companies today can create a blueprint for their pro bono programs based on sound advice, research, training and technical assistance — and a growing cache of competitors' success stories.

The history of pro bono and CSR are worth paying attention to because they prove unequivocally that the results gained from integrating pro bono into corporate culture are well worth the effort. In fact, *not* moving toward a pro bono culture may be a liability.

The following pages include a brief history of pro bono and CSR, plus a sampling of organizations, resources and delivery options available to forward-thinking companies.

Four Imperatives for Corporations Investing in Society

These are summaries of the key “takeaways” to identifying social investment opportunities as discussed during last year’s Committee Encouraging Corporate Philanthropy conference:

1. Reflect the corporate culture by resonating internally and externally with company values, products, practices and goals to engage employees, customers and shareholders.
2. Analyze market forces to align pro bono objectives with corporate objectives by forecasting how the shifting dynamics that affect business might also affect pro bono strategies.
3. Pinpoint opportunities that yield self-reinforcing “sweet spots” of returns by integrating many different facets of business — such as research and development, human resources, marketing — within nonprofit partnerships.
4. Build sustainability by actively monitoring pro bono programs and communicating their value to customers and shareholders who expect corporate giving transparency.

Source: “Board of Board” CEO Conference, Corporate Philanthropy from an Executive Perspective, Imperatives for Corporations Investing in Society, February 26, 2007)



MOVING TOWARD A PRO BONO CULTURE

How Pro Bono Transformed the Legal Community

The legal community's leadership in providing socially relevant, skilled volunteer services is unparalleled.

In 1983, the American Bar Association imposed pro bono services as a fundamental practice of every serious law firm. Ten years later, the Law Firm Pro Bono Project took the idea one step further. It challenged the legal community to contribute 3 to 5 percent of its billable hours to pro bono legal services.

“It is time that we set a higher standard for professions, companies and individual professionals. We need to follow the lead of the legal community and realize that it is a privilege to be a paid professional. We have an opportunity to express our appreciation for those who make sacrifices to enable our success by giving back our most valuable and scarce asset - our skills and talents.”

Aaron Hurst
*President and Founder,
Taproot Foundation*

Since then, pro bono work has become an entrenched aspect of almost every successful law practice. It improves a firm's public image, influences potential clients and the legal community at large, and makes positive impressions on judges and colleagues. Pro bono service, in fact, has now become one of the deciding factors in attracting the best and brightest new lawyers because it allows them to learn new skills, develop contacts in the field and grow their careers. The skills they gain also benefit the law firm as a whole.

As a result, today there are almost 800 legal pro bono organizations — ten times the number of programs in the 1980s.

In the same way that the legal community seized the opportunity to advance social justice and generate sustained impact, the business community is evolving and finding that *action* is the most effective way to solve social problems.



MOVING TOWARD A PRO BONO CULTURE

Why Pro Bono Is the Next Step in the Evolution of Corporate Volunteerism

For decades the business sector has been “giving back” to communities through financial contributions or volunteer service, yet pro bono skills-based volunteering is relatively new to the corporate world.

Of Fortune 100 companies providing data through the 2007 Giving in Numbers survey, **94% have a domestic volunteer program.**

(2007 Giving in Numbers, CECP)

The term “corporate social responsibility” (CSR) emerged in the early 1970’s as a part of the boom to address the intersection between the corporate world and public interest in the environment. Spurred by media attention, CSR programs soon began to incorporate social issues, such as community development, into their programs, particularly by offering the sweat equity of their employees as volunteers.

At the same time, some corporate leaders began to initiate Employee Volunteer Programs (EVPs). By 1985, Boston College’s Center for Corporate Citizenship was founded as the first major organization to support EVPs. Other organizations followed, such as Businesses for Social Responsibility (BSR) in 1992 and the Points of Light Foundation in 1995. These groups provided training, technical assistance and other resources that catalyzed the progress and success of EVPs across the country.

Clearly, CSR and EVPs have reframed the way businesses operate and have redefined consumer, client and investor expectations. In recent years, a growing number of business leaders have come to view CSR as not only “the right thing to do” but as a key business imperative. Today, by converging existing programs with the legal profession’s highly successful pro bono model, the business sector has established a trajectory towards a stronger social compact with society.



MOVING TOWARD A PRO BONO CULTURE

3 Ways to Deliver Pro Bono and Skilled Volunteering

Businesses can deliver pro bono services directly to nonprofit agencies through intermediaries or by expanding their existing CSR programs.

Intermediary Example: Greater DC Cares

Greater DC Cares places professionals from the business sector with over 100 nonprofit organizations to provide financial management, technology, organizational development, communications and marketing, human resource management and fundraising assistance. It also works with nonprofit boards by training and placing business executives in service positions.

1. Partner Directly with Nonprofits

Companies often look first to employees' personal interests or affinities with particular social needs or nonprofits when developing pro bono programs. Other times, a connection for direct partnership is made through company leadership as a way to sustain, strengthen and develop new business partnerships. Smaller companies tend to be more rooted to the community and able to work intimately with nonprofit partners.

2. Use Intermediaries to Find Nonprofit Matches

Large corporations often can be most valuable to nonprofits by working with an intermediary that matches employee talents with nonprofits that need those specific skill sets. Intermediary organizations can also provide the consulting infrastructure to help manage pro bono work effectively, thereby ensuring a high success rate.

3. Expand Existing CSR Programs

By expanding the scope of CSR programs they already manage, companies can avoid reinventing the wheel. Pro bono can be incorporated as a tool to maximize their CSR programs and have a greater impact on nonprofits, employees and the company overall.



PRO BONO IS GOOD FOR BUSINESS

Five Key Benefits for Companies with Pro Bono Programs

The benefits reported by the Summit's Pro Bono Award recipients illustrate the positive, far-reaching ripple effects created by corporate pro bono programs. Please see the Case Studies that follow for program details, overall results and words of advice.

- 1. Develop employees' workplace skills.
2. Aids talent, recruitment, retention, and morale.
3. Expands and builds networks, relationships, and partnerships.
4. Stimulates innovation and new perspective.
5. Enhances marketing and new business development strategies.

Table with 2 columns: Benefit Category and Description. Row 1: 1 DEVELOPS EMPLOYEES' WORKPLACE SKILLS. Row 2: 2 AIDS TALENT RECRUITMENT, RETENTION AND MORALE. Row 3: 3 EXPANDS AND BUILDS NETWORKS, RELATIONSHIPS AND PARTNERSHIPS.



PRO BONO IS GOOD FOR BUSINESS

Five Key Benefits for Companies with Pro Bono Programs

(Continued)

<p>4</p> <p>PRO BONO STIMULATES INNOVATION AND NEW PERSPECTIVE</p>	<p>Monitor Group Experienced:</p> <ul style="list-style-type: none"> • Innovative ideas and solutions around business strategy, which apply to both the social and for-profit sectors • Alternative perspectives can generate new intellectual property
	<p>Pentagram Design Experienced:</p> <ul style="list-style-type: none"> • Simplified approval process within a nonprofit administrative structure • These projects also tend to have fewer restrictions, allowing greater design creativity
<p>5</p> <p>PRO BONO ENHANCES MARKETING AND NEW-BUSINESS DEVELOPMENT STRATEGIES</p>	<p>Pentagram Design Reports That It:</p> <ul style="list-style-type: none"> • Retained, strengthened and gained new clients through their pro bono work because of its visual appeal and public presentation • Created connections with virtually every cultural organization in the city • Received peer recommendations
	<p>Ad Council Reports That It:</p> <ul style="list-style-type: none"> • Gained publicity for its partner ad agencies through innovative communications such as bus shelters, taxi cab tops, in-school programming, cinema advertising and emerging media such as video email, satellite radio and interactive television. • Created immeasurable business opportunities for its partner advertising firms



Pro Bono Is Good for Business

No matter the size of the company, its location, its specialties or its experience with corporate volunteering, it's clear by all accounts that moving toward a pro bono culture is good for business and good for our nation.

Corporate talent assets are particularly needed in the following service areas:

- Strategic and Business Planning
- Human Resources and Organizational Development
- Marketing and Communications
- Finance and Accounting
- Information Technology
- Logistics
- Product Development
- Fundraising and Development

Research by respected organizations and reports from seasoned pro bono service providers show that investing in programs that partner skilled professionals with nonprofits is a “win-win-win” approach that pays off for companies, employees and communities. Organizations and resources are available to facilitate, support and manage pro bono programs... the only real limitations are self-imposed.

It is time for more businesses across America to follow the lead of the legal community and forward-thinking business leaders by leveraging their employees' extraordinary talents toward pro bono programs. Pro bono is the cross-sector solution that will truly transform the 21st century.

**The next step is clear:
Become a Pro Bono Champion.**