

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 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.

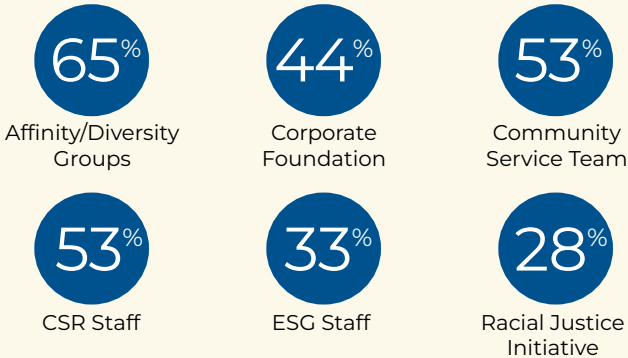
"We believe that combining human efforts and cutting-edge technology can multiply our impact of giving back. Our Pro Bono Program empowers Microsoft employees and community partners to make legal services more accessible, addressing critical unmet needs globally."

Hossein Nowbar
Chief Legal Officer and CVP
Microsoft

"Our local communities, planet, and future generations need us to be better every day. Amazon's Pro Bono Program is one way we deliver on that commitment."

David Zapolsky
SVP, Global Public Policy & General Counsel
Amazon.com

Legal departments partner on pro bono matters internally with multiple entities. 2024 CPBO Benchmarking Survey respondents report they partner with their:



Coordinating Pro Bono and Other Corporate Initiatives

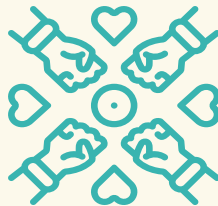
Increasingly, in-house pro bono programs are strategically aligning their efforts with other corporate initiatives and goals, including:



Environmental, Social, and Governance (ESG) or sustainability



Mentoring



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

Contact [Corporate Pro Bono](#) for help developing strategies to integrate your pro bono program with CSR, philanthropy, and other corporate initiatives.