

Legal departments are in a unique position as consumers of law firm services to encourage pro bono efforts and address the gap in access to justice. In addition to providing pro bono legal services and partnering with outside counsel on pro bono efforts, in-house counsel increasingly consider pro bono in their evaluation of law firms.

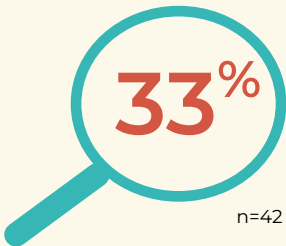
2024 CPBO Challenge® Report

The Corporate Pro Bono Challenge® initiative is the industry standard for in-house pro bono. 194 legal departments, including those at 50 Fortune 100 companies, have agreed to encourage at least 50 percent of their legal department staff to engage in pro bono, and to encourage their outside counsel to engage in pro bono. For more information, see www.cpbo.org/challenge.



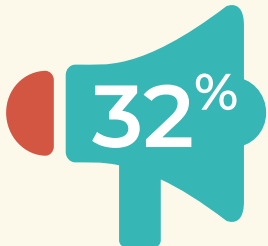
n=42

Consider pro bono performance when evaluating a firm



n=42

Inquire about pro bono in RFPs (Request for Proposals)



n=41

Encourage outside counsel to join the Law Firm Pro Bono Challenge®

“At Accenture, being a responsible business is in our DNA. So, as we evaluate partners, those who share our commitment to making a positive impact in their communities really do stand out.”

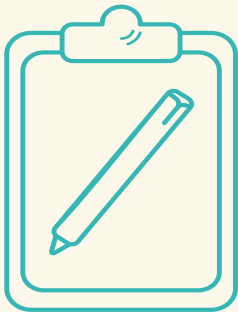
Joel Unruch
General Counsel and Corporate Secretary
Accenture plc

“Whether working in-house or at a law firm, all legal professionals share the important goal of closing the access to justice gap. We value our law firm partners who also prioritize pro bono support in our communities, and we believe that collaborating on programs strengthens these relationships and helps our partners understand our corporate values and who we are.”

Matt Cooper
General Counsel and Corporate Secretary
Capital One Financial Corporation

Sample RFP Language

The [Company] Legal Department recognizes that it has a special responsibility, both within and outside our organization, to foster and encourage the provision of pro bono legal services to those in need. To underscore the importance that we attach to pro bono efforts, law firms will be evaluated based upon demonstrated commitment to pro bono work. We request that you provide a statement of your firm’s commitment to and plan for providing pro bono legal services. In addition, we would like you to share any ideas you may have about partnering with [Company] to perform pro bono work for the greater community.



2024 CPBO Benchmarking Report

CPBO invited Corporate Pro Bono Challenge signatories and additional legal departments that participate in CPBO programs and initiatives to participate in our Benchmarking Survey covering 2023. The following data reflects responses to questions asked in the survey about legal departments’ practices when partnering with law firms:



Enter into pro bono partnerships with law firms



Partner with firms it does not have a prior relationship with