IN-HOUSE PRO BONO IN PRACTICE PROFILE: THE PNC FINANCIAL SERVICES GROUP, INC. (PNC)
December 2019

The Pro Bono Project at PNC** began on June 30, 2014. Prior to that date, PNC Legal did not engage in any pro bono, although PNC had a long history of supporting community programs, particularly programs for those who are disadvantaged or in need. The Pro Bono Project started at the request of Greg Jordan, PNC General Counsel, shortly after he started in that role. The mission of the Pro Bono Project, as stated in the pro bono policy, is "to encourage PNC Legal professionals to utilize their knowledge and skills to help those in need," and "to provide growth opportunities for our legal professionals while contributing towards building stronger and more vibrant local communities."

PNC Legal's pro bono program is intended to enhance the skills of the internal lawyers who participate, by allowing them to learn new areas of the law and develop new talents not normally experienced in an in-house capacity. The program also has built a stronger sense of camaraderie among the lawyers who participate and among the many offices in the legal department. It also allows PNC lawyers to contribute actively in their local communities, which is a core PNC value. The program has been highlighted in PNC's Corporate Social Responsibility Report each year.

Mark Gittelman, Chairman Emeritus of PNC's Pro Bono Project, stated: "Not only are we helping people who need the skills we can provide, but we are expanding our own knowledge and skill sets. The program allows us to meet different people and do different things than our normal practice sets. Most importantly, it is the right thing to do."

In 2015, PNC became a signatory to the **Corporate Pro Bono Challenge® initiative**, setting a goal of more than 50 percent participation in the Pro Bono Project by all PNC Legal employees. Today, PNC Legal's Pro Bono Project continues to grow and to seek out interesting and meaningful opportunities for pro bono engagements in each city where PNC has lawyers.

General Program Information	
Offices with Legal Staff	PNC Legal is headquartered in Pittsburgh, Pennsylvania. Other offices include: Philadelphia, PA; Washington, DC; Cincinnati, OH; Downers Grove, IL; Chicago, IL; New York, NY; Overland Park, KS; Miamisburg, OH; London, England, UK; and remote work locations.
Size of Legal Department	143 attorneys and 82 other personnel.
Pro Bono Leadership Structure	The program is run by a Committee of 15 PNC attorneys who are located in the various PNC Legal locations and who review and approve pro bono opportunities and encourage their peers to participate. Both lawyers and other professionals (including a

	representative from PNC's Ethics Office) serve on the Committee. Committee terms run three years. The Committee includes various subcommittees which seek new engagement opportunities, manage communications and the internal webpage, and determine awards and award winners from time to time.
Pro Bono Policy	PNC Legal adopted a pro bono policy at the inception of the program in 2014. Among other things, the policy states that "PNC Legal fully supports the providing of public interest legal services by its legal professionals, using the same excellent standards for which legal services are provided to PNC clients." The policy addresses many topics, including the following: • the voluntary nature of the program; • the leadership structure for the program; • the procedure for accepting a pro bono engagement and for checking conflicts of interest; • the use of PNC facilities and resources for pro bono matters; • the type of pro bono engagements to be approved; and • the development of a catalog of pro bono opportunities for PNC Legal markets.
Mandatory Pro Bono	Participation in pro bono activities is voluntary but is strongly recommended. Year-end performance reviews consider pro bono activities as a part of an overall assessment.
Communications	At the beginning of the program, PNC Legal established a webpage for pro bono activities which is linked to the main PNC Legal webpage on the PNC intranet. All information about each engagement opportunity, the application form, and pictures and news about pro bono activities appear on the website. PNC Legal also posts a weekly email about department activities, which regularly includes pro bono items. Senior leaders of PNC Legal also mention pro bono activities in staff meetings, and the General Counsel stresses pro bono work at group department meetings.
Recognitions/Awards	PNC Legal recognizes pro bono volunteers by distributing small items with each engagement taken (a special PNC Legal logo hat, t-shirt or pen) as a token of thanks. PNC Legal also presents a PNC Pro Bono Award in connection with PNC Legal's annual group meeting to a deserving legal professional who has provided stellar pro bono work over the past year. That award is given in front of the entire department, in person.

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Tracking Pro Bono	There is no hourly pro bono requirement and PNC does not track pro bono hours worked. PNC does track participation. Each pro bono engagement must be requested with an electronic application form, which is filed with the PNC Ethics Office. The engagement must be requested in connection with an engagement opportunity approved by the Pro Bono Committee and the engagement must also be approved by the applicant's supervisor. Supervisors note pro bono engagements on each lawyer's annual personnel evaluation. PNC's Ethics Office provides a monthly report of all engagements to date to the Pro Bono Project Chairman. PNC also asks all of its outside firms whether or not they participate in pro bono programs. While participation is not a condition of engagement, it does differentiate preferred firms who do participate as against non-participating firms, when choosing certain engagements.
Partnerships	PNC Legal partners with a number of its engaged law firms to provide pro bono services throughout the PNC Legal footprint. Firms include: Blank Rome*, Reed Smith*, Morgan, Lewis & Bockius*, Chapman Cutler, McGuireWoods*, Buchanan Ingersoll & Rooney*, and others.
Professional Liability	PNC has purchased a malpractice policy solely for pro bono activities. PNC also encourages the organizations with which it partners on pro bono to provide coverage for their volunteer attorneys, along with appropriate supervision and training.
Involvement of Paralegals and Staff	Paralegals and other PNC Legal staff are encouraged to participate in pro bono.
Pro Bono Projects	
Family law	PNC volunteers draft advance planning documents (simple wills, living wills and powers of attorney) for low-income senior citizens at monthly legal clinics organized by Blank Rome and the SeniorLAW Center and held at Blank Rome's offices in Center City. The engagement is of limited duration with no follow-up required after the clinic. Attorneys from the SeniorLAW Center provide

	supervision and new volunteers are paired with experienced volunteers to work together during the clinic.
Veterans	PNC volunteers work with the Veterans Consortium, which offers pro bono services to veterans, their loved ones, caregivers and survivors. Their programs provide attorney representation to veterans and other qualified claimants in their appeals before the U.S. Court of Appeals for Veterans' Claims. Volunteer attorneys are trained in veterans' law by attending a day-long training seminar. Volunteers take individual cases for a specific veteran that typically require 50 hours of work.
Expungement	PNC volunteers participate in expungement clinics organized by the Philadelphia Bar Association, to assist individuals who have served their sentence for misdemeanors of the 2nd and 3rd degree and remained free of arrest or prosecution for seven to ten years, to petition the court for their record to be sealed from public view. This permits clients to pursue permanent employment or housing that would otherwise not be available to them, improving their quality of life and reducing the chance of recidivism. Volunteers take on short-term opportunities to prepare petitions, with additional opportunities to represent petitioners in court.
Criminal law	PNC volunteers participate in case screening for criminal wrongful conviction through the Pennsylvania Innocence Project, which works to exonerate those convicted of crimes they did not commit and to prevent innocent people from being convicted. Volunteers attend a training and work on screening cases on a long-term basis. Depending on the level of review, a screening could take six to twenty hours of review, culminating in a four- or five-page memo with recommendations, or more than one hundred hours of review, culminating in a twenty-five- to thirty-page memo summarizing all relevant case facts and the disposition of the case. Volunteers may work in teams.
Immigration	PNC volunteers participate in adjustment of status clinics with the Nationalities Service Center, working in teams to help refugee families complete the paperwork for their Adjustment of Status (green card) applications. There is no follow-up work required after the clinic.
Nonprofits	PNC volunteers provide legal services to nonprofit organizations such as reviewing their employee handbook, code of conduct, form letters, and other contracts. For example, PNC volunteers reviewed legal and corporate documents for Guardian Angels Medical Service Dogs, Inc., a nonprofit organization that trains and donates service dogs to veterans, first responders, and others in need.

Lessons Learned	
Senior management support is key.	Without the encouragement and support from PNC's General Counsel and PNC senior management outside of the Legal Department, PNC Legal would not have been able to build a strong or diverse program. Because PNC Legal's senior management always has supported pro bono work and community service, this formal initiative was well-received and has become quite popular among the General Counsel's team. The General Counsel participates in pro bono activities and is on Pro Bono Institute's Board.
Make it easy to participate.	Early on, PNC established an intranet page, which contained all of the information needed for any PNC lawyer to apply to participate in pro bono activities. The sign-up information and approval mechanism are all electronic and linked to the main pro bono webpage. This uniform availability of information provided easier access to pro bono from lawyers in each office and a consistent way to construct and package opportunities for PNC's legal professionals. Making it easy to participate also builds an enthusiastic group of pro bono volunteers. Once a reluctant lawyer tries one pro bono engagement, he or she is a permanent and enthusiastic convert!
Find diverse opportunities.	In its first year, the program conducted a survey of its internal professionals to determine their interests for pro bono engagements. Hearing their interests allowed the Pro Bono Project leadership to shape the program to provide a diverse group of opportunities so that all interested lawyers could participate in projects of interest to them.
Find strong external partners to assist.	PNC relies heavily on PBI and on its external law firm partners to help set up and participate in clinics and other opportunities across PNC's footprint. Participating with law firm partners also strengthens relationships.
Engage motivated committee leadership.	Having strong leadership on the pro bono committee carries the program forward and keeps participation in the forefront for PNC lawyers.

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