IN-HOUSE PRO BONO IN PRACTICE PROFILE:
THE PEP BOYS-MANNY, MOE & JACK
June 2013

The Pep Boys-Manny, Moe & Jack has made a strong commitment to pro bono service despite having a legal department staff of only ten and no official pro bono program. Pep Boys first began participating in pro bono in 2007 when it was involved in pro bono legal services provider Philadelphia VIP's first Corporate Pro Bono Day. In 2011, The Legal Intelligencer, a Pennsylvania-based daily law journal, named Pep Boys as its Pro Bono and Community Service Legal Department of the Year. Brian Zuckerman, senior vice president, general counsel and secretary, has said, "We have learned that even a small legal department can be active in pro bono and make a difference."

Pep Boys is a Corporate Pro Bono Challenge® signatory.

General Program Information	
Offices with Legal Staff	HQ: Philadelphia, PA
Size of Legal Depart.	Four Attorneys; Six Non-Attorney Staff
Pro Bono Leadership Structure	As a small department, Pep Boys does not have a formal pro bono leadership structure.
Pro Bono Policy	Pep Boys has no formal pro bono policy.
Mandatory Pro Bono	Although pro bono service is voluntary, all of Pep Boys' attorneys, including the general counsel, have agreed to volunteer annually in support of the company's signing on to the Corporate Pro Bono Challenge®.
Recognitions/Awards	Volunteers are recognized in corporate communications and publications.
Tracking Pro Bono	Pep Boys does not formally track pro bono participation.
Partnerships	Pep Boys partners with DLA Piper LLP's Philadelphia office and the Philadelphia Homeless Advocacy Project on the Stenton Family Manor project.
Non-Lawyer Involvement	Non-lawyer staff members are encouraged to participate in pro bono and are recognized for their efforts.
Pro Bono Projects	
Clinics	• **Stenton Family Manor**. Pep Boys partners with DLA Piper and the Philadelphia Homeless Advocacy Project to staff a legal clinic at the Stenton Family Manor, a homeless shelter for women and

	their children. Volunteers assist shelter residents with civil legal matters such as child custody, credit and debt resolution, landlord-tenant issues, and public benefits. Each Pep Boys attorney attends at least two of the six evening clinics a year. • **Birth Certificate Clinics**. Pep Boys regularly attends clinics hosted by various Philadelphia organizations to assist clients in obtaining their Pennsylvania birth certificates. Obtaining a birth certificate can greatly assist an individual seeking to receive benefits, obtain medical care, or find a job.
Transactional Matters	• **Philadelphia VIP's Corporate Pro Bono Day**. During this annual event, volunteers who are corporate counsel from established companies around Philadelphia provide startup entrepreneurs legal advice on a variety of business matters.
Lessons Learned	
The size of a legal department does not determine its pro bono impact.	Commitment to pro bono does not require a large department, an official policy, or formal program; for a small department, a dedication to help others is sufficient. The efforts of a few can make a big difference in the lives of those they help.
Encourage a single instance of pro bono service.	The first experience with pro bono work will inspire continued participation. Once a lawyer is exposed to the personal satisfaction that comes from helping those in need, getting him or her to continue volunteering should become easier.
Recruiting for pro bono can be informal.	Recruitment for pro bono activities can be as simple as emailing others in the department about events organized by third parties. Often personal contact can be the most effective.
Legal pro bono work can have an impact on the company as a whole.	A legal department's involvement in pro bono can lead to company-wide support and a deeper sense of commitment to the company's larger corporate social responsibility and philanthropic efforts.

Developed by Corporate Pro Bono
A global partnership project of Pro Bono Institute and the Association of Corporate Counsel
www.cpbo.org
Copyright 2013 Pro Bono Institute
CPBO® is a registered trademark of the Pro Bono Institute

1025 Connecticut Avenue, N.W., Suite 205 ● Washington, DC 20036
(202) 729.6699 Phone ● (202) 296.0303 Fax
cpbo@probonoinst.org ● www.cpbo.org