IN-HOUSE PRO BONO IN PRACTICE PROFILE:
SAN FRANCISCO BAY AREA ACC CHAPTER

September 2014

The San Francisco Bay Area Chapter of the Association of Corporate Counsel (ACC-SFBA) formalized its pro bono program in 2009 and launched its pro bono efforts by co-hosting a **Clinic in a Box®** program. In the five years since then, ACC-SFBA has hosted a number of clinics and expanded the opportunities offered to members to include providing longer term pro bono engagements. Pro Bono Committee Co-Chairs Kevin Chung and Suk Lee attribute the growth of the chapter's program, in part, to being the largest ACC chapter with many members interested in pro bono and being located in the San Francisco Bay Area with a large number of law firms and legal services organizations that have strong pro bono programs and their willingness to partner with the chapter on pro bono.

Now, the chapter is turning its attention to working more closely with the many in-house legal departments in the San Francisco Bay Area to connect local in-house pro bono leaders and develop a strong community of volunteers that can leverage one other's efforts. In addition, with so many members and potential partners, comes administrative challenges. ACC-SFBA is exploring ways to improve its pro bono program through better communication methods and making the scheduling and planning of events more streamlined and efficient.

General Program Information	
Pro Bono Contact	Kevin Chung, Co-Chair, ACC-SFBA Pro Bono Committee Suk Lee, Co-Chair, ACC-SFBA Pro Bono Committee
Region Served	ACC-SFBA serves the greater Bay Area, including Marin, San Francisco, Palo Alto, San Jose, and areas of the East Bay.
Number of Members	~ 2,500 members
Pro Bono Program History	The Pro Bono Committee was created in 2009 to provide leadership and pro bono opportunities for chapter members. Beginning in 2014, chapter leaders are required to participate in at least one pro bono event each year, thus leading by example.
Pro Bono Leadership Structure	The current pro bono leadership structure consists of two co-chairs. They share responsibilities in identifying, promoting, developing partnerships, and facilitating pro bono opportunities for in-house counsel. The co-chairs organize at least four events per year (once per quarter) throughout the Bay Area. Five events are scheduled for 2014.
Pro Bono Policy	ACC-SFBA does not have a policy, but follows the California Bar Association recommendation that each attorney contribute up to 50 hours of pro bono legal services annually. Chapter leadership

	believes that in-house attorneys, like all attorneys, have a professional responsibility to volunteer their services to help those in need obtain equal access to the justice system. To help members aspire to these recommended guidelines and associated responsibilities, the mission of the ACC-SFBA Pro Bono Committee is to exhort its members to vigorously engage in pro bono activities by identifying, promoting, developing partnerships, and facilitating pro bono opportunities for in-house counsel.
Communications	ACC-SFBA members are made aware of pro bono opportunities through weekly email blasts to all members describing upcoming events. Specific emails regarding pro bono events are also sent to members as the event date approaches. In addition, chapter leaders promote directly to the membership community. There is also an on-going effort to create a network among in-house pro bono departments engaged in pro bono and ACC-SFBA to share opportunities.
Recognitions/Awards	ACC-SFBA does not formally recognize or provide awards to volunteers.
Tracking Pro Bono	ACC-SFBA tracks pro bono in a variety of ways. The chapter counts the number of events hosted, how many volunteers participate, how many clients are served, and the amount of hours the chapter as a whole contributes each year to pro bono. In addition, after each pro bono event, the Pro Bono Committee conducts an evaluation of the event to determine what went well and improvements that can be made for future events.
Partnerships	ACC-SFBA has partnered with multiple legal services organizations and law firms to provide pro bono legal services. The Justice & Diversity Center of the Bar Association of San Francisco (JDC) has become one of ACC-SFBA's primary partners, and it is looking to deepen its engagements with the organization, moving beyond the single day engagements to on-going activities, such as housing negotiations settlements. In particular, ACC-SFBA has recently started working with JDC's Community Organization Representation Project to create pro bono events focusing on employment law and general legal support for non-profit organizations (see below). Plans are underway to partner with Legal Services for Children (LSC) and Community Legal Services of East Palo Alto to provide free legal representation to children and youth with applications under the Deferred Action for Childhood Arrivals program. ACC-SFBA has also taken advantage of the strong presence of large, global law firms with formal pro bono programs in the Bay Area. In

	the past two years, the chapter has partnered with DLA Piper for a small business legal clinic, Miller Law Group for an employment law clinic, and Covington and Burling for a clinic to support non-profit organizations.
Professional Liability	ACC-SFBA relies on partner organizations to provide professional liability insurance.
Pro Bono Projects	
Transactional Pro Bono Clinics	• **Clinic in a Box® Program:** ACC-SFBA co-hosted six Clinic in a Box® programs during 2009 - 2012, partnering with CPBO, DLA Piper or Fenwick & West, and TMC Working Solutions or JDC. During the clinics, ACC-SFBA members worked in teams to conduct legal audits for local nonprofits or small businesses. Between 19 and 54 members provided legal counseling to up to 15 local organizations at each clinic. • **Pro Bono Legal Audit Clinic for Small Businesses:** In August 2013, 23 ACC-SFBA members participated in the Community Legal Services in East Palo Alto Pro Bono Legal Audit Clinic for Small Businesses. Volunteer attorneys discussed with pro bono clients the results of a free legal audit and consulted with the clients on specific legal issues faced by their companies. DLA Piper attorneys provided training to the volunteers, and teams of in-house and law firm attorneys met with clients together. Employment law matters were a common issue for clients. ACC-SFBA plans to co-host more of these clinics in the future. • **Pro Bono Legal Clinic for Non-profit Organizations:** ACC-SFBA co-sponsored in February 2014 the Pro Bono Legal Clinic for Non-profit Organizations with Covington & Burling and JDC's Community Organization Representation Project. Twenty-four pro bono members teamed up with Covington attorneys to provide free legal advice on a wide range of legal issues. Organizers note it was challenging to train the volunteer attorneys for a diverse range of legal issues faced by clients in the limited time allotted because the clinic did not focus on one particular legal area. However, the event was successful and had the largest recent ACC-SFBA volunteer turnout.
Legal-Related Fundraising & Community Service	
Negotiation Skills Workshop with Citizen Schools	For ten weeks beginning in February 2014, ACC-SFBA partnered with Fenwick & West to teach negotiation skills to disadvantaged middle school students at Citizen Schools, an afterschool program designed to expose young adults to new skills and positive role models that reinforce the value of education. More than 14 members

	participated in at least three sessions in which they conducted lectures and interactive exercises.
Lessons Learned	
Leverage partnership opportunities with law firms.	The San Francisco Bay Area has a strong presence of large, global law firms with dedicated pro bono coordinators. Partnering with these law firms provides ACC-SFBA with a great means to grow and develop its pro bono program.
Provide a variety of pro bono opportunities to members.	A big part of a successful pro bono program is providing a variety of opportunities. This year, ACC-SFBA will expand volunteer opportunities to include immigration and housing related services to better accommodate the varied interests of members.
Provide a meaningful and rewarding first experience for volunteers.	It is crucial for volunteers to have a great first pro bono experience, as it influences repeated participation. ACC-SFBA programs usually consist of lunch, one to two hours of training (with CLE credit), and up to two hours of client services. Follow-up services are purely at the option of the volunteer, but most volunteers are not engaged beyond the single day event. Thus, it is important that all elements of the afternoon are rewarding, from having applicable training sessions and to providing an opportunity in which volunteers can truly make a difference in a short amount of time. Volunteers that have a wonderful experience with pro bono the first time consistently reach out to the Pro Bono Committee leadership to inquire about future pro bono opportunities.
Careful planning and providing training are key to engaging nervous volunteers.	While some potential volunteers will be hesitant about providing services in subject areas that are not familiar, such concerns can be overcome with careful planning and providing training.

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