

pro
bono

Pro Bono – Not Just For Lawyers

C1-C2

Module 10

Here's What
We Will Be
Learning in this
Presentation:



Summary

- What Is "Pro Bono"?
- Not Just For Lawyers.
- Examples OF Corporate Pro Bono Work.
- Pro Bono- Why Not?
- Exercises.

VOCABULARY

Open-ended: allowing for future changes, revisions, or additions.

Coveted: "in demand" or "desired."

Simultaneously: happening or existing at exactly the same time.

What Is "Pro Bono"?

The term "pro bono," which is short for pro bono publico, is a Latin term that means "for the public good."

Unlike traditional volunteerism, it uses the specific skills of professionals to provide services to those who are unable to afford them.

Most lawyers and law students give up their time for people who need legal assistance, but are not in a position to get legal help.

However, not all pro bono groups are directed towards people seeking legal advice. Today, let us look at some such examples.

Not Just For Lawyers

Corporate Pro Bono:

These efforts focus on building the capacity of local nonprofits or mentoring local businesses.

They may loan employees, provide coaching and mentoring, create standardized team projects, engage in open-ended outsourcing, provide solutions to other businesses, etc.



Loaned Employee:

Companies donate a fully trained and paid-for employee to a non-profit organisation for a fixed period. Employees apply for this coveted opportunity to pursue a pro bono interest by lending their knowledge and experience.

They use their workplace skills in a hands-on and/or consulting role to build the nonprofit's capacity.



Functional Coaching and Mentoring:

Employees share functional expertise with their nonprofit peers.

For commodities and service-based businesses, coaching and mentoring is a fresh way for them to practice philanthropy.

It builds a stronger market for the businesses by strengthening the local economy and cultivates important skills for the service providers.



"No thank you. We don't do pro bono"

Open-ended outsourcing:

A company makes its services available to a specific number of nonprofit organizations on an ongoing, as needed basis. Volunteers act in a mentor capacity to fill a non-profit's need.

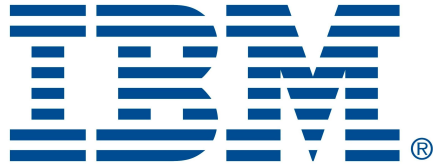
Often employees use workplace skills to provide services that non-profits do not have the resources to fund.

Standardised team projects:

Individuals are placed on teams, each with specific roles and responsibilities.

These projects are meant as fun team-building activities or as highly competitive competitions to examine leadership abilities in employees.

Examples OF Corporate Pro Bono Work



IBM:

This company sent their high-achieving employees for community driven projects in Africa, Asia, East Europe, etc.

They identified places that need strong technical support and assistance and provided them with assistance.



Best Buy:

Electronics company Best Buy teach teens critical technical skills that might inspire future education and career choices.

Pro Bono- Why Not?

Once considered to be exclusive to the legal profession, pro bono is not practiced just by lawyers anymore. Many companies around the globe are embracing pro bono work as a means to give back to the community.

It allows companies to gain goodwill in the society and the market, while simultaneously allowing employees to take a small break from their daily work.

Employees also get a chance to develop leadership skills and make connections with their nonprofit partners.

Exercise 1:

- 1) Explain the term “pro bono” in your own words.
- 2) How are loaned employees different from open-ended outsourcing?
- 3) Why do you think pro bono positions are coveted in organisations?
- 4) For commodities and service-based businesses, _____ and _____ is a fresh way for them to practice philanthropy.
- 5) Explain how “standardised team projects” work?

Exercise 2:

1) Explain these examples of corporate pro bono work in your own words.



2) Why do companies decide to do pro bono work?

3) Make 2 sentences each using:

a) Simultaneously

b) Coveted

c) Pursue