

## Summary of Institutional Advancement Committee's Discussions of LSC's Fundraising Objectives

April 11, 2013

### LSC's 40<sup>th</sup> Anniversary Celebration

The IAC has discussed raising funds for activities in connection with LSC's 40<sup>th</sup> anniversary celebration in 2014. One idea proposed was to have a weekend event modeled after LSC's 30<sup>th</sup> anniversary celebration, which was an afternoon event held at a local hotel consisting of guest speakers, video presentations, highlights going back to the days of the Office of Economic Opportunity (OEO) and establishment of LSC, and remarks on the client perspective, followed by a reception.

For the 40<sup>th</sup> anniversary celebration, rather than having a one day event, it could be expanded into a weekend event. LSC could host panel presentations and have a conference that would bring together the executive directors of LSC's grantees, providing an opportunity to highlight the work being accomplished in the field. The weekend celebration might also include a dinner with a keynote speaker and an awards ceremony. The IAC has also discussed having a headliner, or co-headliners, to help promote the 40<sup>th</sup> anniversary celebration. The headliner, or co-headliners, could be the chair, or co-chairs, of the 40<sup>th</sup> anniversary honorary group. The weekend celebration could provide a platform to launch LSC's 40<sup>th</sup> anniversary campaign to raise money for the purpose of funding (1) fellowships, (2) research, (3) the Pro Bono Innovation Fund, and (4) other projects (*e.g.*, TIG, assisting grantees with capacity building), as well as introducing members of the honorary support auxiliary group and/or the alumni group, who will play a role in supporting LSC's development efforts.

### Research

The IAC has discussed raising funds, as part of LSC's 40<sup>th</sup> anniversary campaign, to support quality research, but there have been no discussions as to the specific types of research. Some research topics that may be of interest include: (1) how to better document the unmet need for civil legal services; (2) how to measure the economic benefits of civil legal services; and (3) which civil legal services delivery models are most cost-effective and prove to be most successful.

### Pro Bono Innovation Fund

As an incentive for Congress to include an amount for a newly-created Pro Bono Innovation Fund in LSC's annual appropriations, LSC would raise funds to match the appropriated amount. Although LSC's fiscal year 2014 budget request includes \$5 million for the Pro Bono Innovation Fund, the IAC has proposed raising funds for this purpose as part of LSC's 40<sup>th</sup> anniversary campaign. Modeled after LSC's successful TIG program, the Pro Bono Innovation Fund would be aimed at encouraging and replicating innovations in pro bono.

## Fellowships

The IAC has proposed raising money to fund a prestigious, national fellowship program aimed at recent law school graduates to foster a lifelong commitment to legal services and, if feasible, senior or emeritus lawyers, as recommended in the Pro Bono Task Force report. LSC could create a fellowship program similar to the former Reginald Heber Smith Fellowship (“Reggie Program”), which was conceived by the Office of Economic Opportunity (“OEO”) in the late 1960s as a specialized recruitment and training effort for lawyers to be placed with OEO legal services programs. The Reggie Program’s charter class of 1967 consisted of 50 law school graduates and experienced lawyers, and the Reggie Fellows were assigned to OEO legal services programs across the country. By its third year of operation, the Reggie Program was recruiting 250 attorneys. In 1979, LSC arranged with Howard University, administrator of the Reggie Program at the time, to have LSC take over administration of the program; the then-Office of Program Support was tasked with this function. LSC inherited a well-established fellowship program that was recognized among legal services programs as well as law students and experienced lawyers committed to public interest work. The operating budget for the last class of Reggie Fellows was \$4.1 million.

The fellowship program, or a component of it, could be structured to assist rural-area grantees with recruitment and retention of attorneys. Placing law student fellows with rural-area grantees for a summer and providing them with useful experience could attract the students to return to the grantees upon graduation.

LSC could partner with Equal Justice Works (“EJW”), which already has a well-established and widely recognized fellowship program. EJW is affiliated with a significant number of law schools across the country and has awarded more than 800 fellowships since 1993. The EJW fellowship duration is for two years, and EJW provides up to \$41,000 towards each fellow’s salary. EJW partners with law firms, corporations, bar associations, foundations, and individuals to fund the fellowships. In 2012, EJW awarded 50 fellowships, with 4 fellows being hosted by LSC-funded grantees. In addition, there were 40 EJW AmeriCorps Legal Fellows, with 16 of those fellows being hosted by LSC-funded grantees. LSC could partner with EJW by sponsoring fellows who would be placed with LSC grantees, particularly rural grantees.

## Other Projects

As part of LSC’s 40<sup>th</sup> anniversary campaign to raise funds for LSC’s development activities, some of those funds might be devoted to other projects such as assisting grantees with capacity building, TIG, and outreach.

### *Capacity Building*

As part of LSC’s development operation, the IAC has proposed assisting grantees with fundraising capacity-building. LSC could work with development experts and grantees with successful development operations to collect and disseminate best practices, host webinars, assist grantees with establishing and/or improving their development efforts, assist grantees in

launching capital campaigns to support their development operations, and introduce grantees to potential private funders. Webinars might address such subjects as proposal writing and developing and cultivating a strong donor base

### *TIG/Technology*

The IAC has discussed raising funds to supplement the annual appropriations for LSC's successful Technology Initiative Grant (TIG) program. This would help increase the number of TIGs each year and provide the opportunity for even more development and implementation of replicable uses of technology in the delivery of legal services. Moreover, LSC could raise funds to support the expanded use of technology in ways that go beyond the purposes of the current TIG program -- for example, using funds to develop training on the use and benefits of technology for legal aid programs or developing new technology platforms that can be used nation-wide.

### *Outreach*

The IAC has proposed raising funds to better educate and increase public awareness of the significance and value of civil legal services, and effectively promote the work of LSC and its grantees. This outreach work is in line with the second goal outlined in LSC's 2012-2016 Strategic Plan, which is to become a leading voice for civil legal services for low-income Americans.