

# *Mexican Pro Bono Network*

**Appleseed Mexico**



# Appleseed Founded 1993

## “Pro Bono’s New Frontier” (The American Lawyer)

- 16 Public Interest Justice Centers in U.S. and Mexico
- Focus on systemic reform and structural solutions
  - Volunteers from legal, business, and academic professions
  - Local centers set priorities through their boards of directors
  - Program examples: financial access, immigration, remittances transparency, child welfare and criminal justice
- National Appleseed staff provide policy expertise, connection to pro bono partners and funding
- Local centers handle “signature projects” and partnership
- Mexico Appleseed:
  - Unaccompanied minors deportation process: Mayer Brown in the US and “Jáuregui, Navarrete and Nader” in México
  - Right of Identity: Corporate Legal department of GE, UNICEF Mexico and “Rubio, Villegas y Asociados”
  - *Pro bono* Declaration for the Americas signed by Appleseed Mexico(2008)
  - Close relationship with Cyrus Vance Center, Fundación Pro Bono (Chile) and the Pro Bono Institute

# Organizing an Emerging Pro Bono Culture

- **Two national conferences.** Mexico Appleseed has hosted two annual pro bono events to promote a pro bono culture.
  - **“The Altruistic Legal Culture in Mexico”** (August 2006)
    - Cyrus Vance Center
    - Milbank Tweed, Hadley & McCloy LLP
    - Pro Bono Foundation Chile
  - **“Building the Mexico Pro Bono Network”** (Jan. 2008)  
*“What better thing could we do for others than simply doing what we have studied and what we know best”*  
-First Lady Margarita Zavala-
  - **Declaration Pro Bono for the Americas**
    - Claus Von Wobeser
  - **Expanding Pro Bono Network.** 82 attorneys, 15 law firms, and 3 University legal clinics.



# Mexican Pro Bono Network

## MISSION

Create a Network of Pro Bono Legal Work in Mexico, to convene law firms, corporate lawyers, law schools, bar associations and other professionals to provide quality legal advice (free of charge) to non-profit organizations. Mexico selects high social impact issues that require legal analysis and advocacy initiatives necessary to introduce laws favoring the most disadvantaged in our country.

# Mexican Pro Bono Network

## VISION

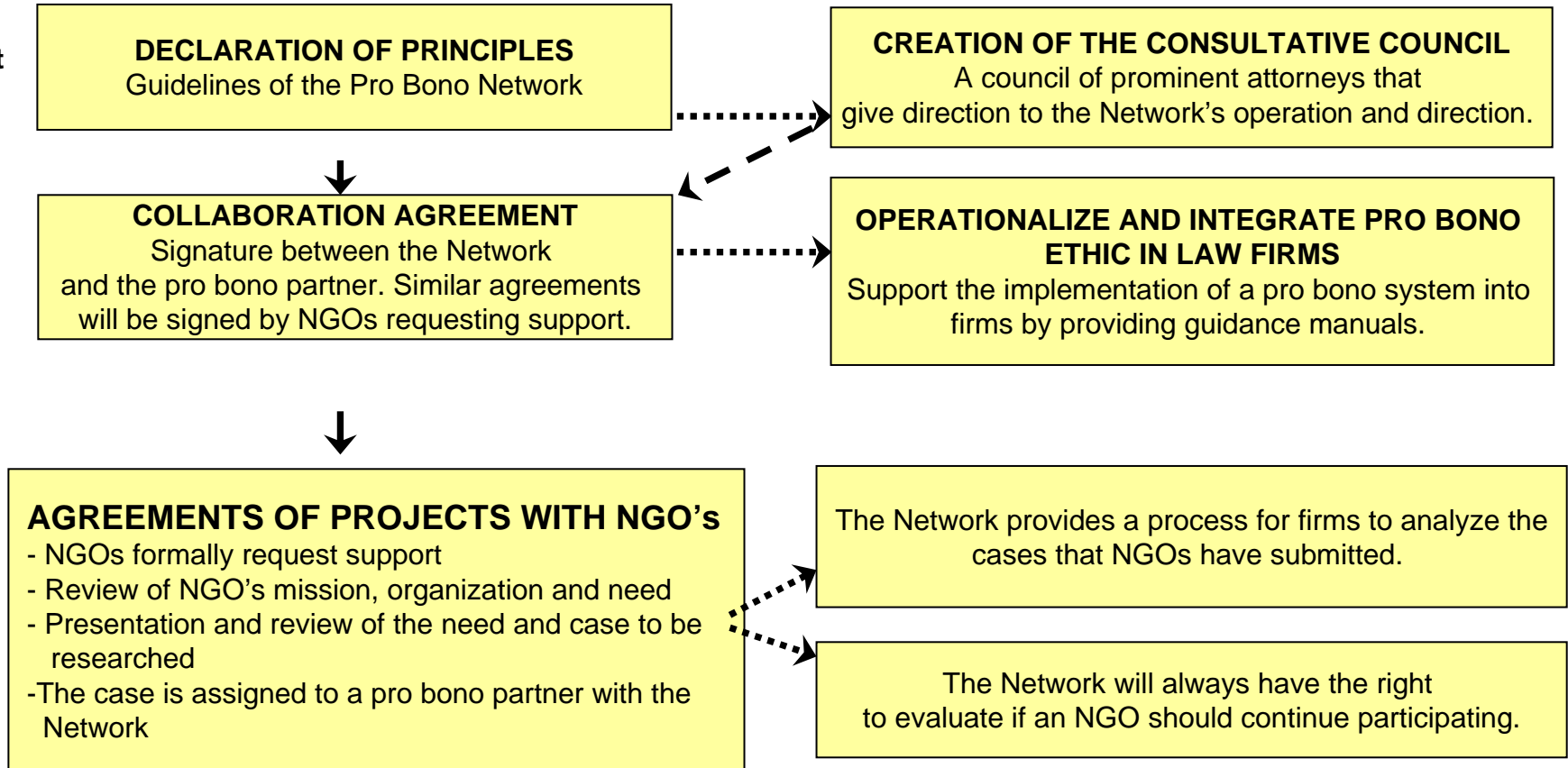
Being the first Pro Bono Network in Mexico and the first of its kind to use a web page clearinghouse to keep track of the cases represented by our network. Our vision is to strengthen the social sector in Mexico by connecting them to pro bono legal services to solve their most pressing needs. Mexico Appleseed's commitment to spreading the spirit of pro bono goes beyond exhortations; it involves actively engaging law firms and individuals in projects conducive to structural reform and the development of a robust non profit sector.

# Mexican Pro Bono Network Acting as a Clearinghouse

- Key tasks for the Mexican Pro Bono Network
  - Project intake and review of individuals lawyers, law firms and NGO's
  - Development of the project file (UNICEF GE)
  - Referring the project to interested firms or individuals
  - Tracking of the timeliness and quality of the cases
  - Continued support both NGO's and Law Firms
  - Adopting formats to help professionalism of the process

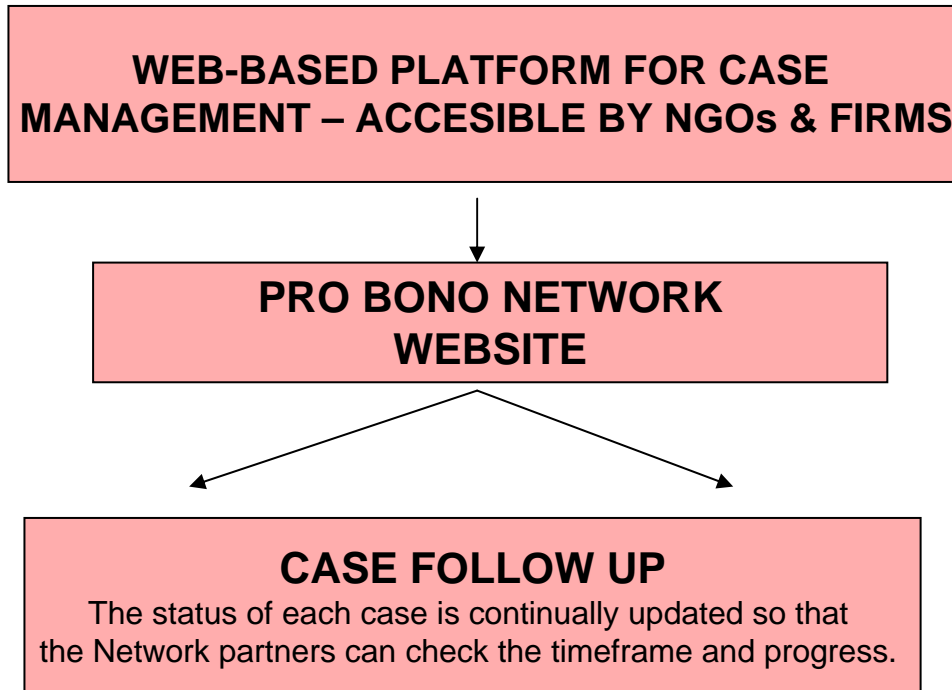
# Constitution of our Pro Bono Network

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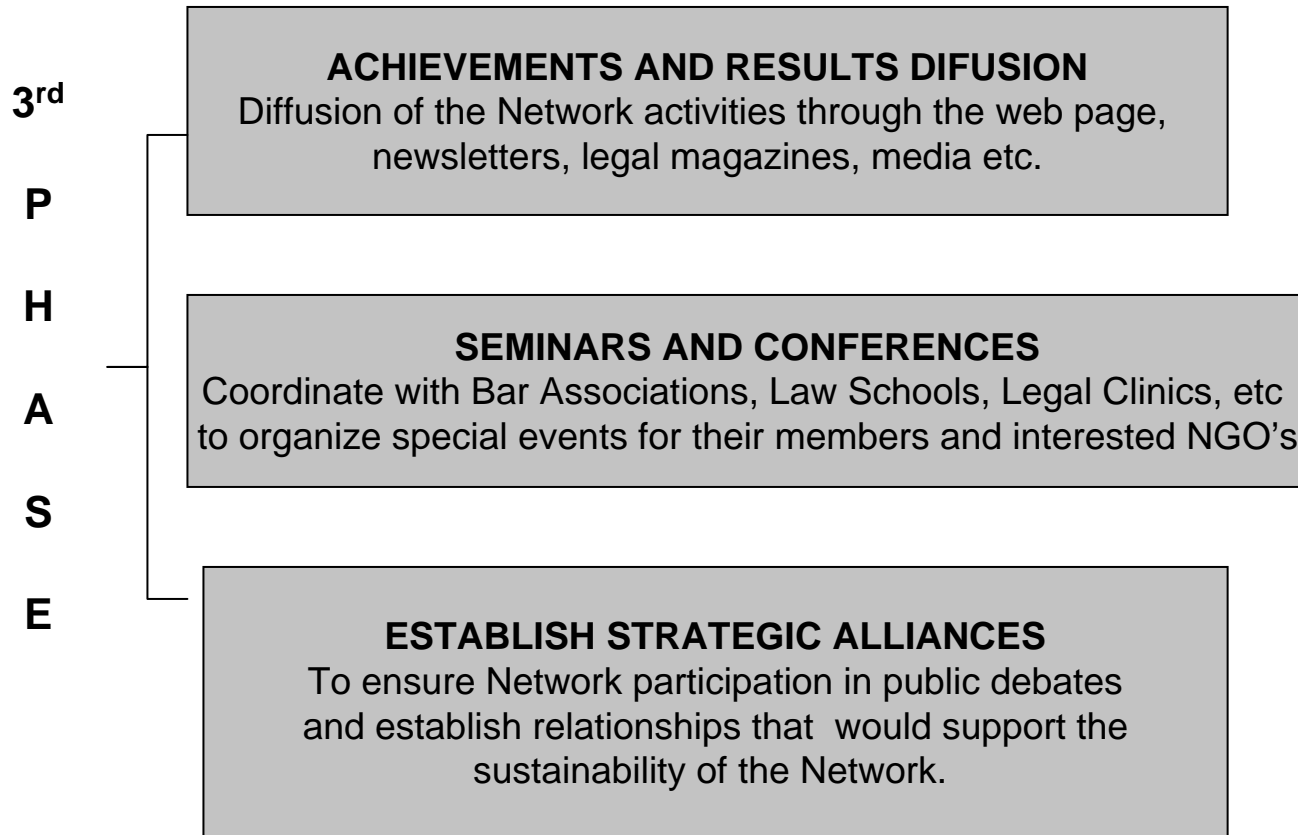
# Integrating Technology for Case Management

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The web page will be the way in which requests for NGOs' pro bono support and firms' requests for pro bono projects will be received. It will also create a way of measuring and monitoring progress and recognizing the pro bono partners within the Network.

# Outreach and Partnership





Ingreso al Sistema

Usuario:

Constraseña:

- noticias
- historia
- misión
- objetivo
- aspectos
- ¿quiénes somos?
- diagrama
- miembros

Links

- Inscripción ONG
- Inscripción Despacho
- Donativos
- [PORTAL GOOGLE](#)

"creación de la red de trabajo pro bono en México", margarita zavala, habla en el evento de la fundación appleseed México; y exhorta a la nación a realizar trabajo pro bono



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# Corporate Pro Bono Challenge

## **Develop culture of pro bono in corporate legal departments:**

- Voluntary statement of commitment by general counsels
- Overall goals:
  - Focus on improving the economic and social climate of communities
  - Encourage their legal staff to do pro bono work on systemic issues
  - Encourage outside firms used by companies to sign the pro bono agreement with our pro bono network
- Corporate Legal departments
  - General Electric (GE México)
  - Chrysler México
  - Daimler

# Establishing Professionalism in Pro Bono Relationships

## Institutionalizing the Pro Bono Culture:

- Leadership from the top of the law firms or corporations and NGO's
- Establishing a formal policy encouraging pro bono work
- Defining what doing pro bono work means; offer examples
- Ensuring that it counts in evaluations; billable hours; promotions
- Allowing for sufficient time to handle projects
- Providing adequate staffing, support and coordination
- Recognizing successes
  - Pro bono lawyer or project of the year
  - Article in the local legal or regular newspaper
  - Celebrating the firm's overall contributions

# Contact Information



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