

### Talking Points for Campaign Presentations

- The Investing in Justice Campaign is an annual initiative where thousands of individual attorneys and legal professionals at about 150 participating firms, companies and organizations from throughout the legal community come together around our common cause as a profession: taking a lead role to ensure that everyone has access to justice, not just people who can afford to pay for necessary legal help.
- Our firm/company/organization is proud to **(again)** be one of the leaders in the Campaign this year.
- 100% of every individual contribution to the Campaign goes directly to support a network of more than 35 pro bono and legal aid organizations through CBF grants. That 100% feat is possible because:
  - All Campaign materials (brochure, posters, etc.) are generously donated by the Chair's firm and other partners.
  - Generous support from participating firms and companies like ours allows the CBF to donate all of the staff time, expenses and resources necessary to administer the Campaign.
- The Campaign grants make it possible for Chicago-area pro bono and legal aid organizations to help tens of thousands of people in need each year.
  - Women fleeing domestic violence, elderly victims of consumer fraud, children and families facing wrongful evictions, and many other vulnerable people in our community are the people you are helping get critical legal assistance through the Campaign.
  - The Campaign grants support a comprehensive range of legal services, ranging from web-based resources to legal aid hotlines, advice desks, to extended representation and larger impact litigation.
- Over the past seven years, the legal community has collectively contributed \$8.5 million through the Campaign.
- While we should take pride in the Campaign's past success, the need in our community is still great, and we have proven that through the Campaign we can make a big impact in meeting this need.

### The Need

- Right now, over 1.4 million people in Cook County—more than 1 in 4—qualify for legal aid today.
- Studies have shown that about half of those people have a legal need over the course of a given year. That translates to approximately 700,000 people with a legal need in Cook County this year.

- More than half of those in need of legal assistance will be turned away due to insufficient pro bono and legal aid resources.
- As one example, it is now estimated that the number of unrepresented litigants actually outnumbers those with representation in the Daley Center.

### We've shown through the Campaign we can do something about it—110% Impact

- While 100% of the money raised from individual contributions goes directly to grants, donations actually have a much bigger impact. This is due to three factors:
  1. The Campaign contributions leverage several hundred thousand dollars more in support from other foundations and government entities that would not otherwise be available to the organizations supported by the Campaign.
  2. Contributions benefit from the CBF's rigorous grants process, which ensures accountability and strategically allocates the Campaign funds to maximize impact.
  3. It saves significant amounts of money from overstretched safety net programs when people can get the help they need to resolve legal problems before they spin out of control and require other social services.
    - To illustrate, a recent study found that legal aid in Illinois produces almost a 2:1 monetary return on investment, in terms of economic benefits.
    - As attorneys and legal professionals, you know better than anyone that the help of an advocate at the right moment can prevent a lot of future problems from materializing.

### Conclusion

- I hope this gives you a sense of the impact of the Campaign and how you can be a part of it.
- We can be part of the solution here, and I hope you will give as generously as possible.