

LEGAL SERVICES CORPORATION  
BOARD OF DIRECTORS

TELEPHONIC MEETING OF THE  
INSTITUTIONAL ADVANCEMENT COMMITTEE

OPEN SESSION

Tuesday, May 14, 2013

4:03 p.m.

Legal Services Corporation  
John N. Erlenborn Conference Room  
3333 K Street, N.W.  
Washington, D.C. 20007

COMMITTEE MEMBERS PRESENT:

John G. Levi, Chairperson  
Charles N.W. Keckler  
Father Pius Pietrzyk, O.P.  
Herbert S. Garten (Non-Director Member)  
Frank B. Strickland (Non-Director Member)

OTHER BOARD MEMBERS PRESENT:

(None)

## STAFF AND PUBLIC PRESENT:

James J. Sandman, President

Rebecca Fertig, Special Assistant to the President

Atitaya Rok, Staff Attorney, Office of Legal Affairs

Carl Rauscher, Director of Media Relations, Office of  
Government Relations and Public Affairs

Wendy Rhein, Chief Development Officer

Terry Brooks, American Bar Association Standing  
Committee on Legal Aid and Indigent Defendants  
(SCLAID)

## C O N T E N T S

OPEN SESSION	PAGE
1. Approval of agenda	4
2. Discussion of proposed timeline for LSC's 40th anniversary celebration planning	4
3. Public comment	11
5. Consider and act on other business	11
CLOSED SESSION	
5. Discussion of prospective funders for LSC's development activities and 40th anniversary celebration	
6. Consider and act on adjournment of meeting	
Motions:	4

## 1 P R O C E E D I N G S

2 (4:03 p.m.)

3 CHAIRMAN LEVI: Could I have a motion to  
4 approve the agenda?

5 M O T I O N

6 FATHER PIUS: So moved.

7 MR. STRICKLAND: Second.

8 CHAIRMAN LEVI: All in favor?

9 (A chorus of ayes.)

10 CHAIRMAN LEVI: Now, the first thing that  
11 isn't on here is that I need to officially  
12 welcome -- we all do -- Wendy Rhein, who is now, as far  
13 as I know, the first institutional advertisement  
14 officer at the Corporation. So welcome, Wendy.

15 MS. RHEIN: Thank you very much.

16 CHAIRMAN LEVI: We have a busy period here.  
17 As far as the objectives, which is item 2, as the  
18 Committee asked during the board meeting a few weeks  
19 ago, we had the objectives ratified by the Board.20 So we now have to figure out, with Wendy's  
21 help, how we're going to go about achieving these  
22 objectives. They run the range, but primarily it all

1 related to the 40th anniversary. But they run the  
2 range from fellowships, to matches for technology, to  
3 the Pro Bono Innovation Fund.

4           So Wendy, I don't know if you want to say much  
5 about that. But we're going to try to get ourselves  
6 organized and off the ground here fairly soon.

7           MS. RHEIN: Yes. This is a situation of  
8 building the car and doing the Indy 500 all at the same  
9 time. So it's going to be a very busy next several  
10 months, as I just got up to speed today. This is day  
11 six for me.

12           So I'm still learning my way around the  
13 building, and learning to ask for help, and learning  
14 more about the programs all at the time. But there are  
15 some wonderful opportunities and some very strong  
16 programs.

17           I'm incredibly impressed with how much work  
18 this Committee has already done in identifying  
19 potential prospects and being able to start looking at  
20 some very specific gifts for specific programs. So I  
21 thank you all in advance for that and for the work that  
22 you are going to be doing with me over the next several

1 months.

2 CHAIRMAN LEVI: One other that I -- the recent  
3 Pro Bono Task Force implementation groups have been  
4 recently formed. Those committees, working with Lynn  
5 Jennings, at least one of them, certainly, is charged  
6 with undertaking the implementation of the fellowship  
7 program.

8 That is in intersection with us. So I think  
9 we need to overlap those committees, at least, so that  
10 we aren't working at cross-purposes, but we're working  
11 on the same agenda.

12 Then I'm not sure, but I think there may be  
13 other such overlaps between the Pro Bono Task Force and  
14 the implementation piece that may intersect, to some  
15 extent, the work of this Committee.

16 Because to the extent that they need funding  
17 for thing, we have to be careful that that funding  
18 emanates from us -- that is, that we don't have two  
19 groups independently going out and asking the same  
20 donor, potentially. Because we could have an issue  
21 there.

22 MS. RHEIN: I'll speak with Lynn about that.

1           CHAIRMAN LEVI: I don't know if any of you on  
2 the call are on one of those subcommittees that you  
3 already have sensed that there is some overlap? If you  
4 have, please keep your eyes open for it.

5           Any committee member comments about the  
6 objectives so far?

7           MR. KECKLER: Excuse me, John. I was just  
8 going to say that procedurally, I think that the way it  
9 might work is that since the Pro Bono Implementation  
10 Task Force is a task force rather than a committee of  
11 the Corporation, a committee of the Board, they would  
12 pass on their recommendations, route them through the  
13 Committee and then the Board, I think.

14          CHAIRMAN LEVI: That's what one would hope.

15          MR. KECKLER: Yes.

16          CHAIRMAN LEVI: So that's why I think, at  
17 least for the time being, we should -- I think we've  
18 got to sensitize all those subcommittee chairs to this  
19 issue. Maybe Lynn can do that.

20          Wendy, did you want to discuss the policies  
21 and maybe, I think, what you're thinking about in terms  
22 of how we would go about them?

1           MS. RHEIN: I can touch on them briefly. I  
2 think it's better to get more involved in potential  
3 policies at our next call, when we have something to  
4 present to you.

5           CHAIRMAN LEVI: Sure. Yes.

6           MS. RHEIN: There will be several  
7 fundraising-related policies that I hope to put before  
8 you in the next month that will help with how the  
9 organization is going to go about raising money, but  
10 also accepting gifts and processing them, so that you  
11 have that in front of you but also so that you can  
12 approve what kinds of gifts LSC would be interested in  
13 accepting.

14          CHAIRMAN LEVI: That would be great. I think  
15 related to this, it's maybe not completely policies.  
16 Of course, the Committee did receive from Vic Fortuno  
17 his memo regarding our own ability to conduct  
18 charitable activities, but then the further need to  
19 register in a number of states.

20           You might tell the Committee that we're well  
21 on our way to getting that done. Correct?

22          MS. RHEIN: We are. Atitaya had started that



1 process before I arrived. And we have identified a  
2 contractor who has worked with LSC in the past that  
3 will help us in registering in 38 states and the  
4 District of Columbia so we can do business in those  
5 states as a fundraiser.

6 CHAIRMAN LEVI: And how long does that process  
7 take so that we make sure we don't cross any lines  
8 here?

9 MS. RHEIN: Well, it is very important that we  
10 have those registrations prior to raising money in  
11 those states because we can incur significant fines for  
12 doing so, hence the reason that we started this process  
13 right away.

14 It completely depends upon the state and the  
15 processing. There is, for about I think it's now 12  
16 different states and the District of Columbia, a  
17 singular form that can be used and be processed.

18 But beyond that, for the other 26 or so  
19 states, you have an individual form with special  
20 documentation that has to be submitted. Each state  
21 will have its own registration fee that can be anywhere  
22 from \$25 to \$300. And then there's compliance issues

1 and followup and annual registrations, all of which  
2 we'll be working with this contractor to ensure that  
3 we're in compliance.

4 It could take two weeks. It could take eight  
5 weeks. It really depends upon the state's processing.

6 And LSC will get a letter saying, you have thereby  
7 been approved in that state.

8 CHAIRMAN LEVI: But we were told we are  
9 already registered in D.C.

10 MS. RHEIN: In D.C., yes.

11 CHAIRMAN LEVI: Anywhere else that we know of?

12 MS. RHEIN: No. Not yet.

13 CHAIRMAN LEVI: Now, is it the location from  
14 which you ask, or the location of where the donor is?

15 MS. RHEIN: The location of the donor.

16 CHAIRMAN LEVI: Well, that means this is a  
17 fairly high priority.

18 MS. RHEIN: It is. It is.

19 CHAIRMAN LEVI: Any questions for Wendy on  
20 these topics?

21 (No response.)

22 CHAIRMAN LEVI: Public comment?

1 (No response.)

2 CHAIRMAN LEVI: Any other business before we  
3 go to a closed session?

4 (No response.)

5 CHAIRMAN LEVI: Now, do we have to dial back  
6 in?

7 MS. ROK: Yes. Does everyone have the closed  
8 session number?

9 MR. STRICKLAND: Yes. I have it.

10 CHAIRMAN LEVI: We do.

11 MR. KECKLER: Yes.

12 CHAIRMAN LEVI: Okay. Thank you.

13 (Whereupon, at 4:14 p.m., the Committee was  
14 adjourned to Executive Session.)

15 \* \* \* \* \*

16

17

18

19

20

21

22