

LEGAL SERVICES CORPORATION
BOARD OF DIRECTORS

MEETING OF THE
INSTITUTIONAL ADVANCEMENT COMMITTEE
OPEN SESSION

Sunday, April 6, 2014

3:08 p.m.

Legal Services Corporation
3333 K Street, N.W., 3rd Floor
F. William McCalpin Conference Center
Washington, D.C. 20007

COMMITTEE MEMBERS PRESENT:

John G. Levi, Chairperson

Robert J. Grey Jr.

Charles N.W. Keckler

Martha L. Minow

Father Pius Pietrzyk, O.P.

Herbert S. Garten (Non-Director Member)

Frank B. Strickland (Non-Director Member)

OTHER BOARD MEMBERS PRESENT:

Sharon L. Browne

Laurie Mikva

Julie A. Reiskin

Gloria Valencia-Weber

STAFF AND PUBLIC PRESENT:

James J. Sandman, President

Wendy Rhein, Chief Development Officer

Richard L. Sloane, Special Assistant to the President

Ronald S. Flagg, Vice President for Legal Affairs,
General Counsel, and Corporate Secretary

Atitaya Rok, Staff Attorney, Office of Legal Affairs

Katherine Ward, Executive Assistant, Office of Legal
Affairs

Allan J. Tanenbaum, (Non-Director Member, Finance
Committee)

Jeffrey E. Schanz, Inspector General

Treefa Aziz, Government Affairs Representative,
Office of Government Relations and Public Affairs

Wendy Long, Office of Government Relations and Public
Affairs

Eric Jones, Office of Information Technology

Don Saunders, National Legal Aid and Defender
Association (NLADA)

Robin C. Murphy, NLADA

Terry Brooks, American Bar Association

Dominique Martin, Law99.com

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CLOSED SESSION

1. Approval of minutes of the Committee's
Closed Session meeting of January 24, 2014
2. Briefing on contributions pledged and
received
3. Discussion of prospective funders for
LSC'S 40th anniversary celebration and
development activities
4. Consider and act on recommendation of
new prospective funders to the Board of
Directors
5. Consider and act on adjournment of meeting

Motions: 4

P R O C E E D I N G S

(3:08 p.m.)

CHAIRMAN LEVI: Could we all reassemble?
Let's call the Institutional Advancement Committee meeting to order, and ask for an approval of the agenda.

M O T I O N

MR. KECKLER: So moved.

MR. STRICKLAND: Second.

CHAIRMAN LEVI: All in favor?

(A chorus of ayes.)

CHAIRMAN LEVI: The approval of the minutes?

M O T I O N

DEAN MINOW: So moved.

MR. KECKLER: Second.

CHAIRMAN LEVI: All in favor?

(A chorus of ayes.)

CHAIRMAN LEVI: Wendy Rhein is here, and she is our director. Would you like to kick off the discussion of the proposed 40th anniversary events? And also I want to say that Frank Strickland and Herb Garten are here.

And also make note of the fact that Atitaya Rok, who has been helping this Committee through the last year get launched, is somewhere here today even though she really isn't supposed to be because I think she's ready to give birth any minute, maybe even today.

Right? And so we really appreciate your being here. This is real dedication.

MS. RHEIN: It truly is. I want to thank Atitaya as well. She's made my transition and working with this Committee much smoother than it would have been otherwise. So I will miss her for the next couple of months while she is away.

We do have several updates regarding the 40th anniversary events, specifically the large launch events that will occur September 14th to 16th here in Washington, D.C. We have already sent out a save-the-date to the executive directors and their board chairs for that particular two-and-a-half day program.

The way the program will be set up is that from Sunday afternoon to Monday afternoon, we will have specific programming for the executive directors of our

grantee programs and their board chairs, the board chairs who are able to attend. And those will be a combination of panels and different speakers, but specifically for them. You all are of course all invited to attend those sessions as well.

And then as of Monday afternoon through Tuesday afternoon will be a conference for the much wider access to justice community. And there will be high-level speakers for that, some panel discussions as well, culminating on late Tuesday afternoon.

We have special events planned. On Sunday evening there will be a reception for the executive directors and their board chairs and others, including you all, that are invited. Monday evening there will be another reception, potentially with the Clintons.

And then Tuesday evening is a large recognition dinner that will include donors, members of the community, as well as the executive directors and this Board, their board chairs, and others. And that will be with President Obama on Tuesday evening. So those are the initial plans at this point.

We have an internal committee of staff at LSC

. working on speakers, specifically for the Sunday to
. Monday ED portion of it. And then of course John is
. spearheading with us the larger speaking agenda for the
. next couple of days.

. We'll be doing this at the Omni Shoreham
. Hotel, which is a wonderful space. And we will have an
. entire wing dedicated for just this conference, for the
. meeting space for that.

. CHAIRMAN LEVI: I think we should be careful
. with the President's schedule. He's invited, and we're
. hopeful. Same with the Clintons. They're invited;
. we're hopeful. Confirming these things is not always
. so easy, but we're very cautiously optimistic. So I
. think that's the best way to put it.

. And do you want to say more about that?

. MS. RHEIN: I do. We're sending the
. save-the-date for the larger community in May, and then
. there will be a formal invitation process that will go
. out in June for that.

. So I am compiling the lists, and we will be
. able to talk more specifically in the next month about
. who will be on that larger invitation list. But if

there are key people that you would like to make sure are invited, by all means please channel those names and contacts to me and I will make sure that they get on the larger invitation list.

CHAIRMAN LEVI: I think it's important to have not just the access to justice community, that is, the typical -- we know all of them -- but also some that are not, but are thought leaders in the legal profession.

And as I've been making my tour around the country, suggestions of needing to include thought leaders in the plaintiff's bar that are often not included in these, and also that there ought to be a good representation of young lawyers, particularly young lawyers, from the 50 states. After all, they have a big stake in this, too. So just a couple of thoughts on that.

More from you? Well, I think the interesting thing about this year is that we've already raised over a million dollars, and I'm happy to say that we crossed that milestone a few weeks ago. And we have a lot of asks out, and certainly a lot of momentum, positive

momentum.

And I feel one of the interesting things is there's almost, at least for some of the places that I have been, "Where have you folks been?" So that to me -- I wanted to use this open session as an opportunity to speak to a couple of issues that came up at our founding of this Committee, and also to speak to our grantees for a second, and their representatives, in this open session.

Some of our grantees and some of the foundations that support them have -- at times, and early on, were very reluctant to see us get into this water on the assumption that law firms, for example, only give to them.

I don't know where they came up with that notion. But the fact of the matter is, we are halfway through our tenure on this Board, and I have realized, particularly in the chair role, that the constraints that are placed on this not-for-profit from our inability to properly tell our story and to talk to the public at large about what is happening to the American justice system as it affects low-income people is

unfair to them. It's unfair to them.

We're the only Senate-confirmed, Presidentially-appointed group of people that sits in office on behalf of the functioning of the civil justice system for low-income Americans. And our inability to tell our story properly and widely is a problem.

And as a member of a not-for-profit board, if you get on a not-for-profit board, everything is institutional advancement. Everything, everything we do. Our leg affairs people, that's institutional advancement. You're going to your funders. They fund us. We need to be in front of them, thanking them, talking with them, educating them.

But the return of the bar -- our inability to tell our story to the rest of the bar, to meet with them widely and frequently, to talk about their responsibility for this, has hamstrung this organization, and therefore not benefitted the country's ability to take care of the civil legal needs of low-income Americans.

This is happening on our watch, folks. There

is no more important responsibility as a Board member or a senior staff member of this organization than its institutional advancement across the entire profession.

Now, that's what I'm hearing when I go out and meet across this country now. "Where have you been? How come you're not telling us this? Why don't we know this? Who's not telling us the story? We've been left out of the discussion."

So the 40th becomes our opportunity. It becomes our opportunity, and I feel, if it's successful, if we successfully have this two-day thing, and we use the 40th, as I said to one of the folks I met with, "Well, it's sometimes said that a good anniversary is too important to waste." I butchered the phrase, but you know.

(Laughter.)

CHAIRMAN LEVI: The thought is, look. We have a moment in time, and people respect those moments in time, coming together, as opportunities. Unfortunately, over the many years with Frank's board, Doug Eakeley's board before, it's been very difficult to get the word out.

And now we're at a situation where -- and you'll hear me talk about this; you've heard me talk about this -- where 21 percent of the country qualifies for civil legal assistance. That's just an incredible number. And the impact that it's having on our courts, it's just really something.

There are many wings of the profession that are talking about pieces of this, but there's only one group that -- as I say, there's only one group -- that is Presidentially-appointed and Senate-confirmed, that gets this information from across the country, and therefore, in my view, has a responsibility to figure out how to let the country know what's going on. And that's us.

So that's institutional advancement. Everything we do, folks, is development. And when our grantees worry about that aspect of it, of our maybe potentially competing with them, well, I would like them to remember the larger stage. It's not just the local stage. It's also the larger stage. And the larger stage makes so much else possible.

So, folks, every place I've gone and every

firm I've talked to, I've been very clear. This is in addition to. Do not impact or I'll hear about it. I know Don Saunders will make sure I hear about it. I will.

But the fact is that the firms that I've talked to, at least, have said, "Well, you guys have never been here before. You've never asked us. Of course not. We wouldn't. We understand what this is."

So I think, on the contrary -- and I think there are individual lawyers who, recognizing the discrete projects that we're trying to do here, realize that it's their way that they can give back and be part of a larger public-private partnership.

So that's my little speech about the 40th and why I feel so committed to making it be successful, because I think an opportunity. I want to thank Herb for putting together the event that occurred in Austin, and Frank is already working on things down in Atlanta.

And all of you have been helping in some way or other, and we just have a lot to do.

But the good thing is that anniversaries go on for a while, and this one certainly is. And the idea

of raising funds to support not just this -- we're not just raising them for one year; we're giving people the opportunity to give donations over a five-year period, like most not-for-profits. And so there's plenty of time to go out and raise the funds.

But I want to say many of you probably have not -- you weren't appointed to the Board, or maybe you don't think you were, because of your unique fundraising talents. But many of you have them. I know that. And even if you haven't done it before, well, it's time you learned how. It's really not that difficult. And being on a not-for-profit board, it's actually expected of you.

So we are a not-for-profit, folks, a 501(c)(3). And I have not sat on any 501(c)(3) board that hasn't asked me to get involved in one way or another with institutional advancement. And there are people who help with events. There are people who help with opening doors. There are people who help by asking for funds. There are any number of ways that that can happen.

But now I want to talk also to the senior

management of LSC because it's your responsibility,
too. You are the senior management of a
not-for-profit, and it comes with the territory.

So we're all in this together, and we need
everybody's help, and all hands on deck because the
last time I looked, the funding around the country was
not adequate. Woefully inadequate. We know that.
They don't.

And how we get that word out beyond the
community, beyond the community that knows -- beyond
the community that knows -- that's the trick here. And
this is our opportunity. So I don't want to lose it.
And that's why you hear me (pounds table) pounding away
on it.

So I hope all of the rest of you will feel as
deeply as I do about this and will be as supportive.
And I want to thank the Board, which is working its way
towards 100 percent, for their own commitments and
generosity of spirit. So that's my little speech after
doing this for -- and taking a bit of the buffeting
around about why did we do this in the first place.

Martha?

DEAN MINOW: So let me just say that you have seen the secret weapon in action.

(Laughter.)

DEAN MINOW: The responses of law firms thus far because of John Levi's direct statements, I think, is nothing short of overwhelming. But there's a lot more to do. As someone who's in the business of fundraising and never wanted to be, I can say that the wisest thing I ever heard on the subject is that if you believe in the cause, you're giving other people an opportunity to do something that's meaningful to them.

And I understand the phrase "institutional advancement" really to be about that. And so there's fundraising. There's friend-raising. There's public relations. There's public education.

And when we think back to our strategic plan, one of the most important items that we identified was getting the message out about the importance of the issues and about the importance of supporting the institution, both the national institution and the grantees. And that, I think, is the way to address the degree to which there's any ongoing tension or concern

on the part of grantees.

So I hope everybody joins me in thanking John for his leadership and his kick in the you-know-what as we all go forward.

CHAIRMAN LEVI: I heard the room get so quiet. It's Sunday afternoon. We've got to keep our humor here.

(Laughter.)

CHAIRMAN LEVI: But anyway, it's interesting. You go in and see these firms, I'm telling you, you will be really amazed. And they're all like, "Where have you been?" Of course they don't know it's been hard for us to get there.

Any other comments? Public comment? Did I take it away from you, Don? Terry? The ABA?

(No response.)

CHAIRMAN LEVI: Okay. Consider and act on -- yes, Herb?

MR. GARTEN: I'd just like to comment on something I learned in connection with the Austin meeting, and it was confirmed just this past week in a committee meeting I had, the Access to Justice

Commission. They refer to what we're doing as something that's invisible. Very few people know about it. It confirms what you're saying.

A major poll was taken not too long ago, and one of the outstanding matters reported was how few people know about it. In putting together a list of people that we wanted to invite for this reception in Austin, I never realized how many billionaires there were in Texas.

(Laughter.)

MR. GARTEN: And it's so easy to find their names, there are so many. And those are the people that know very little about us -- I was surprised in some contacts we did in Austin -- and those are the people that I know John and Wendy and I have been talking about some of them who I hope that we'll be able to advise them of what's going on in this country and how important legal services are.

So we've got a terrific leader. John, I admire everything you're doing.

CHAIRMAN LEVI: Well, thank you, Herb, really for what you've said. And thank you for your efforts

and your continuing efforts. And clearly, as you saw from the meeting we had in Texas, it was a very warm welcome, and please come back, and let's make a grand tour of Texas, basically.

All right. Can we move to the closed session, then?

(Whereupon, at 3:29 p.m., the Committee was adjourned to executive session.)

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