

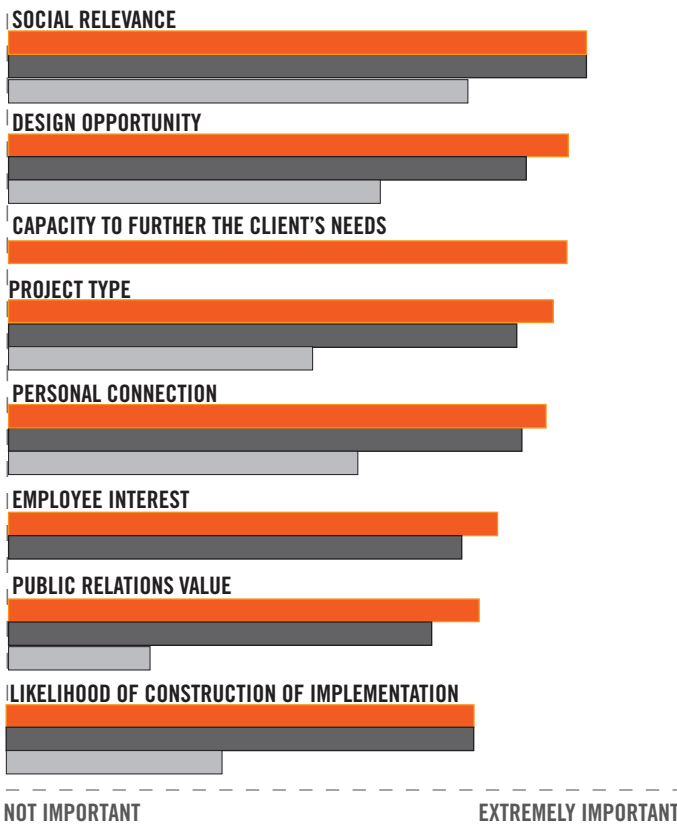
THE 1% FOURTH FIRM SURVEY

CONDUCTED BY PUBLIC ARCHITECTURE IN ASSOCIATION WITH HARVARD BUSINESS SCHOOL

FIRMS SURVEYED: 969
RESPONSE RATE: 35%
SURVEY OPEN: FEB 2011-JAN 2012

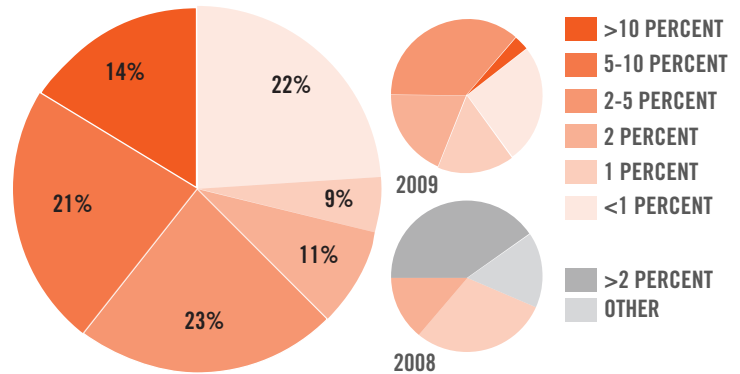
2011 THE FOLLOWING GRAPHICS ARE REPRESENTATIVE OF
2009 KEY DATA COLLECTED FROM THE 2011 SURVEY. DATA
2008 FROM THE 2008 AND 2009 SURVEYS ARE REPRESENTED
RESPECTIVELY IN LIGHT AND DARK GREY WHEN
AVAILABLE.

IMPORTANCE OF VARIABLES IN SELECTING A PRO BONO PROJECT

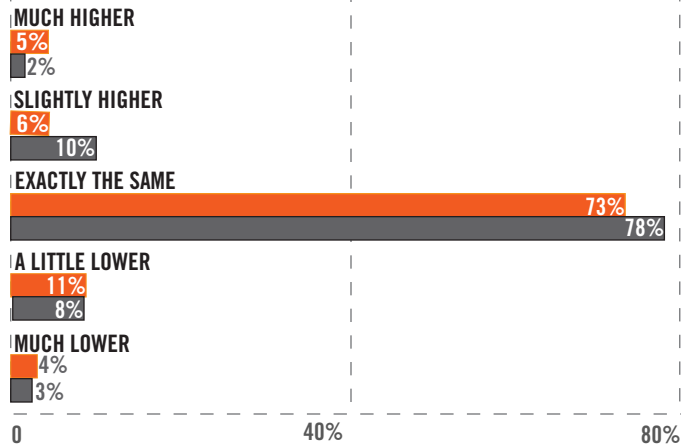


Firms set higher expectations for pro bono projects

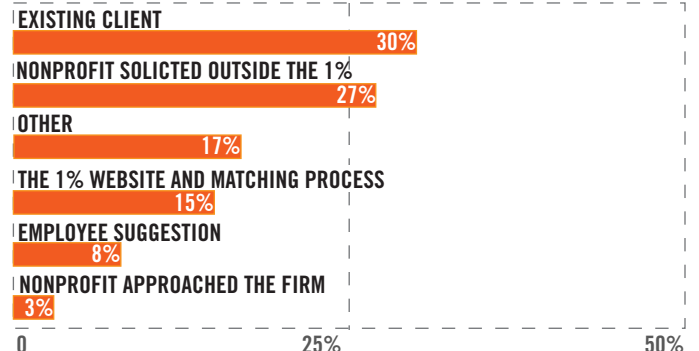
IN RELATION TO FEE GENERATING WORK, PERCENTAGE OF PRO BONO WORK DONE IN THE LAST 12 MONTHS



QUALITY OF PRO BONO WORK UNDERTAKEN IN THE LAST 12 MONTHS COMPARED TO FEE-BASED WORK

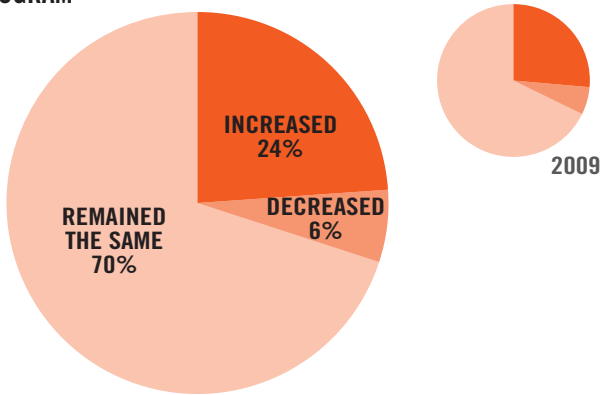


THE WAY FIRMS FOUND THE MAJORITY OF THEIR PRO BONO WORK IN THE LAST 12 MONTHS

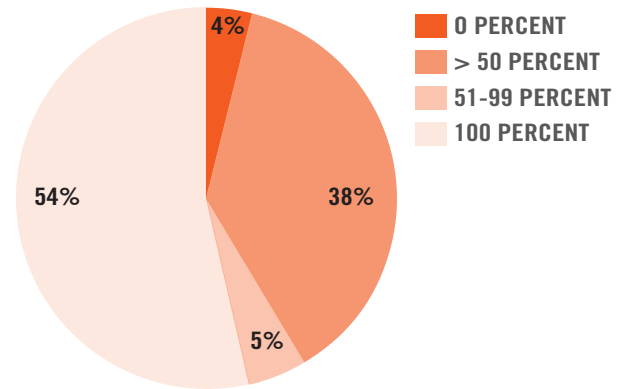


Financial constraints increasingly limit firms' ability to do pro bono work, while leadership buy-in increases

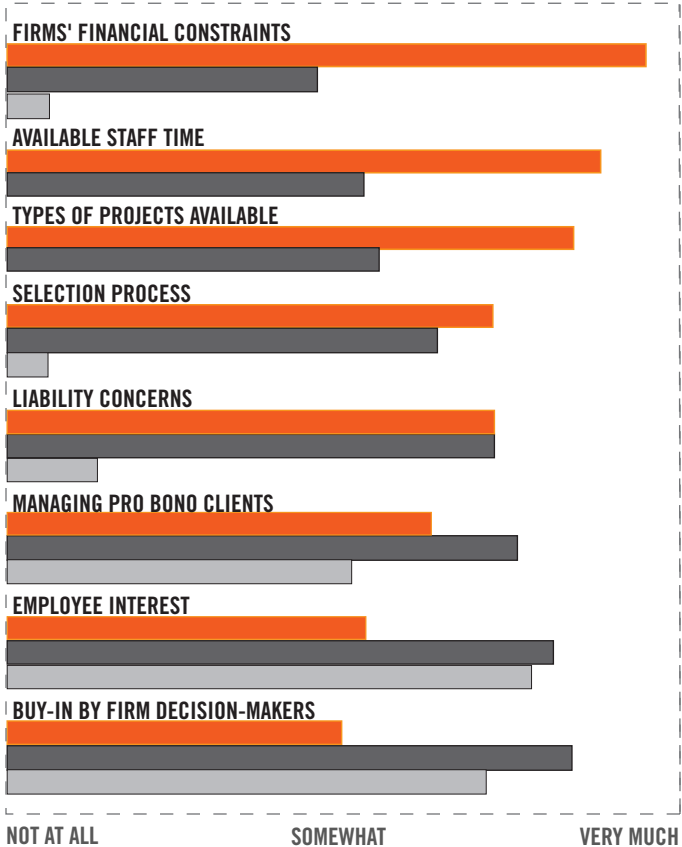
QUANTITY OF FIRMS' PRO BONO WORK SINCE JOINING THE 1% PROGRAM



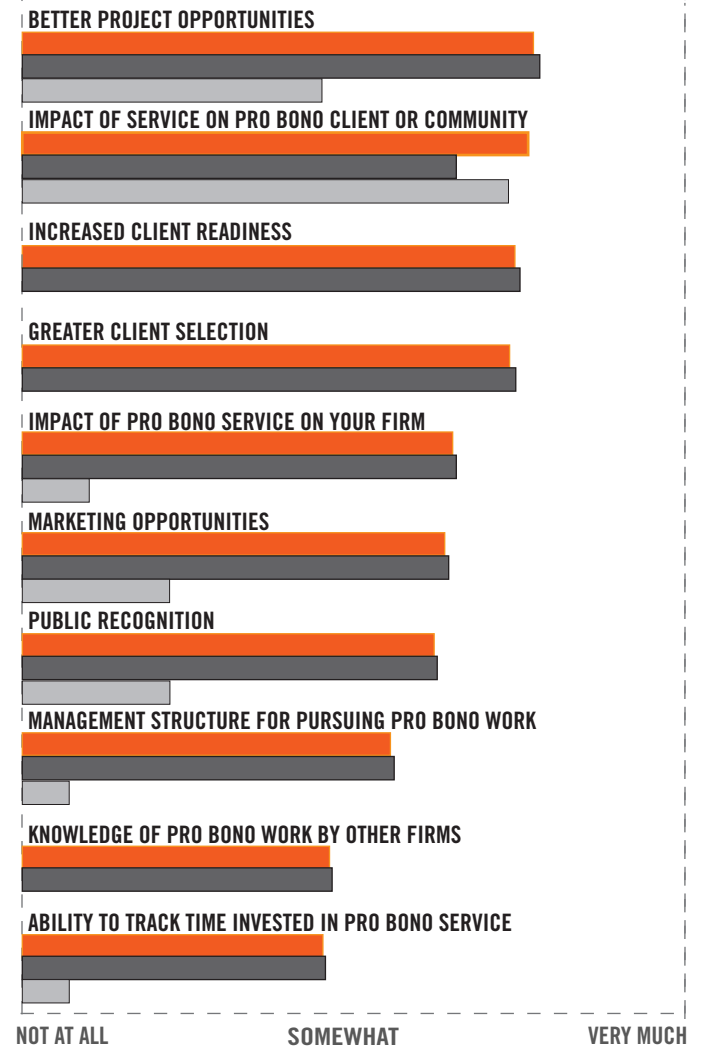
PERCENT OF STAFF THAT WORKED ON A PRO BONO PROJECT IN THE LAST 12 MONTHS



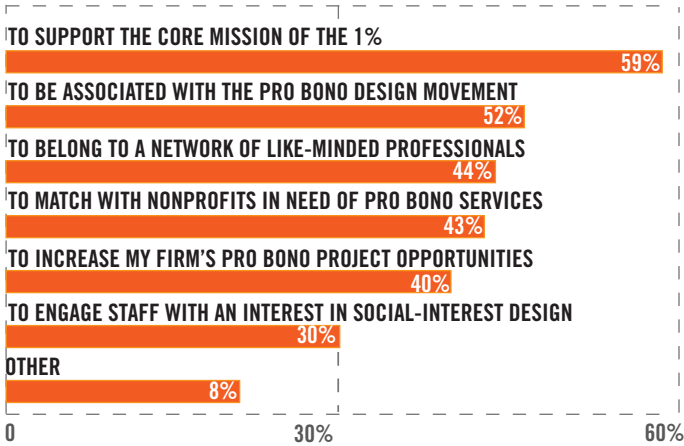
THE EXTENT TO WHICH THE FOLLOWING ISSUES LIMIT FIRMS' PRO BONO WORK



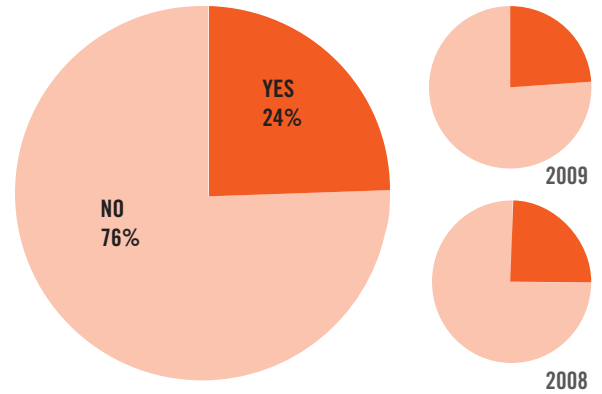
THE EXTENT TO WHICH THE FOLLOWING CONTRIBUTE TO FIRMS' PRO BONO WORK



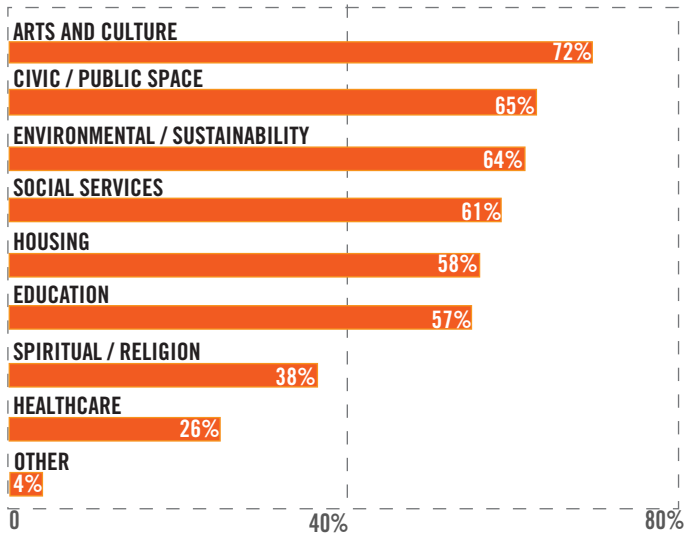
FIRMS' MOTIVATION TO JOIN THE 1% PROGRAM



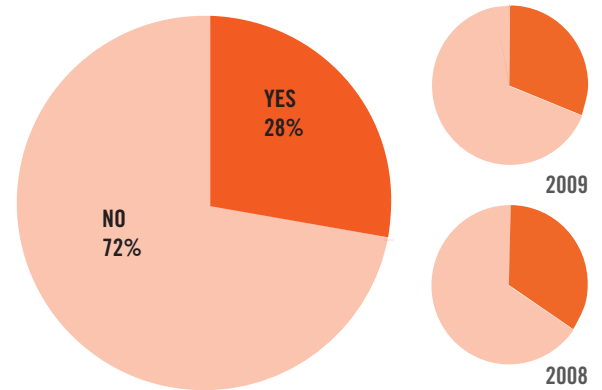
FIRMS THAT HAVE SUBMITTED PRO BONO WORK FOR OR RECEIVED AWARDS OR PRESS COVERAGE



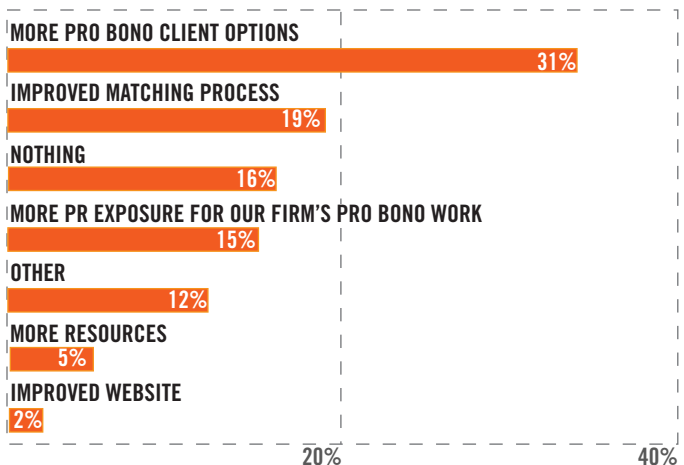
MOST DESIRABLE NONPROFIT SERVICE AREAS TO WORK WITH



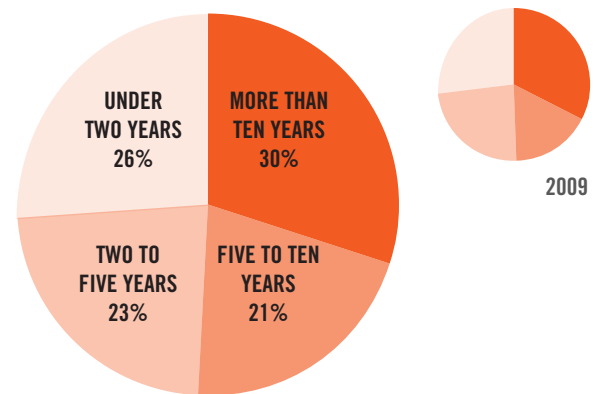
FIRMS' PARTICIPATION IN THE 1% MATCHING PROCESS WITHIN THE PAST 12 MONTHS



THE EXTENT TO WHICH THE FOLLOWING WOULD MOST IMPROVE FIRMS' SATISFACTION WITH THE 1% PROGRAM



NUMBER OF YEARS FIRMS HAVE BEEN DOING PRO BONO WORK



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