



2021 Unified Giving at the Philadelphia Bar Foundation

The Bar Foundation's law firm donation structure, *Unified Giving*, requests an annual one-time financial gift that provides sustenance to the Bar Foundation for the whole year, each year, rather than ongoing sponsorship requests for multiple events throughout the year.

To participate in Unified Giving, we ask that your firm make a gift that reflects our traditional model for firm giving of \$400 per each lawyer in your local office. *The Unified Approach to Giving is not intended to affect individual contributions, which continue to be a substantial part of the Philadelphia Bar Foundation's annual revenue.*

The benefits of Unified Giving are:

- **Continuous support and promotion of our law firm supporters.** Your firm name will continue to be included in our promotional materials and on our website. As Unified Giving Partners, firm lawyers are invited to attend our Access to Justice Awards Benefit in the fall. At this event, we acknowledge and thank firms for their Unified Giving partnership and celebrate the achievements of our public interest community.
- **Fortification of the Philadelphia Equal Justice Center.** As the Equal Justice Center project works to transform the delivery of legal services through collaboration, reinvestment, service delivery, and innovation, Unified Giving is especially important. It allows the project team to focus on creating a supportive environment as we work together to enhance the quality of life in Philadelphia for decades to come.
- **A reduced focus on event fundraising.** In alignment with current best practices, Unified Giving allows more time for high-level guidance and proactive strategic planning for the future of the Bar Foundation. In addition, it minimizes competition for dates, locations, and attendees at other local fundraising events.

- **Long-term sustainability.** Law firm giving has thrived under this model due to reduced expenses related to solicitation work at multiple times during the year. Our Board members are turning their attention to developing deeper, mutually beneficial relationships with donors and constituents. Unified Giving commitments provide the Bar Foundation with flexibility and allow us to maximize revenue and reduce costs. We have successfully acquired new donors and gifts while simultaneously raising awareness for the Bar Foundation's work in strengthening the civil legal aid community in Philadelphia.

The Philadelphia Bar Foundation is extremely excited about the opportunities your firm will provide to our organization through this giving process, and we appreciate your gifts at any level. *Thank you for your support!*

To participate or learn more, please contact Laura Powers, Director of Development and Communications at 215-460-8459 or lpowers@philabarfoundation.org.



Unified Giving Pledge to the Philadelphia Bar Foundation

Firm name: _____

Our firm's annual gift to the Philadelphia Bar Foundation is \$ _____

Paid as:

_____ A one-time payment on or before June 30

_____ Other payment schedule (please describe) _____

Please consider direct debit via ACH (electronic check) as an alternative to a check or credit card payment. Your firm can use ACH payment processing to donate via checking or savings account.

Philadelphia Bar Foundation PNC ABA Bank Routing number: 031-000-053

Philadelphia Bar Foundation PNC checking account number: 8550532180

Signed by (name): _____

As Unified Giving Partners, your firm is invited to attend our Access to Justice Awards Benefit.

Please return by mail or email to:

Laura Powers

Philadelphia Bar Foundation

1101 Market Street, 11th Floor

Philadelphia, PA 19107

lpowers@philabarfoundation.org

Thank you!

Tax ID number: 23-1660797