

## Community Arts Organizations are Transforming New York City Neighborhoods

AS PART OF Lawyers Alliance’s Community Arts program priority, staff and pro bono attorneys help nonprofits to provide artistic outlets and use the arts to promote education, social supports and services, and urban development. A University of Pennsylvania School of Social Policy & Practice study highlighted the importance of arts programs in lower-income neighborhoods, finding that cultural resources in New York City are significantly linked to better health, schooling, and security. Even when controlling for economic well-being, race, and ethnicity, the study found that the presence of cultural resources is associated with a 14 percent decrease in cases of child abuse and neglect, an 18 percent increase in children scoring in the top stratum on English and math exams, and an 18 percent decrease in the serious crime rate. New York City’s Department of Cultural Affairs developed a plan, CreateNYC, focused on supporting stakeholders in the arts and cultural communities in all five boroughs. The CreateNYC report, released in 2017, acknowledges that certain communities receive more cultural funding than others and that the imbalance usually appears along race and class lines, and also affects those with disabilities.

### Equity and Inclusion

Lawyers Alliance supports groups working to increase access to the arts in underserved communities. The CreateNYC report also focuses on these communities, and the plan seeks to expand diversity and inclusion in the arts workforce through employment policies that encourage equity and access.

**Case Example: Cool Culture** partners with more than 450 schools and early education programs to provide more than 50,000 families with free, unlimited admission  
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Photo: Cool Culture

**Cool Culture works to expose low-income families to the arts through free admission to its network of cultural institutions.**



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sion to its network of 90 premiere museums, historical societies, zoos, and botanical gardens. The organization's mission is to amplify the voices of families and strengthen the power of historically marginalized communities through engagement with art and culture, both within cultural institutions and beyond. A majority of Cool Culture families earn less than the Federal Poverty Line, making museum admission out of reach. Additionally, the organization offers educational and informational resources to help families plan activities. Pro bono counsel from **Skadden, Arps, Slate, Meagher & Flom LLP** have been assisting Cool Culture in ensuring that its governance documents are compliant with New York's nonprofit law, reviewing and updating its bylaws and Conflict of Interest Policy and drafting a Whistleblower Policy, allowing Cool Culture to signal its commitment to good governance to key stakeholders.

## Affordability of Space

Lawyers Alliance recognizes that community arts groups need local, affordable space that is accessible in their communities. Through the Affordable Real Estate for Artists initiative, the CreateNYC plan protects and creates affordable cultural spaces for artists to live, work, and present their work. Utilizing City-owned spaces, as well as real estate readiness training and resource pooling, the City plans to support the development of sustainable and affordable space for cultural organizations.



Photo: RPGA Studio

**RPGA Studio uses art and design to transform communities.**

**Case Example: The Clemente Soto Véllez Cultural & Educational Center** (The Clemente) is a Puerto Rican/Latino cultural institution with a broad-minded cultural vision and a collaborative philosophy. While The Clemente's mission is focused on the cultivation, presentation, and preservation of Puerto Rican and Latino culture, it is equally determined to operate in a multicultural and inclusive manner, housing and promoting artists and performance events that reflect the cultural diversity of the Lower East Side and the City as a whole. Pro bono counsel from **Shearman & Sterling LLP** reviewed and updated The Clemente's Theater Licensing Agreement used to rent out its event space to third parties, reducing legal risk in connection with the organization's fee-generating activities and allowing it to continue to provide subsidized studio, office, and performance space.

## Community Character

New York City plans to increase support for local arts and culture in underserved neighborhoods and will focus on including arts and culture considerations in neighborhood planning and rezoning efforts. As an organization committed to improving low-income communities, Lawyers Alliance is pleased to support arts organizations and CreateNYC as they use the arts to do just that.

**Case Example: RPGA Studio**, a Queens-based nonprofit, uses creative solutions to promote sustainability, education, and empowerment and solve community problems. RPGA enables communities in Queens to use art and design to transform the character of neighborhoods through designing, building, and installing art, and teaching skills to empower individuals to change their communities and circumstances. Attorneys from **Willkie Farr & Gallagher LLP** and Lawyers Alliance helped the organization incorporate and obtain tax exemption, change its name (it was originally called Rego Park Green Alliance), and draft bylaws, allowing it to transform into a growing organization with projects in Queens, Brooklyn, Manhattan, and Staten Island.

Lawyers Alliance is pleased to continue its work with nonprofit arts organizations in furtherance of the City's vision of ensuring that art and cultural resources are available to all New Yorkers regardless of income and location. For more information, please contact Senior Staff Attorney **Judith Moldover** at [jmoldover@lawyersalliance.org](mailto:jmoldover@lawyersalliance.org).

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# Lawyers Alliance Launches Outcome Measurement System

The legal work performed by Lawyers Alliance and our volunteers has a significant impact on the nonprofit organizations that we serve. Until now, however, we have not been able to measure that impact with any precision.

In the fall of 2017, Lawyers Alliance launched an outcome measurement system, a project led by Executive Director **Sean Delany** that is designed to identify specific improvements experienced by our nonprofit clients that have been made possible by our legal work. After analyzing the effect of all of our legal services and conducting a pilot project in 2016 involving 200 completed legal projects with four discreet types of legal services, we designed a comprehensive system that captures the impact of all the legal services that we provide to nonprofit organizations. This data is collected through client surveys that cover nine different types of legal representation – incorporating and seeking recognition of tax exemption, reviews of bylaws and other corporate policies, assistance with contacts, negotiation of commercial leases, guidance on employment law issues, representation on mergers and strategic alliances, protection of intellectual property, assistance with real estate and real estate financing, and counsel on lobbying and political activity. We also developed a tenth survey that captures the outcomes of other legal work that Lawyers Alliance and our volunteers do not provide with sufficient frequency to warrant individual surveys.

In designing the new system, we realized that we need to collect data from our clients at the right time. The impact of our work is seldom experienced by clients immediately upon the conclusion of the legal work. For example, a nonprofit Board should use its bylaws or other revised governance documents for some time before assessing the efficiencies that have resulted from an update. Whether a merger with another organization or the leasing of new office space actually permits an improvement in its programs will take some months to determine. Because of this lag in the demonstration of client outcomes, we decided to survey our clients one year after the completion of each legal project, a point in time when most effects have at least begun to emerge.

We are also mindful that we must collect the data in a manner that is efficient for nonprofit

managers who have no time to waste. For that reason, the client surveys are accessed through an email link that leads to the appropriate survey, with responses captured directly in a web-enabled database, a process that takes no more than a few minutes to complete.

As we analyzed the impact of our work in order to develop this system, we concluded that the many different outcomes that a nonprofit organization experiences from working with an attorney can all be considered improvements in one or more of three distinct categories: changes that enable a nonprofit to expand or preserve its programs, changes that improve the operational efficiency of an organization at the staff or Board level, and changes that enhance an organization's financial performance. These changes produce incremental improvements for some of Lawyers Alliance's clients, but can be transformational for others.

The early results of our new system are both interesting and encouraging. We have analyzed data from 128 surveys that were submitted since September 2017, representing client responses on projects that had been closed one year earlier. Among the responses where such an outcome was applicable, 91% of the legal projects enabled the nonprofit client to expand or preserve programs, 96% resulted in improved efficiencies at the staff or Board level, and 86% facilitated some type of enhanced financial performance. As we collect more data over time, we anticipate that we will be able to assess the outcomes that are made possible through each individual type of legal work that Lawyers Alliance provides, and identify the services that have the greatest impact on nonprofit organizations.

Developing an ability to present a detailed picture of the impact of the work that we do for nonprofit organizations should enable Lawyers Alliance to conduct more compelling client outreach, pursue more effective volunteer recruitment, and induce greater investment by our financial supporters. We urge all of our nonprofit clients to take a few minutes to finish each survey that you receive one year after your legal project has been completed. Your cooperation will make it possible for us to provide more effective services to your organization in the future.

A new measurement system identifies improvements experienced by our nonprofit clients

# 2018 Business Law & Leadership Gala Celebrates Dedicated Lawyers, Nonprofits, and Communities



**Honoree Trish Walsh and Pamela Marcogliese, Cleary Gottlieb Steen & Hamilton LLP and Lawyers Alliance Board Member**



**Robert Maldonado, Cooper & Dunham LLP, and Honoree Horacio Gutierrez**



**Honoree Marla G. Simpson and Edward Wallace, Greenberg Traurig, LLP**

On May 1, 2018, more than 300 leaders from the legal, financial, and non-profit sectors gathered at Gotham Hall for Lawyers Alliance for New York's Business Law & Leadership Gala. This event is the premier annual gathering of business and transactional lawyers committed to pro bono legal services for nonprofits that are strengthening New York City communities.

Lawyers Alliance Deputy Executive Director **Elizabeth Guggenheimer** introduced the event's theme – *Celebrating Dedicated Lawyers, Nonprofits, and Communities*. Master of Ceremonies **Aric Press**, Partner, PP&C Consulting, observed, "Tonight you will receive a dose of inspiration from the words of clients and our three distinguished honorees."

The recipients of the 2018 Business Law & Leadership Award are:

► **Horacio Gutierrez, Spotify**

Horacio Gutierrez is Spotify's General Counsel and Vice President of Business & Legal Affairs. Mr. Gutierrez is responsible for overseeing Spotify's legal, regulatory, and government affairs around the world, and serves as corporate secretary to its Board of Directors. In addition, Mr. Gutierrez heads Spotify's global commercial licensing team, a business function responsible for licensing activities with record labels, music publishers, and other right holders. Prior to joining Spotify, Mr. Gutierrez spent 18 years at Microsoft in progressively higher positions, eventually becoming the General Counsel and Corporate Vice President. Spotify's corporate social responsibility activities leverage technology to bring the power of music to underserved communities to enrich the lives of individuals and families and bring about social change. The company has partnered with schools and educational nonprofits to implement initiatives that use music to enhance early childhood learning and empower youth of all ages to speak out on issues impacting their lives and communities. The company has spearheaded initiatives to promote diversity in the music industry and encourage customers and visitors to donate to charitable causes around the world.

**Robert Maldonado**, a partner at Cooper & Dunham LLP, presented the Award to Horacio Gutierrez, praising his sense of social justice, saying, "Horacio is not just an accomplished lawyer, he is also a powerful advocate for the future of our profession." Upon accepting the Award, Mr. Gutierrez said, "I urge everyone in this room to be a champion of pro bono service. Across the City, there are millions of people who need our help and countless nonprofit organizations that are working hard to change lives."

► **Trish Walsh, Voya Financial**

As Executive Vice President and Chief Legal Officer, Trish Walsh oversees all aspects of Voya's Law, Compliance and External Affairs department, serving as an advisor to senior management and the Board of Directors on legal, compliance, securities, and corporate governance matters. This year, Ms. Walsh also assumed responsibility for Corporate Development and Corporate Audit. She also serves on the company's Executive Committee. Prior to joining Voya, Ms. Walsh worked at Cigna, Inc.; Massachusetts Mutual Life; and Cleary Gottlieb Steen & Hamilton LLP. Voya's corporate social responsibility initiatives include a commitment to creating financially resilient youth and a financially literate workforce to maintain America's competitiveness as a nation and ensure a secure future for all people. In addition, the company

helps people with special needs and disabilities, and their caregivers, plan for the future they envision through its Voya Cares program. This year, Voya Financial attorneys participated in a pro bono clinic for several Lawyers Alliance nonprofit clients working in quality education and community arts. This pro bono legal assistance helped clients navigate issues related to a guest artist agreement, community partnership, independent artist contract, and services agreement. Ms. Walsh currently serves on the Boards of the Life Insurance Council of New York and Partnership for After School Education.

**Pamela Marcogliese**, a partner at Cleary Gottlieb Steen & Hamilton LLP and a Lawyers Alliance Board member, introduced Trish Walsh. Speaking about working with Ms. Walsh at the Voya Financial pro bono clinic, Ms. Marcogliese stated, “What struck me most was Trish’s intuitive ability to understand the challenges of an underfunded and under-resourced organization.” In her Gala remarks, Ms. Walsh said, “Lawyers Alliance taps into the deep reservoir of talent and desire to help others that permeates law firms and in-house legal functions, and connects them to nonprofits across our community and City who are made more effective through our help.”

► **Marla G. Simpson, Brooklyn Community Services**

Marla G. Simpson, President and Executive Director of Brooklyn Community Services (BCS), has a deep connection to the nonprofit sector, spanning 40 years. Before joining BCS in 2012, Ms. Simpson spent 22 years in the public sector, including time as Investigations Chief in the New York Attorney General’s Charities Bureau and as New York City’s Chief Procurement Officer, managing a \$15 billion portfolio of public contracts. Previously she was an attorney in both the public interest and private sector. BCS has been a Lawyers Alliance client since 1999, with nearly 20 cases over the years. Founded in 1866, BCS is one of the oldest and largest nonsectarian, multi-service community-based providers in Brooklyn, serving more than 20,000 people each year in its 28 locations. This year BCS was the recipient of the New York Community Trust/Nonprofit Coordinating Committee Nonprofit Excellence Award (Gold Prize), recognizing achievement in nonprofit management practices.

**Edward Wallace**, New York Co-Chairman of Greenberg Traurig, LLP, presented the Award to Marla G. Simpson, stating, “Marla has a brilliant mind; she’s an effective advocate; and she’s a force for good.” Upon accepting the Award, Ms. Simpson spoke of the importance of the legal support provided by Lawyers Alliance and its volunteer attorneys, saying, “All of the nonprofits in the City are better because of you.”

The program featured long-time Lawyers Alliance clients **Robert Cordero** of Grand St. Settlement and **I-Hsing Sun** of the Cities for Financial Empowerment Fund, illustrating the impact of Lawyers Alliance staff and volunteers’ efforts. Lawyers Alliance Executive Director **Sean Delany** concluded the evening by saying, “The idea that was conceived by Lawyers Alliance’s founders 49 years ago remains powerful today: business lawyers donating their time through pro bono service can make a profound difference in the quality of life in our City.”

Sponsor greetings can be viewed at [www.lawyersalliance.org/gala.php](http://www.lawyersalliance.org/gala.php). We especially thank our Platinum Chairs: Cleary Gottlieb Steen & Hamilton LLP; Morrison & Foerster LLP; and Voya Financial and our Gold Chairs: Goldman, Sachs & Co.; Latham & Watkins LLP; Mayer Brown LLP; Simpson Thacher & Bartlett LLP; Spotify; and Sullivan & Cromwell LLP.



**Horacio Gutierrez and Darren Nashelsky, Morrison & Foerster LLP and Lawyers Alliance Board Chair**



**Trish Walsh and Paul Gennaro, Voya Financial**

2018  
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# Supporting the Safety Net for Vulnerable Youth

Lawyers Alliance supports the work of nonprofits that serve youth in and aging out of foster care. This work cuts across Lawyers Alliance's program priority areas and highlights pro bono attorneys' impact on these organizations. A new report by New York City's Interagency Foster Care Task Force highlights the challenges faced by the nearly 9,000 young people in the foster care system, focusing on the health, mental health, housing, educational services, and workforce training needed in order to successfully transition to adulthood.

## Economic Opportunity

**Forestdale's** Strong Futures Program helps young people develop into successful adults through financial literacy courses, workshops on healthy relationships, trips to cultural events, and educational pre-college and college supports. Forestdale ensures that young people are financially empowered by providing individually tailored approaches to assess job readiness, sharpen interview skills, and find career-track employment. When the organization sought to strengthen its governance infrastructure, Forestdale turned to pro bono counsel at **Cahill Gordon & Reindel LLP** for help in amending its bylaws and Whistleblower and Conflict of Interest policies.

## Housing and Shelter

**Edwin Gould Services for Children and Families** works to protect those children whose families are unwilling or unable to care for them and to strengthen families. It offers foster care, adoption and community-based preventive services for at-risk families; domestic violence prevention programs, including victim intervention services, policy advocacy, criminal justice services, and



Photo: Forestdale

**Forestdale provides job readiness training and other services to youth.**

school-based programs; health and mental health services; economic empowerment; and group living environments for developmentally disabled adults. Pro bono attorneys at **Loeb & Loeb LLP** assisted Edwin Gould by drafting and negotiating a lease agreement for space in Coney Island, Brooklyn for a new Transitional Independent Living facility for youth ages 16 to 21. Services, including vocational training, job placement assistance, and therapeutic counseling, will be available when the facility opens this summer.

## Quality Education

**New Alternatives for Children (NAC)** focuses on strengthening and empowering families, including foster families caring for children with chronic medical conditions. Among other services, NAC is a vocal advocate for the educational needs of children, working with the NYC Department of Education to provide services needed to minimize the impact of child welfare involvement on the child's academic success. Pro bono counsel at **Proskauer Rose LLP** have provided invaluable employment law advice to NAC, enabling it to confidently manage its staff that make these educational support services possible.

## Urban Health

**New York Council on Adoptable Children, Inc. (COAC)** ensures that every child has a permanent, loving, and nurturing home and family by working directly with post-adoptive and kinship families, and families affected by HIV/AIDS. COAC has recruited over 7,500 prospective adoptive families and helped place over 2,000 children through its adoption recruitment programs; it has also matched over 700 AIDS orphans with adoptive parents or guardians. Pro bono attorneys from **Dechert LLP** assisted COAC with the review and negotiation of a second amendment to its lease for office space. This allowed COAC to remain in its building, on a different floor in newer condition, and use the office space for administrative purposes and certain program activities, including one-on-one meetings with clients, small client gatherings, and lectures and presentations.

The needs of foster care youth and the nonprofits that serve this vulnerable population overlap with Lawyers Alliance's program priorities and expertise. For more information, contact Legal Director **Elizabeth Perez** at [eperez@lawyersalliance.org](mailto:eperez@lawyersalliance.org).

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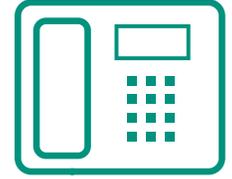
James Valentin  
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## Resource Call Hotline

Lawyers Alliance operates a Resource Call Hotline, the only program of its kind in New York City. Through the Hotline, we provide information, sample documents, and other resources through brief consultations to help those with legal questions related to running a nonprofit. This service benefits nonprofit staff and Board members, lawyers, regulators, and members of the general public. While Lawyers Alliance provides specific legal advice only to our clients, we offer helpful information and referrals to more than 1,200 Hotline callers each year. For example, Lawyers Alliance:

- Advised the executive director of a nonprofit supportive housing organization about appropriate volunteer waivers;
- Provided information to staff of youth-serving and health organizations about permissible fundraising fees, and about when paid fundraisers must register with state charities offices;
- Advised a manager of a legal services organization about best practices for monitoring comments on the organization's social media outlets, and shared a sample social media policy; and
- Provided information to a Board member of a community development organization about current conflict of interest and disclosure rules pertinent to a possible transaction.

The Resource Call Hotline is available without charge to anyone with a legal question affecting a nonprofit organization. **Call the Resource Call Hotline at (212) 219-1800 ext. 224.** An attorney from our staff will return your call within 48 hours.



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## New Board and Staff

Lawyers Alliance is pleased to announce additions to our Board of Directors and staff, as well as a promotion.

**Faiza N. Rahman** is a partner in Weil, Gotshal & Manges LLP's Capital Markets practice. Ms. Rahman advises issuers, private equity sponsors, and underwriters in connection with public and private offerings of securities and other capital markets transactions, including initial public offerings, investment grade and high yield debt offerings, and tender and exchange offers. She also advises issuers on SEC filings and reporting requirements. Ms. Rahman has been a Lawyers Alliance volunteer since 2006.

**Katie Ferrall** joined Lawyers Alliance as Program and Education Associate, coordinating education efforts and providing program and logistical support for client and pro bono services. Prior to joining Lawyers Alliance, she was a Capacity Building Associate for the Horticultural Society of New York's Neighborhood Plaza Program.

**Jessica Perelman** was promoted to Program Associate for Client Relations and now serves as the primary day-to-day liaison between Lawyers Alliance and its current and prospective nonprofit clients. Prior to joining Lawyers Alliance in 2017, Ms. Perelman engaged with the nonprofit sector at Communities in Schools and Vineyard Theatre.



# Lawyers Alliance *for* New York

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## How Volunteer Attorneys Feel They Benefit from Pro Bono

Attorneys volunteer with Lawyers Alliance for a number of reasons, including personal satisfaction and an opportunity to develop legal practice skills. In 2017 Lawyers Alliance volunteers told us they benefited in the following ways:

