

# CHAMPIONS FOR JUSTICE 2022

TEAM LEADER TOOLKIT



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DC BAR FOUNDATION

WE INVEST IN JUSTICE

**DCBF**

[www.dcbfoundation.org](http://www.dcbfoundation.org)

# What is Champions for Justice?

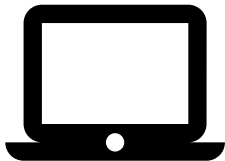
Champions for Justice is an annual workplace fundraising campaign, hosted by and benefiting the DC Bar Foundation - the leading funder of civil legal aid in DC. As a participating workplace, you and your colleagues can support Champions for Justice by making a gift to the DC Bar Foundation and participating in the campaign's monthly themed challenges and giveaways:

**October:** Send us a picture of you working in your favorite Halloween-inspired costume or outfit to be entered into our end-of-the-month giveaway. Two lucky winners will each receive a \$50 Uber Eats gift card. Donations to DCBF are encouraged!

**November:** Tell us what you're thankful for! All respondents to our "I'm thankful for..." prompt will be entered into our end-of-the-month giveaway. Two lucky winners will each receive a \$50 Uber Eats gift card. Donations to DCBF are encouraged!

**December:** Tell us something you're looking forward to in 2023. All respondents to our "In 2023, I hope..." will be entered into our end-of-the-month giveaway. Two lucky winners will each receive a \$50 Uber Eats gift card. Donations to DCBF are encouraged!

## WHAT?



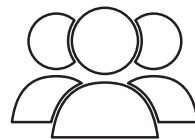
A workplace fundraiser for law firms and other justice-loving workplaces, with opportunities to win fun prizes throughout the duration of the campaign!

## WHEN?



This year's campaign kicks off during DC Pro Bono Week on **October 24, 2022** and runs through **December 31, 2022**.

## WHO?



Though Champions for Justice originated from law firm participation, ALL justice-loving workplaces and individuals can participate in this campaign!

## WHY?



To eliminate the gap between underserved DC residents and access to the critical legal representation they need.

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# What does Champions for Justice support?

The DC Bar Foundation's (DCBF) mission is to fund, support, and improve legal representation of people who are underserved in the District of Columbia. **In doing so, DCBF aims to transform DC's legal aid network, working closely with all stakeholders, so that all District residents have a fair and equal legal experience.**

The funds raised through Champions for Justice directly support DCBF's work - and as the leading funder of civil legal aid in DC, the Foundation puts those dollars to good use. In 2022 alone, DCBF distributed over \$20 million to 36 civil legal aid organizations in the District. DCBF also supports its grantees through offering training and technical assistance, and empowers legal services lawyers with overwhelming student debt by offering a private loan repayment assistance program (LRAP).

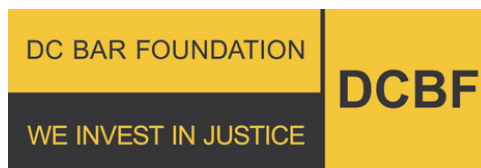
In addition to these core components of our work, DCBF has several key initiatives aimed at transforming the city's legal aid network, which include:

- **Coordinated Intake and Referral (CIR):** Working with legal services providers across DC to build the first-ever District-wide CIR system for all areas of civil legal aid. DCBF has made remarkable progress in this effort, including soliciting input and feedback on system design, hosting client focus groups, and convening the DC Legal Aid Transformations Network, which is detailed below:
- **Network building:** The DC Legal Aid Transformations Network, which convenes quarterly, was created for the purpose of advancing a user-centered system, grounded in wellbeing, anti-racism and anti-poverty. The network's first action involves building the CIR system and evolving into a "network of networks" for connectivity, alignment, and action. DCBF supports several other networks, including: The Landlord-Tenant Legal Assistance Network, the Family Law Learning Network, and the newly emerging Racial Equity Learning Network.

The DC Bar Foundation's extensive knowledge of DC's legal aid network means that **when you donate through Champions for Justice, your dollars get put to the best use, every single time.** And while DCBF does receive funding from the District, those dollars come with restrictions for our grantees. In addition to supporting LRAP private fundraising efforts like Champions for Justice support operating grants, meaning recipients can use the funds for critical things—e.g., keeping the lights on or replacing broken or outdated equipment--that other funding sources cannot cover.

Giving to DCBF means supporting DC's entire complex and vital legal aid network by targeting the funding it needs to create better legal outcomes for our District neighbors facing life-altering civil legal issues.

**This year, we aim to raise \$42,000 from DC-area workplaces.** By participating in Champions for Justice, you demonstrate your commitment to ensuring access to justice for all District residents. THANK YOU!

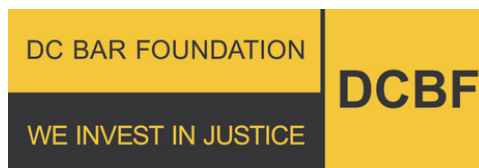


# How can we be Champions for Justice?

- **Register your workplace to participate in Champions for Justice.** Once registered, DCBF staff will send you a link to an online giving page, personalized for your workplace.
- **Set a fundraising goal.** Whether it's a certain amount raised, a percentage increase over your total from last year, or some other target, having a goal in mind makes it easy to succeed. If applicable, DCBF will send you a report of your workplace's Champions for Justice giving history to help you set your goal.
- **Recruit a senior partner for support.** We recommend finding a senior partner, or somebody with influence at your workplace, to co-sign your efforts and add credibility to your Champions for Justice campaign. See if they would be willing to send email reminders to donate and ask their peers to contribute.
- **Reach out to your colleagues inviting them to participate in your workplace's Champions for Justice campaign:**
  - Send emails using the client success stories in our campaign library. [LINK TO BE INSERTED AT LATER DATE]
  - Add a sentence or two to your email signature with a link to your campaign page: "Please consider helping [WORKPLACE NAME] reach our \$[GOAL] for Champions for Justice. Champions benefits the DC Bar Foundation - the largest funder of civil legal aid in the District."
  - Mention your campaign in staff or team meetings.
  - And, be sure to include the link to your firm's personalized giving page in your outreach. Encourage your colleagues to participate in the monthly challenges for a chance to win a \$50 Uber Eats gift card each month!

Keep an eye on DCBF's social media accounts where we will update our Champions for Justice leaderboard and announce the WINNERS of our monthly prize giveaways. See if your workplace can make it to the top!

- Twitter and Instagram: @DCBarFoundation
- LinkedIn: DC Bar Foundation



[www.dcbfoundation.org](http://www.dcbfoundation.org)

# Frequently Asked Questions

## **What is the recommended gift amount?**

While contributions made through Champions for Justice have ranged from \$10 to \$1,500, we recommend a \$50 minimum gift amount. But what's most important is that, no matter the amount, every gift makes a difference.

## **How will my gift be used?**

Dollars raised through Champions for Justice transform DC's civil legal aid network through grants, training, and technical assistance, and our Loan Repayment Assistance Program (LRAP), which helps legal aid attorneys pay off their educational debt. See page 2 of this toolkit for more information about DCBF's important work!

## **Is a gift to DCBF tax-deductible?**

Yes. The DC Bar Foundation is a 501(c)(3) organization, so donations are tax-deductible to the fullest extent allowed by law.

## **Will donors receive a receipt for tax purposes?**

Tax receipts will be generated for all online gifts and for donations of \$100 or more made via check (if an email address has been made available). Due to COVID-19, we strongly encourage online gifts for this year's campaign. **Unfortunately, cash will not be accepted this year.**

## **Can I donate if my workplace doesn't participate in Champions for Justice?**

Of course! Visit: <https://www.dcbfoundation.org/donate> to make a donation.

## **Does my workplace have to raise a minimum amount?**

No, but it's always good to set a goal. DCBF will send your workplace giving history (if applicable) and is available to help you establish a goal. We suggest setting a goal that is 10% more than what you raised last year. Be sure to celebrate your success after reaching your goal!

