

A HELPING HAND

2012/13

Bell Gully's

PRO BONO

& community
report

BELL GULLY

“Our pro bono programme represents the fulfilment of our vision for the firm. I am proud of the commitment of partners and staff in supporting the programme.”

RALPH SIMPSON
CHAIRPERSON
PRO BONO COMMITTEE



WELCOME

Social responsibility is an integral part of a successful and sustainable business. At Bell Gully, we remain firmly committed to working alongside charitable organisations and the community to help those in need. In this issue of *A Helping Hand*, we highlight some of our efforts, and profile the work of a selection of our pro bono clients.

WHAT

Bell Gully's pro bono programme is focused on contributing what we do best - our legal expertise. Over the past year, we've continued our support of long-standing pro bono clients, and added some new ones. We're thrilled that we have reached our \$1 million fee equivalent target, and that our efforts were recognised at the ALB Australasian Law Awards, where we received the award for *2012 Corporate Citizen Firm of the Year*.

LEGAL ADVICE

We provide free and discounted legal advice to a wide range of charitable organisations, some of which are showcased in this publication. We have also helped a number of individuals to achieve access to justice.

Our efforts have enabled our pro bono clients to direct funds that would otherwise be paid in legal fees towards their organisation's specialty areas.

Getting involved has given our lawyers exposure to new areas of law and the opportunity to contribute for the better of our local communities.

We're nurturing long-term relationships, confident in the knowledge that when we do pro bono work, it has a far-reaching impact.

COMMUNITY LAW CENTRES

A significant proportion of our pro bono resource is focussed on supporting local community law centres (CLCs), which provide legal services to those who can't afford to pay for them.

We have established partnerships with three local community law centres:

- Grey Lynn Neighbourhood Law Office (Auckland)
- Waitakere Community Law Service (Auckland)
- Community Law Wellington and Hutt Valley (Wellington).

Among other services, we provide a secondee lawyer to each of their offices for one day every week, mentors for junior lawyers, and volunteer lawyers for evening clinics.

This support has not only provided the CLCs with much needed resourcing, it has also helped broaden the expertise and experience of the in-house CLC lawyers, as well as that of our secondee solicitors.

BUSINESS SUPPORT

Over the last two years we've extended our pro bono assistance to include the involvement of our non-lawyers. Our business support teams contribute to our pro bono and community efforts through provision of information services, information technology expertise, marketing and communications advice, and secretarial support.

WHO

Our pro bono clients work tirelessly with sometimes limited resources to help individuals and communities in New Zealand and internationally. It's no easy task, so any support or involvement is always welcome. We asked four of our pro bono clients to share with us the work that they do, the challenges they face, and some of the results they have achieved.

LBC

Leukaemia & Blood Cancer New Zealand (LBC) is the leading organisation in New Zealand dedicated to supporting patients and their families living with blood cancers such as leukaemia, lymphoma, myeloma and related blood conditions.

LBC provides a comprehensive range of services, which include personalised support programmes for patients and their families through regular visits and contact, as well as a toll free number and an online forum. These not only provide empathy and support, but also practical advice, financial assistance and the opportunity to talk to others who have been through similar experiences.

In addition to patient and community support, LBC has contributed \$3 million towards research into blood cancers and related blood conditions.

LBC also helps to develop public awareness and understanding,

by supplying vital information to patients and families, health professionals and the wider community, as well as through various campaigns and fundraising events. Key initiatives include World Lymphoma Awareness Day, Blood Cancer Awareness Week, Shave for a Cure, the Firefighters Sky Tower Stair Challenge, the Corporate Sky Tower Stair Challenge, SKYCITY Dining for a Difference, and the Golf Marrowthon events.

It currently costs LBC around \$3,000 a day to run its support services programme, ensuring expert help for patients and their families is at the end of the phone or available in person. In order to keep growing and running their services free of charge, LBC is

constantly challenged to develop its fundraising models to provide year-on-year growth.

As LBC receives no government funding, it relies entirely on the support of individuals, corporate sponsors, community groups, trusts and fundraising events. Since 1977, the generosity and support of these sponsors has allowed LBC to help patients and their families throughout the journey – from diagnosis, to treatment, to recovery.

Bell Gully has offered pro bono and community support to LBC for over eight years, having been involved in events such as Dining for a Difference, Shave for a Cure, Golf Marrowthon and the Skytower climb, amongst others, and by providing pro bono legal advice.

To learn more about LBC visit:
www.leukaemia.org.nz



Attitude, the youth division of The Parenting Place, has been providing life skills presentations and resources to high schools for more than 16 years. Due to demand, Attitude recently launched an intermediate school programme focusing on the early adolescent years of year 7 and 8.

THE PARENTING PLACE

New Zealanders pride themselves on living in a country that's a great place to bring up kids – and in general, it is. However, statistics show that many families are struggling. Financial pressures and breakdowns in traditional family structures can result in stressed families, and parents who aren't equipped to cope with the constantly changing needs of their children. But there is support available.

To find out more about The Parenting Place visit:
www.theparentingplace.com

The Parenting Place began in 1993 with Ian and Mary Grant's dream to equip and encourage New Zealand parents, delivering their message with an inspiring and entertaining voice. It aims to positively impact every family, and to give New Zealand parents the skills and resources they need to raise their children as best they can.

Now, 20 years later, the dream has gone from strength to strength, with CEO Bruce Pilbrow heading an organisation that reaches hundreds of thousands of families each year. The Parenting Place is committed to giving families and young people positive and practical help, by providing affordable courses and resources to ensure full accessibility. It also provides further subsidies for those who need them. To support this work, The Parenting Place relies on sponsorships and donations, and remains grateful to all its supporters who have ensured the sustainability of the organisation.

The Parenting Place passionately believes that Family is Everything, serving families through a wide range of programmes – Toolbox parenting groups, Hot Tips for communities, Hot Tips for businesses, Fathers' Breakfasts, The Parenting Show with Pio, Pasifika Families, Parenting Magazine, Family Coaches, the centre in Auckland, Attitude Programmes for Schools, and events for emerging leaders.

As society evolves, The Parenting Place has altered its programmes and resources to stay relevant, recently extending support to foster carers, and to grandparents raising their grandchildren.

Bell Gully has supported The Parenting Place for many years now, providing legal advice on a wide range of issues on a pro bono basis.

GF CARES

The bread donation programme run by Goodman Fielder since 2006 sees the donation of around 180,000 loaves of bread annually to food banks throughout New Zealand. The company celebrated the launch of The Goodman Fielder Cares Trust by the delivery of the one millionth loaf to the Auckland City Mission.

GF Cares will continue to donate fresh loaves to food banks and City Missions, but also gives employees at its 17 sites the chance to get involved in a volunteering programme, or to donate some of their earnings to the Trust. Donations by employees will be matched dollar for dollar by the company, to a capped amount annually.

The GF Cares Trust is run and managed by employees of Goodman Fielder. Through the support of the company, the Trust is able to ensure that 100% of all donations received supports its initiatives.

GF Cares is setting out to make a real difference to Kiwis in need and any support provided is greatly appreciated by families who face poverty on a daily basis.

There will be numerous ways for employees, customers and suppliers to get involved with GF Cares. Currently its main focus is to drive interest and awareness in the Trust within Goodman Fielder. To do this, they are working with sites throughout the country to set up activities, including local volunteering and fundraising initiatives.

Bell Gully was pleased to assist in the formation and settling of the Trust, including the Trust Deed, as well as organising and managing the Trust's application process for charitable status with the Charities Commission.

The GF Cares Trust was launched in March 2013, and aims to help people and organisations in need through the donation of food and resources. The Trust is supported by Goodman Fielder NZ Ltd and its employees, as well as customers and suppliers, through a variety of initiatives including a work place giving programme, and a community service scheme. It is underpinned by a bread donation programme.

If you'd like more information on the Trust, visit:
www.gfcares.co.nz



Peter Reidie (MD - GFNZ) hands over the 1 millionth loaf to Auckland City Missioner Diane Robertson. Ian Fraser, Chairman of GF Cares Trust, is also pictured.



Some of the recipients of the Red Cross Christchurch Schoolchildren's Grant, launched in February 2013.

RED CROSS CHRISTCHURCH

Since the September 2010 and February 2011 Canterbury earthquakes, New Zealand Red Cross has been committed to standing by the people of Canterbury as they recover from one of the worst disasters New Zealand has faced.

The New Zealand Red Cross Earthquake Appeals raised \$128 million in donations, with 100 per cent of every public donation in New Zealand going towards people affected by the Canterbury earthquakes. To date, the New Zealand Red Cross 2011 Earthquake Commission has distributed \$83 million in grants to more than 97,000 people. It has also organised more than 6,480 outreach visits, 5,164 door knocks, and co-ordinated support groups and events for bereaved families.

The New Zealand Red Cross recovery programme has won two major international awards for its work in Canterbury. The first is the Partners in Preparedness award for the torch radio outreach programme, which saw 43,454

torch radios and emergency preparedness information packs distributed to school children, the elderly, people with disabilities, migrants and refugees. The second is the Public Awareness Award for the recovery communications programme, which alerted people in Canterbury to help they could still receive from Red Cross.

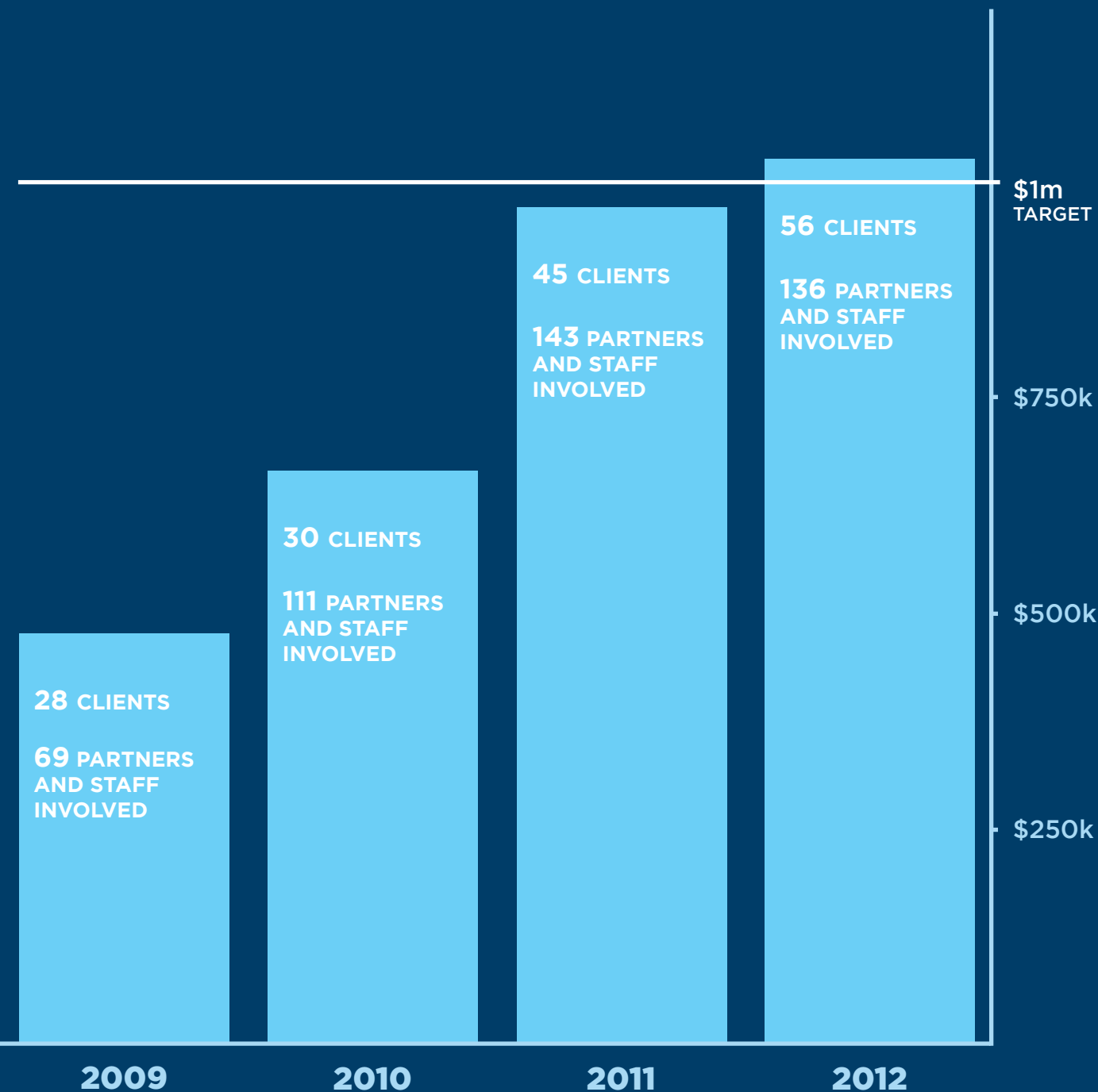
Last year, Bell Gully provided pro bono legal advice to New Zealand Red Cross in connection with programmes supporting individuals affected by the Christchurch earthquakes. These included the NZ\$9.3 million Christchurch Schoolchildren's Grant and advice in connection with a weekend retreat to support bereaved families.

One of the challenges that Red Cross and other community organisations face is that, as recovery efforts move into a third year, the energy, resilience and optimism throughout the Christchurch community are slowly being replaced by frustration. To help, New Zealand Red Cross recently brought out psychologist and disaster specialist Dr Rob Gordon to talk to community groups and those working in community development on how to work through this and other challenges.

Find out more about the work of New Zealand Red Cross in Canterbury at:
www.redcross.org.nz/canterbury

HOW

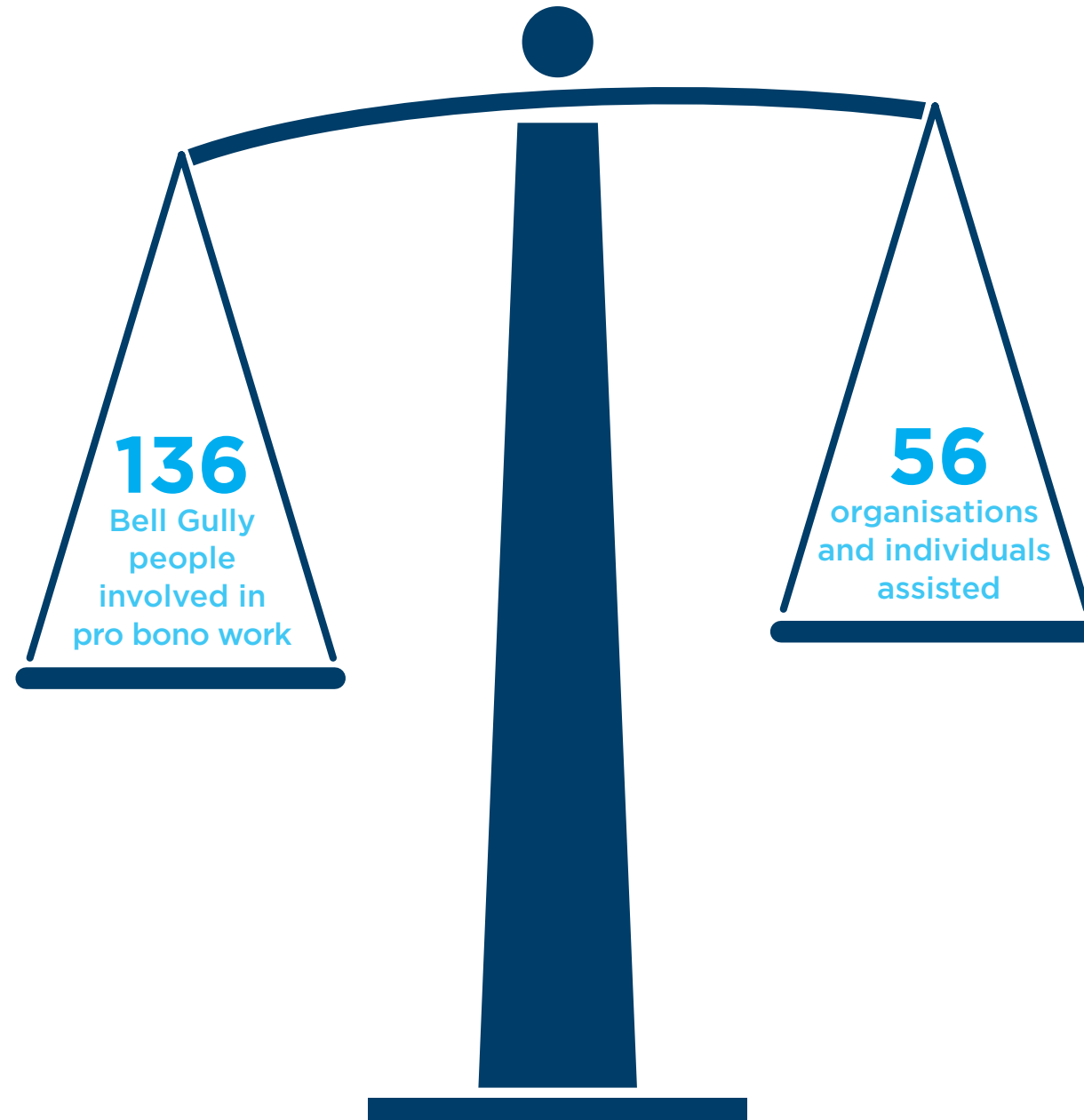
As our pro bono programme has developed over the last four years, we've fine-tuned its structure, and put in place processes that have enabled us to widen our reach. Here's a snapshot in numbers of how the programme has grown, and how we made it work in 2012.





WHO'S INVOLVED

Information Services Team
Business Development Team
Business Support Team
Solicitors
IT Team
Partners



RECIPIENT SECTORS

35%	Community Law Centres
14%	Health
12%	Environment
8%	Youth
7%	Individuals
7%	Local Community
6%	Local & Global Aid
5%	Local Business
3%	Christchurch
3%	Cultural

2012

IMPACT

We asked some of our pro bono clients how our support has helped them to achieve their goals, and we also asked some of our own people what being involved meant to them. Here's what they had to say.

"It is really rewarding working with organisations that are making a difference in our community, and being able to contribute to their work through the advice and support that we provide."

Elizabeth Coats
Bell Gully Senior Solicitor

"Working with the community law centres in setting up their websites was a great opportunity to contribute to a solution that helps those less fortunate access the legal information they need."

Clint Blair
Bell Gully Webmaster

"The GLNLO has benefited from Bell Gully's pro bono support on many levels. For example, the on-going placement of Bell Gully solicitors frees up our own solicitors for representative work which they would otherwise struggle to schedule in. Also, mentors give our solicitors professional and career development support not available in-house. Overall, Bell Gully's assistance enables us to add value to our contract with the Ministry of Justice by making optimum use of the resources allocated to us annually."

Dr. Shaista Shameem
Professional Practice Leader
Grey Lynn Neighbourhood Law Office

"Bell Gully's pro bono work has allowed me the opportunity to have a really positive impact on the daily lives of others. The programme is more than just 'charity' – it's community involvement at a grassroots level."

Catherine Shipton
Bell Gully Senior Solicitor

"My work for the New Zealand Breast Cancer Foundation has impacted me significantly: not only does it give me the chance to support an organisation that does so much good for New Zealand women and their families, but it also exposes me to work that I would not otherwise be seeing at such an early stage in my career."

Kirsten Gray
Bell Gully Solicitor

"In a time when budgets are increasingly stretched, it's reassuring to know that we can draw on the Bell Gully team's expertise on a wide range of matters. The pro bono programme enables us to ensure our much needed funds are helping children in some of the world's most impoverished communities."

Paul Brown
Chief Executive Officer
Childfund New Zealand

"It has been very rewarding to work with charitable organisations, both in terms of the people we deal with and the positive impact on the community. When these charities update us with news of their projects there is a real sense of accomplishment and reward in having helped these organisations achieve their objectives."

Campbell Pentney
Bell Gully Senior Solicitor

"Our pro bono relationship with Bell Gully has continued to grow from strength to strength as we steadily approach the fifth year of our partnership. It is without a doubt that their on-going commitment to our organisation has added enormous value to the WCLS, whether it's through our ability to access the wide range of expertise and resources within the firm, or through their secondee programme. We are extremely grateful to Bell Gully and its secondees for giving their time to our service, strengthening our capacity to provide greater access to justice, but most importantly... for helping us assist the clients we serve."

Paula Bold-Wilson
Manager
Waitakere Community Law Service

"Over the last year Bell Gully has supported Diabetes NZ Auckland Branch with 'Destiny Unity'. The complexity of such a major shift to one governing body nationally has required careful handling and expert advice. Without Bell Gully's support we could not have worked through some challenging issues ensuring the integrity of our organisation."

Ruth Davy
Branch Manager
Diabetes New Zealand Auckland Branch

"We are very grateful for Bell Gully's generous contribution to the NZBCF for over 10 years, and to the wider breast cancer cause. We have benefited from their on-going support and advice in establishing sponsorship, employment, supplier agreements, as well as from general legal counsel around trademark protection and for many other legal issues that arise from time to time. Their responsiveness and professionalism is exemplary at all times. Whilst we are not a 'regular' paying client, we are treated with the same level of respect, and shown the same commitment and timeliness given to any client. For this we are truly very grateful and honoured to be on their pro bono client listing."

Evangelia Henderson
Chief Executive Officer
New Zealand Breast Cancer Foundation

"The Parenting Place is a not-for-profit organisation that helps New Zealand families and youth reach their full potential. We are very grateful for Bell Gully's valuable assistance with legal services this year, including advice on human resource issues, copyright infringements, property lease agreements and information technology contract reviews."

Tracey Presland
CFO/Treasurer
The Parenting Place

WHY

We are lucky to be in a position to give back to the community. At Bell Gully, everyone is encouraged to get involved in pro bono and community work. Our pro bono committee is made up of five partners and three senior associates, and is managed by senior associate Rachel Gowing.

We asked them to reflect on the programme from their perspective as committee members.



“Providing pro bono advice is an important activity for a full legal service firm that is an engaged participant in society. The feedback we receive from our pro bono clients and our own staff perhaps best expresses why we do what we do.”

ANDREW BEATSON, PARTNER



“I am proud to be part of a firm that puts a real emphasis on giving back to the community in this way.”

RACHAEL BROWN, SENIOR ASSOCIATE



“It is very rewarding to be part of a committee that has been able to assist to make such positive contributions to our many pro-bono clients.”

BRYNN GILBERTSON , PARTNER



“Being in a position to manage a programme where the focus is giving back to the community is hugely rewarding and a real privilege.”

RACHEL GOWING, PRO BONO PROGRAMME MANAGER



“The pro bono programme is a reminder to us all that practicing law is more than just a business, and that we have skills that can make a real difference to our pro bono clients.”

HUGH KETTLE, PARTNER



“Our pro bono programme goes some way in closing the gap between the need for legal services and those who would not normally be able to afford it or access it easily. Being part of the committee is an interesting and rewarding experience.”

LIZ LIM, SENIOR ASSOCIATE



“It is a pleasure to be part of such a successful programme, supported by the large number of our lawyers and other staff who participate in it.”

MATHEW MCKAY, PARTNER



“Not only do our pro-bono clients truly appreciate the support we provide them, but I get to see the smiles of my colleagues who feel privileged to use their skills to give back to communities in need.”

KATE REDGEWELL, SENIOR ASSOCIATE

HOW ELSE

Our commitment to social responsibility is demonstrated not only through our investment in the pro bono programme, but also through our individual actions at work and in the wider community. Bell Gully is involved in, and invited to, many events spanning sport, culture and the arts. As a firm, we are proud to work with as many of these as we can to promote the good work that so many not-for-profit organisations do.

We actively encourage our staff to participate in activities outside of work and as a result, our people are involved in a vast number of community initiatives.

From speaking slots to physical challenges, Bell Gully staff have raised funds and awareness for charities by doing public speaking, cycling, walking, baking, going hungry, running, collecting, growing facial hair, shaving their heads and getting muddy. And that's just the start of it.

While one of our senior associates spoke as part of the *Sir Peter Blake Trust - Dare to Dream* initiative, other Bell Gully people were, amongst other things, fundraising for prostate cancer and depression, Auckland City Mission and Ronald McDonald House.

In addition to all this, throughout the year we internally and externally promote, and participate in, numerous other fundraising and community events, as well as events to raise awareness and

funds for our valued partner, Leukaemia & Blood Cancer (LBC).

Bell Gully staff enjoy working with organisations that find meaningful ways to support the wellbeing of our communities. The following is a highlight of just a few of the initiatives staff are involved with:

Leukaemia & Blood Cancer

LBC and Bell Gully have a long history, which has seen us take part in many Shave for a Cure and Dine with a Difference events, and the Golf Marrowthon 100 Hole Challenges. We extended our involvement in 2013, by having our summer clerks help to promote the Shave for a Cure event into other corporate organisations across Auckland.

First Foundation

First Foundation provides support to students from low decile schools by setting up multi-party mentoring relationships between students, schools, and businesses. Each year, Bell Gully supports a First Foundation scholar with paid work

experience, a financial scholarship to assist with education costs, and a personal mentor arranged through First Foundation.

Taita College

Taita College students benefit each year from a group of junior Bell Gully lawyers who volunteer their time to provide guidance and advice. The mentoring programme aims to increase the students' self-confidence and to encourage them to achieve their full potential. It also gives the students a role-model who is interested in them and in their development - often providing a different perspective on things.

We support these charitable endeavours because we believe in their vision and because we see the direct benefit to our people as well as those involved with the organisations themselves. As a firm and as individuals, we get so much more out of these activities than we give, and we're grateful for that opportunity.

**For more information about
Bell Gully's pro bono
programme please contact:**

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BELL GULLY