

Making the Case for Kids

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What is it?

“Making the Case for Kids” is a multidimensional community service and *pro bono* campaign aimed at supporting children and education, launched by the Washington, DC office of global law firm Mayer Brown LLP. The campaign aims to:

- Bring focus to existing *pro bono* and community service activities and engage a large cross-section of the Mayer Brown community under one targeted campaign.
- Expand the firm’s existing partnerships with community service and *pro bono* organizations.
- Develop new partnerships with additional organizations in the DC community whose focus is benefiting children and education.
- Connect partner organizations that share a common commitment to children and education, but that have not previously worked together, to create new types of programs that leverage their mutual strengths.
- Enhance the operational efficiency of partner organizations through increased involvement of Mayer Brown personnel at the board level and in other consulting capacities.

“The goal of ‘*Making the Case for Kids*’ is not only to help individual children by making educational opportunities more accessible and effective, but also to confront the issue of quality education for all children in the District, and thus make a real impact in our community.”

Marcia Maack
Assistant Director of Pro Bono Activities
Mayer Brown LLP

Kickoff Event

The firm will host a “Making the Case for Kids” kickoff reception in partnership with Critical Exposure, featuring the extraordinary photography of talented inner-city high school participants in the Critical Exposure program.

September 23, 2014

6:00 p.m. –8:00 p.m.

Mayer Brown
1999 K Street, NW
Washington DC

Members of the media are welcome to attend this event and may do so by emailing Jason Milch at jmilch@hellermanbaretz.com.

Campaign Partners

CRITICAL EXPOSURE

Critical Exposure's mission teaches youth how to use the power of photography and their own voices to become effective advocates for school reform and social change. The organization serves youths through partnerships with DC high schools and through afterschool programs. Students gain skills in documentary photography, leadership, and advocacy.

They learn to think critically about their schools and communities and to document issues that affect their lives. They then use these images to launch a campaign to address one of those issues collectively. Photos are shared with the public through traveling exhibits in galleries, libraries, and other public spaces, and shown directly to public officials and decision-makers.

Mayer Brown will host a month-long exhibition of the students' work in the common areas of its DC office this fall. The exhibition will offer fundraising opportunities for Critical Exposure, as well as opportunities for the Mayer Brown community to interact with the student photographers.

HIGHER ACHIEVEMENT

Higher Achievement is an award-winning after-school and summer academic program that aims to close the opportunity gap for approximately 600 at-risk middle school students in the Washington metropolitan area. The program's proven model provides a rigorous year-round learning environment, caring role models, and a culture of high expectations, resulting in college-bound scholars with the character, confidence, and skills to succeed.

As part of the Making the Case for Kids campaign, Mayer Brown has expanded its longstanding partnership with Higher Achievement. Recently, the firm hosted its fourth annual mock trial/career day program, which was attended by more than 50 scholars

and involved more than 30 Mayer Brown lawyers and staff volunteers. The scholars served as lawyers, witnesses, jurors, clerks, and bailiffs in mock trials presided over by two DC Superior Court judges. In addition, the firm has provided (and will continue to provide) guest speakers, student internships, space, and fundraising support, and Dan Masur, Mayer Brown's DC office managing partner, serves on the Higher Achievement President's Council.

WASHINGTON NATIONALS YOUTH BASEBALL ACADEMY

Washington Nationals Youth Baseball Academy is an after-school and summer enrichment program grounded in the positive values of baseball and softball that supports disadvantaged youth in the District's Ward 7 with programs promoting learning, health, and team-building. The Academy's mission is to use the sports of baseball and softball as vehicles to foster positive character development, academic achievement, and improved health among at-risk Washington, DC youth.

Mayer Brown launched its partnership with the Academy earlier this summer by hosting field trips at the firm's DC office for more than 100 of the Academy's students. The firm then arranged for First Book to provide quality books selected by the Academy to third, fourth, and fifth graders participating in the program, which Academy members read and discussed with each child.

CHILDREN'S LAW CENTER

Children's Law Center, the largest legal services organization in the District, helps at-risk children who face abuse and neglect, need loving homes, or have special education and health needs. Last year, Children's Law Center helped over 5,000 children and their families through its in-house legal staff and partnerships with hundreds of *pro bono* attorneys from the area's top law firms, corporate legal departments, and government agencies.

Mayer Brown has a longstanding relationship with Children’s Law Center, and is expanding its involvement, and increasing its volunteer and *pro bono* efforts with this impressive organization as part of the Making the Case for Kids campaign.

DC APPLESEED

DC Appleseed is a non-profit, non-partisan organization that solves problems affecting the daily lives of those who live and work in the National Capital area, including problems impacting children and education.

As part of its Education and Youth Project, DC Appleseed released a report entitled “Helping Low-Income Families Manage Childhood Asthma: Solutions for Healthcare & Beyond.” Asthma is the most common chronic childhood illness, and a disproportionately high number of low-income children in the District of Columbia suffer from asthma. Uncontrolled asthma means visiting emergency rooms, being hospitalized, and missing school at high rates, thus affecting student achievement. The report identifies a number of challenges and opportunities related to the role that DC’s public schools can and should play in helping children manage asthma. As part of the Making the Case for Kids campaign, Mayer Brown is working with DC Appleseed to help implement the recommendations in the report.

FIRST BOOK

First Book provides new books and educational resources to children in need, addressing one of the most important factors affecting literacy: access to books. An innovative leader in social enterprise, First Book distributes millions of free and low-cost books to disadvantaged children and the programs that serve them.

Earlier this summer, Mayer Brown arranged for First Book to provide quality books selected by the Washington Nationals Youth Baseball Academy to third, fourth, and fifth graders. During the last two weeks of the

Academy’s summer session, staff and Mayer Brown volunteers read and discussed the books with the children, and each child—many of whom had never before owned a book—received a copy of the book they studied.

LAYC CAREER ACADEMY

The LAYC Career Academy is a public charter school that employs an innovative model to provide youth ages 16-24 with college credits and AP style classes, a rigorous and flexible GED, college preparatory curriculum, and career preparation in the healthcare and information technology fields. The LAYC Career Academy is grounded in positive youth development principles that foster skills like self-awareness, self-confidence, problem solving and resilience. The LAYC Career Academy was founded by the Latin American Youth Center, a multicultural organization that has been committed to transforming the lives of young people for over 40 years.

Since 2011, Mayer Brown has served as counsel to LAYC Career Academy, helping it to incorporate as a charter school and obtain tax exempt status, and providing it with a range of other legal services. Mayer Brown’s work for the LAYC Career Academy has allowed it to concentrate on fulfilling its mission of providing students with the highest quality education that will allow them to leave school fully prepared for college and a career.

MALINI FOUNDATION

The Malini Foundation is a nonprofit social enterprise that advances the interests of girls and women in Sri Lanka through quality education, empowerment, and by bringing their voices to the international community.

Lawyers in Mayer Brown’s DC office played a key role in helping establish the Malini Foundation. The firm incorporated the foundation in Maryland and handled its qualification as a U.S. tax-exempt organization. Mayer Brown also has advised the foundation

on establishing child protection standards and anti-corruption policies to guide its activities abroad.

NATIONAL ASSOCIATION FOR THE EDUCATION OF HOMELESS CHILDREN AND YOUTH (NAEHCY)

NAEHCY is the only professional organization specifically dedicated to meeting the educational needs of children and youth experiencing homelessness. It provides professional development, resources, and training support for anyone interested in supporting the academic success of children and youth challenged by homelessness. NAEHCY also engages in federal policy advocacy to strengthen policies and resources for homeless children, youth, and families.

Lawyers in Mayer Brown's DC office have devoted significant *pro bono* work to NAEHCY, assisting the organization in drafting and analyzing proposed legislation relating to services for homeless children and youth, commenting on proposed regulations, preparing testimony for Congressional hearings, and assisting in identifying potential amendments to state law to enhance educational opportunities and services for homeless children and youth.

Mayer Brown in DC

With more than 180 lawyers, Mayer Brown's Washington DC office has experienced substantial growth in 2014, adding more than two dozen lateral partners and other lawyers in top-tier practice areas, including Intellectual Property, White Collar Defense & Compliance, Securities Litigation & Enforcement, Employment & Benefits, and Government Relations. Lawyers in the office are routinely recognized as leaders in the Washington legal scene by such publications as the *Washington Business Journal*, *The Washingtonian*, *Legal Times*, *Benchmark*, *Chambers* and *Legal 500*.

Mayer Brown is a global legal services provider advising many of the world's largest companies, including a significant portion of the Fortune 100, FTSE 100, DAX and Hang Seng Index companies and more than half of the world's largest banks. Our legal services include banking and finance; corporate and securities; litigation and dispute resolution; antitrust and competition; US Supreme Court and appellate matters; employment and benefits; environmental; financial services regulatory and enforcement; government and global trade; intellectual property; real estate; tax; restructuring, bankruptcy and insolvency; and wealth management.

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