



LEGAL OUTREACH

INVESTMENT RATIONALE

WHY LEGAL OUTREACH?

For over 20 years, Legal Outreach (LO) has been utilizing law-related education to motivate underserved students to enter and be successful in college. LO invites 8th grade students who attend the Summer Law Institute to apply to the College Bound program, which provides academic enrichment and support to prepare students for college and exposes them to career paths within the legal sector. 68% of LO's College Bound participants matriculate to "most competitive" and "highly competitive" colleges (Barron's top two selectivity categories).

WHY INVEST NOW?

LO has recently moved into a larger space to accommodate expansion; investment in its proven model will enable the following growth:

- Increase students served from 60 to 70 per cohort by 2012, with a future goal of 100 per cohort
- License the LO curricula and train teachers in 12 public and charter schools by 2012
- Explore feasibility to spread the LO Summer Law Institute and College Bound model to five sites across the nation
- Increase administrative and program staff to maintain quality as the program grows

OUTCOMES

The population served should be considered when reviewing outcomes. While organizations that serve a high risk population may report lower success rates, they often provide a greater opportunity for return on investment.

LEGAL OUTREACH	NEW YORK STATE PUBLIC SCHOOLS
% OF STUDENTS GOING TO COLLEGE (HS CLASS OF '09)	
75% ^a	44% ^b
% OF STUDENTS GRADUATING FROM COLLEGE WITHIN 4 YEARS (HS CLASS OF '05)	
73% ^c	21% ^d

^aof students who began the program in 9th grade, includes attrition
^bSource: The National Center for Higher Education Management Systems, "9th Graders Chance for College by Age 19, 2006"
^c94% of LO participants graduated within 6 years in HS class of 2003
^dThe percentage of 9th graders who graduate from HS on time, go directly to college, and graduate within 150% of program time, Source: The National Center for Higher Education Management Systems, "Student Pipeline: Transition and Completion Rates from 9th Grade to College, 2009"

ALIGNMENT WITH RECOMMENDED APPROACH

Social Impact Research (SIR) recommends college access and success programs that include the three components shown in the table to the right. This table shows some of the activities the organization undertakes related to each component.

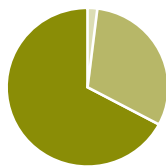
ACADEMIC PREPARATION AND ENRICHMENT	COLLEGE KNOWLEDGE AND ASPIRATIONS	FINANCIAL AID AND PLANNING
<ul style="list-style-type: none"> ✓ Tutoring services ✓ Preparation for college admission tests ✓ Academic enrichment courses for core subjects ✓ Academic enrichment courses for additional subjects ✓ Academic advising services 	<ul style="list-style-type: none"> ✓ Long-term mentors ✓ Extracurricular activities ✓ Visits to colleges and/or college fairs ✓ Internships/work experience ✓ College application assistance ✓ Summer bridge programs ✓ Support during college 	<ul style="list-style-type: none"> ✓ Assistance with federal financial aid application (FAFSA) ✓ Assistance with private scholarship applications ✓ Assistance with loan applications ✓ Financial aid education and awareness for parents

POPULATION SERVED

LO serves talented, predominantly low-income, minority students from underserved communities in Manhattan, Brooklyn, Queens, and the Bronx.

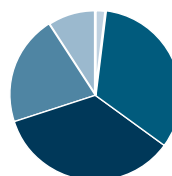


FAMILY INCOME



As reported by the organization

RACE AND ETHNICITY



As reported by the organization

LO PARTNERS

LAW SCHOOLS

- Columbia Law School
- Brooklyn Law School
- St. John's Law School
- Fordham Law School
- New York University Law School

Additionally 46 law-related institutions

LEGAL OUTREACH

SOCIAL AND ECONOMIC OUTCOMES HIGHLIGHTS

SIR recommended organizations also engage in systemic change activities to create social impact. Systemic change activities include advocacy, research, and collaboration, enabling nonprofits to affect the larger college access and success field and reach populations not served directly.

LO is able to expand its reach to students it cannot serve directly through the following activities:

- Creating law-related classroom curricula to provide legal information and practical knowledge to NYC public school teachers
- Providing training workshops for teachers and schools interested in using its law curricula or establishing a mock trial program
- Licensing the use of LO's curricula and model to New Jersey Law & Education Empowerment Project (LEEP), an organization founded by a former LO employee
- Planning to share best practices by writing and publishing articles profiling LO's program components

PROGRAM PERFORMANCE HIGHLIGHTS

AGE OF COLLEGE ACCESS PROGRAM	# OF STUDENTS SERVED 2009	STARTING GRADE OF PROGRAM
21 years	369	8th
AVERAGE GPA OF STUDENTS IN 9TH GRADE	AVERAGE GPA OF STUDENTS GRADUATING HIGH SCHOOL	% OF STUDENTS SATISFIED WITH PROGRAM*
3.2	3.2	90%

*As reported by the organization

UNIQUE ASPECTS OF THE PROGRAM

LO's distinctive law focus allows for a number of unique program offerings, including:

- Summer law internships through partnerships with 33 law firms, 5 financial institutions, 3 governmental departments, 4 public interest organizations, and 10 judges
- Law-focused academic enrichment, including summer law institutes, constitutional law debates, persuasive writing classes, and an intensive philosophy class taught by a college professor
- Individualized support provided by lawyers who mentor students from sophomore through senior year of high school

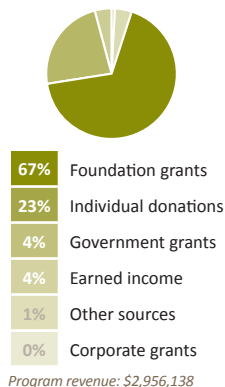
ORGANIZATIONAL HEALTH HIGHLIGHTS

SIR assesses financial sustainability by evaluating the following indicators over three years: debt to equity ratio, current ratio, cash reserves, funding diversity, and growth rate.

COST PER BENEFICIARY	# OF MONTHS IN CASH RESERVES 2009
\$4,344*	19.18**
PROGRAM/ ORGANIZATION FTES	TOTAL REVENUE 2009
11/11	\$2,956,138***

*Total program cost/number of program participants
**Based on unrestricted net assets; nonprofits are typically expected to have 3-6 months in cash reserves
***includes Capital Campaign contributions

MAIN SOURCES OF PROGRAM FUNDING



LEADERSHIP TEAM

- ED received the first Harvard Fellowship in Public Interest Law, was granted an honorary degree from CUNY Law School, served as a Columbia University Charles Revson fellow, and was chosen as a Diversity Champion by the NYC Bar Association
- Managing director was one of six students comprising LO's first College Bound class. He graduated cum laude from Harvard University and earned a J.D. from Columbia Law School
- In previous positions at corporate law firms, the managing director led associate trainings on nonprofit legal matters and received a pro bono award from the Legal Aid Society of New York
- Co-managing director was recognized as a PASEtetter award winner for outstanding work in youth development in 2009

MISSION

"Legal Outreach prepares youth from underserved communities in New York City to compete at high academic levels, using intensive legal and educational programs to foster vision, develop skills, and facilitate the pursuit of higher education."

CONTACT INFORMATION

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ABOUT ROOT CAUSE'S SOCIAL IMPACT RESEARCH

SIR is the independent research department of Root Cause, a research and consulting firm dedicated to mobilizing the nonprofit, public, and business sectors to work together in a new social impact market. SIR aggregates, analyzes, and disseminates the best information available about social issues and the performance of nonprofit organizations.

SIR research products include social issue reports, state reports, and organization reports to help social impact investors make well-informed philanthropic decisions. This organization report describes one of the seven college access and success organizations that SIR selected in New York City. If you are interested in investing in this organization, please contact the person listed above.

To learn more about SIR, please visit socialimpactresearch.org