

*Creating a Pro Bono and Philanthropic  
Culture in Mexico*

*Presented by American University Washington College of Law,  
Appleseed and the Embassy of Mexico*

**April 1, 2009**

**9:15 am - 12:30 pm, followed by lunch**

**American University Washington College of Law**

**4801 Massachusetts Avenue, NW, Room 603, Washington, DC**

In 2002, Appleseed's Board of Directors decided to initiate operations for the first time outside the United States and chose Mexico as the country to expand the scope of its international mission, given its important relationship as a neighbor. Our Appleseed affiliate in Mexico started in 2003 with the mission to offer legal talent, freely available to those sectors and social issues that are essential to the collective interest, free of ideology or political affiliation, for the sole purpose of maximizing the common good. Mexico Appleseed's commitment to spreading the spirit of pro bono goes beyond exhortations; it involves actively engaging the bar, law firms and individuals in projects conducive to structural reform and the development of a robust nonprofit sector. To date, Mexico Appleseed's principal focus has been the establishment of the "Mexican Pro Bono Network," a network of lawyers, firms, and corporations who provide pro bono legal support to projects of high societal importance. Mexico Appleseed strives to ensure that this network of pro bono volunteers is leveraged to support the development of community and civil society organizations, while at the same time offering methods for operationalizing the pro bono commitment within Mexican firms. In honor of this achievement and as a means to raise awareness of the importance of pro bono legal assistance to the development of societies, Appleseed is convening a panel of distinguished experts to discuss the following, and speakers will be confirmed shortly:

- 8:30 am      **Registration and Continental Breakfast**  
9:15 am      **Welcome Remarks**  
9:30 am      **Overview of Pro Bono Efforts in Mexico and Latin America**  
10:00 am     **Historical and Cross-Cultural Perspectives on the Development of a Pro Bono Culture in the Americas**  
11:00        **The Importance of Pro Bono Legal Support in Mexico's Social Development and Challenges**  
12:00 pm    **Question and Answer Period/Concluding Remarks**  
12:30 pm    **Lunch**

*General Registration – no charge, but required.*

To register, please go to [www.wcl.american.edu/secle/registration](http://www.wcl.american.edu/secle/registration)

For further information about registration, please contact: Office of Special Events & Continuing Legal Education, American University Washington College of Law, 202.274.4075 or [secle@wcl.american.edu](mailto:secle@wcl.american.edu)

Appleseed and the Embassy of Mexico are also hosting a **RECEPTION** at the Mexican Cultural Institute on April 1, 2009. For more information:

<http://www.appleseednetwork.org/Events/UpcomingEvents/tabid/37/Default.aspx>