



A PURPOSE-DRIVEN WORKFORCE.
A STRONGER COMMUNITY.



STATE STREET®



PAIR Project's (PAIR) services help educate immigrants on their legal rights and find pro-bono representation. They recruit, mentor, and train attorneys from private law firms to represent, with a 95% success rate, indigent asylum-seekers. PAIR attorneys also conduct legal orientations and provide pro-bono representation to detainees.

Social Return on Investment:
\$103,000

"From the beginning, I could tell that this team deeply respected PAIR—our work, our history, our mission, our clients. They wanted to understand PAIR. They wanted to hear from staff. They didn't want to tear PAIR apart, they wanted to put up some scaffolding and work on PAIR—to make it strong and resilient."

- Anita P. Sharma, Esq Executive Director of PAIR Project

Strengthening Organizational Functions to Better Serve Asylum Seeker's and Detainee's Legal Needs



The Challenge

PAIR was founded in 1989 to create a high-quality and reliable pro bono program allowing indigent asylum-seekers and detained immigrants access to legal counsel. The organization has made an incredible impact in the community with a limited staff and budget, providing direct legal services and consultations to more than 10,000 clients and assisting over 1,300 new clients a year. In order to scale and plan for internal growth, PAIR sought State Street's help to redefine a more stable revenue stream and streamline organizational functions.

The Nonprofit Impact

The State Street team worked with PAIR to develop a strategic roadmap to identify how PAIR could diversify their funding strategy and more efficiently distribute the allocation of organizational resources. State Street proposed tactics on how to attract more attendees to PAIR's annual fundraising gala and garner a strategic donor base through more widespread recognition and publicity of PAIR's programs. This project positions PAIR for future success by expanding the breadth and scope of services, streamlining operational functions, and diversifying the organization's revenue stream. As an immediate result, PAIR has received more publicity around the importance of their services, especially during a trying 2016 election year.