

**Directions for completing this form:** Place the title of your workshop in the space indicated, followed by the name and contact information for each of the presenters. Provide a brief description of your workshop by placing the cursor on the line below "Brief Description" and commence typing. To complete the "Topical Outline", place cursor next to each Roman numeral and begin typing. Then place the cursor next to the "a." to begin listing sub-topics. To list more than one sub-topic, push "Enter" and "b." should appear on the next line, and so on. Place the cursor on the line under "Notes" to begin providing your notes. To list bibliographic information, place the cursor next to "1." and start typing. Push "Enter" to move on to "2." and etc.

ABA / NLADA 2009 Equal Justice Conference

**Local Public Funding: Legislative Advocacy to Increase  
Resources for Legal Services and Legal Aid Programs (WSR\_095)**

Presenters:

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Edwina Frances Martin, Director of Communications and Government Relations for Legal Services NYC, is responsible for the development and management of communications tools and programs that present and promote Legal Services NYC's image and educational messages to target audiences and various media entities. She is also responsible for developing and coordinating legislative advocacy efforts, and for coordinating major pro bono projects for the organization.

Following federal clerkships in the United States Court of Appeals for the Second Circuit, she was in private practice for seven years, including five years as a Litigation Associate with Shearman & Sterling and two years with the Harlem firm of Van Lierop, Burns & Bassett, LLP. In 1999, Ms. Martin assisted in the coordination of the 21st Century Leadership Conference sponsored by NYU School of Law in Florence, Italy, attended by the heads of state of the United States, Great Britain, Germany, and Italy. In 2006, Ms. Martin participated in Leadership New York XVII, a civic leadership development program for mid-career professionals from across the public, non-profit and private sectors of New York City. Ms. Martin is a recipient of the Staten Island African-American Political Association 2005 Community Service Award. Ms. Martin is actively involved in several bar associations and is a Delegate to the New York State Bar Association House of Delegates. Ms. Martin holds a B.A. from Williams College and a J.D. from NYU School of Law.

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Tom Matsuda, Executive Director, Legal Aid Services of Oregon (LASO). Tom has been the Executive Director of LASO since 2001. LASO is the sole recipient of LSC funding in Oregon. LASO has a staff of 110 serving low-income Oregonians through 15 regional offices and specialty programs, with over 80 different funding sources. Tom started his legal career as a Reginald Heber Smith Fellow and then staff attorney with the Legal Aid Society of Hawaii for a total of 7 years, where he eventually became the Deputy Director. Then he moved with his family to Portland, Oregon and worked in a private law firm for 12 years, eventually becoming the managing partner while doing both commercial litigation and corporate/business transactions. During that time he also served on the boards of directors of 3 different legal services programs in Oregon, including the founding board of directors of the non-LSC funded Oregon Law Center, formed in 1995 in response to the LSC restrictions, and on the Advisory Board for the Lawyers' Campaign for Equal Justice, the fundraising arm for all legal services programs in Oregon.

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### **Brief Description:**

How do legal aid and pro bono programs successfully raise money from their city and county governments? Learn how to advocate for local funding and successful communication strategies and projects serving diverse communities that have been launched through local advocacy.

What's the difference between legislative advocacy on the state level versus the local level? Programs that have been remarkably successful in raising such funds will share best practices for supporting legal services advocacy. This is an area ripe for pro bono participation of board members and major pro bono partners, as well as management of local programs.

### **Topical Outline:**

- I. Introductions
  - a. Presenter Introductions
  - b. Overview of Session
  - c. Program and Service Areas Descriptions
  
- II. Urban/Metropolitan Area
  - a. Description/Discussion of Successful NY Legislative Funding Projects
  - b. Strategy Planning and Playing to Strengths
  - c. Current Challenges
  
- III. Suburban/Urban Metropolitan Area
  - a. Description/Discussion of Successful Legislative Funding Projects for Legal Services of Northern VA
  - b. Multi-County Strategy
  - c. Current Challenges
  
- IV. Urban/Suburban/Rural Areas
  - a. Description/Discussion of Successful Legislative Funding Projects in Oregon
  - b. Multi-County Strategy
  - c. Current Challenges
  
- V. Use of Media
  - a. Discussion of how programs have used media advocacy to enhance their legislative advocacy strategy
  
- VI. Stimulus Act Funding
  - a. Discussion of how programs are working to access local money from the Stimulus Act for the provision of legal services
  
- VII. Q&A

**Bibliography & Website Links:**

- 1. [www.LegalServicesNYC.org](http://www.LegalServicesNYC.org)
- 2. [www.lasoregon.org](http://www.lasoregon.org)
- 3. [www.lsnv.org](http://www.lsnv.org)