

## Friends Profile: Bradley Kulman

**Bradley Kulman** is a partner in the New York office of Stroock & Stroock & Lavan LLP, practicing corporate and securities law. He received an Individual Cornerstone Award in 2004 for his exemplary pro bono work with ReadWorks and Health People and continues to engage in substantial pro bono work on behalf of nonprofits.

*Q – You have been a Lawyers Alliance volunteer since 2001. What motivated you to volunteer, and how did you first become involved with Lawyers Alliance?*

I had always done some pro bono work, but it was a bit sporadic and random. In early 2001 Stroock partner Kevin Curnin created the firm's Public Service Project to systemize our approach to pro bono, particularly on the business and transactional side. I found Lawyers Alliance and ReadWorks through Kevin and the Public Service Project and started volunteering on a regular basis.

*Q – You've formed a long-standing, volunteer general counsel (VGC) relationship with ReadWorks. Please describe some of the legal work you've done for this nonprofit organization.*

When I became involved 2001, ReadWorks [then known as the Friends of the Family Academy] was an organization that provided support for reading instruction at a public elementary school in Harlem. At that time, the organization was interested in separating from the school so that it could provide materials, training, and instruction to a broader group of public and charter schools. This required a range of organizational-type assistance, including guidance on leases, employment law matters, and benefits, as well as nonprofit law advice. Over the years, the mission and focus of the organization has evolved significantly and today it is a leader in providing a research-based and Common Core-aligned reading comprehension curriculum for grades K-6, serving over 500,000 teachers (and, through them, millions of students) free of charge. During that evolution Stroock provided increasingly sophisticated transactional and intellectual property advice regarding ReadWork's website and its partnerships with other nonprofit and for-profit players in the EdTech (education technology) market. This legal work has proven both interesting and rewarding. EdTech is a very active and fast-moving area that I might not have been exposed to otherwise.

*Q – What are the benefits of a VGC relationship, for the attorney and for the nonprofit?*

A long-term pro bono relationship allows you to become more familiar with the client's needs, priorities, and personalities and, I find, is ultimately more satisfying than providing one-time assistance. Once a working relationship is established, it benefits both the volunteer and client. There's no need to explain the organization's mission and approach repeatedly.

*Q – How has your pro bono experience through Lawyers Alliance affected your professional choices and growth?*

As a transactional lawyer, I don't often see the benefits of my work directly. Working with an organization such as ReadWorks permits me to see the tangible results of my work, as the organization grows and accomplishes its goals. ReadWorks has exposed me to an important area affecting New Yorkers that's not closely related to my practice – public schools and reading curricula.



**Bradley Kulman**

### About Brad

#### Employment includes:

- › Over 20 years at Stroock & Stroock & Lavan LLP, Partner since 1995

#### Other activities include:

- › Member, Board of Directors, ReadWorks Inc.
- › Member, Board of Directors, Bloomingdale School of Music

#### Graduate of:

- › University of Virginia School of Law, J.D.
- › Brown University, B.A.

*This article is one of a series of profiles of the people who have helped to build Lawyers Alliance for New York since 1969.*

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