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Volunteer Attorney Accomplishment for Internal and External News

Date: November 7, 2018
Names of Attorneys: Samantha Braunstein and Marissa Yu
Name of Firm: Freshfields Bruckhaus Deringer US LLP
Client Served: Elizabeth Cady Stanton and Susan B. Anthony Statue Fund

Accomplishment: Helped the Statue Fund negotiate and finalize two complex contracts with large corporate entities to secure a total of \$175,000 in funding for a women's suffrage movement monument in Central Park and an accompanying education campaign.

Specific Case Highlights: The Elizabeth Cady Stanton and Susan B. Anthony Statue Fund is a nonprofit, all-volunteer organization dedicated to placing the first statue honoring women's history in New York City's Central Park. In the Park's more than 160 year history, there has never been a statue honoring a woman. The Statue Fund has won approval to build a monument commemorating America's women suffragists, which will be unveiled on August 26, 2020, Women's Equality Day. A women's history educational campaign, conducted with the New-York Historical Society, will launch at the same time, and the Statue Fund will challenge municipalities across the country to reimagine public spaces to include recognition of women and people of color.

In early 2018 the Statue Fund was approached by Diageo, a large international corporation, to enter into a partnership to coincide with Women's History Month in March 2018. Diageo was launching Jane Walker, a new, female iteration of the Johnnie Walker striding man brand icon and wanted to include the Statue Fund in its marketing campaign and make a sizable donation to the organization.

Freshfields Bruckhaus Deringer US LLP attorneys **Samantha Braunstein, Marissa Yu, Kaylan Lasky, Karen Kim, Megha Hoon, Elena Hadjimichael, and Kathy Nguyen** (previously at Freshfields) volunteered to assist the Statue Fund in the negotiations. The process proved more complex than originally anticipated, with tax implications, commercial co-venture questions, and other legal issues arising. Despite the complexities, the Freshfields team was able to help negotiate the agreement in a short timeframe, enabling the campaign to launch on time. Not long after the Diageo contract was finalized, Old Navy approached the Statue Fund with the offer of a donation in connection with the company's International Women's Day celebration. The Freshfields attorneys helped review the terms of this donation, as well. In total, the Statue Fund secured \$175,000 in donations and was included in marketing and public relations activities by both companies.

Pam Elam, President of the Elizabeth Cady Stanton and Susan B. Anthony Statue Fund, said, "Our Freshfields attorneys were a pleasure to deal with and we knew that these women supported our goal and what the Statue Fund is working towards. Not only were they there with the right answer at the right time, but it was accomplished with a real spirit of cooperation."

About Lawyers Alliance: [Lawyers Alliance for New York](http://LawyersAllianceforNewYork.org) is the leading provider of business and transactional legal services for nonprofit organizations and social enterprises that are improving the quality of life in New York City neighborhoods. By connecting lawyers, nonprofits, and communities, Lawyers Alliance for New York helps organizations to develop affordable housing, stimulate economic development, promote community arts, strengthen urban health, and operate and advocate for vital programs for children and young people, the elderly, and other low-income New Yorkers. During the past year, staff attorneys at Lawyers Alliance worked with more than 1,900 volunteer attorneys to represent approximately 660 nonprofit clients on 1,200 matters.

Inquiries: Please contact Marketing and Communications Director Emily Crossan at 212-219-1800 ext. 233 or ecrossan@lawyersalliance.org with questions or requests for additional information.

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