



## Volunteer Attorney Accomplishment for Internal and External News



**Lawyers Alliance**  
FOR NEW YORK  
Connecting Lawyers, Nonprofits, and Communities

<b>Date:</b>	February 16, 2022
<b>Name of Attorneys:</b>	Alex Shapos, John Franchini, Max Goodman, and James Beebe
<b>Name of Firm:</b>	Milbank LLP
<b>Client Served:</b>	Music & Memory
<b>Accomplishment:</b>	Provided guidance to Music & Memory in implementing a strategic alliance, resulting in increased program resources and reach.

---

### ***Specific Case Highlights:***

Music & Memory vastly improves the quality of life for the elderly and infirm by increasing access to digital music technology. The nonprofit organization trains nursing home staff and other elder care professionals, as well as family caregivers, to create and provide personalized playlists using iPods/MP3 Players and digital audio systems. These playlists enable those struggling with Alzheimer's, dementia, and other cognitive and physical challenges to reconnect with the world through music-triggered memories.

In September of 2020, Music & Memory requested assistance with preparing for and implementing a strategic alliance with the Institute for Music and Neurologic Function (IMNF) so that the two organizations might collaborate on projects and initiatives, pooling their resources and connections to better serve their clients.



*Kathy, a participant of the Music & Memory program*

**Alex Shapos, John Franchini, Max Goodman, and James Beebe of Milbank LLP** assisted Music & Memory by drafting and negotiating the strategic alliance with IMNF. The Milbank team conducted due diligence and drafted the strategic alliance agreement. The agreement enables Music & Memory to leverage the services of IMNF to provide seminars to its members and to assist Music & Memory from a clinical perspective.

With this pro bono legal help, Music & Memory partnered with IMNF to defray costs and provide collaborative programmatic support. The two organizations share a mutual conviction that music can provide emotional healing and neurologic support. Tony Lewis, Chair of the Board of Music & Memory, said, "Milbank has been extraordinarily generous and responsive in the now many ways they have provided assistance to Music & Memory. We are deeply grateful for their professionalism, competence, and patience, and couldn't be more pleased with all they have helped us to accomplish."

---

**About Lawyers Alliance:** [Lawyers Alliance for New York](https://www.lawyersalliance.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 provide housing, stimulate economic opportunity, improve urban health and education, promote community arts, and operate and advocate for vital programs that benefit low-income New Yorkers of all ages. During the past year, staff attorneys at Lawyers Alliance worked with more than 2,100 volunteer attorneys to represent more than 700 nonprofit clients on nearly 1,400 matters.

**Inquiries:** Please contact Marketing and Communications Director Emily Crossan at 212-219-1800 ext. 233 or [ecrossan@lawyersalliance.org](mailto:ecrossan@lawyersalliance.org).