Leadership Bank Program

Our Strategy
Partnership is the guiding principle in our strategy for achieving justice for all. This principle informs the way we work with financial institutions and the way we get Oregon attorneys to understand that Where you bank matters!
Leadership Bank Program

We connect lawyers with banks that pay over-market interest rates on pooled lawyer trust accounts. **Lawyers and bankers work together to provide justice for all Oregonians.**
Leadership Bank Program

Attract High-Value Customers

“Centers of Influence”

► Oregon lawyers value access to justice and know that where they bank matters.

► 60% of all new IOLTA accounts are open at our Leadership Banks
Leadership Bank Program

Make a Big Difference in Your Community

Banks are leaders in their communities, and take the lead in efforts to contribute to economic growth and community development and enhance the quality of life. Legal aid is essential to the economic stability of a community and helps end poverty. When civil legal aid stops problems there is a societal and economic benefit.

quantify through economic impact study or other statistics

(Economic Impact Study found for every $1.00 spent on legal aid, Oregon receives $3.43 of financial benefit to individuals and to the community.)
Leadership Bank Program

Legal Aid Provides Great Social and Financial Benefit

For every $1.00 spent on legal aid, Oregon receives $3.43 of financial benefit to individuals and to the community.
Paying a supportive interest rate is a key way banks can support civil legal aid organizations and their communities and help to alleviate the devastation of COVID – 19.
Leadership Bank Program

Legal Aid has been a critical resource for Oregonians suffering during the pandemic and economic crisis.

Legal Aid has responded to the Emergency By:

• Immediately providing extensive information to the public about important changes in landlord/tenant, public benefits, and employment law related to COVID-19 crisis.

• Continuing to provide critical legal representation in domestic violence cases at a time when domestic violence crisis calls have increased.

• Rapidly shifting service delivery model to provide legal services remotely—all offices across the state are open to serve clients by phone and email.
Leadership Bank Program

Earn Community Reinvestment Credits

Becoming a Leadership Bank can help a bank meet its Community Reinvestment Act (CRA) credit requirements mandated by federal law. (Have example CRA documents prepared at meeting to quantify the CRA credit).
Leadership Bank Program

Get promotional exposure

The OLF and its partners at the Campaign for Equal Justice (CEJ) and the Oregon State Bar (OSB) regularly promote the OLF’s Partners in Justice.
Leadership Bank Program

Building Partnership (a win-win proposition)

- Bankers on board and other banker advocates (bankers make great advisers on revenue enhancement!)
- Work with your state’s bankers association (can validate who you are and introduce you to the banking community)
- Create lawyer advocates by messaging through organizations that frequently interact with your legal community.