ARCHITECT,
may we have a moment of your time?
1% of your time, to be exact.
1% of your time, to exact.
You could have been anything.
You chose to be an architect.
Why?
Doctors save lives.
Architects________________________.
Quality of life is related to quality of space.
Quality of space is available to those who have:

a) money
b) need
Quality of space is available to those who have:

a) money
b) need
I believe that the benefits of design are not just for the wealthy.
I act on this belief in my practice by ________________.
1% of an 8-hour day is 4.8 minutes.
If every architecture professional in the U.S. were to give 1% of their time, it would add up to 5,000,000 hours –

the equivalent of a 2,500-person firm working full-time for a year.
The 1%, a program of Public Architecture, asks architecture and design firms nationwide to dedicate 1% of their time to pro bono service.

The 1% connects nonprofits in need of design assistance with firms willing to give of their time.
With 1% we could ________________________.

Pro bono means “for good.”
For the public good.

Building stronger communities –
it’s the reason many of us were drawn to design.

Nonprofits share in this commitment.
Yet few share the benefit of good design.

As architects, we are uniquely positioned to help.
To put our beliefs to work.

Please join us.
Log on to www.theonepercent.org.
Pledge your 1%.

A better world.
1% at a time.
What is pro bono?
The 1% program defines pro bono service to be professional services rendered: a) without expectation of a fee, or b) with a significant reduction in fees for organizations that support stronger communities. Pro bono service can take many forms; it is any contribution of designers’ knowledge, skills, judgment, and creativity that serves the public good.

The 1% focuses primarily on 501(c)(3) nonprofit organizations as appropriate pro bono clients. These organizations have been relieved of their tax burden in recognition of the societal benefit they provide. According to the IRS, 501(c)(3) nonprofits include organizations with missions that are charitable, environmental, health-related, religious, educational, and scientific, among others.
How design makes nonprofits stronger.

Three examples.
“When I was in school, we were taught that this was our job: to build buildings for society.”
Along Roxbury Street, there are recessed front porches combined with alternating sloping rooflines, as well as changing color and material palettes.

The collage of changing shapes, colors, and material textures creates a sense of identity for each house as the project weaves into the neighborhood of single-family homes.

Our firm has always done volunteer work in Seattle, so when a young staff member brought us the project for Habitat’s Roxbury Estates, it was an easy decision. Plus, this project was not just a house, but a small community. We wanted to see if we could push the design, make it a little more modern, a little more sustainable.

Because most of our work is high-end residential, involving more sophisticated materials and techniques, we welcomed the opportunity to reconnect with the fundamentals of construction. Working on Roxbury Estates, we learned a lot – for example, about making a satisfying composition from catalog windows.

Pro bono work reminds us that great design involves mastering constraints. We’re much more agile designers for it, and that, ultimately, is the greatest benefit.

Rick Sundberg
Olson Sundberg Kundig Allen Architects
Seattle, Washington
“You shouldn’t have to feel like you’re going to jail just to get a PAP smear. Getting access to decent healthcare is not a crime.”
After hearing about shootings at family planning clinics across the nation, I wanted to respond. So, I asked Planned Parenthood Golden Gate if they could use an architect. They asked if I knew anything about security. I said, “I can learn.”

And I did, but I felt strongly that access to low-cost healthcare shouldn’t feel demeaning. Design must take care of necessities, but it can also reflect the tempo of the staff’s day and how they think of their role in society.

As we’ve done more projects for Planned Parenthood – over twenty – we’ve shown them other ways architects can help: with site selection, fundraising, and securing donations of materials and furnishings. A lot of people are willing to help, if you ask.

For me, one exciting outcome is that Planned Parenthood has become an avid supporter of good design and of the idea that design makes a significant organizational difference. They let us push the envelope, and now they expect their projects to win awards.

Anne Fougeron
Fougeron Architecture
San Francisco, California
“It’s the satisfaction of working with a client whose political mission you believe in and want to contribute to.”
For younger architects, pro bono projects like the libraries sponsored by the Robin Hood Foundation can be an entrée into public or institutional work. Even for experienced architects, like us, pro bono projects can be real stepping-stones.

The Robin Hood Foundation was interested in innovation, which might have been scary for another client. They allowed us to experiment with ideas and details, like the oversized, sculptural lampshades that we had wanted to do ever since we designed a traveling show for the Noguchi Foundation.

Personally, it’s satisfying to see kids and parents enjoying something you had a hand in – making them think of reading as a joyful thing and the library as a refuge. It’s something we’re always thinking about: how to leave something behind that makes the world a better place. It’s an opportunity to change people’s lives, which is the reason why many of us got into architecture.

Billie Tsien
Tod Williams Billie Tsien Architects
New York, New York
Make the world a better place.

Improve your business at the same time.
Pro bono service is vital to the health of our communities, yet it is often seen as a one-way street.

Approached strategically, it can benefit your firm in the following five ways.
The New Orleans Public Library Alvar Street Branch was renovated and redesigned pro bono by the Minneapolis-based firm of Meyer Scherer & Rockcastle. It was the first public library damaged by Hurricane Katrina to reopen after the storm.

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**Pro bono projects provide opportunities to exercise your firm’s best creative abilities.** They also provide opportunities to tackle challenges introduced by an atypical project type. Many firms report that their most creative work emerges from the positive friction introduced by new project types and unfamiliar programs, often involving pro bono projects. These pro bono projects can become portfolio pieces that help firms gain entry to new design markets.

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**Raise Expectations**

Set high design expectations for your client, your project, and your design team. Begin with the idea that each pro bono project will be an important addition to your firm’s portfolio. Be deliberate in selecting a client who appreciates and shares your goals for excellence.

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**Set Creative Goals**

Outline the creative opportunities that your firm would like to target. Be specific. Identify the parameters of projects that will allow you to flex the creative muscles you are interested in strengthening.

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**Be Selective**

Articulate to your staff how decisions about taking on pro bono projects will be made. To vet project opportunities, consider forming a committee that is representative of your firm’s structure and values.
Pro bono projects give firms a chance to engage and inspire every employee, design and non-design staff alike. Pro bono projects may also lend themselves to mentoring relationships between junior and senior staff as well as afford more direct client interaction for junior staff. People want to work for firms that demonstrate a commitment to socially-relevant work.

**Look for the New**
Select pro bono efforts that can provide a break from a long-running project or your usual project types. Aside from being of interest to you and your staff, pro bono projects can hone new skills.

**Encourage Participation**
Develop methods for staff to determine selection criteria and actually participate in choosing your firm’s pro bono projects. Projects that advance your employees’ ideological beliefs will prove to be excellent motivators and deliver real satisfaction.

**Celebrate the Process**
Bring your staff together at key points in each project to celebrate successes and milestones. Use these gatherings as opportunities to remind everyone of your firm’s commitment to social values and desire to make tangible contributions to the public good.

The 39571 Project in Delisle, Miss., is an 11,500 sq ft community center that was designed pro bono by New York-based SHoP Architects in the months following Hurricane Katrina.
Local pro bono projects can strengthen ties and build relationships in your community. Additionally, many pro bono projects provide opportunities for collaboration with artists, government agencies, suppliers, and even other firms. Your employees may also appreciate seeing and experiencing tangible results from their work, which can be difficult for midsize and large firms commissioned to do work far from where they practice.

**Identify Local Needs**
Look around your neighborhood or city. Consider projects that are of particular importance to your immediate community. Often the best and most relevant opportunities are found in one’s backyard.

**Be a Voice**
Seek out opportunities to interact with your local community or government. Encourage members of your firm to participate on local boards or commissions. Within these contexts, seize opportunities to talk about how thoughtful design can positively impact local issues.

**Create Participation**
Identify, contact, and enlist business leaders, community activists, government officials, and others that have a vested interest in the project as well as the surrounding neighborhood. Consider hosting forums to discuss issues that the project raises as well as potential strategies for moving forward.

The Skyscraper Museum in New York includes an exhibition gallery, bookstore, and mezzanine for staff offices. It was designed pro bono by the New York office of Skidmore, Owings & Merrill.
Document the Process
Before you begin, consider what visual and informational elements you may need down the road to help tell the story of the project. Never underestimate the power of before-and-after comparisons.

Be an Advocate
Become an advocate for your client’s mission or cause. Meet with their development staff and offer to help get their message out to your professional community. Consider hosting informational or fundraising events in your office and invite your professional network and community leaders.

Communicate the Story
At a minimum, send press releases to relevant media and add updates about the project’s progress to your website. Develop a streamlined project page that utilizes compelling visuals and headlines to describe the project and its impact. Familiarize yourself with key talking points that are easy for you to deliver.

Advocating for a cause is an effective way to demonstrate your firm’s values and sends a signal of a healthy and mature business. When people see your firm mobilizing its talents for the public good, they will seek out your services and share your story with others. Cause-based projects also generate outside interest from media, future clients, and the community.

Image courtesy of MKThink

Project FROG, now an independent company, grew out of the pro bono design work of MKThink, an architecture firm based in San Francisco. Project FROG provides an alternative to the temporary trailers used as classrooms by schools across the country.
Pro bono projects create opportunities for designers to make a difference in people's lives as well as experience the impact that difference makes. Pro bono projects can end up being some of the most rewarding work that you are involved in, connecting you with the most noble values of our profession. Just as pro bono work is an investment in the community, being a part of positive change offers a deep sense of personal satisfaction for you and your staff.

Seek Personal Interests
Choose organizations and projects that have personal meaning for you and resonate with the larger values of your firm and its leaders.

Reflect on Growth
Think about your own personal development as well as that of your firm. In many cases, realizations stemming from pro bono projects will inform and shape future work.

Become Invested
Allow yourself to delve deeper into the causes you have chosen to work for. Consider how your background as a design thinker – structurally, procedurally, organizationally – can add value to those causes and your intellectual journey.

Heavy Trash, an anonymous group of designers and planners, installed a 2,000-pound staircase to restore public access to a park that the City of Los Angeles had fenced off.
Determining goals, expectations, and infrastructure.

The culture of nonprofits, combined with many firms’ catch-as-catch-can attitude toward pro bono work, can lead to challenging management environments. The following two sections present a basic model for how to make pro bono service a successful and sustainable part of your practice.

I. To do internally

Get Buy-in  Include all principals and decision-makers in your consideration of what causes, organizations, and projects to commit to. This is important so that the firm presents a united front and brings its full expertise to the project.

Assess Resources  Review current and upcoming projects to determine your firm’s available talent and bandwidth. Take an honest, but generous look at your current workload and finances to determine the number of hours that you can realistically commit to each project.

Determine Best Fit  After you have determined the resources you can commit, select projects that fit within your firm’s parameters. Whether doing initial needs assessments or providing full architectural services, selecting projects that fit your resources will minimize staffing issues down the road.
II. To do with your nonprofit client

**Assess Client Commitment** Assess the client’s ability to realize the project and address any of your concerns up front. Do their resources match their goals and timeline? Will the primary decision-makers be around for the duration of the project? If you determine that the client’s goals are unrealistic, consider either forgoing the project or assisting them in setting more realistic goals.

Your investment is valuable. Establish a clear budget and schedule, and track resources spent on the project. Develop a contingency plan for issues such as who will cover costs in the event that the project exceeds the agreed upon budget.

**Identify Key Decision-makers** Establish a relationship with the decision-makers on the client side. Arrange a meeting with those individuals to develop clear goals for the project. Are there others who need to be included in initial discussions to ensure the project goes forward smoothly?

**Understand Liability** The single-most important thing that your firm can do to limit its liability is to choose your clients and projects carefully. The second is to sign a written contract before work begins. Although a pro bono project may not involve any exchange of money, all parties need to make clear, in writing, their mutual expectations and understandings. Not all states require design professionals to sign contracts for pro bono work; however, doing so will help to define responsibilities during the project. A contract is ultimately advantageous for all parties.

It is important to understand that while there are no special exemptions from liability for pro bono projects, there are reasonable requests that you can make to limit your firm’s exposure. The following issues are among those to discuss with your firm’s attorney and your client when drafting a contract.

- Scope of Services
- Waiver of Claims
- Indemnification
- Reimbursables
- Cost Overruns
- Copyright
- Termination

**Budget & Invoice as Usual** Produce invoices as you would for any project and submit them to your client. If you are doing the project gratis, you should still create an invoice that tracks the hours spent against the time budgeted, but reflects a zero balance. If you are doing the work for a reduced rate, show both the market value and your reduced rate on the invoice.

For further information on these topics, go to [www.theonepercent.org](http://www.theonepercent.org).
Sustainability is usually discussed solely in environmental terms. Green design advocates and guidelines, such as LEED, have been powerful forces in advancing the sustainable design agenda. However, without a just, equitable, and enriching cultural life, a purely environmental solution is not sustainable. Truly sustainable efforts depend on a broad strategy that balances environmental and social sustainability. Environmental efforts independent of, or at odds with, basic human needs such as health, justice, and pleasure, will be short-lived at best.

Public Architecture and The 1% program encourage both environmental and social sustainability as basic tenets of pro bono projects and service.
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Architects enrich them.
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Meet your nonprofit client.
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