Pro Bono

Pro Bono Overview

Community Impact & Investment

Pro Bono

Capital One Pro Bono is how we commit our most valuable asset—our talent—to drive social change.

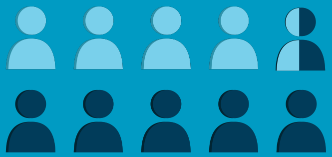
Associates commit their time and expertise so that organizations can serve more beneficiaries, become more efficient, and deliver on their missions more effectively.

The Big Picture

Pro Bono Builds Capacity

Pro Bono reduces the time between an organization identifying a need and having it solved

63% of nonprofits



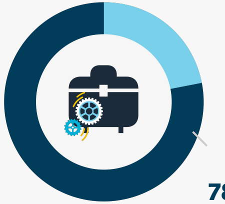
...reported a decrease in funding due to COVID-19.

56% of nonprofits

...reported a decrease in work with volunteers in light of the pandemic

More than 50% of small enterprises

...fail in the very first year. More than 95% of small startups fail within five years



Pro Bono support is valued at $220 per hour

The economic impact of pro bono is far reaching -- driving organizational resilience and providing access to critical skills and expertise.

Pro Bono Strengthens Resilience

Pro Bono brings exceptional talent and capital to organizations with limited resources

Organizations navigate…

Staffing Limitations
Limited ability to invest in talent strategy, attract, or retain top talent

Funding Constraints
Finite access to unrestricted funds to support capacity and operations

Pandemic Super-disrupter + Systemic Racism
Escalating community needs + disappearing revenues = an existential threat to organizational resilience

Capital One Pro bono provides…

Great talent and a hunger to use it differently
Combining associate talent, high impact skills, our mission, and industry innovations

Differential Investment
Deepening support and addressing needs beyond grant dollars as funding alone can't solve the resource barriers organizations face

Scale
Putting Fortune 100 resources and diverse talent at the disposal of community organizations

By the Numbers

Quantifying the impact of Capital One Pro Bono since 2020

4,574	86,979	$19 M
Associate Volunteers	Volunteer Hours	Economic Impact*

"Capital One is a company that organizations see as a leader in helping companies succeed. When we partner, companies listen to our expertise. I think that's a testament to Capital One's reputation in the community--many of them are customers and are willing to take us seriously as thought partners."

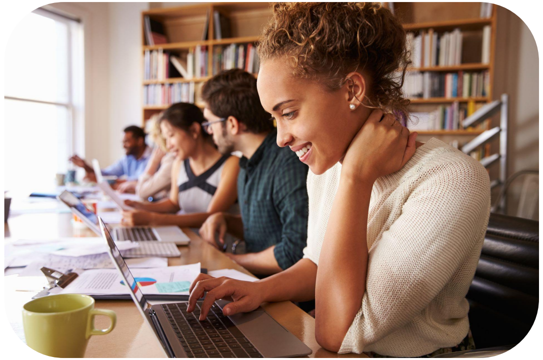
- ***Capital One Growth Consulting Volunteer***

*Based on the Taproot Foundation's valuation of a pro bono volunteer hour.

How Does Pro Bono at Capital One Work?

Who does Capital One Pro Bono support?

Capital One supports organizations across multiple industries



Nonprofits

501(c)(3) organizations that serve the public interest in their communities.

Startups & Small Businesses

Startups and small businesses that are hungry to make a difference and grow their reach.

CDFIs

Community Development Financial Institutions that provide financial services in low-income communities and to people who lack access to financing.

What challenges does Capital One Pro Bono solve?

Our Practice Areas are committed areas (job families) within the business that can support organizations with:

Brand	How an organization **brands** itself and **communicates** its values, services, or impact.
Communications	How an organization can lead **communication strategy** and manage **audience insights**.
Cybersecurity	How an organization **manages cybersecurity risk**.
Data	How an organization **captures**, **analyzes** and effectively **uses information** collected.
Design	How an organization creates & **plans services** and **experiences** for those served.
Finance	How an organization **plans, manages** and **maintains** accounting and **finance records** and practices.
Global Workplace Services	How an organization **manages workplaces** through building services, physical safety, & security.
HR	How an organization **attracts**, **develops** and **retains** talent to foster inclusivity.
Legal*	How an organization **prevents** and handles **legal issues**. **Only for organizations based in New York, Texas, and Virginia*
Product	How an organization enables client and business goals through **customer research, business analysis,** and **product development**.
Project Management	How an organization **delivers** products and services to market.
Technology	How an organization effectively leverages advanced **systems** and **tech platforms**.
ELA**	How an organization **translates** messaging for diverse audiences.

**ELA Pro Bono English-to-Spanish document translation services are not available via the RFP process. For requests, please contact capitaloneprobono@capitalone.com.

What are examples of practice area services?

Practice areas provide a wide range of services that include but are not limited to...

Brand	*Collateral Assessment*	*Collateral Development*	*Brand Strategy Development*	*Social Strategy Development*
Communications	*Communications Strategy Review*	*Media Relations Training Facilitation*	*Audience Insights & Measurement Consultation*	*Thought Leadership*
Cybersecurity	*Security Testing*	*Cybersecurity Response Plan Development*	*Cybersecurity Strategy Development*	*Cyber Workshop Design and Facilitation*
Data	*Data Storage Review*	*Data Pipeline Recommendation*	*Data Analysis*	*Data Visualization Development*
Design	*Design Thinking Facilitation*	*Process Map Development*	*Service Design Blueprint Development*	*UX/UI Design Review*
Finance	*Financial Planning*	*Accounting Practices*	*Finance Management*	*Tax Planning Strategies*
Global Workplace Services	*Workspace Design*	*Physical Security Strategy*	*Corporate Real Estate*	*Facilities Operations*
HR	*Benefits & Compensation*	*Performance Management*	*Talent Acquisition*	*HR Policies & Guidelines*
Legal	*Agreements & Contracts Consultation*	*Intellectual Property Consultation*	*Mergers & Consolidation Consultation*	*Risk Management Consultation*
Product	*Pitch Decks*	*Business Plan/Product Strategy*	*User Journey Maps*	*Product Requirements Documents*
Project Management	*Delivery of New Initiatives*	*Workflow Management*	*Capacity Building*	*Change Management*
Technology	*Software Engineering*	*Cloud Computing & Services*	*Machine Learning*	*Hardware Consultation*
ELA*	*Legal/Financial Translation*	*Marketing & Communications Translation*	*User Experience/Digital Translation*	*Community Outreach Translation*

*ELA Pro Bono English-to-Spanish document translation services are not available via the RFP process. For requests, please contact capitaloneprobono@capitalone.com.

What happens after we submit our challenge through the RFP?

A general timeline of Capital One's process once RFPs close:

1

Application Review

Capital One determines which applications advance to project scoping.

2

Scoping Session

Virtual office hour where a practice area and your organization partner to further diagnose need and define a concrete project scope.

3

Match Talent

Practice areas recruit 3-12 associates to support the project.

4

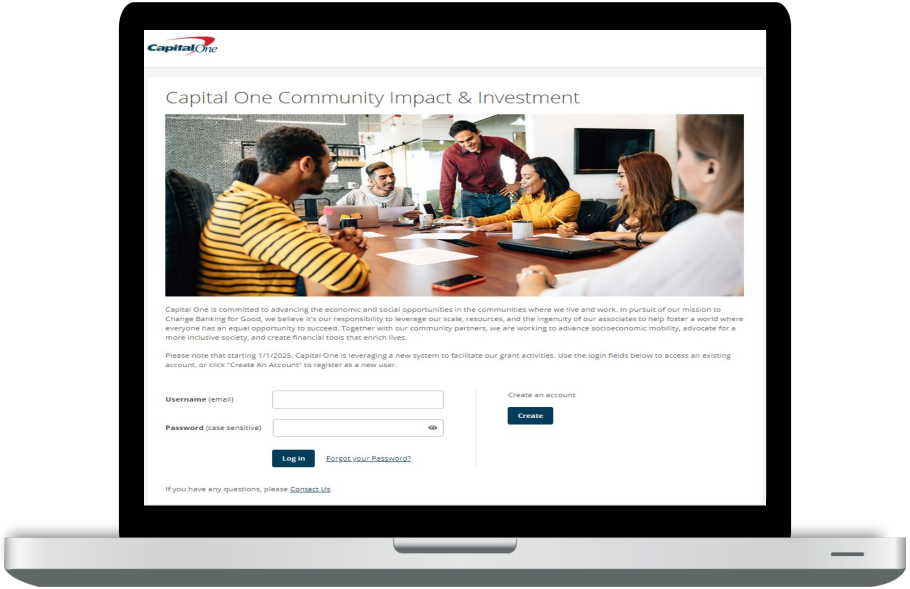
Project Execution

Projects are executed over 2-10 weeks, depending on scope.

Weeks 1-2 → **Weeks 3 - 4** → **Weeks 5 - 7** → **Weeks 8 - 17**

Where? All engagements will take place virtually

RFP: Capital One Portal*



Pro Bono Engagements: Zoom

*As of 2025, the Pro Bono RFP application has moved from CyberGrants to the **Capital One Portal**. Access instructions will be included in the RFP invitation email.

Getting Involved

- Connect with your local Community Impact and Investment team to share which practice areas you might want to submit a pro bono challenge with.
- Please connect with us via email at capitaloneprobono@capitalone.com for any additional questions.

Appendix

When can my organization next get involved?

The Cycle 1 RFP opens in January 2026

Jan	Feb	March	April	May

Pro Bono RFP Intake

Application Review

Scope Projects

Match Talent

Project Execution

Key Dates

Jan 5 - Jan 16

Feb 2 and Feb 4

Projects can vary between 2 - 10 weeks, depending on scope

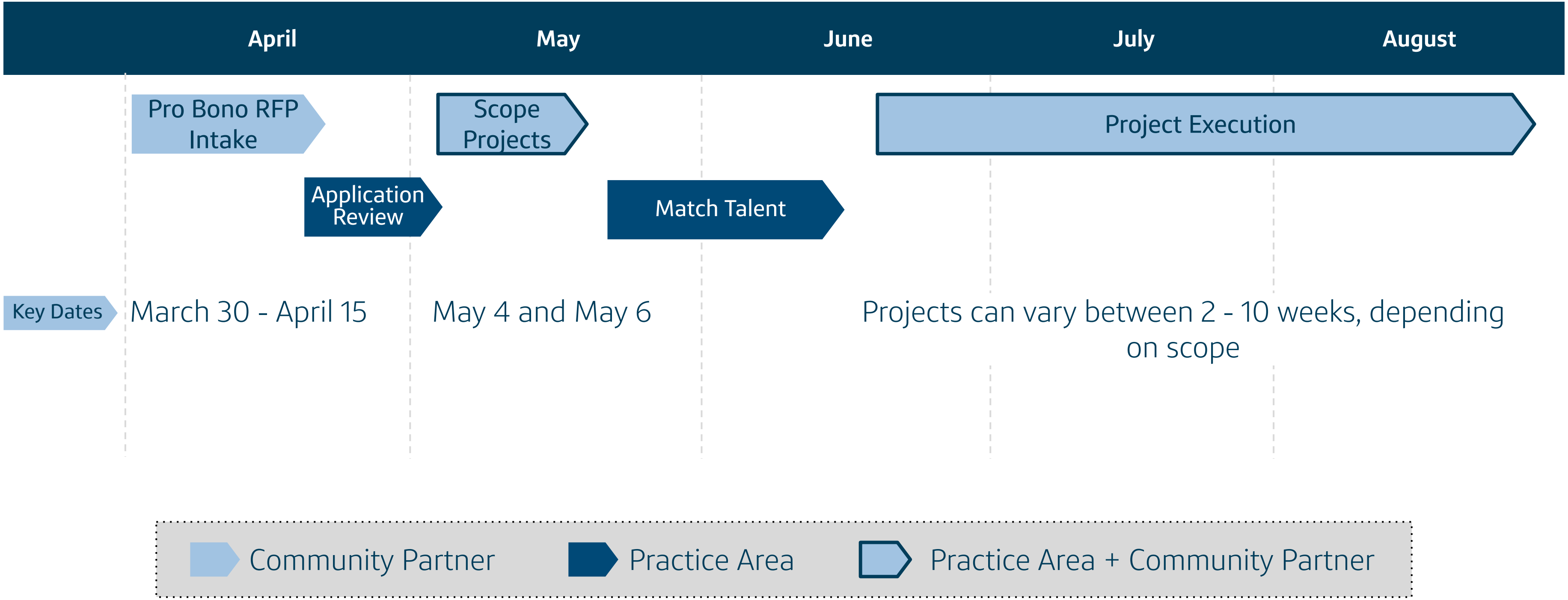
Community Partner

Practice Area

Practice Area + Community Partner

When can my organization next get involved?

The Cycle 2 RFP opens in March 2026



When can my organization next get involved?

The Cycle 3 RFP opens in June 2026