

PRO BONO VALUATION

WHAT'S THE MONETARY VALUATION OF PRO BONO SERVICE?



The best way to apply a monetary value to pro bono service is to determine the Fair Market Value for services provided. However, unless business professionals are working as independent consultants or through a professional services firm, they may not have access to these market rates.

In partnership with CECP, the Taproot Foundation has developed the 2015 standard for the average per hour value of pro bono service. The current rate is \$150 per hour, an increase from \$120 as published in 2009, also in partnership with CECP. The data used for the current valuation model were supplied by the 2015 Salary Guides on average starting salaries (excluding benefits, bonuses, or other incentives) for accounting and finance, administrative, technology, legal, and creative professionals produced annually by Robert Half. The dollar values reflect average, national hourly rates of pay, adjusted for consulting, for multiple professions across three levels of experience.

PRO BONO MONETARY VALUATION

Professional Service:	Average hourly rate by career level:		
	Early Level	Mid-Level	Executive
Accounting	\$90	\$130	\$245
Advertising and Marketing	\$85	\$115	\$195
Design	\$80	\$115	\$175
Financial Services	\$90	\$135	\$255
Human Resources	\$70	\$90	\$185
IT Services	\$115	\$155	\$235
Legal	\$100	\$125	\$210
Public Relations	\$75	\$120	\$205
Average for the above services	\$90	\$125	\$215
WEIGHTED AVERAGE*			\$150

* WEIGHTED AVERAGE: Weights were applied to account for the composition of early, mid, and executive career level professionals who typically do pro bono.

For information on the methodology of this study, please contact pr@taprootfoundation.org(link sends e-mail).

Companies looking for more information on reporting service delivered through employee pro bono programs, please visit CECP's [Defining and Valuing Pro Bono Service](#).