

Table 3: Pro Bono Influences Employer Choice

Would a Firm's Encouraging Policy on Pro Bono Make You More Likely to Work There?

	All CFP® Profs	CFP® Profs Under 35	Female CFP® Professionals
It would make me more likely to want to work there.	46%	55%	55%
My firm has an encouraging policy.	28%	21%	29%

Source: The Case for Pro Bono Financial Planning. © 2023 Foundation for Financial Planning