

## PARTICIPACTION

Case Study: Unparalleled attention and transparency for not-for-profits



### BACKGROUND

ParticipACTION is a national non-profit organization, formed in 1971. Designed to promote healthy living and physical fitness, it was a successful government run initiative until 2001. Due to cutbacks and lost funding, it was forced to shut down. On February 19, 2007, it was revived with a grant from the federal government and to this day continues to carry out its mission of creating healthy living and more physical fitness for all.



*The entire business model is well suited for a not-for-profit company that benefits greatly from efficient and low cost services, that are equal or superior to traditional law firms.*

#### **Aura Molner**

Senior Director, Operations

### CHALLENGE

A small, active and efficient team runs the lean organization. They have no in-house counsel and utilize traditional outside law firms to handle their legal needs. While they experienced quality work, one of the challenges they faced was being a smaller fish in a big sea. Law firms tend to focus their time and attention on bigger accounts. Experiencing delayed communications and a lack of visibility was a challenge. With traditional legal services, this was the norm and they accepted it.

### OBJECTIVE

While they were aware of the less than ideal aspects of the relationship with the traditional law firm, they weren't motivated enough to seek new counsel.

### SOLUTION

Steve Monk, founder and CEO of CEO Law reached out to the organization in early 2020, looking to introduce a new, easier way for ParticipACTION to get the legal support they needed.

ParticipACTION was intrigued by the concept, a two-sided platform, unlike anything else Canadian law firms offer. This platform is the foundation of delivering the legal services that CEO Law provides. A place for ParticipACTION and the CEO Law lawyers to share files, converse about the project, and handle billing transactions. The platform creates an easy and quick way to track progress, ask questions, and refer to the history of work together. It creates a new transparency in the relationship.

### RESULTS

After transferring business to CEO Law, the ParticipACTION team experienced increased communications, more insight into work, lawyers who are skilled and experienced in the required areas, and most notably, a cost savings.

ParticipACTION continues to use CEO Law to handle most of its legal needs, enjoying the more affordable hourly rate (as compared to traditional firms), the experience and expertise of the lawyers, the ease and speed of communications and responses, and the flexibility to pay only for the work they need, without being locked into a retainer.