



M. FIRON & CO. ADVOCATES

## PRO BONO

Firon & Co. is one of the largest and best-known law firms in Israel. Prominent in the Israeli legal landscape over the past 70 years, it was one of the first firms to establish its presence and reputation beyond Israel's borders. At its inception, the firm set itself a commitment of working for and on behalf of the society in which it operates.

As an integral part of its activities, the firm has, for many years, provided free legal assistance to clients without financial means but who need legal help and representation, with the aim of assisting the disadvantaged sectors of society and promoting public endeavors. The firm has made it a policy to provide such legal assistance to disadvantaged populations and minorities, whose economic plight prevents them from otherwise receiving legal protection and whose basic rights may be jeopardized. The firm sees such work as a personal commitment and an inextricable part of the obligations of every lawyer.

Therefore, the firm has highlighted a policy of social investment, which represents part of its business work plan and includes a commitment in the field of social investment, social partners, dedicated resources, and more. The firm sees this work, managed for many years by one of the firm's partners, as having significant value for its activities; accordingly, a substantial amount of time and resources are dedicated to the subject.

As part of this activity, the firm has long handled cases requiring legal assistance that are referred to it, either independently or by various organizations, such as Israel Women's Network, Tebeka — Advocacy for Equality and Justice for Ethiopian Israelis, Hebrew University Legal Clinic (The Legal Education Center Clinic for Human Rights and Social Responsibility at the Hebrew University), and more. In addition, the firm has worked for many years in cooperation with the Haim Cohen Center for the Legal Protection of Human Rights, which regularly refers dozens of pro bono cases for routine legal support, including representation in the courts.

Alongside routine handling and representation in the courts in a range of legal cases, the firm provides legal services and professional support to various NGOs and NPOs. Many of the firm's lawyers have also been active in these organizations as volunteers, often in management positions, including The Helsinki Committees, AMEN Israel Association of Myeloma Patients, Tel Aviv Museum of Art, Association of Friends of the Rabin Medical Center, ProWoman organization, Friends of the Reut Rehabilitation Medical Center, Israel Opera, Israel Bar Association, Israel Chamber Orchestra, Five Fingers (Sports Education Organization), and more. For example, the firm serves as a legal consultant to the Yad David Ben Gurion Society, a voluntary organization set up as part of David Ben Gurion's will, with the aim of continuing and fulfilling his vision and heritage. Tel Aviv Museum of Art, Association of Friends of the Rabin Medical Center, Friends of the Reut Rehabilitation Medical Center, Israel Opera, Israel Bar Association, Israel Chamber Orchestra, Five Fingers (Sports Education Organization), and more. For example, the firm serves as a legal consultant to the Yad David Ben Gurion Society, a voluntary organization set up as part of David Ben Gurion's will, with the aim of continuing and fulfilling his vision and heritage. Alongside routine handling and representation in the courts in a range of legal cases.



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The firm provides also legal advice to MSI The Muscular Dystrophy Association of Israel.

The firm works in cooperation with Tebeka - Advocacy for Equality and Justice for Ethiopian Israelis, including on all matters relating to the "Immigrants in Law and Justice" program, which the organization operates in order to nurture a generation of professional/legal leaders in the Ethiopian immigrant community that will integrate into Israel's legal world in general and the private and public sectors in particular. For example, the firm took part in Tebeka's "Protect my Brother like Myself" program to ensure proper legal protection for Ethiopian immigrants with scarce means.

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The firm also participated in the "Adopt a Friend" project of the Globes financial newspaper and Bank Leumi, in which large Israeli companies adopted an organization or financially troubled company. The project was founded as a result of the Covid-19 crisis, which affected the business activities of many organizations. The firm is proud to take part and assist as far as possible with its know-how and expertise and the tools at its disposal. The firm also works with JDC Israel for the Witnesses Theater, a theater that operates for Holocaust survivors and at-risk youth. The firm also participated in the "Sachal for Business" project of the Sachal Fund and Bank Leumi, which provides know-how, advice, and project tools for businesses in order to encourage growth during the Covid-19 crisis. M. Firon & Co. continually works to strengthen the firm's human resources by employing a diverse mix of people from all sectors and genders as well as people with disabilities, while maintaining gender equality and advancing women (over 63% of staff in the firm are women), protecting the environment and creating a work environment that is safe and respects the employees in it.



**"The Firon team is one of the best in the country in terms of depth, professionalism, international experience and business orientation"**

The Legal 500

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