

Consumer vs. Commercial Legal Finance

While they may sound similar, consumer litigation funding and commercial litigation finance are two different products. Below is an overview of these two products and who they serve.

	 Consumer Legal Funding	 Commercial Litigation Financing
 Customer Base	CONSUMERS Provides victims with immediate financial assistance for their everyday living expenses while they pursue an equitable resolution of their claim.	COMPANIES Provides funds and capital for businesses and class action litigants to fund their litigation customers, including law firms, large businesses, and large classes of litigants.
 Use Of Funds	EVERYDAY EXPENSES Offers consumers cash advances that can be used to pay for expenses like food, rent, or transportation, but cannot be used to pay for legal expenses associated with a lawsuit.	LEGAL ACTION Offers a wide range of services, providing funds for litigants to pursue legal action in large-scale, multi-district cases.
 Amount Funded	THOUSANDS The average advance is just \$5,000 to help victims pay for everyday expenses such as rent, groceries, and other necessities they might not be able to afford during the pendency of their case.	MILLIONS Provides up to millions of dollars in financing for lawsuits. Some funders state they will only consider cases in which they are providing funds in excess of \$1-2 million.
 ALFA Mission	CORE MISSION ALFA's top priority is to promote access to justice by providing victims with liquidity to pursue a fair and equitable resolution of their case.	IRRELEVANT Unlike ALFA's mission to aid victims' access to justice, commercial litigation financing is a financial transaction that funds lawsuits, not people.

Consumer legal funding helps level the playing field for victims up against powerful defendants, allowing individuals the opportunity to pursue the justice they deserve.