

AFCEP

THIS YEAR

We celebrate 34 years of helping people everywhere achieve lasting financial well-being through the highest standards of financial counseling, coaching, and education.

The impact of the AFCPE® professional goes beyond empowering and educating students and clients. Your work has a profound influence on individual lives, creating a ripple effect that impacts our collective culture. In this way, each one of us can claim the title, “change agent.” Because, together, we are creating a shift in this country around financial security and capability, particularly for underserved and vulnerable populations.

I invite you to join us as we initiate this movement for social change. Help us build and strengthen a continuum of care across the field with financial professionals and other partners who believe that all consumers deserve access to the highest standards of professionalism. Continue to advocate for comprehensive standards and create awareness for the value of the AFC® in your areas of influence.

Together, we will launch into next year well-equipped to continue our visionary work—to improve the professionalism of our field and ensure financial security for all people.

Rebecca Wiggins

Executive Director

CELEBRATING OUR ACHIEVEMENTS

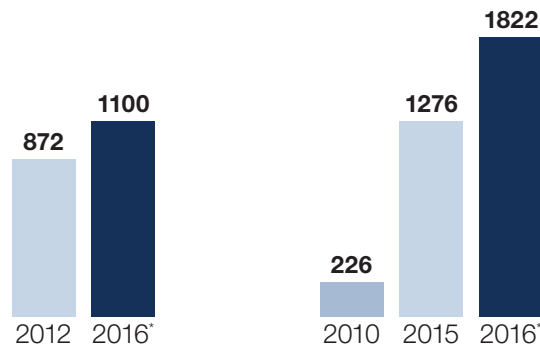
We have made remarkable strides.

Thanks to strong leadership and strategic investments, we are stronger than ever before. With increased membership and certificants, AFCPE® has become a distinct leader for the industry.

We have grown to more than 1,000 members, making up an incredibly diverse group of professionals across financial education, research, and practice.

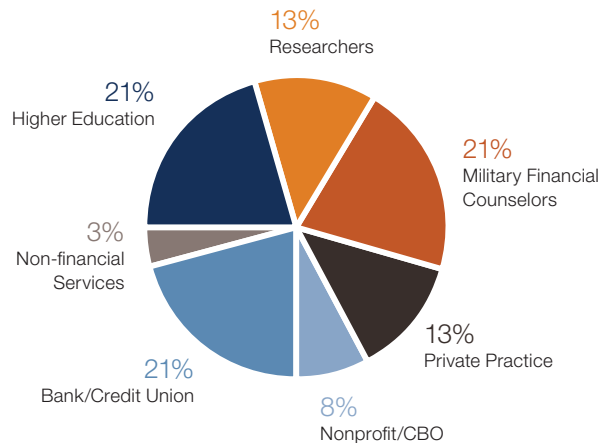
We have more individuals than ever before becoming certified through the Accredited Financial Counselor® (AFC®) and Financial Fitness Coach (FFC™) certification programs.

The diversity of AFCPE certified professionals and their expertise, demonstrates our depth and increases our impact.



AFCPE® MEMBERSHIP

AFC® ENROLLMENT



AFCPE PROFESSIONAL AREAS OF EXPERTISE

*Year to date

AFCPE®: 34 YEARS STRONG

Founded in 1983, AFCPE is a nonprofit, international, professional membership organization. Our rigorous certification programs uniquely meet a higher-than-ever demand for excellence. All certifications are based on extensive field research, hands-on experience, and a profound commitment to ethics.

AFCPE® professionals represent diverse expertise from all areas of the field. This depth and diversity strengthens our culture allowing professionals from across constituencies to share ideas, implement best practices, and ultimately enhance the continuum of care for the individuals, and families that we serve.

Banks & credit unions

Financial aid

Higher education

Lawyers

Military & government

**Nonprofit community-based
organizations**

Private practice

Research

Social work

**Other non-financial service
providers**



INTEGRITY

EQUITY

SOCIAL CHANGE

HIGHEST STANDARDS

OUR MISSION:

To ensure the highest level of knowledge, skill, and integrity of the personal finance profession by certifying, connecting, and supporting diverse and capable professionals who serve communities worldwide.

ACCESSIBILITY

SUSTAINABILITY

OUR VISION:

A future where all people are empowered to achieve lasting financial well-being through the highest standard of financial counseling, coaching, and education.

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We are committed to leveraging our impressive strengths and prospective growth to help build a strong continuum of care for all people and to continue to set the highest standards for the field. We will accomplish our goals by strengthening our partnerships and enhancing programs and services that best support our professionals.

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 - Continue to establish AFC® as the standard in professional financial counseling; and
 - Increase consumer demand for AFCPE® certified professionals and services.

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PARTNERSHIPS: GREATER STRENGTH, GREATER REACH

Our strategic partnerships make us even stronger.

We collaborate with all potential partners to determine:

- Alignment with our Mission, Vision and Values;
- Enhanced credibility and competitive advantage;
- Future, measurable impact on our strength and capacity;
- Visibility among professionals and consumers; and
- Return on investment.

consumeraction



ABOUT OUR LEADERSHIP

As Executive Director, **Rebecca Wiggins** is responsible for the operational and strategic management of AFCPE®. Under her guidance the staff has developed a vibrant, effective organization that continues to gain credibility in every product and service area. With a highly-skilled staff — and support from our board members, partners, and professionals — we are well positioned to implement the organization's strategic direction and achieve the established goals.

Looking ahead, we plan to build our professional staff to increase capacity for special educational programs and events. We will continue to outsource various functions in order to maintain our efficiency and core strengths.

AFCPE STAFF

Rebecca Wiggins*Executive Director***Michelle Starkey***Certification Program Director***Ashlee Abraham***Certification Program Coordinator***Judy Obiofuma***Post-Certification Program
Coordinator***Katrina Horsley-Watts***Grant Program Director***Heather Baker***Military Spouse Fellowship***Katie Tornow***Operations Officer***Rachael DeLeon***Communications Director***Thomas Duffany***University Programs Director***Jing Jian Xiao***Journal Editor***Jill Ladouceur***Newsletter Editor*

BOARD OF DIRECTORS

Jinhee Kim*President***Brenda Vaughn***President-Elect***Michael Gutter***Past President***Leslie Green-Pimentel***Treasurer***Todd Christensen***Secretary***Jerry Buchko****Mary Bell Carlson****Dora Mays****Robert Westrick****Barry Wilkinson****Bruce Brunson***Board Advisor*

