



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.

OUR VISION

A future where all people – regardless of income or background – are empowered to achieve lasting financial well-being through the highest standards of financial counseling, coaching and education.

MEMBERSHIP

A diverse community of professionals working together to advance the field of personal finance. Membership provides access to a professional network, professional development and resources that support work and career.

CERTIFICATION

AFCPE certifications set the standard for the field of financial counseling, coaching and education. The AFC®, which is NCCA accredited, is the standard on which all our certifications are based. Each certification is structured, rigorous and highly focused on professional development and continuing education.



- Higher Education
- Non-financial Services
- Bank/Credit Union
- Nonprofit/CBO
- Private Practice
- Military Financial Counselors
- Researchers



IMPACT

- FINRA Foundation Military Spouse Fellowship:** Offering military spouses the opportunity to earn a career-enhancing credential – the AFC® – while providing financial counseling and education to the military community.

1,400+
FELLOWSHIPS
AWARDED

170,000+
SERVICEMEMBERS &
FAMILIES COUNSELLED

440,000+
COUNSELING HOURS IN
THE MILITARY COMMUNITY

SINCE 2006

- State Employees Credit Union (SECU) Partnership:** Helping its members overcome financial hurdles and achieve their goals by committing to certify up to 1,000 employees as AFC professionals.

- CFPB Financial Coaching Initiative:** Placing 60 financial coaches at locations throughout the country to work with recently-transitioned veterans and the economically vulnerable to help them with their financial goals. All coaches are AFC and FFC certified and receive ongoing financial education through AFCPE.

SYMPOSIUM

A 3-day professional development conference where financial educators, researchers and practitioners come together to learn, exchange ideas and make lasting connections to strengthen and advance the field of personal finance.



PROFESSIONAL DEVELOPMENT

AFCPE offers a robust online resource center featuring live and on demand professional development programs, scholarship and grant opportunities and financial tools.



YEARS OF RESEARCH

RESEARCH

AFCPE's *Journal of Financial Counseling and Planning* (JFCP) is a leader in scholarly research surrounding the financial decision making of individuals and families. The JFCP provides evidence-based ideas and information that enhance the skills of financial professionals and impact best practices in our field.