



# Become a *qualified* *motivator* of financial change

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## AFCPE® Uniques:

A Community Built on Passion and Expertise

### 01

Only the  
Highest  
Standards

### 02

Education &  
Practice Rooted  
in Research

### 03

A Diverse  
& Inclusive  
Network

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# At AFCPE®, we set a standard, *the standard*, not just because it's the best thing to do, but because it's the right thing to do.

## 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 of our certifications are based. The FFC®, delivered in partnership with Sage Financial Solutions, provides professionals with the skills and techniques to build upon their financial foundation and support clients as they make lasting financial behavior change. Each certification is structured, rigorous and highly focused on professional development and continuing education.

## MEMBERSHIP

Our diverse and inclusive community of professionals are working together to advance the field of personal finance. AFCPE® Membership provides access to a professional network, professional development and tools and resources that support your work and your career.



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



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## IMPACT & PROFESSIONAL DEVELOPMENT

### THE ESSENTIALS COURSES

Recognizing the unique needs of our field, AFCPE®'s Essentials courses complement our certification programs. Some, like the Money Management Essentials course, provide a stepping stone to certification or are ideal for those who are in need of a firm foundation of personal finance knowledge. Others provide specialization in areas like disability and inclusion. All essentials courses align with the core competencies of our gold standard – the AFC®.


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**FINRA Foundation Military Spouse Fellowship** is 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 Counseled

440,000,000+

 Counseling Hours in the Military Community

All  
Since  
2006

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**State Employees Credit Union (SECU) Partnership** is helping its members overcome financial hurdles and achieve their goals by certifying more than 1,000 employees as AFC® professionals.

**CFPB Financial Coaching Initiative** places 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®.



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## ANNUAL SYMPOSIUM

Our 3-day professional development conference brings together financial educators, researchers and practitioners to learn, exchange ideas and make lasting connections to help advance our field and strengthen the financial well-being of the individuals and communities that they serve.



**PJ GUNTER**  
AFCPE®

***“There is no substitute for eye-to-eye contact, handshakes, and hugs. We are building an industry and it takes lots of hands to put it together, and those hands come together at the Symposium.”***

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## RESEARCH

AFCPE® was founded upon research and the need for comprehensive and rigorous standards in the field of personal finance. Over 35 years later, we still believe in the power of 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, providing evidence-based ideas and information that enhance the skills of financial professionals and impact best practices in our field. We are proud to create a community of financial professionals rooted in knowledge, skill and integrity.

# LISTEN GUIDE CONNECT SUPPORT

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**The Association for Financial Counseling and Planning Education®** believes in 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.

VISIT [afcpe.org](https://afcpe.org) for more information.