
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

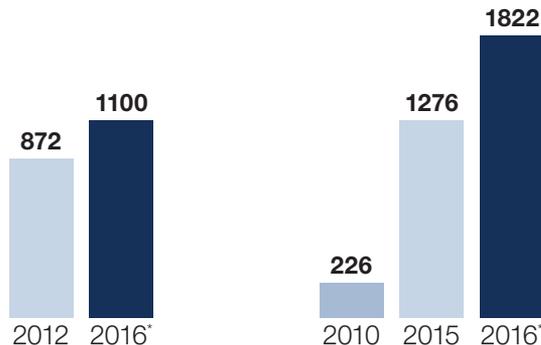
We have made remarkable strides.

Thanks to strong leadership and strategic investments, we are stronger than ever before. With increased membership and certifiants, 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.

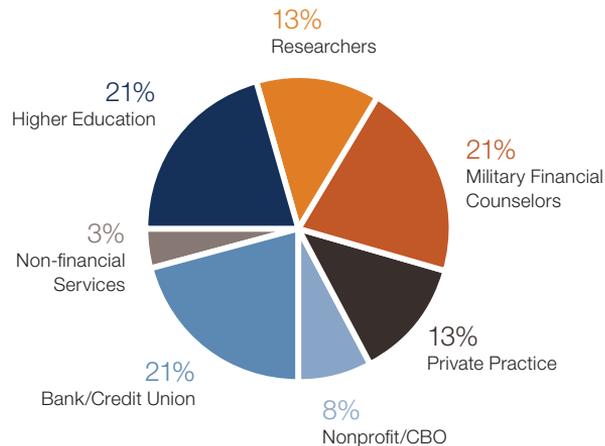
We have more individuals than ever before becoming certified through the Accredited Financial Counselor® (AFC®) and Financial Fitness Coach (FFC™) certification programs.

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

ACCESSIBILITY

SUSTAINABILITY

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

WHAT'S AHEAD

We continue to build on our extraordinary momentum to meet the growing demand for our expertise and services. Our future is bright indeed.

With strong leaders, a thoughtful strategic plan, and a growing and active community of engaged professionals, we are better positioned to be leaders in the field of financial counseling, coaching, and education.

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.

We are committed to:

Investing in research that upholds our highest standards.

Expanding career opportunities for our members, certified professionals, and others throughout the industry.

Investing in effective marketing to:

- Expand national recognition for AFCPE® as the expert in personal finance research;
- Continue to establish AFC® as the standard in professional financial counseling; and
- Increase consumer demand for AFCPE® certified professionals and services.

Enhancing the technology that provides greatest efficiency and value.



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.

The logo for consumeraction, featuring the word "consumeraction" in white lowercase letters on a black rectangular background.

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

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