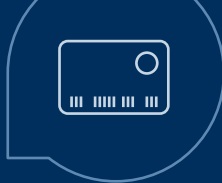
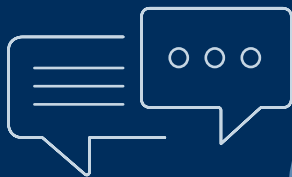


We
meet
you
where
you
are.



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AFCPE® Membership

“At AFCPE[®], we believe in motivating change. *In bridging gaps.*”



REBECCA WIGGINS
AFCPE[®] Executive Director

We believe in making connections through a higher standard of knowledge and empathy. Why? Because we know that the best way to make lasting impact in the financial well-being of our clients and communities is to meet them where they are.

Which is why we are committed to doing the same for you.

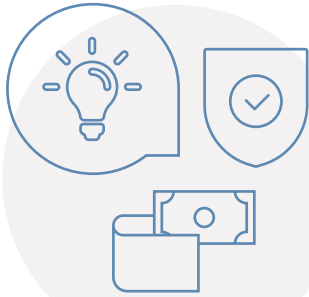
We know that people are more than a number they are working toward. We know that financial goals are life goals. And we believe that with access to professionals with the highest level of knowledge, skill, and integrity, we can help individuals and families turn challenges into opportunities.

It is our vision that ALL people - regardless of income or background - should have access to professionals who are committed to upholding the highest standards of financial counseling, coaching, and education.

As we look back on the accomplishments of this past year, and ahead to the future, we invite you to embrace the momentum we are building:

- Raise your voice for the highest standards of professionalism across the field.
- Invite others to join the AFCPE membership community.
- Share the value of an AFCPE certification.

To paraphrase Aristotle, it is truly the sum of our parts that sets us apart and enhances the impact we can make on improving financial capability in this country. Together we can continue to raise the standard of professional financial care that is provided in our field and create lasting impact in the lives of those we serve.



A refusal to waiver on the importance of high standards

- NCCA Accredited AFC® certification program
- Dedication to ongoing professional development
- 35 years of impact
- Commitment to ensure that standards are available to all people, not just those with wealth



A belief in education & practice that is rooted in research

- Academic roots
- Commitment to behavior change
- Peer reviewed research journal
- Evidence-based informed practice



A community made up of a diverse & inclusive network

- 2,600 certified professionals worldwide who are as diverse in race, gender, and background as those whom they serve.
- 1,350 members (and growing!) across research, education, and practice.
- Impacting the lives of individuals and families through academia, military, private practice, banks/credit unions, government, nonprofit organizations, and beyond.

Our goal is to support you –

the professionals who provide day-to-day counseling and coaching services to help individuals and families reach financial security through education, information, tools, and resources. At AFCPE®, we:

1 LISTEN

We get to know you and your why. We'll ask you about your work, your background and your goals. Where are you now and where do you want to go?

1

2

GUIDE

We present you with tailored options based on your unique needs and goals and make recommendations to help you decide the best fit for you.

SUPPORT

Most importantly, we support you along your professional journey - with education, resources, and people who are committed to a common vision.

4

3

CONNECT

We connect you to our membership community, training or certification programs, news and research, or to professionals and subject matter experts.

We meet you *where you are.*

Together, through this integrated and inclusive community of personal finance professionals we make a difference – not just in dollars and cents – but in people's lives. 2018 marks a time of celebration! This year, AFCPE® celebrated 35 years of Engaging an Integrated and Inclusive Community of Personal Finance Professionals. 35 years of ensuring the highest level of knowledge, skill and integrity of the personal finance profession by certifying, connecting, and supporting professionals like you!

This year, the AFC® certification program also turned 25 – marking a quarter of a century of setting the highest standards for financial counseling and education.



35 YEARS
MOTIVATING
FINANCIAL
CHANGE

GROWTH MILESTONES IN Q1-Q3 (OR Q4 2017 – Q3 2018)

Approved Education Program

20 universities are now Approved Education Program providers for the AFC® certification (and growing!).

Partnerships

"Together we can do great things." AFCPE® continues to expand partnerships with trusted organizations and individuals. Partnerships that provide communities access to highly qualified financial professionals. Partnerships that raise awareness for the standard we are setting across financial counseling, coaching, and education. And partnerships that support the good work of our community. New in 2018:

- BALANCE
- FEMA
- Operation Hope

The Essentials Training Programs

Building upon the AFC® as a foundation, we are working to expand our essentials training programs. In 2017, we brought you Coaching Essentials in partnership with Sage Financial Solutions. In 2018, we launched Financial Inclusion Essentials with National Disability Institute (NDI).

Group & Nonprofit Pricing

AFCPE® offers a nonprofit exam discount, providing 50% off the AFC® exam to professionals employed by a nonprofit community based organization providing financial and/or social services to low to moderate income populations.

NCCA Accreditation

To meet the requirements of NCCA accreditation, to maintain the rigor and reliability of the AFC® examination, and to ensure new and appropriate content is included in the examination.

- New Form of AFC® Exam Completed
- Job Analysis Survey Completed
- Annual NCCA Compliance Report Completed

A Stepping Stone to AFC®

Money Management Essentials had a great first year, exceeding expectations - providing a firm financial foundation for volunteers, students, and professionals and a stepping-stone to certification.

Approved by Cities for Financial Empowerment (CFE) Fund

CFE confirmed AFCPE® as an approved training provider for their Financial Empowerment Centers.

Digital Learning

AFCPE® is preparing to launch the AFC® in an online learning management system in 2019. This system will better support and guide candidates through the AFC® material, across all educational pathways.

2019



AFC® | ACCREDITED FINANCIAL COUNSELOR®

Become a *Qualified* *Motivator* of Financial Change.

Elevate your knowledge and skills with the credibility and education that an AFCPE® credential provides. An AFC® provides you with the knowledge and experience to meet individuals and families where they are, helping them build a strong financial foundation, realize their goals and achieve lasting financial well-being. Being an Accredited Financial Counselor® gives you the power to better serve your clients and positively impact financial well-being in our country.



WE MEET YOU WHERE YOU ARE

Our AFC® certification is designed with multiple educational pathways that work for you including:

Self-Paced Study

- Set your own speed

Challenge Options

- Designation
- Education

AFCPE® Approved Education Providers

- University
- Distance Learning

GROWTH NUMBERS

over the last 12 months

19%



increase in AFC® graduates

17%



increase in AFC® enrollments

75%



increase in FFC® graduates

29%



increase in FFC® enrollments



PAMELA CAPALAD | AFC®, CFP®

Pamela runs a successful financial planning business, Brunch & Budget; cohosts a dynamic podcast by the same name; and is the cofounder of the organization, Pockets Change, which provides Hip Hop + Finance workshops for youth from age 5 to college age.

My Why:

To do my part to help close the racial wealth divide and educate people not only in personal finance, but on how to see their finances in the context of the bigger picture and system.

My best advice for a new professional entering this field:

Get certified in something! It's not about letters after your name, it's about doing right by the clients who are counting on you to help them with their livelihoods. Take that seriously enough to be held accountable for your advice. If there's one designation you're going to start with, start with the AFC®. I'm not just saying that, I got my CFP® first and if you want to work with folks who need this information and help the most, the AFC® covers the knowledge base and the behavioral/psychological training you'll need to help people truly make change.

Learn more online at
afcpe.org/certification-and-training

Interactive. Experiential. Client Driven.

AFCPE® and Sage Financial Solutions partnered to develop a program that provides you with the skills and techniques to build upon your financial foundation and support clients as they make lasting financial behavior change. Each module of training builds upon the last to enhance effectiveness with clients. Complete all three to obtain your FFC® certification.



MODULE 1

Coaching Essentials:

BUILDING THE SKILLS

- 2 days, 12 Hours
- Online or Onsite
- Experiential & Interactive
- Follow-up Practice & Mentorship

Upon completion of this engaging and interactive live training you'll be able to take the core essentials of financial coaching and begin to put them into practice.



MODULE 2

Coaching Applications:

DEEPENING THE LEARNING

- 10 Online Learning Labs
- Office Hours
- Application & Feedback

This professional development training builds upon Coaching Essentials, taking a deeper look at each skill and technique while providing guidance as you develop your coaching skills.

Our model builds upon a strong foundation of financial knowledge. Successful completion of the AFCPE® Money Management Essentials course, AFC®, CFP®, ChFC®, CFA® or CPA® exam is required for registration.



Financial Fitness Coach



MODULE 3

Coaching Mastery:

FINAL STEP TO CERTIFICATION

- Education
- Exam
- Experience
- Ethics

Coaching Mastery takes your training to the next level through exam, experience, ethics and a commitment to ongoing professional development to continually enhance your coach skills and knowledge.



VIVIAN PADUA | AFC®, FCC®

Vivian is a financial coach and trainer who is passionate about helping clients become financially capable and mindful in their money management.

“As a financial coach, I create a trusting and honest space for clients. I listen without an agenda or judgment. *I stay present with clients and provide a space where they feel comfortable sharing their life stories.* By building this container, we are able to establish concrete financial and life goals.”



**BUREAU OF CONSUMER
FINANCIAL PROTECTION**

“One thing we got right is the importance of instilling a professional standard for our coaches. Our coaches are Accredited Financial Counselors® (AFC®) and Financial Fitness Coaches (FFC®). This has really raised the bar in terms of the professionalism of the financial coaching field.”

Help us continue to create impact with programs like this one!

Reach out to learn more about the value of [AFCPE® certification programs](#) - to you and to those whom you serve.

CFPB FINANCIAL COACHING INITIATIVE

The CFPB's Financial Coaching Initiative has been providing free financial coaching services across the country since May 2015. The services are provided through 60 financial coaches hosted by a diverse set of organizations that serve veterans and economically vulnerable consumers.

Coaches working as part of the initiative are highly trained, receiving both the Accredited Financial Counselor® (AFC®) certification and Financial Fitness Coach (FFC®) certification, as well as undergo ongoing financial education training.

The program has seen a steady growth of clients over time and each month has shown record results.

AS OF JUNE 30, 2018, ALMOST

19k

clients have received over

40k

financial coaching sessions

TOP 3 GOALS THAT CLIENTS WORKING WITH COACHES IDENTIFY:

- ➔ Money Management and Budgeting Skills
- ➔ Improving Credit
- ➔ Paying Down Debts



84%

of active clients saw improvements in their financial situation, as measured in the financial capability scale

THE FINANCIAL CAPABILITY SCALE LOOKS AT WHETHER A PERSON HAS:

Developed a budget

Confidence in their ability to reach goals

The ability to cover a financial emergency

Allotted more income than expenses

Issues with late fees for loans or bills

93%

of clients have either established, made progress on, or completed their goals

AFCPE® Membership is the intersection of *financial education, research, and practice*

YOUR ANNUAL AFCPE® MEMBERSHIP INCLUDES:

A Strong Professional Network

Member Search Portal
Monthly Virtual Meet-Ups
Task Force Involvement

Research & Information

Journal of Financial Counseling
and Planning (JFCP)
The Standard quarterly newsletter
Membership Monthly Minute e-newsletter

Professional Development

Free AFCPE® sponsored webinars
Discount to attend the AFCPE® Symposium
Monthly FPA Connect Financial Counseling
Community Webinars

Career Development & Growth

MentorConnect Program
Discount on Career Center listings

Award Recognition and Grant Funding

Mary O'Neill Mini Grant
Annual AFCPE® Awards



MEMBERSHIP IN 2019



Free Professional Development

AFCPE sponsored webinars are now free to AFCPE members.



Enhanced Member Portal

that includes an interactive message board and dashboard for member tools and resources.



More Discounts

on tools and resources that support your work and career.



**SHANE ENETE | Assistant Professor
of Finance at Biola University**

Shane is an AFCPE® Member who saw the value of the AFC® and now his program is an Approved Education Program University:

“One of the learning objectives for our financial planning program is to serve both low-income and under-served populations with financial services. When I attended the AFCPE® Symposium last year, I realized that the AFC® was the missing link between the CFP curriculum and non-wealthy households. I went to school in an inner-city area and have a passion to help bring adequate financial help to those who are being overlooked. I want my students to get the same passion as I have, and also develop critical cross-cultural communication skills.

The AFC® is a credential that will enhance just about any career that involves service to others. Whether a student becomes an advisor, counselor, teacher, therapist, pastor, or non-profit worker, knowing how to skillfully address financial issues gets to the root of a basic human need that also is highly connected to their hearts. Any kind of service that addresses both physical and heart-related needs is a great human service.”

In June 2018, the Board and Staff Leadership Team met together to review the strategic pillars and set short and long-term goals for the near and distant future. Below are a few of the short term goals we are focused on this year and next.



PILLAR ONE

Marketing

- Explore and invest in Search Engine Optimization (SEO)
 - New materials to effectively communicate benefits of AFCPE® Membership and AFCPE® Certification
 - Create AFCPE®-funded AFC® scholarships
 - Focused growth on government relations/ advocacy for personal finance profession
-



PILLAR TWO

Technology

- Create practice quizzes for the AFC® exam
 - Implement certification payment plans
 - Build partnerships with technology companies to offer products to members at a discount
 - Website and database refresh with new features
 - New learning management platform for AFC® program
-

**PILLAR THREE**

Careers

- Communicate the value of the AFC® over other designations
 - Demonstrate how hiring an AFC® can help impact the bottom line
 - Creating support and resources for private practitioners
-

**PILLAR FOUR**

Research

- Survey constituencies to identify gaps in services to determine the biggest financial education needs
 - Implement new Research to Practice Award
 - Elevating JFCP research through media channels
-

**Our community is as
diverse as the people
whom we serve.**



AFCPE® conducts a job analysis every 4-years, working with a qualified psychometrician to make sure that the AFC® core competencies remain relevant to the work of that you do. The survey allows us to gain a clear understanding of the role of financial counselors, coaches, and educators and the results ensure that a professional who successfully completes the AFC® program requirements can provide the highest standard of care.

DIVERSITY IN RACE / ETHNICITY

49%

of our professionals are people of color

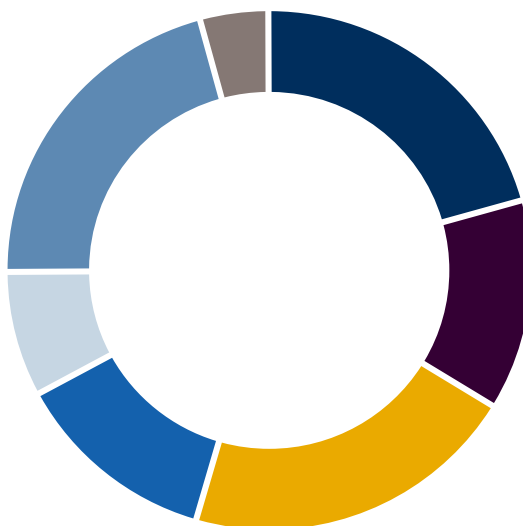
DIVERSITY IN SERVICE

The mean percentage of time devoted to clients with the following needs

Mortgage Default	6%
New Home-Ownership	7%
Unemployment/ Underemployment	10%
Debt Reduction	27%
Credit Remediation	15%
Money Management	36%
Other (including Retirement, Housing, and Student Loans)	15%

DIVERSITY IN CONSTITUENTS

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



What makes the AFCPE® Symposium so special?

WHERE ELSE CAN YOU:

→ Learn

from passionate experts from all across the country - professionals who are working in a variety of different specialties across research, education, and practice.

→ Engage

with professionals who have impacted financial well-being in so many differing ways, but who share a common commitment to the highest level of knowledge, skill, and integrity.

→ Connect

with other experts who are committed to providing the highest standard of financial counseling, coaching, and education because they know that these standards are foundational to helping individuals and families turn challenges into opportunities and dreams into realities.





Introducing the Setting the Standard Award

The AFCPE® "Setting the Standard" Award recognizes an organization that has made significant efforts and commitment to the high standards of professionalism that every person deserves. This year, the winner was selected by the AFCPE® Board of Directors. In future years, nominations will be open to AFCPE® members!

Inaugural recipient: Bureau for Consumer Financial Protection for their Financial Coaching Initiative.



DR. ALLEN AMMERMAN | AFCPE® MEMBER

"I love AFCPE® because of how people-focused the community and organization is. It puts money in its proper place. Not something that is an end in itself, but simply a resource to be managed to help individuals and families achieve their non-financial goals."

Financial impact for today and tomorrow.

As we look to the future, we are excited to build upon our momentum, continue to build bridges in our diverse community, close key gaps in our field, and continue to strengthen the continuum of care for all people - not just those with wealth.



The current study set out to preliminarily investigate whether or not there are different outcomes for students who work with a peer financial counselor (PFC) using a Solution Focused Financial Therapy approach compared to those who do not. Preliminary results suggest that for the clients in the SFTT group, financial anxiety, objective financial knowledge, and financial stress improved, but worsened for the control group.

METHODS

An experimental study was designed to test whether a SFTT approach would produce different outcomes for student clients in a peer financial counseling center. The experiment took place at a Midwestern university's student peer financial counseling center.

PEER COUNSELOR TRAINING

In the fall of 2018, two second-year female peer counselors were trained to use a brief version of the Solution Focused Financial Therapy approach (Archuleta, Burr et al., 2015; Archuleta, Grable, & Burr, 2015).

The approach was adapted from Archuleta et al.'s (2017) Solution Focused Financial Therapy level goal setting session, which combines deBashaw and Delano's (2007) and the United Kingdom-based The BREF Group's approaches to solution focused therapy and applying it to a financial setting.

Both peer financial counselors who were trained were second-year peer counselors. Training included:

- Attending a SFTT training seminar;
- Role plays and;
- Supervised work.

Table 2. Continuous Variable Scores

Variable	PFC Counselors (Mean)	Client Students (Mean)
Months of Emergency Fund - Pre	11	11
Months of Emergency Fund - Post	11	11
Net Worth - Pre	11	11
Net Worth - Post	11	11
Financial Satisfaction - Pre	11	11
Financial Satisfaction - Post	11	11
Financial Stress - Pre	11	11
Financial Stress - Post	11	11
Subjective Financial Knowledge Rating - Pre	11	11
Subjective Financial Knowledge Rating - Post	11	11
Objective Financial Knowledge - Pre	11	11
Objective Financial Knowledge - Post	11	11
Financial Anxiety - Pre	11	11
Financial Anxiety - Post	11	11
Financial Behavior - Pre	11	11
Financial Behavior - Post	11	11
Subjective Financial Knowledge - Pre	11	11
Subjective Financial Knowledge - Post	11	11
Level of Control - Pre	11	11
Level of Control - Post	11	11
Depression - Pre	11	11
Depression - Post	11	11
Overall Stress - Pre	11	11
Overall Stress - Post	11	11

Over the last five years, AFCPE® has focused on ensuring a stable foundation for the organization, making strategic investments, and expanding partnerships to help our organization flourish and grow. We are at a point where our finances are stable, we have a healthy reserve fund, and our certification programs are growing. We are able to set our sights on ensuring long-term impact and sustainability of our organization.

OUR STRATEGIC IMPACT FUND GOAL IS TO REACH

\$2 Million

THESE FUNDS WILL BE USED FOR:

- **Scholarships**
for certification and training, students, nonprofit groups, symposium attendance.
- **Research projects**
that build collaborations between researchers and practitioners that impact lasting financial well-being.
- **Community-based initiatives**
that focus on solutions to promote financial security in underserved communities, using high standards of professionalism.





RAISE YOUR AFCPE[®] VOICE

By helping us create and build this important fund, you are raising your voice to create opportunity - for new professionals entering the field, for new programs that impact lasting behavior change and financial well-being, for new grants that create impact in your communities, for new research that informs the good work that you do. We invite you to raise your voice and be part of ensuring AFCPE[®]'s lasting impact in the field.

HOW TO RAISE YOUR VOICE

Make a Donation.

Whether you make a one time contribution or pledge an annual gift, your support creates impact.

Spread the word!

Share the value of joining AFCPE® Membership - to the individual and to the communities that you serve. Help us grow our community and our impact.

Get certified!

Or share the value of the AFC®. Your commitment to the highest standards ensures that more people - regardless of income or background - have access to the highest quality of professional financial advice.

Get involved.

Share your time or expertise by providing professional development, hosting a member meet up, writing for a publication, or joining a task force.



**“Never doubt that
a small group of
thoughtful, committed
citizens can change
the world: indeed,
it’s the only thing
that ever has.”**

**Wisdom from
MARGARET MEAD**

Always committed to you.



2018 AFCPE® Staff



AFCPE® STAFF

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Executive Director

Michelle Starkey

Director of Certification Programs

Jarod Taylor

Certification Programs Manager

Sheena Parrish, AFC®

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Jing Jian Xiao, Ph.D.

Journal Editor

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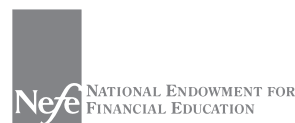
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STRATEGIC PARTNERSHIPS

consumeraction

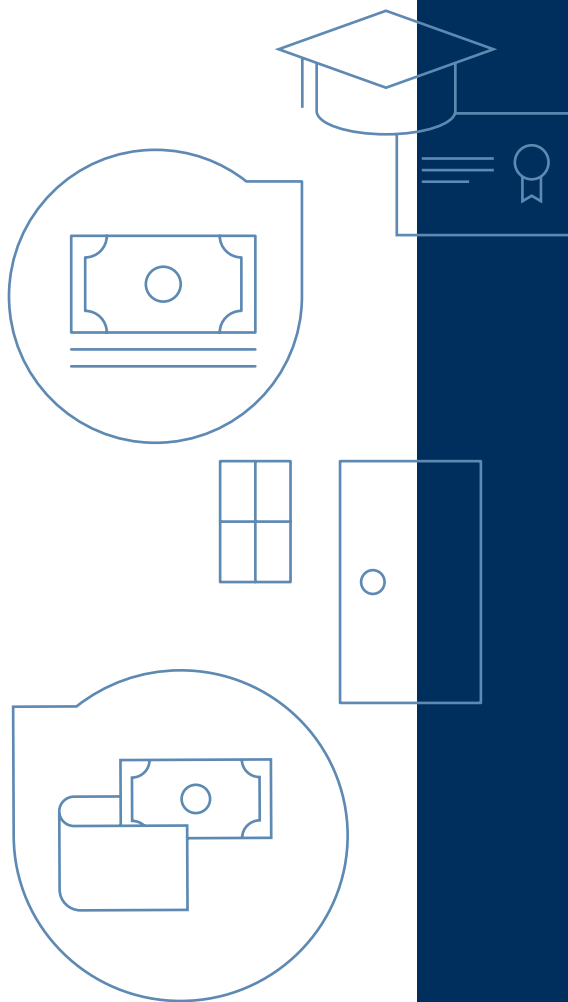


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2018 YEAR IN REVIEW

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