

CONNECT EMPOWER IMPACT

WELCOME

Are you passionate about helping people with their money so they can improve their lives?

If so, you're in the right place.

CONNECT

We unite a diverse and inclusive group of personal finance professionals from across the country, and even the world.

EMPOWER

We provide education, resources, and opportunities that strengthen your knowledge and your network—so you can make a difference in your own life and the lives of others.

IMPACT

We work together, using our collective knowledge, experience, and vision to ensure that all people have the opportunity to achieve lasting financial well-being.

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STRATEGIC PARTNERSHIPS

consumeraction



LETTER FROM OUR EXECUTIVE DIRECTOR



REBECCA WIGGINS,
AFCPE® EXECUTIVE DIRECTOR

CONNECT. EMPOWER. IMPACT. The theme of our 2019 AFCPE® Symposium. While these three words seem simple, they hold incredible power. Each of these words represents the work of our organization and of our professionals. The AFCPE network is unique in some very important ways:

- We convene professionals from all across the country, but more importantly from across the continuum of financial care: financial education, financial counseling, financial coaching, financial planning, and financial therapy.
- We lead the financial services field with our focus on integration, inclusion, and diversity. The results of our 2018 job analysis survey found that 49% of AFCPE professionals are people of color. Of those who currently hold an AFCPE certification, more than 65% are women. And, we'd like to believe that 100% of the AFCPE community believes in 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.

As you read this report, remember that **you** are an ambassador for this work and for our field. You hold the power **to connect, to empower**, and most importantly, **to create lasting impact**. You have the ability to raise awareness for the value of high standards, the importance of certification, and for an increased focus on cultural sensitivity and inclusion in financial counseling, coaching, and education.

As we look ahead to a new year, we invite you to join us in this work. Get certified. Become a member. Engage with our community. We look forward to supporting you in your work, in your career, and in your story of impact.

“It is so much fun for me to talk and discuss real money issues with people who really want to make a difference in the world.”

—TREVOR SHARP, CFP®, CHFC®, AFC®

CONNECT:

AFCPE MEMBERSHIP



Supporting nearly **1,500 members** from all 50 states and 9 countries



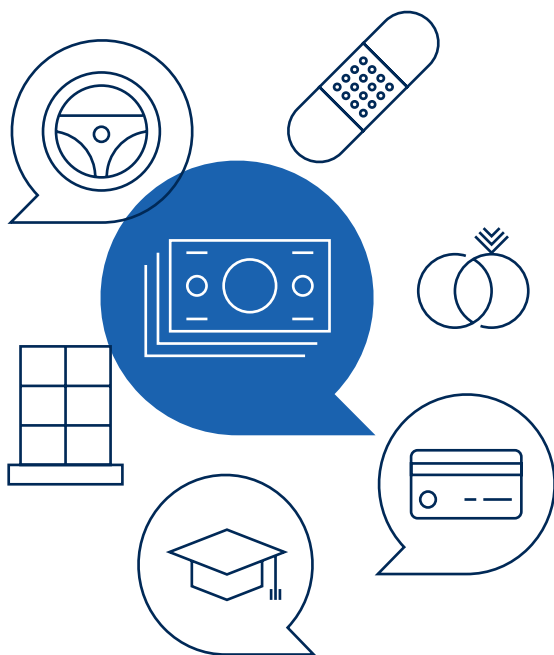
7% Membership Growth
in 2019



THIS YEAR:

More Professional Development

In 2019, AFCPE® Members gained access to AFCPE sponsored webinars—for free!



More Partnerships

- **Credit Builders Alliance:** Giving you discounts on e-learning as well as credit report pulling services.
- **DataPoints:** Providing discounts on tools that help you manage the behavioral side of your practice.
- **Errors & Omissions Insurance:** Partnering with Lockton Affinity and Bizinsure to provide more competitive E&O insurance rates.
- **The Financial Clinic:** Bringing you discounts on the online financial coaching platform, Change Machine.

More Opportunities for Engagement

With the launch of our new database came a Member Forum and a Membership Facebook Group—allowing you to share best practices and new ideas, all year long.

“Get involved! There are so many professionals inside and outside AFCPE® who are willing to mentor, partner, and support you in your professional growth and services. We truly are stronger together than on our own.”



—TODD CHRISTENSEN, AFC®

CONNECT

WHAT'S COMING:



More Resources

To better support your career aspirations and raise awareness for your services, as well as tools to help you advocate the importance of financial literacy and education at the local, state, and national levels.



More Visibility to Initiatives

In 2020, Task Force Initiatives and progress will be made visible to all members, allowing you to identify areas where you can get involved and make a difference.



Enhanced Engagement

Including enhancements to our member forum to better “meet you where you are.”



EMPOWER:

FINANCIAL COUNSELING

“I decided to become an AFC® because I wanted to increase my knowledge to ensure that I am giving my clients the best service possible. I also wanted my clients to know that I am held to a certain professional standard by an independent entity. I loved my AFC education so much that I returned for my FFC®.”

—THERESA STEVENS, AFC®, FFC® CANDIDATE



3,400
AFCPE®
Certified
Professionals



1,700
AFCPE®
Certification
Candidates



92%
AFC®
renewal rate

THIS YEAR WE:

Launched the AFC® Online Course

This supplementary tool is now included with the self-study pathway and available as an add-on for all other pathways. It is designed to guide AFC candidates through the material, providing them with additional tools and resources to develop skills, test comprehension, and put their knowledge into practice!

Began offering AFC® Exam Q&A Meetups

We know that a lot of test anxiety comes from not knowing what to expect on exam day, so we now offer monthly exam Q&A Meetups. These online sessions offer a brief overview of the exam structure,

provide the opportunity to ask questions, and give candidates an idea of what to expect on exam day.

Implemented the Job Analysis Survey

An essential part of our accreditation process, the job analysis survey helps ensure that the content of the AFC® exam matches the critical role of our financial counselors, coaches, and educators. From these results, we have made important updates to our core competencies, ensuring that AFC professionals better understand the culture and values of their clients. These updates will be incorporated into the exam in 2020.

WHAT'S COMING:



More Onsite Review & Exam Courses

Traditionally held ahead of the AFCPE® Symposium, our onsite review sessions have produced strong results! Getting a date on the calendar helps you focus your study and the review allows you to test with the material fresh in your mind. We plan to add at least one more location in 2020.



Ambassador Programs

We are developing outreach programs that will allow you to authentically spread the word about the value of AFCPE® certification and receive incentives for your efforts.

- **For University Students**
- **For AFC® and FFC® Professionals**



The Reaccreditation Application

We have been laying important groundwork to ensure the successful reaccreditation of the AFC®—an NCCA® requirement every 5 years.

FINANCIAL COACHING

"There are times when the best thing I can do for my client is coach them and stay in a coaching lane. Other times, it's best for me to counsel. Having an ability to leverage both and implement techniques from both on the spot helps me become a better practitioner."

—DOMINIQUE' REESE, AFC®, FFC®

Together, AFCPE® and Sage Financial Solutions are professionalizing the field of financial coaching.

WHY COACHING?

Have you educated, counseled, and developed a plan for your client, but they are still stuck in those familiar unhealthy financial patterns?

In a coaching engagement, your clients create their own solutions and build and implement an action plan that works for them.



WHAT IS COACHING?

- **An approach** that builds upon a strong foundation of financial knowledge
- **A relationship** in which client and coach collaborate on the ground rules
- **Client-centered** goal setting
- Focused on **behavior change**
- **Accountability** between client and coach

WE MEET YOU WHERE YOU ARE:

ATTEND A TRAINING OR GET CERTIFIED

Whether you are a financial planner, a financial counselor, or new to the personal finance field, our program is designed to meet you where you are. Coaching Essentials can be taken as a stand-alone training or as a stepping stone to certification.



ABOUT OUR FINANCIAL
FITNESS COACH (FFC®) PARTNER:

Sandra Davis, Sage Financial Solutions



**CONNECTING.
EMPOWERING.
IMPACTING.**

Sage Financial Solutions bridges the gap between financial service professionals and low-wealth communities. They share a common belief that everyone needs and deserves access to competent, ethical financial services, and thus provide support to community-based organizations and financial life skills programs.

Where you may have seen Sandra Davis in 2019:

Ambassador for Chase×Essence: Currency Conversations

Expanding economic opportunities for black women, helping them achieve financial success.

Financial Coach for SaverLife® Program

Speaker at:

- 2019 Consumer Action Conference
- FreeFrom's Survivor Wealth Summit
- Stanford's Black Business Conference
- FPA Retreat
- AFCPE19
- Radio City Music Hall for Women on the Move Leadership Day
- NextGen Gathering (Host)



Together, AFCPE's AFC®, and the FFC® certification in partnership with Sage Financial Solutions, have met the requirements and competencies outlined in the Financial Empowerment Center (FEC) Counselor Training Standards.

EMPOWER

TRAINING THAT SETS YOU APART

AFCPE® Essentials Courses are web-based and affordable, providing training on critical topics to help set you apart and offer essential support to those you serve.



THIS YEAR WE:



**Refreshed the Money
Management Essentials
training and exceeded our
enrollment goal**



**Launched Military
Essentials**



WHAT'S COMING:



**Financial Inclusion
Essentials**



**Counseling &
Communication Essentials**



**College Finance
Essentials**



IMPACT:

YOUNG PROFESSIONAL VIDEO & CAMPAIGN

Along with a new AFCPE® Career Center video, we celebrated **#YoungProWeek**. During this week, we spotlighted young AFCPE certified professionals and candidates who are making a difference in our field, raising awareness for the value of the AFCPE certifications and the diversity of career paths available with certification.



“During the exam preparation process, I really valued the breadth of content learning, especially about retirement and insurance, along with the practical coaching techniques to deepen relationships with clients, some as specific and technical as seating arrangements during a client appointment.

The AFC® is a great tool to develop your skills and knowledge, and provides you access to meaningful trainings and a network of coaches and counselors that will further your growth in this field.”

—NADAV DAVID, AFC®



“Through the AFC® program, I have valued the emphasis on a client-centered approach. With financial literacy skills being increasingly more accessible, financial counselors’ main purpose is no longer just about an information access point. It’s now more crucial to have the communication skills and be able to guide clients through the trial and error of discovering what techniques and which strategy will work with their lifestyle, their preferences, and their financial goals. I was surprised by the emphasis on the communication skills when I was studying for the AFC exam, but it has proved to be one of the most valuable skills I have learned and continue to strengthen.”

—JULIE TRAN, AFC®

“I wanted to get into financial coaching and financial counseling because I knew that people had a connection with what they do with their money to how they feel, how they think. I knew it was all wrapped up into their emotions, into the way that they were raised, any trauma they had experienced... The AFC® was a natural fit. If you are an AFC candidate, it’s absolutely worth it. If you are considering the AFC, go do it!

I came to AFCPE® for the education and the training that they provide, and I stay with the AFCPE for the continuing education and the networking that it continually affords me.”

—CAIT HOWERTON, AFC®



Longtime AFC® professionals weighed in, providing words of wisdom for a rewarding career as an AFC:

“The people I’ve met and helped in my work as an AFC® have inspired me to do my part to increase economic literacy and to bring about a more just and egalitarian society, one where we all thrive and have a great quality of life!”



—JERRY BUCHKO, AFC®

CAPACITY BUILDING AT ANY SIZE

At AFCPE®, we provide certification and training that help organizations build capacity from within. And while we realize that capacity building that creates lasting impact is not one-size-fits-all, we do have some good suggestions to get you started.



BEGIN WITH MONEY MANAGEMENT ESSENTIALS

This course provides a great first step to certification. It's affordable, accessible, and it gives your staff a breadth of financial knowledge—enhancing their own financial capability and those whom they serve.



MAKE SURE YOU HAVE AN AFC® ON STAFF

Invest in Money Management Essentials for all staff, then identify one or two staff members to obtain the certification. This builds capacity from within—providing an onsite expert to help train and grow your part-time and volunteer staff.



INVEST IN FINANCIAL COACHING SKILLS TRAINING

Whether virtual or onsite, this training builds upon your staffs' financial knowledge, providing them with the skills and techniques to help clients learn healthy money habits and behaviors that can lead to financial freedom.

How organizations build capacity with AFCPE® certification and training:



State Employees Credit Union of North Carolina
More than 1,000 staff members are AFC® certified.

Baker Boyer Bank

To date, have enrolled 13 staff members in the AFC® certification program.

BALANCE

Have trained 61 staff members with Money Management Essentials training and have strategically identified 20 employees to go on to earn the AFC®.

Operation Hope

Currently have 90 staff members working toward AFC® certification.



UCLA Department of Pediatrics, Zuckerberg Hospital

Have strengthened their program with Money Management Essentials training and the FFC® certification. 5 staff members enrolled in our programs.

Take Charge America Institute

Training 12 staff members with Money Management Essentials.

University of Wisconsin Madison

Building capacity with Money Management Essentials and ensuring key staff members have the AFC®. Enrolled 24 staff members to date.

IMPACT

AFCPE CONTINUES TO ENSURE THAT MILITARY SERVICE MEMBERS ARE “MISSION READY”

FINRA FOUNDATION MILITARY SPOUSE FELLOWSHIP

Meaningful work wherever life takes you

Generously funded by the FINRA Investor Education Foundation, since its inception in 2006, the fellowship program has awarded more than 1,587 fellowships to military spouses.

1,587

MILITARY FELLOWSHIPS

While working toward the AFC® credential, Spouse Fellows have provided financial counseling and education to more than 131,890 service members and spent in excess of 485,228 hours helping military families reach their financial goals in the United States and around the world.

STRONG PARTNERSHIPS

“There is a wealth of knowledge and resources online to maintain continuing education credits, but the ability to attend a conference to collaborate with other like-minded professionals and receive current information related to personal finance is priceless.”

—DARRYL L. JONES, AFC®

As both our Lead Sponsor and Platinum Scholarship Sponsor, the USAA Educational Foundation has generously supported the work of AFCPE® and AFC® military professionals for many years. Their generosity has enabled hundreds of AFC professionals to attend the AFCPE Symposium, providing them with important knowledge, tools, and resources to improve financial readiness for the military community.

Through generous funding, these organizations continually support AFC professionals to attend the annual AFCPE Symposium:

THE USAA
EDUCATIONAL
FOUNDATION®

FINRA
Investor Education
FOUNDATION





OUTREACH AT THE STATE LEVEL

SHE LEADS: WOMEN'S INVESTMENT AND FINANCIAL EMPOWERMENT FORUM

Atlanta, GA, May 3, 2019

Sponsored by: GA Secretary of State, Investor Protection Trust, Investor Protection Institute, and AFCPE®

Topics included:

- **Understanding Your Relationship to Money**
- **Issues for Different States of Life**
- **Money Confidence for Women—
Key Tools & Strategies**
- **Savings & Investing Strategies for
a Volatile Environment**
- **Financial Influences: Identifying What
Impacts our Ability to be the Next Millionaire
Next Door**
- **Individual Action Planning**



MAKING CENT\$ OF RETIREMENT: AN IOWA INVESTOR EDUCATION & PROTECTION EVENT

Johnston, IA, August 29, 2019

With grant funding provided by IPT, we continued our state-wide investor education and protection programs, this time in Iowa. These events bring together financial professionals, government officials, community-based organizations, and consumers, to better ensure that all people have the education, tools, and resources to plan for a secure future. Want to bring an event to your state? Let us know!



“It was a great opportunity to hear from experts, and it was also beneficial to obtain materials to help people make informative retirement decisions.”

—ATTENDEE



IMPACT

COMMUNITY FOCUSED



SYMPOSIUM COMMUNITY OUTREACH EVENT

In its 4th year, the Symposium Community Outreach event is a unique way to give back to the local community we are visiting. In 2019, AFCPE® worked with Wells Fargo's Hands on Banking, AFCPE certified professionals, and Self Enhancement, Inc. (SEI) to connect up to 100 low-income members of the Portland community with a qualified financial professional. AFC® professionals provided 1:1 unbiased financial education and guidance, as well as tools and resources to help them achieve their financial goals!



AMERICA SAVES WEEK: CONNECT TO AN AFC®

During America Saves Week 2019, America Saves and AFCPE® collaborated and launched the Connect to an AFC® pilot. The pilot connected over 50 individuals to Accredited Financial Counselor® (AFC) professionals across the country.

"Partnering with AFCPE® and bringing this free resource to our community of savers has been so rewarding and inspiring. One of the hardest things to do when you're trying to change is to ask for guidance. Knowing the AFC®'s are providing a professional and unbiased service for our savers was so comforting and put me at ease knowing they are one step closer to meeting their financial goals."

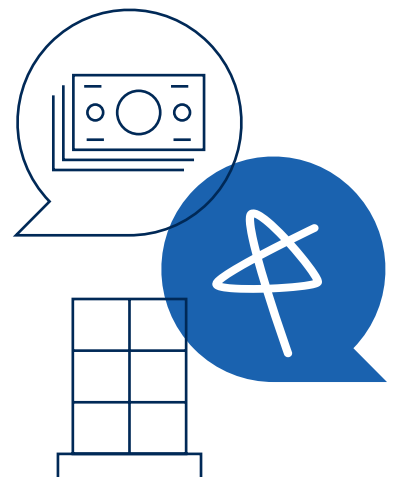
—LINDSAY FERGUSON, AMERICA SAVES DIRECTOR
OF STRATEGIC ENGAGEMENT



SUCCESS STORY

After meeting with her counselor and working on her credit, Jeannie in Delaware was able to accomplish her financial goal and purchase a home!

“I am so very grateful for the help and send my love and gratitude to all, especially the smart young man who offered his wisdom with such generosity.”



IMPACT

INITIATIVES THAT CHANGE LIVES



DIVERSITY & INCLUSION

Created a mission statement

to encourage cultural and social sensitivity between AFCPE® professionals who counsel and coach a diverse population.

Diversity and inclusion ensures a safe, positive, nurturing, and tolerant environment with mutual respect, free of prejudice. We celebrate differences, including those visible and invisible, in addition to thoughts and opinions that are essential for the involvement and empowerment of our society.

Implemented a Promising Practices Group

to challenge the assumptions and rewrite the narrative around the racial wealth divide for financial professionals. The group worked to develop a plan for integrating new practices into the coaching and counseling profession and the results of this were shared during the “Promising Practices: Closing the Racial Wealth Gap Panel” at the 2019 AFCPE Symposium.

Developed New Resources

The Diversity & Inclusion Task Force created a toolkit for AFCPE Members, the AFC® program adopted a new Financial Counseling text that includes a focus on culture and values, and the core competencies for the AFC exam were also rewritten with a lens to diversity and inclusion.

RESEARCH TO PRACTICE

It is through the integration of research, education, and practice that AFCPE® supports professionals and strives to improve the economic well-being of individuals and families worldwide. This year we:

Formed the Bridging the Gap Task Force:

Formerly the Research Task Force, in 2019 AFCPE researchers, educators, and practitioners came together to continue efforts to bridge the gap between research and practice, bringing you:

- **#ResearchWednesdays**, AFCPE blog articles that help recap the practical takeaways from JFCP research.
- **“Research Snapshots: Telling the Research Story in 3 Minutes with 1 Slide”**, a creative Symposium breakout session, designed to use storytelling to break down the jargon barriers and other obstacles that exist between researchers and consumers of research.

Created the Research to Practice Forum:

A new category was added to this year’s Invitation to Present.

Selected sessions were invited to present at the 2019 AFCPE Symposium, with an award provided by the National Endowment for Financial Education (NEFE).

“Ideally, researchers’ studies should stem from the experiences and questions of practitioners, and then researchers’ findings should inform practitioners. As we talk to and listen to each other, the research and the practice are both improved.”

—ASHLEY LEBARON, AFCPE® MEMBER

STRATEGIC IMPACT FUND

These funds will be used for:

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



In the inaugural year of the Strategic Impact Fund, AFCPE® was able to provide 14 full certification scholarships and 7 partial scholarships for AFC® and FFC® certification. The fund also allowed us to sponsor 3 professionals to attend the 2019 AFCPE Symposium.

In order to continue these efforts, we need your support! Please visit afcpe.org/support/ to donate.

BECOME A MEMBER. GET CERTIFIED.

**JOIN US IN
SETTING THE
STANDARD
AND CREATING
LASTING
IMPACT.**

LEADERSHIP

ALWAYS COMMITTED TO YOU



AFCPE® STAFF

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Jarod Taylor Certification Program Manager	Sara Martin-Fuller Special Events Manager	Stephanie Yates Newsletter Editor
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FOUR WAYS TO

RAISE YOUR AFCPE VOICE

Each of these cards has a specific message. Pull them out, include a personal note of your own, and then pass it along to three different people. This could be a friend, a colleague, a local financial institution or nonprofit organization, or a student who is interested in this work. Encourage them to become a member, to get certified, or to support our Strategic Impact Fund.

Then give this annual report to someone and share the value of this work and our community.

By connecting, we create greater awareness for the value of our profession and expand our network to help more people achieve financial security for lasting change and impact.

CONNECT

Become a 2020 AFCPE Member:
www.afcpe.org

Join a diverse and inclusive network of financial professionals impacting change. Why?

CONNECT EMPOWER IMPACT



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