Helping people take control of their financial lives by connecting the financial planning community with people in need.

It Matters! 2013 Impact Report
Our mission is to help people take control of their financial lives by connecting the financial planning community with people in need.

Delivery of pro bono financial planning enriches the lives of everyone touched by it—the recipients, the financial planning volunteers, donors and society as a whole. We believe that financial planning matters. It allows people to make better financial decisions. However, not everyone has access when they need it.

The Foundation is “Your Foundation” whether you are a donor, volunteer or both. We represent the industry’s philanthropic goals and interests by connecting financial planners with the underserved; providing local, regional and national nonprofits with grants in support of pro bono financial planning; and by providing financial planning resources free of charge to underserved populations, which includes active military, veterans, victims of disasters, low to moderate-income families and many others.

The Foundation has provided more than 320,000 people with pro bono financial planning and we look forward to continuing this great legacy by supporting the millions of underserved Americans who seek financial planning guidance.

Give the gift of pro bono financial planning and DONATE TODAY and make a one-time, tax-deductible contribution or PLEDGE $1,000 OR MORE and pay over 5 years. Learn More at FoundationForFinancialPlanning.org. It Matters!
The Foundation for Financial Planning is the only organization dedicated solely to supporting the delivery of pro bono financial planning to underserved communities. We have a track record of success that proves that pro bono financial planning MATTERS and enriches the lives of everyone touched by it – the recipients, the planners, the donors and society at large. The Foundation is doing great work and we had another great year in 2013. Thanks to the generosity and the energy of the thousands of donors and volunteers dedicated to the Foundation, we have now given nearly 250 grants totaling more than $5.5 million to help individuals like Ben and Jessica.

Our endowment stands at over $18,000,000 and our goal is to raise $7,000,000 more over the next five years in order to be able to help as many people as possible. Our grants and programs are helping the underserved, including military members, veterans, victims of disasters, low- to moderate-income families and many others. Please help share our goal and our mission of connecting pro bono financial planners with those in need.

Thank you for your dedication to the Foundation for Financial Planning. It Matters!

Elissa Buie, CFP®
Foundation Chair
Jim Preston
Executive Director

In my work as a financial advisor, I volunteer to provide pro bono financial planning education through a program called “Homes for our Troops” with referrals from the Foundation for Financial Planning.

The first time I met my clients, Ben and Jessica, all I knew was that Ben had traumatic brain injury, and I should expect to deal primarily with Jessica. Of course, as with any situation involving real people, it wasn’t that simple. Ben has traumatic brain injury, as well as profound hearing loss, both legs amputated above the knee, and something amiss in his respiratory system, so that you can hear the air leaking out from somewhere when he speaks. It’s hard to tell how much he understands of what you’re saying, but Jessica tries to keep him involved in everything.

The first time I sat down with them, I briefly explained my background, that I’m a Navy reservist and that I served my active duty time as a logistics pilot. Jessica “translated” key phrases, by repeating them at top volume. Ben knitted his brow and said “Pilot – that means she’s an officer. She went to college.” Then he was quiet for most of the balance of our time together. I went over the basics of budgeting, saving and investing. We discussed short and long-term goals, including private school for the five children they hope to have.

I followed Jessica’s lead and spoke in a louder tone than normal, trying to keep everyone involved in the conversation. Ben didn’t speak again until we were wrapping up, and I asked if they had any questions. He said “I have a question. You went to college. I’d like to go college. Is it hard?” I don’t know if Ben will ever go to college. In both my interviews with these young people, I have been positive and professional for their scheduled hour, and then I go back to my office, close the door and cry. To me the broken dreams of these two brave and charming young people represent the very human cost of war.

It seemed like a brave symbol of their strong bond, to lose so much and still hang on. It inspires me, and worries me at the same time. I know there are legions like Ben and Jessica, and they will need our help and support for many years to come. It Matters!

Ben and Jessica’s Story As Told By Their Pro Bono Financial Planner

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A young veteran who was enlisted in the Army said, “As veterans, we don’t have a lot of resources. We tend to rack up a lot of bills and a lot of debt and we outstrip our ability to repay them.”

Through the Foundation’s sponsorship of a local Financial Planning Association Chapter’s pro bono efforts, he worked with a financial planner to learn how to get control of his financial life.

“My husband and I have paid off our cars and reduced our debt by refinancing our home at a lower interest rate. We no longer live week-to-week and we no longer carry two pay-day loans.

We save at least $1000 a month: $600 on one car payment and $300 on the other, plus all the fees and finance charges from loans. We have a clearer understanding of our finances and the steps we will need to take to become completely secure.”
Nationally, the Foundation has provided more than $5.5 million in grants to more than 250 nonprofit organizations to assist the Foundation with meeting the pro bono financial planning needs in local communities.
It Is Never Too Late For a New Beginning

“I couldn’t keep a job, and I didn’t even want one. I couldn’t think past the drugs and alcohol."

With a grant from the Foundation for Financial Planning to a local nonprofit, he was able to attend seminars set up by a support agency and led by a volunteer financial planner. Now clean and sober and living in an apartment he is on the path to a new beginning.

Getting to Homeownership

Through a Foundation for Financial Planning grant to a nonprofit, the family participated in credit counseling and pro bono financial planning. They improved their credit rating, and participated in an IDA savings program that qualified them for matching funds to make a $25,000 down payment on a home.

“We have saved more in the last 9 months than in the past 20 years!” The family closed on their first home, the home that they had rented for almost a decade.

It Matters!

Working Collaboratively With Nonprofit Partners

“I started my retirement planning late; and with the help of Easter Seals’ Dixon Center, a pro bono financial planner showed me that I could retire comfortably with wise planning.”

With a grant from the Foundation for Financial Planning to a local nonprofit, he was able to attend seminars set up by a support agency and led by a volunteer financial planner. Now clean and sober and living in an apartment he is on the path to a new beginning.

It Matters!
$1,000,000 - $1,249,999
- Ameriprise Financial, Inc.
- (Allianz Global Investors, Allianz Group, SunAmerica Cos.)

$1,500,000 up
- contributors
- Our Corporate Partners
- Our Individual Contributors
- Financial Advisor Magazine
- LPL Financial

$25,000 - $29,999
- LPL Financial
- Financial Planning Magazine

$350,000 up
- Armstrong, Fleming & Moore, Inc.

$40,000 - $49,999
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$75,000 - $99,999
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$100,000 - $124,999
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- Fodor, John

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- Putnam Investments

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- Chandler, Lorraine, CFP®

$400,000 - $499,999
- Coit, R. Ken

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National Capital Area $176,570
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Massachusetts $13,090
Charleston $10,000
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New Jersey $10,838
Heathcare $10,690
San Francisco $10,000
Greater Phoenix $9,104
Georgia $9,280
Contra California $9,298
Sacramento $9,177
Blacks $8,128
Puget Sound $8,086
Greater Ohio $8,136
Northern Ohio $8,008
Greater D.C. $8,080
D.C. & SW Washington $8,080
San Diego $8,080
SW Florida $8,080
the West Valley (CA) $8,080

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2013 Impact Report

**2013 Grants**

- Low to Moderate Income 40%
- Military outreach 37%
- Local Financial Planning Days 6%
- Women & Other Specific Populations 17%

**2013 Program Outreach**

- Served One-on-One 6,581
- Group Presentations & Outreach 39,576
- Financial Planner Volunteers 1,907
- Hours Contributed 17,325
- Value of Contributed Hours $3,465,000

**Revenue**

- Contributions $961,040
- Investment Income $1,955,492
- Total Revenue $2,916,532

**Expenses**

**Program Services**

- Grants $336,484
- Program Services $355,902
- Program Services Sub-total $792,386

**Management & General**

- Administration $52,794
- Advertising - donated $18,333
- Fundraising $87,952
- Mgt & General Sub-total $198,979
- Total Expenses $791,365

Change in net assets $2,125,165
Net assets at beginning of year $16,195,110
Net assets at end of year $18,320,275

**Revenue**

- Contributions $961,040
- Investment Income $1,955,492
- Total Revenue $2,916,532

**2013 Impact Report**

**It Matters!**
The Board of Directors
Foundation for Financial Planning, Inc.

We have audited the accompanying financial statements of the Foundation for Financial Planning, Inc. (“the Foundation”) which are comprised of the statements of financial position as of December 31, 2013 and 2012, and the related statements of activities and cash flows for the years then ended, and the related notes to the financial statements.

Management’s Responsibility
Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor’s Responsibility
Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor’s judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the Foundation’s preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Foundation’s internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion
In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the Foundation as of December 31, 2013 and 2012, and the results of its operations and its cash flows for the years then ended in conformity with accounting principles generally accepted in the United States of America.

Lawrenceville, Georgia
July 31, 2014

Reed, Quinn & McClure, LLC
CERTIFIED PUBLIC ACCOUNTANTS
2055 North Brown Road, Suite 150
Lawrenceville, Georgia 30043
(770) 449-9144 Fax (770) 449-9201

INDEPENDENT AUDITORS’ REPORT

Larry N. Reed, CPA
Sheron R. Quinn, CPA
Daniel T. McClure, CPA
Pauline E. Shannon, CPA
www.rqmcpa.com

GEORGIA SOCIETY OF CERTIFIED PUBLIC ACCOUNTANTS
AMERICAN INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS
We believe that financial planning matters. It allows people to make better financial decisions. However, not everyone has access when they need it. Since 1995, the Foundation for Financial Planning has provided grants to successfully connect financial planners with members of underserved communities to provide pro-bono financial planning. This connection creates a win-win situation where financial planners have an opportunity to give back using their professional skills, and people in need are better positioned to make sound financial decisions. Our grants are awarded to support the underserved, which includes military members, veterans, victims of disasters, low-to-moderate income families, and many others.