



FOUNDATION FOR
**FINANCIAL
PLANNING**

Powering Pro Bono Financial Planning



PRO BONO FINANCIAL PLANNING: AN OVERVIEW FOR NONPROFITS

What is the Foundation for Financial Planning?

The Foundation for Financial Planning is a Washington, DC-based 501(c)(3) charitable organization, solely devoted to supporting the delivery of pro bono financial planning to at-risk people who otherwise could not afford this service, including active military members and wounded veterans, people with cancer and other serious medical diagnoses, seniors and family caregivers, low-income individuals and their families, domestic violence survivors and many more.

How can CFP® professional volunteers help my nonprofit organization's clients?

CFP® professional volunteers can help financially vulnerable individuals and families in many ways by assessing their financial situations, challenges, and questions and providing objective, ethical advice and actionable steps for improvement. For example, volunteer financial planners often help pro bono clients:



- See and understand the 'big picture' in their financial lives, then set and prioritize goals
- Create or assess a household budget
- Organize their finances, track and reduce expenses, and manage or prioritize debts
- Save for an emergency fund, other major needs, and even begin to invest
- Understand complex financial concepts and products, including insurance, mortgages and taxes
- Navigate employee and government benefits like Social Security and Medicare
- Avoid scams and predators
- And much more...

You may wish to engage a CFP® professional volunteer to augment your existing financial coaching or capability program; to add capacity and expertise to current services such as pro bono legal help; or for other purposes that can improve the lives of financially vulnerable people who need financial guidance. CFP® professional volunteers can provide financial advice to low-income employees of your organization.

How can I recruit CFP® professionals to volunteer with my organization?

Nonprofits seeking to connect with financial planners who want to provide free, no-strings-attached financial planning and advice to underserved populations can register at FFP's [ProBonoPlannerMatch.org](https://www.ffpprobono.org/probonoplannermatch) website. On Pro Bono Planner Match, nonprofits can post volunteer opportunities that engage financial planners in one-on-one or interactive, small group sessions (virtually or in-person) with people in need.



It's totally free for a nonprofit to post opportunities on [Pro Bono Planner Match](https://www.ffpprobono.org/probonoplannermatch), and access thousands of professionals ready to help underserved people.

Why should I work with CFP® professionals, in particular (as opposed to other types of financial advisors)?



The CFP® professional credential is often called the “gold standard” for financial planning professionals because of the high level of ethics, professionalism, competency and experience that it represents. Importantly, a CFP® professional must act as a ‘fiduciary’ in serving all clients – paid and pro bono — which means that CFP® professionals must place their clients’ needs above their own when delivering financial planning advice.

CFP® professionals must acquire several years of experience related to delivering financial planning services to clients and pass the comprehensive CFP® Certification Exam before they can call themselves a CFP® professional; and they are bound by the CFP Board’s Code of Ethics and Standards of Conduct.

What resources are available to help me develop or grow a pro bono financial planning program?

FFP is dedicated to helping nonprofit organizations, financial planners, and others develop, grow, or volunteer with pro bono financial planning programs in their communities. For training, tools, and resources to support your efforts, please visit [ffpprobono.org](https://www.ffpprobono.org). For more information on integrating pro bono financial planners into your program, visit [7 steps Nonprofits Can Use to Get Started \(ProBonoPlannerMatch.org/nonprofits\)](https://www.ffpprobono.org/7-steps-nonprofits-can-use-to-get-started-probonoplannermatch.org/nonprofits).



What if I need additional funding to develop or advance a program that engages pro bono financial planners?

FFP accepts grant applications each year from nonprofit organizations whose programs link pro bono financial planners to people in need. Programs should include one-on-one engagements between Certified Financial Planner™ professionals and pro bono clients. Grants are generally in the range of \$5,000 to \$40,000. Applications are typically accepted between January 15th and April 30th of each year, with funding awarded the next calendar year. For more information about eligibility and how to apply, please visit [ffpprobono.org](https://www.ffpprobono.org).

Please contact Rachel Roth, Director of Grants and Programs at rroth@ffpprobono.org to learn more!