Although some economic conditions brightened in 2023, research showed that the number of households deemed “financially vulnerable”—meaning they struggle with managing bills, credit, emergency expenses, and more—increased to levels not seen since 2019.\(^1\) Typically, these households have no meaningful access to expert, fiduciary advice; yet studies show that low-to-moderate income families can benefit enormously from working with a financial planner, improving their financial lives, resilience in the face of setbacks, and overall confidence and anxiety levels.\(^2\)

In 2023, Foundation for Financial Planning (FFP) continued to bridge the access gap, helping thousands of underserved families connect to CERTIFIED FINANCIAL PLANNER™ professionals on a pro bono basis. Last year, we were proud to release *The Case for Pro Bono Financial Planning* report, which showed that pro bono service can have strikingly positive effects—not just on at-risk clients, but also on advisors, employers, and the profession as a whole.

Working alongside our many partners, FFP continues to grow the pro bono movement, and we thank our dedicated supporters and volunteers who make it all possible.

### By the Numbers

**Over the last year, FFP has:**

- **Reached over 27,800 people in need**, including 20,800 through financial capability workshops and webinars and 7,000 through one-on-one financial planning sessions for groups like underserved women, military veterans, and many more.

- **Helped bring intensive pro bono financial planning to over 320 families facing a serious cancer diagnosis**, adding to the 2,340 total families helped since the start of our Pro Bono for Cancer effort.

- **Provided more than $912,500 in grant funding to local and national pro bono programs** for 2023 and 2024.

- **Activated 1,700 volunteer financial planners**, who together provided a combined 13,000 hours of service valued at $2.6 million.

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\(^1\) Financial Health Pulse® 2023 U.S. Trends Report, September 2023

\(^2\) Financial Planning: A Pathway to Improved Financial Resilience, July 2023
In 2023, FFP was proud to publish our inaugural *The Case for Pro Bono Financial Planning* report, which offers a detailed look at the views of financial advisors on pro bono service. Rooted in a survey of almost 1,200 CFP® professionals, the research reveals a compelling case for pro bono financial planning with moral, business, and professional development dimensions.

For example, our research finds that a firm adopting policies and practices to encourage and support advisors doing pro bono service can position itself as an “employer of choice,” gaining a human capital edge in today’s war for talent among all advisors and key diverse segments.

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**Pro Bono Influences Employer Choice**

Would a firm’s encouraging policy on pro bono make you more likely to work there?

[Image showing survey results]

<table>
<thead>
<tr>
<th></th>
<th>All CFP® professionals</th>
<th>Under age 35 CFP® professionals</th>
<th>Female CFP® professionals</th>
</tr>
</thead>
<tbody>
<tr>
<td>It would make me MORE LIKELY to want to work there.</td>
<td>46%</td>
<td>55%</td>
<td>55%</td>
</tr>
<tr>
<td>My current firm has an ENCOURAGING POLICY.</td>
<td>28%</td>
<td>21%</td>
<td>29%</td>
</tr>
</tbody>
</table>

Further, maintaining a culture that encourages pro bono service can help engage and retain a firm’s current workforce, as pro bono service bolsters advisors’ skillsets and ongoing professional development, including improving critical skills like client communication and leadership.

“It’s important for me as a person to find ways to continually help people, and as a financial planner, it’s been so valuable to work with people from different backgrounds. **I know I became a better planner across the board because I learned so much through these pro bono engagements.**”

- Jessica Doll, CFP®

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We invite you to read the full report at [FFPprobono.org/Case](http://FFPprobono.org/Case).
To advance pro bono service in the profession, FFP:

- Deepened our partnership with the Certified Financial Planner Board of Standards, Inc. (CFP Board), encouraging and promoting their issuance of a resolution in summer 2023 recommending that all CFP® professionals engage in at least 20 hours of pro bono service each year. FFP leadership also testified before CFP Board’s Competency Commission to advocate that some amount of annual pro bono service should qualify for Continuing Education (CE) credit.

- Expanded the number of leading companies and firms engaging in pro bono efforts, including growing our RIA Impact Partners program to 12 members and our Corporate 100 Club to 18 members (see pages 9-10 for a list of our major corporate partners).

To encourage innovation and expand pro bono programs and volunteerism nationwide, FFP:

- Enhanced and grew ProBonoPlannerMatch.Org, FFP’s volunteer matching platform, which resulted in:
  - Surpassing 2,000 total CFP® professionals registered
  - Recruiting 60 new nonprofit partners across the U.S. to post pro bono opportunities
  - Facilitating nearly 700 new matches for CFP® professional volunteers to assist underserved families

- Piloted a program with nonprofit partner and grantee, Coordinated Assistance Network (CAN), to serve more military and veteran clients through their online platform.

- Continued our volunteer skills-building webinar series, delivering six free CE-credit sessions to more than 2,330 live participants and many more who accessed recorded courses in FFP’s Volunteer Resource Center.

Scan the QR code to watch our powerful “Client Voices” video and hear these pro bono clients’ stories first-hand. You can read more stories about the life-changing impact of FFP’s work at FFPprobono.org/Our-Impact.
An initiative of FFP and sponsored by Orion Advisor Solutions, ProBonoPlannerMatch.Org connects CFP® professionals to rewarding pro bono opportunities right from their desks. In 2023, hundreds of advisors and nonprofit “hosts” registered for the platform, resulting in almost 700 pro bono engagements that improved the lives of underserved families while offering important skills-building for the advisors who helped them.

A first-of-its-kind offering, ProBonoPlannerMatch.Org has made it easier than ever for FFP to match CFP® professionals to struggling people who need financial expertise.

“If I hadn’t been introduced to [FFP partner] Britepaths and my planner Enjoli, I honestly think I would be homeless. This program literally saved me and my son.”

Xena, a single mom and a client of Britepaths, an FFP grantee and nonprofit host on ProBonoPlannerMatch.Org

“ProBonoPlannerMatch.Org helped me find organizations that really spoke to my heart, connecting me to volunteer opportunities at three different nonprofits, each serving different client populations. I am so grateful to FFP for giving me the opportunity to have these experiences.”

Kevin Lam, CFP®, a volunteer user of ProBonoPlannerMatch.Org

“The human aspect of financial planning is so powerful. The interaction with people, forming connections, building a trusting relationship so they feel comfortable telling you about their financial situation and life—that is really the heart of financial planning.”

Enjoli Ramsey, CFP®, Xena’s financial planner and a volunteer user of ProBonoPlannerMatch.Org

Are you a CFP® professional, or do you know of a nonprofit organization seeking financial advisors as volunteers? Learn more at ProBonoPlannerMatch.Org.
In 2023, we proudly supported pro bono financial planning programs across the country, including through grants to 18 nonprofits, as well as support for FPA’s national pro bono program and local chapters. Our 2023 nonprofit grant recipients included:

<table>
<thead>
<tr>
<th>Organization</th>
<th>Location</th>
<th>Key Population Served</th>
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<tbody>
<tr>
<td>3rd Decade</td>
<td>Tucson, AZ</td>
<td>Low-income young adults</td>
</tr>
<tr>
<td>After Innocence</td>
<td>Oakland, CA</td>
<td>Exonerees and their families</td>
</tr>
<tr>
<td>Angel Foundation</td>
<td>Mendota Heights, MN</td>
<td>Cancer patients and their families</td>
</tr>
<tr>
<td>Bedford Stuyvesant Restoration Corporation</td>
<td>Brooklyn, NY</td>
<td>Low-income individuals and families</td>
</tr>
<tr>
<td>Britepaths</td>
<td>Fairfax, VA</td>
<td>Low-income individuals and families</td>
</tr>
<tr>
<td>Capital Area Asset Building Corporation</td>
<td>Washington, DC</td>
<td>Low-income individuals and families</td>
</tr>
<tr>
<td>Consumer Bankruptcy Assistance Project</td>
<td>Philadelphia, PA</td>
<td>Low-income individuals and families</td>
</tr>
<tr>
<td>Consumer Credit Counseling of Midwest Inc., dba Apprizen</td>
<td>Gahanna, OH</td>
<td>Low-income individuals and families</td>
</tr>
<tr>
<td>Coordinated Assistance Network</td>
<td>Clearwater, FL</td>
<td>Military personnel, veterans and their families</td>
</tr>
<tr>
<td>DebtWave Credit Counseling, Inc. d.b.a. San Diego Financial Literacy Center</td>
<td>San Diego, CA</td>
<td>Low-income individuals and families, military/veterans</td>
</tr>
<tr>
<td>Family Reach Foundation</td>
<td>Boston, MA</td>
<td>Cancer patients and their families</td>
</tr>
<tr>
<td>Financial Planning Association (FPA)</td>
<td>Denver, CO</td>
<td>Low-income individuals and families</td>
</tr>
<tr>
<td>Greater Washington Urban League</td>
<td>Washington, DC</td>
<td>Low-income individuals and families</td>
</tr>
<tr>
<td>Local Initiatives Support Corporation</td>
<td>Houston, TX</td>
<td>Low-income individuals and families</td>
</tr>
<tr>
<td>NAPFA Consumer Education Foundation (NCEF)</td>
<td>Chicago, IL</td>
<td>Wounded veterans</td>
</tr>
<tr>
<td>Prepare + Prosper</td>
<td>Saint Paul, MN</td>
<td>Low-income individuals and families</td>
</tr>
<tr>
<td>Savvy Ladies</td>
<td>New York, NY</td>
<td>Low-income women</td>
</tr>
<tr>
<td>Wings for Widows</td>
<td>Wayzata, MN</td>
<td>Low-income widows and widowers</td>
</tr>
<tr>
<td>Working in Support of Education (WISE)</td>
<td>New York, NY</td>
<td>Domestic violence survivors</td>
</tr>
</tbody>
</table>
## 2023 MAJOR DONORS

*Founders Society Members. Learn more about our Founders Society on page 8.

### New Multi-Year Pledges

<table>
<thead>
<tr>
<th>Amount</th>
<th>Donor</th>
</tr>
</thead>
<tbody>
<tr>
<td>$200,000+</td>
<td>BNY Mellon’s Pershing * Fidelity Investments *</td>
</tr>
<tr>
<td>$100,000+</td>
<td>Allspring Global Investments AssetMark The Carroll Family * T. Rowe Price</td>
</tr>
<tr>
<td>$25,000+</td>
<td>Abacus Wealth Partners Armstrong, Fleming &amp; Moore, Inc. * V. Raymond Ferrara, CFP® * Morton Wealth Peggy Miller Ruhlin, CFP®, CPA * SEIA Hussain Zaidi, CFP®</td>
</tr>
<tr>
<td>$20,000+</td>
<td>Brenda &amp; James W. Herrington, CLU®, CFP® * Yeske Buie Inc. *</td>
</tr>
<tr>
<td>$10,000+</td>
<td>Jay Totten, CFA® Alexandra Armstrong, CFP® * John E. Girouard, CFP®, ChFC®, CLU®, CFS® John Goff Inspired Financial (Mark Prendergast, CFP® &amp; Evelyn Zohlen, CFP®) PF Wealth Management Group Shannon &amp; Michelle Pike Ross W. Richardson, MS, CFP®, CPWA® Karen Schaeffer, CFP® &amp; Rick Schaeffer, CFP® Thomas C. West $5,000+</td>
</tr>
<tr>
<td>$2,500+</td>
<td>Accredited Investors Wealth Management* * Apriem Advisors Armstrong, Fleming &amp; Moore, Inc. *</td>
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### Annual Gifts

<table>
<thead>
<tr>
<th>Amount</th>
<th>Donor</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100,000+</td>
<td>Charles Schwab &amp; Co., Inc. &amp; Charles Schwab Foundation * Orion Advisor Services</td>
</tr>
<tr>
<td>$75,000+</td>
<td>BNY Mellon’s Pershing *</td>
</tr>
<tr>
<td>$50,000+</td>
<td>BlackRock Capital Group/American Funds * The Carroll Family * Edelman Financial Engines * Fidelity Investments * Goldman Sachs Scott M. Kahan, CFP® *</td>
</tr>
<tr>
<td>$20,000+</td>
<td>The Cambridge Foundation Corient Terri Fiedler Franklin Templeton Investments Eric Grey Hightower Advisors JMG Financial Group Stratos Wealth Partners Laura A. Tarbox, CFP® *</td>
</tr>
<tr>
<td>$10,000+</td>
<td>Elaine Bedel, CFP® * Bill E. Carter, CFP®, ChFC®, CLU® * Laurie Dubchansky, CFP® FiComm Partners Betsy &amp; Ryan Fleming * Greg Friedman, CFP®, MS * Barry Glassman, CFP® Kate Healy * Joseph W. Jacques, CPA/PFS™, CFP®, R.F.P.®, ChFC®, CLU® * Vera Kark (In honor of Nona Kark) James P. King, MBA, CFP® Marty Kurtz, CFP®, AIFA® Steve Larson Stephen &amp; Linda Maginn * Meritas Wealth Management * Liz &amp; Peter Nesvold Omega Wealth Management, LLC Silicon Valley Wealth Advisors/Tracy Lasecke * Kay &amp; Jim Stueve, CFP®, CIMA® * Yeske Buie Inc. *</td>
</tr>
<tr>
<td>$7,500+</td>
<td>Accreited Investors Wealth Management* * Apriem Advisors Armstrong, Fleming &amp; Moore, Inc. *</td>
</tr>
<tr>
<td>$5,000+</td>
<td>Elisa Bedel, CFP® * Bill E. Carter, CFP®, ChFC®, CLU® * Laurie Dubchansky, CFP®</td>
</tr>
<tr>
<td>$2,500+</td>
<td>Aspiriant * Rebecca Conner Cordis Financial</td>
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</table>
FFP has once again been named a Charity Navigator 4-star Charity and a Candid/GuideStar Platinum Nonprofit, the highest ratings available from both organizations. Each year, we work to maintain the highest level of transparency and integrity to ensure our supporters can feel confident about investing in our cause.
Foundation for Financial Planning’s Founders Society

FFP’s **Founders Society** is a network of supporters and friends who are deeply dedicated to our mission, as conveyed through their leadership and generous charitable contributions over time. Thank you to these donors for their lifetime of giving!

**Individuals & Firms**

**$1,000,000+**
Armstrong, Fleming & Moore, Inc. (Alexandra Armstrong, CFP®; Ryan Fleming, CFP® & Betsy Fleming; Carl Holubowich, CFP®; Mary Moore, CFP®; Christopher Rivers, CFP®)

**$500,000+**
Ken R. Coit
Glenn G. Kautt, MBA
Tim Kochis, J.D., MBA, CFP®

**$400,000+**
Stephen & Linda Maginn

**$300,000+**
Yeske Buie Inc.

**$200,000+**
The Carroll Family
Bill E. Carter, CFP®, ChFC®, CLU®
Bernie Clark
Edelman Financial Engines
FPA of the National Capital Area
Greg Friedman, CFP®, MS
Scott M. Kahan, CFP®
Meritas Wealth Management (Gregg E. & Tiffani Clarke, CFP®; Kacy Gott, CFP®)

**$150,000+**
Elaine Bedel, CFP®
CJM Wealth Advisers, LTD (Tracey A. Baker, CFP®; Claudia C. Brady, CFP®; David D. Greene, CFP®; Brian T. Jones, CFP®; Timothy W. Jones, CFP®; Kim A. McLeland, CFP®; Jessica R. Ness, CFP®)
Kevin G. Clifford
John Fodor
Brenda & James W. Herrington, CLU®, CFP®
Quest Capital Management, Inc. (now Mercer Advisors)
Eileen M. Sharkey, CFP®
Silicon Valley Wealth Advisors
Stewart H. Welch, III, CFP®

**$100,000+**
Accredited Investors Wealth Management®
Aspiriant
William “Bill” Bachrach
Ilene Brostrom, CFP® & Kent Brostrom
Joseph A. Chornyak, CFP®, Chornyak & Associates
Ric & Jean Edelman
V. Raymond Ferrara, CFP®
Marjorie L. Fox, J.D., CFP®
Freedman Financial (Marc Freedman, CFP®)
Kate Healy
Joseph W. Jacques, CPA/PFS™, CFP®, R.F.P.*, ChFC®, CLU®
Martin Jaffe, CFP®
Moisand Fitzgerald Tamayo, LLC
Peggy Miller Ruhlin, CFP®, CPA (Retired)
David W. Short
Kay & Jim Stueve, CFP®, CIMA®
Laura A. Tarbox, CFP®

**Companies**

**$2,500,000+**
Charles Schwab & Co., Inc. & Charles Schwab Foundation

**$1,500,000+**
Corebridge Financial
Fidelity Investments

**$1,000,000+**
Allianz Group
Ameriprise Financial, Inc.
TD Ameritrade Institutional

**$500,000+**
BNY Mellon’s Pershing
Capital Group/American Funds
Invesco
FFP’s **Corporate 100 Club** have made a recent pledge of $100,000 or more to advance pro bono financial planning in the profession, making a profound impact on efforts to bring quality financial guidance to people in need.

“I am so inspired by FFP’s mission to expand access to pro bono financial advice. I have watched as they’ve successfully mobilized industry leaders and advisors to get behind this important work, impacting so many underserved communities and families along the way. I’m proud to be a part of it.”

Eric Clarke, Founder & Board Member, Orion Advisor Solutions, FFP Trustee

“As part of FFP’s Corporate 100 Club and Corporate Advisory Council, I have really enjoyed working among this impressive group of companies and leaders, many of whom compete fiercely in the marketplace. By coming together around the common goal of growing the ‘pro bono movement,’ we are having a very real impact on families in need—and on the evolution of the financial planning profession.”

Rohit Mahna, Head of Client Growth, Fidelity Institutional®, FFP Trustee
**2023 CORPORATE PARTNERSHIPS**

FFP’s **RIA Impact Partners** have made a minimum charitable commitment of $25,000 to our mission, also engaging their advisors in opportunities to give back through pro bono service.

“**We believe financial advice—and the power to make informed decisions for yourself and your family**—shouldn’t be limited to those who are already wealthy. **By partnering with FFP, our firm is not only giving our time and treasures, but also one of the most important limited resources we have, our talents.** It’s an honor to do this work alongside such a wonderful organization.”

- Stacey McKinnon, Chief Operating Officer & Chief Marketing Officer, Morton Wealth

“**Being a part of FFP’s RIA Impact Partners program is an easy way for our firm to support the delivery of much-needed financial advice to families who would otherwise go without. This work gives our advisors an opportunity to make a real difference.**”

- Jeff Concepcion, Founder & CEO, Stratos Wealth Partners, FFP Trustee
“I love this profession—and the leaders and advisors who uphold it. Their generous charitable support and volunteerism has resulted in a highly impactful movement, spearheaded by FFP and reaching thousands of underserved people each year. **I hope every member of our profession can find a way to support this important effort.**”

- Ben Harrison, BNY Mellon’s Pershing, 2023 FFP Chair