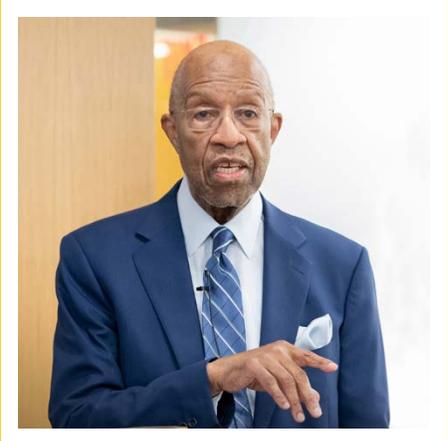
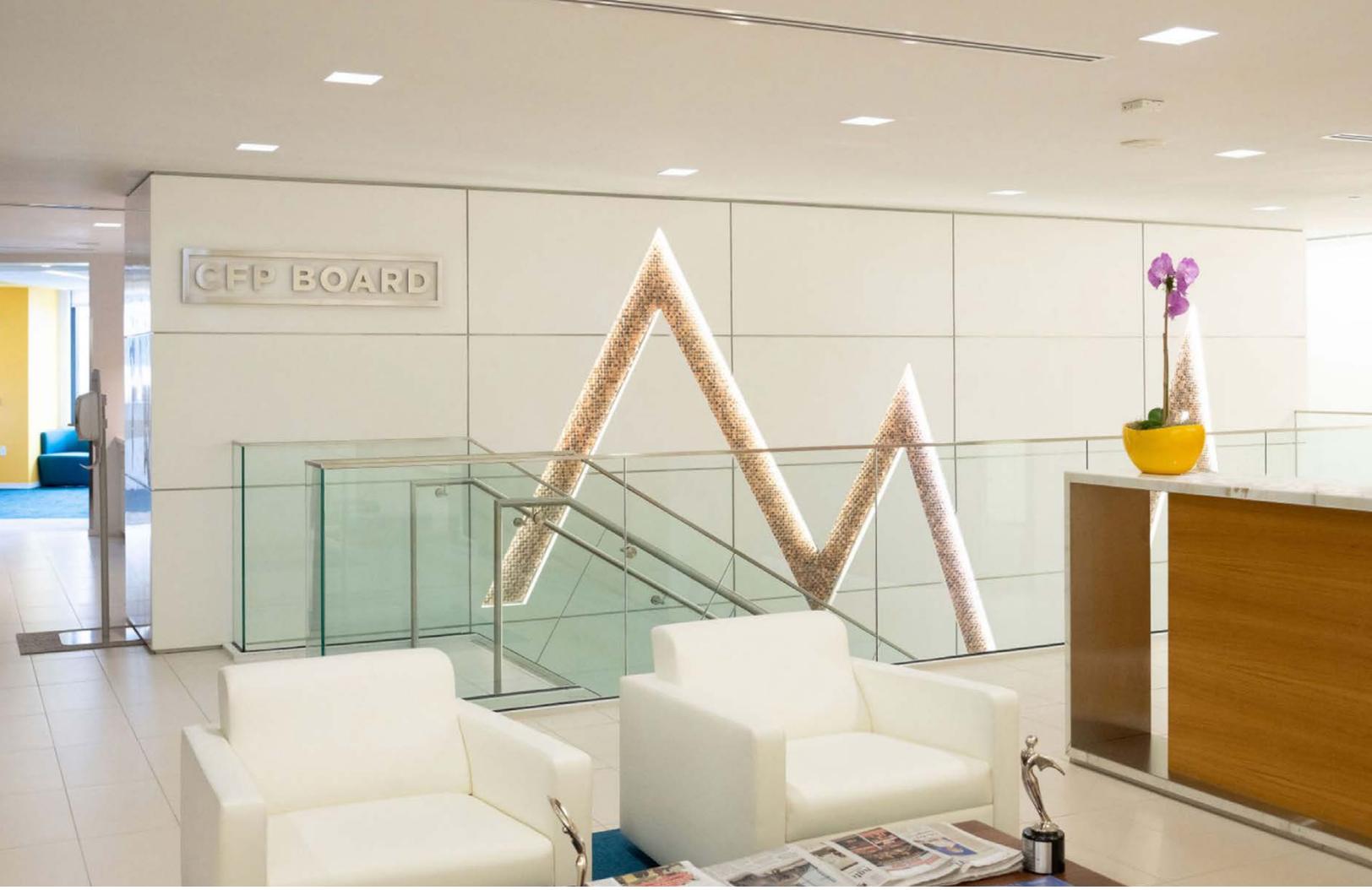


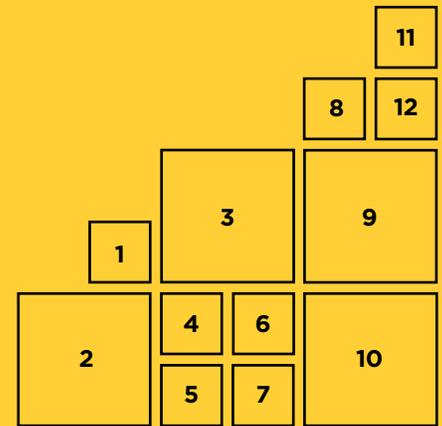
CFP BOARD CENTER FOR FINANCIAL PLANNING 2022 ANNUAL REPORT





ON THE COVER:

1. **Charlie E. Fitzgerald, III, CFP®**, Moisand, Fitzgerald & Tamayo, LLC, Development Committee Chair, Leaders Circle Donor
2. **Kamila Elliott, CFP®**, Collective Wealth Partners, 2022 Chair, Board of Directors of CFP Board
3. **LeCount R. Davis, CFP®**
4. **Louis Barajas, CFP®**, International Private Wealth Advisors, Member, Board of Directors of CFP Board
5. **Arlan Hamilton**, Founder, Backstage Capital
6. **Elisse Jean-Pierre, Alex Gardener, and Tianna Johnston**, Scholarship Recipients
7. **Ray Ferrara, CFP®**, ProVise Management Group, Development Committee Member, Visionary Circle Donor
8. **Jamil Ahmed, CFP®**, Financial Advisor, Edward Jones
9. **Lindsay Hans**, President and Co-head, Merrill Wealth Management
10. **Soledad O'Brien**, CEO, Soledad O'Brien Productions
11. **Bob Glovsky, CFP®**, The Colony Group, Advisory Council Chair, Chairs Circle Donor, and **David H. Diesslin, CFP®**, The Deena Jo Heide-Diesslin Foundation, Founders Circle Donor
12. **Ron Adams**, Northwestern Mutual



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AMONG THE 2022 CLASS OF NEW
CFP® PROFESSIONALS,

55%

WERE UNDER AGE 35



Kevin R. Keller, CAE
Chief Executive Officer
CFP Board



Kamila Elliott, CFP®
2022 CFP Board Chair



THE NUMBER OF RACIALLY
AND ETHNICALLY DIVERSE
CFP® PROFESSIONALS
INCREASED BY 8.5% IN 2022,

2.5x

THE GROWTH RATE OF ALL
CFP® PROFESSIONALS

CFP BOARD CENTER FOR FINANCIAL PLANNING LEADERSHIP MESSAGE

CFP Board Center for Financial Planning's core objective is to advance the financial planning profession. For seven years, the Center has united a broad cross-section of financial planning stakeholders, leveraging our collective resources and insights to pursue innovative solutions and build a diverse financial planner workforce for the 21st century. Now, as part of an ongoing evolution, the Center is becoming its own organization.

Earlier this year, CFP Board announced the establishment of a new 501(c)(6) nonprofit organization. With this change, CFP Board will maintain two affiliated entities, one with 501(c)(3) tax status and another with 501(c)(6) tax status. The 501(c)(6) will be called CFP Board of Standards, while the 501(c)(3) will be called CFP Board Center for Financial Planning. These changes better position both organizations to promote the benefits of financial planning careers and to advance the profession for the benefit of the public.

Importantly, these changes do not impact donations to and sponsorships of the Center. Nor do they affect Center programming, which continued to pass many meaningful milestones in 2022.

The Center returned to in-person events, holding its annual Diversity Summit and Academic Research Colloquium for Financial Planning and Related Disciplines in the fall. These signature convenings draw hundreds of experts, world-class researchers and leaders of financial services firms each year. They take place alongside several other events, including a Virtual Diversity Career Fair, to provide attendees with meaningful opportunities to share knowledge and ideas, exchange best practices and build new relationships. These thought-provoking discussions and the insights shared by attendees inform future programming.

At the VIP Donor Wall event in August, the Center announced its first endowed scholarship program, which celebrates LeCount R. Davis, CFP®, the first Black CFP® professional and a trailblazer in the financial planning profession. This program champions LeCount's career-long mission to expand the community of successful Black financial planners by supporting Black and African-American students pursuing undergraduate-level and certificate-level CFP programs.

Center-administered scholarship programs marked another important milestone in 2022. As of June, the Center had awarded more than \$1 million in scholarships since its first program launched in 2016. By the end of the year, the Center surpassed \$1.3 million in scholarship funding. Most of the nearly 300 scholarships awarded have focused on students from populations underrepresented in the financial planning profession.

None of this is possible without the generosity of many corporate sponsors and individual donors, who made gifts or pledges totaling \$2.8 million in 2022. Funding received from donors and sponsors goes directly to Center initiatives and helps to expand our reach and impact. We are grateful to the 4,968 firms and individuals who contributed in 2022 and the thousands more who have given to the Center since its launch in 2015.

We are also thankful for our Founding Sponsors: Charles Schwab Foundation, in partnership with Schwab Advisor Services; Envestnet; Merrill; and Northwestern Mutual. We extend a special thanks to Schwab Advisor Services and the Charles Schwab Foundation for their announcement of a new 4-year grant that allows the Center to continue driving growth and strategic diversification of the financial planning profession through research, education and thought leadership directed at students, certified advisors, financial services executives and consumers. We also welcome longtime partner Merrill as the Center's newest Founding Sponsor. Merrill's pledge of additional, multi-year support for the Center will enable us to expand our diversity-focused events and scholarship programs and attract a new generation of CFP® professionals.

We also appreciate the more than 3,000 volunteers who remain dedicated to advancing our profession. They provide guidance to individuals pursuing CFP® certification through the CFP Board Mentor Program, share the benefits of financial planning careers as Women's Initiative (WIN) Advocates, and support the administration of scholarship programs by serving on our Scholarship Review Panel. Volunteers also staff the Center's advisory bodies, including the Advisory Council, Development Committee, Workforce Development Advisory Group, Diversity Advisory Group, Women's Initiative Council, and the Knowledge for Practice Advisory Group. The leaders who serve on these advisory bodies play a crucial role in developing the Center's programmatic initiatives.

We look forward to another year of implementing bold initiatives and innovative partnerships supported by friends and colleagues like you. Together we can sustain the Center's forward momentum and continue to build a more diverse and sustainable financial planning profession for the future.



Kevin R. Keller, CAE
Chief Executive Officer
CFP Board



ABOUT THE CFP BOARD CENTER FOR FINANCIAL PLANNING

THE CENTER FOR FINANCIAL PLANNING IS A 501(C)(3) NONPROFIT ORGANIZATION, FOCUSED ON CREATING A MORE DIVERSE AND SUSTAINABLE FINANCIAL PLANNING PROFESSION SO THAT EVERY AMERICAN HAS ACCESS TO COMPETENT, ETHICAL FINANCIAL PLANNING ADVICE.

2022 CFP Board Chair Kamila Elliott, CFP®, speaks at a reception at CFP Board's office announcing the LeCount R. Davis, CFP® Endowed Scholarship.



OUR VISION

EVERY AMERICAN HAS ACCESS TO COMPETENT AND ETHICAL FINANCIAL PLANNING ADVICE.



OUR MISSION

ADVANCE COMPETENT AND ETHICAL FINANCIAL PLANNING AND EXPAND CFP® PROFESSIONAL DIVERSITY FOR THE BENEFIT OF THE PUBLIC.



OUR PHILOSOPHY

CREATE PROGRAMS AND SERVICES THAT ARE RESPONSIVE TO THE NEEDS OF OUR STAKEHOLDERS.



OUR PRIORITIES

TALENT PIPELINE: Cultivating a quality workforce to ensure the profession can recruit and retain the talent it needs to grow.

DIVERSITY AND INCLUSION: Fostering a more diverse financial planner workforce that reflects the changing demographics in the United States.

KNOWLEDGE FOR PRACTICE: Elevating financial planning as a recognized academic discipline in colleges and universities while providing practitioners with cutting-edge knowledge to thrive and provide outstanding service to clients.

OUR IMPACT

BY THE NUMBERS

CREATING A MORE DIVERSE AND SUSTAINABLE PROFESSION



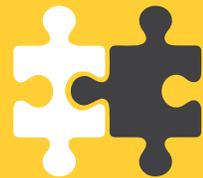
100%

Increase in the number of CFP® professionals under age 30 since 2016



30%

Proportion of new CFP® professionals in 2022 who were women



15%

Proportion of new CFP® professionals in 2022 who were racially and ethnically diverse

GROWING THE CENTER'S CAPACITY FOR LONG-TERM IMPACT



\$2.8M

Amount raised in 2022 to support the Center's work



4,968

Corporate sponsors and individual donors made a gift or pledge to the Center in 2022



3000+

Volunteers engaged in support of the Center and its initiatives since 2015



7

Original research projects completed since 2015, featuring the published titles below



ORIGINAL RESEARCH PROJECTS



**OCT
2018**

Racial Diversity In Financial Planning: Where We Are and Where We Must Go



**DEC
2018**

Financial Planner Re-Entry Initiative: Career Path for Professional Women in Financial Planning



**APR
2019**

Financial Planning Career Paths: Building More Sustainable and Successful Businesses



**NOV
2019**

Why Diversity Matters: How Workforce Diversity and Inclusion Accelerate Business Success in Financial Services



**NOV
2020**

Diversity In Action: How to Sustain the Financial Planning Profession



**SEPT
2021**

Guide to Careers in Financial Planning



**FEB
2022**

Metrics That Matter: Best Practices from Diversity, Equity and Inclusion Practitioners and Academics

BUILDING A TALENT PIPELINE



\$1.3M+

Awarded through 295 scholarships across 18 different programs



938

Jobs and internships added to the CFP Board Career Center in 2022



1,525

New accounts created in 2022 by individuals requesting the *Guide to Careers in Financial Planning*



476

Job seekers connected with 65 employers at 2 Virtual Career Fairs in 2022

FOSTERING DIVERSITY AND INCLUSION



300+

Attendees participated in the 5th annual Diversity Summit in 2022



94%

Rate of post-event survey respondents who said they were very satisfied with their Summit experience



475+

CFP® professionals who educate women and girls about financial planning career opportunities as WIN Advocates



140

Students participated in the CFP® Pro Campus Champions Program at 3 universities: Clark Atlanta University, Prairie View A & M University and University of Houston

ADVANCING KNOWLEDGE FOR PRACTICE



16

Issues of *Financial Planning Review*, the profession's double-blind, peer-reviewed academic journal



190K+

Cumulative downloads of *Financial Planning Review*, including more than 40,000 in 2022



102

Leading academicians, researchers and practitioners convened at the 6th annual Academic Research Colloquium in 2022



28

Original research papers presented at the 2022 Colloquium, of which 7 received a Best Paper Award

TALENT PIPELINE

Due to an aging workforce, the number of financial planners is declining, just as the demand for personal financial advice grows. The Center is working to attract and retain the next generation of financial planners who can competently and ethically serve the public.

CENTER SCHOLARSHIP PROGRAMS PASS MILLION-DOLLAR MILESTONE

When the Center announced the recipients of its spring 2022 scholarship awards, it also marked a major milestone: the provision of more than \$1 million in scholarship funding for the next generation of CFP® professionals since the creation of its first scholarship program in 2016. By the end of the year, the Center had awarded a cumulative total of 295 scholarships worth more than \$1.3 million to help cover the costs associated with the education and exam requirements for CFP® certification.

Some of these awards were granted through the 6 new scholarship programs launched in 2022, bringing the total number of Center-administered scholarship programs to 18. Each new program was designed to support qualified students who come from populations underrepresented in the financial planning profession.

6 NEW SCHOLARSHIPS:

[The Financial Alliance for Racial Equity CFP® Certification Diversity Scholarship](#)

provides funding to qualified students who identify as Black or African American.

[The CI Dowling and Yahnke Private Wealth Scholarship](#)

supports qualified students who are seeking to complete an undergraduate or certificate-level CFP Board Registered Program.

[The Edelman Financial Engines CFP® Certification Diversity Scholarship](#)

is open to diverse students with at least 2 years of financial services industry experience who seek to attain CFP® certification.

[The Charles Schwab Foundation](#)

[CFP® Certification Scholarship](#) offers financial assistance to qualified students seeking to complete an undergraduate or certificate-level CFP Board Registered Program. At least 50% of scholarship recipients will be from an underrepresented population within the financial planning profession.

[The Wealthspire Advisors CFP® Certification Diversity Scholarship](#)

supports qualified candidates who demonstrate financial need and are from an underrepresented population within the financial planning profession.

[Mission Wealth Scholars](#) provides funding to students who are enrolled in a CFP Board Registered Program at a college or university located in one of 13 eligible states, or who are residents of one of those states and enrolled in an online program. Students must also demonstrate a financial need and/or come from an underrepresented population.



First Black CFP® professional LeCount R. Davis speaks at a reception at CFP Board's office announcing the creation of an endowed scholarship in his honor.

In addition to these sponsor-supported programs, the Center was proud to announce its first endowed scholarship in honor of LeCount R. Davis, CFP®, the first Black CFP® professional. LeCount has been a trailblazer in the financial planning profession since he established his own advisory firm in the 1970s. From becoming the first Black CFP® professional to founding the Association of African American Financial Advisors (Quad-A) to sharing his story through an insightful autobiography, LeCount has constantly pushed to expand the community of successful Black financial professionals and inspire the next generation of financial planners.

The LeCount R. Davis, CFP® Scholarship program will support the continuation of that mission by assisting qualified Black or African American students and professionals to complete the education coursework required for attaining CFP® certification. Within 4 months of announcing this

program, the Center secured \$250,000 in gifts and pledges to support the endowment and issue the first awards in 2023.

Each of the Center's scholarship programs makes a meaningful impact on scholarship recipients' educational and professional journeys to attain CFP® certification. They also play a critical role in building the profession's talent pipeline and advancing workforce diversity.

Learn more about the Center's scholarship programs at [CFP.net/Scholarships](https://www.cfp.net/Scholarships)

SCHOLARSHIP PROGRAM	YEAR LAUNCHED	AWARDEES	AWARDED
The Investnet Scholarship	2019	74	\$398,129
The Deena Jo Heide-Diesslin Foundation Challenge Match Scholarship	2016	61	\$309,441
Facet Scholarship for Increased Diversity in Financial Planning	2020	21	\$101,866
Charles Schwab Foundation CFP® Certification Scholarship	2022	16	\$88,576
Richard B. Wagner Memorial Scholarship Fund	2018	15	\$67,633
Dalton Education Scholarship	2021	31	\$43,245
Ballentine Partners Scholarship to Create a Diverse Financial Planning Profession	2021	8	\$39,127
Parsec Financial CFP® Certification Diversity Scholarship	2021	8	\$37,554
Financial Alliance for Racial Equity CFP® Certification Diversity Scholarship	2022	7	\$34,995
Aspiriant Impact Scholarship	2021	6	\$31,941
Mission Wealth Scholars	2022	4	\$21,064
College for Financial Planning® – A Kaplan Company Scholarship for CFP® Exam Prep	2021	15	\$19,697
The Wealthspire Advisors CFP® Certification Diversity Scholarship	2022	4	\$19,525
CI Dowling & Yahnke Private Wealth Scholarship	2022	4	\$17,286
California Lutheran University Financial Planning Scholarship	2020	3	\$15,000
Edelman Financial Engines CFP® Certification Diversity Scholarship	2022	3	\$14,636



Scholarship recipients Elisse Jean-Pierre, Alex Gardener and Tianna Johnston



"I decided to become a financial planner because I believe that it is an honor to be the guide that helps people navigate through financial decisions and the architect that helps individuals build the future they want for themselves and their families. Receiving The Envestnet Scholarship will help me be my best in that work by furthering my education and supporting my pursuit of CFP® certification."

Corrigan Garcia

Undergraduate Student
Texas A&M University
2022 Envestnet Scholarship Recipient



"Mission Wealth is thrilled to create opportunities for individuals of diverse backgrounds to pursue a financial planning career and help our clients navigate every stage of their financial life. The CFP® certification is a critical tool in our mission to help our clients enjoy financial independence, and we are proud that the Mission Wealth Scholars program will serve as a launchpad for the careers of diverse CFP® professionals."

Seth Streeter, CFP®

Founder and Chief Impact Officer
Mission Wealth

GUIDE TO CAREERS IN FINANCIAL PLANNING GENERATES NEW INTEREST IN THE PROFESSION

Getting students and career changers interested in financial planning careers is the first step to attracting new talent to the profession. The more they know about financial planning career paths and the many benefits of this career, the more likely they are to move from prospective job applicants to candidates.

The success of the Center's *Guide to Careers in Financial Planning* underscores the impact that such educational and awareness-raising efforts can have on the profession's talent pipeline.

Since its release in 2021, the *Guide* has been used by CFP Board Registered Programs, financial planning firms and the Center to help students, recent graduates and career changers learn more about the wealth of career opportunities in the financial planning profession. In 2022, the *Guide* continued to drive significant interest in CFP® certification, resulting in 1,525 new accounts created by individuals requesting the *Guide*.

The Center and its partners continue to promote the *Guide* as a valuable resource for financial planning career advice. Informed by data gathered from employers across the financial planning ecosystem, the *Guide* introduces readers to the financial planning profession and:

- Identifies different entry points and typical career tracks;
- Explores the types of companies that employ financial planners, from large to small;

- Highlights the personal and professional benefits of a career in financial planning, and the benefits of obtaining CFP® certification; and
- Provides details on where to find financial planning internships and careers, including questions to ask in a job interview

The Center will continue to use the *Guide* to attract students and professionals, especially those from underrepresented populations, to pursue a career in this highly fulfilling profession.

Download the guide at [CFP.net/CareerGuide](https://www.cfp.net/CareerGuide)



"I recommend the Guide to Careers in Financial Planning to all of our current and prospective students because it provides a comprehensive yet accessible look at career opportunities within the financial planning profession. It really helps them envision a successful career in financial planning and think about how they can get there, which in turn makes our program more attractive."

Kathleen Sindell, Ph.D.
Program Director
Finance and Economics Departments
University of Maryland Global Campus

CAREER CENTER GROWS NEW JOB SEEKER REGISTRATIONS AND EMPLOYER JOB POSTINGS

Connecting qualified job seekers with financial planning employment opportunities is a critical component of the Center's work to strengthen the profession's talent pipeline, and the CFP Board Career Center is driving success in this area.

The Career Center creates career entry points for new talent by connecting them to internship and entry-level positions. It also provides candidates with opportunities to earn the work experience necessary for attaining CFP® certification.

The Career Center's marketplace of talented workers is the go-to resource for firms seeking to fill their open positions with qualified candidates in financial planning who either hold or are working to attain CFP® certification. The Career Center's efficiency and the quality of its registered job seekers save employers time and money by connecting with the right candidates from the start.

In 2022, more than 2,500 new job seekers utilized the Career Center, raising the total number of job seekers registered on the site above 20,000. Over 6,000 of these job seekers have created profiles on the Career Center. Employers can access this searchable database of active job seekers as an added benefit of posting a job. Also in 2022, employers posted 938 new job listings, including 76 internships that enable candidates to earn the experience required for CFP® certification. These new job and internship listings generated over 5,900 applications.

Employers and candidates can visit [CFP.net/CareerCenter](https://www.cfp.net/CareerCenter) to learn more.



CFP Board Career Center

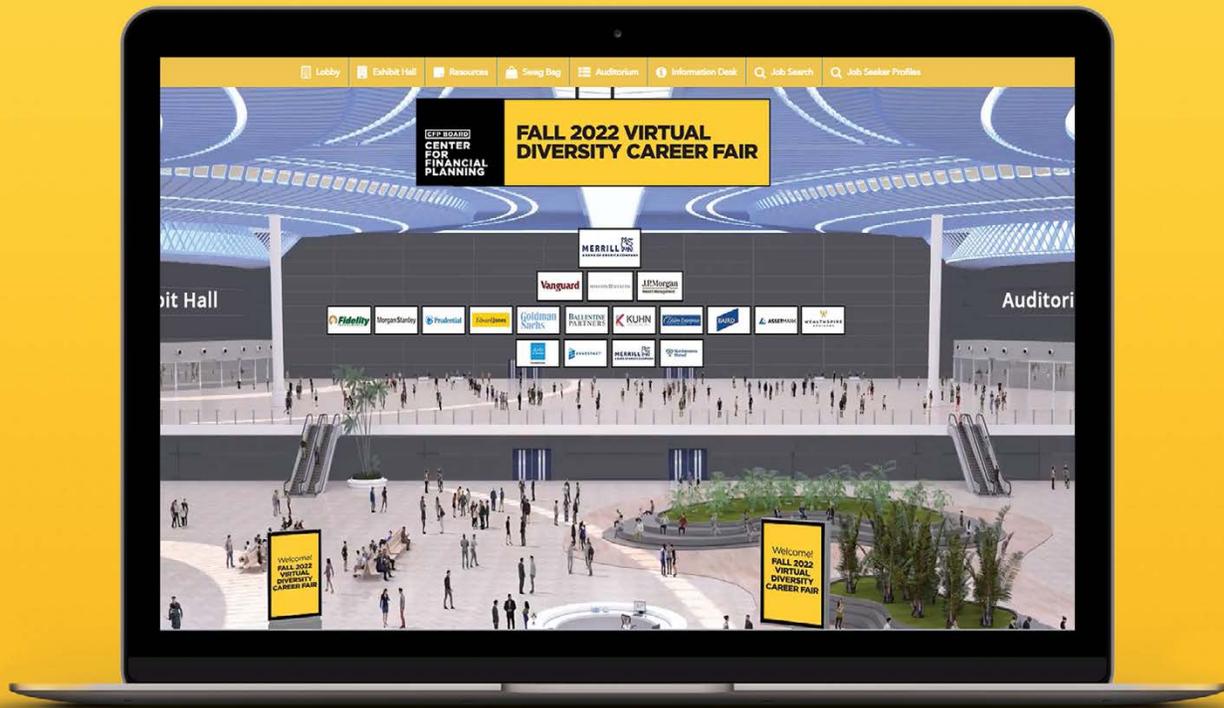


2022 Virtual Diversity Career Fair panelists discuss best practices for navigating a career path in financial planning.

VIRTUAL CAREER FAIRS CONNECT TALENT WITH OPPORTUNITIES

In addition to growing the ranks of its registered job seekers, the Center connects these candidates with employers in real time through Virtual Career Fairs. These fairs allow candidates to connect with firm representatives through one-one-one video meetings held within employers' virtual exhibit booths.

The Center hosts two fairs each year, with one conducted in the spring and the other held in conjunction with the annual Diversity Summit in the fall. Known as the Virtual Diversity Career Fair, the fall event has a special focus on supporting women and people of color with prospective employers. More than 200 CFP® professionals, students and candidates for CFP® certification had the opportunity to meet



Fall 2022 Virtual Diversity Career Fair

with 38 participating employers during the fall 2022 fair. The fall event also featured a live panel discussion with financial planner employers, who shared their employee retention and professional development strategies. The panelists discussed how job seekers can be intentional in their career search and find an employer that values them and will help them develop. Panelists also offered interview advice.

Together, the spring and fall career fairs connected 476 job seekers with 65 employers in 2022. The next career fair will be held on November 10, 2023, in conjunction with the annual Diversity Summit. Visit [CFP.net/CareerFair](https://www.cfp.net/CareerFair) for more information.



“The Center’s Virtual Career Fairs have proven to be valuable in attracting qualified candidates to our firm. Participating in the fairs enabled us to directly engage with new talent, and encourage them to apply to open positions.”

Sheila C. Lawrence, MALD, CFP®, CAP®
 Partner & Senior Client Advisor
 Ballentine Partners

DIVERSITY & INCLUSION

The American public is increasingly diverse. As consumer demand for financial advice grows, it is imperative that the financial planning profession expand and diversify the ranks of financial planners who can meet the needs of increasingly diverse consumers. Center programs seek to effect systemic change across financial planner recruiting, training and retention practices to foster a more diverse workforce that reflects the diversity of the public.

DIVERSITY SUMMIT ATTENDEES ENVISION THE FUTURE FINANCIAL PLANNER WORKFORCE

More than 300 diversity, equity and inclusion (DEI) experts and senior, emerging and future financial planning leaders convened in Washington, DC, on October 27 for the Center's 5th annual Diversity Summit. The day-long event was packed with compelling presentations, thought-provoking panels, and personal reflections from those who are leading the charge to diversify the financial planning profession.

The Summit agenda was organized around the central theme "IMPACT — Advancing DEI in the Financial Planning Profession," which showcased initiatives and ideas to build a more diverse, equitable and inclusive financial planning profession. Attendees heard from prominent keynote speakers, presenters and panelists who discussed actionable solutions to advance DEI in financial planning and to ensure that every American has access to competent and ethical financial planning advice.

SUMMIT HIGHLIGHTS INCLUDED:



An opening session featuring an insightful discussion between Arlan Hamilton, founder and managing partner of Backstage Capital, and award-winning journalist Soledad O'Brien about what the financial planning profession will look like in 5 to 10 years.



A fireside chat with LeCount R. Davis, CFP®, the first Black CFP® professional and namesake for the Center's newest and first endowed scholarship program.



A special “visioning” session that challenged attendees to imagine a financial planning profession in which diversity, equity and inclusion practices are deeply embedded. Themes identified during this session will be used to inform future programs, including potential research, Center events, and firm and student engagement opportunities.



Presentations by diverse financial planning professionals about their careers, the challenges and opportunities they’ve experienced as people of color in the profession, and their vision of the profession’s inclusive future.

Thirty students from CFP Board Registered Programs at Historically Black Colleges and Universities (HBCUs) and Hispanic-Serving Institutions (HSIs) participated in the Summit, as well, and enjoyed opportunities to build relationships with leaders from financial services firms and academic institutions. The Center also hosted a DEI Forum in conjunction with the Diversity Summit, convening a diverse group of CFP® professionals to share their insights, perspectives and opinions on how to track and measure the impact of DEI efforts across the field. These discussions will inform further Center initiatives and programs.

The Center’s annual Diversity Summits have become a catalyst for change in the financial planning profession. Summit attendees repeatedly say they leave the event with actionable recommendations for transforming their behaviors and their workplaces to support diversity and the next generation of financial planners. In the 2022 post-event survey, at least 94% of respondents said they were very satisfied with their overall experience, the opening keynote, and general and concurrent sessions. The Summit’s value to the profession was underscored by the record fundraising commitments the Center received in support of the event: Partners and sponsors contributed \$1.6 million to the Summit, through multi-year commitments.

The Center is grateful to the 2022 Diversity Summit sponsors: premier sponsor Merrill; leadership sponsor Vanguard; partner sponsors Ballentine Partners, Edward Jones, Goldman Sachs, JP Morgan, Morgan Stanley, and Prudential; and certified sponsors Wealthspire Advisors and Wilmington Trust. Merrill will remain the Diversity Summit’s premier sponsor for the next three years.



The 2022 Diversity Summit's opening discussion between Arlan Hamilton, founder of Backstage Capital, and award-winning journalist and producer Soledad O'Brien.



"After attending this [Diversity Summit], I realize that my career purpose is much bigger than just my activities at work. I feel called to make a much broader impact at my firm and in this industry."

Scott Lewis, CFP®

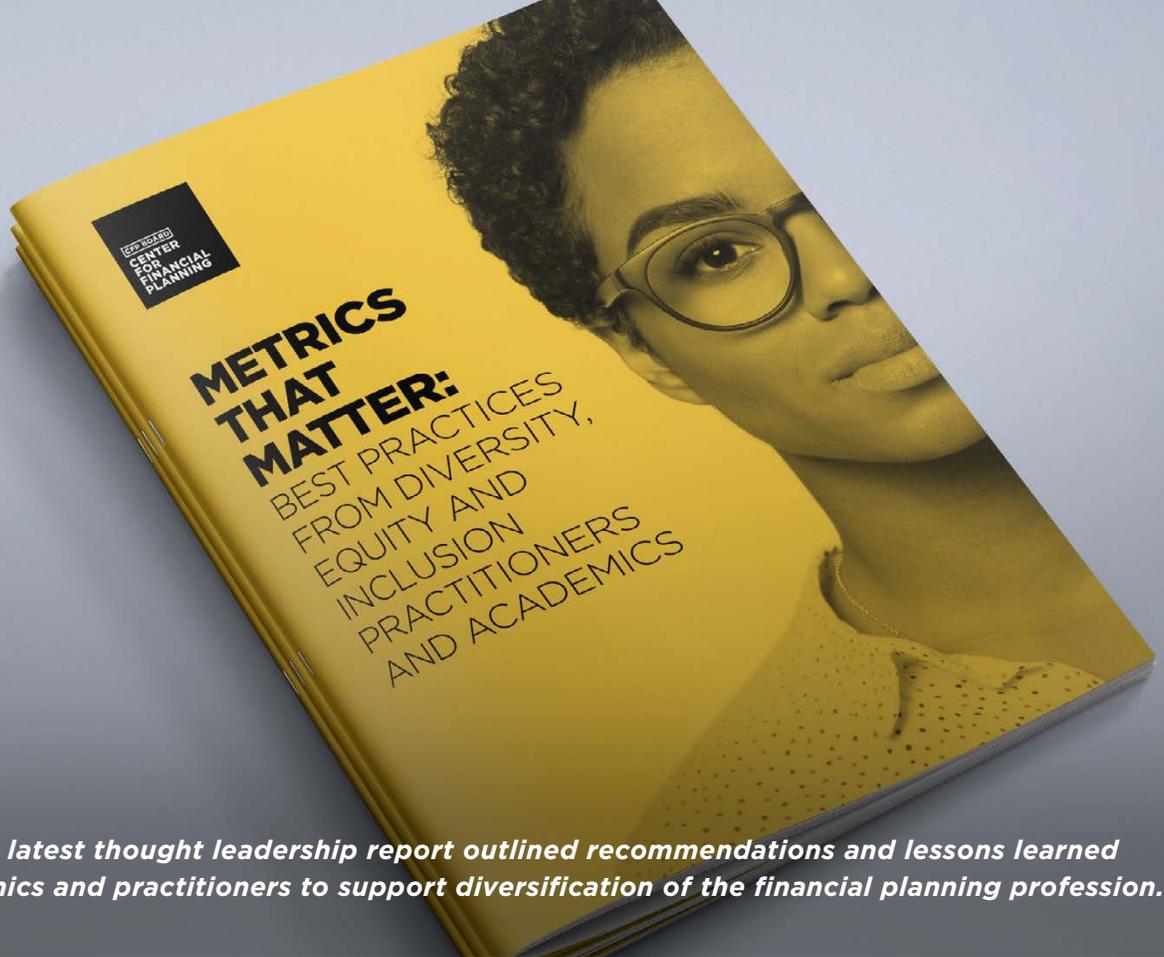
Advisory Services Team Leader
Asset Mark



"As an undergraduate student who dreams of attaining CFP® certification in order to help communities that are systemically disadvantaged find financial freedom, this [Diversity Summit] introduced me to the financial planning playbook! I look up to the speakers and attendees at the conference as mentors who are paving the path to one day closing the racial wealth gap."

Atleena Jino

University of Florida



The Center's latest thought leadership report outlined recommendations and lessons learned from academics and practitioners to support diversification of the financial planning profession.

CENTER REPORT EXPLORES BEST PRACTICES FOR DEI METRICS

In February 2022, the Center added to its growing body of original research with the publication of [*Metrics that Matter: Best Practices from Diversity, Equity and Inclusion Practitioners and Academics*](#). Comprised of five articles written by academics and practitioners, the report outlines best practices and frameworks for quantitatively measuring the progress of diversity initiatives and guidelines to help identify the right metrics for determining DEI programs' impact.

Each article in the report addresses a different stage and component of the DEI journey. Contributors include experts from Dartmouth College; University of Colorado, Boulder; Wealthspire Advisors; Morgan Stanley; and Adasina Social Capital.

Read the full report on the [CFP Board website](#).



“As we’ve been looking at the world — and ourselves — through a DEIB lens, we’ve begun to notice how small efforts can make a big difference. We have many challenges ahead, but we’re committed to the hard work and to partnering with the Center and other stakeholders to effect systemic change.”

**Crystal Cox, MBA,
CRPC®, CFP®**
Senior Vice President
Wealthspire Advisors

WIN ADVOCATES PROVIDE GUIDANCE ON CFP BOARD WEBINARS

The Women’s Initiative (WIN) works to encourage more women to join the financial planning profession. WIN Advocates — a group of nearly 500 CFP® professionals — support this effort by volunteering in their communities to raise awareness of financial planning as a rewarding career opportunity for women. WIN Advocates often speak at in-person and virtual events for schools, professional associations and other organizations to connect with women and girls who may be interested in financial planning careers.

While these community-facing activities play an important role in growing the number of female financial planners, they are just one part of WIN Advocates’ responsibilities. WIN Advocates also support female financial planners along their educational and professional journeys by sharing knowledge and guidance, including through CFP Board-hosted webinars and events.

In 2022, WIN Advocates participated in “Ask the Experts” events offered through the [CFP Board Candidate Forum](#) and CFP Board webinars. Topics included:

- **Staying Motivated with CFP® Exam Prep**
- **Navigating a Financial Planning Career as a Woman**
- **How to Navigate the Financial Planning Industry as a Career Changer**
- **Next Gen: The Future of Financial Planning**

These discussions and numerous other resources are offered by the Center and CFP Board to provide female financial planning professionals with the support networks and development opportunities they need to thrive in the profession. WIN Advocates’ involvement helps extend the reach and impact of these resources.



“The financial planning profession has so much to offer in terms of career opportunities for next-generation advisors. As a WIN Advocate, I really enjoy sharing the benefits of a financial planning career with the women in my community and doing my small part to help our profession grow.”

—
**Sara Stanich, CFP®,
CDFA®, CEPA**
Founder
Cultivating Wealth



CENTER HOSTS ON-CAMPUS EVENTS TO CONNECT WITH DIVERSE STUDENTS

The Center worked with two Historically Black College & Universities and one Hispanic Serving Institution with CFP Board Registered Programs to promote financial planning careers and raise awareness of the value of pursuing CFP® certification. On-campus events were held at Clark-Atlanta University, Prairie View A & M University and the University of Houston.

Diverse CFP® professionals, university staff and other volunteers participated in panel discussions about financial planning career opportunities and resources to support students. About 140 students — most of whom were enrolled in financial planning and finance programs at their respective universities — participated in these events. The Center will conduct ongoing outreach and share additional information with students who expressed interest in learning more.



“We were thrilled to participate in the CFP® Pro Campus Champions Program. Our students left the event energized and excited about career opportunities within the financial planning profession, and we’ve seen increased demand for the resources our program provides to help them get started on their professional journey.”

John C. Lopez, CFP®
Senior Professor of Practice,
Personal Financial Planning
University of Houston
Bauer College of Business

KNOWLEDGE FOR PRACTICE

The Center creates opportunities for conducting research, convening and showcasing experts, and building cutting-edge knowledge to advance the field of financial planning. This knowledge helps CFP® professionals and other financial practitioners excel in their career and deliver outstanding service to clients. It also elevates the academic discipline of financial planning and supports the growth of financial planning faculty.

ACADEMIC RESEARCH COLLOQUIUM PRESENTS WORLD-CLASS PAPERS ON FINANCIAL PLANNING TOPICS

The Center hosted its 6th annual Academic Research Colloquium for Financial Planning and Related Disciplines on October 24-25, 2022. More than 100 researchers, practitioners, graduate students and leaders of the financial planning practice attended this international event — the premier research conference for the profession.

Colloquium attendees heard from speakers and panelists who highlighted topics regarding behavioral economics and the psychology of financial decision-making. Dr. Justin Fitzpatrick, CFP®, CFA®, the founder and CIO of Income Lab, and Dr. Miranda Reiter, CFP®, an assistant professor of personal financial planning at Texas Tech University, delivered keynote remarks. Dr. Reiter's address, "State of the Art: The Past, Present, and Future of DEI Financial Planning Research," clearly identified next steps for the research community to help advance diversity in

the profession, and it was among the most well-evaluated keynotes in the Colloquium's history.

This link to diversity was reflected throughout the Colloquium, which was designed to meet the speaker representation and safety standards recommended by the Choir Pledge™. In addition to Dr. Reiter's keynote, the Colloquium featured a panel on women's issues in financial planning, and Dr. Sarah Asebedo, CFP® of Texas Tech University was honored as the Center's first female Early Career Award recipient. The 2022 Colloquium was also more inclusive of students. A proactive campaign to increase student participation more than doubled the number of student attendees at the event, compared to the previous in-person event in 2020.

Researchers at the Colloquium presented contributions from a broad range of fields, from retirement planning to portfolio choice to the psychology of financial planning. The event featured 28 research papers, with four papers from researchers within the profession and 24 from domestic and international research universities. Seven of the papers received a Best Paper Award for outstanding contributions to innovation and knowledge in the financial planning profession.



Miranda Reiter, Ph.D., CFP®, Assistant Professor of Personal Financial Planning at Texas Tech University, delivers keynote address at 2022 Colloquium.



Justin Fitzpatrick, Ph.D., CFP®, CFA®, Co-Founder & CIO, Income Lab, delivers a keynote address at 2022 Colloquium.

BEST PAPER AWARDS

The Morgan Stanley Best Paper Award: “The Effect of Wealth on the Probability and Severity of Long-term Events: Evidence from HRS,” by Jimmy Cheng, Ph.D., CFP®, CFA®, Morningstar Inc.; Kris Carroll, Ph.D., CFP®, CFA®, Wealth Enhancement Group; Michael Finke, Ph.D., CFP®, The American College of Financial Services; and Tao Guo, Ph.D., CFP®, CFA®, Morningstar Inc.

The CFP Board Center for Financial Planning Diversity & Inclusion Best Paper Award: “Financial Literacy Assessment: Assumptions, Inferences, and Bias,” by Diana G. Simpson, Ph.D., MBA, CFP®, Florida State University Panama City

The Charles Schwab Founding Sponsor Best Paper Award: “Seeking Tax Alpha in Retirement Income,” by James DiLellio, Ph.D., Pepperdine Graziadio Business School, and Andreas Simon, Ph.D., University of Southern California

The CFP Board Center for Financial Planning Best Paper Award: “Economic Security in Retirement: Does Borrowing From Home Equity After a Health Shock Affect Health Outcomes,” by Căzilia Loibl, Ph.D.; Stephanie Moulton, Ph.D.; Joshua Joseph, M.D.; Alec Rhodes; and Donald Haurin, Ph.D., The Ohio State University

The CFP Board Center For Financial Planning Emerging Scholar Best Paper Award: “Individual Investors’ Housing Income and Interest Rates Fluctuations,” by Antonio Gargano, Ph.D., University of Houston; and Marco Giacoletti, Ph.D., University of South Carolina

The Envestnet Founding Sponsor Best Paper Award: “Long-Term Expectations,” by Harry Turtle, Ph.D., Colorado State University; Richard Sias, Ph.D., University of Arizona; and Laura Starks, Ph.D., University of Texas

The Northwestern Mutual Founding Sponsor Best Paper Award: “Hooked on Stock Trading,” by Werner DeBondt, Ph.D., DePaul University; and Rudy DeWinne, Ph.D., and Catherine D’Hondt, Ph.D., Université Catholique de Louvain

The Colloquium was made possible with support from premier sponsor Merrill; leadership sponsor Vanguard; and partner sponsors Ballentine Partners, Edward Jones, Morgan Stanley, Goldman Sachs and Prudential. The Center also extends a special thank you to members of the Colloquium steering committee, who provided input on the Colloquium’s agenda, speaker selection, and paper and poster review.

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Jonathan Fox, Ph.D.
Iowa State University

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“The ARC is an absolute must for any practitioner who wants to be on the cutting edge of financial planning and integrate the latest research into their practice to benefit their clientele.”

–
Dieter Bollmann, CFP®
Managing Partner
Dundas Wealth Management



“Best conference to learn about cutting-edge research in financial planning, interact with the best researchers in the field, and get inspired about improving your practice and your research.”

–
Congrong Ouyang, Ph.D.
Assistant Professor
Kansas State University

NEW EDITORIAL TEAM BRINGS DECADES OF RESEARCH EXPERIENCE TO *FINANCIAL PLANNING REVIEW*

The Center was pleased to announce the appointment of Dr. Stephen Horan, CFA®, CIPM, CAIA, as the new executive editor of the *Financial Planning Review* in June 2022. An award-winning scholar, Horan has 30 years of experience writing impactful and practice-oriented articles on topics including wealth management, tax-efficient investing and investment management.

As executive editor, Horan will determine the journal's strategic direction, including the scope of research published, editorial board selection, and management and oversight of the editorial process.

The Center followed this announcement with the October appointment of three new co-editors. Horan and co-founding co-editor Chris Geczy, Ph.D., adjunct full professor of finance at the Wharton School, welcomed:

- **Thomas R. Robinson, Ph.D., CFP®, CFA®, CPA, CAIA**; president and chief investment officer of Robinson Global Investment Management LLC, and a globally recognized educator, author and advisor.
- **Megan McCoy, Ph.D., LMFT, AFC, CFT-1** an assistant professor at Kansas State University's Department of Personal Financial Planning and associate editor of the *Journal of Financial Therapy*.
- **Conrad Ciccotello, Ph.D., J.D.**; director of the Reiman School of Finance in the Daniels College of Business at the University of Denver, and a prolific author whose work has appeared in over 60 publications.



"Drs. Robinson, McCoy and Ciccotello are all exceptional educational leaders, with more than 75 years' cumulative experience in the financial advice ecosystem. Their breadth of expertise mirrors the journal's mission, and we're thrilled to have them join our auspicious and accomplished team as we seek to expand the financial planning body of knowledge."

—
**Stephen Horan, Ph.D.,
CFA®, CIPM, CAIA**
Executive Editor
Financial Planning Review

The appointments of these distinguished scholars will help elevate the journal's visibility and value among practitioners. *Financial Planning Review* continues to publish rigorous and relevant research from a variety of subject areas related to financial planning, including psychology, behavioral finance and consumer finance and regulation. Four new issues were released in 2022, featuring articles on topics such as risk tolerance assessment, multi-level marketing and supporting aging clients.

Financial Planning Review is accessible to all CFP® professionals and to scholars worldwide via the Wiley Online Library. Research from the journal is also available in the Financial Planning Research network on SSRN.

2023 LOOK AHEAD

A PREVIEW OF THE CENTER'S UPCOMING PROGRAMS 

2023 PROGRAMS & EVENTS

WIN ENDOWED SCHOLARSHIP

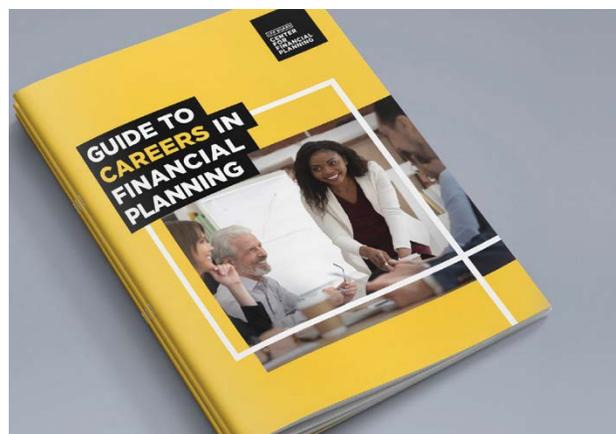
The Center will mark the 10th anniversary of the CFP Board Women’s Initiative (WIN) by launching the WIN Endowed Scholarship program. The new scholarship supports WIN’s efforts to address the challenge of gender underrepresentation in the financial planner workforce. The program will provide scholarships to women/femmes who are pursuing CFP® certification. The scholarship is currently in the fundraising phase for the endowment.

INTERNSHIP CLEARINGHOUSE

The Center will launch an internship clearinghouse within the CFP Board Career Center. As a one-stop-shop for financial planning internship positions, the clearinghouse will make it even easier for students and graduates to find internships that enable them to enter the profession and earn the experience needed to obtain CFP® certification. The Center will also use the clearinghouse to encourage financial services firms to create more internship positions within their organization that provide experience relevant to CFP® certification requirements.

CAREER CHANGERS PROGRAM

Many career changers have used the Center’s *Guide to Careers in Financial Planning* to learn about opportunities and plan their transition to the financial planning profession. The Center will leverage the *Guide* to develop and pilot a new Career Changers Program to promote financial planning as an attractive career choice for professionals looking to switch fields. As part of the program, the Center will create customized materials based on *Guide* content and work with third-party partners to deliver those materials to potential career changers.



ACADEMIC RESEARCH COLLOQUIUM

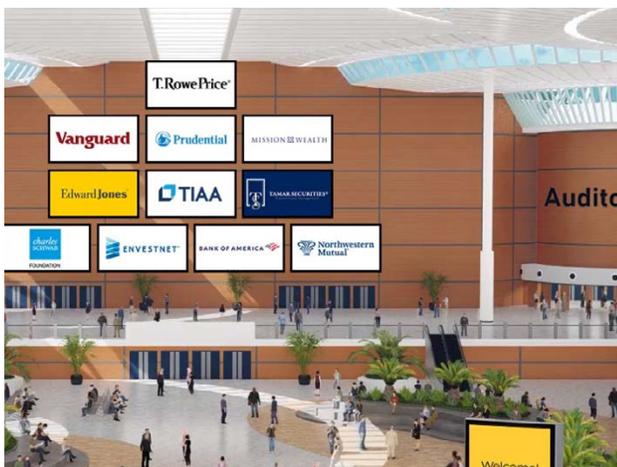
The seventh annual Academic Research Colloquium for Financial Planning and Related Disciplines will take place December 7-8, 2023, in Washington, DC. This international meeting of researchers, practitioners, graduate students and leaders of financial planning practice will continue to showcase timely research within financial planning, as well as disciplines that directly or indirectly relate to the financial planning body of knowledge or financial planning practice.

DIVERSITY SUMMIT

The sixth annual Diversity Summit will be held on November 9, 2023, in Arlington, Virginia. The Summit's theme will be *Inclusion 360... Profession, Planner, Community*, emphasizing a holistic view of inclusion that involves key stakeholders. The Summit will bring together firms, CFP® professionals and other financial advisors, academic institutions, and partners within and outside financial planning to showcase actionable solutions to advance diversity through research, case studies and best practices.

DIVERSITY CAREER FAIR

Building upon the success of the 2023 Spring Virtual Career Fair, the Center will host its annual Virtual Diversity Career Fair on November 10, 2023. The fair connects employers and diverse job seekers in financial planning in real time. Employers will be able to set up virtual exhibit booths to promote their open job and internship positions, as well as schedule one-on-one video meetings with highly qualified candidates, including CFP® professionals, those pursuing CFP® certification and students studying financial planning.



"Diversity is key, not only because it's a moral issue, but also from a commercial imperative to help the country."

—
Ken Correa, CFP®
Managing Partner
Merrill Lynch Wealth Management

FUTURE WORKFORCE INITIATIVE CAMPAIGN

By the end of the year, the Center will launch a new multi-year program designed to create a national movement to increase awareness and perception of financial planning as an attractive career choice among college-bound high school students, including diverse populations. This initiative will educate students and their parents about the personal and societal benefits of financial planning careers. Through a combination of online and social media engagement, extracurricular clubs, and other interactive trainings and activities, this initiative will promote enrollment in CFP Board Registered Programs to attract more young and diverse people to the profession.

**ENGAGING THE
PROFESSION**

**MEET
THE
TEAMS**

CENTER INITIATIVES GUIDED BY ADVISORY BODIES 

THEIR GUIDANCE

The Center's work in each of our 3 focus areas — Talent Pipeline, Diversity and Inclusion, and Knowledge for Practice — is guided by a group of advisory bodies composed of some of the most talented and dedicated thought leaders from within and outside of the financial planning profession.



5

**ADVISORY BODIES
GUIDE THE CENTER'S WORK**



50

**VOLUNTEERS SERVED ON THE
CENTER'S ADVISORY BODIES IN 2022**

OUR GRATITUDE

The volunteer members of the Center's advisory bodies provide essential leadership and valuable insight that shapes Center programming and supports goal achievement. We thank them for their commitment to our profession and dedicated partnership.

ADVISORY COUNCIL

The Advisory Council is the overarching advisory body for the Center. It provides guidance and recommendations concerning programmatic initiatives, including the need for particular initiatives, the prioritization of proposed initiatives and the measurements of success. This work is done in collaboration with the Center's other advisory groups. Advisory Council members are leaders in the profession, subject matter experts, key patrons, or academicians who possess experience relevant to the Center's mission, financial planning profession or the financial services industry.

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DEVELOPMENT COMMITTEE

The Center's Development Committee is composed of key industry advocates and leaders who provide strategic guidance in raising the necessary funds to implement the Center's programming. The Development Committee's critical work ensures the growth and sustainability of the Center's programmatic initiatives and fosters meaningful relationships with our generous sponsors and donors. The committee led the Center's successful capital campaign and is now focused on implementing an annual fundraising framework to ensure the Center's long-term sustainability.

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Board Member Liaison

WORKFORCE DEVELOPMENT ADVISORY GROUP

The Workforce Development Advisory Group is responsible for driving the Center's efforts to improve the health of the profession's talent pipeline by attracting and retaining the next generation of financial planners. The group is composed of experts on talent acquisition and retention, leaders from financial services firms, heads of CFP Board Registered Programs, and outside experts and researchers.

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DIVERSITY ADVISORY GROUP

The Center established the Diversity Advisory Group to assist in the development of diversity, equity and inclusion initiatives that will increase the number of racially and ethnically diverse CFP® professionals. Diversity Advisory Group members possess experience and talents aligned with the Center's mission, including expertise and/or leadership in the areas of diversity and recruitment, experience working as a personal financial planner or in the financial services industry, or academia. The Diversity Advisory Group plays a key role in the Center's Diversity Summits and thought leadership reports on diversity, equity and inclusion.

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WOMEN'S INITIATIVE (WIN) COUNCIL

The WIN Council is composed of experts in the areas of women's issues, diversity and recruitment, as well as leaders from financial planning and advisory firms and CFP Board Registered Programs. The WIN Council advises and assists in the development of initiatives to increase the number of women entering the financial planning profession, including the number of women CFP® professionals. The WIN Council has played an important role in developing key Center programs, including WIN Advocates, "I am a CFP® Pro" campaign and the CFP Board Mentor Program, as well as partnerships with organizations such as Invest in Girls and Rock the Street, Wall Street.

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FINANCIAL PLANNING REVIEW

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The *Financial Planning Review* editorial board consists of leading scholars from both within financial planning and other disciplines such as finance, accounting, marketing and household finance. The *Financial Planning Review* editorial board provides strategic guidance regarding the aims and scope of the journal, as well as a rigorous peer-review process of all paper submissions. Editorial board members represent premier Ivy League, research-1, and other institutions across North America and Europe.

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SCHOLARSHIP REVIEW PANEL

2022 SCHOLARSHIP REVIEW VOLUNTEERS

The Center's scholarship programs are one of the key initiatives for advancing the sustainability and diversity of the financial planning profession, and Scholarship Review Panel volunteers play a critical role in making these programs possible. Panel volunteers review submitted scholarship applications to help identify individuals pursuing CFP® certification who are deserving of a scholarship award. The awards provide important financial assistance to recipients as they pursue the education requirement for CFP® certification. The Scholarship Review Panel convenes twice per year, for spring and fall scholarship cycles, with many volunteers returning to participate each year.

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RIA LEADERSHIP NETWORK

Launched in early 2021, the Center’s RIA Leadership Network is designed specifically to address the unique needs of Registered Investment Advisors (RIAs). The RIA Leadership network provides participating firms access to Center research, thought leaders, peer networking, and a collaborative culture of excellence in financial planning and professionalism. The program is supported by staff and volunteer leadership from CFP Board and the Center. As an RIA Leadership Network participant, firms broaden their reach to CFP Board’s extensive network of professionals and deepen their knowledge of professional trends and real-world best practices.

Firms participating in the RIA Leadership Network demonstrate their commitment to the profession by partnering with the Center to build a sustainable financial planning profession. RIA partner firms connect with other leaders in the profession who have themselves built and led successful practices, and they have access to exclusive thought leadership events hosted by the Center.

2022 RIA LEADERSHIP NETWORK FEATURED SPEAKERS



Katie Braden, CFP®
Innovating Advice



**Matt Sommer, Ph.D.,
CFP®, CFA®**
Janus Henderson



Orian Williams, JD, CFP®
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IN 2022,
THE CENTER RAISED

2.8M

DOLLARS FROM OUR
GENEROUS DONORS AND
SPONSORS



WE EXTEND OUR PROFOUND
GRATITUDE TO OVER

4,968

FIRMS AND INDIVIDUALS
WHO MADE A GIFT
TO THE CENTER IN 2022



Charlie E. Fitzgerald, III, CFP®
Chair, Development Committee

MESSAGE TO CONTRIBUTORS

From announcing \$1 million in scholarship funding to securing a record level of sponsorships for our annual Diversity Summit, 2022 was another banner year for the Center’s fundraising efforts. Thanks to the gifts of more than 4,900 firms and individuals, the Center raised a total of \$2.8 million. We are profoundly grateful for these contributions, every penny of which is invested in the Center programs that are making a powerful impact on our collective future.

A highlight of the year for us was the VIP Donor Wall event we hosted at CFP Board’s Washington, DC headquarters. We were thrilled to bring together more than 60 of the Center’s top supporters at this exclusive gathering and to recognize the visionaries who are deeply committed to creating a more diverse and sustainable financial planning profession. We have been blown away by their tremendous generosity and leadership over the last 7 years. We look forward to celebrating with many of you again this fall, and encourage anyone interested in reviewing their level of giving to contact the Center’s outstanding Development Team ahead of our next Donor Wall event.

We must also thank our corporate sponsors — including our Founding Sponsors Charles Schwab Foundation, in partnership with Schwab Advisor Services, Envestnet, Merrill and Northwestern Mutual — whose steadfast support drives the Center’s mission forward. We are particularly appreciative of the new multi-year commitments announced by Schwab and Merrill. Schwab pledged to build upon their past donations with a new 4-year grant that will fund scholarships for individuals pursuing CFP® certification, co-branded research on diversity in the financial planning profession, and our annual Diversity Summits.

Merrill’s gift includes the premier sponsorship of the Diversity Summit through 2025 as well as up to 16 scholarships for diverse individuals seeking to complete the requirements for CFP® certification. These are major contributions that will make a significant difference in the Center’s ability to affect change in our profession.

We would like to send a special thank you to the many individual hosts of fundraising gatherings, both virtual and in-person events. The hosts listed below have each held fundraising events on behalf of the Center, inviting personal contacts and asking these friends to join them in supporting the Center. And thank you to the event attendees and donors who honored the hosts by attending and contributing to the Center.

- Cindy Conger, CFP®
- Charles Goldman
- Tim Kochis, CFP®
- Dan Moisand, CFP®
- Karen Schaeffer, CFP®
- Mark Tibergien

We thank you for your gifts of time and treasure. Every contribution to the Center brings us a step closer to our vision for the future — one in which our profession can provide every American with access to competent and ethical financial planning advice.

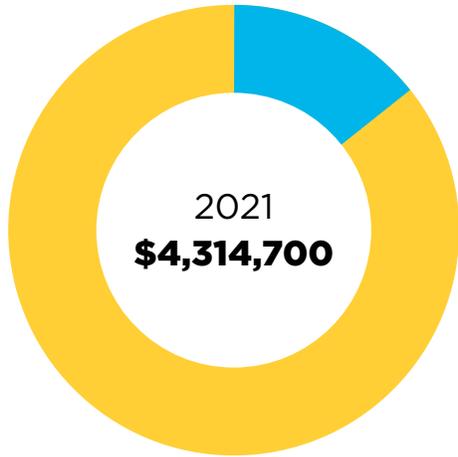
Thank you again.

Robert J. Glovsky, CFP®
Chair, Advisory Council

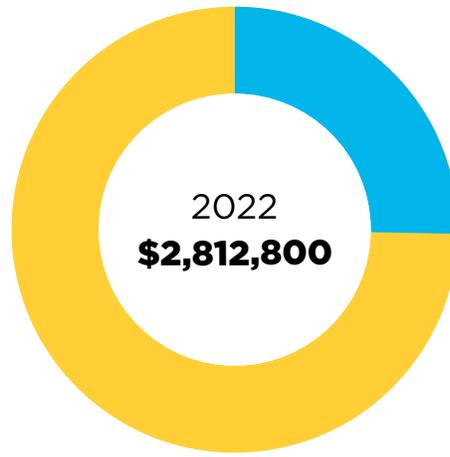
Charlie E. Fitzgerald, III, CFP®
Chair, Development Committee

REPORT ON GIVING

Cumulative giving from 2015 to the end of 2022 totaled \$22,265,800.



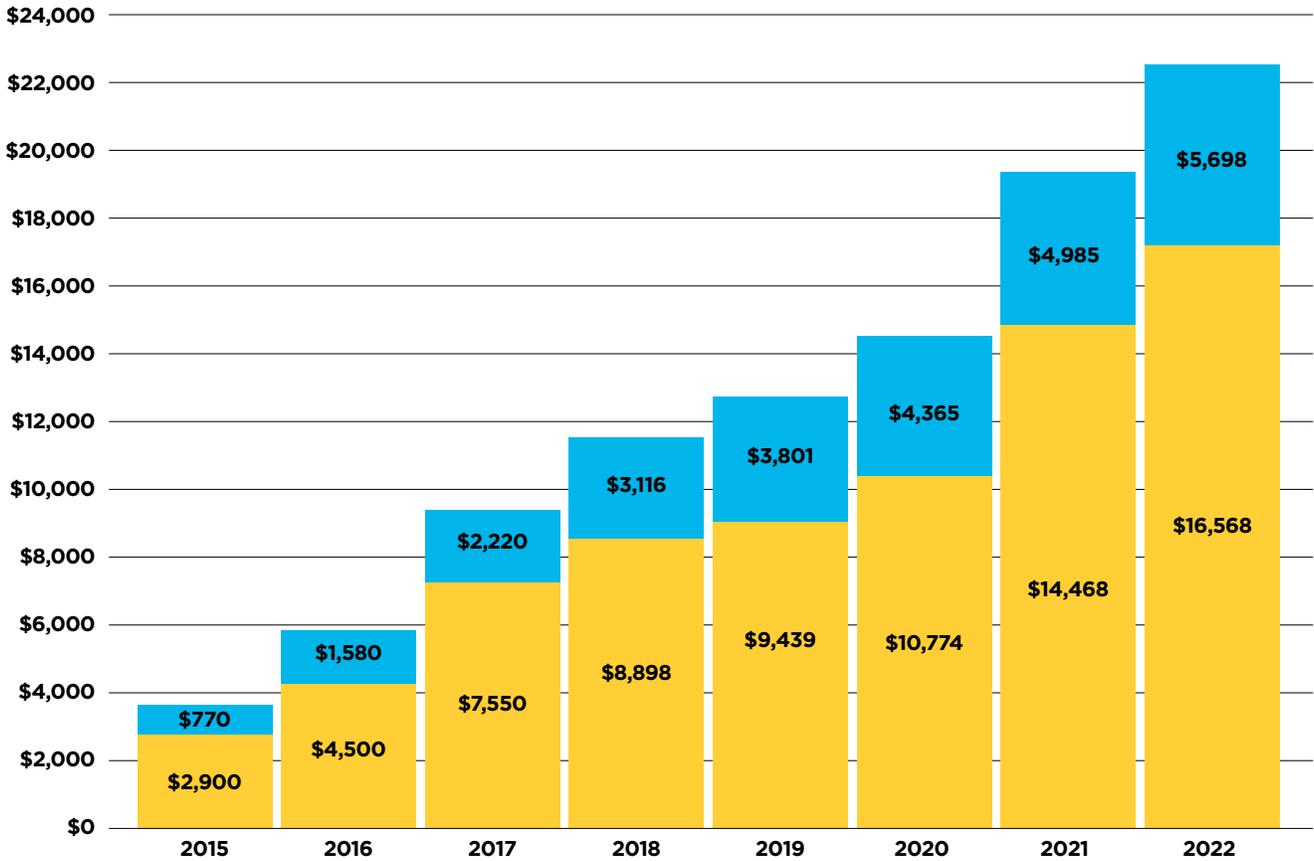
Corporate Sponsors **\$3,694,950**
Individual Donors **\$619,750**



Corporate Sponsors **\$2,099,500**
Individual Donors **\$713,300**

TOTAL CUMULATIVE GIVING (AMOUNTS 000s)

Corporate Sponsors Individual Donors



CORPORATE SPONSORS

We are grateful to the corporate sponsors who supported the Center in 2022. The following sponsors made one-time gifts and multi-year pledges, and are listed by their cumulative donation history.

FOUNDERS CIRCLE (\$1,000,000+)



VISIONARY CIRCLE (\$500,000+)



CHAIRS CIRCLE (\$250,000+)



PINNACLE CIRCLE (\$100,000+)



To fulfill the Center’s mission of a more inclusive and sustainable financial planning profession, dedicated volunteers and professional staff drive our work — but we can only achieve our goals with the support of gracious philanthropists. Your donations directly support the Center’s critical programs, and all donations are fully tax-deductible. It is only with the commitment from our donors that we can continue the ongoing efforts to grow, diversify and sustain the financial planning profession.

LEADERS CIRCLE (\$50,000+)

Ameriprise Financial Services
Edward Jones
First Pacific Financial
Goldman Sachs
Mariner Wealth Advisors
Pacific Life Advisory
Wescott Financial Advisory Group LLC
Yeske Buie
Zero Alpha Group, LLC

BENEFACTORS CIRCLE (\$25,000+)

Advisor Group
Allworth Financial
Asset-Map
California Lutheran University
Dalton Education
Franklin Templeton
LPL Financial
Moisand Fitzgerald Tamayo
Nationwide Insurance
Triad Financial Advisors, Inc.

PRESIDENTS CIRCLE (\$10,000+)

Center for Financial Planning, Inc.
Equitable
Huntington Financial
Life Transition Advisors, LLC
M Financial
Miami Life
NFP
Northern Trust
The Planning Center
Valeo Financial Advisors



“Trust between advisors and clients is anchored in a clear alignment between an individual’s needs and values and the relationship that they have with the advisor. So, it follows that championing diversity across the independent advice industry is critically important. Investors are increasingly turning to independent advice, but they also want to be able to work with advisors that can understand their individual world view, and so we must continue to attract and develop advisors from all different backgrounds.”

—
Bernard J. Clark
Managing Director and
Head of Schwab Advisor Services

CHAMPIONS CIRCLE (\$5,000+)

Brewster Financial Planning
CJM Wealth Advisors
College for Financial Planning
Vetted Solutions
The Warburg Pincus Foundation

PATRONS CIRCLE (\$1,000+)

Calamita Wealth Management
Urban Wealth Management

LIFETIME GIVING CIRCLES

Our Lifetime Giving Circles are the Center's most prestigious individual donor recognition, composed of people who are deeply committed to the Center's mission of creating a more diverse and sustainable financial planning profession. The following Giving Circles signify generous donations of \$50,000 or more made over the course of a lifetime, as well as donors who gave \$25,000 during the first 5 years of the Center's work, as recognition of their early leadership support.

FOUNDERS CIRCLE

(\$1,000,000+)

The Deena Jo Heide-Diesslin Foundation,
David H. Diesslin, CFP®, MBA, Chairman

VISIONARY CIRCLE

(\$500,000 - \$999,999)

V. Raymond Ferrara, CFP®

CHAIRS CIRCLE

(\$250,000 - \$499,999)

Robert J. Glovsky, CFP® & Susan S. Glovsky

PINNACLE CIRCLE

(\$100,000 - \$249,999)

Eleanor Blayney, CFP®

Charles & Judith Goldman

Kevin R. Keller, CAE

Karen P. Schaeffer, CFP® & Rick W. Schaeffer, CFP®



*David H. Diesslin, CFP®
Founders Circle Donor*

LEADERS CIRCLE

(\$50,000 - \$99,999)

David Canter & Lisa Strobe

Cynthia L. Conger, CPA/PFS, CFP®

Jeff Farrar, CFP® & MJ Farrar

Charlie Fitzgerald III, CFP® & Lisa Fitzgerald

Marjorie Fox, CFP®

Tim Kochis, JD, MBA, CFP®

Mike Masur, CFP®

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Kimberly Sterling, CFP®, CPA

Gregory Sullivan, CFP®

Stewart H. Welch, III, CFP®

Rosalie Wolf

BENEFACTORS CIRCLE

(\$25,000 - \$49,999)

Blaine F. Aikin, AIFA, CFA, CFP®
Alexandra Armstrong, CFP®
Joel Beam
Matthew Boersen, CFP®
Norman M. Boone, CFP® & Linda Lubitz Boone
Jack Brod, CFP® & Ilene Brod
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Mike Davis, CFP® & Terry Davis
Marilyn Capelli Dimitroff, CFP®
Gregory Friedman
Mike Greene, CFP® & Stephanie Greene
Mark Johannessen, CFP®, AIF® & Mindy Johannessen
Susan MacMichael John, CFP®
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Charles Moran, CFP®
Randy Morris, CFP® & Nancy Morris
In Memory of Emilia Palaveeva
David Petersen, CFP®
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Bob Wacker, CFP® & Debbie Wacker, CPA
Randolph Waesche, CFP®
Adam Way, CFP®
Natalie & Brad Wolfsen



“When people ask me why I’m still involved at CFP Board, I can always say, this is the place where I should give my time, because instead of it just being Karen Schaeffer doing the little bit that she can do, I’m collaborating with people who know how to get it done, what needs to get done, and done for everybody.”

—
Karen Schaeffer, CFP®
Schaeffer Financial LLP

LEGACY DONORS

By supporting the Center with an irrevocable planned gift, this exclusive group is making a powerful and long-lasting impact on both future generations of financial planners and the American public. Our Legacy Society Members receive special recognition on the Center’s Donor Wall and in the Annual Report, an invitation to our VIP Donor Appreciation Event each year, and regular updates on the Center’s work and impact.

Cynthia L. Conger, CPA/PFS, CFP®
Charlie Fitzgerald, III, CFP® & Lisa Fitzgerald
Susan MacMichael John, CFP®
Richard P. Rojeck, CFP®
Karen P. Schaeffer, CFP® & Rick W. Schaeffer, CFP®

2022 INDIVIDUAL DONORS

We are grateful to the following donors who made Leadership Annual Fund and Annual Fund gifts in 2022. These individuals play a pivotal role in ensuring we have adequate resources and support to strengthen and expand on our work.

LEADERSHIP ANNUAL FUND:

PRESIDENT

(\$10,000 - \$19,999)

Robert J. Glovsky, CFP® & Susan S. Glovsky

CHAMPION

(\$5,000 - \$7,499)

Brian L. Fricke, CFP®

Mark Johannessen, CFP®, AIF® & Mindy Johannessen

Susan MacMichael John, CFP®

Elizabeth K. Miller, CFP®, CFA® & Ian M. Miller

Dan Moisand, CFP® & Kelly Moisand

Kristen Moosmiller, CFP®

SUSTAINER

(\$2,500 - \$4,999)

Matthew Boersen, CFP®

Christina Collins, CFP®

Jerron D. Green

Aneri Jambusaria



"It's great that we have strategy and vision, but it's equally important to focus on execution. To know that we are putting dollars into the hands of talented individuals who want to make a difference in our industry is inspiring and exciting! It's truly an honor to be a part of something so impactful."

Kristi Martin Rodriguez
FARE President and Board Chair

PATRON

(\$1,000 - \$2,499)

Louis Barajas, CFP®

Karen Blodgett, CFP®

Jeffrey Burrow, CFP®

Kamila Elliott, CFP®

Mary Beth Franklin, CFP®

Robert Frater, CFP®

Kate Healy

Kevin Keller

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Nelson Rutherford, CFP®

Jonathan Satovsky, CFP®

Martin Schamis, CFP®

Martin Seay

Richard Sherlock

Nancy Smith

Elizabeth Stewart

David Strege, CFP®

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Juan Barrowes, CFP®
Michael Brady, CFP®
Christopher Brown, CFP®
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Kurt Cambier, CFP®
Megan Carpenter
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Dr. Jason Zigmont, CFP®
David Zuckerman, CFP®

GETTING IT RIGHT

The Center makes every effort to properly list the names of its donors based on the contact information entered into our donor database. If you find an error, please let us know by contacting:

Joshua Sandler
Engagement and
Stewardship Manager
202-864-5241
jsandler@cfpboard.org

GET INVOLVED

GIVE YOUR TIME: Volunteers play a key role in supporting our mission and vision, and the Center welcomes the involvement of those individuals who seek to shape the future of the financial planning profession. You could mentor an individual pursuing CFP® certification through the CFP Board Mentor Program, encourage women and girls to consider financial planning careers as a WIN Advocate, or participate on our Scholarship Review Panel to help us identify individuals pursuing CFP® certification deserving of a scholarship award, among other opportunities. We also have potential volunteer opportunities through the Center’s volunteer Councils. If you are interested in learning more about these volunteer opportunities, please contact us at DevelopmentTeam@cfpboard.org.

MAKE A DONATION: The Center’s work to advance the financial planning profession depends on the generous donations of corporate and individual donors. Your donation helps to create a more diverse and sustainable financial planner workforce and a research-based, recognized body of knowledge for financial planning. You can make a one-time gift by donating online or through your donor advised fund, stock transfer or IRA, or make a multi-year pledge to provide ongoing resources for the Center’s initiatives for years to come. You may also donate in support of a specific program, such as a scholarship. Tax-deductible donations can be made through the Center’s website. For more information on giving options, contact the Center’s Development Team at **202-864-5250** or DevelopmentTeam@cfpboard.org.

CORPORATE GIVING:

Founders Circle (\$1,000,000+)
Visionary Circle (\$500,000+)
Chair’s Circle (\$250,000+)
Pinnacle Circle (\$100,000+)
Leaders Circle (\$50,000+)
Benefactors Circle (\$25,000+)
Presidents Circle (\$10,000+)
Champion Circle (\$5,000+)
Patrons Circle (\$1,000+)

INDIVIDUAL GIVING:

Lifetime Giving Circles
(\$50,000+ cumulatively)

Legacy Society
(\$50,000+ through a planned gift)

Major Gifts (\$20,000+)

Leadership Annual Fund
Presidents Circle (\$10,000+)
Pro Circle (\$7,500+)
Champion Circle (\$5,000+)
Sustainer Circle (\$2,500+)
Patrons Circle (\$1,000+)

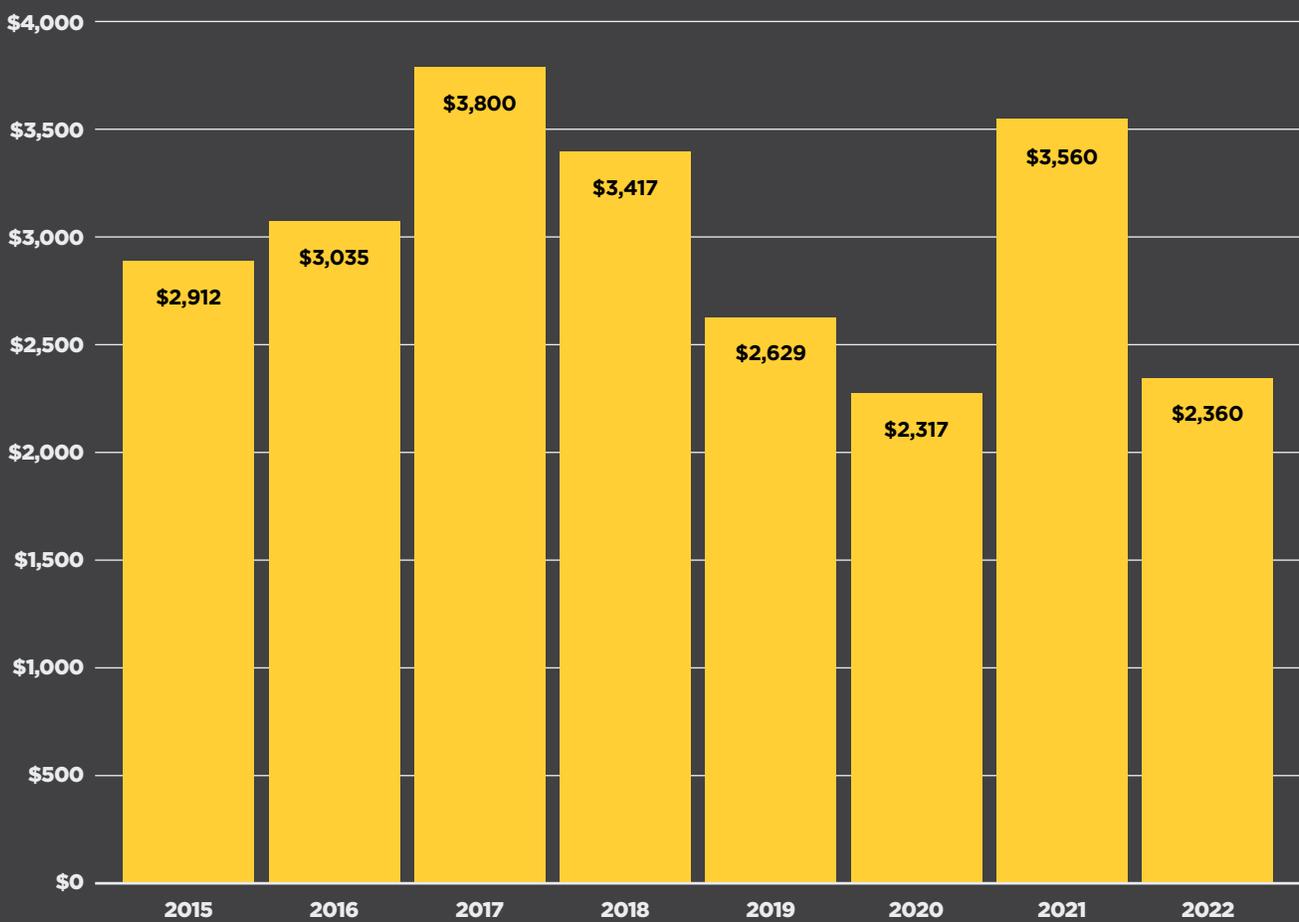
Annual Fund
Supporter (\$500+)
Mentor (\$250+)
Friend (up to \$250)

All donors who give \$500 or more are listed in the Center’s Annual Report

2022 FINANCIAL REPORT

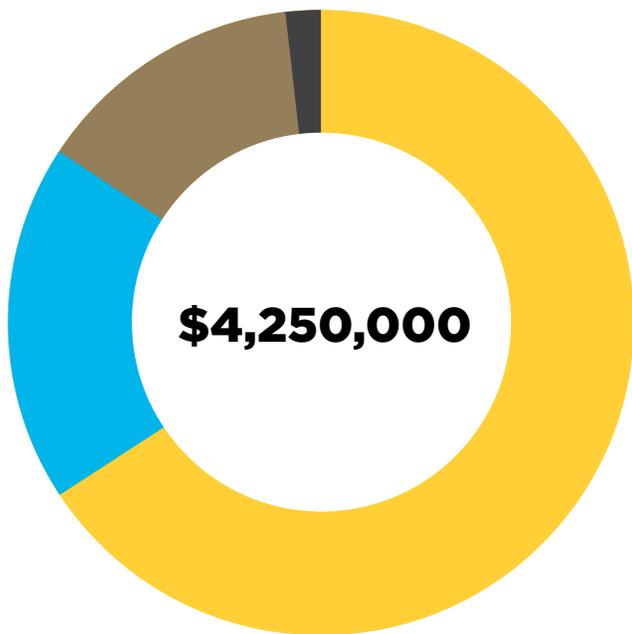
NET ASSETS

AS OF DECEMBER 2022 (AMOUNTS 000s)



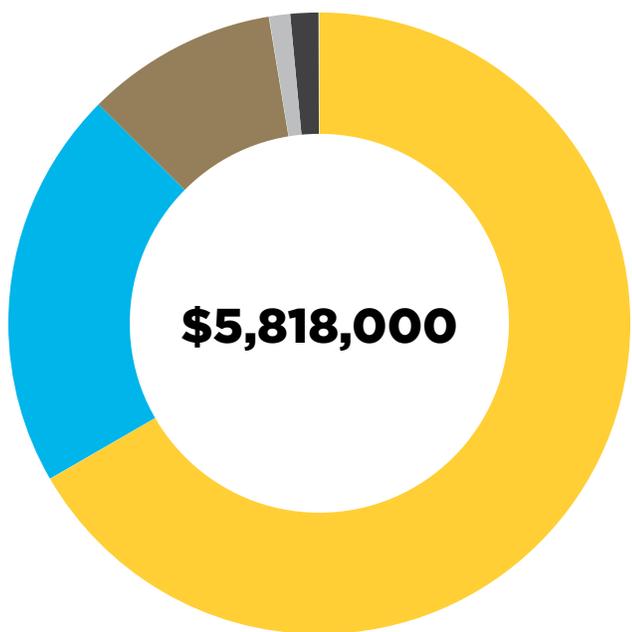
2022 FINANCIAL REPORT

OPERATING REVENUES*



2022

- Contributions **\$2,788,000**
- Contribution from CFP Board **\$800,000**
- Career Center Fees **\$591,000**
- Education Program Fees **\$0**
- Other **\$71,000**



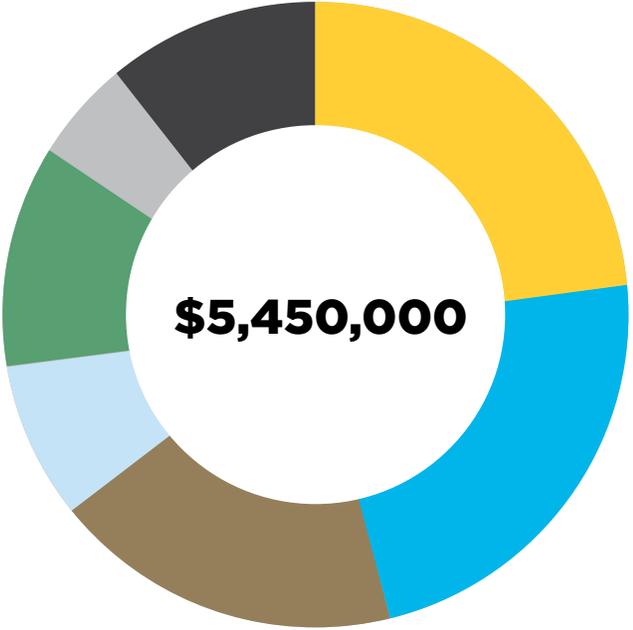
2021

- Contributions **\$3,937,000**
- Contribution from CFP Board **\$1,250,000**
- Career Center Fees **\$527,000**
- Education Program Fees **\$41,000**
- Other **\$63,000**

*Operating revenues reflect support from donors, revenues from programs and CFP Board's financial support for the Center. Contributions in 2022 differ from total reported giving due to required accounting adjustments made for multi-year gifts.

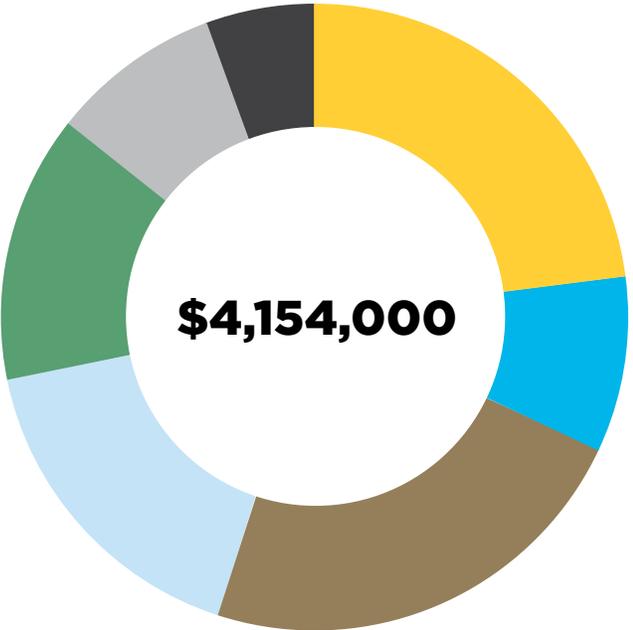
2022 FINANCIAL REPORT

OPERATING EXPENSES



2022

- Diversity & Inclusion Programs **\$1,283,000**
- Talent Pipeline Programs **\$1,250,000**
- Knowledge for Practice Programs **\$1,029,000**
- Education **\$451,000**
- Career Center **\$611,000**
- Fundraising **\$240,000***
- Administration **\$586,000***



2021

- Diversity & Inclusion Programs **\$967,000**
- Talent Pipeline Programs **\$382,000**
- Knowledge for Practice Programs **\$953,000**
- Education **\$705,000**
- Career Center **\$566,000**
- Fundraising **\$368,000***
- Administration **\$213,000***

*Fundraising and administrative expenses are funded by the contribution from CFP Board.

CFP BOARD

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