



# Committed to Financial Education

The Foundation's mission is to promote objective financial education to enable consumers to make informed decisions.

“Sound financial decisions are critical not only to the prosperity and financial security of individuals, but also to the growth and efficiency of our overall economy.”

--B. Bernanke,  
Federal Reserve Bank of Dallas

## NCEF PRESIDENT'S MESSAGE

Consumers today have an unprecedented opportunity to manage their financial affairs; never before have such sophisticated information and advanced financial instruments been literally at the fingertips of tens of millions of people. With life spans increasing and traditional pensions and Social Security projected to fail to provide adequate income for their retirement years, consumers also have a greater need to make well-informed long-term financial decisions. Not surprisingly, the results are quite often anxiety and poor decision-making.

Even more troubling, consumers are not taking action. Indeed, although they know they should do *something* about their finances, they are confused about what to do. They do not know which financial instrument to utilize, when to use it, or even how to select a financial services provider to help them choose. Paralyzed, many consumers do nothing; when they do take action, they are generally reacting to a financial situation or crisis.

Please take a few minutes to read about the NCEF, our mission, and the projects that we have supported.



## The NAPFA Consumer Education Foundation (NCEF) is committed to addressing this problem.



NCEF believes that consumers can be empowered to make the right financial decisions and to take charge of their financial futures. NCEF's mission is to educate consumers about basic financial matters and to help them identify financial services that are in their (fiduciary) interest. NCEF's goal is to enable consumers across the country to become confident and proactive about the full range of financial issues they face.

Toward these ends, NCEF:

- Provides grants to organizations and individuals that have developed educational programs to provide objective information about retirement, investments, college savings, insurance, and other issues.
- Supports projects that reach consumers directly, and provides them with timely, actionable information they can use to improve their lives.
- Seeks to partner with professional and educational organizations to expand the breadth and depth of consumer education available today.

There is much to be done in this area, and it is challenging work. The success of NCEF's initial programs demonstrates that much can be achieved when innovative ideas are provided with "seed money" to reach the public.

Education is empowering and is essential to help individuals build a secure financial future. Focusing on the fundamentals is key for consumers and it will strengthen our broader society, too.

## How to Give

The NCEF seeks continuing financial support from all NAPFA members, as well as contributions from other individuals and foundations. Donors can help the NCEF achieve its mission by providing funds in any of these four ways:

- Make a gift of cash – contributions can be made by check or credit card and may give you an immediate tax deduction. Several NAPFA members have made pledges over five years for monthly, quarterly or annual contributions.
- Make a gift of appreciated stocks – because NCEF is a 501(c)3 organization, donors are entitled to tax benefits. In addition, donations of bonds or appreciated real estate can qualify for similar tax benefits.
- Register with iGive.com - this online shopping mall/charitable donation site allows you to shop at many popular on-line retailers and have a percentage of each purchase go to the foundation.
- Matching gifts from employer programs. If your company has a matching gift program, please include your company's matching gift form!





## Get on the BUS!

In order to raise awareness about the need for financial literacy, the NAPFA Consumer Education Foundation plans to promote the *Road to Financial Freedom* with a national tour of *Your Money Bus*. The bus will travel across the U.S. and will be the focal point of financial education programs and events everywhere it goes. Working with local NAPFA study groups, NAPFA members, and like-minded consumer organizations in each city, the bus will provide consumers with basic, but critical information, about budgeting, taxes, managing debt, saving, investing and retirement planning with the objective of leading to their increased financial security.

### Proposed events include:

[www.yourmoneybus.com](http://www.yourmoneybus.com)

The bus will carry copies of the NAPFA Consumer Toolkit – a collection of essential items to help visitors to the bus get started on the *Road to Financial Freedom*. These Toolkits will also be distributed to other groups and it is anticipated that NAPFA members will provide some basic financial counseling and seminars coordinated around the NAPFA Bus.

Joining the NAPFA Consumer Education Foundation in support of the bus program is Kiplinger's Personal Finance magazine. Kiplinger's will provide marketing and promotional support for the initiative in the form of advertising in both the magazine and online at [www.kiplinger.com](http://www.kiplinger.com).





## Ongoing and Past Projects

NCEF has sponsored the following projects in the last two years:

- “Kiplinger’s Retirement Hotline” presented in conjunction with NAPFA and Kiplinger’s magazine. Twice each year (winter and fall), NAPFA members volunteer to respond to phone calls from consumers about retirement issues. NAPFA members answered more than 7,000 calls in 2007.
- Community financial education project developed by NAPFA member Dave Marotta in Charlottesville, Virginia. Through a monthly series of lectures, Marotta and other NAPFA members provided objective information about retirement, investments, college savings, and more.
- “Why Smart People Do Stupid Things with Money”, an hour-long television program that aired on numerous affiliates of the Public Broadcasting Service (PBS) in 2006-2007. Based on a book by NAPFA member Bert Whitehead, the show was produced by WTVS, the Detroit affiliate.
- Dan Martucci’s “Money, Retirement and Emotional Wellbeing” workshop. Financial decisions about retirement can be a source of anxiety and tension. In this interactive workshop series, Dan Martucci, CPA, CFP® and Christine Walker, CPA, CFP® identify key decisions and common questions facing those planning for their retirement years. Individuals and couples will acquire practical planning knowledge that will give them the confidence to make informed retirement decisions.
- Savvy Ladies, an educational program dedicated to providing financial education to women in their quest for financial independence and address their needs not currently being addressed by the financial planning industry.
- The NAPFA Consumer Education Foundation provided the financial sponsorship to the “Focus on the Fiduciary” campaign for consumers. This important initiative was created to increase consumer awareness of the fiduciary standard. The NAPFA Consumer Education Foundation’s financial support provided for the design and production of all-new campaign materials for the initiative from flyers and posters to ads and podcasts.

### DONOR LEVELS

Pillar (\$50,000 or more)

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

Patron (\$10,000 - \$24,999)

Mentor (\$5,000 - \$9,999)

Contributor (\$1,000 - \$4,999)

Friend (less than \$1,000)

In 2008, only 34% of retirees are very confident that they can pay for basic expenses, down from 48% in 2007.

-Employee Benefit Research Institute, April 2008

Several additional project proposals are now under consideration and new proposals are always welcome.



## CAMPAIGN FUNDRAISING NEEDS AND GOALS

The NCEF recognizes that increased basic financial education is a critical component of consumers making informed decisions about their finances and ultimately helping them achieve financial freedom. NCEF has identified four key areas where it intends to focus its financial resources and efforts.

NCEF Priorities	Annual Need	Fundraising Goal
TheMoneyTour Bus		
Endow Annual Operating Costs	\$ 175,000	\$ 4,375,000
NAPFA Consumer ToolKit	\$ 35,000	\$ 875,000
Community Financial Education Projects	\$ 50,000	\$ 1,250,000
Focus on Fiduciary Campaign	\$ 50,000	\$ 1,250,000
Consumer Financial Counseling Projects (such as Kiplinger's Retirement Hotline)	\$ 20,000	\$ 500,000
Totals	\$ 330,000	\$ 8,250,000

**“Ownership, independence, and access to wealth should not be the privilege of a few. They should be the hope of every American. Financial literacy is an essential tool to make that hope a reality.”**

-Former Secretary of the Treasury, Paul H. O’Neill  
Before the U.S. Senate Committee on Banking, Housing and Urban Affairs, Feb., 2002

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