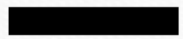




SOCIETY FOR FINANCIAL EDUCATION
& PROFESSIONAL DEVELOPMENT

Impact Report



2022



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► About Us

The Society for Financial Education and Professional Development, Inc. (SFEPD) is an award-winning, national leader in the financial literacy field. Established in 1998, SFEPD is one of the first educational nonprofits to teach individuals how to grow their wealth and achieve economic prosperity.



► Mission

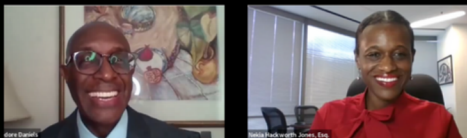
Our mission is to enhance financial and economic literacy and to promote the professional development of individuals in underserved communities.

► Quarterly Talks with Ted

Quarterly Talks with Ted are online webinars with SFEPD president and founder Ted Daniels with industry experts in the financial and education sectors discussing today's most relevant topics.

This series which debuted in 2022, provided educational opportunities and engagement for SFEPD's constituents throughout the year. SFEPD hosts industry experts for these one-hour talks to dive into the issues affecting our current financial and economic landscape.

Quarterly Talks with Ted **BLACK WOMEN & INVESTING**



Black Women and Investing featured Director of the SEC's Atlanta Regional Office Nekia Hackworth Jones.

Economic Equity featured Dr. Jacqueline Scott, Associate Professor of Philosophy at Loyola University Chicago and Dr. William Rodgers, Vice President and Director at Federal Reserve Bank of St. Louis.

Quarterly Talks with Ted **ECONOMIC EQUITY**



► Quarterly Talks with Ted

Quarterly Talks with Ted HBCUS LEADING THE WAY TO ECONOMIC WELL-BEING



HBCUs Leading the Way to Economic Well-Being featured Duwain Pinder, Partner at McKinsey & Company, and Darrell K. Williams, President of Hampton University.

“

Both presenters had a wealth of knowledge and presented enlightening concepts and strategies that shed light on what drives the economy and how economic cycles impact decision making.

Quarterly Talk Attendee

”

The Impact of Financial Literacy featured Dr. Beth Bean, Senior Vice President, Research and Impact of the National Endowment for Financial Education (NEFE) and Tim Ranzetta, Co-founder of Next Gen Personal Finance (NGPF).

Quarterly Talks with Ted THE IMPACT OF FINANCIAL LITERACY



► Student Ambassadors



4

New Campuses
Added

35

Total
Campuses

104

Student
Ambassadors

In 2017, SFEPD started the Student Ambassador Program to train college students to teach their peers about financial education. The program is designed for students at historically Black colleges and universities (HBCUs) many of whom are first-generation, to help them manage their finances better and build wealth.

► Student Ambassadors

SFE PD trains Student Ambassadors in personal finance concepts to enable them to lead and teach engaging classes to fellow students. HBCU business school professors and SFE PD's financial educators mentor the ambassadors and help them to create innovative workshops and presentations. In this way, the students develop leadership skills and act as champions of financial literacy on their college campuses.

“

I thoroughly enjoyed my time with SFE PD and loved the organization, efficiency, and how helpful everyone was. I gained knowledge from this program and highly recommend it to others. My experience with SFE PD was a great one, I love the way this is making a difference in the black community.

*Taiya McDowell, Student Ambassador
Grambling State University*

”

Student Ambassadors coordinate educational events, teach financial classes and develop programs to reach their peers. Financial workshops include saving, investing, banking, budgeting, credit, debt, student loan management, and financial goal-setting. Through this unique learning initiative, college students gain financial knowledge and skills that give them a foundation for economic success.

158

**Financial Education
Presentations**

3,165

**Students
Reached**

► Student Ambassador Program Awards



Top Student Ambassador Program Award

First Place

Tuskegee University

Kai Koong, Ph.D.
Dean of the Brimmer College of Business and Information Science
Tuskegee University

Top Student Ambassador Program Award

Runner Up

Tennessee State University

Millicent Lownes-Jackson, Ph.D.
Dean of the College of Business
Tennessee State University



Special Award for the Establishment of the JSU Financial Wellness Center

Fidelis Ikem, Ph.D.
Dean of the College of Business
Jackson State University

► Financial Education Reach

In 2022, SFEPD began a new initiative through a partnership with the American College of Financial Services (ACFS) to offer individuals the opportunity to participate in *Know Yourself, Grow Your Wealth*, a certificate program. The program is a state-of-the-art interactive education and empowerment experience for those who want to improve their understanding of money and personal finance – sitting at the intersection of self-knowledge and smart financial decisions. **853** individuals completed the course.



SFEPD teaches college students personal financial management seminars that lead to economic success. Students are introduced to personal finance concepts and learn practical financial strategies and tools to use in everyday life. This critical knowledge helps students make informed decisions about spending, saving, investing, credit, debt, and financial planning goals. Our experienced seminar presenters – experts in the financial planning field – teach interactive, student-centered sessions. In 2022, our Student Ambassadors and Financial Educators combined to facilitate **215** financial education presentations, reaching a record number of **15,143** students directly on college campuses and **37,858** indirectly.

► SFEPD Academy



3

States

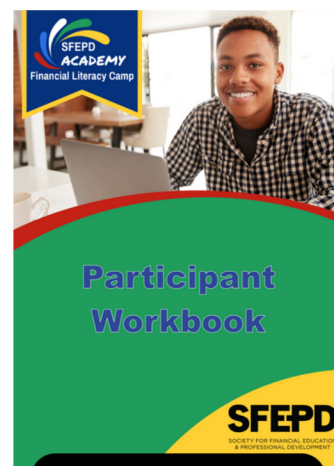
10

High Schools

18

Students

New for 2022, the SFEPD Academy was a weeklong virtual experience for high school students to learn about financial literacy and professional development. Students expanded their horizons by working as part of a team in group challenges with others across the country to increase not only their financial know-how but also to strengthen their communication, leadership, team building, professional development and marketing skills, and more!



► Marketing Updates



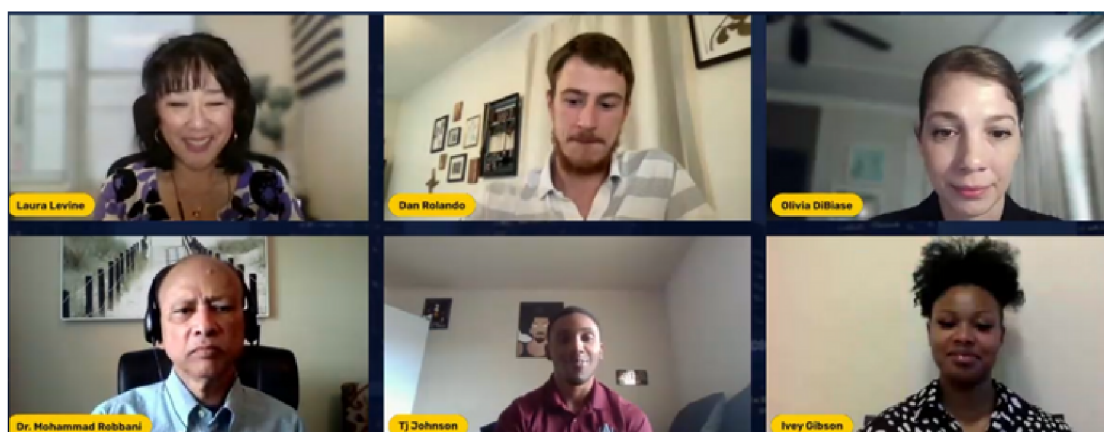
Continuing with the ongoing growth of SFE+PD programs and offerings, 2022 brought the evolution of both the company logo and a new website with streamlined functionality and enhanced content.



► Annual Conference



In 2022 our theme at the 14th Annual Financial Literacy Leadership Conference, “Pathways to Wealth” focused an in-depth look at wealth and how to achieve financial wellness. Top financial experts shared strategies during our virtual event to create and retain wealth and discuss the importance of passing on wealth to future generations. SFEPD will return to an in-person conference in Fall 2023.



► Spotlight: Hampton University

SFEPD and Hampton University in Virginia embarked on a comprehensive initiative to teach financial education to the Hampton University community.

SFEPD has taught personal financial management skills at historically Black colleges and universities (HBCUs) for nearly 25 years, but the project with Hampton University marks the first time SFEPD will train students, parents, staff, administrators, and the surrounding local community. One of the nation's premier HBCUs, Hampton University is a private research university, known for its business, communications, and nursing programs.



*SFEPD Founder and President Ted Daniels with
Hampton University President Darrell Williams and
SFEPD Financial Educator Dywane Hall*

Appointed as president of Hampton University in July 2022, President Darrell K. Williams brings new and innovative approaches to academics, including a strong focus on financial education, preparing students for financial success after graduation, and wealth creation. According to Williams, Hampton University is working to eradicate a void in college education by ensuring a holistic approach to teaching financial skills at the university and in the community. "Too many college students receive an educational degree, but do not acquire the financial skills that encourage economic health throughout their lives," Williams said. "By working with SFEPD, we aim to eradicate the wealth and financial knowledge gap at Hampton University. Additionally, implementing a campus-wide financial literacy program will add value to our students' degrees."

► **Spotlight:** **Hampton University**

SFEPD's founder and president Ted Daniels agreed. "SFEPD applauds Hampton University's President Williams for his vision and commitment to making sure financial knowledge and skills are taught to individuals throughout the university," said Daniels. "Financial literacy skills are essential to managing money wisely and to foster economic growth, especially in underserved communities not exposed to the intricacies of personal money management."

SFEPD offers an array of financial literacy training programs at Hampton University including three of SFEPD's signature programs:

SFEPD Student Ambassador Program

- A successful program that trains HBCU college students to teach their peers to manage their finances better and build wealth. SFEPD trains Student Ambassadors in financial concepts to enable them to lead and teach engaging classes to fellow students. SFEPD's financial educators and HBCU business school professors help Ambassadors to create workshops and events for students and local communities, and in turn, the Ambassadors develop leadership skills and serve as champions of financial literacy.

"Mind Over Money Skills" Program

- SFEPD's "Mind Over Money Skills" Program, a series of customized financial education and professional development seminars and workshops, is tailored for underserved populations and lower-income individuals. SFEPD will offer Credit Management and Student Loan Management, Personal Money Management, Investor Education, and Homeownership seminars at Hampton University.

Financial Literacy Certificate Program

- Through a collaboration with the American College of Financial Services (ACFS), SFEPD offers supportive opportunities for HBCU students. Through the Know Yourself, Grow Your Wealth initiative, Hampton students, parents, faculty, staff, and administrators can earn a financial education certificate, which adds to their knowledge and professional development skills.

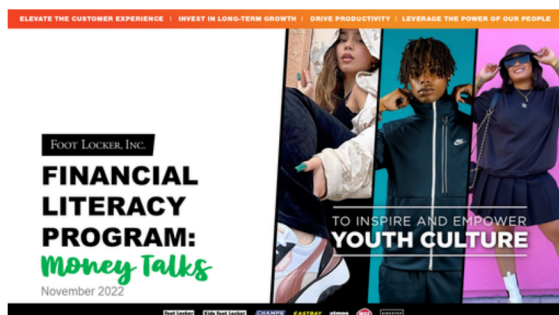
► Spotlight: Foot Locker

In August of 2022, SFEPD and Foot Locker, Inc. (Foot Locker), the New York-based specialty athletic retailer, announced an innovative partnership to teach financial literacy skills to Foot Locker's staff in the United States and Canada.

The educational program empowers Foot Locker employees with the knowledge to make informed and sound financial decisions to maximize their earnings, accumulate retirement savings, and create wealth. The partnership with SFEPD is a part of Foot Locker's Leading Education and Economic Development (LEED) initiative, the Company's \$200 million commitment to support the Black community through education and economic development.

"SFEPD is pleased to partner with Foot Locker to teach employees tools to enhance their financial knowledge and skills," said Ted Daniels, SFEPD Founder and President. "SFEPD's financial literacy program shows people how to make savvy financial choices and prioritize the use of their money. Managing, saving, and investing money is critical for financial success, especially in communities of color that often lack access to personal finance knowledge and face economic inequality and inequity."

"Financial literacy plays an integral role in building personal and generational wealth," said Patrick Walsh, Senior Vice President, Growth and Business Development, Foot Locker. "Through our partnership with SFEPD, we are providing our team members with an important resource to help them build their understanding of personal finances, make informed financial decisions, and advance their financial well-being so they can build a stronger future for themselves, their families, and their communities."



► Spotlight: Foot Locker

SFEPPD's customized financial training focuses on teaching Foot Locker team members key practical financial concepts to use in their everyday lives. To learn personal money management skills, Foot Locker team members participate in dynamic interactive sessions led by SFEPPD's financial education experts.



The program includes interactive virtual meetings and a series of 18 bite-size financial education videos. The financial curriculum teaches important concepts, including:

- Budgeting, Values, and Financial Goal Setting
- Credit and Debt Management
- Investing and Retirement Planning
- Risk Management (Insurance)
- Estate Planning
- Homeownership

“

*Informative – made me realize what steps
I have to take to budget better!*

*Foot Locker
Workshop Participant*

”

► Spotlight: Ted Daniels NEFE Award



Founder and President Ted Daniels received NEFE's first Financial Education Impact Award that recognizes organizations or individuals who have created meaningful change, significant achievement, and measurable impact in financial education.

“

NEFE is an outstanding leader and collaborative partner in the financial literacy field, and I am deeply honored to receive their first Impact Award. Our role at SFE PD is to increase the financial resilience of Americans, especially in communities of color, through teaching financial knowledge and skills necessary to achieve financial security and self-sufficiency. Financial education is key to helping African Americans to attain economic mobility and generational wealth and we appreciate NEFE for elevating awareness about SFE PD's important work on this critical issue.

Ted Daniels

”

► Our Team



Theodore R. Daniels
Founder and President



**Tiffany Murray,
Ph.D., AFC®**
Managing Director



Una Daniels-Edwards
*Vice President,
Program Management*



Ginie Lynch
Director of Communications



Melissa Schnur
Director of Events



Robert Kinzer
*Lead Financial
Educator*



Martiara Boyd
Student Assistant

► Our Partners

Financial education provides a critical foundation for economic success. That is why SFEPD is on a mission to ensure that Americans have access to the knowledge and skills necessary to improve their financial destinies.

SFEPD often partners with universities/colleges, financial institutions, educational nonprofits, civic groups, and government agencies to lead innovative programs to increase financial and economic literacy in communities nationwide.





SOCIETY FOR FINANCIAL EDUCATION
& PROFESSIONAL DEVELOPMENT



Jackson State University Financial Wellness Center Ribbon Cutting



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