2011 ANNUAL REPORT
FOUNDATION FOR FINANCIAL SERVICE PROFESSIONALS
Dear Friends of the Foundation for Financial Service Professionals:

I came across the following proverb recently: “If you have much, give of your wealth; if you have little, give of your heart.” These words made an impression on me as I thought about the wonderful people who support the Foundation for Financial Service Professionals.

As is evidenced in the pages of this report, so many of you generously share your treasure to enable the Foundation to fulfill its mission and carry out its varied programs, such as the American Business Ethics Award, the Paul S. Mills Scholarship Program, and the Journal Author Awards. Many others devote their time and expertise to solving problems and creating peace of mind for individuals seeking guidance through our pro bono financial counseling program, Financial Education Partners. And, of course, many of you kindly, graciously, open-heartedly give both your time and your treasure—your wealth and your heart—to truly make a difference in the lives of others.

Thank you for all you do, for all you give, for your legacy of service and generosity.

Best wishes for your success and happiness,

R. Clifford Berg, Jr.
Chairman of the Board of Trustees
American Business Ethics Award

The American Business Ethics Award recognizes ethical practices in the American business marketplace.

2011 RECIPIENTS
Small Company: The Eye & Laser Center, Lancaster, South Carolina
Midsized Company: Corgan, Dallas, Texas
Large Company: Kimberly-Clark Corporation, Dallas, Texas

Financial Education Partners

Financial Education Partners provides pro bono financial counseling to individuals in need who are referred to the program from community outreach organizations, such as Habitat for Humanity, the American Cancer Society, and the National Multiple Sclerosis Society. FEP is a recipient of the MS Society’s prestigious “Making a Difference” award.

Journal Author Awards

Journal Author Awards advance scholarly research and writing to build the base of knowledge in financial services.

2011 RECIPIENTS
(for articles published in the Journal of Financial Service Professionals during calendar year 2010)
First Place: J. Gary Underwood, JD, CLU, ChFC
Second Place: Barbara O’Neill, PhD, CFP, CRPC
Third Place: Natalie B. Michalek, JD, CFP

Paul S. Mills Scholarships

Paul S. Mills Scholarships encourage ongoing professional development among financial service practitioners.

2011 RECIPIENTS
Paul J. Pfeiffer, ChFC, CLU, MBA, CFP, CFA, Delaware, Ohio
John L. Olsen, CLU, ChFC, AEP, Kirkwood, Missouri
Danielle R. Rolfes, CLU, ChFC, St. Louis, Missouri
Ronald J. Capone, CLU, ChFC, LUTCF, Doylestown, Pennsylvania
Frederick L. Dudding, CLU, ChFC, MSFS, RHU, Dayton, Ohio

“A few months ago, I was contacted by an MS Society case manager whose client, Mary, had developed significant cognitive issues. Mary was having difficulty organizing her bills and other important documents. She had previously worked as an accountant and was really distressed at not being able to keep her own records organized. I asked Mary to purchase an expandable file numbered 1 to 31 from an office supply store before we met. Then, I spent about two hours helping her get her “stuff” organized. Mary was so thankful that I could sense a great deal of relief on her part before I left. Who would have thought that something as simple and inexpensive as an expandable file would bring so much joy? I spoke to Mary just recently and she is staying organized and is really proud of herself. I’m proud of her too and told her to keep up the good work! My, how we take things for granted.”

Julie Gunkel, ChFC, Greenwood Village, Colorado, FEP volunteer
Sources of Funds

- Individuals 58%
- Investments 42%

Uses of Funds

- Fund-raising 30%
- Management/General 9%
  
- PROGRAMS
  - Mills Scholarships 12%
  - Journal Author Award 5%
  - FEP 7%
  - ABEA 37%
LIFETIME GIVING

TRUSTEES CIRCLE $25,000 +

- Anthony J. Domino, Jr. Guardian Life
- Ann W. Hartmann Lincoln Financial Group Foundation
- MetLife
- Northwestern Mutual
- Pacific Life

STEWARDS CIRCLE $10,000 TO $24,999

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- R. Clifford Berg, Jr. Foundation for Financial Planning
- Terri L. Getman

SCHOLARS CIRCLE $5,000 TO $9,999

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- Prudential Foundation
- Sierra Pacific Constructors
- Barry L. Wolfe

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- David L. Stratton
- James J. Tyrpak
- William T. Walsh
- Jon W. Webber
- Richard M. Weber
- Lawrence Wiener
- Alan R. Ziegler

“I have been in the financial services industry for nearly forty years, and it’s been my good fortune to have been given various recognitions. To be a recipient of the Paul Mills Scholarship Award is surely the most gratifying of all. I deeply appreciate this honor.”

John L. Olsen, CLU, ChFC, AEP, Kirkwood, Missouri, 2011 Paul Mills Scholar
“The Eye & Laser Center exists to make things better; to hold each other to the highest standards and best expectations every day. We’re here to make a difference in our community and we are here to give back to our community.”

Regina Maxfield, Practice Administrator, The Eye & Laser Center, 2011 ABEA recipient
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“What an amazing honor and opportunity. The scholarship was awarded at a perfect time in my career. It was the boost I needed to re-energize my financial service education.”

Ronald J. Capone,
CLU, ChFC, LUTCF,
Doylestown, Pennsylvania,
2011 Paul Mills Scholar

“What this award speaks to the holistic approach of our culture. It reflects how we treat our clients, our people, how we respond to our community.”

Bob Morris, CEO & President,
Corgan,
2011 ABEA recipient
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GIVING OPTIONS

5-year Pledges

Foundation Council.......................... $1,500/year for 5 years  
Chairman’s Council.......................... $500/year for 5 years  
Millennium Club.............................. $200/year for 5 years  
Centennial Club.............................. $100/year for 5 years

Annual Giving Levels

Founder Level.................................. $5,000 +  
Adviser Level................................. $1,000 to $4,999  
Planner Level................................. $500 to $999  
Mentor Level................................. $100 to $499  
Friend Level.................................. Other gifts

Lifetime Giving Levels

Trustees Circle.................................. $25,000 +  
Stewards Circle............................... $10,000 to $24,999  
Scholars Circle............................... $5,000 to $9,999  
Leaders Circle............................... $2,500 to $4,999

Legacy Giving

Legacy giving provides a valuable way to support the Foundation’s mission. Please consider making the Foundation a part of your integrated estate and financial planning through gifts of life insurance and/or testamentary bequests.

Contact Anne Rigney (arigney@financialpro.org) if you would like to discuss this option.

FOUNDATION CONTRIBUTORS

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