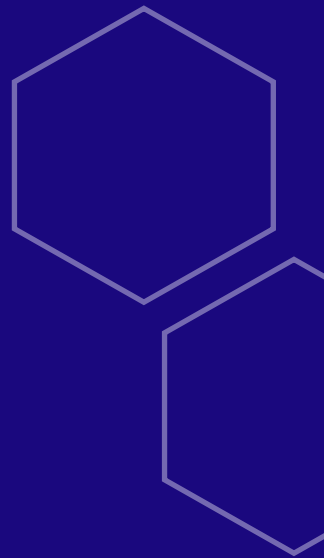




# National Financial Educators Council Annual Report 2021



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# Letter from the NFEC CEO:

## 2021 Reflection & Forward Outlook

For many, 2021 started with struggling through Covid lockdowns and ended with increasing financial concerns. Inflation was on track to exceed rates not seen in over 40-years, the Federal Reserve starting planning rate hikes, and economists started discussing recession possibilities.

As we enter uncertain and challenging financial times, the NFEC remains committed to spreading a message that brings people together: everyone deserves a chance to work towards greater financial wellness.

The NFEC issues this cumulative report that tracks our social impact and business progress. Regardless of what happens on the world stage, we stay focused on our three core values:

- **Empowerment.** We provide resources, knowledge, and systems that empower our team of financial wellness champions to help improve people's financial outlooks, security, and self-sufficiency in communities around the world.
- **Independence.** In collaboration with experts in education and financial industries, we develop and maintain top-quality financial wellness resources that are entirely unbiased and independent.
- **Leadership.** We continue to conduct advocacy and awareness-raising activities to lead the global financial wellness movement.

During 2021, the NFEC achieved two new status designations that demonstrate our continued focus on positive social impact and the highest quality of financial wellness resources. First, we became a Certified B Corporation. Earning this status positions the NFEC uniquely to accomplish its financial wellness mission on a global scale.

Second, we were awarded Accredited Provider status by the International Accreditors for Continuing Education and Training (IACET), an internationally recognized standards development body that promotes quality in continuing education and training. As an IACET Accredited Provider, the NFEC may offer IACET CEUs for its learning events that comply with the ANSI/IACET Continuing Education and Training Standard.

We continue to work toward creating a world where people are informed to make qualified financial decisions and confidently take effective financial action that best helps them meet their basic human needs while moving toward fulfilling their personal, family, and global community goals. Join us in this world we envision.

*Vince Shorb*

Vince Shorb  
NFEC, CEO





# Empowerment

The movement to support people toward greater financial well-being needs well-qualified leaders to champion the cause and the highest quality of resources to foster their efforts. We mobilize and develop community champions and empower them with the resources, knowledge, and processes they need to help their communities' citizens work toward financial self-sufficiency and security.

## Empowering Financial Educators & Coaches

Professional-grade training and certification qualifies financial wellness professionals to become the cornerstone of any personal finance program. Effective educators and coaching professionals help learners achieve better outcomes.

# NFEC's Certification Programs for Financial Educators and Financial Coaches

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5,173

Enrolled in  
Certification Programs

4,471

Graduated From  
Certification Programs

**Financial Educators:** Trained to effectively teach groups, our Certified Financial Education Instructor (CFEI) graduates meet the highest standards and are committed to their students' financial well-being.

**Financial Coaches:** Working one-on-one with individuals, our Certified Personal Financial Wellness Consultants understand and diagnose a person's financial situation and provide guidance and support to strengthen people's finances.





# 73,236

Financial Educator  
Training: Micro Course



# 17,516

Financial Coaches  
Training: Micro Course



## NFEC Non-certification Training for Financial Educators & Coaches

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# Education to the People

Distribution of top-quality curriculum resources and access to innovative online learning systems empowers individuals, organizations, and communities with current, relevant financial education. The breadth and range of the audiences reached by these resources highlights their ability to propel the financial wellness movement forward.

## Educational Materials Usage



Number of People  
Served by Our  
Resources  
& Graduates  
(estimated)

**1.25M**

**106,498**

Times Educators, Coaches,  
& Stakeholders Accessed  
Educational Resources

**140,497**

Number of NFEC Test-takers

Average Score of  
Certification Exams

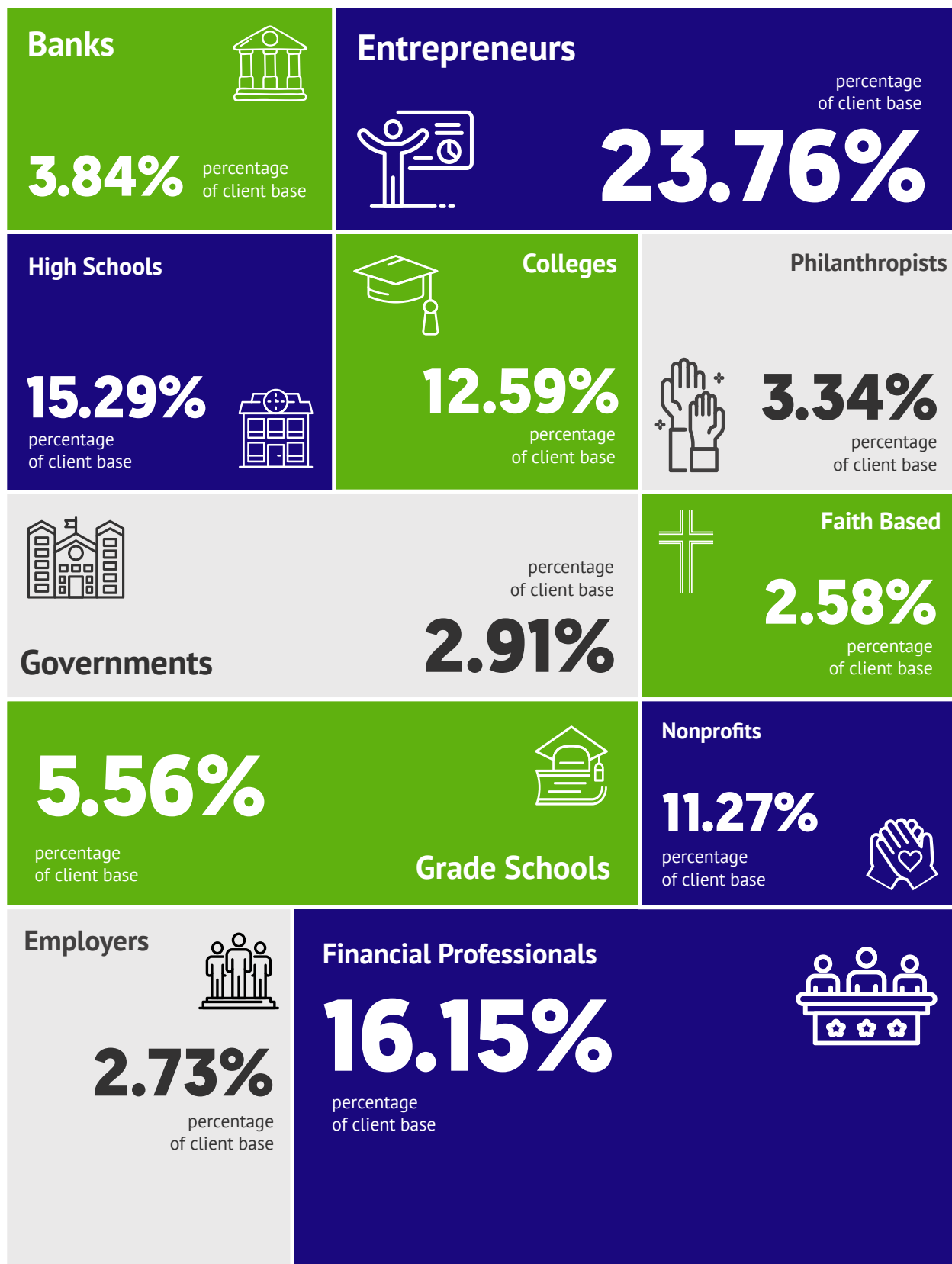
**86.39%**

## Educational Products



# Product Usage Scope

Diversification of financial education products ensures their suitability for a wide variety of industries. The scope of organizations using our materials demonstrates our product flexibility and capability to empower audiences from all demographics.





# Educator & Coach Spotlight

Our Certified Educators and Coaches champion financial wellness by spearheading exciting, novel projects that feature our resources and products. Following are a few examples highlighting how educators took financial education to new heights in the past year.

## Sunny Istar Lee



Sunny Istar Lee is the NFEC's 2021 Financial Education Instructor of the Year, founder and CEO of Good Life Advisors in Los Angeles, CA, and founder of Money Master Kids (MMK), a nonprofit that teaches financial life skills to children and youth worldwide. Through MMK, Sunny has educated more than 100,000 children and families around the globe about money mastery and financial health. She is also the author of six books, including "Is Your Child a Money Master or Money Monster?," which helps parents teach children to earn, save, invest, and become financially responsible.

## Donald Coleman



Donald E. Coleman is Founder and Chief Evangelistic Officer of human development company Semper Kaizen Corp, and President-elect and Treasurer of the International Coach Federation (ICF)'s San Diego Chapter. As an NFEC-certified financial coach, Coleman provides access to well-qualified coaching and professional training in San Diego County, fulfilling his mission to serve others and "joyfully add value to those around him." Donald has 20 years of experience in the credit union movement as Vice President, leading a team that helped thousands of families control spending, overcome credit challenges, and purchase homes using his holistic "Kaizen Approach."

## Kari Lorz



Kari Lorz, who holds an MBA and ascribes to FIRE (Financial Independence, Retire Early) principles, is a personal finance writer and founder of Money for the Mamas – a community dedicated to helping moms build secure financial futures for their families. Kari's enduring commitment to helping others found new life when her daughter was diagnosed with cerebral palsy. Money of the Mamas started as a "side hustle" and has grown as she constantly expands her financial knowledge. Today, she is a frequent media contributor, including features in Forbes, Yahoo! Finance, Entrepreneur, and more.

# Independence

We develop high-quality, unbiased financial wellness resources in collaboration with top educators, personal finance experts, and financial professionals with the primary objective of helping people improve their financial outlooks. Founding our materials on empirical research, psychology, and educational methodologies yields resources that inform the industry and set the standards for financial wellness promotion.

# Standards & Research

The most comprehensive nationwide standards for financial education and financial coaching were developed by the NFEC and a team of experts. Industry leaders rely upon these benchmarks to guide program development and implementation, financial wellness professional qualifications, and standardized communications.

Total Number of Contributors

85

Total Number of Research Pages Created

409



## Standards for Financial Wellness Professionals

- Framework for Teaching Personal Finance
- Financial Coaching Standards & Code of Conduct
- Educational Methodologies for Personal Finance Instruction

## Standards to Guide Learning Outcomes

- Financial Literacy Standards & Framework for Learners (High School – Adult)
- Kids Financial Literacy Standards (PK – 8th Grade)

Research Campaigns

228



Total Sample Size of Research

107,736

# 100%

Advertisement-free Content

## Free of Advertisements

We guarantee that our content is entirely free of advertisements or marketing components. Our financial wellness products are independently developed with guidance from a panel of subject matter experts.

Accredited  
Courses Hosted:

# 4

CEUs Issued by  
the NFEC

# 207,000



## Accreditation

As an IACET Accredited Provider, the NFEC offers IACET CEUs for its learning events that comply with the ANSI/IACET Continuing Education and Training Standard.



## Social Impact

As a Certified B Corporation, the NFEC meets the highest standards for socially responsible commerce, using the power of business to build more sustainable economies.





# Leadership

The NFEC spearheads the financial wellness movement around the world by conducting advocacy and raising awareness. We seek to reach our colleagues in the financial education and counseling industry, stakeholders, and the public with the latest financial wellness messaging. We take a creative and collaborative approach to financial wellness advocacy and enlist influencer support to spread the message of these campaigns as widely as possible.

# Building an Army of Advocates

Our Research and Advocacy Center offers comprehensive information on three core areas essential to promoting financial wellness: identifying the problem, education about root causes, and how to participate in effective advocacy. Advocates worldwide access this center to discover how we can make a difference together.

**9,549**

Accesses to the  
Advocacy Center

**Financial Education  
Instructor of the  
Year Awards**

**10**

**Financial Educator  
Day Awards**

**950**



## Recognizing High-impact Individuals

Educators are the single most important influence on people's success at achieving financial wellness. Each year we recognize individuals who have made major impact on the lives of others by promoting financial health in their communities; and select one high-impact educator to receive the coveted Financial Education Instructor of the Year award.

The NFEC has a controlling organic online presence and is the most visible financial education and coaching company online. A Semrush report highlights that we achieve two times the visibility of the leading comparable organization.

**Total**  
**1,300,241**

**Website Visitor  
Page Views**



## Keyword Rankings

**125** Keywords Top 1  
Google Ranking

**415** Keywords Top 10  
Google Ranking



# In the Media

Throughout the year, the NFEC receives attention from the full gamut of media networks and platforms. Garnering significant media coverage supports advocacy and brings financial wellness into the public spotlight.



Media Mentions

**1060** Number of  
Mentions