

# Financial Education Awards Activation: Case Study

Our industry recognition awards launched in 2014 and have recognized 750 individuals from 47 states for their service on Financial Educators Day (last Friday in April). From among this group, one person annually is selected as a leader in the financial education space and presented with the Financial Education Instructor of the Year Award.



## DreamCatcher Wealth Management

DreamCatcher founder Stan Webb wanted to enhance his leadership in the financial education space across Kansas. He partnered with the NFEC to recognize 18 educators to receive the Financial Educators Day award. This recognition was integrated with his financial education programming and covered by the Wichita

Eagle News and the Wichita City Council. The awards opened up opportunities to deliver presentations to multiple organizations, schools, and agencies.



## Financial Education Instructor of the Year



Bola Sokunbi is a Certified Financial Education Instructor (CFEI), 4x bestselling author, founder of Clever Girl Finance, and recipient of the 2021 Financial Education Instructor of the Year (FEIY) Award.