



National Financial Educators Council Annual Report 2022



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Letter from the NFEC CEO: 2022 Reflection & Forward Outlook

For many Americans, 2022 started with high inflation, increasing interest rates, and a pull-back in the financial markets that caused growing financial concerns.

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 toward greater financial wellness.

Each year 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.

The NFEC continues to build programs and management that align with our status designations, which demonstrate our continued focus on positive social impact and development of the highest quality of financial wellness resources.

First, we continue to meet the standards that define our status as a Certified B Corporation. The B Corp certification demonstrates our commitment to using the power of business as a force for good. Earning this status uniquely positions the NFEC to accomplish its financial wellness mission on a global scale.

Second, we have announced the launch of our new Accredited-level program. We are able to introduce this program due to having acquired status as an Accredited Provider 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

6,169

Enrolled in
Certification Programs

4,839

Graduated From
Certification Programs

Financial Educators: Trained to effectively teach groups, our Certified Financial Education InstructorSM (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.



83,245

Financial Educator
Training: Micro Course



22,389

Financial Coaches
Training: Micro Course



NFEC Non-certification Training for Financial Educators & Coaches

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)

1.39M

Average Score of Certification Exams

87.37%

117,512

Times Educators, Coaches, & Stakeholders Accessed Educational Resources

158,226

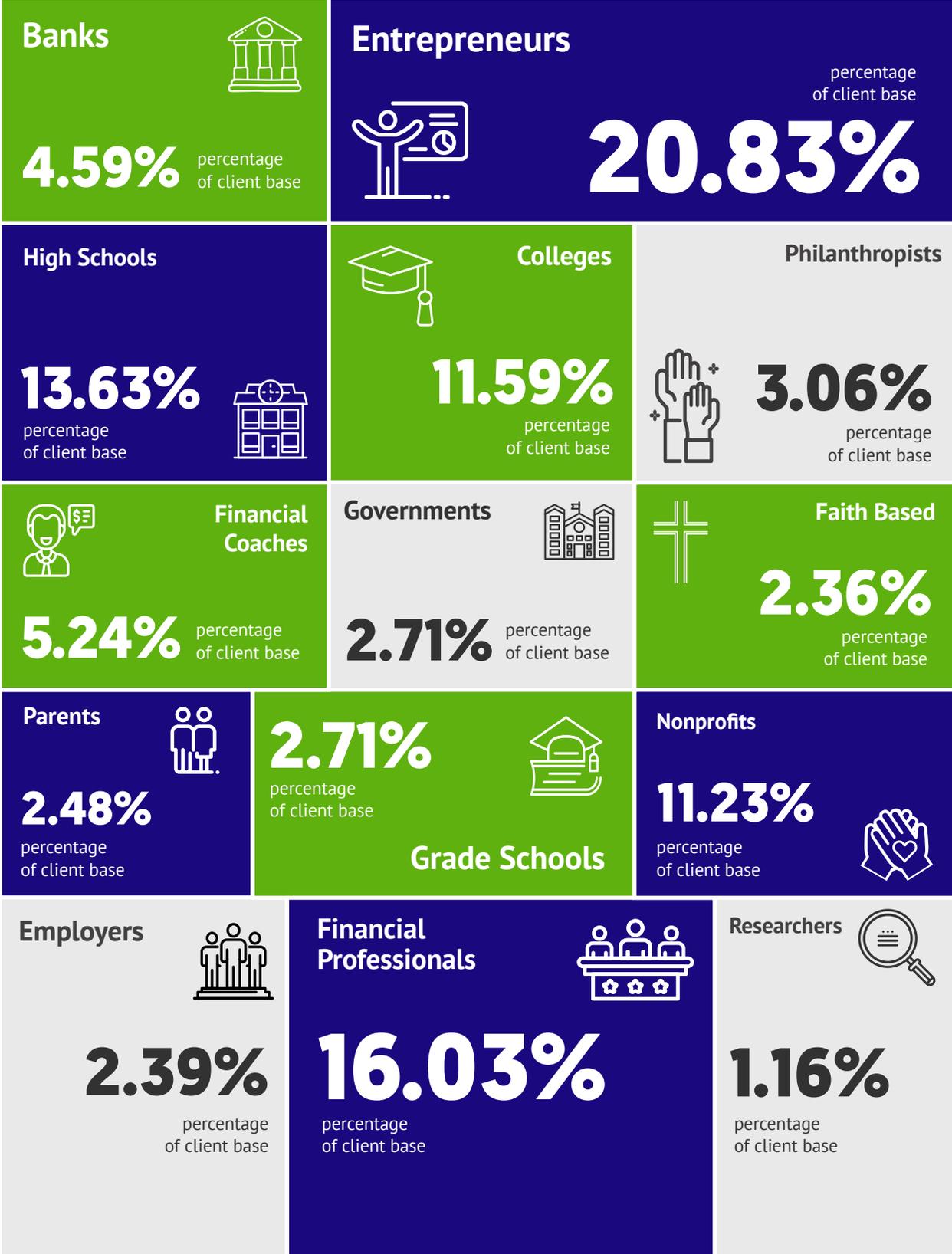
Number of NFEC Test-takers

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.

Allison Ford

With a 30+-year progressive background in the financial industry, Allison Ford is a leader in regulatory compliance and consumer protection oversight. Since 2019 she has refocused her mission to realize her passion for supporting underserved and underbanked communities. After earning status as a Certified Financial Education InstructorSM through the NFEC, Allison has continued to offer her knowledge and expertise through the financial literacy platforms she developed for children and teens (“FinanciallyLit Kidz”) and families (“FinanciallyLit 2020”). Her long-term goal is to bridge economic and financial literacy gaps and spread inclusion by nurturing the underserved to pursue various learning paths based on their goals and knowledge.



Karen Oeser

Karen Oeser, CFA®, CFEI®, CPFWCSM, is an author, speaker coach, and real estate investor. After spending nearly 25 years in the traditional investment industry, Karen experienced a series of life events that sent her down a new path. She was inspired to pen the Amazon bestseller “Aspire: Women Finding their Purpose” to encourage women to reframe the lessons of their pasts, find the courage to dream, and learn how they can serve others to make a difference. Today Karen is co-founder of Financial Literacy for Her – an organization that brings high-salaried women together and guides them with an innovative set of tools to discover their purpose and realize a new level of financial freedom.



Rakhim Sabree

Rakhim Sabree is a Certified Financial Education InstructorSM, Registered Financial Consultant®, TED speaker, best-selling author, and financial coach. He has positioned himself as a leader in his community advocating for financial wellness through interviews, publications, podcasts, and his own published works. By inspiring others to embrace a belief in the “impossibility of impossibility,” Rakhim helps people achieve financial empowerment by breaking down barriers and overcoming perceived limitations. He has become expert at diving into the nuances of financial trauma, culture, and race and their impact on wealth gaps among communities of color. Sabree has authored two books: “Financially Irresponsible” and “Mentorship: The Playbook.”



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.



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

249



Total Sample Size of Research

118,971

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 NFECE

223,540



Accreditation

As an IACET Accredited Provider, the NFECE 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 NFECE 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.

10,391
Accesses to the
Advocacy Center

Financial Educator
Day Awards

1032



Financial Education
Instructor of the
Year Awards

11

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
1,508,892



**Website Visitor
Page Views**

Keyword Rankings

128 Keywords Top 1
Google Ranking

446 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.

