



# 2024 Annual Report of the Financial Planning Association

Your Partner in Planning™

# Table of Contents

---

Message from FPA Leadership	1
A Tribute to Patrick D. Mahoney	3
The FPA Chapter Network	4
The Value of Membership	5
Practice Support	6
Learning	7
Advocacy	9
Networking	13
FPA Business Update	15
FPA Partners	17
Membership Breakdown	19
2024 Audited Financial Statements	20

# Message From FPA Leadership

---

We are thankful for the amazing journey we had together in 2024. The year was marked by noteworthy accomplishments, perseverance, and solidarity among our FPA community, demonstrating the enduring nature of our shared dedication to financial planning excellence.

The outstanding engagement of our nationwide network of chapters over the past year drove incredible value for our members, and their efforts continue to solidify FPA as an indispensable community for the planning community. Our 76 chapters and two state councils provide members terrific opportunities to network and exchange best practices, while strengthening our shared goal of meeting our members' professional development and client service needs. We are deeply grateful to the many local and national volunteer leaders who provide countless hours of service to the Association and our profession.

Never has the worth of your membership been more apparent. Through new strategic partnerships, you now have greater access to cutting-edge tools that improve your practices and client interactions. Additionally, the ongoing success of our many educational programs highlights our commitment to providing resources and advanced insights that enable and empower financial planners of all backgrounds. We look forward to seeing this momentum grow in the years ahead.

FPA has also been at the forefront of the changes taking place in the financial planning profession. We're committed to standing up for you and the profession by engaging federal and state legislators and

regulatory bodies while providing the resources and information you need to succeed in a dynamic environment. We will continue to work together to improve our advocacy efforts, broaden our educational programs, and foster even more professional networking opportunities that support you and your professional development.

We would be remiss if we didn't acknowledge the passing of Patrick D. Mahoney, our chief executive officer, who passed away in February 2025 following a courageous battle with cancer. Patrick's visionary leadership and unwavering dedication made a lasting impression on the Association. He strongly believed in FPA's mission and the important work every one of our members does to transform the lives of their clients through financial planning. We will continue to cherish his legacy and value his many contributions.

We appreciate your vital role in the FPA community. As partners in planning, we will continue to advance our profession and be steadfast in our commitment to support all FPA members and the financial planning community.

Thank you for the privilege of your membership.

Sincerely,



Claudia Kane, CFP®, CIMA®,  
CPWA®, ADPA®, CDEA®  
2024 FPA President



Dennis J. Moore, MBA, CFP®  
Chief Operating Officer, Interim CEO





“There are challenges ahead, no doubt, but the legacy we leave will be defined by our ability to rise to the occasion.”

## PATRICK D. MAHONEY

CEO, FINANCIAL PLANNING  
ASSOCIATION®

---

1962–2025



*Thank you, Patrick.*

Journal<sub>of</sub>  
Financial Planning®



# The FPA Chapter Network



Members of FPA come from diverse backgrounds but are united by the strong bonds formed within the Association, particularly through its [extensive network of local chapters](#). These chapters offer invaluable opportunities for networking, exchanging ideas, and sharing best practices, all aimed at enhancing professional skills, businesses, and client relationships. Across the nation, FPA chapters host exceptional events and programs that increase the value of membership and reinforce the Association as a trusted ally and partner in planning.

FPA extends its sincere gratitude to the dedicated volunteer chapter leaders and chapter executives who **made a lasting impact in 2024**. Your commitment to supporting our members and their professional growth has strengthened our community and advanced the financial planning profession. We are proud to work alongside such a passionate and driven group, and with your continued leadership, we look forward to an even more impactful 2025. Thank you for all you do to champion our mission.

# The Value of Membership

---

**PRACTICE  
SUPPORT**

**LEARNING**

**ADVOCACY**

**NETWORKING**

For 25 years, the Financial Planning Association® has been the leading membership organization and trade association for CERTIFIED FINANCIAL PLANNER® professionals and those engaged in the financial planning process. FPA is proud to be **your partner in planning** by helping you realize your vision of professional fulfillment through practice support, learning, advocacy, and networking.

Your Partner in Planning™

## PRACTICE SUPPORT

### Expanded Access to TIFIN Investment Technology

We partnered with TIFIN Wealth to give FPA members with under \$100M in AUM [complimentary access](#) to TIFIN's personalized investment platform. This benefit was intended to provide FPA members with advanced tools and resources to serve their clients better while making innovative investment technology more widely available.

### FPA and Julie Littlechild Partner to Positively Impact Client Engagement

We were thrilled to announce a partnership with Julie Littlechild and Absolute Engagement to offer FPA members an exclusive 20% discount on the [Absolute Engagement Engine](#). This powerful tool combines technology with a structured process to enhance client and prospect engagement, drive growth, and uncover referral opportunities.

### FPA and Allianz Revealed New Research on Planning Profession

To help financial planners navigate the rapidly changing landscape, FPA and Allianz Life Insurance Company of North America partnered on [insightful research](#). The research revealed a shift toward more client-centered approaches and business models that meet evolving client needs.

### More Than 1,000 Media Queries Sent to FPA Members Through FPA MediaSource

[FPA MediaSource](#) continued to drive high-impact visibility for participating FPA members in 2024 by sending 1,024 journalist queries from various local, regional, and national news organizations. The queries covered many topics relevant to financial planning, and were sent by journalists representing CNBC, New York Times, USA Today, MarketWatch, Kiplinger's Personal Finance, Money.com, Wall Street Journal, CBS News, NBC News, Journal of Financial Planning, among others.

### FPA SmartBrief Launched an Additional Publishing Day

In March, [FPA SmartBrief](#) added Wednesday as an additional publishing day to bring members more of the financial planning news that matters to them. The newsletter also began highlighting top stories from the *Journal of Financial Planning* as an added resource for readers. FPA SmartBrief is a free, 3x/week email newsletter dedicated to helping you stay informed on the latest news in financial planning. Not yet subscribed? [Sign up today](#).



## LEARNING

### FPA and the *Journal of Financial Planning* Revealed the 2024 Trends in Investing Survey Report

The annual Trends in Investing survey, conducted by FPA and the *Journal of Financial Planning* for 15 consecutive years, highlighted the investment strategies of over 200 financial planners, including investment preferences, trends in life insurance, and the overall economic outlook. The 2024 Trends in Investing report was [released in June 2024](#) and remains available for FPA members.

### Elder Planning Specialist Program Grows in Popularity

In 2024, FPA collaborated with Plan4Life, LLC, to once again offer the [Elder Planning Specialist Program](#), a 12-week online course designed to equip financial planners with the necessary skills to address the needs of their older clients. The program was delivered in a cohort format and featured expert presentations on essential topics, including legal planning, long-term care planning, end-of-life planning, and facilitating family meetings. The program qualified for 10 CFP® CE credits, and two cohorts were successfully held, with the first starting on March 18 and the second on September 16. Participants received a certificate of completion acknowledging their specialized training in elder planning.

### Ed Slott Partnered with FPA to Provide Exclusive Member Opportunity

America's IRA Expert, Ed Slott, joined us on March 7 to offer a free informational webinar to help FPA members navigate larger 2024 required minimum distributions and tackle the No. 1 RMD mistake. He discussed how to seize limited-time tax opportunities for high-income clients and explore new charitable planning strategies, including the TRIPLE WIN solution.

### FPA and Kitces.com Collaborate on Kitces IAR Ethics CE Day

To help FPA members meet their IAR CE obligations, FPA and Kitces.com collaborated on the [Kitces IAR Ethics CE Day](#) in August. FPA members received a special discount to participate in virtual sessions led by experts in ethics and regulation, which helped them earn six hours of IAR Ethics CE while also gaining six hours of CE for CFP®, CIMA, CPA, and other designations. Part of the registration revenue was sent to local FPA chapters to support other programs.

## FPA and CAIA Partner on Alternative Investments Education

FPA and the Chartered Alternative Investment Analyst (CAIA) Association partnered to bring FPA members greater access to innovative educational resources through UniFi by CAIA™. Designed for financial professionals, [UniFi by CAIA™](#) offers members discounted access to a digital-first series of educational offerings, including relevant microcredentials.

## FPA Fall Learning Series Supported Member Professional Development

In the fall, the FPA Fall Learning Series offered members access to 10 virtual learning sessions, including up to five CFP® CE credits, to fast-track professional development and connect with peers. Members had a chance to attend live webinars led by industry experts at no cost.

## Derek R. Lawson, Ph.D., CFP®, Appointed Academic Editor of the *Journal of Financial Planning*

We were pleased to [announce](#) that Derek R. Lawson, Ph.D., CFP®, was selected as the volunteer academic editor of the award-winning, peer-reviewed *Journal of Financial Planning*. Lawson's two-year role began on January 1, 2024. As the academic editor, Lawson serves as an important member of the *Journal's* advisory team by supporting the efforts of the *Journal* editorial staff and peer reviewers by participating in desk reviews of research submissions.

## Lee Baker, CFP®, Began Term as Practitioner Editor of the *Journal of Financial Planning*

We were happy to name Lee Baker, CFP®, to a two-year-term as practitioner editor, supporting editorial staff in identifying content and issues important to financial planning practitioners. Baker is the founder and president of Claris Financial Advisors and a former member of the FPA Board of Directors.



### Consumer Financial Wellness Continued to Take Center Stage

Pro bono financial planning continued to be a significant focus for the Association at all levels, especially among FPA chapters nationwide. At the end of the year, 24 chapters reported engaging in substantial pro bono activities that reached a wide range of consumers, including women facing domestic violence, families living with cancer, low-income individuals, high school students and families, widows, Hispanic communities, military personnel and their families, among others. The chapters reported working with many community-based organizations to deliver pro bono services to more than 1,820 consumers by 556 volunteer financial planners who contributed 3,200 hours of their time and expertise. The chapters also reported conducting 265 educational workshops, which attracted 5,036 consumer attendees.

#### **FPA would like to thank the following chapters for reporting their pro bono result for 2024 and for all their work to support communities across the country:**

FPA of Austin	FPA of Northeastern New York
FPA of Central Ohio	FPA of Northern California
FPA of Dallas/Fort Worth	FPA of Orange County
FPA of Georgia	FPA of Puget Sound
FPA of Houston	FPA of San Antonio & South Texas
FPA of Metro New York	FPA of San Diego
FPA of Miami	FPA of San Francisco
FPA of Michigan	FPA of San Gabriel Valley
FPA of Minnesota	FPA of Southwest Florida
FPA of New England	FPA of the Triangle
FPA of New Jersey	FPA of Western New York
FPA of Northeast Ohio	FPA of Wisconsin

## FPA on the DOL's Proposed Retirement Security Rule: Clear Guidance and Support for Practitioners Is Needed

On January 2, 2024, FPA offered official comments on the U.S. Department of Labor's Proposed Retirement Security Rule. The comment letter, available [on the FPA website](#), expressed concerns regarding the implementation timelines and the necessity for clear guidance and compliance tools. While FPA strongly believes in those initiatives that bolster the protection of retirement investors and build trust in financial service providers, such measures should not place undue burdens on the practitioner community.

## California Mandate for Financial Literacy a Victory for FPA of California

On June 29, 2024, California Governor Gavin Newsom signed into law AB 2927, which requires all high school students, starting with the 2030–2031 graduating class, to complete a stand-alone half-credit course in financial literacy. This is a significant achievement for the FPA of California, which advocated for this law for many years. FPA was delighted to [celebrate the FPA of California](#) for their dedicated efforts in supporting the financial wellness of the next generation.

## FPA Urges Congress to Expand Tax Incentives for Financial Advice

In September, FPA and allied organizations submitted a [comment letter](#) asking Congress to adopt tax incentives to encourage savers to seek advice and guidance from financial professionals. In the letter, FPA and the allied organizations stated,



*"As Congress considers extending the expiring provisions of the TCJA, we ask that Congress restore and expand tax incentives for financial advice, including financial planning. Such tax incentives may include deductions, credits, or a combination thereof. Further, Congress should ensure that these incentives are responsive to the needs of Main Street Americans."*

## FPA PAC Virtual Event Explored the Impact of the November Election

The FPA Political Action Committee (FPA PAC) hosted a virtual event with veteran lobbyist Duane Thompson to provide FPA members with a preview of what the results of the November 5th election would mean for the profession. Held on November 21, 2024, Thompson discussed the potential for deregulation, the future of the Tax Cuts and Jobs Act, among other pressing issues.

## FPA PAC Made Campaign Contributions Ahead of November Election

The FPA PAC made \$20,000 in campaign contributions to bipartisan congressional candidates who align with FPA's financial literacy and wellness goals and who support tax benefits that would increase access to financial planning services.

## An Update on the Legal and Regulatory Recognition of Financial Planners

The FPA Public Policy Committee finalized its summary of findings from its review of data collected from FPA members and external stakeholders through a series of surveys, town hall events, and meetings about FPA's effort to legally recognize and protect the title "financial planner" (more colloquially known as "title protection"). Since the Association announced this important initiative in July 2022, FPA has taken an iterative process to ensure all FPA members' voices had an opportunity to be heard and their viewpoints considered, in addition to those of other stakeholders in the financial planning ecosystem. While FPA would prefer to move expeditiously, we acknowledge that an undertaking of this magnitude cannot be rushed. We will proceed without preconceived notions of what may eventually be proposed.



## FPA and XYPN Support NASAA's Model Rule on Ethical Standards for Financial Practitioners

FPA and XY Planning Network (XYPN) collaborated to submit [public comments](#) supporting the North American Securities Administrators Association's (NASAA) model rule on unethical and dishonest business practices, which would incorporate Reg BI by reference and regulate when practitioners can use the terms "advisor" or "adviser" in their titles. We expect the final rule to be released later in 2025.

## 2024 FPA Awards

### Carol Anderson, M.S., Honored with the 2024 P. Kemp Fain, Jr., Award

FPA was honored to announce Carol Anderson, M.S., as the recipient of the Association's and profession's highest individual award—the 2024 P. Kemp Fain, Jr., Award. The award is bestowed on an individual who has made significant contributions to the advancement of the financial planning profession.

Anderson is the founder and vice president of Money Quotient® and MQ Research & Education™ (MQRE). Over a career spanning 35 years, Anderson developed tools, resources, and training to teach the practical application of a multi-disciplinary, research-based approach to financial planning, coaching, and counseling. As a researcher, writer, and consultant, she has collaborated with various companies and nonprofit organizations to explore issues related to financial planning education, retirement preparation, life planning, productive aging, among others.

In the [announcement](#), 2024 FPA President Claudia Kane, CFP®, highlighted the impact of Anderson's many contributions: "Carol's research and programs have been a catalyst in the development of financial planners for nearly four decades and will prove to be instrumental in the development of future generations of financial planners."



## Three Financial Planners Recognized with the 2024 Heart of Financial Planning Award

FPA was proud to [announce](#) Aaron Coates, CFP®; Mark Johannessen, CFP®, AIF®; and Catherine Seeber, CFP®, CeFT®, as recipients of the 2024 Heart of Financial Planning Award. This award recognizes financial planning professionals, firms, and organizations demonstrating remarkable commitment and passion for contributing to or giving back to the financial planning community and/or the public. Awardees exemplify the spirit of financial planning and represent FPA's goal to elevate the profession that transforms lives.

## FPA of New England Presented with the 2024 Power of Financial Planning Award

FPA and the Foundation for Financial Planning (FFP) were delighted to announce the FPA of New England as the recipient of the 2024 Power of Financial Planning Award. The award is in recognition of their commitment to delivering pro bono financial planning in the spirit of FPA's Primary Aim: *To elevate the profession that transforms lives through the power of financial planning*. The chapter was presented with the award at FPA Annual Conference 2024 to recognize their efforts to promote financial wellness through their work with the Massachusetts Office of Economic Empowerment, Jewish Vocational Service Boston, and Homes for Our Troops.

### FPA'S PRIMARY AIM:

*To elevate the profession  
that transforms lives  
through the power of  
financial planning*

## The 2024 Montgomery-Warschauer Award Presented to Three Researchers

FPA and the *Journal of Financial Planning* [announced](#) that Miranda Reiter, Ph.D., CFP®; Di Qing, Ph.D.; and Morgen Nations, were the recipients of the 2024 Montgomery-Warschauer Award for their September 2023 *Journal of Financial Planning* paper, "Who Uses Social Media for Investment Advice?" The Montgomery-Warschauer Award, named after the late Henry Montgomery, who helped create the *Journal*, and Tom Warschauer, the *Journal's* first academic editor, recognizes the paper that provided the most outstanding contribution to the betterment of the profession in the preceding year.

# NETWORKING

## 2024 Conferences and Events

### FPA Retreat | May 6–9 | Tucson, Arizona

FPA Retreat 2024 took place at the Loews Ventana Canyon Resort in Tucson, Arizona, with over 200 attendees exploring the themes of energy, change, and disruption. Over four days, participants engaged in discussions on innovative topics, including futurist thinking, the growing role of AI, and the importance of unified messaging within teams to strengthen firms and brands.

### FPA Residency | Spring and Fall | Aurora, Colorado

The FPA Residency Spring and Fall 2024 Programs were held at the Hyatt Regency Aurora Denver Conference Center in Aurora, Colorado, in May and October. Led by nationally recognized mentors and deans, the program guided participants through real-life financial planning scenarios, offering feedback and emphasizing practical skills. Designed for new or soon-to-be CFP® professionals, the program provided an immersive experience in financial planning. In 2024, FPA hosted a total of 65 residents.

### FPA NexGen Gathering | August 20–22 | Phoenix, Arizona

FPA NexGen Gathering 2024 was a great success, drawing 191 attendees to the Sheraton Phoenix Downtown for networking, education, and peer-led discussions with experienced mentors. The conference included a Q&A with industry leader Michael Kitces, opportunities to expand professional networks, earn CFP® CE credit, and engage in an event designed for the next generation of financial planners.

### FPA Annual Conference | September 18–20 | Columbus, Ohio

In September, FPA Annual Conference 2024 took place in Columbus, Ohio, drawing over 900 attendees. The event featured keynotes from Jeff Bush, a panel of technology experts, including Nicole Casperson, Dani Fava, Margaret Hartigan, and Kate Ring, and Daniel Pink, who discussed the 2024 elections' impact on the US economy, the intersection of technology and people, and leading a more fulfilling life. Attendees also had access to over 80 breakout sessions, two ethics sessions, and ample CFP® CE opportunities. The exhibit hall hosted over 60 exhibitors offering business solutions for planners, and numerous company partnerships supported the conference's success.

## FPA NexGen Introduces the FPA NexGen Development Pathway

The FPA NexGen community is always looking to support the next generation of financial planners, which led to the development of the [FPA NexGen Development Pathway](#). This resource provides guidance, empowerment, and resources for new and prospective financial planners. The Pathway encompasses five phases (Discover, Prepare, Launch, Elevate, and Impact), each offering a clear structure, knowledge, and recommended resources for personal and professional growth.

## FPA NexGen Launches “The Blueprint: An FPA NexGen® Podcast”

[The Blueprint: An FPA NexGen® Podcast](#), hosted by FPA NexGen leaders Deshawn Peterson, CFP®, and Mike Zarrelli, CFP®, EA, showcases the lives of the next generation of financial planners. Each episode uncovers the personal journeys, triumphs, and challenges of emerging professionals in financial planning. Launched in 2024, the podcast is designed for anyone, whether you’re just starting out, a career changer, or a seasoned planner.

## FPA Introduced an All-New FPA Connect

FPA introduced the all-new [FPA Connect](#) platform, which features a homepage with an activity feed to make following discussions easier. The upgraded platform also offers an improved community library, allowing for easier navigation, and the FPA Knowledge Circles, All-Member Open Forum, and other online communities received upgrades.

## FPA LIVE Launched to Explore Critical Financial Planning Issues

To spread the word about the good work of the Association and the financial planning community, FPA introduced [FPA LIVE](#), a fun series of conversations with interesting people doing interesting things in and out of financial planning. Each conversation is live over FPA’s social media channels and is available on demand through the FPA Business Hub. In 2024, conversations were held with thought leaders, conference speakers, and others influencing the trajectory of financial planning.

## Texas Tech University Crowned Financial Planning Challenge Winners

FPA, Ameriprise Financial, and CFP Board hosted the latest iteration of the [Financial Planning Challenge](#) to showcase the future of the financial planning profession and the tremendous talent and skill of the next generation of financial planners. This annual competition, which celebrated its 14th year in 2024, featured eight exceptional teams that advanced to the final rounds of the competition at FPA Annual Conference 2024. When the competition concluded, the student team from Texas Tech University emerged as the victors, with teams from Utah Valley University and The Ohio State University finishing second and third, respectively.

# FPA Business Update



## **Daniel J. Galli, CFP®, Elected the 2025 President-elect of the Financial Planning Association**

FPA [announced](#) in September that the Board of Directors elected Daniel J. Galli, CFP®, as the 2025 FPA President-elect for a one-year term. A passionate volunteer in the financial planning profession, Galli is the founder of Daniel J. Galli & Associates in Norwell, Mass., and completed a three-year term on the FPA Board of Directors in December.

## **FPA Board of Directors Begins Implementation of Long-Term Strategic Plan**

In today's rapidly evolving landscape, marked by dynamic changes and heightened competition, it has become increasingly vital for FPA to solidify its enduring relevance and impact within our membership and across all constituencies of our profession. To secure the Association's future, the FPA Board of Directors adopted a long-term strategic plan in 2023, which was put into action in 2024. The plan, which included an initial three-year implementation strategy, outlines essential programs, initiatives, benefits, and services that FPA considers crucial to its members.

At its core, the plan is a testament to our unwavering dedication to becoming indispensable partners in our members' journey to master the practice and business of financial planning. It revolves around four strategic goals, each designed to address critical aspects of our Association's value proposition, including Practice Support, Learning, Advocacy, and Networking. These goals are accompanied by primary and secondary objectives that are the foundation for our actions and initiatives in the years ahead. We will be guided by a commitment to embracing inclusivity, partner integration, diversifying revenue, maximizing resources, fostering chapter collaboration, and maintaining our mission.

We are excited about our progress and FPA's potential. As we continue this ambitious endeavor, we are grateful for the unwavering support and dedication of our members, chapters, and communities. Together, we can reach new heights and redefine the future of financial planning.

## **FPA and Money Unveiled Program to Recognize Outstanding Financial Planners**

FPA and iconic personal finance brand Money® were pleased to officially announce the launch of the 2024 Best Financial Planners list, an initiative to build greater awareness of financial planning among millions of Americans. Officially unveiled at FPA Annual Conference 2024, the Best Financial Planners list is not just another "top financial advisers list" based only on a professional's number of clients and assets under management. Rather, it highlights data from a comprehensive set of factors, including specialties, experience, education, communication, trust-building, and other typically unquantifiable factors.

In the [announcement](#), 2024 FPA President Claudia Kane, CFP®, said, *"Just as financial planning is not a 'one size fits all' process, how financial planners operate and serve their clients is also unique from planner to planner. This collaboration enabled us to highlight those financial planners who are practicing this profession extraordinarily well and deserve that recognition."*

## **FPA Strengthens Future Readiness with Technology Improvements**

At FPA, we're not just improving our technology—we're preparing it for the future with cutting-edge AI-driven cybersecurity and smart disaster recovery solutions.

In 2024, we implemented strong security measures to safeguard member data, enhanced our business continuity plans, and invested in modern, scalable systems that guarantee uninterrupted operations. These initiatives were focused on pioneering ways to protect the Association and our members. We can now spot and mitigate cyber risks in real time, while our adaptive disaster recovery protocols ensure that FPA stays operational no matter the circumstances. These advancements empower us to remain secure, responsive, and resilient in a rapidly changing digital environment.



# FPA Partners

FPA is grateful to the numerous companies and organizations that work alongside the Association to enhance the value of membership. These organizations do more than simply partner with us; they provide a variety of services, programs, and opportunities that empower FPA members to become more effective financial planners.

## Feature Partner



## Cornerstone Partners



## Supporting Partners



FPA would like to thank all the companies and organizations that worked to support our members in 2024. We are grateful for their support and acknowledge that much of what we do as an Association is due to their desire to be a **partner in planning** for our members.

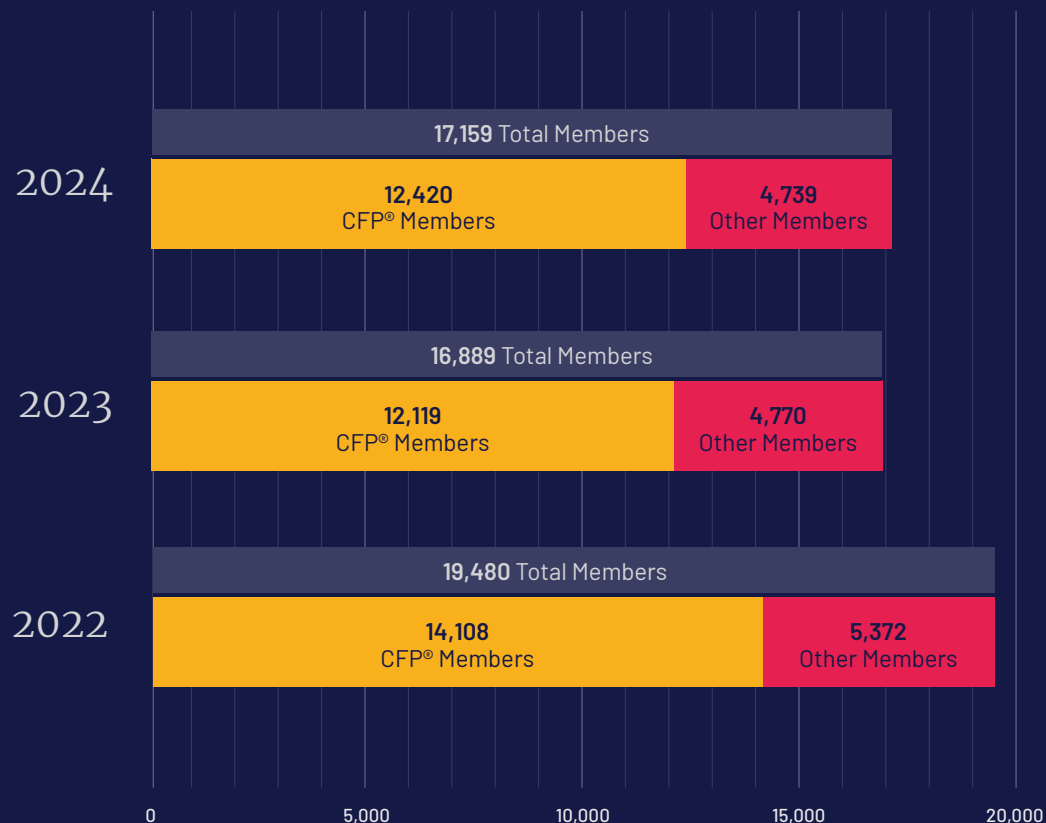
Absolute Capital Management	CyberFin	King Operating Corporation	The Bancorp
Advisor 360	Dalton Education by CeriFi	Kitces.com	The International Association of Advisors in Philanthropy (AiP)
Advisor Financing LLC	Dimensional Fund Advisors (DFA)	Lightspeed Voice	ThinkAdvisor
AdvisorPR	Emeritus	Money Media	TIAA-CREF
Advyzon	eMoney Advisor	Money	TIFIN Wealth
Allianz Life Insurance Company	Endaoment	MoneyTree	Trade PMR
Allworth Partners	Envestnet   MoneyGuide	Nationwide Advisory Solutions	United Healthcare Group
Altruist	Exit Planning Institute	New Directions Career Center	Unitifi - Each Client is Unique, Know Them Better!
American Deposit Management	Finance of America	Ohio's 529 Plan, CollegeAdvantage	University of Georgia, Financial Planning
American Heart Association Professional Advisor Network	Financial Advisor IQ	One Insurance Solution for RIAs	University of Illinois Urbana-Champaign
Association of Financial Counseling and Planning Education (AFCPE)	Financial Behavior Keynote Group	PEO 4 ME	Unlock The Game
Ave Maria Mutual Funds	FINRA Dispute Resolution Services	PlantechHub	Upstream Life Insurance Company
Axos Advisor Services	FinServ Foundation	Private College 529 Plan	Vanguard
Basic Capital	First Eagle	Project Equity	VettaFi
BizEquity	Focal	Ryan Insurance Strategy Consultants powered by Gallagher Affinity	Villanova University Graduate Tax Program
BOK Financial Advisor Trust Services	Forests to Fortune/Las Azucenas	Sandhill Investment Management	Waypoint Residential
Brunswick Private Client & Chubb Insurance	Foundation for Financial Planning	Saturna Capital	WealthManagement.com
Capital Group	Giving Property	ScholarShare 529 (TIAA)	Wholehan Marketing
Carson	goRIA: Fueled by InvestmentNews	SEI Investments	Xtrackers by DWS
CFP Board	GrowthZone	Social Security Administration	XY Planning Network
Charles Schwab	Higher Logic	Special Needs Map	Yale School of Management
College for Financial Planning - a Kaplan Company	Idea Decanter	State Street Global Advisors	Yrefy
Commonwealth Financial Network	IncomeConductor	STP Investment Services	Zocks Communications
Corebridge Financial	Income Lab	Texas Tech University - School of Financial Planning	
CSLA Board of Standards	Integrated Partners	The American College of Financial Services	
	Kalli Collective		
	Kansas State University - Department of Personal Financial Planning		

# Membership Breakdown

FPA remains dedicated to providing members with invaluable ways to thrive personally and professionally. Through innovative learning resources, important community discussions, our national chapter network, and tools to successfully manage your business, FPA is committed to supporting you at every stage of your career journey.

Community is the cornerstone of FPA. In 2024, we made a strong investment in the future of financial planning (students!) with an enhanced focus on groups, content, and engagement for emerging planners. Through dedicated partnerships with chapters, FPA continues to ensure that members can enjoy in-person networking, content, and engagement. An upgrade to the FPA Connect member-only community guarantees you stay connected with peers worldwide.

Significant investments have been made in emerging member benefits and programs, and we are excited to showcase them in 2025.



# 2024 Audited Financial Statements

---

Although revenue fell short of our expectations due to various factors, prudent expense management and favorable market conditions have kept FPA's balance sheet in a solid position. This reflects the outstanding work of FPA's professional staff in being smart and efficient with our resources, both financial and human capital.

View all FPA's financial statements and reports on [FPA's website](#).



## Financial Planning Association and its Subsidiaries

Consolidated Statement of Financial Position  
Year Ended December 31, 2024

### Assets

Cash	\$	1,588,068
Accounts receivable		102,137
Investments		2,824,022
Prepaid expenses and other assets		469,549
Property and equipment, net		181,743
Finance lease right-of-use assets		-
Operating lease right-of-use-asset		445,516
<b>Total Assets</b>		<b>5,611,035</b>

### Liabilities

Accounts payable	\$	97,379
Chapter dues payable		151,596
Accrued expenses		241,501
Deferred revenue		2,294,708
Finance lease liabilities		-
Operating lease liability		509,573
<b>Total Liabilities</b>		<b>3,294,757</b>

### Net Assets

Net Assets Without Member Restrictions		2,316,278
<b>Total Liabilities and Net Assets</b>	<b>\$</b>	<b>5,611,035</b>



## Consolidated Statement of Activities

Year Ended December 31, 2024

### Support and Revenue

Membership dues	\$	4,897,924
Corporate revenue		1,556,975
Event registration		937,517
Product sales and other income		500,449
Investmen return, net		390,879
Total Support and Revenue		8,283,744

### Expenses

Program services		5,958,839
Supporting Activities, Management and General		2,075,708
Total Expenses		8,034,547

Change in Net Assets		249,197
Net Assets, Beginning of Year		2,067,081
Net Assets, End of Year	\$	2,316,278

# Consolidated Statement of Cash Flows

Year Ended December 31, 2024

## Cash Flows From Operating Activities

Change in net assets	\$	249,197
<i>Adjustments to reconcile change in net assets to net cash flows from operating activities</i>		
Depreciation and amortization		137,476
Net realized and unrealized gain on investments		(296,944)
Loss on disposal of equipment		-
Amortization of operating lease right-of-use asset		261,825
(Increase) decrease in assets		
Accounts receivable		130,672
Prepaid expenses and other assets		(94,742)
Increase (decrease) in liabilities		
Accounts payable		(45,497)
Chapter dues payable		38,281
Accrued expenses		(596)
Deferred revenue		(9,047)
Operating lease liability		(294,284)
Net Cash Flows from Operating Activities		76,341

## Cash Flows From Investing Activities

Proceeds from the sale of investments	878,000
Purchases of and interest and dividends retained in investments	(75,607)
Purchases of property and equipment	(15,890)
Net Cash Flows from Investing Activities	786,503

## Cash Flows From Financing Activities

Principal payments in financing lease liabilities	(4,480)
Change in Cash	858,364
Cash at Beginning of Year	729,704
Cash at End of Year	\$ 1,588,068

## Supplemental Disclosures

Cash paid for interest	\$13
------------------------	------



(800) 322-4237

[memberservices@onefpa.org](mailto:memberservices@onefpa.org)

[financialplanningassociation.org](http://financialplanningassociation.org)

Your Partner in Planning™