

SILA

FOUNDATION



2016 Annual Report

2016 SILA Foundation PRESIDENT'S MESSAGE

Education is the core focus of the SILA Foundation as evidenced through the Foundation's hosting of webinars, online delivery of certification and designation courses and issuance of college scholarships.

Our 2016 online webinar program provided eleven free webinars to over 1,200 attendees including significant topics such as Long Term Care, NARAB II Update, Disaster Response, Fiduciary Rule Update and Cybersecurity.

Students from across the country completed 547 courses presented either as Pre-Conference Courses or online Certification or Designation Courses. Our annual scholarship program provided a \$2,500 college scholarship to ten deserving college students, a total of \$25,000 in educational support in 2016. Additional financial support of \$1,000 came in the form of our annual Footprint Grant. This year the award went to the Brighton Center in San Antonio, Texas.

Overall, 2016 was a successful and meaningful year full of accomplishments, giving us momentum for next year and years to come.

We are especially thankful to our individual and corporate donors for the impact of their contributions on the scholarship recipients, licensing administration students and certification recipients that we served. The long-term support of our individual and corporate donors is simply essential to our mission.

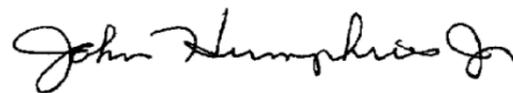
This year we are extraordinarily appreciative for the monetary support and sponsorship of the RegEd corporation who served as sponsor of the very successful first-year SILA Foundation Raffle. Over 150 people combined to purchase 1,874 raffle tickets for the chance of winning one of five outstanding prizes, a great fund raiser and great fun for all.

My special thanks to a Sustaining Sponsor, SILA Inc. and the SILA membership who have contributed greatly to our remarkable progress. We are equally grateful to our business services partners who share their personnel and support with us in so many ways providing marketing, PR, education programs, webinar speakers, instructors and underwriting costs for programs. And finally, we thank the SILA Chapters, business partners, and individuals who helped make our Annual Silent Auction a grand success.

Our operation and effectiveness will grow because of the continuing collective efforts of all who have embraced our message and supported our progress with their time and their contributions.

Please visit us at www.silafoundation.org to learn more about your SILA Foundation.

Sincerely,



John Humphries Jr.
President, SILA Foundation.

THE SILA FOUNDATION

Educational Forums for Financial Services

The SILA Foundation is a 501c3 nonprofit organization created with a single goal in mind - to educate more individuals within the financial services industry, with a specific focus on the insurance licensing and securities registration professions. Often undervalued, these professionals perform an important role in improving compliance and thereby helping to protect investors and policy holders in a complex regulatory environment. Successful producer and representative relationships and compliance fulfillment and maintenance for the company begin and end with the insurance licensing and securities registration professional.

The SILA Foundation is built around seven core fundamentals:

SERVICE defines the key purpose of our Foundation. The Foundation provides the necessary tools, knowledge and opportunities to individuals, organizations within the financial services industry. It creates the call to action for all to self-help and to help others.

GROWTH is the product of service and involvement. It is the reason for the Foundation's existence and provides the energy and drive to improve our skills, career potential as well as improving the workforce to assure a positive future for our industry.

INVOLVEMENT is the driving force that encourages individuals and organizations to embrace their unique future potential and successes. The SILA Foundation's programs and services are intended to enhance possibilities, define individual actions and provide the tools and resources to meet the demands of an ever changing world within the Financial Services industry.

SCHOLARSHIPS provide the means to support and encourage deserving individuals to participate in formal collegiate course work as well as industry based training programs. To enhance educational opportunities, the Foundation provides both financial and course scholarships.

EDUCATION is the tool used by the Foundation to support its purpose. As an IRS 501c3 educational entity, we rely on the generosity of individuals and businesses to provide tax deductible donations of money and 'in kind' products. This support is required to assure quality, timely, needs-based educational forums, course development and an industry driven, nationally recognized, task based certification program for current and potential new associates.

GRANTS are a key component of outreach activities. The SILA Foundation provides grants to like-minded nonprofit organizations to help enhance our collective value of 'people helping people'. We may also rely on and seek grants from other foundations and government agencies to fund the development of our current and future educational programs.

OUTREACH represents the collective actions of all parties that support the current and future programs to enhance the skills and lives of those we serve. These parties include the individuals and organizations who are served by the Foundation, the general public to whom the Foundation fosters a better understanding of the financial services industry through important services and knowledge, and the individuals and organizations who support and partner with us for the betterment of those who work or seek a career within our Financial Services industry.

WHY A SILA FOUNDATION

Our sister organization, the Securities & Insurance Licensing Association (SILA) encourages and supports the creation and expansion of the SILA Foundation as a means of providing valuable charity-based services and support, using small allocations of its accumulated surplus, to beneficiaries beyond its core membership.

The objective in particular is to use targeted charitable services to support the long-term vitality of the licensing and registration community within the financial services industry. The Foundation is a 501(c)(3) public charity organization, separate and distinct from SILA.

The SILA Foundation will target its services and contributions to SILA-related organizations and communities including educational, select public charities and not-for-profit organizations, and individuals. As examples, the Foundation will:

- Offer scholarships to non-members (including veterans) to encourage and prepare them for a career in licensing
- Administer grants to members for attending the annual education conference
- Award other grants in response to particular event driven community needs
- Administer and deliver a broad range of SILA training courses
- Establish a self-sustaining endowment fund
- Work cooperatively with SILA on key joint projects

By supporting the work of the Foundation, SILA and its members potentially gain numerous direct and indirect benefits including:

- Obtaining an avenue for making tax deductible contributions that support the growth of career opportunities in securities and insurance licensing
- Helping to ensure a steady stream of well-qualified, new candidates who will pursue a career in licensing within financial services
- Receiving a means to help safeguard the vitality of SILA, its membership, and its influence and role within the financial services industry
- Expanding their reach beyond just the SILA membership as a means of “giving back”

- Providing financial support and training within targeted local communities to educational institutions and to deserving individuals
- Enabling SILA to serve in partnership with carriers, brokers, regulators and service providers in their own charitable endeavors as well as providing training for their staffs

In addition to working closely with SILA, the Foundation will seek contributions and grants from the financial services industry and its executives, from individual members and from other charitable organizations.

The Foundation is committed to being an extremely efficient organization where almost all contributions will in turn be deployed directly in support of its mission.

2016 SUCCESS WITH NEW AND EXISTING PROGRAMS

SCHOLARSHIPS

The Foundation is once again awarding ten \$2,500 educational scholarships to students applying the funds toward furthering their education in the fields of financial services, accounting or business. This continues to be our fundamental purpose. The goal is to continue to grow and expand these scholarships in future years.

FUND RAISING

The Foundation raised several thousand dollars by again hosting a silent auction at the 2016 SILA, Inc. Education Conference. Several organizations and regional SILA chapters donated items for the auction. A push for corporate donors netted new ones with annual pledges.

OUTREACH

The Foundation continues an expansive outreach project which crosses from web-based communication through various channels such as social media and press releases to phone calls and flyers at local churches and school.

COURSES!!

Through the Foundation, a total of 547 courses were taken by individuals expanding their knowledge and furthering their careers. This also helped raise money for the Foundation’s charitable giving, by more than twice the previous year.

WEBINARS

The Foundation provided eleven FREE educational webinars in 2016 with topics including Agency Carrier Background Screening, Annuity Suitability Training and 1033 Written Consent Requirements. The webinars were well attended with over 1,200 attendees in 2016. They are recorded and are available on our website for further review.

2016 FINANCIAL STATEMENTS

SILA Foundation Dashboard

Date: 01/23/2017

Financial Bank Balances at:	12/31/2016		12/31/2012		12/31/2013		12/31/2015	
Chase	\$68,566.34		\$76,729.52		\$97,413.05		\$76,569.89	
BMO Harris	\$20,106.04		\$11,254.27		\$16,877.96		\$20,096.01	
Paypal							\$0.00	
Total	\$88,672.38		\$87,983.79		\$114,291.01		\$96,665.90	
Accts Receivable	\$0.00		\$0.00		\$5,000.00		\$748.51	
Fundraising	2016	YTD	2012		2013		2015	
	No.	Amt	No.	Amt	No.	Amt	No.	Amt
Raffle	1,874	\$2,222.23						
Misc Revenue		\$5.00						
Silent Auction On-site	24	\$2,183.67	26	\$3,110.00	24	\$2,712.50	29	\$4,628.15
AmazonSmile Donations		\$0.00						\$24.43
Individual Donors	39	\$4,133.10	85	\$3,905.00	72	\$4,952.90	76	\$6,139.91
Corporate Donors	15	\$37,251.00	1	\$5,000.00	7	\$20,720.60	13	\$31,000.00
Interest		\$10.03				\$5.69		\$9.60
PreConference Courses		\$6,360.00						\$11,040.00
Certification Courses Income		\$12,440.65				\$7,565.00		\$14,400.18
SILA, Inc. Donor	1	\$27,321.66	1	\$50,000.00	1	\$50,000.00	1	\$26,694.00
	79	\$91,927.34	113	\$62,015.00	104	\$85,956.69	119	\$93,936.27

DONATIONS

The Foundation received numerous donations at various levels in 2016

	2015	2016
Development / Fundraising	Amount	
Nationwide submitted \$5,000 (1st yr) in Feb 2015 and 2016	\$5,000.00	\$5,000.00
Asurion submitted \$5,000 in Feb 2015; \$5,000 in July 2016	\$5,000.00	\$5,000.00
Clements Worldwide submitted \$500 in Feb 2015; \$526 in Feb 2016	\$500.00	\$526.00
Vertafore submitted \$5,000 in 2015, 2016	\$5,000.00	\$5,000.00
American Family Mutual submitted \$2,500.00 in July (1st Yr 2015)	\$2,500.00	
Business Information Group submitted \$1,000 in August, 2015, Sep 2016	\$1,000.00	\$1,000.00
Greenberg Traurig P A submitted \$500 in August 2015, \$1,000 in Sep 2016	\$500.00	\$1,000.00
National Life Group submitted \$2,000 grant, August 2015 and June 3, 2016	\$2,000.00	\$2,000.00
Physicians Mutual submitted \$1,000 in August 2015 (1st Yr 2015); \$1,000 in September 2016	\$1,000.00	\$1,000.00
Stifel Nicolaus submitted \$2,000 in August 2015; \$3,000 in July 2016	\$2,000.00	\$3,000.00
Saenger Consulting submitted \$500 in Sep 2015	\$500.00	
ExamFX submitted \$1,000 in Sep 2015; \$1,000 in June, 2016	\$1,000.00	\$1,000.00
NIPR submitted \$5,000 in 2015, 2016	\$5,000.00	\$5,000.00
Arthur J. Gallagher in March 2016 (1st yr 2016)		\$200.00
IMA Foundation in March 2016 (1st yr 2016 - matching)		\$25.00
RegED in July 2016		\$5,000.00
AFLAC in August 2016		\$2,500.00
Total	\$31,000.00	\$37,251.00

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