

# 2020

SILA FOUNDATION ANNUAL REPORT

866.247.1284 silafoundation.org Lesli Leakey President April 2021

2011-2021

10 YEARS

SILA

FOUNDATION



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# 2020 SILA FOUNDATION PRESIDENT'S MESSAGE



Well, what can I say about 2020? I certainly didn't see my first term as your Foundation President going quite the way it did. I don't think we expected the whole world to be turned upside down either. When I wrote my message to you last year, COVID-19 had just begun, and we were still hopeful things would turn around and we would come together in Seattle. Unfortunately, we had to move to an all-virtual conference. Which meant, no cornhole and no raffle. The two biggest fundraisers for the Foundation.

To no surprise, your full SILA Foundation Board came together and worked hard to make sure we still had a successful year. I am extremely thankful for each and every one of them. They, along with their committees, came up with new fundraising ideas and still worked to make sure all our obligations were met. We learned a lot about being in a virtual world.

We also had to evaluate being good stewards of our financials and making sure the Foundation would still be on solid ground after COVID. The hard decision was made to reduce the number of scholarships awarded under our Post-Secondary Scholarship program in 2020. We made that decision in light of receiving a record breaking 800 applications. There were so many deserving students, but we knew we had to make sure we could still help those who need it in the future.

Without our two big fundraisers, the race was on to come up with new ideas. With the assistance of the SILA Conference Planning Committee, shout-outs were born. While we did not get the response we hoped, they will be back, and we hope after seeing what they can be you will participate in 2021.

This message would not be complete without a sincere thank you to all of our 2020 Corporate Sponsors. We know it was a hard year for you as well. You have our greatest appreciation for continuing to support us even when you were facing uncertainty yourselves.

As we look forward to 2021, the SILA Foundation is excited to celebrate our birthday all year long! We mark our 10th year of service giving back to our industry and the students we hope will make an impact in the future. Follow along on social media all year as we look back on all the things we have been able to accomplish.

I know there is still uncertainty in the world even a year later. The SILA Foundation will continue to offer resources and education for the financial services industry. The SILA Foundation Certification Program has a lot of great course options for you to choose from. Our webinars will also continue to be a monthly staple with this training in mind and will include other topics, such as, working in our new remote world.

I am once again optimistic that we can come together in-person for the 2021 SILA National Education Conference in Philadelphia, Pennsylvania. We are ready to be back with you for some cornhole, great raffle prizes, and of course, to celebrate the SILA Foundation turning 10!

If you have any questions about our programs or to learn more information about the SILA Foundation, please visit [www.silafoundation.org](http://www.silafoundation.org).

Sincerely,

A handwritten signature in black ink that reads "Lesli Leakey".

Lesli Leakey  
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. Our Foundation provides the necessary tools, knowledge and opportunities to individuals and 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, our Foundation provides both financial and course scholarships.

**EDUCATION** is the tool used by our 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 our Foundation fosters a better understanding of our 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 the financial services industry
- 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.



# SUCCESS WITH NEW AND EXISTING PROGRAMS

## SCHOLARSHIPS

In 2020, the Foundation awarded another \$12,500 in scholarships to five well-deserving college students who needed assistance funding their financial services, accounting or business careers through our **Post-Secondary College Scholarship Program**. This program continues to be our fundamental purpose.

## FUND RAISING

The Foundation increased donations during 2020 by rising to the occasion with virtual shout-outs which aired during the SILA National Education Conference. Webinar sponsorship was also introduced. And donations were generated by other sources such as AmazonSmile and company matching programs such as Benevity and through crowdfunding occasions such as #GivingTuesday.

## 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 schools.

## COURSES

In 2020, 401 courses were taken by individuals expanding their knowledge and furthering their careers through the **Foundation Education Program**.

## WEBINARS

The Foundation provided ten FREE educational public webinars in 2020. We looked at background check industry trends, we delved into the neuroscience of conflict to learn better communication skills, we taught the arts of negotiating and how to communicate with strength so you can avoid death by public speaking. We navigated through the post-COVID insurance landscape, and taught viewers how to network without bias. Over 1k attendees learned from our public webinars in 2020, with a total of 5960 overall since 2015. To view past webinars, simply visit the SILA Foundation YouTube Channel.

SILA Foundation Dashboard

# FINANCIAL STATEMENTS

Release Date: January 2021

Bank Balances at:	12/31/2020		12/31/2019		12/31/2018		12/31/2017	
Chase	\$120,423.06		\$68,761.08		\$71,375.12		\$71,030.26	
BMO Harris	\$0.00		\$27,027.73		\$25,508.30		\$25,218.42	
Paypal	\$0.00		\$2,080.14		\$3,659.60		\$579.51	
<b>Total</b>	<b>\$120,423.06</b>		<b>\$97,868.95</b>		<b>\$100,543.02</b>		<b>\$96,828.19</b>	
<b>Accts Receivable</b>		<b>\$0.00</b>		<b>\$6,500.00</b>		<b>\$5,000.00</b>		<b>\$0.00</b>
<b>FUNDRAISING</b>	<b>2020</b>	<b>YTD</b>	<b>2019</b>	<b>YTD</b>	<b>2018</b>	<b>YTD</b>	<b>2017</b>	<b>YTD</b>
	<b>No.</b>	<b>Amt</b>	<b>No.</b>	<b>Amt</b>	<b>No.</b>	<b>Amt</b>	<b>No.</b>	<b>Amt</b>
Raffle	0	\$0.00	0	\$0.00	180	\$6,409.56	200	\$1,787.87
Misc Revenue		\$0.00		\$0.00				
Silent Auction On-site	0	\$0.00	0	\$0.00	0	\$0.00	17	\$1,627.14
Cornhole Fundraiser		\$0.00		\$19,295.00		\$6320.57		
AmazonSmile Donations		\$361.42		\$24.09		\$6.32		\$43.61
Individual Donors	28	\$4,233.00	93	\$4,628.56	18	\$3,288.75	38	\$10,777.12
Corporate Donors	11	\$27,225.00	21	\$34,065.00	16	\$24,526.00	16	\$34,626.00
Interest		\$6.75		\$113.43		\$289.88		\$80.91
PreConference Courses	94	\$8,726.00	89	\$11,095.00	116	\$13,015.00	98	\$11,760.00
Certification Courses Income	365	\$8,127.75	503	\$12,415.50	425	\$9,009.75	500	\$10,341.30
SILA, Inc. Donor	2	\$24,704.67	1	\$17,232.49	1	\$11,671.00	1	\$30,718.71
<b>Total Income</b>	<b>500</b>	<b>\$73,384.59</b>	<b>707</b>	<b>\$98,869.07</b>	<b>756</b>	<b>\$74,536.83</b>	<b>870</b>	<b>\$101,762.66</b>
<b>EXPENSES</b>								
Awards & Scholarships		\$12,500.00		\$26,000.00		\$26,000.00		\$28,100.00
Education Programs Exp		\$117.98		\$11,057.64		\$7,489.95		\$11,730.47
Management Fees		\$31,807.50		\$32,045.00		\$20,560.92		\$38,040.52
Facilities & Insurance		\$898.00		\$872.00		\$853.00		\$841.00
Professional Fees		\$4,337.82		\$4,542.53		\$6,051.75		\$6,244.18
Other Expenses		\$7,339.18		\$20,846.47		\$6,548.98		\$8,229.26
Other Current Liabilities		\$0.00		\$500.00				
<b>Total Expenses</b>		<b>\$57,000.48</b>		<b>\$95,863.64</b>		<b>\$67,504.60</b>		<b>\$93,185.43</b>
<b>Net Income (Loss)</b>		<b>\$16,384.11</b>		<b>\$3,505.43</b>		<b>\$7,032.23</b>		<b>\$8,577.23</b>

# DONATIONS

The foundation received numerous donations at various levels in 2020

Development / Fundraising CORPORATE DONOR ACTIVITY:	2017	2018	2019	2020
Asurion submitted \$5,000 in 2015-2020	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00
Vertafore submitted \$5,000 in 2015-2020	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00
RegED submitted \$5,000 in 2016-2020	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00
AFLAC submitted \$2,500 in 2016-2020	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00
NIPR submitted \$5,000 in 2013-2019; \$2500 in 2020	\$5,000.00	\$5,000.00	\$5,000.00	\$2,500.00
Supportive Insurance submitted \$250 in 2018, \$2500 in 2020		\$250.00		\$2,500.00
Greenberg Traurig P A submitted \$500 in 2015; \$1,000 in 2016-2018; \$2,000 in 2020	\$1,000.00	\$1,000.00		\$2,000.00
ExamFX submitted \$1,000 in 2015-2018, 2020; \$500 in 2019	\$1,000.00	\$1,000.00	\$500.00	\$1,000.00
A.D. Banker & Company submitted \$1,000 in 2020; \$500 in 2017, 2019	\$500.00		\$500.00	\$1,000.00
AXIS submitted \$500 in 2018-2020		\$500.00	\$500.00	\$500.00
Physicians Mutual submitted \$1,000 in 2015-2018; \$500 in 2019; \$200 in 2020	\$1,000.00	\$1,000.00	\$500.00	\$200.00
Prometric submitted \$500 in 2019; \$25 in 2020			\$500.00	\$25.00
Stifel Nicolaus submitted \$2,000 in 2015; \$3,000 2016; \$3,500 2017, 2018; \$4,000 in 2019	\$3,500.00	\$3,500.00	\$4,000.00	
PearsonVue submitted \$3,500 in 2019			\$3,500.00	
Nationwide submitted \$5,000 in 2015, 2016; \$2,500 in 2017-2019	\$2,500.00	\$2,500.00	\$2,500.00	
Rhoads Online Institute submitted \$2,500 in 2019			\$2,500.00	
PSI Services submitted \$1,000 in 2017; \$2,500 in 2019	\$1,000.00		\$2,500.00	
AdjusterPro submitted \$1,000 in 2018; \$1,500 in 2019		\$1,000.00	\$1,500.00	
ILSA submitted \$1,000 in 2018; \$1,500 in 2019		\$1,000.00	\$1,500.00	
NAIC-SBS submitted \$1,000 in 2018; \$1,500 in 2019		\$1,000.00	\$1,500.00	
Primerica submitted \$1,000 in 2014, 2019			\$1,000.00	
Business Information Group submitted \$1,000 in 2015-2019	\$1,000.00	\$1,000.00	\$1,000.00	
Patten Training & Review submitted \$40 in 2019			\$40.00	
IMA Foundation submitted \$25 in 2016, 2019 (matching donations)			\$25.00	
Kaplan Financial submitted \$1,000 in 2018		\$1,000.00		
Clements Worldwide submitted \$500 in 2015; \$526 in 2016-2018	\$526.00	\$526.00		
Arthur J. Gallagher Foundation submitted \$200 in 2016; \$100 in 2017	\$100.00			
Systeme Software submitted \$500 in 2017	\$500.00			
American Family Mutual submitted \$2,500 in 2015				
Saenger Consulting submitted \$500 in 2015				
National Life Group submitted \$2,000 grant in 2015-2016				



# THE 2020 SILA FOUNDATION BOARD MEMBERS

**PRESIDENT**

Lesli Leakey

**SECRETARY**

Nikki Brown

**TREASURER**

Bob Birman

**TRUSTEE, COMMUNICATIONS &  
PUBLIC RELATIONS**

Ann Robinson

**TRUSTEE, COMPLIANCE**

Suraya Soto

**TRUSTEE, DEVELOPMENT**

Kingston Koser

**PAST-PRESIDENT**

Sherri Coleman

**TRUSTEE, EDUCATION**

Cindy Davidson

**TRUSTEE, REGULATORY &  
ORGANIZATIONAL RELATIONS**

Fred Karlinsky

**TRUSTEE, SCHOLARSHIPS & GRANTS**

Susan Boles

**TRUSTEE, SILA RELATIONS**

Diana Capes

**EXECUTIVE DIRECTOR**

Mary Ellen Hammack

# 10TH YEAR ANNIVERSARY PHOTOS





10TH YEAR ANNIVERSARY

# SCHOLARSHIP WINNERS

## 2013

Emily B.  
Jessica D.  
Christina G.  
Karis J.  
Eric L.  
Anthony M.  
Laura N.  
Trevor O.  
Courtney O.  
Jessica S.

## 2014

Amanda A.  
Malinda B.  
Antor C.  
Freddy C.  
Spencer F.  
Fatou J.  
Alexander O.  
Courtney O.  
Luke T.  
Laura V.

## 2015

Brianna G.  
Ejanae H.  
Blaise M.  
Kimberlie R.  
Jessie R.  
Donna S.  
Parker S.  
Rylee S.  
Katherine V.  
Emily W.

## 2016

Emily R.  
Albert A.  
Emily B.  
Marielle A.  
Mark M.  
Raymond B.  
Hannah C.  
Beau V.  
Olivia F.  
Jennifer Y.

## 2017

Kayla A.  
Zhishan L.  
Marcus V.  
Giovanni B.  
Abby M.  
Albert A.  
Emma V.  
Kaiti-Lynn Z.  
Sarah A.  
Marcus K.

## 2018

Quinn D.  
Abigail E.  
Kaylee H.  
Lilia Sweet K.  
Brooke B.  
Danielle E.  
Victor G.  
Madeline G.  
Kennedy H.  
Neha I.

## 2019

Harmony G.  
Constance P.  
Alexander V.  
Alyssa B.  
Cam'Ryn R.  
Traci R.  
Kevin Q.  
Norah G.  
Paul K.  
Vanessa H.

## 2020

Marcus L.  
Mackenzie J.  
Gabriela K.  
Aliayah V.  
Norma G.



**SILA**  
**FOUNDATION**

[silafoundation.org](http://silafoundation.org) 866.247.1284