



# 2021 ANNUAL REPORT

---

866.247.1284   silafoundation.org   Lesli Leakey President   April 2022

---

SILA FOUNDATION



# CONTENTS

2021 SILA Foundation President's Message	2
<hr/>	
The SILA Foundation Educational Forums For Financial Services	3
<hr/>	
Why A SILA Foundation	4
<hr/>	
2021 Success With New And Existing Programs	5
<hr/>	
2021 SILA Foundation Grant	6
<hr/>	
2021 Financial Statements	7
<hr/>	
2021 Donations	8
<hr/>	
The 2021 SILA Foundation Board Members	9
<hr/>	
SILA Foundation 2013 - 2021 Scholarship Winners	10
<hr/>	

# 2021 SILA FOUNDATION PRESIDENT'S MESSAGE



If someone were to ask you, what was a good memory of 2021, what would you say? I will tell you what my answer would be. Returning to an in-person SILA National Education Conference, getting to spend time with all the industry friends I have made over the years, celebrating the Foundation turning 10, and of course, cornhole!

2021 also saw the introduction of the Student Loan Repayment Grant. The idea was born out of a want to find another way to give back to those already in our industry. Congratulations to our first recipient and we look forward to helping even more of our fellow industry members.

Nothing we do is possible without our wonderful donors. We thank both our individual and corporate donors. To us, it doesn't matter if you give us \$5 or \$5000, every dollar helps to support the SILA Foundation mission. We understand that everyone is still recovering from the difficulty of the past couple of years, and for your continued support we say THANK YOU!

I continue to be thankful and very proud of your full SILA Foundation Board. They, along with their committees, continue to work together on new ideas and strategies to ensure we remain successful and fiscally responsible. For example, you will see the return of in-person pre-conference classes, but also an increase in their pricing structure. Decisions like these are not easy to make, but they are necessary to assist us in offsetting rising costs.

The Foundation Board also made the decision in 2020 to reduce the number of scholarships awarded under our Post-Secondary Scholarship program. We happily returned the total number of scholarships awarded to 10 in 2021 but remained at a lower individual amount. Discussions are ongoing to keep raising either the total number of

scholarships, or individual amounts awarded. With the valuable candid feedback, ideas and assistance from the SILA Foundation Finance Committee we continually evaluate being good stewards of our financials and making sure the Foundation remains on solid ground.

As we look forward to 2022, the SILA Foundation is excited to return to a full cornhole tournament. We will be looking to fill all 64 teams this year instead of the 48 we reduced to in 2021. There will be a bigger space with room for everyone and we have heard your calls for food. Be on the lookout for registration information in September to make sure you secure your spot to play!

Let's not forget the other part of the SILA Foundation, the public outreach arm of SILA, Incorporated. We continue to offer resources and education to all members of the financial services industry. The SILA Foundation Certification program has a lot of great course options for you to choose from and is a great company training tool. Our webinars will also continue to be a monthly staple with this training in mind and will include other professional development topics as well.

I look forward to seeing everyone at the 2022 SILA National Education Conference in Seattle, Washington. Be ready for awesome raffle prizes and a night of fun!

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



# 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

### GRANTS

In 2021, the Foundation introduced the Student Loan Repayment Program. This public assistance program provided \$500 to one financial services employee who carried a student debt. Applicants were scored based upon industry involvement, references and the short answer provided explaining what receiving this grant would mean to the applicant. In 2021, we also saw the return of the Footprint Project. The recipient of this \$1,000 educational grant was Beyond Literacy in Philadelphia, Pennsylvania.

### FUND RAISING

The Foundation increased donations during 2021 with the return of our very popular 'License to Throw' Cornhole Tournament and Raffle held during the SILA National Education Conference. Both events offered a multitude of corporate sponsorship opportunities, and individuals were encouraged to sign-up to donate monthly under the \$10 for 10 campaign honoring the Foundation's 10th year anniversary. Donations were generated by other sources as well such as AmazonSmile, and company matching programs such as Benevity, and through crowdfunding occasions such as #GivingTuesday.

### WEBINARS

The Foundation provided 11 free educational public webinars in 2021. We were honored to share with our viewers such distinguished speakers as five state insurance commissioners who provided the NAIC regulatory updates, and the FEMA staff who we assisted with getting their 2.0 Risk Rating message out to the public. Our webinars taught practical tips for safeguarding ourselves online, students learned how forensic meteorology is used when predicting and assessing weather claims, and they learned about Diversity, Equity & Inclusion as well as how to identify and deal with workplace bullying. Also included in our 2021 webinar line-up were webinars on Pet Insurance, compliance reviews, frictionless surplus lines filings, criminal history best practices and we revisited remote testing for insurance and securities licensing. Over 900 attendees learned from our public webinars in 2021, with a total of 7040 overall since 2015. To view past webinars, simply visit the SILA Foundation Webinar Library.



SILA FOUNDATION

# GRANTS

## **FOOTPRINT PROJECT:**

- 2012: DenverGives (Denver, CO)
- 2013: The Ben Bragg Memorial Scholarship (New Orleans, LA)
- 2014: Working Wardrobes (Anaheim, CA)
- 2015: Martha O'Bryan Center (Nashville, TN)
- 2016: Brighton Center (San Antonio, TX)
- 2017: Elevate Orlanda (Orlando, FL)
- 2018: Indy Reads (Indianapolis, IN)
- 2019: Reality Changers (San Diego, CA)
- 2021: Beyond Literacy (Philadelphia, PA)

## **STUDENT LOAN REPAYMENT:**

- 2021: Brittani Hanna

# SILA FOUNDATION DASHBOARD

# FINANCIAL STATEMENTS

Bank Balances at:	12/31/2021		12/31/2020		12/31/2019		12/31/2018	
Chase	\$92,726.60		\$120,423.06		\$68,761.08		\$71,375.12	
Development Fund	\$30,474.33		\$0.00		\$27,027.73		\$25,508.30	
Venmo	\$0.00							
Paypal	\$0.00		\$0.00		\$2,080.14		\$3,659.60	
<b>Total</b>	<b>\$123,200.93</b>		<b>\$120,423.06</b>		<b>\$97,868.95</b>		<b>\$100,543.02</b>	
<b>Accts Receivable</b>		<b>\$3,250.00</b>		<b>\$0.00</b>		<b>\$6,500.00</b>		<b>\$5,000.00</b>
<b>FUNDRAISING</b>	2021	YTD	2020	YTD	2019	YTD	2018	YTD
	No.	Amt	No.	Amt	No.	Amt	No.	Amt
Raffle	1536	\$8,314.00	0	\$0.00	0	\$0.00	180	\$6,409.56
Silent Auction On-site		\$0.00	0	\$0.00	0	\$0.00	0	\$0.00
Cornhole Fundraiser		\$18,940.00		\$0.00		\$19,295.00		\$6320.57
AmazonSmile/Benevity/Blackbaud	4	\$258.58		\$361.42		\$24.09		\$6.32
Individual Donors	15	\$2,968.09	28	\$4,233.00	93	\$4,628.56	18	\$3,288.75
Corporate Donors	23	\$20,101.00	11	\$27,225.00	21	\$34,065.00	16	\$24,526.00
Interest	11	\$163.33		\$6.75		\$113.43		\$289.88
PreConference Courses	104	\$11,256.00	94	\$8,726.00	89	\$11,095.00	116	\$13,015.00
Certification Courses Income	319	\$9,570.00	365	\$8,127.75	503	\$12,415.50	425	\$9,009.75
SILA, Inc. Donor	0	\$0.00	2	\$24,704.67	1	\$17,232.49	1	\$11,671.00
<b>Total Income</b>	<b>2,012</b>	<b>\$71,571.00</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>EXPENSES</b>								
Awards & Scholarships		\$11,025.00		\$12,500.00		\$26,000.00		\$26,000.00
Education Programs Exp		\$997.60		\$117.98		\$11,057.64		\$7,489.95
Management Fees		\$34,366.50		\$31,807.50		\$32,045.00		\$20,560.92
Facilities & Insurance		\$924.00		\$898.00		\$872.00		\$853.00
Professional Fees		\$6,319.16		\$4,337.82		\$4,542.53		\$6,051.75
Other Expenses		\$14,615.87		\$7,339.18		\$20,846.47		\$6,548.98
Other Current Liabilities		\$0.00		\$0.00		\$500.00		\$0.00
<b>Total Expenses</b>		<b>\$68,248.13</b>		<b>\$57,000.48</b>		<b>\$95,863.64</b>		<b>\$67,504.60</b>
<b>Net Income (Loss)</b>		<b>\$3,322.87</b>		<b>\$16,384.11</b>		<b>\$3,505.43</b>		<b>\$7,032.23</b>

Release Date: January 2022

# SILA FOUNDATION DASHBOARD

# DONATIONS

The foundation received numerous donations at various levels in 2021

Development / Fundraising CORPORATE DONOR ACTIVITY:	2018	2019	2020	2021
<b>Vertafore</b> submitted <b>\$5,000</b> in 2015-2020, <b>\$5750</b> in 2021	\$5,000.00	\$5,000.00	\$5,000.00	\$5,750.00
<b>Asurion</b> submitted <b>\$5,000</b> in 2015-2021	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00
<b>RegED</b> submitted <b>\$5,000</b> in 2016-2021	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00
<b>NIPR</b> submitted <b>\$2500</b> in 2020; <b>\$5000</b> in 2013-2019 & 2021	\$5,000.00	\$5,000.00	\$2,500.00	\$5,000.00
<b>Rhoads Online Institute</b> submitted <b>\$2,500</b> in 2019; <b>\$5000</b> in 2021		\$2,500.00		\$5,000.00
<b>PearsonVue</b> submitted <b>\$3,500</b> in 2019; <b>\$2500</b> in 2021		\$3,500.00		\$2,500.00
<b>PSI Services</b> submitted <b>\$1,000</b> in 2017; <b>\$2,500</b> in 2019; <b>\$2500</b> in 2021		\$2,500.00		\$2,500.00
<b>NAIC-SBS</b> submitted <b>\$1,000</b> in 2018; <b>\$1,500</b> in 2019; <b>\$2250</b> in 2021	\$1,000.00	\$1,500.00		\$2,250.00
<b>Greenberg Traurig P A</b> submitted <b>\$1,000</b> in 2016-2018; <b>\$2,000</b> in 2020; <b>\$1500</b> in 2021	\$1,000.00		\$2,000.00	\$1,500.00
<b>AFLAC</b> submitted <b>\$2,500</b> in 2016-2020; <b>\$1000</b> in 2021	\$2,500.00	\$2,500.00	\$2,500.00	\$1,000.00
<b>A.D. Banker &amp; Company</b> submitted <b>\$1,000</b> in 2020; <b>\$500</b> in 2017, 2019; <b>\$750</b> in 2021		\$500.00	\$1,000.00	\$750.00
<b>AdjusterPro</b> submitted <b>\$1,000</b> in 2018; <b>\$1,500</b> in 2019; <b>\$750</b> in 2021	\$1,000.00	\$1,500.00		\$750.00
<b>Quality Assurance Adjusting Svcs dba QA Claims</b> submitted <b>\$750</b> in 2021				\$750.00
<b>ILSA</b> submitted <b>\$1,000</b> in 2018; <b>\$1,500</b> in 2019; <b>\$500</b> in 2021	\$1,000.00	\$1,500.00		\$500.00
<b>NoMoreForms powered by aINSIGHT</b> submitted <b>\$500</b> in 2021				\$500.00
<b>AgentSync</b> submitted <b>\$500</b> in 2021				\$500.00
<b>InsCipher</b> submitted <b>\$500</b> in 2021				\$500.00
<b>ExamFX</b> submitted <b>\$1,000</b> in 2015-2018, 2020; <b>\$500</b> in 2019, 2021	\$1,000.00	\$500.00	\$1,000.00	\$500.00
<b>AXIS</b> submitted <b>\$500</b> in 2018-2021	\$500.00	\$500.00	\$500.00	\$500.00
<b>Physicians Mutual</b> submitted <b>\$1,000</b> in 2015-2018; <b>\$500</b> in 2019; <b>\$200</b> in 2020, <b>\$300</b> in 2021	\$1,000.00	\$500.00	\$200.00	\$300.00
<b>Patten Training &amp; Review</b> submitted <b>\$40</b> in 2019; <b>\$100</b> in 2021		\$40.00		\$100.00
<b>Supportive Insurance</b> submitted <b>\$250</b> in 2018, <b>\$2500</b> in 2020	\$250.00		\$2,500.00	
<b>Prometric</b> submitted <b>\$500</b> in 2019; <b>\$25</b> in 2020		\$500.00	\$25.00	
<b>Stifel Nicolaus</b> submitted <b>\$2,000</b> in 2015; <b>\$3,000</b> 2016; <b>\$3,500</b> 2017, 2018; <b>\$4,000</b> in 2019	\$3,500.00	\$4,000.00		
<b>Nationwide</b> submitted <b>\$5,000</b> in 2015, 2016; <b>\$2,500</b> in 2017-2019	\$2,500.00	\$2,500.00		
<b>Business Information Group</b> submitted <b>\$1,000</b> in 2015-2019	\$1,000.00	\$1,000.00		
<b>Primerica</b> submitted <b>\$1,000</b> in 2014, 2019		\$1,000.00		
<b>IMA Foundation</b> submitted <b>\$25</b> in 2016, 2019		\$25.00		
<b>Kaplan Financial</b> submitted <b>\$1,000</b> in 2018	\$1,000.00			
<b>Clements Worldwide</b> submitted <b>\$500</b> in 2015; <b>\$526</b> in 2016-2018	\$526.00			

THE 2021 SILA FOUNDATION

# BOARD MEMBERS

**PRESIDENT**

Lesli Leakey

**SECRETARY**

Nikki Brown

**TREASURER**

Bob Birman

**TRUSTEE, COMMUNICATIONS &  
PUBLIC RELATIONS**

Ann Robinson

**TRUSTEE, COMPLIANCE**

Margaret Bragg

**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



# 2013-2021 SILA FOUNDATION *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.

## **2021**

Julia B.  
Carolyn V.  
Emily B.  
Hope S.  
Myranda C.  
Angel H.  
Marcus L.  
Darren B.  
Abbygayle F.  
Jack R.



**SILA**  
**FOUNDATION**

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