

# 2022 ANNUAL REPORT



**SILA**  
FOUNDATION



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# 2022 SILA FOUNDATION *PRESIDENT'S MESSAGE*



What another great year 2022 turned out to be. Seattle was a great host city for the SILA National Education Conference, we got to catch up with friends and industry colleagues, and cornhole returned to the full 64 teams.

Nothing we do is possible without our wonderful donors. We thank both our individual and corporate donors. Many of you have been donors for many years and some are brand new in the past year. To us, it doesn't matter if you have been giving for years, just started, if you give us \$5 or \$5000, each one of you helps to support the SILA Foundation mission.

After having to reduce the number of awards given in 2020, we are excited to start the process of re-growing the number of scholarships awarded. In 2023, due to the continued support of our donors, we are increasing the number of scholarships from 10 to 12 at \$1,000 each.

We continue to rely on guidance from the SILA Foundation Finance Committee as we evaluate every decision made, so we can remain good stewards of our financials and making sure the Foundation remains on solid ground.

As we look forward to 2023, there will of course be cornhole, but also the return of all virtual pre-conference classes. With rising costs for holding in-person classes, and lower attendance numbers, we have made the decision to only offer virtual classes. Be on the lookout for registration information later this year for pre-conference classes and cornhole. You want to make sure your spot is secured!

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.

In closing, 2023 also brings my final year as your SILA Foundation President and my final year on the Board. It has been an honor to serve you and I am very thankful for each Board member I have had the pleasure of working with. Nothing is possible without them and their committees working together on new ideas and strategies to ensure we remain successful and fiscally responsible.

I look forward to seeing everyone at the 2023 SILA National Education Conference in sunny Hollywood, Florida. A great time will be had by all!

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

Page Ahead was the recipient of our educational Footprint Project grant. At the **2022 SILA National Education Conference**, this Seattle-based non-profit organization was presented with a \$1,000 check.

### FUND RAISING

The raffle and **'License to Throw' Cornhole Tournament** were our primary fundraising events in 2022. Both offered a multitude of corporate sponsorship and individual support opportunities. In 2022, we also saw an uptick in individual contributions. And, funds were also generated through company-matching, AmazonSmile, Benevity and through crowd-funding events such as #GivingTuesday.

### WEBINARS

In 2022 the SILA Foundation's 10 free, public webinars were attended by over 1200 students. We kicked-off the new year by discussing current trends in industry background check practices. In 2022 attendees also learned about the history of insurance regulation, the future of prelicensing and the new IAR CE requirement, they traversed through current trends in adjuster licensing, they were enlightened regarding the rise in financial crime, and they took a fresh approach to insurance ethics. To date, over 8100 students have attended our monthly webinars. Webinar recordings never expire and are available in 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)  
2022: Page Ahead (Seattle, WA)

## ■ STUDENT LOAN REPAYMENT:

2021: Brittani Hanna

# SILA FOUNDATION DASHBOARD

# FINANCIAL STATEMENTS

Bank Balances at:	12/31/2022		12/31/2019		12/31/2020		12/31/2021	
Chase	\$94,732.01		\$68,761.08		\$120,423.06		\$92,726.60	
Development Fund	\$30,953.64		\$27,027.73		\$0.00		\$30,474.33	
Venmo	\$0.00						\$0.00	
Paypal	\$0.00		\$2,080.14		\$0.00		\$0.00	
<b>Total</b>	<b>\$125,685.65</b>		<b>\$97,868.95</b>		<b>\$120,423.06</b>		<b>\$123,200.93</b>	
<b>Accts Receivable</b>		<b>\$2,500.00</b>		<b>\$6,500.00</b>		<b>\$0.00</b>		<b>\$3,250.00</b>
FUNDRAISING	2022 No.	YTD Amt	2019 No.	YTD Amt	2020 No.	YTD Amt	2021 No.	YTD Amt
Raffle	1,760	\$3,410.00	0	\$0.00	0	\$0.00	1536	\$8,314.00
Silent Auction On-site	0	\$0.00	0	\$0.00	0	\$0.00		\$0.00
Cornhole Fundraiser	NA	\$39,775.00		\$19,295.00		\$0.00		\$18,940.00
AmazonSmile/Benevity/Blackbaud	5	\$297.95		\$24.09		\$361.42	4	\$258.58
Individual Donors	19	\$2,480.66	93	\$4,628.56	28	\$4,233.00	15	\$2,968.09
Corporate Donors	20	\$10,301.00	21	\$34,065.00	11	\$27,225.00	23	\$20,101.00
Interest	10	\$415.31		\$113.43		\$6.75	11	\$163.33
PreConference Courses	51	\$10,428.00	89	\$11,095.00	94	\$8,726.00	104	\$11,256.00
Certification Courses Income	439	\$11,310.00	503	\$12,415.50	365	\$8,127.75	319	\$9,570.00
SILA, Inc. Donor	1	\$8,727.45	1	\$17,232.49	2	\$24,704.67	0	\$0.00
<b>Total Income</b>	<b>2,305</b>	<b>\$87,145.37</b>	<b>707</b>	<b>\$98,869.07</b>	<b>500</b>	<b>\$73,384.59</b>	<b>2,012</b>	<b>\$71,571.00</b>
EXPENSES								
Awards & Scholarships		\$11,000.00		\$26,000.00		\$12,500.00		\$11,025.00
Education Programs Exp		\$4,273.06		\$11,057.64		\$117.98		\$997.60
Management Fees		\$35,610.62		\$32,045.00		\$31,807.50		\$34,366.50
Facilities & Insurance		\$951.00		\$872.00		\$898.00		\$924.00
Professional Fees		\$8,220.61		\$4,542.53		\$4,337.82		\$6,319.16
Other Expenses		\$23,592.49		\$20,846.47		\$7,339.18		\$14,615.87
Other Current Liabilities		\$0.00		\$500.00		\$0.00		\$0.00
<b>Total Expenses</b>		<b>\$83,647.78</b>		<b>\$95,863.64</b>		<b>\$57,000.48</b>		<b>\$68,248.13</b>
<b>Net Income (Loss)</b>		<b>\$3,497.59</b>		<b>\$3,505.43</b>		<b>\$16,384.11</b>		<b>\$3,322.87</b>

Release Date: January 2023



## SILA FOUNDATION DASHBOARD

# DONATIONS

The foundation received numerous donations at various levels in 2022

Development / Fundraising CORPORATE DONOR ACTIVITY:	2019	2020	2021	2022
Vertafore submitted \$5,000 in 2015-2021, \$5750 in 2021-2022	\$5,000.00	\$5,000.00	\$5,750.00	\$5,750.00
Asurion submitted \$5,000 in 2015-2022	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00
RegED submitted \$5,000 in 2016-2022	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00
NIPR submitted \$2500 in 2020; \$5000 in 2013-2019 & 2021-2022	\$5,000.00	\$2,500.00	\$5,000.00	\$5,000.00
Rhoads Online Institute submitted \$2,500 in 2019; \$5000 in 2021-2022	\$2,500.00		\$5,000.00	\$5,000.00
Kaplan Financial submitted \$1,000 in 2018, \$3500 in 2022				\$3,500.00
PearsonVue submitted \$3,500 in 2019; \$2500 in 2021-2022	\$3,500.00		\$2,500.00	\$2,500.00
NAIC-SBS submitted \$1,000 in 2018; \$1,500 in 2019; \$2250 in 2021-2022	\$1,500.00		\$2,250.00	\$2,250.00
Primerica submitted \$1,000 in 2014, 2019; \$1500 in 2022	\$1,000.00			\$1,500.00
Greenberg Traurig P A submitted \$1,000 in 2016-2018; \$2,000 in 2020; \$1500 in 2021-2022		\$2,000.00	\$1,500.00	\$1,500.00
AFLAC submitted \$2,500 in 2016-2020; \$1000 in 2021; \$750 in 2022	\$2,500.00	\$2,500.00	\$1,000.00	\$750.00
Quality Assurance Adjusting Svcs dba QA Claims submitted \$750 in 2021-2022			\$750.00	\$750.00
ILSA submitted \$1,000 in 2018; \$1,500 in 2019; \$500 in 2021; \$750 in 2022	\$1,500.00		\$500.00	\$750.00
A.D. Banker & Company submitted \$1,000 in 2020; \$500 in 2017, 2019; \$750 in 2021-2022	\$500.00	\$1,000.00	\$750.00	\$750.00
NoMoreForms powered by aINSIGHT submitted \$500 in 2021-2022			\$500.00	\$500.00
AgentSync submitted \$500 in 2021-2022			\$500.00	\$500.00
AXIS submitted \$500 in 2018-2022	\$500.00	\$500.00	\$500.00	\$500.00
Patten Training & Review submitted \$40 in 2019; \$100 in 2021; \$500 in 2022	\$40.00		\$100.00	\$500.00
Physicians Mutual submitted \$1,000 in 2015-2018; \$500 in 2019; \$200 in 2020; \$300 in 2021-2022	\$500.00	\$200.00	\$300.00	\$300.00
InsCipher submitted \$500 in 2021			\$500.00	
ExamFX submitted \$1,000 in in 2015-2018 & 2021, 2020; \$500 in 2019	\$500.00	\$1,000.00	\$500.00	
AdjusterPro submitted \$1,000 in 2018; \$1,500 in 2019; \$750 in 2021	\$1,500.00		\$750.00	
PSI Servicessubmitted \$1,000 in 2017; \$2,500 in 2019; \$2500 in 2021	\$2,500.00		\$2,500.00	
Supportive Insurance submitted \$250 in 2018, \$2500 in 2020		\$2,500.00		
Prometric submitted \$500 in 2019; \$25 in 2020	\$500.00	\$25.00		
Nationwide submitted \$5,000 in 2015, 2016; \$2,500 in 2017-2019	\$2,500.00			
Stifel Nicolaus submitted \$2,000 in 2015; \$3,000 2016; \$3,500 2017, 2018; \$4,000 in 2019	\$4,000.00			
Business Information Group submitted \$1,000 in 2015-2019	\$1,000.00			
IMA Foundation submitted \$25 in 2016, 2019	\$25.00			

## THE 2022 SILA FOUNDATION

# BOARD MEMBERS

### PRESIDENT

Lesli Leakey

### PAST-PRESIDENT

Vacant

### SECRETARY

Nikki Brown

### TRUSTEE, EDUCATION

Julia Van Buren

### TREASURER

Bob Birman

### TRUSTEE, REGULATORY & ORGANIZATIONAL RELATIONS

Fred Karlinsky

### TRUSTEE, COMMUNICATIONS & PUBLIC RELATIONS

Ann Robinson

### TRUSTEE, SCHOLARSHIPS & GRANTS

Susan Boles

### TRUSTEE, COMPLIANCE

Margaret Bragg

### TRUSTEE, SILA RELATIONS

Diana Capes

### TRUSTEE, DEVELOPMENT

Kingston Koser

### EXECUTIVE DIRECTOR

Mary Ellen Hammack

## 2013-2022 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

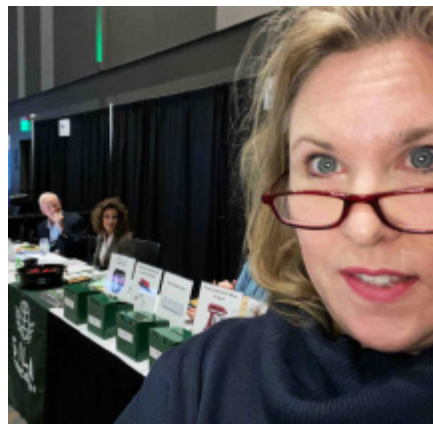
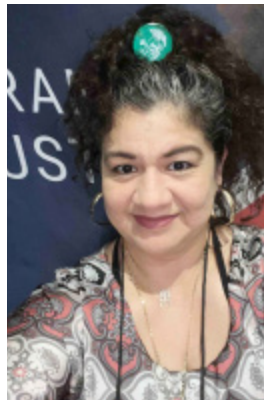
Marcus L.  
Mackenzie J.  
Gabriela K.  
Aliayah V.  
Norma G.

### 2021

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

### 2022

Anjaly N.  
Casie L.  
Claire T.  
Darren D.  
Fiona S.  
Irma C.  
Jacob H.  
Lauryn S.  
Sean G.  
Vanessa V.



**Reflect  
back on  
2022...**

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