



# The NAEPC EDUCATION FOUNDATION

*“Improving Financial Awareness & Financial Literacy”™*

## **NEWS RELEASE**

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### **Alert: April is National Financial Literacy Month**

**2013 campaign slogan – “Got Estate & Financial Plans™?”**  
*What’s in your financial future™?*

Cleveland, OH, February 25, 2013 – Please join distinguished 2013 honorary co-chairpersons Jonathan Blattmachr, Esq., AEP<sup>®</sup> (Distinguished), recognized as one of the country’s most creative trust and estate lawyers, author and speaker; and Janet Novack, leading financial journalist, exceptional communicator, and the Washington D.C. Bureau Chief & Executive Editor for *Forbes*, leading financial service associations and organizations, and the press in supporting and participating in April, National Financial Literacy Month and six months later during October, National Estate Planning Awareness Week.

Our goal is to alert, educate, motivate, and assist the American public to cost effectively establish and keep their financial and estate plans up to date. Through the media, nonprofits, financial service organizations, and financial professionals, we plan to touch every American at least twice each year.

#### **Industry Response**

The NAEPC Education Foundation and the National Association of Estate Planners & Councils have teamed up with the American Institute of Certified Public Accountants, the American Association of Attorney-Certified Public Accountants, the American Bar Association Section of Real Property, Trust and Estate Law, the Society of Financial Service Professionals, the National Academy of Elder Law Attorneys, the Partnership for Philanthropic Planning (all members of the Synergy Summit, a unified think tank and voice of leadership for leading financial service organizations), the Financial Planning Association<sup>®</sup>, and the Association of Fundraising Professionals. Together these organizations represent nearly 1,000,000 professionals, and the accountants, attorneys, financial planners and advisors, insurance agents and brokers, and trust officers that are members of these professional associations will mobilize the entire estate and financial planning community by providing support, tools, and education for professionals and the public they serve.

Additional information about The NAEPC Education Foundation estate and financial awareness campaigns, National Financial Literacy Month and National Estate Planning Awareness Week, and to download our media kits please visit

<http://www.EstatePlanningAnswers.org/national-financial-awareness-campaigns/>

**National Financial Literacy Month** was created by Congress and supported by President Barack Obama. A full version of the proclamation, along with additional information, can be found at [www.EstatePlanningAnswers.org/2011-presidential-proclamation-national-financial-literacy-month/](http://www.EstatePlanningAnswers.org/2011-presidential-proclamation-national-financial-literacy-month/).

**National Estate Planning Awareness Week**, H. Res 1499, was initiated by NAEPC and Congressman Mike Thompson and co-sponsored by 49 of his colleagues. A full version, along with the names of the co-sponsors, can be found at <http://www.EstatePlanningAnswers.org/alert-third-week-in-october-october-18-%E2%80%93-24-2010-is-national-estate-planning-awareness-week/>

#### **The Need**

As leaders in the financial and estate planning industries, we have first-hand experience with successes and challenges Americans face with regard to saving, investing, and planning for their financial futures.

- The majority of Americans over 65 are totally dependent on Social Security and most Americans lack the ability to adequately plan for their retirement. **With proper knowledge and planning, future generations will certainly have a more secure future.**

- It is estimated that over 120,000,000 Americans do not have an up-to-date estate plan to protect themselves and their families, making estate planning one of the most overlooked areas of personal financial management. **Estate planning is not just for the wealthy and is important for everyone.** With advance planning, issues such as guardianship of children, managing bill paying and assets in the event of sickness or disability, care of a special needs child, long-term care needs, and distribution of retirement assets can all be handled with sensitivity, care, and at a reasonable cost.
- Many people mistakenly believe that since they are not “rich” they do not need a comprehensive financial and estate plan. **This attitude can be financially harmful and can be avoided with proactive action.**

## Working Together

As members of the media, you can play an integral role in joining with the estate and financial planning community to help support and build annual media community programs around National Financial Literacy Month and again six months later during National Estate Planning Awareness. While the estate and financial planning communities will provide educational content, tools, local seminars and webinars, the media can help by providing estate and financial planning inserts within newspapers, a series of timely estate and financial planning articles in publications and on websites, and by initiating local community-wide seminars (similar to job fairs) that focus on improving financial awareness and financial literacy. This can generate new ad revenues, while offering a community service that can make a material difference in your reader’s financial futures. Visit [www.EstatePlanningAnswers.org](http://www.EstatePlanningAnswers.org) for helpful content and samples.

**This is a winning approach to solving a major social challenge.** American families benefit by learning how to better and cost effectively address their personal financial challenges; financial professionals benefit by acquiring new business from more informed and motivated clients; the media wins by delivering valuable content to its readers; nonprofits win with increased donations, planned gifts, alternate beneficiary selections, and bequests; and the overall community wins with a stronger and financially sound economy.

On behalf of The NAEPC Education Foundation and the participating organizations, thank you for your efforts to make National Financial Literacy Month and National Estate Planning Awareness Week an ongoing success, and for assisting us in having an ongoing impact on improving financial awareness and financial literacy across the country.

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## About NAEPC & The NAEPC Education Foundation

During the past 49 years, the National Association of Estate Planning Planners & Councils (“NAEPC”) has grown into the leading multi-disciplinary professional organization for estate planners, serving over 230 affiliated local councils and their 27,000 credentialed professional members.

NAEPC membership represents professionals in the areas of accounting, law, life insurance, trust services and financial planning. The association provides its members with ongoing education and a forum for professional networking within the estate and financial services communities and the broad nonprofit, charitable, and long-term care communities.

The NAEPC Education Foundation, Inc., was formed in 2005 as a 501(c)(3) nonprofit organization with its mission to:

- Provide the public with financial awareness programs and improve financial literacy
- Educate the public regarding the benefits of the multi-disciplinary team concept of estate and financial planning as espoused by NAEPC
- Develop educational programs for estate and financial planning professionals
- Develop and promote a community outreach program for the general public
- Hold educational conferences, seminars, forums, and meetings regarding estate and financial planning

The NAEPC Education Foundation’s underlying vision is to significantly improve both the public’s financial awareness and financial literacy, while developing educational content to assist professionals in providing high-quality, cost-effective services to the public.

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For additional information about National Financial Literacy Month and National Estate Planning Awareness Week or to schedule an interview with our distinguished 2013 honorary co-chairpersons Jonathan Blattmachr, Esq., AEP® (Distinguished) and Janet Novack, or Clark B. McCleary, CLU®, ChFC®, MSFS, AEP® (Distinguished), president of NAEPC Education Foundation, or Joanna Averett, MBA, CFP®, AIF®, AEP®, president of NAEPC, or other speakers contact Valentino Sabuco, CFP®, AEP®, The NAEPC Education Foundation Executive Director & Publisher at 707.322.1597, [V.Sabuco@TheNAEPCEF.org](mailto:V.Sabuco@TheNAEPCEF.org), or visit us at <http://www.naepc.org/foundation.web> and [www.EstatePlanningAnswers.org](http://www.EstatePlanningAnswers.org)

## Research Footnotes and Links for Financial Awareness & Financial Literacy

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  - b. Social Security – A Profile of Older Americans 2011
    - i. [http://www.aoa.gov/aoaroot/aging\\_statistics/Profile/2011/docs/2011profile.pdf](http://www.aoa.gov/aoaroot/aging_statistics/Profile/2011/docs/2011profile.pdf)
2. US Census Information
  - a. [www.census.gov/](http://www.census.gov/)
  - b. [www.census.gov/compendia/statab/2011/tables/11s0540.xls](http://www.census.gov/compendia/statab/2011/tables/11s0540.xls) - 2010-12-07
  - c. [www.census.gov/sipp/workpapr/wp110\\_9005.pdf](http://www.census.gov/sipp/workpapr/wp110_9005.pdf) - 2009-09-08
  - d. The 2012 Statistical Abstract
    - i. [www.census.gov/compendia/statab/cats/income\\_expenditures\\_poverty\\_wealth.html](http://www.census.gov/compendia/statab/cats/income_expenditures_poverty_wealth.html)
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  - a. [http://en.wikipedia.org/wiki/Demographics\\_of\\_the\\_United\\_States](http://en.wikipedia.org/wiki/Demographics_of_the_United_States)
4. SHRM Research Articles
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5. AICPA – 360 degrees of Financial Literacy
  - a. <http://www.360financialliteracy.org/Topics/Retirement-Planning/Social-Security/Sources-of-retirement-income-filling-the-Social-Security-gap>
6. The NAEPC Education Foundation
  - a. Rep. Mike Thompson (D-CA), and 49 additional members of the House of Representatives (listed below), co-sponsored and helped to pass H. Res. 1499. <http://www.estateplanninganswers.org/alert-third-week-in-october-october-18-%E2%80%93-24-2010-is-national-estate-planning-awareness-week/>
  - b. <http://www.estateplanninganswers.org/2011-presidential-proclamation-national-financial-literacy-month/>
7. MetLife Consumer Research
  - a. MetLife Demographic Profiles
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  - b. MetLife Study of Employee Benefit Trends
    - i. <http://www.metlife.com/business/insights-and-tools/industry-knowledge/employee-benefits-trends-study/index.html#highlights>
8. Employee Benefit Research Institute Retirement Confidence Survey
  - a. <http://www.ebri.org/surveys/rcs/>
  - b. [www.ebri.org/pdf/FFE125.4June09.Final.pdf](http://www.ebri.org/pdf/FFE125.4June09.Final.pdf)
  - c. [www.ebri.org/pdf/publications/books/.../DB.Chapter%2006.pdf](http://www.ebri.org/pdf/publications/books/.../DB.Chapter%2006.pdf)
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14. Center on Budget and Policy Priorities
  - a. <http://www.cbpp.org/cms/index.cfm?fa=view&id=3260>
15. US Dept of Health & Human Services
  - a. Health, United States, 2010
  - b. <http://www.cdc.gov/nchs/fastats/lifexpec.htm>
16. Kaiser Family Foundation
  - a. <http://facts.kff.org/chart.aspx?cb=58&sctn=162&ch=1725>
17. Federal Reserve Board
  - a. [http://www.minneapolisfed.org/publications\\_papers/pub\\_display.cfm?id=4230](http://www.minneapolisfed.org/publications_papers/pub_display.cfm?id=4230)