

## **Pro Bono Corner - Landon Tymochko, CFP®**

Let's take a moment to reflect on the successes of 2017 while making plans to make 2018 an even better year. I'm sure you will agree that 2017 has been quite a year!

Here are some of the great things that happened with Pro Bono in 2017:

- Rosemont Financial Literacy Project
- Junior Achievement stock market challenge
- Financial Literacy fair at the California State Capitol
- 2017 Greater Sacramento Financial Planning Day, with keynote speaker Betty Yee
- Expanded relationships with local non-profit agencies (WEAVE, United Way, My Sister's House, Junior Achievement, Sacramento Community Foundation)
- FPA Pro Bono for Cancer initiative

However, we can't rest on our laurels. Like others on the board, I came back from the FPA Chapter Leaders Conference (CLC) energized. We need to leverage our previous successes to make 2018 even better, so that we can broaden the reach of financial planning experts such as yourself, and to make an even bigger impact on communities, families and individuals that can really benefit from the knowledgeable guidance of the skilled, professional members of our chapter.

Providing Pro Bono financial planning may seem seems counterintuitive. Why should you provide financial planning advice for free when you are in the business of charging for that knowledge. Why would you give away your primary service for free?

If that is your initial reaction, I understand. But I will challenge your thinking on this. The reality is that offering Pro Bono financial planning is not about building your own business, but rather about helping develop your community. By financially strengthening your community, you strengthen your potential base of clients, and it comes back to you in many different and unexpected ways.

So if you want to continue to see a strong and growing Pro Bono program, we need your help. We need you to get engaged in supporting at least one (or more) Pro Bono initiative. Here's some things you might consider:

- Identify Pro Bono financial planning opportunities with other organizations or events you are involved with.
- Help coordinate and deliver a Pro Bono financial planning event at your local library.
- Volunteer or lead a committee.
- Volunteer for the 2018 Greater Sacramento Financial Planning Day committee
- Volunteer for the Junior Achievement stock market challenge
- Attend the FPA of California Advocacy day at the California State Capitol in March
- Help us develop a relationships with community organizations and leaders interested in providing Pro Bono financial planning.
- Be a leader, start small and simple, and see how it grows from there.

- If you are not already a member of FPA...JOIN!

I cannot express how thrilled I am to be a member of this profession at this time. We are doing great things that are just going to continue to get better. Let's continue to grow as a profession, and include selfless service...Pro Bono...as a core part of what it means to be a CFP® Professional.

With that, I look forward to working with you in 2018!

Landon Tymochko, CFP®