

Pro Bono Corner

Landon Tymochko, CFP ®

Happy New Year to the financial planning community of Greater Sacramento and Northern California. With 2016 in the rear-view mirror, it is time for us to focus on making 2017 an even better year.

In the area of Pro Bono, we are just coming out of the season of giving. I'd like to say thank you to all of you who have given your time and resources to help those who need our help. We are fortunate to be able to be part of a great profession where we are able to help other people (and get paid for it.) Personally, I value the relationships I create as much as the monetary benefits of my work. And I know many of you share that same opinion.

As professionals in the financial services, our time is one of our most precious resources. When you volunteer your time to participate in a pro-bono activity, you are giving away your most valuable commodity. . . your time. And by doing so, you demonstrate that being a financial professional is not all about the money. It is about the impact you have on the lives of your clients and your community.

Providing pro-bono financial planning is a bit "self-serving." We do it because we want to help make our community a better place, and if we are able to improve the financial literacy of those who need it most, who knows, maybe they might one day come back to you as a (very grateful) client.

However, let me be clear on this. We don't provide pro-bono services to recruit clients. We do so to give back to our community. Building a better community, with more financially educated and responsible citizens should also have a positive impact on our own lives, personally and professionally. So I'd encourage you to be "selfish" and give your time to those who can use it the most.

As I did at the beginning of 2016, I'd like to again challenge our chapter to step up our pro-bono efforts in 2017. Whether that is participating in Financial Planning Days, the Rosemont Financial Literacy Project, Junior Achievement, or any other community involvement, please try to plug in to at least one pro-bono activity this year. I'd also like you to consider posting those things to the chapter's Facebook page (here). We want to showcase all of the great things our members are doing.

With that, I'll conclude by saying thank you for being a part of such a great and generous professional community!

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Special Note:

I would like to specifically thank Miguel Borges of d'primeramano, a Spanish language magazine in the Sacramento area, for helping us to promote the Greater Sacramento Financial Planning Day to the Hispanic community in Sacramento. It is with support from community leaders such as Miguel that we are able to reach groups of people who may not otherwise reach. If you work with Spanish speaking populations as part of your client base, I'd encourage you to visit his publication www.dprimeramano.net.