



LPL Financial Foundation

We serve our communities together



Bridging Gaps, Empowering Futures

Our vision

We envision a world where everyone has access to financial guidance to achieve their life goals and dreams. We believe we can best accomplish this by inspiring and equipping more individuals from under-resourced areas to become financial professionals.

Together, we have the power to bridge the wealth gap. By joining forces, we can empower those from under-served communities to successfully pursue careers in financial services.

The need for change

In trust-based services such as financial services, people often seek advice from those with similar lived experiences. But currently the wealth management industry does not reflect the changing demographics of the U.S.¹

31%

of personal financial advisors are women, yet women make up 50.4% of the total population²

6%

of personal financial advisors are Black, yet Black people make up 14.4% of the total population³

9%

of personal financial advisors are Hispanic, yet Hispanic people make up 19% of the total population⁴

“ I am thankful for this scholarship because it will help me in my career goals... my vision of a successful career is having a broad client base from all income levels.

— Kevin
United States Navy Veteran,
LPL Financial Foundation
Equity Scholar

”



girls who
invest®



Championing tomorrow's financial professionals

Our goal is clear: empower thousands of early-career individuals from under-resourced communities to pursue careers in financial services by 2030. By creating strategic partnerships with nonprofit organizations, we're amplifying the potential of the next generation of financial professionals. With life-changing scholarships, real-world internships, and specialized training, we're not only transforming their lives, but also shaping a better future for their future clients.

1. datausa.io/profile/soc/personal-financial-advisors

2. [census.gov/newsroom/facts-for-features/2024/womens-history-month.html#:~:text=National%20Women's%20History%20Month%20honors,to%20protest%20harsh%20working%20conditions](https://www.census.gov/newsroom/facts-for-features/2024/womens-history-month.html#:~:text=National%20Women's%20History%20Month%20honors,to%20protest%20harsh%20working%20conditions)

3. [pewresearch.org/social-trends/fact-sheet/facts-about-the-us-black-population](https://www.pewresearch.org/social-trends/fact-sheet/facts-about-the-us-black-population)

4. [census.gov/newsroom/facts-for-features/2023/hispanic-heritage-month](https://www.census.gov/newsroom/facts-for-features/2023/hispanic-heritage-month)

2023 LPL Financial Foundation Partnerships Impact

Financial services talent pipeline

American College of Financial Services

104

scholarship recipients from underserved communities, and year 1 of a 5-year longitudinal study launched to assess impact of scholarship programs

Girls Who Invest

100

women college students received financial assistance for GWI's Summer Intensive Program (50% of all attendees)

Johnson C. Smith University

21

students participated in the first year of the JCSU Finance Academy, receiving industry insight, training, and knowledge to pursue careers in financial services



“ I’ve been surrounded by so many bright and talented women eager to make a positive difference in this world and truly change the face of investing.

– Karla
Girls Who Invest Summer Intensive Program Participant

”

Impact spotlight

In 2021, we teamed up with The American College of Financial Services (TAC) to launch a program that will change the face of the financial services industry for the better: The LPL Foundation Equity Scholars Program. This program has helped to increase and retain the number of diverse financial services professionals so that the industry might better serve communities that it has historically underserved. Over the last three years, we’ve invested \$1.25M and have helped to:



Award 200+ scholarships



Establish a longitudinal study to better understand the scholarship program’s long-term impact



Develop specialized career services support, in particular for diverse scholars



Redesign the college’s scholarship program’s processes to enable more individuals to apply

2023-2024 Awards

WealthManagement.com
Wealthies Finalist

ThinkAdvisor
Luminaries Award

Thank you to our Foundation Board Members*



Melissa Buchanan
Sara Dadyar
Taylor Denson
Leslie Dunham
Risa Fitzgerald
Anne Howard
Vance Kirksey

Julian Lopez
Ane Perez
Marc Potash
Brent Simonich
Cheryl Trinidad
Tom Zgliniec

Thank you to our Foundation Champions and Foundation Friends*



Eagle Life Insurance Company
Nuveen
PGIM Investments
Sammons Institutional Group

We can't do it alone. Donate today.



By supporting our mission, you're providing scholarships, training, mentorship, and real-world experience to those who will change the face of our industry for the better and lead it forward. Your contribution – whether it's cash, stocks, or through the LPL Financial Foundation's Donor-Advised Fund (DAF) – can be the cornerstone of someone's career.

The Fund is administered by Foundation For The Carolinas, a 501(c)(3) public charity.
*As of July 1, 2024

Contact us

If you have any questions regarding the LPL Financial Foundation, please email community@lplfinancial.com.