



ANNUAL REPORT 2024

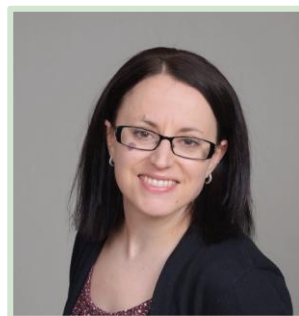
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Nikki Brown, President
April, 2025

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2024 SILA Foundation President's Message



As we close out 2024, we reflect on another year of growth and gratitude. Our virtual pre-conference classes and monthly webinars saw record-setting attendance, reinforcing their vital role in advancing the Foundation's mission.

One of our greatest sources of gratitude is the unwavering financial support from both corporate and individual donors. While we love celebrating those who have supported the Foundation year-after-year over the past twelve years, every contribution—whether \$5 or \$5,000—makes a meaningful impact. No matter when or how you give, your generosity helps drive our mission forward.

This year, my primary goal as president was to expand our giving efforts. Thanks to your generosity, the Foundation awarded \$1,250 scholarships to twelve college students through our Post-Secondary College Scholarship Program. We also grew our Footprint Grant Program by awarding two \$1,500 grants—one to a local San Diego nonprofit and another to the San Diego Unified Public School District's CTE program—both of which support outstanding educational initiatives in their communities. None of this would have been possible without your support and the dedicated guidance of the SILA Foundation Finance Committee.

Looking ahead to 2025, we have an exciting year planned! Our popular cornhole event will return, along with continued virtual education classes and expanded monthly webinars. Keep an eye out in mid-April for virtual education class enrollment (no conference attendance or membership required), cornhole sponsorship opportunities in July, and online cornhole player

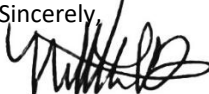
sign-ups in early October to secure your spot at this highly anticipated after-hours event.

As the public outreach arm of the Securities & Insurance Licensing Association, Incorporated (SILA), the Foundation remains committed to providing resources and education to financial services professionals. Our public webinars and SILA Foundation Certification Program offer over 60 affordable, customizable insurance- and securities-related online courses, making them an excellent choice for both individual learning and company training programs.

Serving alongside an incredibly talented Board for the past seven years has been a privilege, and I am honored to continue in my second year as president. None of our accomplishments would be possible without the dedication of our Board members and committees, who work tirelessly to develop new ideas and strategies that keep the Foundation strong and financially responsible. One of my personal goals this year is to share more stories about how your generosity has changed lives—so stay tuned in 2025!

I look forward to seeing everyone at the 2025 SILA National Education Conference in beautiful New Orleans, Louisiana.

For more information about our programs or to learn more about the SILA Foundation, please visit www.silafoundation.org.

Sincerely,


Nikki Brown
President, SILA Foundation

SILA Foundation

Educational Forums for Financial Services

The SILA Foundation is a 501(c)(3) 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 and 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.

EDUCATION is the tool used by our Foundation to support its purpose. As an IRS 501(c)(3) 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.

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.

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.”

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, 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
- 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

The Outreach & Events Committee nominates local non-profit organizations in the city hosting the **SILA National Education Conference** to be chosen to be awarded a \$1,500 check through our Footprint Grant Program each year. In 2024, we increased the program to include two recipients. San Diego's Girls Rising was chosen as our educational grant recipient; and the financial education department of the San Diego Unified School District's College, Career & Technical Education Program (CCTE) was chosen as our first CTE grant recipient.

FUNDRAISING

The “**License to Throw**” **Cornhole Tournament** was our primary fundraising event in 2024. This event offered a multitude of corporate and individual support opportunities. We introduced an interactive costume contest during the tournament which was very well received. In 2024, we continued seeing an uptick in individual contributions. Funds were also generated through company-matching programs such as Benevity.

WEBINARS

Almost 1,500 attendees benefited from our monthly webinars in 2024, with a growing total of 11,500 attendees to date. Producer licensing, surplus lines, and CE requirements were just a few of the webinar topics we tackled in 2024. We also demystified AI, navigated through background screening compliance, and we hosted our 3rd Annual Fireside Chat with the outgoing NASAA President. 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 Orlando (Orlando, FL)
2018: Indy Reads (Indianapolis, IN)
2019: Reality Changers (San Diego, CA)
2021: Beyond Literacy (Philadelphia, PA)
2022: Page Ahead (Seattle, WA)
2023: Bookleggers Library (Miami, FL)
2024: Girls Rising (San Diego, CA)
2024: SDUSD College & Career Training Program (San Diego, CA)

STUDENT LOAN REPAYMENT

2021: Brittani Hanna

SILA Foundation Dashboard

Financial Statements

Bank Balances at:	2024		2023		2022		2021	
Chase	\$116,582.40		\$110,650.38		\$94,732.01		\$92,726.60	
First Internet Bank	\$38,993.16		\$32,816.30		\$30,953.64		\$30,474.33	
PayPal	\$0.00		\$0.00		\$0.00		\$0.00	
Venmo	\$0.00		\$0.00		\$0.00		\$0.00	
Total	\$155,575.56		\$143,466.68		\$125,685.65		\$123,200.93	
Accounts Receivable		\$0.00		\$6,480.00		\$2,500.00		\$3,250.00
FUNDRAISING	2024 YTD		2023 YTD		2022 YTD		2021 YTD	
	No.	Amt.	No.	Amt.	No.	Amt.	No.	Amt.
Raffle	0	\$0.00	0	\$0.00	1,760	\$3,410.00	1,536	\$8,314.00
Cornhole Fundraiser	NA	\$47,713.11	NA	\$41,180.00	NA	\$39,775.00	NA	\$18,940.00
Miscellaneous Donations (Benevity/Blackbaud/AOL, etc.)	5	\$418.71	17	\$443.36	5	\$297.95	4	\$258.58
Individual Donations	74	\$4,176.80	85	\$4,359.91	74	\$2,480.66	70	\$2,968.09
Corporate Donations	3	\$6,200.00	5	\$8,300.00	20	\$10,301.00	23	\$20,101.00
Interest	12	\$1,836.20	14	\$1,162.66	10	\$415.31	11	\$163.33
PreConference Courses	111	\$19,178.00	153	\$23,869.08	51	\$10,428.00	104	\$11,256.00
Certification Courses Income	427	\$13,080.00	707	\$17,340.00	439	\$11,310.00	319	\$9,570.00
SILA, Inc. Donor	1	\$9,000.00	1	\$10,000.00	1	\$8,727.45	0	\$0.00
Total Income	633	\$101,602.82	982	\$106,655.01	2,360	\$87,145.37	2,067	\$71,571.00
EXPENSES								
Awards & Scholarships		\$17,000.00		\$12,500.00		\$11,000.00		\$11,025.00
Education Programs Exp.		\$1,032.24		\$942.65		\$4,273.06		\$997.60
Management Fees		\$39,715.84		\$37,810.55		\$35,610.62		\$34,366.50
Facilities & Insurance		\$1,008.00		\$979.00		\$951.00		\$924.00
Professional Fees		\$6,308.07		\$6,711.50		\$8,220.61		\$6,319.16
Other Expenses		\$31,202.02		\$26,008.01		\$23,592.49		\$14,615.87
Other Current Liabilities		\$0.00		\$0.00		\$0.00		\$0.00
Total Expenses		\$96,266.17		\$84,951.71		\$83,647.78		\$68,248.13
Net Income (Loss)		\$5,336.65		\$21,703.30		\$3,497.59		\$3,322.87

Release Date: April 2024

SILA Foundation Dashboard

Donations

The foundation received numerous donations at various levels in 2024

Development/Fundraising CORPORATE DONOR ACTIVITY:	2021	2022	2023	2024
Vertafore submitted \$5,000 (2015-2020), \$5750 (2021, 2022), \$6000 (2023), \$6500 (2024)	\$5,750.00	\$5,750.00	\$6,000.00	\$6,500.00
NIPR submitted \$2500 (2020), \$5000 (2013-2019, 2021-2023), \$6500 (2024)	\$5,000.00	\$5,000.00	\$5,000.00	\$6,500.00
Asurion submitted \$5000 (2015-2024)	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00
RegEd submitted \$5000 (2016-2024)	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00
Rhoads Online Institute submitted \$2500 (2019), \$5000 (2021-2024)	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00
MCO (MyComplianceOffice) submitted \$3500 (2024)				\$3,500.00
NAIC-SBS submitted \$1000 (2018), \$1500 (2019), \$2250 (2021-2023), \$2500 (2024)	\$2,250.00	\$2,250.00	\$2,250.00	\$2,500.00
PearsonVue submitted \$1750 (2023), \$2500 (2021, 2022, 2024), \$3500 (2019)	\$2,500.00	\$2,500.00	\$1,750.00	\$2,500.00
Primerica submitted \$1000 (2014, 2019), \$1500 (2022-2024)		\$1,500.00	\$1,500.00	\$1,500.00
Greenberg Traurig submitted \$500 (2015, 2022), \$1000 (2016-2018, 2024), \$1500 (2021-2023), \$2000 (2020)	\$1,500.00	\$1,500.00	\$1,500.00	\$1,000.00
ReSource Pro Compliance submitted \$500 (2021), \$750 (2022), \$1000 (2018, 2023, 2024), \$1500 (2019)	\$500.00	\$750.00	\$1,000.00	\$1,000.00
PSI Services submitted \$1000 (2017, 2023, 2024), \$1500 (2019), \$2500 (2021)	\$2,500.00		\$1,000.00	\$1,000.00
NoMoreForms powered by aiNSIGHT submitted \$500 (2021-2023), \$1000 (2024)	\$500.00	\$500.00	\$500.00	\$1,000.00
AdjusterPro submitted \$750 (2021, 2024), \$1000 (2018), \$1500 (2019, 2023)	\$750.00		\$1,500.00	\$750.00
AXIS submitted \$500 (2018-2023), \$750 (2024)	\$500.00	\$500.00	\$500.00	\$750.00
WebCE submitted \$500 (2024), \$1000 (2023)			\$1,000.00	\$500.00
3H Compliance Group (aka Creative Compliance) submitted \$750 (2024)				\$750.00
Patten Training & Review submitted \$40 (2019), \$100 (2021, 2023), \$200 (2024), \$500 (2022),	\$100.00	\$500.00	\$100.00	\$200.00
AgentSync submitted \$500 (2021, 2022), \$1500 (2023)	\$500.00	\$500.00	\$1,500.00	
AFLAC submitted \$750 (2022, 2023), \$1000 (2021), \$2500 (2016-2020)	\$1,000.00	\$750.00	\$750.00	
A.D. Banker & Company submitted \$500 (2017, 2019, 2022, 2023), \$750 (2021), \$1000 (2020)	\$750.00	\$500.00	\$500.00	
Physicians Mutual submitted \$200 (2020), \$300 (2021-2023), \$500 (2019), \$1000 (2015-2018)	\$300.00	\$300.00	\$300.00	
Kaplan Financial submitted \$1000 (2018), \$3500 (2022)		\$3,500.00		
Quality Assurance Adjusting Services dba QA Claims submitted \$750 (2021, 2022)	\$750.00	\$750.00		
ExamFX submitted \$500 (2019, 2021), \$1000 (2014-2018, 2020)	\$500.00			
InsCipher submitted \$500 (2021)	\$500.00			

The 2024 SILA Foundation

Board Members

PRESIDENT

Nikki Brown

SECRETARY

Stephanie Rustad

TREASURER

Bob Birman

**TRUSTEE, COMMUNICATIONS &
PUBLIC RELATIONS**

Ann Robinson

TRUSTEE, COMPLIANCE

Margaret Bragg

TRUSTEE, DEVELOPMENT

Dan Kolakowski

PAST-PRESIDENT

Lesli Leakey

TRUSTEE, EDUCATION

Julie Mendel

**TRUSTEE, REGULATORY &
ORGANIZATIONAL RELATIONS**

Fred Karlinsky

TRUSTEE, SCHOLARSHIPS & GRANTS

Susan Durbin

TRUSTEE, SILA RELATIONS

Diana Capes

EXECUTIVE DIRECTOR

Mary Ellen Hammack

Introducing the 2025 SILA Foundation Board Members

PRESIDENT

Nikki Brown

SECRETARY

Stephanie Rustad

TREASURER

Donna Robinson

TRUSTEE, COMMUNICATIONS & PUBLIC RELATIONS

Ann Robinson

TRUSTEE, COMPLIANCE

Margie Webber

TRUSTEE, DEVELOPMENT

Dan Kolakowski

PAST-PRESIDENT

Vacant

TRUSTEE, EDUCATION

Julie Mendel

TRUSTEE, REGULATORY & ORGANIZATIONAL RELATIONS

Fred Karlinsky

TRUSTEE, SCHOLARSHIPS & GRANTS

Susan Durbin

TRUSTEE, SILA RELATIONS

Sherri Coleman

EXECUTIVE DIRECTOR

Mary Ellen Hammack

2013-2024 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

Julie 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.

2023

Aniket S.
Cole G.
Connor T.
Devon W.
Eli J.
Emma A.
Fiona S.
Macy C.
Michelle M.
Rubena U.
Tu N.
Vincent O.

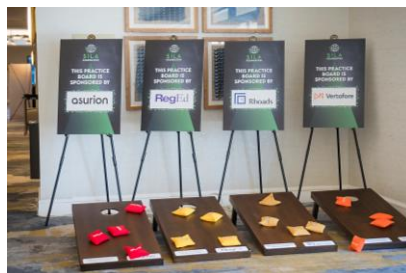
2024

Andrew A.
Emmy M.
Israa W.
Khuu H.
Macy C.
Madison B.
Mason S.
Melisa M.
Nicholas B.
Owen S.
Rubena U.
Vinay U.

Reflecting Back on 2024



Our SILA Conference Exhibitor Fair booth



Cornhole practice boards and sponsors



The teams were ready to play!



Players got creative with their costumes



Our tournament emcees, Dan and Bob



Costume contest winners



The champs



The runners-up



We had beautiful San Diego weather for our fundraising event



SILA
FOUNDATION

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