

# 2023 Annual Report



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# 2023 SILA Foundation President's Message



We closed out 2023 with strong growth and full of gratitude. We saw record setting attendance at our virtual preconference classes and monthly webinars, and our online course enrollment set records as well in 2023. They all play vital roles in supporting the Foundation's mission.

Another vital role in 2023's success was the financial support of our corporate and individual donors. Although we enjoy celebrating those who have continued to support the Foundation's mission year-after-year these past twelve years, it really doesn't matter if you have been giving for years or have just started or whether you give us \$5 or \$5000. EVERYONE makes a difference!

In 2023, the Foundation awarded \$1,000 to twelve college students under our Post-Secondary College Scholarship Program. Following suit with our promise in 2023, we will be increasing our college award to twelve \$1,250 scholarships in 2024. This could not have been possible without your generosity and the guidance of the SILA Foundation Finance Committee who continue to evaluate every decision we make, so that we can be good stewards of our financials.

As we look ahead at 2024, we see an outdoor cornhole tournament (of course!), virtual preconference classes, and more monthly webinars. Be on the lookout mid-April for our pre-conference class enrollment opening (no conference attendance or membership required), cornhole sponsorship opportunities in late-June, and online cornhole player sign-up early October so you can make sure your spot to play is secured at this wildly popular after-hours event.

As the public outreach arm of SILA, Incorporated, in 2024 we will continue to offer resources and education to all members of the financial services industry through our public webinars and the SILA Foundation Certification Program. The program has over 60 insurance and securities related economically priced online course options so the student may customize their learning experience, making this program an ideal choice as a company training tool.

I have had the privilege of serving beside a talented group of Board members for the last six years, and I am honored to serve as their newly elected president. Nothing is possible without them and their committees, who collaborate on new ideas and strategies to ensure we remain successful and fiscally responsible. One of my desires in my new role is to expand the Foundation's impact into another area of outreach, and with such a great team in place it's sure to become reality.

I look forward to seeing everyone at the 2024 SILA National Education Conference in sunny San Diego, California – another great location to host an education conference.

If you have any questions about our programs, or to learn more information about the SILA Foundation, please visit [www.silafoundation.org](http://www.silafoundation.org).

Sincerely,

A handwritten signature in black ink, appearing to read 'Nikki Brown', written over a light grey background.

Nikki Brown  
President, SILA Foundation

# SILA Foundation

## Educational Forums for Financial Services

The SILA Foundation is a 501c3 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 501c3 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**, the Securities & Insurance Licensing Association (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
- Establish a self-sustaining endowment fund
- 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

Bookleggers Library was the recipient of our educational Footprint Project grant. At the **2023 SILA National Education Conference**, this Miami-area based non-profit organization was presented with a \$1,000 check.

### FUND RAISING

The “**License to Throw**” **Cornhole Tournament** was our primary fundraising event in 2023. This event offered a multitude of corporate sponsorship and individual support opportunities. In 2023, we also saw another uptick in individual contributions. And, funds were also generated through company-matching, AmazonSmile, Benevity and through crowd-funding events such as #GivingTuesday.

### WEBINARS

Over 1,500 attendees benefited from our monthly webinars in 2023, with a growing total of 9,500 attendees overall. In 2023, our webinars tackled topics on adjuster licensing challenges and complexities, background screening and producer licensing best practices, surplus lines compliance pitfalls, and much more. Also in 2023, we welcomed Andrew Hartnett of NASAA for our annual fireside chat. 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)

## STUDENT LOAN REPAYMENT

- 2021: Brittani Hanna

# SILA Foundation Dashboard

# Financial Statements

Bank Balances at:	2023		2022		2021		2020	
Chase	\$110,650.38		\$94,732.01		\$92,726.60		\$120,423.06	
First Internet Bank	\$32,816.30		\$30,953.64		\$30,474.33		\$0.00	
PayPal	\$0.00		\$0.00		\$0.00			
Venmo			\$0.00		\$0.00		\$0.00	
<b>Total</b>	<b>\$143,466.68</b>		<b>\$125,685.65</b>		<b>\$123,200.93</b>		<b>\$120,423.06</b>	
<b>Accounts Receivable</b>		<b>\$6,480.00</b>		<b>\$2,500.00</b>		<b>\$3,250.00</b>		<b>\$0.00</b>

FUNDRAISING	2023 YTD		2022 YTD		2021 YTD		2020 YTD	
	No.	Amt.	No.	Amt.	No.	Amt.	No.	Amt.
Raffle	0	\$0.00	1,760	\$3,410.00	1,536	\$8,314.00	0	\$0.00
Cornhole Fundraiser	NA	\$41,180.00	NA	\$39,775.00	NA	\$18,940.00	NA	\$0.00
Miscellaneous Donations	17	\$443.36	5	\$297.95	4	\$258.58	4	\$361.42
Individual Donations	85	\$4,359.91	74	\$2,480.66	70	\$2,968.09	95	\$4,233.00
Corporate Donations	5	\$8,300.00	20	\$10,301.00	23	\$20,101.00	11	\$27,225.00
Interest	14	\$1,162.66	10	\$415.31	11	\$163.33		\$6.75
PreConference Courses	153	\$23,869.08	51	\$10,428.00	104	\$11,256.00	94	\$8,726.00
Certification Courses Income	707	\$17,340.00	439	\$11,310.00	319	\$9,570.00	365	\$8,127.75
SILA, Inc. Donor	1	\$10,000.00	1	\$8,727.45	0	\$0.00	2	\$24,704.67
<b>Total Income</b>	<b>982</b>	<b>\$106,655.01</b>	<b>2,360</b>	<b>\$87,145.37</b>	<b>2,067</b>	<b>\$71,571.00</b>	<b>571</b>	<b>\$73,384.59</b>

EXPENSES								
Awards & Scholarships		\$12,500.00		\$11,000.00		\$11,025.00		\$12,500.00
Education Programs Exp.		\$942.65		\$4,273.06		\$997.60		\$117.98
Management Fees		\$37,810.55		\$35,610.62		\$34,366.50		\$31,807.50
Facilities & Insurance		\$979.00		\$951.00		\$924.00		\$898.00
Professional Fees		\$6,711.50		\$8,220.61		\$6,319.16		\$4,337.82
Other Expenses		\$26,008.01		\$23,592.49		\$14,615.87		\$7,339.18
Other Current Liabilities		\$0.00		\$0.00		\$0.00		\$0.00
<b>Total Expenses</b>		<b>\$84,951.71</b>		<b>\$83,647.78</b>		<b>\$68,248.13</b>		<b>\$57,000.48</b>
<b>Net Income (Loss)</b>		<b>\$21,703.30</b>		<b>\$3,497.59</b>		<b>\$3,322.87</b>		<b>\$16,384.11</b>

Release Date: April 2024



# SILA Foundation Dashboard

# Donations

The foundation received numerous donations at various levels in 2023

Development/Fundraising CORPORATE DONOR ACTIVITY:	2020	2021	2022	2023
<b>Vertafore</b> submitted <b>\$5,000</b> (2015-2021), <b>\$5750</b> (2021-2022), <b>\$6000</b> (2023)	\$5,000.00	\$5,750.00	\$5,750.00	\$6,000.00
<b>Asurion</b> submitted <b>\$5000</b> (2015-2023)	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00
<b>RegEd</b> submitted <b>\$5000</b> (2016-2023)	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00
<b>NIPR</b> submitted <b>\$2500</b> (2020), <b>\$5000</b> (2013-2019, 2021-2023)	\$2,500.00	\$5,000.00	\$5,000.00	\$5,000.00
<b>Rhoads Online Institute</b> submitted <b>\$2500</b> (2019), <b>\$5000</b> (2021-2023)		\$5,000.00	\$5,000.00	\$5,000.00
<b>PearsonVue</b> submitted <b>\$3500</b> (2019), <b>\$2500</b> (2021-2022), <b>\$1750</b> (2023)		\$2,500.00	\$2,500.00	\$1,750.00
<b>NAIC-SBS</b> submitted <b>\$1000</b> (2018), <b>\$1500</b> (2019), <b>\$2250</b> (2021-2023)		\$2,250.00	\$2,250.00	\$2,250.00
<b>AdjusterPro</b> submitted <b>\$1000</b> (2018), <b>\$750</b> (2021), <b>\$1500</b> (2019, 2023)		\$750.00		\$1,500.00
<b>Primerica</b> submitted <b>\$1000</b> (2014, 2019), <b>\$1500</b> (2022, 2023)			\$1,500.00	\$1,500.00
<b>Greenberg Traurig</b> submitted <b>\$500</b> (2015), <b>\$1000</b> (2016-2018), <b>\$2000</b> (2020), <b>\$1500</b> (2021-2023)	\$2,000.00	\$1,500.00	\$1,500.00	\$1,500.00
<b>AgentSync</b> submitted <b>\$500</b> (2021, 2022), <b>\$1500</b> (2023)		\$500.00	\$500.00	\$1,500.00
<b>ReSource Pro Compliance</b> submitted <b>\$500</b> (2021), <b>\$750</b> (2022), <b>\$1500</b> (2019), <b>\$1000</b> (2018, 2023)		\$500.00	\$750.00	\$1,000.00
<b>PSI Services</b> submitted <b>\$1000</b> (2017, 2023), <b>\$1500</b> (2019), <b>\$2500</b> (2021)		\$2,500.00		\$1,000.00
<b>WebCE</b> submitted <b>\$1000</b> (2023)				\$1,000.00
<b>AFLAC</b> submitted <b>\$2500</b> (2016-2020), <b>\$1000</b> (2021), <b>\$750</b> (2022, 2023)	\$2,500.00	\$1,000.00	\$750.00	\$750.00
<b>A.D. Banker &amp; Company</b> submitted <b>\$1000</b> (2020), <b>\$750</b> (2021), <b>\$500</b> (2017, 2019, 2022, 2023)	\$1,000.00	\$750.00	\$500.00	\$500.00
<b>AXIS</b> submitted <b>\$500</b> (2018-2023)	\$500.00	\$500.00	\$500.00	\$500.00
<b>NoMoreForms powered by aINSIGHT</b> submitted <b>\$500</b> (2021-2023)		\$500.00	\$500.00	\$500.00
<b>Physicians Mutual</b> submitted <b>\$1000</b> (2015-2018), <b>\$500</b> (2019), <b>\$200</b> (2020), <b>\$300</b> (2021-2023)	\$200.00	\$300.00	\$300.00	\$300.00
<b>Patten Training &amp; Review</b> submitted <b>\$40</b> (2019), <b>\$500</b> (2022), <b>\$100</b> (2021, 2023)		\$100.00	\$500.00	\$100.00
<b>Kaplan Financial</b> submitted <b>\$1000</b> (2018), <b>\$3500</b> (2022)			\$3,500.00	
<b>Quality Assurance Adjusting Svcs dba QA Claims</b> submitted <b>\$750</b> (2021-2022)		\$750.00	\$750.00	
<b>ExamFX</b> submitted <b>\$1000</b> (2014-2018, 2020), <b>\$500</b> (2019, 2021)	\$1,000.00	\$500.00		
<b>InsCipher</b> submitted <b>\$500</b> (2021)		\$500.00		
<b>Supportive Insurance</b> submitted <b>\$250</b> (2018), <b>\$2500</b> (2020)	\$2,500.00			
<b>Prometric</b> submitted <b>\$500</b> (2019), <b>\$25</b> (2020)	\$25.00			

# The 2023 SILA Foundation

# Board Members

**PRESIDENT**  
Lesli Leakey

**SECRETARY**  
Nikki Brown

**TREASURER**  
Bob Birman

**TRUSTEE, COMMUNICATIONS &  
PUBLIC RELATIONS**  
Ann Robinson

**TRUSTEE, COMPLIANCE**  
Margaret Bragg

**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**  
Diana Capes

**EXECUTIVE DIRECTOR**  
Mary Ellen Hammack

# Introducing 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

## 2013-2023 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.

# Reflecting Back on 2023



**Bookleggers Library**  
2023 Footprint Grant Recipient



**Mike and Kenny**  
Cornhole Tournament Winners



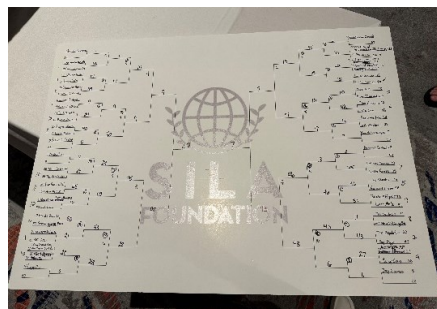
**Sharon and Rachel**  
Cornhole Tournament Best Name



**Tiffany and Trevor**  
Cornhole Tournament Runners Up



**Michelle and Emily**  
Cornhole Tournament Team Spirit



**Cornhole Tournament Brackets**  
56 Teams Participated



**SILA**  
FOUNDATION

[silafoundation.org](http://silafoundation.org) 866.247.1284