

THE LPL FINANCIAL FOUNDATION



Advancing the opportunity for the economic well-being of our communities.

The mission of the LPL Financial Foundation is to advance the economic well-being of underserved populations where we live and work, with an emphasis on encouraging professional readiness and placement of career-ready talent for the financial services industry and providing resources and training to small-business owners. See how we turn that mission into action.

BUILDING FINANCIAL CAPABILITIES OF **UNDERSERVED SMALL BUSINESS OWNERS**

The challenge:

33%

of small businesses fail in the first two years¹, often due to a lack of capital or funding, faulty infrastructure or business models, and unsuccessful marketing initiatives

To address this:

\$388K

invested in [LISC](#) to provide technical assistance to underserved small business owners in San Diego and Metro Charlotte

\$100K

donated to [SCORE Foundation](#) to offer free mentorship for small business owners

As a result:

200+

underserved entrepreneurs received consultative services that included translation services for marketing in the language of the community, preparation for securing loans, and navigation to obtain necessary permitting to open to the public

HUNDREDS

of small business owners heard from LPL Financial experts about operational efficiency, enhancing the one-on-one mentoring provided by seasoned entrepreneurs

As of December 2022



STORIES OF IMPACT

Chef Andarrio Johnson and his cousin, Anglee Brown, started serving their community from a food truck in 2014. Less than 18 months later, they opened their first brick-and-mortar location, where neighbors rush to enjoy their famous lobster mac and cheese. Because of the support they received through the LPL Financial Foundation, Chef Andarrio and his cousin have just opened a second location and are working on a third.

Chef Andarrio continues to share his success with his community and can often be found with his food truck at neighborhood outreach events and coaching other local entrepreneurs within his network.

The financial services industry is key to building wealth, and a diverse workforce can address the needs of a demographically diverse customer base.

ENRICHING THE DIVERSITY OF THE FINANCIAL SERVICES TALENT PIPELINE

The challenge:

Only **33%** of financial advisors are women and **13%** are Black or Hispanic/Latinx²

To address this:

\$256K contributed to establish the Finance Academy at [Johnson C. Smith University](#), a Charlotte-area Historically Black University

\$500K investment in order to continue the LPL Financial Foundation Equity Scholars program and fund a longitudinal study of scholarship impact at the [American College of Financial Services](#)

\$100K donated to [Rock the Street, Wall Street](#), and

\$250K to [Girls Who Invest](#) to increase young women's entry into the financial services industry

As a result:

50+ scholarship recipients have received accreditations to further their careers as wealth management professionals

100+ college-aged women will be equipped to pursue internships and full-time finance roles after participating in a four-part speakers series

As of December 2022



STORIES OF IMPACT

Tiffany is a junior studying at the NYU Stern School of Business. She is pursuing a degree in business with a concentration in finance.

LPL Financial Foundation's support for Rock the Street, Wall Street's alumna programming provided Tiffany with resources and opportunities to secure two internships so far. These internships exposed her to the financial sector, and she now has her sights set on a career in asset management, a field where only 10% of the workforce is made up of women.³

2: US Census Bureau, 2016

3: Girls Who Invest, 2022

BE PART OF THE CHANGE

While we're proud of the impact we've had on the lives of many underserved individuals, there is more work to be done! We invite you to join us in support of people like Chef Andarrio and Tiffany. **Here is an easy way you can help today.**



MAKE A CONTRIBUTION

Visit the [LPL Financial Foundation Charitable Fund](#)

The Fund is administered by [Foundation For The Carolinas](#), a 501c3 public charity.



🙏 **Thank you for your generous support**

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