

# VALENTINO SABUCO

## INTRODUCTION & BACKGROUNDER

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Valentino Sabuco is the Executive Director & Publisher for The Financial Awareness Foundation. The Foundation serves as a nonpolitical “financial awareness advocate” for the general public, the financial service and nonprofit professionals and their organizations, educational institutions, municipalities, and employers. Our mission is to significantly help solve a major social problem dealing with the lack of financial awareness and financial literacy. We believe that teaching financial awareness, financial literacy and the essential principles to smart personal financial management are very important as this gives people the tools of empowerment to:

- Make better informed and productive everyday money decisions
- Save time and money with their financial advisors and service providers
- Have the best opportunities to reach and maintain their personal / family financial dreams
- Enjoy a financially secure debt free future as they advance their legacy.

Valentino has over 40 years of experience as a seasoned business and nonprofit executive, as a “fee-only” personal and business financial planning professional, advisor to family offices, board member, and public speaker. He was instrumental in initiating the creation of legislation sponsored by Congressman Mike Thompson and 49 of his bipartisan congressmen and congresswomen, H Resolution 1499 which was passed on September 27, 2008, proclaiming henceforth the third full week in October to be known as National Estate Planning Awareness Week.

Over the last ten years he has been taking an active leadership role to recognize organizations and their management that are championing improving financial awareness and financial literacy. Then uniting them with other associations, organizations, nonprofits, educational institutions, municipalities, employers, and news media to actively focus their vast community resources into ***The Improving Financial Awareness & Financial Literacy Movement*** with its concentrated personal finance content media blitz every six months through the strategic campaign venues of venues of National Financial Literacy Month (April) and National Estate Planning Awareness Month/Week (October).

This is a winning approach to solving a major social challenge. Families benefit by learning the essential principles to smart personal financial management – the foundation to personal finance knowledge - so they can make better every day informed money decisions and have the best possibilities to reach and maintain their personal and financial dreams; employers benefit from having less stressed, happier and more productive employees; financial professionals and their companies benefit by acquiring new business from more informed and motivated clients; nonprofits win with increased donations, planned gifts, alternate beneficiary selections and bequests; and the overall community wins with a stronger and financially sound economy. To learn more about The Foundation and these campaigns, and how you can participate please visit: [www.TheFinancialAwarenessFoundation.org/](http://www.TheFinancialAwarenessFoundation.org/)

The following are a few other notable accomplishments

- Author of several consumer personal finance books, syndicated columnist-14 years, and frequent speaker on the essential principles to smart personal financial management, and improving financial awareness and financial literacy
- Career long advocate for improving the public's and professionals financial awareness while pioneering “fee-only” business and personal financial planning profession
- Founded a financial publishing and technology company that developed retail software for Kiplinger/H & R Block, licensed content to Aon, Arthur Andersen, architected and helped developed one of the first personal financial website portals to bring personal financial planning to the public
- Certification as a Financial Planner (CFP®) ♦ Past Accredited Estate Planner® (AEP®)
- Bachelor of Science in Business Administration, emphasis in Accounting, minor in Economics from University of San Francisco (USF)

On the personal side, Valentino lives in the beautiful Sonoma County wine country, just north of San Francisco, with his wife of over 40 years and 2 daughters, and enjoys golfing and culinary activities.



## The FINANCIAL AWARENESS Foundation

A 501(c)(3) Nonprofit Organization Dedicated to Significantly Improving Financial Awareness & Financial Literacy  
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