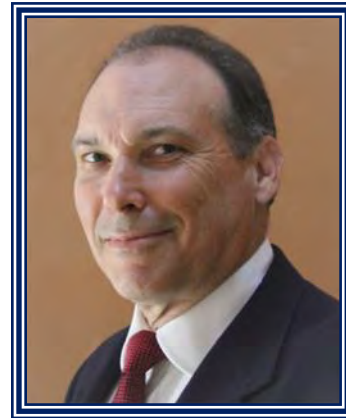


VALENTINO SABUCO

INTRODUCTION & BACKGROUNDER



Valentino Sabuco, is the founding Executive Director and publisher for **The Financial Awareness Foundation**. A lifelong advocate for improving financial awareness and financial literacy, began pioneering the personal and business financial planning industry, and the 'fee-only' financial planning profession in the mid-1970s.

Valentino is a seasoned business / nonprofit executive, with over 40 years of experience as a "fee-only" personal / business financial planning professional within CPA firms as a principal and his private practice, advisor to family offices, CEO/Founder of a financial publishing company, board member, syndicated columnist, & public speaker.

TFAF serves as a nonpolitical *improving financial awareness & financial literacy advocate* for the general public, financial service & nonprofit professionals & organizations, educational institutions, municipalities, employers & the news media.

TFAF's mission is to significantly help solve a major social problem dealing with the lack of financial awareness along with the financial illiteracy epidemic. **TFAF** believes in sharing the essential principles to smart money management – the foundation to personal finance knowledge along with other key life skills not commonly taught – to empower people to:

- ◆ Make wiser informed everyday money decisions
- ◆ Live a quality life without outliving their wealth
- ◆ Work efficiently with financial professionals & product providers to get the best results from their time and money
- ◆ Pass on values, knowledge & assets to future generations making their lives & our world a better place
- ◆ Have the highest probability to reach & maintain family dreams while living out a financially successful life.

Key Achievements

Valentino was instrumental in initiating the creation of legislation sponsored by Congressman Mike Thompson & 49 bipartisan congressmen/congresswomen, H Resolution 1499 passed on September 27, 2008, proclaiming the third full week in October to be known as **National Estate Planning Awareness Week**.

Over the past decade, Valentino has taken an active leadership role in recognizing and supporting domestic and international organizations and their leaders who champion financial awareness and literacy. He has brought together associations, nonprofits, educational institutions, municipalities, employers, and media outlets to focus their collective resources on **The Improving Financial Awareness & Financial Literacy Movement**. This initiative features a semi-annual personal finance media blitz, strategically celebrating April as **Financial Literacy Month** & October as **Estate & Gift Planning Awareness Month**.

The goal is to significantly enhance financial awareness & literacy across all ages, income levels, & demographic groups—reaching every individual at least twice a year with educational & motivational reminders to get & keep their financial house in order with a current financial, estate, & gift plan. By addressing these critical issues, **The Movement** aims to end hunger and inherited poverty, improve quality of life, and act as a catalyst for meaningful and much-needed social & economic changes.

The Movement is developing over 5 continents over a dozen countries. This also has included the creation of **The International Improving Financial Awareness & Financial Literacy Research Centers** within Universities, domestically and internationally. With plans of linking them together into a global brain trust. To learn more about The Movement, our Educational Programs and our work review our **[TFAF Foundation Report & Business Plans](https://home.thefinancialawarenessfoundation.org/pdf/TFAF-FoundationReport&BusPlan.pdf)**

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Additional Accomplishments

- Author of several consumer personal finance books including **The TFAF-Personal Finance Publication Set**, syndicated columnist-14+ years, frequent speaker on improving financial awareness and financial literacy
- 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 for Ameritrade
- Past Certification as a Financial Planner (CFP®) (1978-2019) ◆ Past Accredited Estate Planner® (AEP®)
- Bachelor of Science in Business Administration, Accounting / minor Economics-University of San Francisco (USF)

Personal Side

Valentino lives in the beautiful Sonoma County wine country, just north of San Francisco, with his wife of over 50 years & 2 daughters, & enjoys golf, tennis, chess & culinary activities.



The FINANCIAL AWARENESS Foundation

A 501(c)(3) Nonprofit Organization Dedicated to Significantly Improving Financial Awareness & Financial Literacy
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We believe having better personal finance knowledge changes your world and the world around you... FOREVER!