

Amy Wolff, Member of a MN Women Financial Planners Group that Donated \$25,000 to Celebrate Anniversary

AJW Financial's Amy Wolff has been a long-time member of a local female financial planners study group, the Goddesses of Financial Planning. In honor of the group's 25th anniversary, they recently announced a \$25,000 donation to the Center of Financial Planning in support of its initiative to promote women and diversity in the financial planning industry.

GODDESSES OF FINANCIAL PLANNING



Dana Brewer



Cassie Burns



Echo Huang



Ellen Dubuque



Kay Kramer



Laura Kuntz



Kathy Longo



Kelly Pedersen



Joan Rossi



Lauri Salverda



Janet Stanzak



Amy Wolff



Susan Zimmerman

A group of more than a dozen women financial advisory firm owners in Minnesota, The Goddesses of Financial Planning was founded in 1995. The group meets regularly to share strategic advice and best practices to support each other in the financial planning industry. Each member of the group also belongs to the Financial Planning Association of Minnesota (FPA MN), a nonprofit organization of more than 900 financial planning professionals.

Amy Wolff, founder and Financial Advisor at AJW Financial shared, "Because women and minorities make up such a small percentage of the financial planning profession, our group has sought out ways to alter these numbers. This initiative provided us with the opportunity to do just that."

Approximately 23% of certified financial planners in the U.S. are women and less than 3.5% are black or Latino (<https://www.cfp.net/knowledge/reports-and-statistics/professional-demographics>). The Certified Financial Planner Board of Standards (CFP Board)'s Center for Financial Planning initiative is

working to attract, onboard and train women and people from diverse communities to become the next generation of financial planners.

Members of the Goddesses of Financial Planning include: Dana Brewer and Kay Kramer of Birchwood Financial Partners, Cassidy Burns of WR Baird, Ellen Dubuque and Joan Rossi of Rossi Dubuque Breckenridge LLC, Echo Huang of Echo Wealth Management, Laura Kuntz of Laurel Wealth Planning, Kathy Longo of Flourish Wealth Management, Kelly Olson Pedersen of Caissa Wealth Strategies, Lauri Salverda of Castle Rock Financial Planning, Janet Stanzak of Financial Empowerment, Amy Jensen Wolff of AJW Financial, and Susan Zimmerman of Mindful Asset Planning.

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