

# 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, and public speaker.

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

**TFAF's** mission is to significantly help solve a major social problem dealing with the lack of financial awareness and the financial illiteracy epidemic. **TFAF** believes in sharing the essential principles to smart money management – the foundation to personal finance knowledge – to empower people to:

- ◆ Make wiser informed lifelong money decisions
- ◆ Work more efficiently with financial professionals & product providers to get the best results from time & money
- ◆ Get and keep their financial house in order by having current financial, estate and gift plans
- ◆ Pass on values, knowledge & assets to future generations & charitable causes to help make this a better world
- ◆ Have the highest probability to reach your family dreams while you live out a financially successful life.

Valentino was instrumental in initiating the creation of legislation sponsored by Congressman Mike Thompson and 49 bipartisan congressmen / congresswomen, H Resolution 1499 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 decade he has taken an active leadership role to recognize domestic and international 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 semi-annually through the strategic campaign venues of **April being known as Financial Literacy Month** and **October being known as Estate & Gift Planning Awareness Month**. The goal is to touch and encourage everyone twice a year to get and keep their financial house in order with current financial, estate & gift plans.

**The Movement** is developing over 4 continents within 7 countries and growing. 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 click on these links

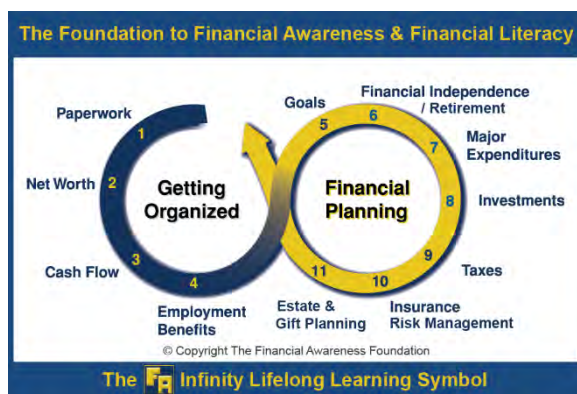
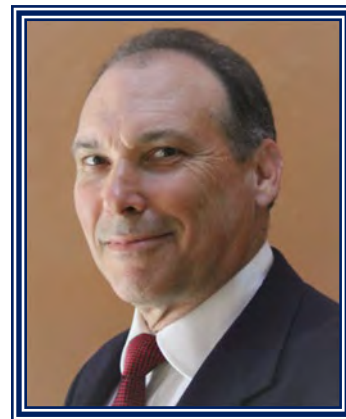
<http://www.thefinancialawarenessfoundation.org/pdf/TheMovementWorldWide.pdf>

<http://ugbs.ug.edu.gh/association>

### The following are a few other notable 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
- 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)

On the personal side, Valentino lives in the beautiful Sonoma County wine country, just north of San Francisco, with his wife of over 50 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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We believe having better personal finance knowledge changes your world and the world around you... FOREVER!