

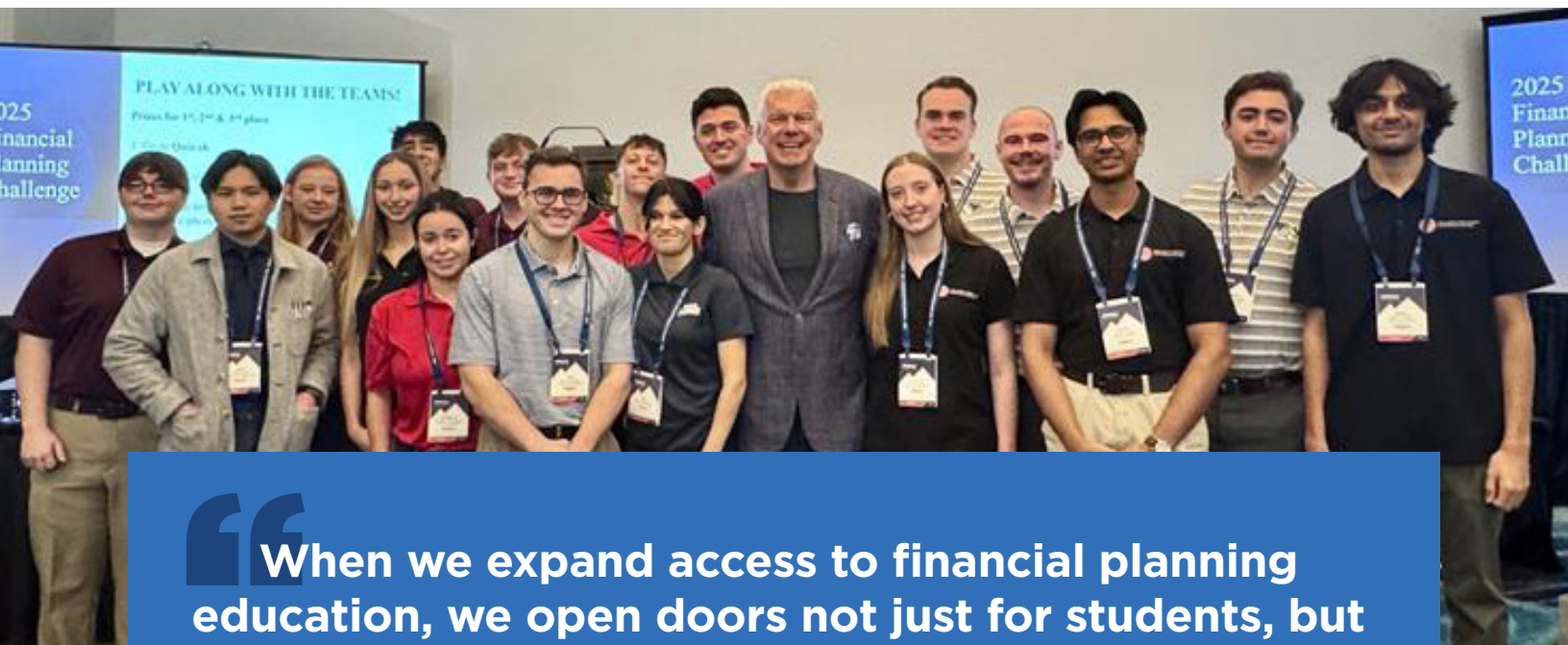
The Kevin R. Keller Scholars Program

From first-generation student to next-generation CFP® professional

Established to honor Kevin Keller's 19 years of transformative leadership as CEO of CFP Board, the Kevin R. Keller Scholarship Fund advances CFP Board's vision of a robust, diverse community of CFP® professionals.

The fund supports first-generation college students — the first in their immediate families to earn a degree — as they complete their studies in baccalaureate CFP Board Registered Programs and move closer to CFP® certification.

Beyond financial assistance, recipients gain something first-generation students often lack: a community of peers, connections and professional development opportunities that reflect Keller's enduring commitment to education, access and leadership. This support network gives each scholar a stronger foundation for success on the path to CFP® certification and beyond.



“When we expand access to financial planning education, we open doors not just for students, but for the families and communities they will serve.”

—
Kevin R. Keller, CAE

The Need: Opportunity doesn't always match ambition.

First-generation students bring determination, resilience and a desire to make a difference, yet financial barriers often stand between them and their goals.

- First-generation students make up ~37% of undergraduate students in the U.S.
- 27% of first-generation households earn less than the yearly cost of college.
- Since 2023, CFP Board has experienced an 84% increase in education-scholarship applicants, with ~525 people applying in 2025 for fewer than 100 awards.
- CFP Board's Center for Financial Planning's scholarship programs have been effective tools for expanding access to financial planning education, with 66% of awards going to women and 70% to racially and ethnically diverse aspiring advisors.

Your support helps close this gap, empowering academically successful students to turn potential into achievement and strengthening economic and social diversity within the profession.

Talent and ambition thrive when financial barriers fall.

Contributions to the Kevin R. Keller Scholarship Fund directly reduce financial barriers for first-generation students pursuing CFP® certification. Your support helps:

- Expand access to financial planning education
- Support academic achievement and career readiness
- Build a sustainable pipeline of CFP® professionals

Your investment today builds the profession's tomorrow.

Once the program reaches a \$1 million endowment, it will award four scholarships per year; a \$2 million endowment will fund eight. Each award provides \$11,250 per recipient annually. As education costs grow, scholarship amounts may increase over time. If the first award is made during the student's junior year, they may receive a second \$11,250 award in their senior year, provided scholarship conditions continue to be met.

How to Give

Join us in honoring Kevin Keller's legacy and shaping the future of financial planning.

Scan the QR code or visit cfp.net/donate.

Contact Tessa Shambaugh at tshambaugh@cfpboard.org or 202-864-5238.



Scan to Give