

BRAZILIAN ASSOCIATION OF FINANCIAL EDUCATORS - ABEFIN

The Brazilian Association of Financial Educators (Abefin) is an institution idealized by Reinaldo Domingos, Ph. D., in 2012, with the objective of regulating the activity of financial education professionals and ensuring the quality of such service in the market. Its operation has a national range in the several segments of financial education, such as:

1. Business Professionals:

- ✓ Financial Educator
- ✓ Financial Therapist
- ✓ Educational Educator
- ✓ Business Educator
- ✓ Investment Educator

2. Academic Professionals

The Academic Professionals of Financial Education are qualified by ABEFIN, following the norms of the Association Code of Ethics, trained and certified by UNOESTE – University of Western São Paulo (Universidade do Oeste Paulista) and FCU – Florida Christian University.

3a. Supporting Members – Legal Person

The activity of financial education, idealized by Reinaldo Domingos, Ph. D., has had, from its inception on July 1st, 2008, the objective of promoting sustainable financial health to anyone who needs this knowledge. For this purpose, on September 25, 2019, ABEFIN started the categories SUPPORTING MEMBERS – NATURAL PERSON AND LEGAL PERSON, in order to extend its performance on the market as a whole, enabling the entry of new members in its membership base, culminating in the creation of a private pension plan, Abefinprev, providing opportunities for the culture of saving. As such, legal and natural people, independently of their performance on the market, have the chance of becoming real missionaries, joining the host of people who build new prosperous and financially independent generations.

3b. Supporting Members – Natural Person

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MISSION:

- Ensure the quality of products and services related to financial education;
- Allow the diversity of financial education, reaching varied social groups;
- Add value to the financial education professionals and the related markets;
- Provide recognition to the field of financial education;
- Disseminate and regulate the activity of the financial education professional;
- Promote the participation of professionals in the corporate and educational markets;
- Share practices with the other associations on the market;
- Promote the job of the financial educator, performing and supporting actions in a conscious and sustainable way;
- Make the society a successful and balanced place, where purposes and dreams can be achieved.

VISION:

To achieve national recognition of the value of the performance of Financial Education Professionals, and to make Abefin an authority on and benchmark of the segment.

VALUES:

- Ethics;
- Transparency;
- Sustainability;
- Innovation;
- Social responsibility;
- Excellence in financial education.

OBJECTIVES:

- ✓ Promote financial education in all the fields of society;
- ✓ Spread financial education as a human science;
- ✓ Regulate the activity of the financial education professional;
- ✓ Qualify professionals in the field in order to better attend to the Brazilian population;
- ✓ Attest, on the market, the technical competence of the financial education professional;
- ✓ Make the field recognized and respected by public, private and third sector authorities.
- ✓ Support and promote social actions with the private initiative;
- ✓ Conduct research to introduce the efficiency of financial education on several fronts.

Link: <https://abefin.org.br/>

**“AN ASSOCIATION COMMITED TO A BETTER AND MORE FINANCIALLY SUSTAINABLE
BRAZIL”**