

LegacyPress



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Fact

According to Campbell and Company's annual report, Giving USA 2008, charitable giving nationwide exceeded \$300 billion in 2007 for the first time in history. Individual giving also grew as a portion of the total, with gifts totaling \$252 billion, or 82.3% of the total.

— according to Giving USA 2008, published by Campbell & Company

Quote

“It is more rewarding to watch money change the world than to watch it accumulate.”

— Gloria Steinem

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Managing Your Finances in the New Economy

Helpful Hints for Achieving Your Financial Goals

At Waller Financial, we are often asked by our clients and our partners, “What are you doing differently in response to the economic downturn?” From a planning standpoint the answer is simple: nothing. Our planning and investing process has been built through 37 years of experience in order to provide a steady, consistent approach through periods of market volatility.

However, the current economic climate has impacted personal finances in a real way. This new economy offers all of us the opportunity to make personal adjustments for added financial security. At Waller Financial, our planners monitor and adjust five personal financial levers to help achieve individual goals. If you are seeking to gain more control of your finances, consider making adjustments to the five levers below. Even small changes in these areas can make a big difference:

- **Spending:** The easiest area to make an immediate impact is by changing your spending habits. Your checking account statements provide insight into your normal spending patterns. Typically, the largest culprit of wasteful spending is on convenience

items such as food and beverage.

Minimizing these expenses will help mitigate uncontrollable expenses such as fuel and energy costs. Also, build a household budget and make sure that it is realistic. View budgeting as a tool to maintain the things in life you enjoy.

- **Savings & Investment:** By now you may be thinking, “Why contribute anything further to my 401(k) when all it does is keep losing money?” Building long-term wealth requires systematic, counter-emotional investment decisions. Investing should be boring and should not involve frequent trading. Stick to your savings and investment plan to ensure you reap the long-term gains from future market increases.
- **Planning for Financial Events:** Delaying major financial decisions such as purchasing a new car or starting retirement may be a real possibility today. However, certain events such as a child's entry to college are fixed in time. Consider spacing flexible decisions to fit your finances while identifying alternative solutions for the inflexible ones. Working an additional two to three years can significantly increase the probability of a financially successful retirement. Additionally, your financial planner can help determine if changes are

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necessary to meet college tuition and other known expenses.

- **Managing Risk:** Risk tolerance typically increases with positive returns and decreases with negative experiences. Assess your ability, need, and willingness to take risk as it relates to your long-term financial goals.

Review your assumptions; rate of return, time horizon, and future needs with your financial planner. You may find by either saving more while working, committing to spending less in retirement, or making changes to your asset allocation, you can still pursue your long-term plan.

- **Size of Safety Net / Emergency Fund:** Three to six months worth of living expenses should be set aside for unexpected events such as job loss. The size of your emergency fund will depend on such things as household income, minimum debt payments, potential unemployment benefits, and the elimination of work related expenses such as retirement contributions and childcare costs. Your financial advisor can make a recommendation on how large of an emergency fund you should maintain.

We all share in common goals such as retirement and providing better lives for our children. A structured, emotionless point of view to managing finances is often the best approach for long term success. For more information on how to take control of your personal finances in the new economy, please visit our website at www.waller.com or contact us at 614.457.7026.

Shawn Ballinger is a CERTIFIED FINANCIAL PLANNER™ practitioner and an Associate Planner at Waller Financial Planning Group.

[Financial Planning]

Capturing Stock Market Value

The Role of Mutual Fund Managers in Financial Planning

It is a commonplace occurrence in today's volatile Stock Market for specific securities to rise and fall by as much as 30% in daily trading. After watching a corporation's stock price increase by a large percentage, many investors are often left to wonder, "Why didn't my financial planner buy that security?" The answer is found in the role of the mutual fund manager in financial planning.

At Waller Financial, investment decisions are guided through a unique plan structured on a client's financial goals, which entail desired rates of risk and return. The financial planner assesses the level of risk required to achieve a desired return and selects a portfolio of mutual fund investments that match the assigned risk tolerance. Once a client's funds have been invested, mutual fund managers make decisions on the client's behalf to purchase securities for a given fund.

Mutual funds are governed by managers with specific industry and investment expertise. The manager is responsible for performing due diligence on a wide variety of securities to be considered for inclusion in the fund. While there are thousands of different mutual funds, all funds fall under two management categories: active and passive.

In passively managed funds (also known as "index funds"), the manager's role is simplified. Stock purchases and trades are based on "the same securities as those in a market index."* As an example, Standard and Poor's 500 index monitors the overall return on America's 500 largest public companies' securities. A committee from the S&P 500 index determines which companies are chosen to make up that index. Managers of passively managed mutual funds based on the S&P 500 track the index and only buy or sell when the index changes to maintain their fund's blend.

Alternatively, actively managed funds require a more systematic approach to the purchase and trade of stocks and bonds. There are many variations and classifications of these funds, but all are maintained by managers who thoroughly research securities, market trends, and economic conditions to develop a specific portfolio based on an investment theme. Mutual fund themes include emerging technologies, middle market businesses, or alternative energies. When making purchase decisions, the fund manager selects securities that best fit the mutual fund's investment theme, while sufficiently diversifying the fund for risk management.*

Waller Financial selects only those mutual funds whose investment managers have demonstrated a commitment to making consistent, high quality investment decisions. In many cases, these managers have purchased specific securities that have increased significantly in value on behalf of our clients, but only after ensuring that the securities matched the theme and risk tolerance of the mutual fund. If you would like more information on the mutual funds utilized for your specific investment plan, contact your financial planner today at 614.457.7026.

*Johnson, M. & Collins, L. "Inscrutable index funds." *Journal of Accountancy*, Vol. 189, Issue 1, 24-31. Jan. 2000.

Investing in mutual funds involve risk, including possible loss of principal. Investments in specialized industry sectors have additional risks, which are outlined in the prospectus.



[Philanthropy]

Gifts on the Go

The Emergence of Mobile Philanthropy

BlackBerry. iPhone. Android. Mobile computers, or “Smart Phones” as they are often dubbed, have become increasingly popular as consumers young and old have eagerly welcomed the ability to access the internet, check e-mail, and get directions all from the palms of their hands. The adoption of mobile devices has skyrocketed, along with new applications designed to manage daily activities such as checking bank account balances, making dinner reservations, and even finding the retail store with the lowest advertised price for a new camera; while testing the same camera in a competitor’s store.

As the prevalence and power of Smart Phones has increased, many philanthropic organizations have begun to engage prospective donors through mobile technology. Mobile technology provides prospective donors with opportunities to donate anywhere, anytime. This technology is particularly appealing for museums, libraries, and performing arts organizations where an individual can make a gift while experiencing the organization’s services.

Mobile philanthropy also removes the requirement of having cash on hand to make a gift. The Salvation Army provided a recent example of this new approach by asking donors to send a text message, based on the location, to a designated SMS (Short Message Service) number to make a five dollar donation through the donor’s monthly cellular telephone bill.*

However, non-profit organizations seeking to utilize mobile philanthropy still face several hurdles in implementing this approach:

- **Processing Fees**

Early adopters of mobile philanthropy have incurred processing fees of up to 50% from wireless carriers. While many donors who choose mobile technology for their annual giving are likely to be new donors, high fees can reduce the value of renewal gifts from existing donors.

- **Accuracy**

Mobile philanthropy, especially text message philanthropy, requires donors to enter specific numbers and messages in order

to generate a gift. Early adopters who have entered into this market have lost significant amounts of gifts due to both incorrect donation information on outbound marketing materials as well as user error when entering gifts.

- **Data Security**

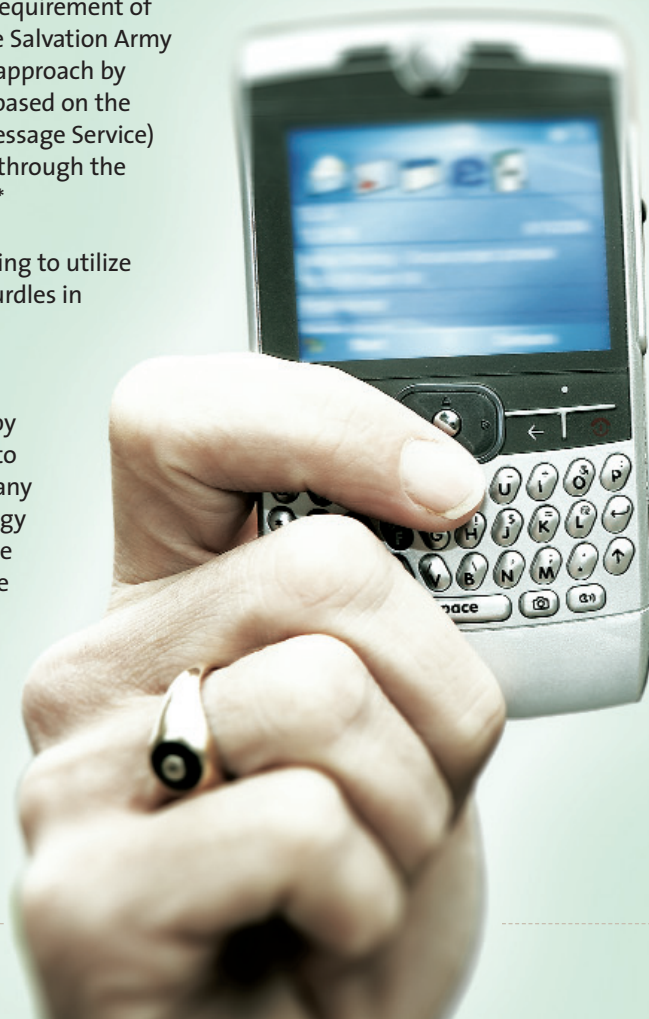
Mobile philanthropy offers unprecedented access to individual donors through mobile phones. However, donors who make gifts also provide private contact information when making their gift. Organizations offering a mobile giving option must be able to capture and manage private donor information in a cost-effective, secure manner.

The Mobile Giving Foundation, founded in 2006, has begun to standardize many of the challenges faced with this new medium. With more than 75% of U.S. consumers owning a mobile phone, mobile philanthropy will continue to be an attractive new approach for engaging donors at an individual level.**

Waller Financial Planning Group is committed to helping to build the philanthropic legacies of its clients. The firm continually seeks new and innovative ways to help client-supported philanthropic organizations thrive. The firm also celebrates its clients’ contributions to the community through the annual Odysseus Awards. For help in choosing the legacy option that is right for you, or for more information on Waller Financial’s commitment to philanthropy, contact us at 614.457.7026.

* Patterson, Thom. “Holiday Icon Fights Slowdown by Texting.” CNN. November 27, 2008.

** “Strategy.” 2006 American Tower Annual Report. American Tower. 2007.



[News & Notes]

Congratulations



Waller Financial would like to congratulate Sandy Vidosh for receiving a Lifetime Membership from Weight Watchers in January 2009. Sandy began the program in October 2007. Through her outstanding commitment and work ethic, she lost 55 pounds and shed 4 pants sizes. The whole Waller Financial team has been inspired by her efforts and wishes her the best in her new healthier lifestyle!

Promotion



Jason Farris



Chris Olsgard

Waller Financial congratulates Jason Farris and Chris Olsgard, each of whom have been promoted to the role of Senior Planner. Mr. Farris and Mr. Olsgard, who both joined Waller Financial in 2004, will manage all aspects of client

relationships including financial plan development and investment management.

Holiday Office Schedule

In observance of the holidays, Waller Financial Planning Group's offices will be closed Monday, May 25 in observance of Memorial Day. The offices will also be closed Friday, July 3 in observance of the Fourth of July holiday.



Waller Financial Planning Group, Inc.
941 Chatham Lane
Suite 212
Columbus, Ohio 43221
614.457.7026
www.waller.com

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U.S. POSTAGE
PAID
COLUMBUS, OH
PERMIT #1213

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