



# 2024

## ANNUAL REPORT

## From the CEO



**Terry Davidson, CEBS**  
*2024 Chief Executive Officer*

Welcome to the *2024 Annual Report*, our opportunity to look back and reflect on the incredible work our staff, board and committee volunteers, and benefits community have accomplished over the past year, and how that momentum will continue into the future.

A major focus for the Foundation in 2024 was on building community—providing tools and resources on the loneliness epidemic to our members and those working in the benefits industry as well as expanding the Foundation’s own benefits and wellness community through a new acquisition.


By the end of 2023, the Foundation had officially acquired two of the most recognized and influential professional associations in the wellness industry: Wellness Council of America (WELCOA) and the National Wellness Institute (NWI). In August 2024, we announced the merger of WELCOA and NWI to form the Wellness Alliance. This new organization represents growth for the Foundation and the next step of our commitment to wellness and the health and well-being of individuals, workplaces and communities.

As you page through this report, you’ll notice the vast amount of education the Foundation provides—from online education to in-person conferences and events. We couldn’t develop this quality programming without the support of our larger community of board and committee volunteers. This important group helps create timely, relevant and solution-forward content so our members and program attendees thrive and do their best work.

Because we are a membership association, our members are at the heart of everything we do. In 2024, the Foundation significantly revamped two major membership services to enhance our offerings and better serve the evolving needs of our members.

The Benefits Knowledge Center was centralized to improve access to benefits information, including Foundation magazine articles, court cases, survey reports, sample documents, curated InfoQuicks, and the widely used personalized research service. In the spring of 2024, a new and improved daily *Today’s Headlines* member email was unveiled, harnessing the power of AI to serve up news articles that best align with the interests of each member engaging with the email.

The work we all do helps to support our larger community of over 25 million workers across the U.S. and Canada. I’m proud of the work we’ve accomplished in 2024 and look forward to another year ahead of supporting our members and the benefits community through education.



*Terry S. Davidson*

# 2024 Highlights

## Expand. Enhance. Integrate.

This year, the Foundation expanded its educational reach in the wellness and French Canadian markets, enhanced current member tools, and integrated fresh new content into programming for our members throughout the U.S. and Canada. Highlights include:

### The Wellness Alliance

In August of 2024, the Wellness Alliance was officially unveiled, uniting the strengths of the two most recognized and influential professional associations in the wellness industry. As an affiliate of the International Foundation, the Wellness Alliance helps connect the wellness and employee benefits industries, bringing meaningful change to millions of people through education and a wealth of combined services.

### Canadian Education Expansion

Work continued to enhance education and member services for the French-speaking market through a new Québec-based staff member as well as outreach and communications support from local agencies.

### In-Person Certificates, Conferences and Courses

The Foundation offered over 90 in-person learning opportunities in the U.S. and Canada throughout 2024, covering a wide range of topics for the multiemployer, corporate and public sectors.

### Education, Anywhere

Fifty e-learning courses, 38 webcasts, seven online training workshops, nine online certificates, six virtual conferences, plus monthly podcast episodes delivered benefits education in formats for every learning preference this year.

### Enhancing Member Benefits

Two major member services received an overhaul in 2024 in order to better connect our members with information and education. AI technology was leveraged to deliver customized content to members through *Today's Headlines*. The Benefits Knowledge Center was reimagined to enhance member access to information and personalized research service.

### Connection Areas

An expanded presence at ten of the Foundation's in-person conferences in 2024 allowed members a new level of engagement and the opportunity to ask questions, get recommendations on continuing their education and build connections with fellow attendees.

### Building Community

The National Employee Benefits Day (NEBD) theme in 2024 was building community to combat loneliness. Members received tools, resources and a free webcast covering how to build community within the workplace.

# The Year in Numbers

When our members and attendees need information, the Foundation responds with timely, relevant education that meets each learner where they are. Here's a look at the content crafted and delivered in 2024.



# About Our Members

6,613

Organizations

30,492

Individual members

25  
million

Individuals across the U.S. and Canada impacted by the reach of International Foundation members



United States

85% of members overall



Canada

15% of members overall

## MULTIEMPLOYER PLANS

86%

Also known as Taft-Hartley plans in the U.S., these benefit plans are the result of a collectively bargained plan to which more than one employer contributes and typically involve one or more local unions.

*Industries represented:* Construction-dominated, also hospitality/service, entertainment

*Example roles/titles:* Trustee, Labor Relations Director, Executive Director, Fund Administrator, Business Manager, Training Coordinator, Secretary-Treasurer

14%

## CORPORATE PLAN SPONSORS

88%

These are benefit plans maintained by one employer.

*Industries represented:* Wide-ranging—technology, retail, energy, manufacturing

*Example roles/titles:* Benefits Manager, Director of Health Care Strategy, Senior Director of Human Resources, Director of Global Benefits, Director of Retirement Services, Benefits Analyst, Vice President, Director of Compensation and Benefits

12%

## PUBLIC EMPLOYER PLANS

80%

These are benefit plans established for employees of a federal, state, provincial and/or local government as well as those who work for publicly funded organizations such as police or fire systems, school systems and universities.

*Systems represented:* State, provincial and local systems; school systems; safety (police and fire) systems

*Example roles/titles:* Executive Director, Director of Health Care, Director of Member Benefits, Chief Investment Officer, Trustee, Board Member, City Manager, Plan Administrator

20%

## SERVICE PROVIDERS

84%

Sometimes referred to as a professional, a service provider is any specialty or advisory profession that provides a service to a benefit plan.

*Types of providers:* Accountants, actuaries, attorneys, consultants, brokers, agents, third-party administrators

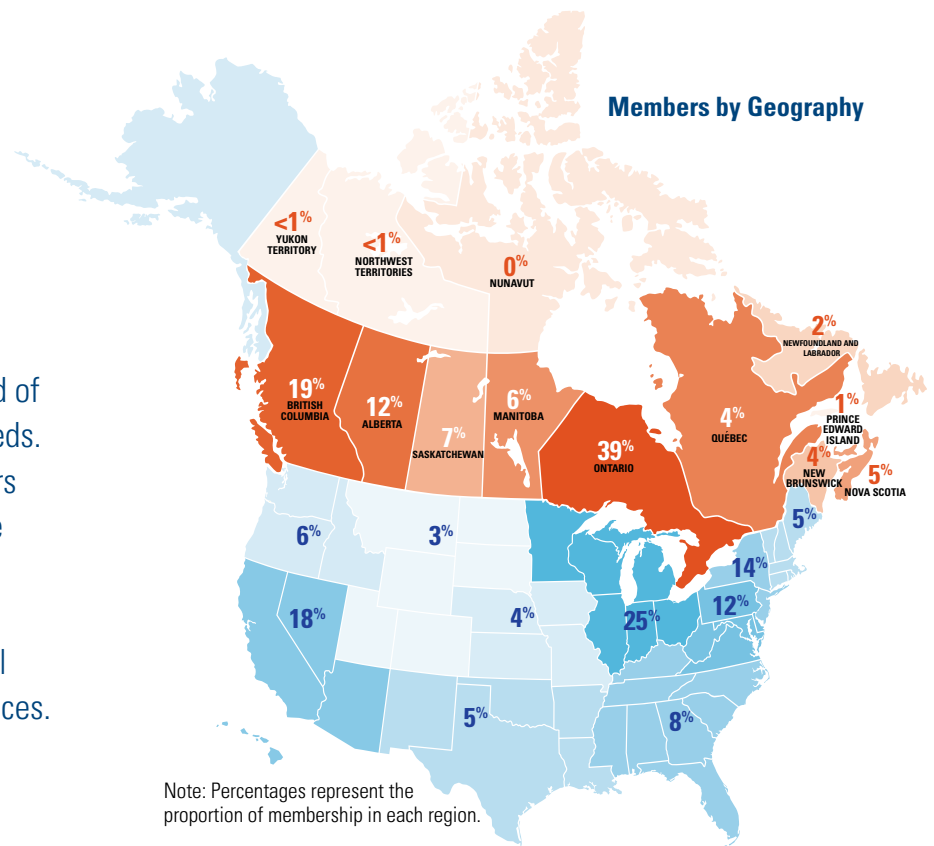
*Example roles/titles:* Principal, Partner, Chief Executive Officer, Consulting Actuary, Attorney, Of Counsel, Vice President, CPA, CFO, Controller, Shareholder, Managing Partner

16%

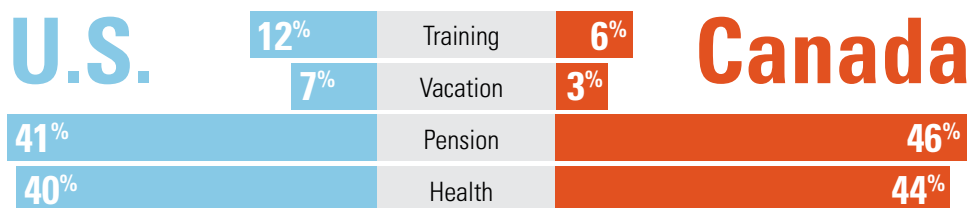
# About Our Members

The Foundation relies on the collaborative efforts of U.S. and Canadian Board and Committee members and staff, as well as member feedback, to stay ahead of industry issues and evolving needs. Over 180 trustees, administrators and benefits professionals serve on the Foundation's Board and Committees, contributing their expertise to develop educational content and other valuable services.

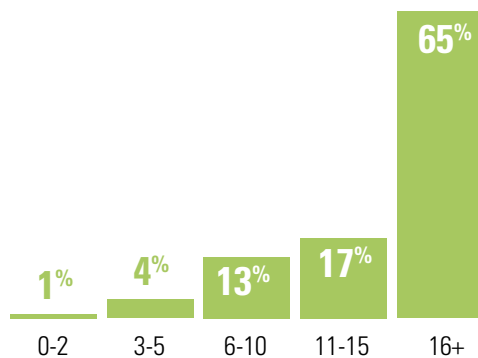
Members by Geography



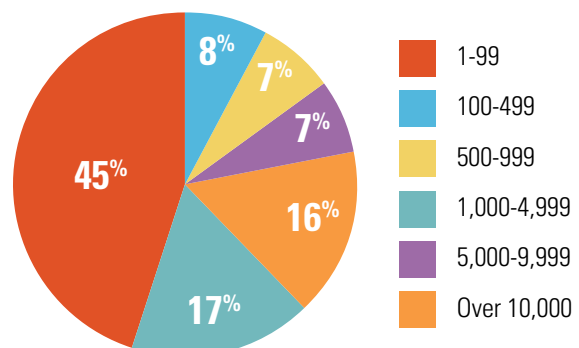
Type of Benefit Plans—Members Only



Years in the Industry—Members and Nonmembers



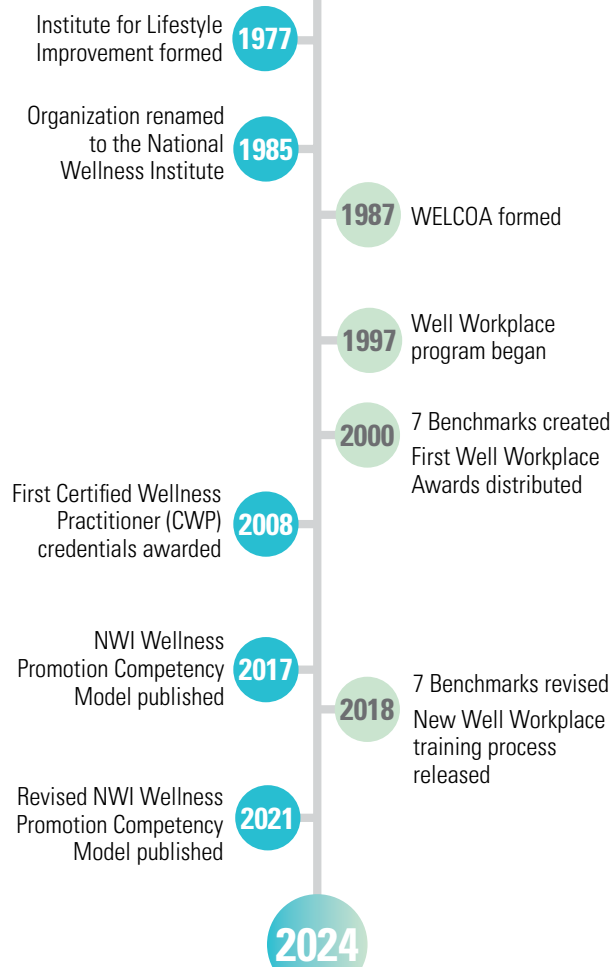
Number of Employees per Organization





# The Year of the Wellness Alliance

Before WELCOA and NWI became affiliates of the International Foundation, the two organizations represented a long history of leading the charge in both individual and workplace wellness education and resources. In August of 2024, NWI and WELCOA officially merged to form the Wellness Alliance.



This new organization unites the strengths of the two most recognized and influential professional associations in the wellness industry. The Wellness Alliance harnesses a combined 84 years of resources and solutions to educate and empower professionals and organizations. Wellness Alliance member benefits include:



Monthly live and a suite of on-demand webinars



Discounts on courses and events to build your wellness promotion competencies



Legal help desk services



A members-only platform to ask questions, share ideas and build connections



A discount on the Certified Wellness Practitioner (CWP) exam



A Health Observances Calendar and monthly toolkits to help plan wellness initiatives

# Delivering Education

Over 12,900 participants experienced an International Foundation event in 2024.  
Education programs included:

## In-Person Certificates

- Advanced Pensions Certificate
- Benefit Plan Administration Certificate
- Benefits and Compensation Certificate
- Certificate in Canadian Benefit Plans
- Certificate in Global Benefits Management (two offerings)
- Health and Welfare Plans Certificate
- Public Sector Benefits Administration Certificate
- Retirement Plans Certificate
- Strategic Benefits Management Certificate
- Total Rewards Certificate

## In-Person Conferences

- 33rd Annual Health Benefits Conference & Expo (HBCE)
- 34th Art & Science of Health Promotion Conference
- 43rd Annual ISCEBS Employee Benefits Symposium
- 57th Annual Canadian Employee Benefits Conference
- 70th Annual Employee Benefits Conference
- Accounting and Auditing Institute for Employee Benefit Plans
- Advanced Trustees and Administrators Institute
- Annual Wellness Summit
- Benefit Communication and Technology Institute
- Canadian Health and Wellness Innovations Conference
- Canadian Investment Institute
- Canadian Legal and Legislative Update
- Canadian Public Sector Pensions and Benefits Conference
- Collection Procedures Institute
- CONNECT Global Employee Benefits and Workforce Strategies Summit
- Construction Industry Benefits Conference
- Designing Curriculum to Close the Skills Gap
- EVOLVE Benefits and Workforce Strategies Summit
- Health Care Management Conference
- Institute for Apprenticeship, Training and Education Programs
- Investments Institute
- Séminaire sur la gestion des caisses de retraite
- Trustees and Administrators Institutes
- Washington Legislative Update



# Delivering Education

## In-person Courses

- 401(k) Plans
- Advanced Investments Management
- Advanced Trust Management Standards (ATMS™)
- Ancillary Benefit Plans
- Basic Compensation Concepts
- Basics of Employee Benefits Administration
- Benefit Plan Administration
- Certificate of Achievement in Public Plan Policy (CAPPP®): Health
- Certificate of Achievement in Public Plan Policy (CAPPP®): Pensions
- Communicating Employee Benefits
- Foundations of Trust Management Standards (FTMS®)
- Funding and Finance of Health Benefits
- Health and Welfare Plans
- Health Benefit Plan Basics
- Health Care Cost Management
- Introduction to Public Sector Benefits Administration
- Investment Basics
- Master of Trust Management Standards (MTMS)
- MTMS Advanced Leadership Summit
- New Trustees Institute—Level I: Core Concepts
- Organizational Strategies for Health and Financial Wellness
- Portfolio Concepts and Management
- Public Sector 401, 403 and 457 Plans
- Retirement Plan Basics
- TMP Advanced Leadership Summit
- Total Rewards and Workforce Strategies
- Trustees Institute—Level II: Concepts in Practice
- Trustees Masters Program (TMP)

## Online Training Workshops

- Customer Service Skills Workshop: Creating Polished Professionals
- Executive Compensation
- Financial Wellness Workshop
- Global Benefits Fundamentals
- Navigating Health and Wellness Benefits Through Mergers and Acquisitions
- Navigating Retirement Plans Through Mergers and Acquisitions
- Understanding the Rx Industry

## Virtual Conferences

- 70th Annual Employee Benefits Conference
- Accounting and Auditing Institute for Employee Benefit Plans
- Benefit Communication and Technology Institute
- Institute for Apprenticeship, Training and Education Programs
- Mental Health in the Workplace
- Women's Well-Being at Work

# New Education in 2024

New programs helped provide exciting new educational opportunities to new markets, helping expand the Foundation's reach to the diverse benefits community.

## ANNUAL wellness SUMMIT

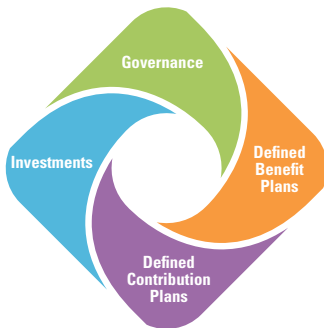
### The Annual Wellness Summit

Hosted by the Wellness Alliance, the Annual Wellness Summit brought together over 500 like-minded peers in the industry for the ultimate wellness conference. The event brought the best of NWI's National Wellness Conference and WELCOA's Summit into one powerful gathering of thought leaders, experienced practitioners and industry experts.



### Women's Well-Being at Work Virtual Conference

Attracting over 1,000 participants, this one-day, free virtual conference helped recognize the importance of women's well-being. Experts presented data and trends while a panel of female leaders across industries came together to share strategies that have helped themselves and their organizations succeed.



### Advanced Pensions Certificate

This new Canadian certificate program provided advanced-level pension and investment content across governance, defined benefit plans, defined contribution plans and investments.

# Enhanced Member Experience

The International Foundation supports its 31,000+ members through enhanced services, including *Today's Headlines*, the Benefits Knowledge Center, fresh survey reports for benchmarking data, an online community for members-only discussions and free webcasts.



## STAY COMPLIANT

### Legislative and Regulatory Updates

Find vetted, expertly curated updates out of Washington on issues impacting the employee benefits landscape.

### *Today's Headlines*

Stay ahead of benefit regulations with daily compliance alerts, benefits news stories and industry legislative and regulatory updates.



## MAKE CONNECTIONS

### Jobs in Benefits/Career Resource Center

Find your next great hire, develop your career as a benefits professional, learn the latest trends in benefits and get an idea of salaries in your field.

### Community

Ask industry peers! Connect, share and learn with other members in a private, easy-to-use community forum.

### Personalized Research Service

Work with a Foundation Information Specialist to get your complicated benefits questions answered.



## SAVE TIME

### Benefits Knowledge Center

Locate over 13,000 resources including articles, court cases, survey reports, InfoQuicks, sample documents and other resources on a variety of U.S. and Canadian employee benefit topics.

### InfoQuick

Instantly receive articles from over 100 frequently asked questions about industry topics, saving hours of searching time.

### Sample Documents

Stop starting from scratch—View sample policies, forms, RFPs, checklists and other documents first.

### Benchmarking Survey Reports

Access difficult-to-find details and benchmarking tactics to address the challenging benefits environment. Recent reports cover GLP-1 drug coverage, the four-day workweek, mental health and health care costs.



## LEARN FROM THE EXPERTS

### Webcasts

Gain just-in-time information on developing benefit issues, delivered by experts through unlimited live and on-demand webcasts.

### Magazines

Understand emerging trends affecting benefit plans through best practices, case studies and expert analysis, delivered to your door every other month. *Benefits Magazine* is the publication for U.S. members and *Plans & Trusts* is the Canadian member magazine.

### Toolkits

Find expertly curated resources on topics impacting you and your plans, including DEI, mental health, financial education and retirement security (U.S. and Canada), benefits communication and more.

# 70th Annual Employee Benefits Conference

November 10-13, 2024 | San Diego, California



193

Sessions

5,098

Attendees

9.0

Overall evaluation  
(out of 10)





# 57th Annual Canadian Employee Benefits Conference

November 24-27, 2024 | San Antonio, Texas



92

Sessions

1,591

Attendees

8.6

Overall evaluation  
(out of 10)



# Certified Employee Benefit Specialist® (CEBS®) Designation

The CEBS designation has been the benefit industry's standard of excellence for decades. With academic backing from the Wharton School of the University of Pennsylvania and Dalhousie University, it remains the pinnacle of benefits education.



18,902

Total graduates

286

New CEBS  
graduates in 2024

1,409

New students  
in 2024

## CEBS, GBA and RPA Designations

CEBS continues to present its "suite of designations" that includes Group Benefits Specialist (GBA) and Retirement Plans Specialist (RPA). Those who specialize in a particular area will value the knowledge gleaned by earning the GBA or RPA designation. Those who seek knowledge in all areas of employee benefits look to the pinnacle designation—CEBS. Efforts continued in 2024 to bring awareness of all three designations to those looking to advance their professional knowledge and skills.

## Online Study Groups With Instructor Support

CEBS Online Study Groups are optional educational tools designed to complement the self-study approach. New in 2024, a series of guest lecturers were introduced via video to take a deeper dive into the topics that students consistently asked for additional help on. GBA 1 and GBA 2 in both the U.S. and Canada included this value-add feature and next in the lineup for 2025 will be RPA 1 and RPA 2. Online Study Groups for 2025 are open for enrollment.

## Package Pricing

CEBS Success Packages are offered to encourage students to purchase a course's study guide, textbook, Online Study Group and exam (U.S.), or study guide and exam (Canada), at a 20% discount. These packages boast a solid purchase history and have been well received by students.

## Course Revisions and Study Materials Updates

On the academic front, additional courses in the U.S. and Canadian curriculums have been extensively revised. The latest course revisions include the U.S. RPA 2 course and the Canadian GBA and RPA 3 courses. Course rollouts are planned for early 2025, and testing will begin January and April 2025.

"The CEBS studies provided me with invaluable knowledge and confidence in my work. The comprehensive knowledge of CEBS is so much more than one can learn on the job and allows a more global view of your work and its impact on the organization."

**Nancy Pritz, CEBS Compliant**  
Senior Manager, Total Rewards  
ACH Food Companies, Inc.  
Oakwood Terrace, IL



# International Society of Certified Employee Benefit Specialists (ISCEBS)

The Society is an exclusive membership for CEBS graduates, students and designation holders. Both organizations strive to serve the unique needs of the diverse benefits community.

The ISCEBS Chapter Webcast Committee (CWC) developed member-generated webcast content throughout 2024. The Committee's goal was to provide eight webcasts in 2024 for ISCEBS members, local chapter members, International Foundation members and the general benefits audience.

## Webcasts

January 16, 2024	HR Tech Trends for 2024 and Beyond
February 27, 2024	GLP-1s and Biosimilars—What to Know About This Trend
March 25, 2024	Supporting the Fertility Life Cycle With Benefits
April 17, 2024	The Dangers of Credit Illiteracy to Staff and the Workplace
May 7, 2024	Wake-Up Call: The Unseen Impact of Sleep Deprivation
June 4, 2024	Building a Better Future: Optimizing Benefits Outcomes Through Behavioral Science
June 25, 2024	Are Lifestyle Spending Accounts a Fad or a Must-Have?
October 8, 2024	DOL Developments for Retirement Plans
October 17, 2024	CAM—Navigating an Integrated Ecosystem of Health Care Options
October 22, 2024	Health Equity in Action
November 7, 2024	Menopause: The Women's Health Revolution and Employer Support Strategies

## 43rd Annual ISCEBS Employee Benefits Symposium

The Symposium brought together nearly 500 benefits professionals to Nashville, Tennessee from across North America for education, networking and engagement. Topics ran the gamut of benefits issues including AI and generations at work, neurodiversity, cybersecurity, weight-loss drugs, gene therapies and fiduciary exposure—as well as legal, regulatory and compliance updates.



95%

Said the event met or exceeded needs

9.3

Overall evaluation (out of 10)

29

Number of sessions rated at 9.0 (out of 10) or higher

# Content Generation and Social Engagement

From survey reports to educational events, the Foundation continuously produces a variety of content. Repurposing and repackaging that content for a range of consumers across multiple channels is a constant effort. Here's how the Foundation distributed content in 2024:

## Word on Benefits® Blog [www.ifebp.org/blog](http://www.ifebp.org/blog)

### Top Five Most Popular Blogs in 2024

1. SECURE 2.0 Act: What's Coming in 2025?
2. Employer Coverage of GLP-1 Drugs on the Rise
3. Employers Project 8% Rise in Health Care Costs for 2025
4. From Parental to Bereavement: The latest Paid Leave Policy Trends
5. Missing Participants: Help from SECURE 2.0 and the Latest Best Practices

## Talking Benefits Podcast [www.ifebp.org/podcast](http://www.ifebp.org/podcast)

### Top Five Most Listened to Podcast Episodes in 2024

1. Loneliness in the Workplace
2. Three Ways to Use AI in Employee Benefits
3. Celebrating ERISA's 50th Anniversary
4. Regulatory Update
5. Spotlight on Women's Health

## Number of Surveys Released in 2024



### Survey Reports

1. Paid Leave in the Workplace: 2024 Survey Report
2. Top Trends in Apprenticeship Programs: 2024 Survey Report
3. GLP-1 Drugs in Canada: Pulse Survey
4. Multiemployer Retirement Plan Landscape: A 15-Year Look
5. GLP-1 Drugs in the U.S.: Pulse Survey
6. Health Care Costs: Pulse Survey
7. Employee Benefits Survey: 2024 Survey Report
8. Mental Health and Substance Use Disorder Benefits: 2024 Survey Report
9. Education Benefits: 2024 Survey Report

## Social Engagement



# The Year in Headlines

The Foundation was a steady resource for media across the U.S. and Canada this year, helping reporters tell their stories as they covered emerging workplace issues and benefits trends.

**\$43+**  
**million**  
Ad value  
equivalency

**The New York Times**

Expect Higher Costs for Your Health Care Benefits Next Year



Employer coverage for weight-loss drugs rises sharply, survey finds



The U.S. has no federal bereavement leave.  
What to know about options at work when someone you love dies



Gay male couples face more challenges, higher costs to start a family



Growing use of Ozempic, other weight-loss drugs boosts clothing sales,  
cuts food spending



Why half of all workers may struggle to get weight-loss drug  
health insurance coverage



Certified Employee Benefits Specialist: should you hire one?



Employers improving responses to workers' mental health, substance use issues



Why more than 40% of U.S. employers now offer fertility benefits



Ozempic is driving up the cost of your health care, whether you can get your  
hands on it or not



The business casual line is getting blurry as returns ramp up

# Investing in Our Communities

The Foundation gives back to the Milwaukee-area community and beyond. Here are some notable events that staff members participated in throughout 2024.

- Non-perishable food drive
- Giving Tree—holiday gifts for struggling families
- Eyeglasses donation drive
- Fundraisers to support the Foundation Family Fund
- Blood drives throughout the year



At the U.S. Annual Employee Benefits Conference, we donated \$15,000 to a nonprofit organization with headquarters in San Diego.

Guide Dogs of America and its sister organization, Tender Loving Canines, together offer guide dogs for blind and visually impaired people as well as service dogs for disabled veterans, veterans diagnosed with post-traumatic stress disorder (PTSD) or brain injuries, and children with autism. The organizations also provide therapy dogs for facilities across the United States and Canada.

Guide Dogs of America and Tender Loving Canines use a network of volunteers to foster puppies and teach them proper house manners and basic obedience. The puppies start their guide dog and service dog training when they reach eight weeks old. While they hone their skills, the dogs are evaluated for personality and temper so they can be matched with their human partner. The organizations also provide transportation, room and board at their training facility where those who will receive the dogs spend time with trainers, learning to navigate the world with a guide dog so that they are ready for their new canine companion.

All of these services are provided at no cost to the recipient.

The Foundation's support will allow them to continue their great work so that more veterans and disabled individuals gain increased confidence, mobility and independence. The International Foundation is pleased to support their important work and mission.



**Guide Dogs  
of America**



**Tender Loving  
Canines**





# Financial Summary—Unaudited

The figures below will be updated upon approval of the financial audit in summer 2025.

## Statements of Activities

Years Ended December 31, 2024 and 2023

<b>Revenues</b>	<b>2024</b>	<b>2023</b>
Annual Conferences	\$ 18,080,000	\$ 15,593,000
Educational Services and Designation Fees	13,521,000	13,443,000
Membership Dues	6,554,000	6,357,000
Online Services and Other	969,000	769,000
<b>Total Revenues</b>	<b>\$ 39,124,000</b>	<b>\$ 36,162,000</b>
<b>Expenses</b>		
Conferences and Educational Services	\$ 22,389,000	\$ 21,216,000
Research, Publications and Member Services	3,117,000	2,896,000
Support Services	8,393,000	8,069,000
Board and Committees	2,879,000	2,111,000
<b>Total Expenses</b>	<b>\$ 36,778,000</b>	<b>\$ 34,292,000</b>
Operating Income Before Foreign Currency Transaction	2,346,000	1,870,000
Foreign Currency Transaction	(1,700,000)	(1,429,000)
<b>NET OPERATING INCOME</b>	<b>\$ 646,000</b>	<b>\$ 441,000</b>

## Statements of Financial Position

December 31, 2024 and 2023

<b>Assets</b>	<b>2024</b>	<b>2023</b>
Cash and Investments	\$ 33,916,000	\$ 33,772,000
Trade and Other Receivables	1,372,000	926,000
Due from ISCEBS and Wellness Alliance, Net	882,000	386,000
Investment in Subsidiary and Goodwill	1,035,000	1,035,000
Deposits, Prepaid Expense, and Inventory	1,669,000	1,617,000
Property and Equipment, Net	5,050,000	6,446,000
Prepaid Pension Asset	4,514,000	3,812,000
<b>Total Assets</b>	<b>\$ 48,438,000</b>	<b>\$ 47,994,000</b>
<b>Liabilities and Net Assets</b>		
Accounts Payable and Accrued Expense	\$ 7,459,000	\$ 5,469,000
Deferred Revenue	15,642,000	16,455,000
<b>Total Liabilities</b>	<b>\$ 23,101,000</b>	<b>\$ 21,924,000</b>
<b>NET ASSETS</b>	<b>\$ 25,337,000</b>	<b>\$ 26,070,000</b>

The International Foundation of Employee Benefit Plans is the premier educational organization dedicated to providing the diverse employee benefits community with objective, solution-oriented education, research and information to ensure the health and financial security of plan beneficiaries worldwide.

**International Foundation**  
OF EMPLOYEE BENEFIT PLANS



*Education | Research | Leadership*



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