

Women's Association of Financial Advisors (WAFA)

Building a network for women in financial services



Wealth Management



Women's Association of Financial Advisors (WAFA) helps to recruit, retain and enhance the productivity of women financial advisors.

Mission

The mission of WAFA is to promote RBC Wealth Management – U.S. as a firm that is interested in the recruitment, retention and productivity of financial advisors and directors who identify as women.

Membership

Due to the job-specific focus of WAFA, membership is open only to RBC Wealth Management employees who are women financial advisors, branch directors and complex directors.

Highlights

Established in 1991, WAFA is headed by a board of directors comprised of volunteer women branch directors and financial advisors to help drive and implement WAFA policies and programs. WAFA is engaged in the following areas of focus:

- **Recruit** — WAFA created an Ambassador program in 2021 to give complex directors and branch directors support, as well as highlight WAFA resources, when recruiting women financial advisors..
- **Retain** — The WAFA board meets with firm leadership regularly to advocate for and drive firm policies that will best serve the women of RBC. WAFA annually honors a female employee with the Gail Winslow Award to recognize a woman who demonstrates exemplary efforts to help attract, support and retain women as clients and financial advisors.

- **Enhance** — An annual conference is designed by WAFA members to provide business and professional development sessions. WAFA also offers mentoring opportunities and monthly timely topics call for its members. A WIN Newsletter is also produced and distributed quarterly for member engagement and education.

Belonging

WAFA is one of five Employee Resource Groups, implemented as part of the firm's diversity and inclusion strategy. As such, the emphasis is on driving change and creating a more inclusive workplace and society.

At RBC Wealth Management, we believe that diversity and inclusion are at the very core of our success—now and in the future. We strive to maintain and enhance a culture that is welcoming and supportive to everyone.

We define diversity as respecting and leveraging the differences of our:

- Workforce
- Clients
- Prospects
- Suppliers
- Communities

These differences include people from various genders, backgrounds, experiences, ethnicities, cultures, orientations and abilities. When we harness these differences and the diversity of thought associated with them, we advance an organization that makes full use of everyone's contributions.

Investment and insurance products offered through RBC Wealth Management are not insured by the FDIC or any other federal government agency, are not deposits or other obligations of, or guaranteed by, a bank or any bank affiliate, and are subject to investment risks, including possible loss of the principal amount invested.