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INVESTMENT VETERAN, PATRICK GEDDES, ANNOUNCES \$300,000 CONTRIBUTION TO THE CONSUMER FEDERATION OF AMERICA AND DONATES PROCEEDS OF DEBUT BOOK, TRANSPARENTING INVESTING
Geddes' Contributions Will Support Financial Education at America Saves, an Initiative of the Consumer Federation of America

(LEXINGTON, Ky.) Jan. 24, 2022 — In a time when investment advice often comes from industry professionals with ulterior motives, investment veteran and former CEO of Aperio Group, Patrick Geddes, is determined to show that his advice and insights come with no strings attached. Geddes announced today that he is donating all net proceeds from his debut book [*Transparent Investing: How to Play the Stock Market without Getting Played \(A Data-Proven, Simple Investing Strategy\)*](#) [ISBN:979-8-9850064-1-4, January 25, 2022, Perspicuum Press] to support financial education at the [Consumer Federation of America](#) (CFA)—and more specifically, CFA's [America Saves](#) initiative. Along with donating the net proceeds of *Transparent Investing*, Geddes also announced that he has made a \$300,000 contribution to America Saves.

“I cofounded Aperio 23 years ago with the name meaning ‘to reveal the truth,’ and the donations to support financial literacy along with this book are just other manifestations of the truth being sacred for me,” Geddes said. “This donation comes out of my desire to repay a generous universe in which I was so blessed with Aperio’s success. I wanted to empower America Saves and the Consumer Federation of America to expand their incredible work protecting consumers, providing education and equipping some of the most underserved people who interact with the financial system.”

From early in his career in the investment industry, Geddes was eager to look out for consumer interests above the industry's motivations. That passion led him to serving as Research Director and CFO at the financial services firm, Morningstar; teaching graduate-level portfolio theory at UC Berkeley Extension; co-founding Aperio Group, a \$42 billion investment management firm (as of the end of 2020) with a consumer-first, honesty-based mission; and retiring in 2021 to work on a lifelong goal—penning *Transparent Investing*.

Seeing the dedication and commitment of CFA and America Saves to put consumers first and equip them with resources to build better financial futures for themselves, Geddes immediately recognized alignment in values and mission with CFA and America Saves.

"America Saves is honored to be the recipient of the proceeds from Patrick Geddes' *Transparent Investing*, as well as his incredible contribution to our organization," said Kia McCallister-Young, Co-Director of America Saves. "With Geddes' goal to make investing simple and more effective for his readers, this donation extends beyond his initial intended impact. We are humbled and excited to use these resources to build the financial confidence of low-to-moderate income earners through our programs like the #ThinkLikeASaver virtual town halls, as well as creating resources that support Savers who choose our retirement and investing savings goals when they take the America Saves and Military Saves Pledge."

The partnership comes at a critical time when pandemic disruptions continue to threaten financial stability for many. Both Geddes and America Saves are anticipating increased empowerment for low-to-moderate income earners in the months and years ahead, thanks in part to this partnership.

"As a passionate advocate of financial literacy and arming everyday people with the knowledge needed to make smart financial decisions, I'm honored to support CFA and their America Saves campaign," Geddes said. "They're a terrific and impactful organization, and I hope this support encourages others to join in the movement of financial empowerment."

About Patrick Geddes

Patrick Geddes is the creator of the *Transparent Investing* philosophy and was the Chief Investment Officer and CEO of Aperio Group. Prior to co-founding Aperio, Patrick was the CFO and Director of Quantitative Research of Morningstar. He has taught numerous courses in graduate-level finance at UC Berkeley Extension and has published articles in investment journals. His book, *Transparent Investing: How to Play the Stock Market without Getting Played (A Data-Proven, Simple Investing Strategy)* is available on January 25, 2022. Visit www.patrickgeddes.co for free tools and to learn more.

About America Saves

America Saves is a campaign managed by the nonprofit Consumer Federation of America that uses the principles of behavioral economics and social marketing to motivate, encourage, and support low-to-moderate income households to save money, reduce debt, and build wealth. America Saves encourages individuals and families to take the America Saves pledge and organizations to promote savings year-round and during [America Saves Week](#). Since its inception, over 12,000 organizations have participated in America Saves Week to promote savings to their communities. Learn more at americasaves.org.

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