

LIFE, LEGACY, COMMUNITY

HARRISON FINANCIAL SERVICES HELPS PEOPLE LIVE LIFE BETTER

It's been more than two decades since Tim Harrison started Harrison Financial Services, but he's never forgotten how it felt to be a young intern just beginning to make a name for himself in the financial services industry. He's been giving back ever since.

"I WAS 18 YEARS OLD, when I got started in financial planning and I was able to meet with successful people who took time to sit down and mentor me," Harrison said. "My mom and dad were great role models, but what I found inspiring was successful people who I had no connection to were willing to sit down with an 18-year-old kid and talk about their money and philanthropy. They were willing to trust me and say, 'I think this kid's got something special.'"

Today, giving back is strongly ingrained into the culture of his company. Harrison is the founder and CEO of Harrison Financial Services (HFS), which has become the premier financial planning and wealth management firm in this area serving decision-makers, successful families and charitable foundations.

"We believe in 'paying it forward'. It is important to share your success not because you have to, but because you get to and want to," he said. "We have five core values we live by and one of them is 'servant mentality,' which for us means we are here to serve others."

TIME OR TREASURE

HFS has grown to a team of 15, and everyone contributes personally through "time or treasure" toward nonprofits and community organizations, Harrison said. He and his wife, Traci, both graduated from the University of Nebraska Omaha's business school. For more than 10 years, the couple has endowed a full tuition scholarship for a UNO junior or senior majoring in accounting or finance and working to support himself or herself through college. Members of the HFS team also serve on local boards for The Salvation Army, the Leukemia and Lymphoma Society, Cystic Fibrosis Foundation, ACG (Association for Corporate Growth) Nebraska, and Boy Scouts of America. Other organizations receiving volunteer or financial support include Open Door Mission, Children's Hospital & Medical Center Foundation, and ChildFund International, among others.

"Literally from the time we start in the hiring process, we talk about community service; we talk about it as a core value, we talk about it as part of our culture. Team members are very aware from the start we allow people to get involved in whatever it is that they can make an impact on, whatever their passion is," Harrison said. "We have found great people who want to positively influence others."

The financial services industry traditionally has been male-dominated, but women comprise a third of Harrison's team. One special focus of HFS has been reaching out to women through events like Women, Wine, & Wealth and hosting a forum for women and philanthropy.

Not all giving is done individually. Through partnering with Northwestern Mutual, HFS supports the fight against childhood cancer on a large scale with beneficiaries like the Leukemia & Lymphoma Society, Alex's Lemonade Stand Foundation, Sammy's Superheroes Foundation, and Pediatric Cancer Action Network.

"Northwestern Mutual has made it part of their mission to eradicate childhood cancer and have become involved locally and across Nebraska," Harrison said. "Since 2016, Northwestern Mutual of Nebraska has contributed more than \$250,000 to a number of different childhood cancer organizations. They have held over 40 events just last year alone around Nebraska, and HFS has helped drive several of those events including the Cancer Classic golf tournament and the Light the Night walk for LLS."

HELPING OTHERS GIVE

HFS also guides its clients in philanthropic giving and legacy planning. Harrison was among the first in the state to receive the Chartered Advisor in Philanthropy (CAP®) designation.

"Our business is aligned with what we're doing in the community through what we do with successful families—helping them with their financial planning—is a community endeavor," Harrison said. "When our clients are better stewards of their money, then more can go to charity and our community. It is really a privilege to work with our clients as many are leaders in the community who are making a direct impact."

The company has recently adopted a new purpose statement which nicely summarizes its internal and external efforts to make a difference, Harrison said.

"Our purpose is to help families create a better plan for their life, legacy and community," he said. "We help people live life better."

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~ *TIM HARRISON*
Founder and CEO

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**PICTURED HERE ARE THE WOMEN WHO MAKE UP ONE-THIRD OF THE HFS TEAM:
(FRONT ROW) JOANNE REYNOLDS, CARLA LAURENT, ANGIE BADE; (BACK ROW) KATE TERHAAR, LAUREN CHRISTENSEN**

PHOTO BY JIM FACKLER