



The John C. Bogle Center for Financial Literacy

2024 Annual Report

The year 2024 was another fruitful one for the Bogle Center. We hosted a capacity crowd at our in-person conference in the fall, and we continue to expand our library of financial education audio and video resources, which we make available free of charge to all users. In addition, we support the Bogleheads regional and life stage chapters as they continue to enable participants to meet, learn, and share information in-person and virtually throughout the year. Here are key points on these accomplishments and other activities of the Bogle Center for 2024:

Annual conference

Four hundred ninety-nine people attended the annual conference in Minneapolis Sept. 27-29, 2024, marking our third in-person annual conference since the Covid hiatus. As in years past, the conference offered separate tracks for accumulators and those approaching or in retirement. We also devote a half day to Bogleheads University. That educational program is also split into tracks: Bogleheads 101, focused on investing fundamentals, and Bogleheads 501, with more advanced topics. We had a total of 26 speakers over the course of the three-day conference in 2024. Board member Gouri Mukherjee coordinated an inaugural and very popular series of extracurricular activities on the first day of the conference: yoga and mindfulness sessions as well as guided walks around downtown Minneapolis.

As in 2022 and 2023, former Bogle Center president Rick Ferri was a huge help to me in my work as the conference coordinator, helping to assemble the agenda, recruit speakers, and weigh in on all aspects of the conference. Jim and Katie Dahle of the White Coat Investor also lent their considerable expertise to the event, with Jim overseeing Bogleheads University and Katie assisting with conference logistics.

At the conference, we proudly welcomed Alex Frakt and Larry Auton of the Bogleheads Forum as the third and fourth inductees into the Bogleheads Hall of Fame. (Mel Lindauer

was inducted in 2023, following Taylor Larimore as the first inductee in 2022.) Alex accepted the award in person at a banquet during the conference.

As always, the Bogle Center aims to run the conference “at cost,” not with the goal of earning a profit. (Depending on attendance, variable expenses, and other factors, we may end up with a profit or a loss in any given year.) Our speakers all volunteer their time, Bogle Center board members pay their own costs (including registration) like other attendees, and we intentionally do not have an exhibit hall where companies promote their offerings. We offered a limited number of scholarships toward the registration fee for people who were interested in attending but for whom the full cost would be a financial hardship. We also offered a discounted rate for financial planning and business students, and we aim to expand this program in the future.

As part of our commitment to making financial education as accessible as possible, all conference sessions were recorded. The recordings are available to all on the Bogleheads YouTube channel and also accessible from the Bogle Center website. In addition, we recorded a thank you video for Jonathan Clements, a columnist and author who has been hugely helpful in extending Jack Bogle’s lessons about sensible investing and personal financial management.

12 new episodes of “Bogleheads on Investing” podcast

Thanks to the stewardship of Rick Ferri, we produced 12 new episodes of the “Bogleheads on Investing” podcast in 2024, bringing the total to 77 episodes since the podcast’s launch in 2018. The podcast received 443,100 downloads in 2024 and 2.3 million downloads in total from launch through the end of 2024. The first podcast, featuring Jack Bogle, aired in September 2018. Not surprisingly, it has had the most downloads so far, at 65,000. These download figures do not include the many thousands of downloads via the Bogleheads YouTube channel. (In 2024, we suspended the Bogleheads Live discussions on X, previously Twitter; the archive of 45 episodes from 2022-2023 can be found on the Bogle Center website.)

Bogleheads chapters around the globe

The Bogle Center supports the activities of the Bogleheads chapters, with dozens of geography-based chapters in the U.S., nine chapters overseas, and four life stage chapters (starting out, mid-career, pre-retirement/early retirement, and retired). The U.S. and international chapters conduct in-person and virtual meetings, while the life stage chapters meet virtually. In 2024, chapters held more than 40 educational events in total. Many of the virtual sessions are recorded and available on the Bogleheads YouTube channel.

Looking forward

For 2025 and beyond, the board of the Bogle Center will continue to explore ways to extend Jack Bogle's legacy through a combination of financial education and community. We are heartened and humbled by the caliber of experts who are willing to lend their expertise to our conference, Bogleheads chapter events, and other activities. We're also exceptionally grateful to all of the volunteers and donors who generously support our efforts.

With warm regards,

Christine Benz

President and board member

The John C. Bogle Center for Financial Literacy Balance Sheet

As of December 31, 2024

	Total	
	As of Dec 31, 2024	As of Dec 31, 2023 (PY)
ASSETS		
Current Assets		
Bank Accounts		
Checking - Bank of America	122,966.64	65,808.45
Restricted Funds	1,000.00	
Vanguard Investments	211,233.51	200,733.66
Total Bank Accounts	\$ 335,200.15	\$ 266,542.11
Total Current Assets	\$ 335,200.15	\$ 266,542.11
TOTAL ASSETS	\$ 335,200.15	\$ 266,542.11
LIABILITIES AND EQUITY		
Total Liabilities		
Equity		
Retained Earnings	266,542.11	243,078.21
Net Income	68,658.04	23,463.90
Total Equity	\$ 335,200.15	\$ 266,542.11
TOTAL LIABILITIES AND EQUITY	\$ 335,200.15	\$ 266,542.11

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Profit and Loss ¹	
January - December 2024	
	Total
Income	
Affiliate Program Income	23.78
Conference Revenue ²	37,687.00
Donations	41,007.79
Investment Income/Loss	10,499.85
Royalties ³	15,089.00
Total Income	\$ 104,307.42
Gross Profit	\$ 104,307.42
Expenses ⁴	
Management & General Expenses	13.83
Bank Charges & Fees	-84.47
Insurance	355.30
Legal & Professional Services	600.00
Office Expense	661.10
Web Conferencing	4.99
Total Management & General Expenses	\$ 1,550.75
Program Expenses ⁴	
Conference Expense ⁵	28,750.21
Local Chapters Expense	1,014.89
Mailing List Expense	266.77
Podcast Expenses	498.91
Technology Expense ⁶	3,567.85
Total Program Expenses	\$ 34,098.63
Total Expenses	\$ 35,649.38
Net Operating Income	\$ 68,658.04
Net Income	\$ 68,658.04

¹ Our financial statements are prepared using the cash basis method of accounting

² Income from the 2023 Bogleheads conference, received in 2024

³ Royalties from *The Bogleheads' Guide to the Three-Fund Portfolio: How a Simple Portfolio of Three Total Market Index Funds Outperforms Most Investors with Less Risk* (Wiley, 2018), donated to the Center by author Taylor Larimore

⁴ One expense not included here due to timing is \$5,000 each paid to Alex Frakt and Larry Auton for their efforts operating the Bogleheads Forum in 2024

⁵ Expenses for the 2024 conference (for which income was received in 2025)

⁶ Primarily costs associated with the boglecenter.net website