

Finding Fulfillment

2026 Purpose, Inclusion and Citizenship Report

At Edward Jones, our purpose is to partner for positive impact to improve the lives of our clients and colleagues, and together, better our communities and society.

We believe a fulfilled life happens when you live, work and act with purpose. Every day, we create new opportunities, pathways and solutions to deliver on our purpose for our clients, colleagues and communities — and it's along these journeys where we help more people achieve financial fulfillment.



To learn more about our impact, download the full report at edwardjones.com/findingfulfillment

Improving the lives of our clients

Edward Jones now offers financial planning, serving more clients with more complex needs, from estate planning to workplace services, in nearly 15,000 branch offices throughout North America and three Edward Jones Generations® hub locations in the U.S.

Every day, more than 20,000 Edward Jones financial advisors and approximately 25,000 full-time and part-time client support team professionals are helping families achieve their financial needs, wants and wishes.



Investing in the lives of our colleagues

At Edward Jones, we take care of each other.

That means making sure each of our approximately 55,000 associates has what they need to best serve their clients, provide for their families and make a lasting impact in the communities where they live and work.

We're making critical investments in our associates with new wellness tools, expanded benefits, AI-enabled career training and development and more opportunities to make stronger connections with each other.



Bettering our communities and society

The impact we make in our communities throughout North America continues to be the lasting legacy of Edward Jones. The time, talent and treasure we give every day is felt by more people than ever.

Our strength as a firm is deeply connected to the health and vitality of the communities we serve. When the individuals, families and businesses we serve thrive, we thrive too.

At a glance

Improving the lives of our clients

More than
20,000
financial advisors serve
more than 9 million clients



More than
1.3 million
workplace retirement
plan participants

Investing in our colleagues

More than
5,100
financial advisors in
the U.S. are active in new
practice models

No. 1
in the industry for most
Financial Paraplanner Qualified
Professionals™ (FPQP®), with
more than 2,500 among
our client support
team professionals*

Approximately
6,300
Business Resource
Group members
across the firm

Bettering our communities and society

321,800
associate volunteer
hours logged in 2025



More than
1.3 million CAD
raised to support the
Terry Fox Foundation
since 2021

*Financial Paraplanner Qualified Professional™, FPQP®, and the FPQP® logo are certification marks or registered certification marks of The College for Financial Planning Institutes Corp. in the United States.