



**Firm Brochure**  
**Form ADV Part 2A**

# Sanctuary Financial Planning, LLC

601 South Kings Drive, Suite F-155  
Charlotte, NC 28204

(704) 705-8773

[www.sanctuaryfp.com](http://www.sanctuaryfp.com)

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March 24, 2026

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## Item 1: Cover Page

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This Brochure provides information about the qualifications and business practices of Sanctuary Financial Planning, LLC. If you have any questions about the contents of this Brochure, please contact us at (704) 705-8773. The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission ("SEC") or by any state securities authority.

Sanctuary Financial Planning, LLC is a registered investment adviser. Registration does not imply a certain level of skill or training.

Additional information about Sanctuary Financial Planning, LLC also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov), which can be found using the firm's CRD number, 325857.

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## Item 2: Material Changes

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We initially provide you with a copy of our Brochure when we enter into an agreement with you. On an annual basis, we will provide you with a Summary of Material Changes within 120 days of our fiscal year end. In the alternative, we may choose to provide you with a complete copy of our Brochure.

We will promptly update this Brochure when material changes occur. Material changes are summarized in this section. In the future, any material changes made during the year will be reported here.

Since our last annual amendment dated March 13, 2025, we have made the following material changes:

- **Item 4: Advisory Business** – We have updated the types of financial planning services we offer. We have also added investment management as a service offering. We no longer offer Divorce Consulting services and the description of this service has been removed.
- **Item 5: Fees and Compensation** – We have updated our pricing for our financial planning services. We have also included pricing for our new investment management services. The description of fees for Divorce Consulting services has been removed.

Note that we may have made other changes that are editorial in nature, to correct grammatical or typographical errors, to provide additional information or clarifications, or to correct formatting issues. We do not consider these changes to be material.

You may request a current copy of our Brochure at any time without charge by contacting us at (704) 705-8773. You may also obtain a copy of our current Brochure from the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov), which can be found using the firm's CRD number, 325857.

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## Item 4: Advisory Business

### Who We Are

Sanctuary Financial Planning, LLC (“SFP”) is a financial advisory firm based in North Carolina. We are a limited liability company founded in March 2023 and registered as an investment adviser in North Carolina in April 2023. We are also registered in California (as of July 2024), Virginia (as of July 2025) and notice-filed in Texas. Our firm is owned by James (“Jim”) Charles and Sarah Charles. Jim Charles also serves as our Chief Compliance Officer (“CCO”).

At Sanctuary, we’re a fee-only fiduciary firm. That means our only compensation comes directly from the transparent flat fee our clients pay us. We do not earn commissions, referral fees, or any other form of compensation from outside companies.

We provide comprehensive wealth management (including integrated financial planning and investment management) under one flat annual fee. This single fee covers all aspects of your financial life—from building and maintaining your financial plan to managing your investment accounts.

We do not charge asset-based fees or receive payment based on the size of your portfolio. Our advice is completely independent and aligned with your best interests.

While we may recommend outside professionals—such as attorneys, tax advisors, or insurance agents, when appropriate—clients are never required to work with any particular provider, and we receive no financial benefit from such referrals.

As a fiduciary, we are legally and ethically obligated to act in your best interest at all times. We believe in delivering advice with clarity, transparency, and a deep commitment to your financial well-being.

### Our Services

We tailor our advisory services to the individual needs and life stages of our clients. We provide financial planning services primarily through virtual consultations and deliver comprehensive wealth management under one flat annual fee. This structure keeps your costs simple and predictable while allowing us to deliver ongoing, holistic advice.

### Key Principles of Our Advisory Services

- **No Product Sales:** We do not sell financial products. If we recommend investments, insurance, or legal services, you are free to choose any provider you prefer.
- **Fee-Only – No AUM or Commissions:** We do not charge fees based on a percentage of assets under management (“AUM”), and we do not receive commissions or compensation from third-parties. Our only compensation comes directly from the transparent flat fee you pay for ongoing advice and investment management.
- **Client Partnership:** We believe financial planning works best as an ongoing partnership. You’ll have continuous access to our team for strategy updates, questions, and guidance as your life evolves.

### Comprehensive Wealth Management

Our all-inclusive service – everything you need to manage your financial life with confidence and clarity.

### Who This Is For

Comprehensive Wealth Management is designed for clients who want a trusted partner to guide them through all aspects of their financial life—not just a single question or project.

You may not need everything we offer right away, but over time, most clients benefit from the full scope of our services: planning for retirement, managing investments, optimizing taxes, coordinating estate strategies, and navigating life's transitions.

If you're looking for ongoing advice, proactive guidance, and a team that grows with you as your life evolves, this is the right fit.

## What's Included

### Integrated Financial Planning

Financial planning isn't a one-time event or a 500-page report gathering dust on the shelf. It's a process. Life unfolds. Priorities shift. Needs—and laws—change. That's why our approach to planning is to grow with you, supported by regular check-ins, proactive tax strategy, and year-round access to our team.

We deliver financial planning through a structured yet flexible process – designed to adapt as your life evolves. Over time, your plan may include:

- **Developing a Statement of Financial Purpose** to serve as your “North Star”
- **Cash Flow & Spending Strategy:** Building a spending and savings plan that fits your lifestyle and aligns with your goals
- **Retirement & Financial Independence:** Mapping out your path to financial independence and helping you design a meaningful life after work
- **Education Planning:** Clarifying how to fund your children's education while balancing other priorities
- **Investment Alignment:** Ensuring your investments reflect your values, goals, and risk tolerance
- **Tax Optimization:** Reducing tax surprises and optimizing income strategies—including Roth conversions, RMD planning, and year-ahead tax projections
- **Risk Management & Protection:** Making sure you're protected when life throws a curveball—insurance, estate documents, and contingency planning
- **Estate & Legacy Coordination:** Coordinating your estate wishes, legacy goals, and charitable giving strategies

You will receive a personalized planning summary, actionable recommendations, and the ongoing support to follow through—all designed to help you live well, with clarity and confidence.

### Investment Management

Your financial plan sets the destination. Your investments help fund the journey.

We manage your investment portfolio on a discretionary basis, meaning we can implement changes to your portfolio without advance notice or approval. This allows us to manage your investments efficiently and in alignment with your goals, risk profile, and time horizon.

Our investment management includes:

- **Portfolio Implementation:** We build and implement a low-cost, globally diversified, evidence-based investment strategy tailored to your financial plan, risk profile and time horizon.
- **Ongoing Monitoring and Rebalancing:** We continuously monitor your portfolio and rebalance as needed to maintain your target allocation and keep your investments aligned with your goals.
- **Tax-Smart Management:** We employ strategies like tax-loss harvesting and thoughtful portfolio transitions to help you keep more of what you earn.

- **Quarterly Performance Reporting:** You'll receive detailed performance reports through our secure client portal, where you can view your portfolio's allocation, performance, and progress toward your goals at any time.
- **Secure Online Access:** Your client portal provides 24/7 access to your investment accounts, performance reports, and a document vault – all in one place.

In limited cases we may offer non-discretionary investment management if required by your specific circumstances.

### Investment Philosophy and Limitations

We generally employ or recommend long-term buy-and-hold investment strategies, using diversification and research-backed methods of analysis. We will typically recommend mutual funds and exchange-traded funds for our clients' investment portfolios, but we could also recommend other types of investments, when appropriate based on a client's circumstances.

Given the nature of our investment philosophy, we do **not** offer:

- **Individual stock selection or analysis**
- **Cryptocurrency transactions or custody**

If you come to us with any of these already in place, we may either help you unwind them or simply exclude those assets from ongoing management.

### Investment Restrictions

You may request reasonable restrictions on investments recommendations by submitting them in writing. While we make every effort to accommodate such requests, certain investment vehicles—such as mutual funds and exchange-traded funds—may limit our ability to enforce underlying restrictions due to their structure. If we're unable to apply a requested restriction, we'll let you know.

See [Item 8](#) below for additional information on our portfolio management practices.

### Important Information About Assumptions and Accuracy

Our financial plans and investment strategies rely on the information you provide. If that information is incomplete or inaccurate, the recommendations we develop may not be appropriate for your situation. All planning is based on reasonable assumptions about market performance, inflation, interest rates, and other economic factors. These assumptions are informed by historical data, but we do not—and cannot—guarantee future results or outcomes.

### California Code of Regulations Disclosure

Under California Code of Regulations Section 260.235.2, for clients who receive our financial planning services, we must state when a conflict exists between the interests of our firm and those of our client. Clients are not obligated to act upon our recommendations or to effect any transaction through our firm.

### Other Services

#### Hourly Financial Planning and Consulting

For clients who prefer flexibility or have a specific question in mind, we offer financial planning and consulting on an hourly basis. Hourly engagements are well-suited for:

- Focused planning needs (e.g., pension decisions, portfolio reviews)
- Single-scenario modeling
- One-time planning needs without an ongoing commitment

The number of hours required depends on the scope and complexity of the work. Factors that may influence complexity include: multiple investment accounts; business ownership; equity compensation (e.g., stock options, restricted stock units), and major life events, such as divorce, inheritance, or relocation.

Hourly engagements include a written summary of recommendations and 30 days of follow-up support. Additional support can be provided upon request, or you may re-engage at any time.

### Speaking Engagements

Sarah Charles and Jim Charles, founders of SFP, are public speakers and educators. They may be engaged to provide presentations on financial topics such as women's financial confidence, the value of advice, personal finance strategies, financial intimacy for couples, the transition from work to what's next, and general financial planning and investment principles. These engagements are educational in nature and do not include individualized investment advice.

### Wrap Fee Programs

We do not participate in wrap fee programs.

### Assets Under Management

SFP began offering investment management services in 2025. As of the end of our last fiscal year, December 31, 2025, we had a total of \$82,062,548 in assets under management, with \$23,068,195 managed on a discretionary basis and \$58,994,353 on a non-discretionary basis. This section will be updated at least annually to reflect our assets under management as of December 31 each year.

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## Item 5: Fees and Compensation

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### Important Notice

If you have received this Brochure less than 48 hours prior to signing a wealth management agreement or hourly planning agreement ("Advisory Agreement"), you can cancel the agreement within five business days of signing without incurring any penalties or advisory fees.

### Our Fee Structure

We offer both flat-fee and hourly pricing models, depending on the type of service and the complexity of your financial needs. All fees are disclosed in advance and outlined in your advisory agreement. Fees are generally not negotiable, though SFP may offer discounts, custom fee arrangements, or fee waivers at our discretion. Some clients may have different fee schedules or fee structures than those described in this brochure. Your specific fee is outlined in your advisory agreement. You may be able to obtain similar services at a lower cost from other providers.

No fee increases will occur without your prior consent. However your fee is subject to an annual adjustment to reflect changes in the cost of delivering services. This adjustment will generally be in line with the Consumer Price Index (CPI) or a similar inflation measure, ensuring the sustainability of our practice and our ability to continue delivering exceptional service.

We will notify you of any adjusted fee at least 30 days prior to the effective date and request your written approval before implementing the change as required by law. Below is an overview of our standard fee structures.

## Engagement Structure and Billing Practices

### Comprehensive Wealth Management

Comprehensive Wealth Management is an ongoing relationship designed to support you as your life evolves. Your engagement continues year after year unless either party provides written notice of termination. The annual fee for this service is typically \$9,800 and includes everything outlined in [Item 4](#). We find that through our standardized process, this fee fits most clients' needs. However, we reserve the right to increase or decrease this fee based on the complexity of your financial situation. Complexity reflects the time, expertise, and coordination to deliver comprehensive advice, and considers factors such as the number and type of investment accounts; business or property ownership; marital or family relationships; and other planning needs.

### Billing

Fees are billed quarterly in advance (\$2,450/quarter) and debited directly from your investment accounts held at Charles Schwab. We use a staggered billing cycle, so your billing cycle begins in the month you sign your Wealth Management Agreement and continues quarterly from that date.

You will be billed on one of the following quarterly schedules:

- January / April / July / October
- February / May / August / November
- March / June / September / December

For example, if you sign your agreement in March, you'll be billed in March, June, September, and December. Your first quarterly fee will be debited once your accounts are funded and transferred to Schwab. Subsequent quarterly fees will be debited around the 8th of each billing month.

### Fee Adjustments

Your fee is subject to an annual adjustment to reflect changes in the cost of delivering services. This adjustment will generally be in line with the Consumer Price Index for All Urban Consumers (CPI-U), ensuring the sustainability of our practice and our ability to continue delivering exceptional service.

Any fee changes will be communicated in writing at least 30 days in advance and require your written approval before taking effect.

If your situation changes significantly mid-year—such as a major life event, a substantial increase in portfolio complexity, or coordination needs—we may review and adjust your fee at any time. We'll discuss any potential changes with you in advance, and your written approval is required before any adjustment takes effect.

### Hourly Financial Planning and Consulting

Hourly services are billed at the following standard rates:

Jim Charles, CFA, CFP® Managing Principal - \$550/hour  
 Sarah Charles CSRIC®, AIF®, Managing Principal - \$550/hour  
 Alex Mathews, Associate Financial Advisor - \$150/hour

We typically require a minimum of six billable hours for new clients but may waive this at our discretion. Returning clients have no minimum and are billed for actual hours worked.

Prior to engagement, we will provide you with an estimated number of hours required to complete the project, based upon complexity of the analysis, scope of the project, or the research required to provide services, among other factors we deem relevant.

We will bill you for the actual time spent on the project, which may be higher or lower than the estimate provided. Hours will be assessed in six-minute increments, and a partial increment will be treated as a whole. In certain cases, SFP may outsource planning work to specialized contractors who bill at a lower rate; in such cases, the client will be charged for the work done at the contractor rate. Fees are billed monthly in arrears and are due upon receipt of the invoice. The engagement will end upon delivery of the final report.

## Other Services

### Speaking Engagements

Due to the wide variance in the complexity, content, and scope of speaking engagements, fees are negotiable on an individual basis and may range from \$0 to \$10,000. Fees could vary based on the topic, audience size, and preparation time. Speaking engagements may be provided on a pro bono basis at our discretion. Fees are paid at the completion of the engagement. In some cases, we may require a partial payment in advance to cover any travel expenses or work performed in advance of the engagement.

## Payment Methods

### Comprehensive Wealth Management

Fees are debited directly from your investment accounts held at Charles Schwab, billed quarterly in advance.

In limited circumstances, you may request to pay via ACH through our secure online payment platform, AdvicePay.

### Hourly Financial Planning and Consulting

Fees are paid via electronic funds transfer through our secure third-party payment processor, AdvicePay.

You will receive a secure payment portal and will input your payment information directly. SFP does not have access to your payment credentials at any time.

**New clients:** A deposit equal to 6 hours of service (billed at the primary planner's rate) is due upfront. We expect you to use the time you've paid for; however, if your project is completed in fewer than 6 hours, the balance will be refunded to you. Work will be completed within six months of engagement.

Additional hours (if any) are billed monthly in arrears at the beginning of the month.

**Returning clients:** Fees are billed monthly in arrears for actual hours worked.

### Speaking Engagements

Fees are paid via check, electronic funds transfer, or as otherwise agreed upon at the time of engagement.

## Other Fees You May Incur

While working with us, you may encounter additional third-party fees, such as: custodial fees or brokerage commissions, transaction fees (such as wire transfer or fund redemption fees), transfer taxes, investment product fees (such as mutual funds and exchange-traded funds), other professional fees (such as attorneys or accountants), and other related costs and expenses. These fees are separate from and in addition to SFP's advisory fees, and we do not receive any portion of these fees.

[Item 12](#) below describes the factors we consider when recommending custodians for your brokerage accounts and determining the reasonableness of their compensation (such as commissions). We do not receive compensation for the sale of securities or other investment products, for referral fees, or from third-party financial products or services.

## Cancellation and Refunds

### Comprehensive Wealth Management

You may terminate your Wealth Management Agreement at any time with written notice. The final fee will be prorated based on the number of days services were provided during the billing period. After deducting the final fee, the balance of any prepaid fees will be refunded to you promptly via the original payment method or check.

We will provide you with any completed deliverables. However, please note if the advisory agreement is terminated prior to completion, the scope and/or soundness of any analysis or other work product made prior to completion could be limited, inaccurate, or incomplete due to the early termination.

### Hourly Financial Planning and Consulting

Hourly engagements may be cancelled at any time with written notice. Fees will be billed for work performed and will be due upon receipt of the final invoice.

We will provide you with any completed deliverables. However, please note that if the engagement is terminated prior to completion, the scope and/or soundness of any analysis or other work product made prior to termination could be limited, inaccurate, or incomplete due to the early termination.

### Other Services

#### Speaking Engagements

Speaking engagements may be cancelled at any time with written notice. If a partial payment is paid in advance, we will refund you the balance after deducting any non-refundable travel expenses incurred and for work already performed prior to the engagement (billed at \$550/hour). Refunds will be made promptly via the original payment method or check.

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## Item 6: Performance-Based Fees and Side-By-Side Management

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We do not charge performance-based fees, which are fees based on a share of capital gains in your account. In addition, we do not perform side-by-side management, which refers to the practice of simultaneously managing accounts that pay performance-based fees (such as a hedge fund) and those that do not.

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## Item 7: Types of Clients

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We provide integrated financial planning and investment management services to individuals, high net worth individuals, charitable organizations, trusts, and estates. We also provide speaking engagements to businesses and other organizations. There are no minimum income or net worth requirements to become a client of SFP but we focus on working with accomplished individuals and couples who have spent decades building successful careers and meaningful wealth—and are now entering a chapter where the decisions are more complex and the stakes are higher.

### Comprehensive Wealth Management

Our Comprehensive Wealth Management service is designed for clients who want a trusted, long-term partner to guide them through all aspects of their financial life. This service is most appropriate for clients who:

- Value ongoing advice and proactive guidance over transactional support
- Have or are building investable assets that benefit from professional management
- Are navigating significant financial decisions—such as career transitions, retirement planning, tax optimization, or legacy planning

- Want a simplified, all-inclusive fee structure rather than paying by the hour or based on assets under management

There are no minimum income or asset requirements to work with us. However, given the nature of our flat-fee model, our services are generally most cost-effective for clients with investable assets and financial complexity that benefit from comprehensive planning and investment management.

### Hourly Financial Planning and Consulting

Our hourly planning services are available to clients who prefer project-based guidance or have a specific financial question or decision to address.

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## Item 8: Methods of Analysis, Investment Strategies, and Risk of Loss

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### Methods of Analysis

When analyzing and recommending investments and strategies to our clients, we use the below methods of analysis:

#### Modern Portfolio Theory

We base our investment recommendations on Modern Portfolio Theory, a Nobel-prize winning investment methodology widely used by institutional investors. Modern Portfolio Theory is based on the following principles:

- **Risk and Return:** There are trade-offs between risk and return. Risk and investment return are related and an increase in risk requires an increased expected return.
- **Market Efficiency:** Securities are fairly priced based on information available to all investors.
- **Portfolio Design:** The design of the portfolio, such as asset allocation, is more important than the selection of individual stocks.
- **Long-Term Investing:** Holding investments over long periods of time (such as many years) improves success.
- **Diversification:** Spreading investments across asset classes and geographic regions reduces risk.

#### Mutual Fund and Exchange-Traded Fund Analysis

When analyzing mutual funds and exchange-traded funds, SFP evaluates investment options using various sources, including, but not limited to, financial publications, investment analysis software, corporate rating services, fund prospectuses and regulatory filings, and research from Dimensional Fund Advisors.

### Investment Strategies

SFP follows a long-term, buy-and-hold investment strategy. We believe clients are best served by low-cost, globally diversified portfolios that prioritize asset allocation over market timing. Whenever possible, we use mutual funds and exchange-traded funds to keep costs low and efficiently maintain broad market exposure.

#### Index Investing

Index investing involves building a portfolio using low-cost funds that track specific market indexes. This approach helps investors capture broad market performance while keeping costs low. Index investing is known for its low fees, minimal trading activity, and tax efficiency, making it a simple and effective way to invest over the long term.

#### Systematic Active (Factor-Based) Investing

While index investing provides a strong foundation, we also recognize the benefits of systematic active investing, sometimes called factor-based investing. This strategy is based on decades of academic research and focuses on

capturing reliable sources of expected returns, such as value, size, and profitability. Unlike traditional active investing, which relies on stock picking or market timing, systematic active investing uses a structured, rules-based approach to emphasize investments with favorable characteristics while maintaining broad diversification. This evidence-driven strategy aims to enhance returns while keeping costs and taxes low.

### Asset Allocation

Asset allocation is the process of spreading investments across different asset classes, such as stocks, bonds, and cash, to balance risk and return. A well-diversified portfolio combines investments with different characteristics, helping to reduce the impact of market ups and downs. While asset allocation helps manage risk, it does not eliminate it, and an improper mix of assets can lead to underperformance. Regular reviews help ensure that the strategy aligns with an investor's long-term goals.

### Risks of Loss

All investments come with risk, and you could lose some or all of your original investment. It is important to be financially prepared for this possibility. While all investments involve some level of risk, some carry higher risks or costs than others. There is no guarantee that your investment strategy will help you reach your goals, nor can we promise profits or protection from losses. If you are investing in a fund or other financial product, we encourage you to read the prospectus or offering documents to fully understand the risks involved.

### General Risks

General risks associated with investing include, but are not limited to:

- **Market Risk:** Investments may lose value due to market declines.
- **Strategy Risk:** Investment strategies or techniques may not work as intended.
- **Small and Medium Cap Company Risk:** Investments in smaller companies are often more volatile and less liquid than investments in larger companies.
- **Turnover Risk:** Frequent trading can result in higher transaction costs and in higher taxes, which may negatively affect the account's performance.
- **Limited Markets:** Certain securities may be less liquid (that is, harder to sell or buy) and their prices may be more volatile.
- **Interest Rate Risk:** Bond prices generally fall when interest rates rise, and the value may fall below par value of the principal investment. In general, bonds with longer maturities are more sensitive to price changes.
- **Reinvestment Risk:** When interest rates decline, investors may have to reinvest interest payments or principal at lower rates, reducing potential returns.
- **Legal or Legislative Risk:** Legislative changes or court rulings may impact the value of investments.
- **Inflation:** Inflation may erode the buying power of your investment portfolio, even if the dollar value of your investments remains the same.

### Investment-Specific Risks

Apart from the general risks outlined above which apply to all types of investments, specific securities may have other risks, including, but not limited to:

- **Exchange-Traded Funds:** Exchange-traded funds hold securities to match the price performance of a specific market index or commodity price and are subject to the same market risks as the index or sector they are designed to track. Their prices may differ from the net asset value and their trading may be halted.

- **Mutual Funds:** Investors could have to pay taxes on capital gains distribution received by the mutual fund but not distributed to the investor, which may reduce the client's overall returns.

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## Item 9: Disciplinary Information

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As a registered investment adviser, we are required to disclose material facts about any legal or disciplinary event that could be material to your evaluation of our advisory business or of the integrity of our management personnel. We do not have any legal or disciplinary events regarding our firm or our management personnel to disclose.

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## Item 10: Other Financial Industry Activities and Affiliations

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Our firm and its management are not registered as broker-dealers or representatives of broker-dealers, nor are we in the process of registering as such. This means we do not buy or sell securities for clients for a commission like a brokerage firm would. Similarly, we are not registered as a futures commission merchant, commodity pool operator, commodity trading advisor, or in any role associated with one these entities.

Depending on your needs, we may suggest that you work with a separate, independent brokerage firm to handle the custody and trading of your investments. We have established relationships with certain custodians to help manage your accounts, and you can find more details about these arrangements in [Item 12](#) below.

Beyond these disclosed relationships, we do not have any affiliations with other financial firms that could create significant conflicts of interest with our clients. The only outside relationships we maintain are with contracted service providers who assist us in serving our clients.

### Disclosure of Material Conflicts

All material conflicts of interest under California Code of Regulations Section 260.238(k) are disclosed regarding our firm, representatives, and employees, which could be reasonably expected to impair the rendering of unbiased and objective advice.

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## Item 11: Code of Ethics, Participation or Interest in Client Transactions, and Personal Trading

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### Code of Ethics

As a fiduciary, we are legally required to act in your best interest. To ensure this, we have adopted a formal Code of Ethics that guides our business practices. Acting in your best interest is at the heart of our ethical commitment and the foundation of how we operate. At SFP, we go beyond simply following the law—we are committed to acting with transparency, excellence, and responsibility in everything we do. We hold ourselves to the highest ethical standards, guided by the following principles:

- **Integrity:** We provide professional services with honesty and strong moral principles.
- **Objectivity:** We maintain impartiality and make recommendations based solely on a client's best interests.
- **Competence:** We continuously build and apply our knowledge to provide sound financial guidance.
- **Fairness:** We act fairly and reasonably, ensuring transparency about potential conflicts of interest.
- **Confidentiality:** We protect client information and only disclose it when legally required or with client consent.

- **Professionalism:** We conduct ourselves in a manner that upholds the credibility of our profession.
- **Diligence:** We put forth the necessary effort and care in serving our clients.

We regularly review and update our Code of Ethics to ensure it remains relevant and effective. Every year, all firm personnel must confirm their understanding of and adherence to these ethical principles. Clients and prospective clients may request a copy of our Code of Ethics at any time.

### Participation or Interest in Client Transactions

We do not manage any proprietary funds or private investments; therefore, we do not have any material financial interest in any investments that may be used in client portfolios. We do not engage in principal transactions or agency cross transactions.

We invest predominantly in open-end mutual funds and exchange-traded funds, which helps to reduce conflicts of interest between trades made in the accounts of our firm and our personnel, even when such accounts invest in the same securities. However, in the event of other identified potential trade conflicts of interest, our goal is to place client interests first.

### Personal Trading

Our firm and personnel could buy or sell securities the same as, similar to, or different from, those we recommend to clients. Investing in securities in which clients also invest presents potential conflicts of interest, as SFP or our personnel could benefit from market activity influenced by client transactions, there could be opportunity to prioritize personal trades over client trades, or timing overlap could lead to situations where personal trades receive better or execution than client trades when execution occurs at or around the same time. However, SFP's Code of Ethics requires our firm and employees to place client interests ahead of our own in all investment decisions and prohibits trading in a manner that disadvantages clients.

To reduce or eliminate conflicts of interest involving the firm or personal trading, we could restrict or prohibit certain transactions in our firm's proprietary and personnel accounts. Any exceptions or trading pre-clearance must be approved by our Chief Compliance Officer in advance. Our Chief Compliance Officer also reviews firm and employee holdings and transaction reports as required by our Code of Ethics and securities regulations.

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## Item 12: Brokerage Practices

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Our firm is not affiliated with any broker-dealers. Specific custodian recommendations are made to clients based on their need for such services. We recommend custodians based on the reputation and services provided by the firm.

For discretionary managed accounts under our investment management services, we have established a relationship with Charles Schwab & Co., Inc. ("Schwab"), member of the Financial Industry Regulatory Authority ("FINRA") and Securities Investor Protection Corporation ("SIPC"), though other custodial relationships could be added from time to time. We will recommend you use Schwab as your qualified custodian to facilitate our management of your accounts. We execute client transactions directly with the qualified custodian that holds the client account. We do not allow clients to direct us to execute transactions through a specific broker-dealer. Not all advisers require their clients to direct brokerage through a specific broker-dealer.

Schwab will hold your assets in a separate brokerage account and will buy and sell securities when we and/or you instruct them. Although we could recommend you use a particular custodian, you have the discretion to decide whether to do so and will open your account directly with the custodian by entering into an account agreement directly with them. We do not open the account for you, although we can assist you in doing so. If you do not wish to place your assets with Schwab, we cannot manage your account for you on a discretionary basis.

Through our participation in the adviser programs offered by Schwab, we receive various benefits, provided without cost or at a discount, which might not be available to retail customers. These benefits include access to certain investment options; execution of securities transactions; custodial services; access to an electronic trading platform; the ability to deduct our advisory fee from client accounts; access to client account data; receipt of duplicate trade confirmations and account statements; research-related products and tools; pricing and market data; access to software, technology, or services; attendance at educational conferences and events; consulting on technology, compliance, or other business matters; and access to industry publications. Some of these products and services could benefit you directly, while others could benefit us by assisting us in the administration of our business and the management of client accounts, including accounts held with other custodians.

The availability of these services does not depend on the number or value of brokerage transactions directed to Schwab. These services are available to all advisers who participate in their custodial program and are not provided in exchange for us directing client trades to Schwab. We do not direct client trades to a particular broker; all transactions are executed through the custodian that holds the client's account. Therefore, the services and benefits that we receive from a custodian are not considered soft dollar arrangements. The receipt of these benefits from the custodians creates a potential conflict of interest, as we could have an incentive to recommend you maintain your account with a specific custodian. However, we strive to recommend the custodian that is most appropriate for you based on your individual needs.

Note that individual custodians establish their own trading policies and procedures that limit our ability to control, among other things, the timing of the execution of trades. Execution of trades will not be instant, and we are not able to control the specific time during a day that securities are bought or sold. Custodians will generally trade on the same business day as they receive instructions from you or from us. However, transactions will be subject to processing delays in certain circumstances (such as orders initiated on non-business days or after markets close).

### Best Execution

We recognize our obligation to seek best execution for our clients. However, it is our belief that the determinative factor is not always the lowest possible cost but whether the selected custodian's transactions represent the best qualitative execution while taking into consideration the full range of services provided. Therefore, our firm will seek services involving competitive rates, but they will not necessarily correlate to the lowest possible rate for each transaction. We have determined trading our clients' accounts through a preferred custodian is consistent with our firm's obligation to seek best execution of your trades. We regularly review and consider the overall quality and price of the services received from our preferred custodians in light of our duty to seek best execution.

### Brokerage for Client Referrals

We do not receive client referrals from any broker-dealer or custodian.

### Order Aggregation

Investment advisers can elect to purchase or sell the same securities for several clients at approximately the same time when they believe such action could prove advantageous to clients. This process is referred to as aggregating orders, batch trading, or block trading. We do not engage in order aggregation. It should be noted that implementing trades on an aggregate basis could be less expensive for client accounts. However, it is our trading policy to implement all client orders on an individual basis. Therefore, we do not aggregate client transactions. Considering the types of investments we hold in client advisory accounts, we do not believe clients are hindered in any way because we trade accounts individually. This is because we develop individualized investment strategies for clients and holdings will vary. Our strategies are primarily developed for the long-term and minor differences in price execution are not material to our overall investment strategy.

## Investment Opportunity Allocation

We seek to provide investment decisions in accordance with our fiduciary duties to you and without consideration of our economic, investment, or other financial interests. To meet our fiduciary obligations, we attempt to avoid, among other things, investment or trading practices that systematically advantage or disadvantage certain client portfolios. Accordingly, we seek fair and equitable allocation of investment opportunities and transactions among our clients to avoid favoring one client over another over time. It is our policy to allocate investment opportunities and transactions we identify as being appropriate and prudent for our clients on a fair and equitable basis over time.

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## Item 13: Account Reviews

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### Comprehensive Wealth Management

For clients receiving Comprehensive Wealth Management, we provide ongoing monitoring and regular reviews of both your financial plan and investment portfolio.

#### Integrated Financial Planning

Your Investment Adviser Representative will review your financial plan and progress toward your goals on an ongoing basis throughout the year. We provide written or electronic reports as needed and conduct formal plan updates at least annually to reflect changes in your financial situation, goals, and life circumstances.

#### Investment Management

We monitor your investment accounts continuously and review portfolio performance at least semi-annually to ensure your strategy remains aligned with your objectives, risk tolerance, and time horizon. We rebalance your portfolio as needed to maintain your target allocation and may make additional adjustments in response to significant market events, life changes, or other factors that impact your financial plan.

You receive quarterly performance reports through our secure client portal, which include insights regarding your investments and progress toward your goals.

### Hourly Financial Planning and Consulting

For hourly financial planning and consulting, we will provide a written or electronic report detailing your financial plan. We do not provide any ongoing review, monitoring, or reporting unless you re-engage us for additional hourly work.

### Other Services

For speaking engagements we do not provide any ongoing review, monitoring, or reporting.

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## Item 14: Client Referrals and Compensation

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Other than the benefits from custodians disclosed in [Item 12](#) above, we do not receive any economic benefit, directly or indirectly, from any third-party for advice rendered to our clients. Nor do we, directly or indirectly, compensate any person who is not advisory personnel for client referrals.

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## Item 15: Custody

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We do not accept physical custody of your funds or securities. However, as explained below, we could be deemed to have custody when we directly debit our advisory fees from your account, or if we are able to initiate transactions from your account to third-parties using a standing letter of authorization (“SLOA”).

As explained in [Item 12](#) above, you will open and maintain your investment accounts with a qualified custodian. You will receive transaction confirmations and account statements directly from the custodian on at least a quarterly basis. We urge you to review these account statements carefully and compare them to any invoices or reports you receive from us. Information shown on custodial statements could vary from information shown on our invoices or reports for various reasons, such as differences in reporting dates, differences in accounting procedures, or valuation methodologies of certain securities. We encourage you to contact us at the phone number in [Item 1](#) of this Brochure with any questions about your statements, invoices, or other reports.

### Deduction of Investment Advisory Fees

Under applicable securities regulations, we are deemed to have custody of client funds or securities if we debit our investment advisory fees directly from your account. When our fees are deducted from your account:

- We will obtain your written authorization to deduct our fees from your account.
- Each time a fee is deducted, we will send the custodian notice of the amount of the fee to be deducted from your account. At the same time, we will send a statement to you that itemizes the fee, and the time period covered by the fee.
- The custodian that holds your account will send you statements, on at least a quarterly basis, showing all disbursements from the account, including the amount of advisory fees.

### Use of Standing Letters of Authorization

Custodians offer clients the ability to establish a SLOA that allows their adviser to initiate transfers between client accounts at the same custodian, to initiate transfers to external accounts, or to request checks to be distributed from the client's account. These transactions can be first-party transactions (that is, transfers between internal or external accounts with the same account holder or checks distributed to the client at the client's address of record) or third-party transfers (transfers or checks to other parties).

Under applicable securities regulations, advisers are considered to have custody of client funds and securities if the adviser has the ability to initiate transfers from client accounts to third-parties under a SLOA. However, in most jurisdictions, an adviser is not deemed to have custody in the event of a first-party transaction.

When a client establishes a SLOA for a third-party transfer (or first-party transfers in jurisdictions where required), we will comply with each of the requirements and conditions outlined below:

- You will provide instructions to the custodian, in writing, which includes your signature, the third-party's name, and either the third-party's address or the third-party's account number at a custodian to which the transfer should be directed.
- You will authorize us in writing, either on the custodian's form or separately, to direct transfers to the third-party either on a specified schedule or from time to time.
- Your custodian will perform appropriate verification of the instruction, such as a signature review or other method to verify your authorization and will provide a transfer of funds notice to you promptly after each transfer.
- You have the ability to terminate or change the instruction to your custodian at any time.
- We have no authority or ability to designate or change the identity of the third-party, the address, or any other information about the third-party contained in your instruction.
- We will maintain records showing that the third-party is not a related party to our firm or our associated persons, and the third-party is not located at the same address as our firm or our associated persons.
- Your custodian will send you an initial written notice confirming the instruction and an annual written notice reconfirming the instruction.

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## Item 16: Investment Discretion

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### Comprehensive Wealth Management

With Comprehensive Wealth Management, you grant us discretionary authority to buy and sell securities in your accounts. This authority is established and agreed upon in your Wealth Management Agreement. With this authority, we can transact securities without obtaining approval or consent from you prior to effecting each transaction. This permission stays in place until the agreement ends or we're formally notified of your passing.

In limited circumstances, we may offer non-discretionary investment management if required by your specific situation.

### Hourly Financial Planning and Consulting

Recommendations made under our hourly planning services are provided on a non-discretionary basis. This includes any guidance we provide regarding investments, whether or not you hold those investments with us. You are responsible for initiating any transactions necessary to implement our recommendations.

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## Item 17: Proxy Voting

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We do not vote proxies for securities held in client accounts. Therefore, clients maintain exclusive responsibility for voting proxies and acting on corporate actions pertaining to the client's investment assets. The client shall instruct the custodian to forward to them copies of all proxies and shareholder communications relating to their investment assets. If the client would like our guidance on a proxy vote, they may contact us at (704) 705-8773 for an opinion, but the final decision is theirs.

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## Item 18: Financial Condition

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We do not require or solicit prepayment of more than \$500 in fees per client six months or more in advance. Therefore, we are not required to include our balance sheet in this section. We do not have any financial condition reasonably likely to impair our ability to meet our contractual requirements to you. We have not been the subject of a bankruptcy petition at any time.

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## Item 19: State-Registered Adviser Information

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Jim Charles and Sarah Charles are the principal owners of our firm. Their formal education and business background can be found on the accompanying Form ADV Part 2B ("Brochure Supplements").

Other than the advisory services described in this Brochure, our firm is not engaged in any other business activities and does not have any relationship or arrangement with any issuer of securities.

Neither our firm nor any of our personnel are compensated for advisory services with performance-based fees.

Neither our firm nor any of our personnel have been involved in any award resulting from an arbitration claim or civil, self-regulatory, or administrative proceeding.

### Business Continuity Plan

#### How We Prepare for Disruptions

We have a Business Continuity Plan ("BCP") in place to ensure that we can continue to serve our clients in the event of a significant business disruption. Because disruptions can vary in severity and scope, our plan is designed to be flexible and adaptable. Below are key components of our BCP.

## Data Protection and Recovery

- All critical client data is stored securely in cloud-based systems with real-time backup and encryption.
- We conduct periodic tests to ensure that our data recovery process is effective and up to date.

## Communication During a Disruption

- If our office is inaccessible, our personnel are equipped to work remotely with secure access to client information.
- Clients can reach us through email, phone, or our website in case of a disruption.
- If we are unable to communicate through normal channels, we will provide updates via our website or social media.

## Alternate Work Locations

- In the event of an office closure, SFP personnel will continue operations remotely from secure locations.
- Our financial planning tools and client records remain accessible to ensure seamless service.

## Access to Your Funds and Accounts

- We do not hold client funds, meaning your assets remain safe with your custodian.
- If we are unreachable, clients should contact their custodian directly for transactions and account access.

## Regulatory and Compliance Measures

- We comply with all regulatory requirements to protect client information and ensure business continuity.
- Our plan is reviewed and tested annually to stay current with evolving risks and best practices.

## Responding to Different Levels of Disruptions

- If a local disruption affects only our office, we will continue business remotely.
- If a regional disruption occurs (such as a natural disaster), we will activate our full remote operations and ensure continuity.
- In extreme cases where we cannot continue business operations, we will coordinate with regulators and custodians to ensure client needs are met.

## Contacting Us

If you are unable to reach us through normal channels, please try alternative contact methods listed on our website. If we are completely inaccessible, please reach out to your account custodian directly for assistance.

If you have any questions about our Business Continuity Plan, please contact us at (704) 705-8773.



## Brochure Supplement Form ADV Part 2B

*James Charles*

# Sanctuary Financial Planning, LLC

601 South Kings Drive, Suite F-155  
Charlotte, NC 28204

(704) 705-8773

[www.sanctuaryfp.com](http://www.sanctuaryfp.com)

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March 24, 2026

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### Item 1: Cover Page

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This Brochure Supplement provides information about Jim Charles that supplements the Firm Brochure of Sanctuary Financial Planning, LLC ("SFP"), CRD number 325857. A copy of that Brochure precedes this Supplement. Please contact Jim Charles if the SFP Brochure is not included with this Supplement or if you have any questions about the contents of this Supplement.

Additional information about Jim Charles is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov), which can be found using his individual CRD number 1785950.

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## Item 2: Educational Background and Business Experience

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**Full Name:** James (“Jim”) Gregory Charles

**CRD Number:** 1785950

**Born:** 1956

### Educational Background

- **Georgia State University:** Master of Science, Personal Financial Planning – 1986
- **Ohio State University:** Bachelor of Science, Business Marketing – 1978

### Business Experience

- **Sanctuary Financial Planning, LLC:** Founder, Managing Principal, and Chief Compliance Officer – 3/2023 to Present
- **Dimensional Fund Advisors LP:** Vice President and Regional Director, Co-Head, Institutional – 8/2008 to 8/2021
- **American Century Investments:** Vice President and Client Portfolio Manager – 11/1999 to 7/2008
- **Watson Wyatt Investment Consulting (now Willis Towers Watson):** Investment Consultant – 5/1998 to 11/1999
- **Towers Perrin (now Willis Towers Watson):** Investment Consultant – 1/1995 to 5/1998

### Professional Designations

- **Chartered Financial Analyst (“CFA®”)** – 2001
- **CERTIFIED FINANCIAL PLANNER® (“CFP®”)** – 1987

Please see [Appendix](#) for definitions of the above.

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## Item 3: Disciplinary Information

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Jim Charles has never been involved in an arbitration claim of any kind or been found liable in any criminal or civil actions, self-regulatory organization proceeding, administrative proceeding, or other hearings or formal adjudications.

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## Item 4: Other Business Activities

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Jim Charles is not involved in any other business activities.

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## Item 5: Additional Compensation

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As an owner of SFP, Jim Charles receives economic benefit from the overall profitability of the firm, but he does not receive any additional compensation from non-clients for providing advisory services.

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## Item 6: Supervision

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Jim Charles, Chief Compliance Officer of SFP, is responsible for supervision. Supervision is administered through the application of and adherence to written policies and procedures, which include regular reviews of financial

plans and investment portfolios and ongoing communication with clients to ensure advice aligns with the firm's policies and clients' objectives. He can be contacted at the phone number in [Item 1](#) of this Brochure Supplement.

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## Item 7: Requirements for State-Registered Advisers

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Jim Charles has never been involved in an arbitration, civil proceeding, self-regulatory proceeding, administrative proceeding, or bankruptcy petition.

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## Appendix

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### CERTIFIED FINANCIAL PLANNER®

The CERTIFIED FINANCIAL PLANNER® (“CFP®”) certification is granted by the Certified Financial Planner Board of Standards, Inc. (“CFP Board”) to individuals who meet rigorous professional standards in financial planning. It is a voluntary certification recognized for its emphasis on education, examination, experience, and ethics. To earn the CFP® certification, individuals must complete certain education and experience requirements; pass the CFP® Certification Examination, which tests the application of financial planning knowledge in real-life scenarios; and agree to be bound by the CFP Board’s *Code of Ethics and Standards of Conduct*, which sets forth the ethical and practice standards for CFP® professionals. To maintain their certification, CFP® professionals must complete continuing education requirements every two years, including ethics training. In addition, they must renew their commitment to the *Code of Ethics and Standards of Conduct* and their fiduciary obligations. CFP® professionals who fail to comply with the above standards and requirements could be subject to the CFP Board’s enforcement process, which could result in suspension or permanent revocation of their right to use the CFP® marks. For more information, refer to the CFP website at: [www.cfp.net](http://www.cfp.net).

### Chartered Financial Analyst

The Chartered Financial Analyst (“CFA®”) is a professional certification granted by the CFA Institute. It is internationally recognized for its rigorous education and training requirements and its mission to promote and develop a high level of educational, ethical, and professional standards in the investment industry.

To become a CFA® charterholder, an individual must fulfill the following requirements:

- Pass three sequential, six-hour examinations.
- Have at least four years of qualified professional investment experience, a bachelor’s degree, or a combination of professional and educational experience totaling four years.
- Join the CFA Institute as a member.
- Commit to abide by and annually reaffirm adherence to the CFA Institute’s Code of Ethics and Standards of Professional Conduct.

The CFA Program curriculum provides a comprehensive framework of knowledge for investment decision making and is firmly grounded in the knowledge and skills used every day in the investment profession. The three levels of the CFA Program test proficiency with a wide range of fundamental and advanced investment topics, including ethical and professional standards, fixed-income and equity analysis, alternative and derivative investments, economics, financial reporting standards, portfolio management, and wealth planning. The CFA Program curriculum is updated every year by experts from around the world to ensure that candidates learn the most relevant and practical new tools, ideas, and investment and wealth management skills to reflect the dynamic and complex nature of the profession. For more information, refer to the CFA Institute’s website at: [www.cfainstitute.org](http://www.cfainstitute.org).



## Brochure Supplement Form ADV Part 2B

*Sarah Charles*

# Sanctuary Financial Planning, LLC

601 South Kings Drive, Suite F-155  
Charlotte, NC 28204

(704) 705-8773

[www.sanctuaryfp.com](http://www.sanctuaryfp.com)

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March 24, 2026

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### Item 1: Cover Page

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This Brochure Supplement provides information about Sarah Charles that supplements the Firm Brochure of Sanctuary Financial Planning, LLC ("SFP"), CRD number 325857. A copy of that Brochure precedes this Supplement. Please contact Jim Charles if the SFP Brochure is not included with this Supplement or if you have any questions about the contents of this Supplement.

Additional information about Sarah Charles is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov), which can be found using her individual CRD number 5461219.

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## Item 2: Educational Background and Business Experience

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**Full Name:** Sarah Karp Charles

**CRD Number:** 5461219

**Born:** 1975

### Educational Background

- **Duke University:** Bachelor of Arts, Economics, *cum laude* – 1997

### Business Experience

- **Sanctuary Financial Planning, LLC:** Founder and Managing Principal – 6/2023 to Present
- **FORVIS Wealth Advisors LLC:** Managing Director and Regional Leader – Mid-Atlantic – 6/2022 to 6/2023
- **DHG Wealth Advisors:** Director, Director of Business Strategy, and Leader of Charlotte Wealth Management Practice – 6/2020 to 6/2022
- **DHG Wealth Advisors:** Senior Advisor, Leader of Charlotte Wealth Management Practice – 11/2011 to 6/2020
- **Dixon Hughes Wealth Advisors LLC:** Director of Marketing – 11/2007 to 11/2011

### Professional Designations

- **Chartered Socially Responsible Investment Counselor<sup>SM</sup> (“CSRIC<sup>®</sup>”)** – 2019
- **Accredited Investment Fiduciary<sup>®</sup> (“AIF<sup>®</sup>”)** – 2011

Please see [Appendix](#) for definitions of the above.

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## Item 3: Disciplinary Information

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Sarah Charles has never been involved in an arbitration claim of any kind or been found liable in any criminal or civil actions, self-regulatory organization proceeding, administrative proceeding, or other hearings or formal adjudications.

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## Item 4: Other Business Activities

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Sarah Charles is not involved any other business activities.

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## Item 5: Additional Compensation

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As an owner of SFP, Sarah Charles receives economic benefit from the overall profitability of the firm, but she does not receive any additional compensation from non-clients for providing advisory services.

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## Item 6: Supervision

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Jim Charles, as Chief Compliance Officer of SFP, is responsible for supervision. Supervision is administered through the application of and adherence to written policies and procedures, which include regular reviews of financial plans and investment portfolios and ongoing communication with clients to ensure advice aligns with

the firm's policies and clients' objectives. He can be contacted at the phone number in [Item 1](#) of this Brochure Supplement.

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## Item 7: Requirements for State-Registered Advisers

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Sarah Charles has never been involved in an arbitration, civil proceeding, self-regulatory proceeding, administrative proceeding, or bankruptcy petition.

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## Appendix

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### Accredited Investment Fiduciary®

The Accredited Investment Fiduciary® (“AIF®”) is a professional designation awarded by Fi360, which is accredited by the American National Standards Institute (“ANSI”) for the AIF® designation. Individuals who hold the AIF® designation have completed a course of study to assure that those responsible for managing or advising on investor assets have a fundamental understanding of the principles of fiduciary duty, the standards of conduct for acting as a fiduciary, and a process for carrying out fiduciary responsibility. Candidates must complete an approved course of training, pass the AIF® exam, meet experience requirements, and satisfy Code of Ethics and Conduct Standards requirements. For more information, refer to Fi360’s website at: [www.fi360.com/what-we-do/learning-development/aif-training/aif-designation](http://www.fi360.com/what-we-do/learning-development/aif-training/aif-designation).

### Chartered Socially Responsible Investment Counselor<sup>SM</sup>

The Chartered Socially Responsible Investment Counselor<sup>SM</sup> (“CSRIC®”) designation is recognized as the industry-benchmark for socially responsible investment (“SRI”)-focused credentials. This program provides experienced financial advisors and investment professionals with a foundation knowledge of the history, definitions, trends, portfolio construction principles, fiduciary responsibilities, and best practices for sustainable, responsible, and impact SRI investments. The CSRIC® Professional Education Program is a three-semester credit graduate level course conferred by the College for Financial Planning® – a Kaplan Company. Authorization for continued use of the credential must be renewed every two years, by meeting the four renewal requirements:

- Complete 16 continuing education credits every two years;
- Comply with standards of professional conduct;
- Acknowledge terms and conditions statements for the rights to use the College for Financial Planning®’s marks; and
- Pay renewal fees.

For more information, refer to the College for Financial Planning®’s website at: [www.kaplanfinancial.com/wealth-management/csric](http://www.kaplanfinancial.com/wealth-management/csric).



## Brochure Supplement Form ADV Part 2B

*Alex Mathews*

# Sanctuary Financial Planning, LLC

601 South Kings Drive, Suite F-155  
Charlotte, NC 28204

(704) 705-8773

[www.sanctuaryfp.com](http://www.sanctuaryfp.com)

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March 24, 2026

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### Item 1: Cover Page

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This Brochure Supplement provides information about Alex Mathews that supplements the Firm Brochure of Sanctuary Financial Planning, LLC (“SFP”), CRD number 325857. A copy of that Brochure precedes this Supplement. Please contact Jim Charles if the SFP Brochure is not included with this Supplement or if you have any questions about the contents of this Supplement.

Additional information about Alex Mathews is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov), which can be found using his individual CRD number 8094622.



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## Item 2: Educational Background and Business Experience

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**Full Name:** Alex Joseph Mathews

**CRD Number:** 8094622

**Born:** 1995

### Educational Background

- **Old Dominion University:** Master of Science, Engineering Management – 2024
- **University of Missouri:** Bachelor of Arts, History with a minor in Naval Science – 2018

### Business Experience

- **Sanctuary Financial Planning, LLC:** Investment Adviser Representative – 5/2025 to Present
- **United States Navy:** Submarine Officer – 5/2018 to 5/2025

### Awards and Achievements

- Navy and Marine Corps Commendation Medal
- Navy and Marine Corps Achievement Medal

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## Item 3: Disciplinary Information

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Alex Mathews has never been involved in an arbitration claim of any kind or been found liable in any criminal or civil actions, self-regulatory organization proceeding, administrative proceeding, or other hearings or formal adjudications.

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## Item 4: Other Business Activities

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Alex Mathews serves as a member of the United States Naval Reserve. In this capacity, he may be required to attend periodic training drills (generally one weekend per month and two weeks annually) and may be subject to activation for extended duty as required by the U.S. Navy. This role is separate from his activities with Sanctuary Financial Planning, LLC, and is not investment-related.

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## Item 5: Additional Compensation

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Alex Mathews does not receive any additional compensation from non-clients for providing advisory services.

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## Item 6: Supervision

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Jim Charles, Chief Compliance Officer of SFP, is responsible for supervision. Supervision is administered through the application of and adherence to written policies and procedures, which include regular reviews of financial plans and investment portfolios and ongoing communication with clients to ensure advice aligns with the firm's policies and clients' objectives. He can be contacted at the phone number in [Item 1](#) of this Brochure Supplement.

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## Item 7: Requirements for State-Registered Advisers

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Alex Mathews has never been involved in an arbitration, civil proceeding, self-regulatory proceeding, administrative proceeding, or bankruptcy petition.