

# MADDY ROCHE

Chief Growth Officer, **Childfree Trust**® | Growth Strategist | Speaker  
| Community Advocate & Coach

**MEDIA KIT**



Maddy handles all marketing, growth, and partnership engagement for Childfree Trust®. She understands the challenges of being Childfree as it relates to estate planning and is passionate about educating her community about ways to prepare.

Before joining Childfree Trust®, she was XYPN's first employee and host of XYPN's podcast "Behind the Advisor". In her previous roles as Vice President and as an Executive Business Coach, she helped build a disruptive community of advisors and coached thousands of them on how to run profitable and aligned businesses.

Maddy was the emcee of TedX Bozeman and other national conferences, and has advised hundreds of people on how to more confidently speak in public.

# Suggested Topics for Discussion

## Demographics & Biases of the Childfree Community



The latest census data shows the Childfree population as a rapidly expanding demographic, and the systemic biases they face in legal, medical, and social systems are prevalent. She can speak to why it is an imperative for professionals to adapt and serve this demographic with empathy and expertise.

## Legacy Planning



How to move beyond the traditional "heirs-based" approach to estate planning and focus on securing a person's autonomy and values. She can share actionable steps on building a support network and ensuring personal wishes, health, and assets are protected, even without traditional next-of-kin.

## Intersection of LGBTQ+ Community & Legacy



The unique challenges and legal considerations that arise for LGBTQ+ individuals in estate planning, especially when they are Childfree. She can speak to the importance of protecting a chosen family and ensuring their love and legacy are legally secured against potential political or legal issues.

## Finding a REAL Financial Ally



Finding a financial planner who is a true partner is painstakingly difficult, but it doesn't have to be. She can demystify credentials, break down fee structures, and help people distinguish between an old-school advisor and a modern professional who understands their unique goals.

## The Often Overlooked Estate Documents: Living Documents & Care Plans



Actionable advice on the 15 critical, day-to-day decisions people often overlook in their planning. She can guide the audience through creating "living documents" for their future self, from organizing important information in care plans to establishing clear instructions for their home and pets in case of an emergency.