



For Immediate Release

## **The Initiative for Financial Wellbeing announces The Yardstick Agency as a Partner Member**

The Initiative for Financial Wellbeing (IFW) is today delighted to announce that The Yardstick Agency, the financial services marketing specialists has joined the growing list of IFW Partners.

The IFW, a not-for-profit organisation launched in 2019 to support the financial planning profession with financial wellbeing initiatives, currently has 180 members across the financial advice, planning and coaching community.

The agreement with The Yardstick Agency enables the IFW to partner with a creative resource who has an intimate understanding of the profession and the communication challenges faced by the IFW membership. Having built the IFW website, they can now help the IFW to achieve its goal of helping the financial services industry and the financial advice/planning profession to make the world a happier place.

**Chris Budd, IFW Chairman, comments:** “We are delighted to welcome The Yardstick Agency, they come with so much knowledge of the environments that our members operate in and we find commonality in our core values. They were hugely supportive in the early days, and this agreement now cements our relationship. It is crucial to us that any company we work with acts as a Partner, not just a sponsor, and we look forward to working with Yardstick to further our mutual goal of improving the financial wellbeing of individuals to help them be happier, not just wealthier.”

**Phil Bray, Managing Director of Yardstick commented:** “We know that financial planning changes lives and improves well-being. When we started The Yardstick Agency, we had three aims, these included helping more consumers to connect with great financial planners and, consequently, improve their financial wellbeing. Partnering with the IFW will go a long way to helping us achieve that aim. We’re delighted to be supporting the IFW team and working to help them achieve their aims.”

**END**

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**Notes to Editors:*****About the IFW***

The Initiative for Financial Wellbeing (IFW) is a non-profit, member-led organisation guided by its Executive, which is formed of volunteers from the financial services community. The organisation is aimed at anyone in the financial advice, financial planning and financial coaching community who wishes to help their clients to become happier, not just wealthier.

Website: <https://initiativeforfinancialwellbeing.org.uk/>

***About The Yardstick Agency***

The Yardstick Agency is a multiple award-winning marketing agency that works exclusively with the financial services sector. They have an intimate knowledge of the needs of financial advisors and their clients. They have an in-depth understanding of the market and its products from an ISA and a SIPP, a Buy to Let and a residential mortgage, a term assurance and a whole of life plan.

Website: <https://www.theyardstickagency.co.uk>