



The Initiative for Financial Wellbeing announces Aegon as its first founding partner member

13th July 2020 – The Initiative for Financial Wellbeing (IFW) is today delighted to announce Aegon, one of the world's largest providers of life insurance, pensions and asset management, as its first founder partner member.

The IFW, a not-for-profit organisation launched in 2019 to support the financial planning industry with financial wellbeing initiatives, currently has 160 members across the financial advice, planning and coaching community.

The agreement with Aegon will see the IFW partner with the business to promote and support financial wellbeing among their clients and employees. This will include a number of initiatives throughout 2020, such as developing content and research, joint events and webinars, and online services and tool creation.

Aegon UK launched its first Financial Wellbeing report in 2018 and globally Aegon has a solid reputation for research and expertise when it comes to financial wellbeing and readiness for retirement.

The IFW, which is actively seeking corporates to partner with, has recently launched a series of initiatives to support people with managing their financial wellbeing as they consider their financial resilience during the current crisis. The newly launched Financial Coaching Stream includes a package of financial wellbeing support including budgeting and money saving webinars, financial coaching, and group support with a network of financial coaches.

Chris Budd, IFW Chairman, comments: “We are delighted to mark another significant milestone for the IFW in signing our first partner member. 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 Aegon to further our mutual goal of improving the financial wellbeing of individuals to help them be happier, not just wealthier.”

Mark Till, managing director for digital solutions and executive advocate of Aegon UK's wellbeing workstream, comments: “The recent market volatility and financial uncertainty has put an enormous amount of pressure on people and their finances. With a growing number of people living on a financial cliff edge carrying the burden of financial obligations and commitments, the importance of understanding and protecting your finances has never been clearer. Financial advice is key to improving financial wellbeing and supporting and helping advisers and their clients navigate uncertainty is core to what we do. We look forward to partnering with the IFW to build on our existing work to improve financial wellbeing and demonstrate the true value of financial advice.”

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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 AEGON

Aegon is one of the world's largest financial service organisations, we work with financial professionals, employers and individuals to offer long-term savings, investments, pension solutions and protection products.

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