

NEWS

For Immediate Release

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Paul Peeler, Founder of The Preparedness Project, Named Integrated Financial Group's 2023 Stewardship Award Winner

The Preparedness Project is poised to continue providing sound financial counsel to families affected by serious mental illness

ATLANTA, GA (March 28, 2023) – [The Preparedness Project](#), an initiative founded by financial advisor [Paul Peeler](#) that provides specialized planning support for Serious Mental Illness (SMI) caregivers and their families, announced that Paul Peeler was named the recipient of [Integrated Financial Group's 2023 Lorie Moore & Chuck Nida Stewardship Award](#).

The award recognizes the lives of Chuck Nida and Lorie Moore, peer advisors of Integrated Financial Group (IFG), and honors an IFG advisor who has made a significant impact in giving back to their community or charitable cause. The recognition was announced at IFG's 2023 conference, which took place January 19th-21st at The Hotel at Avalon in Atlanta.

“Paul’s work and heart for families facing severe mental illness is a new frontier for the financial services industry,” said Land Bridgers, CEO of [Integrated Financial Group](#). “He is leading the way with The Preparedness Project and leaning into this underserved but growing population in America. Paul has taken his real-life struggles and used them to impact others in a huge way.”

“I’m honored to receive this recognition from my peers,” said Peeler, Founder and Director of The Preparedness Project. “I’ve dealt with an SMI in my family, so this cause is near and dear to my heart. Traditional financial planning is difficult enough, but trying to plan for your financial future while planning for the needs of a family member with a severe

mental illness makes the job all the more complicated. The Preparedness Project is our effort to help.”

ABOUT THE PREPAREDNESS PROJECT

Armed with 30 years of fiscal acumen, Peeler works with SMI caregivers and families to identify financial goals and strategies that help them approach the future confidently. The project provides a full financial analysis, including in the areas of cash flow planning, goal planning, retirement planning, estate planning, tax planning, investment advisory, insurance planning, risk management, education planning, charitable planning, debt planning, employer benefits, and more.

His passion program, which is committed to supporting families that need accessible guidelines when dealing with economic concerns due to an SMI, provides multigenerational planning and guidance while eradicating the hindrances created by the cost of traditional financial planning.

Peeler has set a goal of helping 500 such families. Since Peeler believes that people value things more when they have “skin in the game”, the services are not offered for free. The cost to participate in The Preparedness Project is \$50, which is donated to the [National Alliance on Mental Illness](#), the nation’s largest grassroots mental health organization.

To learn more about The Preparedness Project, [please click here](#). To learn more about Paul Peeler, [please click here](#).

ABOUT INTEGRATED FINANCIAL GROUP

Integrated Financial Group (IFG) is a consortium of independent financial planners dedicated to leading the fiduciary standard for investment and wealth management. On a day-to-day basis, IFG's distinctive culture encourages members to collaborate and share ideas. It's called the Brain Trust, where the wisdom and experience of tenured advisors integrate with fresh, new insights from younger ones. Since 2003, IFG has fostered this environment and, at the same time, offered premium business support services, regulatory compliance oversight, business consulting, advisory marketing, and professional coaching to help advisors reach their full potential. To learn more, visit www.Integrated-Financial-Group.com.

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