FOR IMMEDIATE RELEASE

Dated: December 20, 2016

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Faces of Generosity: Planning to Be Generous is As Important as Planning for Retirement

ATLANTA - This season of giving is an opportunity to recognize people who are making a real change in the world. *Faces of Generosity* is a new book produced by Ronald Blue & Co. recognizing humanitarians around the United States who have given back to their communities. As a wealth management firm, we believe part of reaching financial success is discovering how a client's money can help impact people in need. We also believe a financial plan is about more than growing wealth. It is also about determining one's path to faithful stewardship and generosity.

The 27 stories of *Faces of Generosity* are inspiring stories of people who have had a calling to help others. Each person has a unique reason for deciding to make a difference. In the book, we learn what made each of these humanitarians turn from "everyday people" to people who are making a difference in others' lives. Profiled are people who are not seeking fame for their good works but instead want to fulfill a desire to help people with what they have to offer, no matter how big or small.

The stories of *Faces of Generosity* are as varied as the people featured in the book. The stories told include a medical mission to build hospitals in third world countries and a dental office with a clothes closet to help patients with oral care and make sure they have shoes on their feet and clothes on their backs. Other stories include creating ways to providing clean water around the world and providing eye care to adults and children in third world countries. The ongoing theme is that these generous givers of their money, talent, and time are answering a call.

Founded in 1979, Ronald Blue & Co. is one of the largest independent fee-only wealth management firms in the United States with more than $6.5 billion of assets under management, a network of 13 branch offices, serving 7,000 clients through four distinct divisions.* The firm provides comprehensive financial strategies based on biblical wisdom designed to enrich the lives of clients across the wealth spectrum in key areas including financial, retirement and estate trust planning, investment management and solutions, family office services, philanthropic counsel and strategies, business consulting and institutional client services.

**As of 12/31/15 and subject to change*

5288540-12-16