

**Peoria Financial Advisor Earns National Recognition for Philanthropy
William Lervaag is a Finalist in the 2018 Invest in Others Awards**

Newton, MA – July 16, 2018 – William Lervaag, CLU and ChFC for Masterplan Financial Group in Peoria, IL has been announced as one of three national finalists for the Lifetime Achievement Award as part of the twelfth annual Invest in Others Awards. Lervaag is being honored for his work with Heart of Illinois Harvest, which will receive a \$5,000 donation from the Invest in Others Charitable Foundation. If Lervaag wins his category, the donation will increase to \$25,000.

The Invest in Others Awards program recognizes the charitable work of financial advisors and financial services firms in communities across the country and around the world. Advisors are nominated by their peers for actively giving back to non-profits to improve their communities and make a difference in the lives of others. There are five award categories for advisors and two for financial services companies.

Invest in Others received hundreds of nominations this year. Individual finalists were selected based on their leadership, dedication, contribution, inspiration, and impact on a non-profit and the community it serves.

William Lervaag is one of the original founders of Heart of Illinois Harvest, a non-profit food rescue organization. For the past twenty-six years, William has been working tirelessly to rescue surplus food and deliver it to local agencies, who in turn feed it to the hungry of Peoria, Illinois. William's dedication to feeding the needy and serving his community selflessly are unmatched.

Each week, 57 Harvest volunteer members transport approximately 7.2 tons of surplus food from 90 different donors to more than 70 charitable agencies. William has been at the center of this action for more than two decades, organizing volunteers, building partnerships, fundraising and acting as the overall champion of the organization. Harvest is able to operate this immense rescue program with only one paid, part-time staffer thanks to William's unwavering support and energy. Since 1992, Harvest has transported more than 10,224 tons of food, which translates to more than 25 million meals that would have otherwise gone to the landfill.

Awards will be presented at the twelfth annual Invest in Others Awards Gala, a premier event attended by nearly 800 financial advisors and financial services executives, on September 27, 2018 in Boston, MA.

About the Invest in Others Charitable Foundation

The inspiration for the Invest in Others Charitable Foundation came directly from the financial advisors who invest in others by giving back to their communities with overwhelming generosity and dedication. Since its founding in 2006, Invest in Others has amplified these efforts by providing a platform for advisors to increase awareness, visibility, and funding to their favorite non-profits. For more information, visit www.investinothers.org.

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