

**YOUR  
TIME  
IS  
NOW!**

The tools you need.  
The relationships  
you build. The  
change you make.

## **Gifts in Wills**

EVERYTHING THAT RESEARCH  
CAN TELL US ABOUT GIFTS IN WILLS

### **Speaker**

Prof Adrian Sargeant

Director: The Philanthropy Centre

[Adrian@philanthropy-centre.org](mailto:Adrian@philanthropy-centre.org)

*Track supported by*

include *a charity*  
Help the work live on.

FIA

CONFERENCE

# Content

- The opportunity
- Will making
- Who gives
- Their motives
- A Suggested Approach and examples
- Things you must do ...

# The Opportunity

# Life Expectancy

1901 Males 45 – Females 49

2018 Males 78 – Females 82

# When will you die?

- On average:
- Without a Will
- At 69
- With a Will
- At 79
- With a Will with a legacy to charity
- At 82

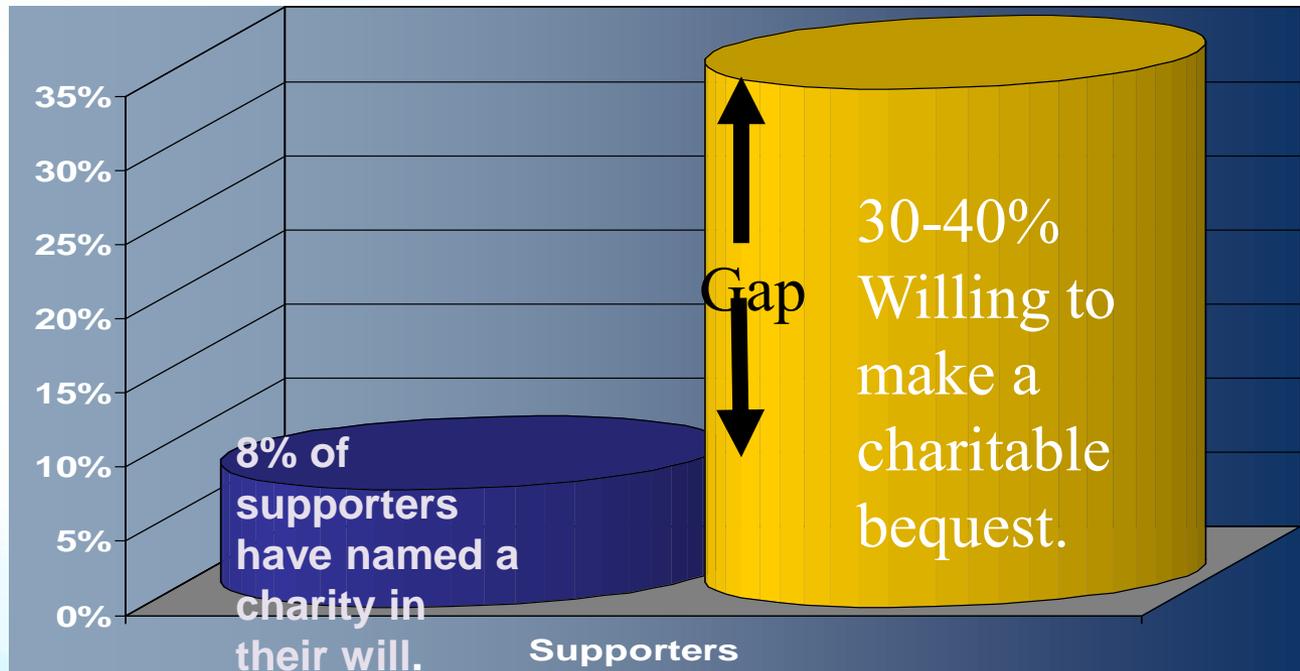
Source: Richard Radcliffe 2009

## The Challenge

“For those who think the generational [wealth] transfer will automatically flood their organizations with resources, it’s time to think again. Without putting in the hard work of generating these planned gifts, 90% of donor mortality will simply result in lost current giving.”

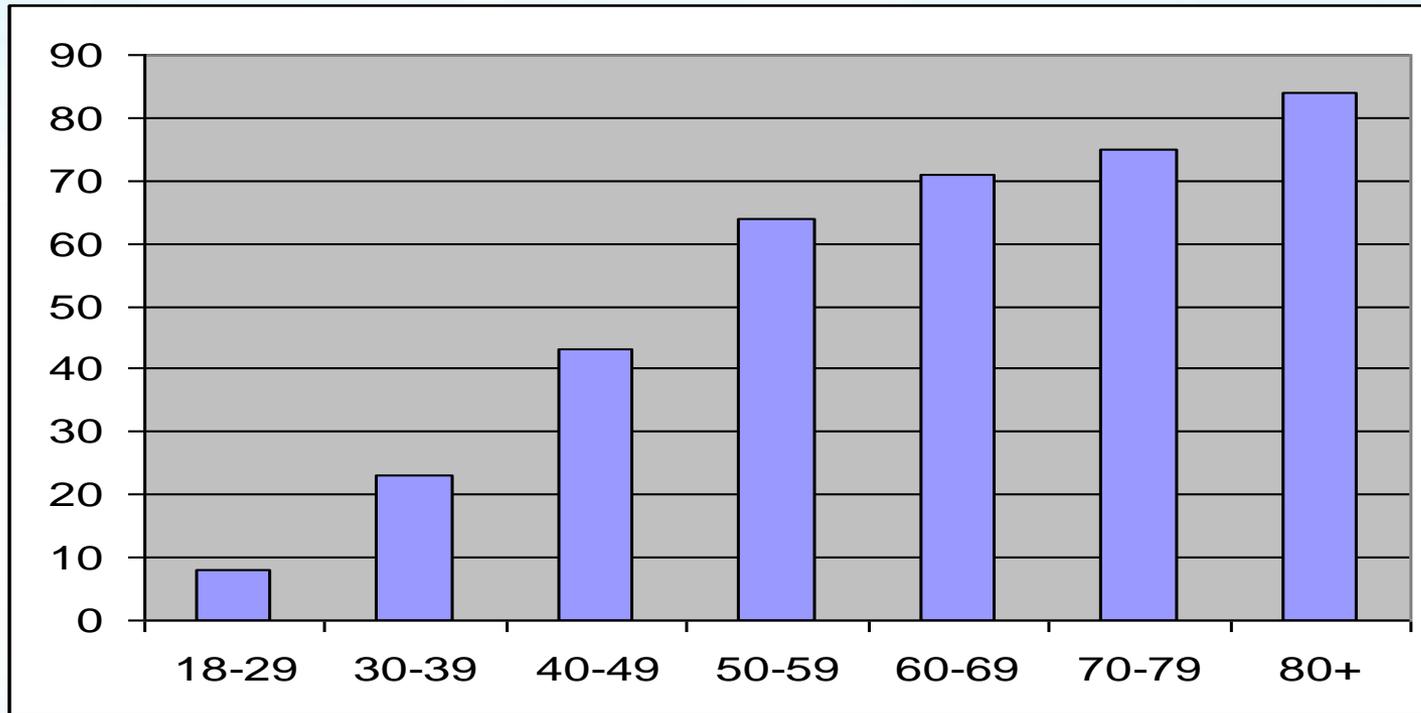
-- Dr. Russell N. James, III, JD, PhD  
University of Georgia Institute for Nonprofit  
Organizations

# Bequest Giving Marketing Gap



# Will Making

# Will Making By Age



Source: Rowlingson and McKay 2005

# Triggers For Making A Will

- Illness of the individual
- Death of a friend or relative
- Experience of sorting out estate of a relative
- Some form of family change
- Planning long distance travel
- The purchase of a house

# Barriers To Will Making

- A belief there will be no assets
  - The absence of anyone obvious to leave anything to
  - A feeling it was morbid to consider death
  - The individual had not yet 'got around to it.'
  - Too much going on!
  - Too difficult
- 
- And anxiety
  - Self esteem

*'It is striking that even elderly people, who know their demise is not a distant event, will defer will writing'*

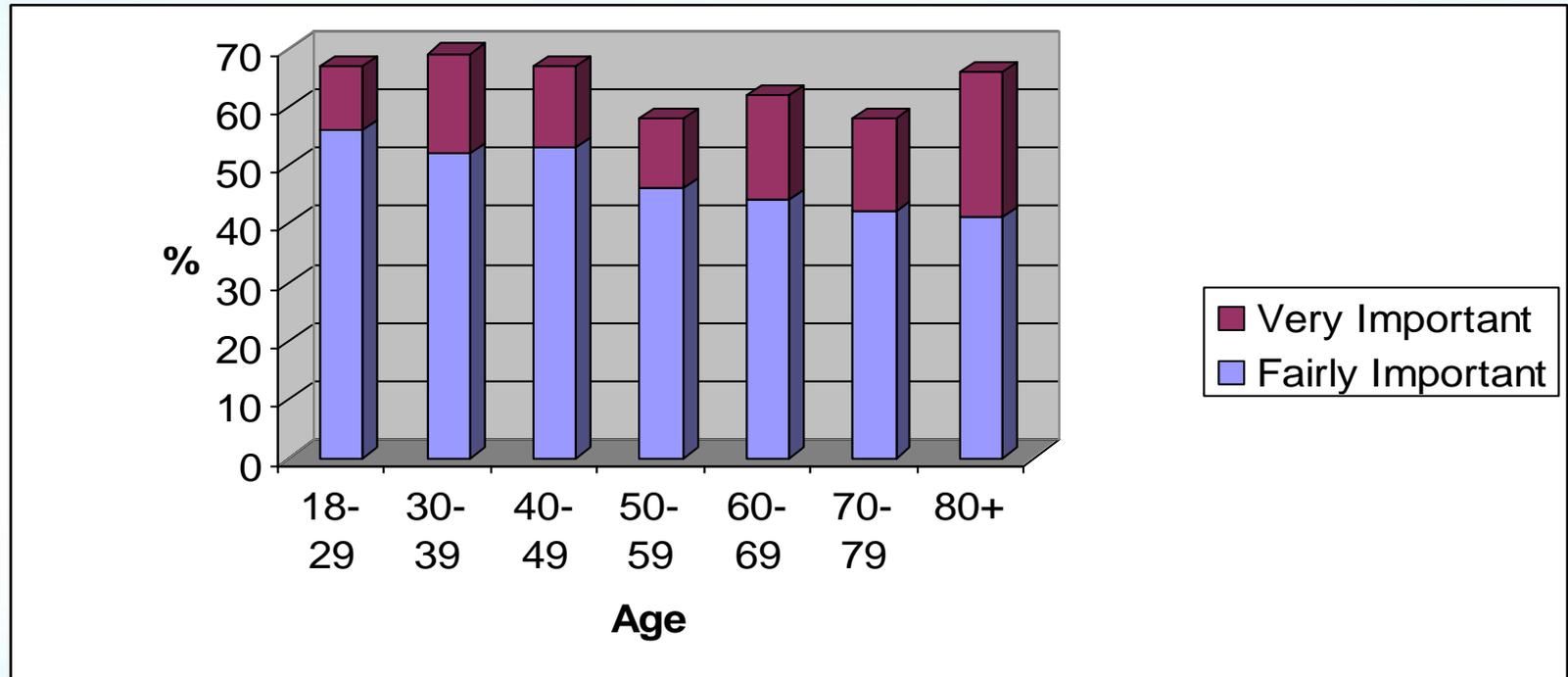
(Roth 1989, p47).

# Determinants of Bequest

# Determinants of Bequest

- 75% motivated in this way
- Depresses current spending by around 18%
- Variations by age

# How Important Is It To You To Leave An Inheritance?



Source: Rowlingson and McKay 2005

**Who Gives??**

# Robert F. Sharpe Jr

- No correlation between either income or wealth and the likelihood of giving by bequest

# Among all 50+ population: Who has charitable plans?

**Question:** Among the general over 50 population, what factors were associated with having a charitable estate plan?

Note: Now we compare only otherwise identical people.  
E.g., The effect of differences in education among those making the same income, with the same wealth, same family structure, etc.

# Who is more likely to have a charitable estate plan?

- Seniors A and B are otherwise financially and demographically identical

<b>A</b> makes substantial charitable gifts, volunteers regularly, and has grandchildren	<b>B</b> doesn't give to charity, doesn't volunteer, and has no children
---	---

# Evidence From Prof Russell James



# Good factors (comparing otherwise identical people)

- Has a graduate degree (v. high school) +4.2 % points
- Gives at least \$500 per year to charity +3.1 % points
- Volunteers regularly +2.0 % points
- Has a college degree (v. high school) +1.7 % points
- Has been diagnosed with a stroke +1.7 % points
- Is ten years older +1.2 % points
- Has been diagnosed with cancer +0.8 % points
- Is married (v. unmarried) +0.7 % points
- Diagnosed with a heart condition +0.4 % points
- Attends church at least once per month +0.2 % points
- Has \$1,000,000 more in assets +0.1 % points

# Irrelevant factors (comparing otherwise identical people)

- Has \$100,000 per year more income not significant
- Is male (v. female) not significant

# Bad factors (comparing otherwise identical people)

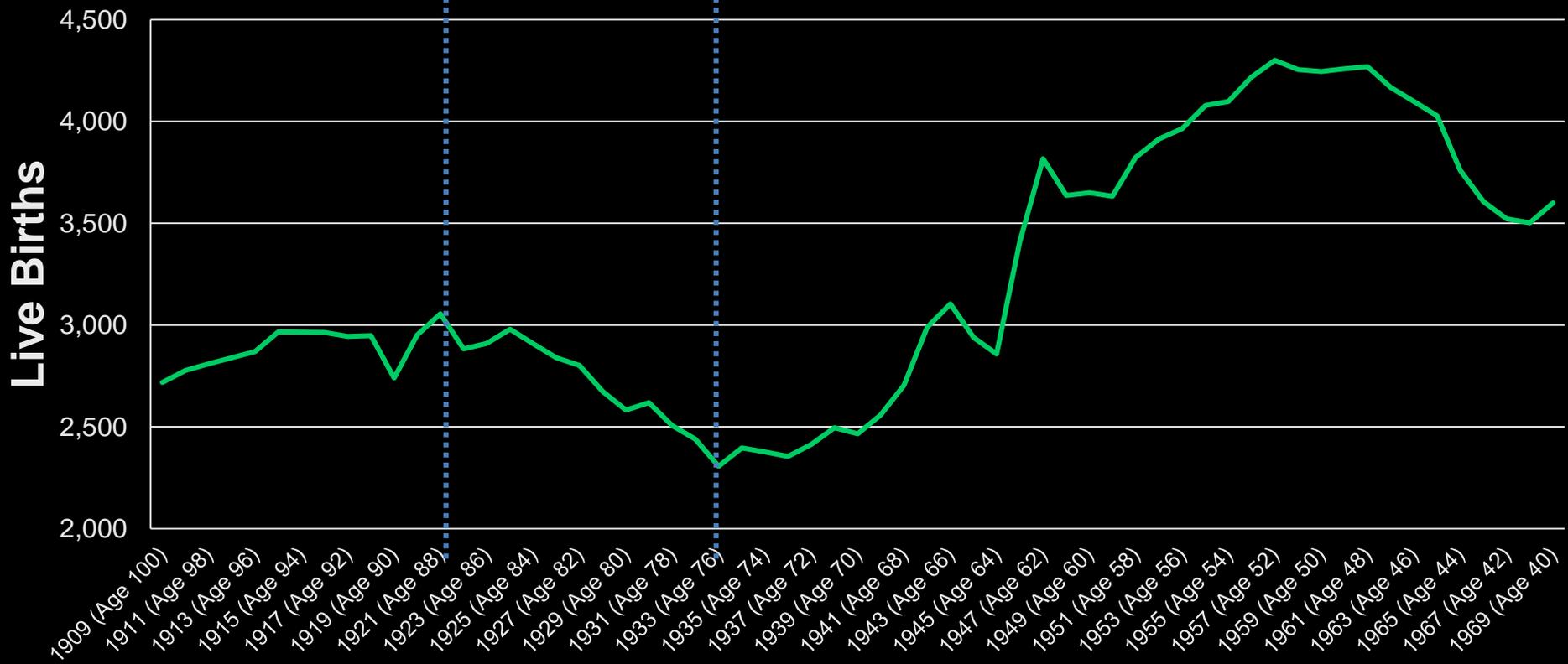
- Has only children (v. no offspring) -2.8  
% points
- Has grandchildren (v. no offspring) -10.5  
% points

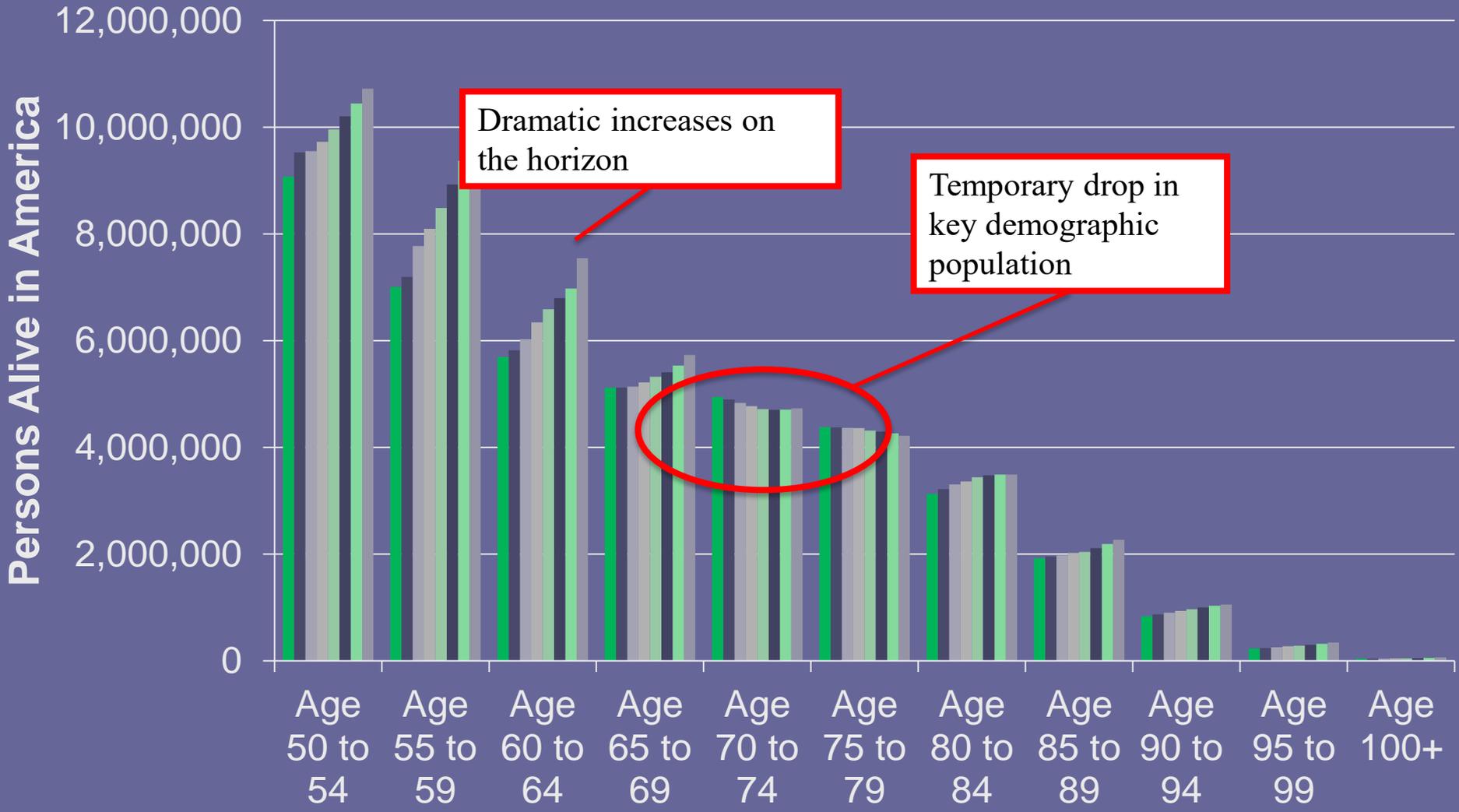
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---	---

# The Fall and Rise in Live Births - US





# Projecting future bequest giving

Frequency of future bequest gifts

- Change in population
- Change in tendency to make bequest gifts

# Do the boomers give differently?

- After controlling for wealth and income, the baby boom cohort gave at a significantly lower rate during middle age than the pre-war cohort did (Wilhelm, Rooney, and Tempel, 2008).
- Will boomers also be less charitable in estate giving?



# Data

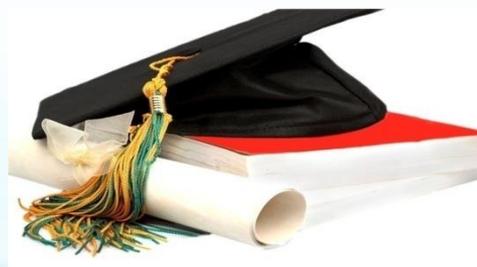
- 1996-2006 Health and Retirement Study (HRS), a nationally representative, biennial, longitudinal study.
- Analysis weighted to project to national means and adjusted for complex sample selection process



**Charitable Estate Planning is up  
from 3.8% to 7% in Ten Years**

# Basic relationship

- Evidence suggests that the overall trend of increased charitable estate planning may have been driven, in large part, by changes in childlessness and education.
- Such a relationship has important implications for predicting charitable estate planning levels in the future.



# Why Do People Give?

# Our Results

- **Personal Benefits**
- **Prestige Recognition**
- **Warm Glow**
- **Tax Reduction**
- **Making A Difference**
- **Perceived Performance**
- **Professionalism**
- **Comms Quality**
- **Social norms**
- **Lack of Family Need**
- **Spite**
- **Remembrance**
- **Relationship with Fundraiser**
- **Need to Live On**

# James and Boyle (2012)

- Taking an outside perspective of one's self,
- Recalling the recent death of a loved one, and
- Recalling vivid autobiographical memories across one's life.

**So ...**

- Bequest decision-making is analogous to visualizing the final chapter in one's autobiography...

# **Bequest fundraising practice**

So what do we do?

# The RSPCA's plain English guide to making a Will



A LEGACY TO THE RSPCA  
SAVES AND PROTECTS ANIMALS



Registered Charity No.219099

## WHY AND WHEN YOU SHOULD CHANGE YOUR WILL ... AND WHAT HAPPENS IF YOU DON'T

Can you say yes to any of these questions?

Since you made your Will:

- Are you now married or remarried?
- Have you been widowed?
- Have you come into money or lost money?
- Is your house worth more?
- Has a major beneficiary of your Will since died?
- Do you have new family members or friends?
- Has one of your executors died?
- Is there a special charity you would now like to remember in your Will?
- Is it more than 6 years since you made your Will?
- Have you divorced or separated?
- Have you changed your mind?

If you can say yes to any of these questions, my advice is to review your Will now. An out-of-date Will may be little better than no Will at all.

The Law Society recommends that you should review your Will at least every 6 to 10 years. That £50 gift you made 10 years ago to your favourite grandson may not seem quite so generous now. In fact it would only be worth about £30 in today's money.

Your financial circumstances may also have changed. If your estate is now worth more, (perhaps you have received an inheritance, or the value of your house has increased) the value of your estate may be over the inheritance tax limit. By making certain changes to your Will, you may be able to reduce the amount you have to pay.

If a major beneficiary of your Will dies (for example if you are widowed), then that portion of your estate may be distributed according to intestacy rules. It could end up in the hands of the Crown i.e. the Government!

Also, your personal circumstances may have changed. If you have married, or remarried, this automatically revokes your previous

Will, whether you want it to or not (except in Scotland).

If you are divorced, your existing Will is still valid, except that your former partner is not allowed to benefit or act as executor unless you revise your Will to say that they can do so. However, if you are separated, your previous partner may still have a claim.

Or you may have simply changed your mind. Which is a good reason to change your Will! There may be different people or good causes whom you now wish to remember. Or there may be new family members on the scene.

If the changes are substantial you may wish to make a new Will, in which case we strongly recommend that you see a solicitor, to ensure that everything is crystal clear and your Will is legally valid.

Your solicitor can also help you add an amendment or codicil to your old Will. Or, if it is a fairly straightforward change, you may wish to take care of it yourself.

This booklet will explain how to go about both of these courses of action. I hope you find the information really useful.

*Peter Stevenson*

Peter Stevenson  
Solicitor



### THIS GUIDE WILL EXPLAIN:

- How to work out the value of your possessions P3/4
- How changes in tax laws can affect your Will P5
- How Sight Savers can benefit from a bequest P6/7
- How to make changes to your Will P8
- How to make sure your family knows your wishes

### ALSO INCLUDES:

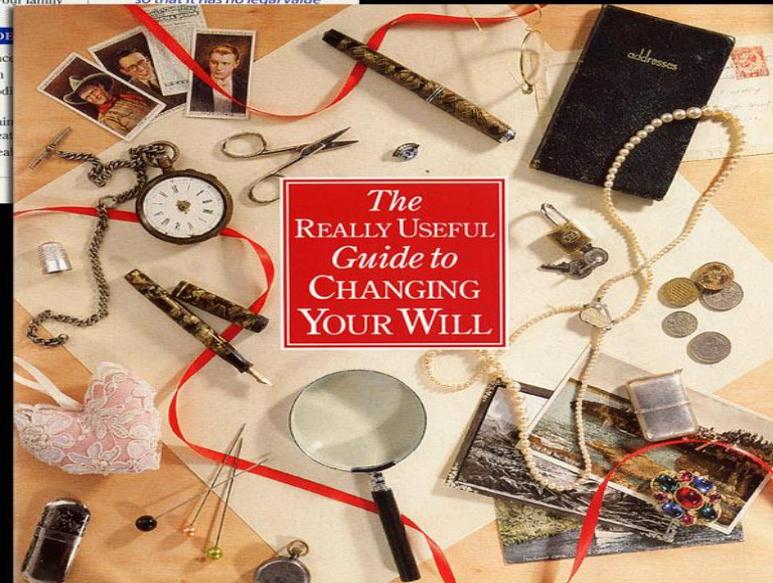
- A guide to inheritance
- A blank codicil form
- A form to make a codicil
- A form to make a Pledge

This booklet reflects the law in England and Wales as at the time of printing. Although much of what is said in the Guide is applicable in Scotland there are a number of differences, particularly with regard to succession matters. This Guide points out the main differences, and your solicitor will be able to give you further advice. 6M96

### Revoke

To change a Will or instruction so that it has no legal value

Peter Stevenson is Senior Partner of Coleman Solicitors of Puddinghull Chambers, Heywards Heath



The  
REALLY USEFUL  
Guide to  
CHANGING  
YOUR WILL

**And...**

Why exactly do we want to know who has pledged?

# my promise to the Royal Hospital for Neuro-disability

## CONFIDENTIAL

*If you are planning to leave a gift to the Royal Hospital for Neuro-disability in your Will, you can help us enormously by completing and returning this form to indicate your intentions. Anything to do with your Will is a very personal matter and we respect your privacy. However, if you do decide to leave a legacy*

*to the Royal Hospital for Neuro-disability, it would be greatly appreciated if you could let us know, so we can plan our future work.*

*Please be assured that this is not binding in any way and the information you give will remain confidential.*

***I wish to help the Royal Hospital for Neuro-disability bringing hope to people who are profoundly disabled with severe brain damage or with progressive neurological disease.***

***(Please tick the appropriate box)***

- I am planning to leave a legacy to the Royal Hospital for Neuro-disability in my Will
- I have already left a legacy to the Royal Hospital for Neuro-disability in my Will

Title \_\_\_\_\_ Initial \_\_\_\_\_ Surname \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ Postcode \_\_\_\_\_

There is one thing I would like you to do today, however. I would be very grateful if you could just take a minute to read the attached form. If it is appropriate to you, please fill it in and return it to us. We will, of course, treat the information you give us in complete confidence.

By letting us know your intentions in this way, you can help us plan ahead. Although we may not know the amount of money someone intends to leave to our work, or when that gift might be paid, it is a great reassurance to have an idea of how many gifts we can expect in the future.

If you do let us know your intention to leave us this precious gift, we would like to offer you the opportunity to visit us and see our work in action. In view of such a special demonstration of loyal friendship to the RSPCA, we would like to give you a discreet lapel pin as a token of our heartfelt thanks. We will also send you communications giving you more information.

Finally, if you have any queries about leaving a gift, please contact our Legacy Department on 0870 010110. It is useful to have a copy of this form for appropriate use.

The  
frightened a  
With



Joanna Curtis  
Legacy Manager

xxxxxxxxxx  
Mr A B Sample  
Address1  
Address2  
Address3  
Address4  
Postcode

We will sometimes allow other organisations whose aims are in sympathy with our own or whose offers will benefit animal welfare, to contact our supporters. If you do not wish to hear from them, please tick this box

The aims of the RSPCA are to prevent cruelty and promote kindness to animals



Registered charity no. 219099

02LG03

## My pledge to the animals.

Please tick the relevant box to let us know whether you will be remembering the RSPCA in your Will.

xxxxxxxxxx

- Yes, I have already included the RSPCA in my Will or definitely intend to do so.**  
If you know the approximate value of your gift, and don't mind telling us, in strictest confidence, please write it here: £
- I'm considering leaving a legacy to the RSPCA but have not yet done so.**
- I need more information; please send me your free guide to making a Will.**  
Today's date

Please complete and return your Pledge Form in the enclosed FREEPOST envelope to: **Joanna Curtis, Legacy Marketing Manager, RSPCA, FREEPOST SEA 10503, Horsham RH13 9BR.**

*Thank you*

Please note: The information you provide will be treated in the strictest confidence and places you under no obligation.

 **We receive no government funding**

# Planning ahead...!

- By letting us know....you can help us plan ahead (RSPCA)
- ...it is tremendously useful in helping us plan for the future (Woodland Trust)
- Your promise isn't legally binding, but it will help us to plan ahead (Breakthrough Breast Cancer)
- ...you will be helping us plan our work for homeless... (Shelter)
- ...but is very helpful in enabling us to plan ahead. (ARC)
- ...so we can plan ahead and use our resources more efficiently. (Mission Aviation Fellowship)
- By letting us know about your gift now, you enable us to plan more effectively... (Bible Society)
- ...very important to help us estimate future income and plan ahead. (Red Cross)
- ...because it helps us to plan our work with animals in the future (Blue Cross)
- It will help us make an estimate of future income... (Tearfund)

Q: If I've left a gift to Oxfam in my will, should I tell you?

A: Yes it's really helpful if you could let us know that you have included us in your will - that way we know that we needn't ask you again. We can also update you with aspects of Oxfam's current work, and areas of work that are particularly interesting to you.

Their future is in our hands



**NSPCC**  
Cruelty to children must stop. FULL STOP.

National Society for the Prevention of Cruelty to Children

Weston House  
42 Curtain Road  
London EC2A 3NH

Supporter Care Line: 020 7825 2505  
Fax: 020 7825 7000  
Email: [Supportercare@nspcc.org.uk](mailto:Supportercare@nspcc.org.uk)  
Website: [www.nspcc.org.uk](http://www.nspcc.org.uk)



**Julie Freke**

Legacy gift advisor  
South West and South Wales

Direct line: 01454 412509  
Mobile: 07966 631377  
Email: [jfreke@nspcc.org.uk](mailto:jfreke@nspcc.org.uk)

Registered charity numbers 216401 and 50037717

**NSPCC**  
Cruelty to children must stop. FULL STOP.

## Need any more information?

If you would like any more information, or the opportunity to gain a closer insight into our work with children, just complete and return this form. (If you'd rather talk on the phone, please feel free to ring me on the number shown on my enclosed business card.) We know that whatever decision you make is private and you don't need to tell us if you do decide to include the NSPCC in your will.

Mr S N Pidgeon  
Hunt Court Farm  
Sandy Pluck Lane  
Shurdington  
CHELTENHAM  
GL51 4UB

# Their future is in our hands

Why gifts in people's wills are so important to the NSPCC



**NSPCC**  
Cruelty to children must stop. FULL STOP.

Mr S N Pidgeon  
Hunt Court Farm  
Sandy Pluck Lane  
Shurdington  
CHELTENHAM  
GL51 4UB

3662047 094405

Dear Mr Pidgeon

August 2008

At the NSPCC we are passionate about our work. When we intervene in time to prevent cruelty or abuse, it can make the difference between a child growing up secure and happy – or having their childhood cruelly taken away. But we couldn't do it without your generous donations.

You're probably thinking I'm going to ask you for more money today. But I'm not. I know from your previous support that protecting children from harm is important to you, and all of us at the NSPCC truly appreciate your commitment to our work. What I am going to do is ask if you will consider something for the future: a small gift to the NSPCC in your will.

You may not want to think about something like this just yet, especially when you already help the NSPCC so generously here and now. But a small addition to your will could mean that some day, somewhere in the UK, a child will fulfil their precious potential.

We understand that, when you make your will, your own loved ones will probably come first. We wouldn't want it any other way. But you might consider including a small percentage of whatever is left to the NSPCC – after you've made provision for family and friends. The value of such a gift won't lessen over time, and even if you don't think you have that much to leave, you would be surprised how little it takes to transform a child's future.

We know this is a big decision. It's also a very private one. So you'll naturally want to think about it in your own good time. We'll put absolutely no pressure on you, and you don't need to tell us if you do decide to include the NSPCC in your will.

However, there are some things you might find helpful to know. For example, you and your family can choose how a gift in your will is used (you might want to help children in your local area, or a type of service that's important to you). And to help you think about it further we would be delighted to give you a closer insight into our work – either by showing you round a local NSPCC project, or by inviting you to meet and talk with NSPCC staff.

*Patron: Her Majesty The Queen.  
Chairman: Sir Christopher Kelly.  
Director & Chief Executive: Dame Mary Marsh.*

Founded in 1884. Incorporated by Royal Charter. NSPCC registered charity numbers 216401 and 50037717.

may be if they add up to more than the tax threshold set by the Chancellor. As of April 2006 this threshold is £285,000. (Please note: inheritance tax can change with each Chancellor's budget and a new threshold may be set.)

**How do I know my money will be well spent?**

By keeping administration costs to an absolute minimum, we are able to direct our funds to where it really matters. Our services to people in crisis are delivered by excellent and highly motivated staff who give their time

**Should I tell you that you are in my Will?**

Of course, we would dearly like you to tell us of your intentions – mainly because we would like to thank you, but also because it helps us to keep our records up-to-date. Of course we do understand that the contents of your Will are private and nobody's business but yours. That is why we treat any information you provide as strictly confidential and it is NEVER passed on to anyone else. We have enclosed a confidential reply form and prepaid envelope at the back of this booklet should you wish to contact us, but the decision to do so is entirely yours. Thank you.

**Can I use a codicil to remember a charity in my Will?**

Yes you can as long as you have an existing Will. You will find a codicil enclosed for remembering the British Red Cross in your Will with a specific sum of money.

**We would love to hear from you**

If you would like to talk to us about remembering the British Red Cross in your Will, our Legacy Manager, Marianne Kavanagh, would love to hear from you. You can call her during office hours on 020 7877 7156. Alternatively, you can write to: Marianne Kavanagh, The Legacy Department, Freepost RLSA-ZBST-LLZX, British Red Cross, 44 Moorfields, LONDON EC2Y 9AL or email [MKavanagh@redcross.org.uk](mailto:MKavanagh@redcross.org.uk)

For more detailed queries about your Will, we recommend that you consult your solicitor.

Image

Reverse – Photo: © BRC/Jonathan Banks

Registered Charity Number 220949

# Give Them A Good Reason

- Only 30% currently report being treated any differently – post pledge.
- Create a society or club that they become members on
- Focus on added value – as they can change their minds ...

# For legacies...

- There needs to be a sense of longevity
  - *‘I’m not going to die for a good while!’*



Making a Will is the best way to care for your loved ones in the future. And if you include Macmillan in that Will, you'll be giving them an extra gift. You'll be making sure they grow up in a world where the best possible cancer care and support is available to all.

To find out more, call for a Will Booklet **0800 107 4448**

[leavelegacy@macmillan.org.uk](mailto:leavelegacy@macmillan.org.uk)  
[www.macmillan.org.uk/legacies](http://www.macmillan.org.uk/legacies)

**A FUTURE WORTH FIGHTING FOR**  
THE ROYAL BRITISH LEGION



Mrs A Sample  
Anyhouse Farm  
1 Any Street  
Anytown  
Anyshire  
ABI 1BA

Tomorrow's veterans will need our help.

**A FUTURE WORTH FIGHTING FOR**  
THE ROYAL BRITISH LEGION

**WILL GUIDE**

**YOUR PLACE IN OUR FUTURE**

**Plans for the future**

The Royal British Legion spans the needs of every age group within us. With the extra demand on Poppy Support in the future we find our services to meet the need. These are some of the key projects:

**Poppy Break Centres**

We have four Centres, located in popular seaside locations. They are for the exclusive use of ex-Service people and their dependants, so there is a unique atmosphere. We welcome guests who are recovering from an illness, a stay in hospital or bereavement and need a well-deserved break. For many people, staying at a Centre could be their first break in years, so we want every guest to have with some very special memories. As there is always a long waiting list for a break at one of the Centres we plan, over the years, to acquire new premises that we can refurbish to a similar high standard and offer breaks to 7,000 people in need.

**Poppy Wellbeing Centres**

We plan to introduce new local Health and Wellbeing activity programmes which will be run from either Legion facilities or local community centres and reach 12,000 people. As well as looking after the fitness of ex-Service men and women, these centres will be an opportunity to get together and make new friends. It would be good to have more info on this project as it is new and supporters won't have heard of this service. It would be good to have more info on this project as it is new and supporters won't have heard of this service.

**THE ROYAL BRITISH LEGION**

Patron Her Majesty The Queen

The Royal British Legion  
45 Pall Mall  
London SW1Y 5JY  
Supporter/Casualty (044) 845 7340  
www.rbc.org.uk  
t: 020 7317 7177

Mrs A Sample  
Anyhouse Farm  
1 Any Street  
Anytown  
Anyshire  
ABI 1BA

January 2008

Dear Mrs Sample,

Thank you very much for requesting a copy of The Royal British Legion's Will Guide, which I have pleasure in enclosing.

Our Will Guide shows you why legacies are so very important to our future plans. If you have not yet made a Will, or if you have one but want to amend it, I am sure you will find the Guide very helpful. Please read it through, and if there is anything you would like to discuss regarding leaving a donation in your Will to the Legion, please do not hesitate to call me on 020 7 02 7177.

Thousands of ex-Service men and women, and their dependants, turn to the Legion for help. It could be a World War II veteran who needs our support to ensure he is receiving the pension he is entitled to. It might be a disabled veteran from the Gulf War who needs an electric wheelchair to get about independently. Or it could be the family of a serving soldier who are facing a financial crisis and need an immediate loan. When times are hard, ex-Service men and women of all ages can depend upon the Legion being there for them. Donations left to us in Wills mean that when we are called upon to help, we can...

continued over...

**My Notification**

I have left a donation in my Will to The Royal British Legion

OR

I intend to leave a donation in my Will to The Royal British Legion

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Mrs A Sample, Anyhouse Farm, 1 Any Street, Anytown, Anyshire ABI 1BA

**LEGION**

**POPPIE AND CONFIDENTIAL**

Please help us to care for tomorrow's veterans by leaving a gift in your Will. If you have already remembered The Royal British Legion in your Will or intend to do so, please complete this notification. Please be assured that it is not legally binding, it is simply a statement of your present wishes. All information will be treated in the strictest confidence.

**Poppy Support**

So many ex-Service men and women find themselves facing tough times. It could be that they are not receiving the pension or disability payment they are entitled to. They could find themselves in debt, with nowhere to live, no job after leaving the Armed Forces and being they have no one to turn to. This is what Poppy Support is here for. We plan to increase the number of grants and benefits so that more veterans and their families are lifted out of poverty.

**Poppy Wellbeing Centres**

We plan to introduce new local Health and Wellbeing activity programmes which will be run from either Legion facilities or local community centres and reach 12,000 people. As well as looking after the fitness of ex-Service men and women, these centres will be an opportunity to get together and make new friends. It would be good to have more info on this project as it is new and supporters won't have heard of this service.

**Legacies helped Allen...**

"For 20 years I served in the Royal Navy on a minesweeping vessel. While I was serving in the Gulf I sustained very serious head injuries in a horrific car accident. It changed my life completely. I was unconscious for six weeks after the accident and when I came around I had no memories of my past life - including my wife and children.

I spent the next five years in hospital with no feeling in my legs or right hand. I had difficulty walking too. They were the worst years of my life - I was in the darkest, coldest place a person can be, without hope. It was England, my assistance dog, and the Legion who helped turn around my life. The Legion helped to house me after I left the Navy so the family could stay together. And when my electric wheelchair broke down, they stepped in and got me another one so I didn't lose my independence. The Legion have never made me feel like a burden, they always treat me with dignity." Allen Percen

**A FUTURE WORTH FIGHTING FOR**  
THE ROYAL BRITISH LEGION

Registered Charity No. 219279

Will, you will be supporting our work in a very valuable way. We will ensure that when today's members of the Armed Forces die, the Legion will be able to help them.

It is in the work of The Royal British Legion, if you decide to leave a gift in your Will to the Legion, then so we can thank you and I can invite you one of our

**POPPIE SUPPORT**  
FOR SERVICE MEN AND WOMEN  
THEIR FAMILIES AND THEIR SURVIVORS



**And language ...**

# A Good Campaign?

- What the money will buy
- Talk about how the service will be delivered
- Your organization's vital need for funding
- Focus on what are likely to be the most immediate and pressing needs

# Key Concepts in Communication

## PRESENT

- Concrete
- Subordinate
- Contextualized
- Unstructured

## FUTURE

- Abstract
- Superordinate
- Decontextualized
- Structured

**Kenneth Roth***Executive Director*

Dear Mr. Mal Warwick,

Because you are a loyal and generous supporter, I am inviting you to become part of Voices for Justice, the Legacy Society of Human Rights Watch.

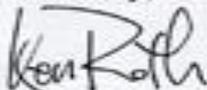
Each year, many of our most committed supporters join Voices for Justice through some sort of planned giving, such as a bequest, an estate gift, or a charitable trust.

These gifts benefit you, your children, and the cause of human rights in so many ways. To help you explore these potential benefits, I've enclosed a brochure describing how participating in Voices for Justice can be a good match with your financial goals.

Your Voices for Justice contribution can be one of the easiest and most thoughtful ways to leave a lasting tribute to your belief in human freedom and dignity.

If right now is a good time for you to be thinking about a legacy gift, please let us know. If not, please remember that we will continue to value your generous support of the human rights cause.

Sincerely,



Kenneth Roth  
*Executive Director*

# And

- Dates are tied to the present mindset – extends of time to the future
- Emotions discount faster than logic
- Negative outcomes discount faster than positive outcomes.
- In the ‘future’ promotion works better than ‘prevention.’

# Writing legacy materials is a simple craft

- Use simple words, simple stories

Christina Graham



January 2011

Dear Reader

Four years ago I had never heard of the Severn Hospice. Yet, when we needed help, when there was nowhere else, the Hospice supported us unreservedly.

My husband Robert was fighting an aggressive brain tumour. It had been discovered as he was looking forward to a new term at Wrekin College where he was a chemistry master. Within a few months our doctor referred us to the Hospice.

We had no idea of what to expect. On arrival, the children and I wheeled Robert's chair nervously through the glass lined corridors with views of the gardens. We walked slowly and talked quietly, not wanting to disturb anyone. One of the nurses came out to meet us. She had a beaming smile and she didn't talk quietly, 'Robert, we've been expecting you'.

They welcomed us with open arms. All of us. First name terms. She showed us into a spacious room, winter sunshine pouring in through the large patio windows in the bay. Robert gazed at the wooded grounds outside for a moment and then nodded, 'I'll stay'.

Our two boys were delighted to discover the bed was fully manoeuvrable and jumped in beside Robert. They pressed all the buttons at once, ending up quite surprisingly high, at which point the chief doctor came in to introduce himself. He conversed with my husband on the ceiling as though it were the most natural thing in the world.

After several days, my husband was stable enough to think about coming home but the children and I were worried about how we would cope. He had been so comfortable during his stay in the Hospice, to go back to how things had been was unthinkable. A few days before he was due out, an occupational therapist from the Hospice came to visit me at our house. She brought a pen and paper and made a long list. Two days later a van arrived and unloaded practical equipment for every aspect of his care: riser chair, hospital bed, walking frame, bath frame, call alarm and more. When Robert finally came home, it was to a different set-up entirely, we were able to maintain his comfort and quality of life.

He was admitted to the Hospice again a few months later. He was admitted to the Hospice again a few months about his return to the same ward and the staff knew us. We were able to visit whenever we had lunch with him most days and one evening Chinese takeaway. He had developed a sweet

...now we must carry on through life without Robert



Christina and Robert Graham

My husband Robert was fighting a brain tumour when we first arrived at Severn Hospice. Through the ups and downs, good and bad days we felt at home. Nothing was too much trouble for the staff and Robert's care was second to none.

Our time in the Hospice gave us memories to carry us through life without him. Just for a little while, I got my husband back, our children got their father back and we were a family again.

To help continue to care for families like mine, please remember Severn Hospice with a gift in your Will.

This appeal is in memory of my husband Robert and is dedicated to everyone who cared for him with such kindness and generosity during his time there.

Christina Graham

# Severn

A gift in your Will makes a lasting difference to local people for years to come



Dr Jeremy Johnson, Medical Director, on his ward round

Severn Hospice is not part of the NHS. We are an independent charity and two-thirds of our money comes from kind friends, neighbours and supporters. Thankfully, every aspect of care is free to everyone who needs it. If you believe that very ill people should have the best of everything,

every day, then a gift in your Will is a wonderful way to put this into action. You can help us care for patients and their families, help us go that extra mile for them and help give local people the love and care they need to make the most of every day.

## Help secure a caring future



A gift in your Will makes sure that everyone who comes to Severn Hospice, patients and their families, can live each day as best they can. It helps provide skilled loving care during good days, bad days and the worst of days.

You can leave a legacy ensuring families like Christina's have all the care, support and love they need on their doorstep: both at home and in our Hospice.

Norma Ross  
Appeals Director

All photography on this page © Stonehouse Photography



Severn Hospice  
Appeals Department  
Blotton Heath  
Shrewsbury SY3 8HS  
Tel: 01743 354450  
Fax: 01743 261504

Mr A Personalised  
Address 1  
Address 2  
Address 3  
Address 4  
Address 5  
Postcode 6

January 2011

Dear Mr and Mrs Donor

Please take a moment to read the letter enclosed which describes far better than I can the difference Severn Hospice has made to a local family. Christina's moving words remind us how important it is for local families to be able to have access to our Hospice during their time of greatest need.

Severn Hospice is here for local people like Christina's family whenever they need us, providing support to those suffering from life-threatening illnesses such as cancer. Our care is free of charge, but not without cost. As an independent charity, only a third of our funding is provided by the NHS. The rest comes from friends and supporters who share our belief that very ill people should have the best of everything, every day.

One of the best ways to help us continue the work we do is to leave a gift in your Will. By leaving a legacy to the Hospice, you can help ensure we are able to carry on providing much-needed specialist care for years to come.

We understand what an important decision it is to make a Will, which is why we always recommend seeking professional advice. Although we cannot advise you ourselves, we can give you a list of local solicitors who have administered Wills which have benefited the Hospice.

There is absolutely no need to tell us if you are thinking of leaving a legacy, but if you are considering it or have already left a gift in your Will we would love to thank you. We have recently planted a special legacy garden at the Hospice which features a sculpted copper tree commemorating all of our legators. If you would like any further information about Severn Hospice or the importance of legacies, please complete the slip below and return it to me in the freepost envelope provided. I will make sure your thoughts remain confidential and you receive the information you request.

Yours sincerely

Norma Ross, Appeals Director

Registered office: Severn Hospice L16 Blotton Heath, Shrewsbury SY3 8HS. Registered in England No. 1808025 - Registered Charity 512394  
Company limited by guarantee. VAT Reg. No. 883 4108 16  
Email: appeals@severn-hospice.org.uk www.severn-hospice.org.uk

Dear Mrs Donor:

1  
2  
3  
4  
5  
6

- I am thinking of leaving a legacy to Severn Hospice and would like to receive a copy of your list of local solicitors
- I or a member of my family has left a legacy to Severn Hospice and I would like more information about how this will be remembered on the legacy tree
- I would like more information about Severn Hospice

OX XXXXXXXX

se.hosp 1



Registered charity No 512394

20100010 06.05

Christina Graham

January 2011

## Dear Reader

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He was admitted to the Hospice again a few weeks later. This time we felt at ease about his return to the same ward and the same nurses, we knew them all and they knew us. We were able to visit whenever we liked and stay as long as we liked. We had lunch with him most days and one evening we ordered in one of his favourites, a Chinese takeaway. He had developed a sweet tooth since his illness so we stacked

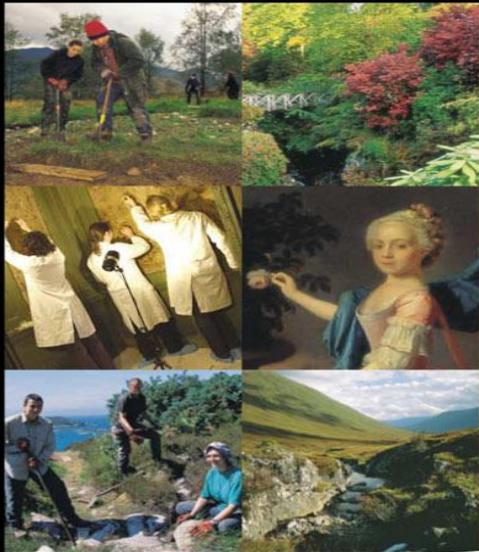
PTO.

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# It's a simple craft

- Use simple words, simple stories
- Use them with passion (true to the brand)



CRRAE  
BLOOMING  
AGAIN

CONSERVING  
NEWHAILES

THE GREAT  
OUTDOORS

Now that Craigherron is within the Trust's protection, we are hard at work refurbishing the building so that visitors can safely enjoy it. We need repairs and improved facilities. The seasons change and the exception and

Newhailes is a 17th-century room. Visitors are amazed by the plasterwork and care. To maintain the labour of

Every care is taken to conserve the spirit of the room. The rest of the room is a masterpiece and last year the par



**THIS IS YOUR INHERITANCE.**  
PLEASE PROTECT IT WITH A LEGACY SO THAT PEOPLE IN THE FUTURE CAN ENJOY THE PLACES YOU LOVE NOW.

Dear Mr Sample,  
What a wonderful gift we have all inherited!  
My name is Sandy Weir and I am the Legacy Adviser for The National Trust for Scotland. Like you, I love Scotland with a passion.  
My Scotland is the dramatic skyline of the Grampians, the views across to Arran from the spectacular circular room at Culzean Castle and the colourful drifts of rhododendrons in Inverewe's woodland garden. There are mansions and cottages, mountains and moorland – I could go on and on, there is so much to inspire all of us in this fascinating country!



‘What a wonderful gift we have all inherited.  
My Scotland is the dramatic skyline of the Grampians, the views across to Arran from the spectacular circular room at Culzean Castle and the colourful drifts of the rhododendron bushes....’

**MY LEGACY**  
TO SCOTLAND AND THE PEOPLE WHO LOVE IT

Mr A B Sample  
123 Sample Street  
Anytown  
Sampleshire  
AB1 2BC

I have already included a legacy to The National Trust for Scotland in my will

I intend to leave a legacy to The National Trust for Scotland

I would like to receive a free guide on making a will and leaving a legacy to the Trust

It is very helpful for the Trust to know your intentions so we can have an understanding of the level of support we might expect in the future.

The National Trust for Scotland's free informative guide includes:

- Why you must make a will
- How to change a will
- How the Trust uses legacies
- Types of legacies you can gift
- How to avoid tax

Thank you so much for completing this form and providing the Trust with this very important information. Please return the form to us in the envelope provided.

**For more legacy information please call our Legacy Adviser, Sandy Weir, on (0131) 243 9308.**

**The National Trust for Scotland**  
Recognised Scottish Charity Number SCO 07410

and memories  
at we have  
ahead to the  
As you may  
bers and  
continued...

# It's a simple craft

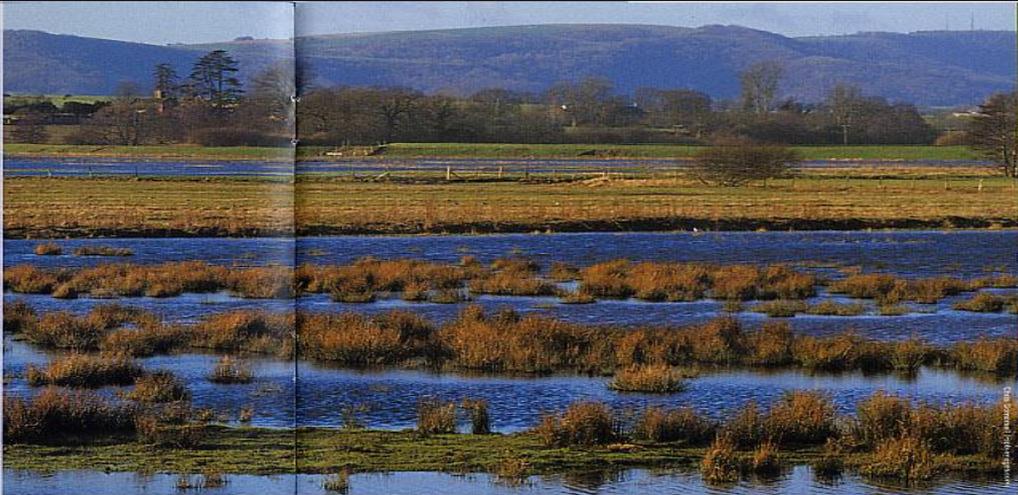
- Use simple words, simple stories
- Use them with passion (true to the brand)
- ...celebrate large and small

## PULBOROUGH BROOKS, WHERE MEMORIES FLOURISH

*The green-and-purple shot silk plumage of lapwings gives pleasure to countless nature lovers. These wading birds breed successfully at Pulborough Brooks.*

A bequest by Winifred Smith Wright helped the RSPB secure this land in Sussex, which is now one of our most popular nature reserves. Children love it, and a further £3,000 from the Will of Mrs Annie Jane Green helped towards developing the visitor centre here.

To maintain and improve this nature reserve for wildlife needs constant work. People like Mr Eliot Slater – a local benefactor who gave us his house in his Will – make it all possible. Already, thousands of trees have been planted, and miles of hedges. A vast complex of ditches has to be kept up so wading birds like lapwings and redshanks can raise young here. In winter, wigons and teals arrive in vast numbers, along with a host of other ducks and geese.



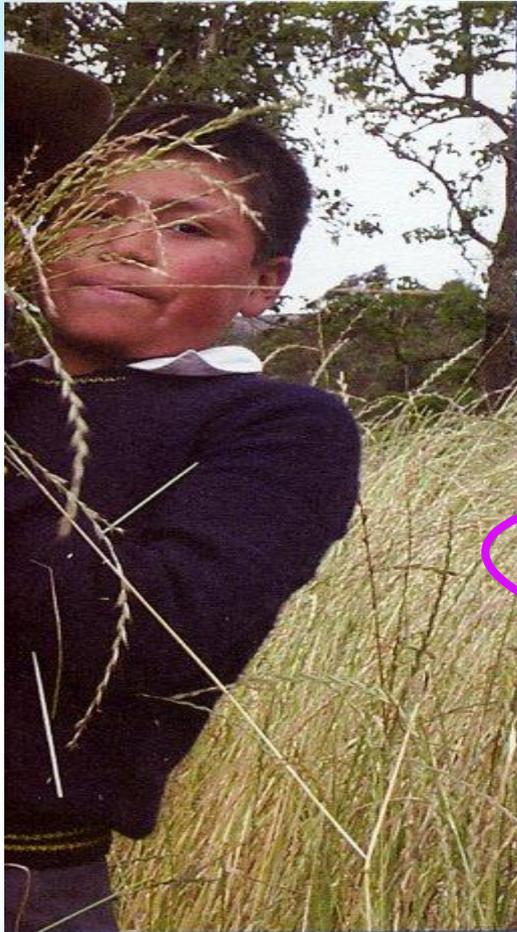
*Pulborough Brooks, in the tranquil heart of agricultural Sussex, is one of the most popular RSPB nature reserves.*

*A place to discover the hidden secrets of nature.*



# It's a simple craft

- Use simple words, simple stories
- Use them with passion (true to the brand)
- ...and celebrate large and small
- Make them famous



Practical Action/Jon Hellin

making or changing your Will, or on  
like extra copies of this booklet  
to help.  
on 01926 634400.

## In good hands

If you decide to remember Practical Action in your Will, we can promise you that your gift will be looked after well.

We make sure that every legacy we receive is put to good use, through hands-on-projects and programmes around the world. Every aspect of the work is carefully planned and monitored, and we work together with whole communities, in order to have the greatest impact on poverty.

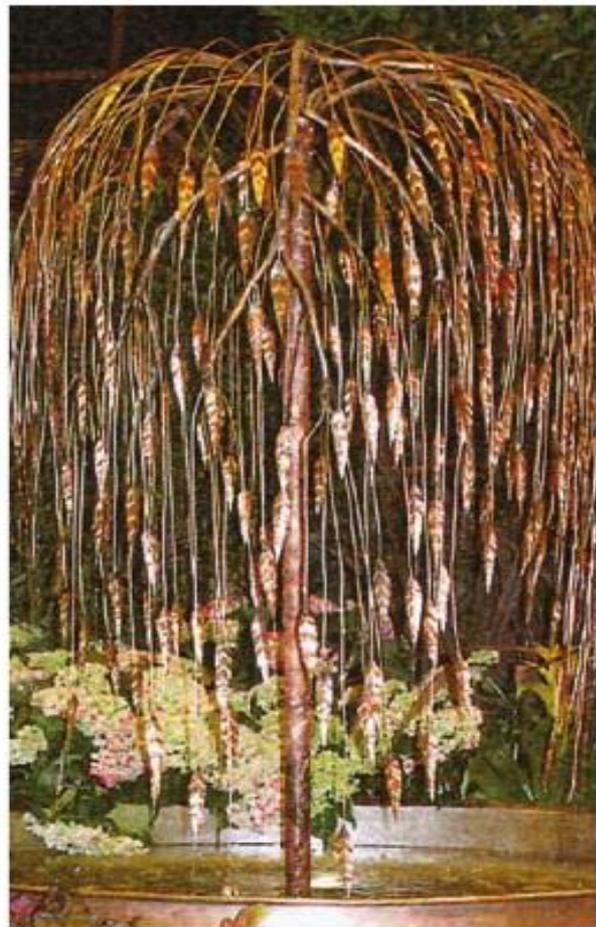
Our staff, and the local people they work with, will use your gift to find practical answers to poverty that will go on working for generations to come.

### A small gift to you

Every legacy we receive is marked by an inscription in the Practical Action Book of Remembrance, which has pride of place at our Head Office and is placed on public display at our annual Supporters' Day. Should you choose to remember us, we will certainly remember you.

To remember Practical Action in your Will we recommend that you use this wording:- For a residuary legacy (a portion of the remainder of your estate):  
*'I give devise bequeath and appoint to Practical Action (registered charity no 247257) of The Schumacher Centre for Technology and Development, Bourton on Dunsmore, Rugby, Warwickshire CV23 9QZ \_\_\_% of the residu of my estate and I direct that the receipt of the Treasurer for the time being or other authorised officer will be sufficient discharge for my executors.'*

For a specific sum: *'I give Practical Action (registered charity no 247257) of The Schumacher Centre for Technology and Development, Bourton on Dunsmore, Rugby, Warwickshire CV23 9QZ, the sum of £\_\_\_ and I direct that the receipt of the Treasurer for the time being or other authorised officer will be sufficient discharge for my executors.'*



A legacy garden has been created at Severn Hospice to acknowledge all those who have previously given a gift in their Will. Might a leaf on our legacy tree be engraved with your name as a lasting memorial to your gift?



**Your gift will  
live in our  
hearts  
forever**

For more information  
call Norma Ross on 01743 354450

Or please complete and return the form inside.

We would like to thank our patients and staff for agreeing to have their photos taken for this leaflet. All photography except the images of Christina Graham and the copper tree © Stonehouse Photographic.



**Severn  
Hospice**

Charity Registration No. 512394

**If our Hospice has a  
place in your  
heart...**



**...can  
you also  
make  
space for  
us in your Will?**

# It's a simple craft

- Use simple words, simple stories
- Use them with passion (true to the brand)
- ...and celebrate large and small
- Make them famous
- ...and some real howlers

**St Joseph's Hospice**

Mare Street, Hackney  
London E8 4SA

Tel: 020 8525 6000  
Fax: 020 8533 0513

info@stjh.org.uk  
www.stjh.org.uk

Mr S Webster  
The Hay Barn,  
Sandy Pluck Lane  
SHURDINGTON  
Cheltenham  
GL51 4UB

26 January 2010

Dear Mr Webster,

Thank you for your kind enquiry about St Joseph's Hospice. It's positive to hear that your mother-in-law was so well cared for at the hospice, you are thinking of supporting us with a gift in your will.

To tell you more about our organisation, St Joseph's is a registered charity (Charity Number 231323) and is one of the oldest and largest Hospices in Europe. In 1900 five Irish Sisters of Charity relocated to Hackney to care for the sick and the dying in the poverty stricken East End of London. By all accounts those were extremely difficult years, but in time the Sisters gained the love and support of the local community. In 1903 a local benefactress donated the premises known as Cambridge Lodge and in 1905 St Joseph's was officially opened. Whilst none of the original buildings remain, St Joseph's is situated on the same site.

Today St Joseph's Hospice provides care for patients in the day care, home and in-patient settings. All of our services are given free of charge. Patients are referred to the Hospice by General Practitioners, specialist nurses and consultants who care for terminally ill adults living in east and north-east London. It is estimated that 2.1 million people live in St Joseph's referral area and that the Hospice has cared for over half a million people since it was founded.

For your information I am enclosing our legacy brochure, our latest Newsletter and our strategic plan. If you would like to receive our newsletter on a regular basis, (it is sent out three times a year) please let me know.

If you are ever in London and would like to see how a gift in your will could make a difference to patients and staff, I would be absolutely delighted to give you a tour of the Hospice. Please do contact me if you would like further information or have any questions.

With all good wishes and thanks for your interest in our caring work.

Yours sincerely  
XXXXXXXXXXXXXX



Melanie Levy  
Relationship Development Executive  
0208 525 6040



St Joseph's Hospice. Under the care of the Sisters of Charity  
Charity nos 231323 (England and Wales) and SC039185

# Just too much stuff...





Dreadful pics - all from one brochure



...the one bit of humanity!!



## Light Up A Life

Light up a Life has become the largest dedication event at hospices in the UK.

Friday 5th December 2008 at 7.00pm was Halton Haven Hospice's Light up a Life ceremony. Lights were lit for thousands of people being remembered by their loved ones.



The lights shone until twelfth night.

The Book of Honour was kept at the Hospice from the end of February as a permanent record and remembrance of those who have lights dedicated to them.

Last year your generosity has enabled us to raise over £30,000.

We can already accept donations for 2009, so phone us on 01928 712728 if you have someone special you would like to honour for 2009.

This year's ceremony will be Friday 4th December 2009 at 7.00pm in the Hospice grounds.



## Twilight Walk

On the 4th of July 2009 the Hospice held its first ever Twilight Walk.

Seven hundred people walked eight kilometres from Spike Island over the bridge to Wigg Island and back again.

It was a fantastic event which raised £55,000 to support the Hospice's vital work. Twilight Walk 2010 will be even bigger and better.

Please keep an eye on our website [www.haltonhaven.co.uk](http://www.haltonhaven.co.uk) in the New Year for details of how to register.



INTROIT HYMN

In heavenly love abiding,  
No change my heart shall fear;  
And safe in such confiding,  
For nothing changes here.  
The storm may roar without me,  
My heart may low be laid,  
But God is round about me,  
And can I be afraid?

Wherever he may guide me,  
No want shall turn me back;  
My Shepherd is beside me,  
And nothing shall I lack.  
His wisdom ever waketh,  
His sight is never dim,  
He knows the way he taketh,  
And I will walk with him.

Green pastures are before me,  
Which yet I have not seen;  
Bright skies will soon be o'er me,  
Where the dark clouds have been.  
My hope I cannot measure,  
My path to life is free,  
My Saviour has my treasure,  
And he will walk with me.

**Music this morning**

Palestrina Missa aeterna Christi munera  
Victoria O Quam gloriosum

**MASS THIS WEEK**

Tues	12.30	Feria
Thurs	12.30	Feria
Fri	1.15	St Pancras
SUN	11.00	EASTER V

**SAINT AUGUSTINE**

Our friends at St Augustine's Kilburn have invited us to their Patronal Festival on Friday, 26<sup>th</sup> May at 8.00 pm, when the celebrant and preacher is the Bishop of Richborough. Please see the notice in the narthex, and tell Fr Philip if you would like to attend.

**WHERE THERE'S A WILL.....**

Recently, a long-standing and committed member of this church died, his funeral mass being celebrated in St Magnus. As we have heard nothing from his family since, we can only assume that he left no provision for St Magnus in his will.

Everyone should make a will. Please will you remember St Magnus in yours. After all, you won't be there to miss the money!

THE PARISH &  
WARD CHURCH  
OF  
ST MAGNUS-  
THE-MARTYR



PARISH PRIEST: FR PHILIP WARNER, SSC

Telephone: 020 7626 4481

Mobile: 07725 852147

email: [rector@stmagnus.fsnet.co.uk](mailto:rector@stmagnus.fsnet.co.uk)

[www.stmagnusmartyr.org.uk](http://www.stmagnusmartyr.org.uk)



EASTER IV

May 7<sup>th</sup> 2006

# Surveys

# Hyper-personalisation

Which do you prefer to spend time with?

- I love cats!
- I prefer time with dogs!
- Any furry, friendly animals
- Humans really
- It depends
- Other / comments

Dear Adrian...

I remember the survey you returned to me a little while back. Thank you for that! In it, you told me that you preferred spending time with **'any furry, friendly animals'**. I imagine you really love dogs but not all are so lucky...

# The Bequest Question

Bequests left to <CHARITY> by people in their wills are of enormous benefit to our work to help <CAUSE>. Many people like to leave money in their will or trust to <CHARITY>. These wonderful donors are members of our “<CLUB NAME>”. Have you included a gift to <CHARITY> in your will?

- 1 Yes, I already have included <CHARITY> in my will
- 2 I intend to include <CHARITY> when I make or revise my will
- 3 I would consider this type of gift and would like more information
- 4 I have a will and have mentioned other charities, but I have not included <CHARITY>
- 5 I do not have a will
- 6 I have written a will but not included a charity
- 7 It's not something I'm interested in right now, thank you

# Major Gift Question

In a few months, <CHARITY> will be running a special campaign to <do this special thing>. <We will have a 'private' phase asking key supporters if they could pledge over \$1,000 to match donations during the campaign>. Would you be able to consider making such a gift in 2017?

1. Yes, I'd like to consider a proposal in more detail
2. Maybe. It depends on when, and what campaign
3. Not within six months, but maybe a little later or next year
4. Not now, thank you



Head Office and Registered Office  
 40 Carlton Street,  
 CHELTENHAM,  
 Gloucestershire,  
 GL52 6AQ

Miss H. Jefferies  
 40 Carlton Street,  
 CHELTENHAM,  
 Gloucestershire,  
 GL52 6AQ

3229609-1-WMAC  
 31641

July 2007

Dear Miss H. Jefferies,

I am writing to you as someone who has expressed an interest in leaving a gift to Guide Dogs in your Will – not to ask for a donation – but for your opinion on a very important project I'm working on.

My job is devoted to encouraging people to support Guide Dogs – which is why I'm currently involved in developing some new fundraising messages which offer people the opportunity to help Guide Dogs by leaving a gift in their Will. As you have shown yourself to be a keen supporter of the charity's valuable work, I wondered if you could spare a few minutes to give me your views on our 'work in progress'.

I would simply like to learn which messages most appeal to you. I can't stress enough just how much I value your insight. How else can we be sure of sending out the strongest possible messages to gain as much support as possible?

I have enclosed a rough copy of the messages we are considering, together with a brief questionnaire. Please look over the work and answer the questions; it shouldn't take long. When you have completed the questionnaire, please return it to us in the enclosed reply envelope.

Once again, on behalf of all of us at Guide Dogs, thank you so much for your time and consideration.

Iain MacAndrew  
 Guide Dogs

PS. If you would like to receive information about remembering Guide Dogs in your Will, or if you wish to make a donation, just call us on 0845 603 1477.

## Which one would you choose?

Please take a few moments to look over the advertisements enclosed – would you...

3229609-1-WMAC

Now considering all four advertisements, please rank them from strongest to weakest.

- 5 Please write 1 for the strongest, 2 for your second choice, 3 for your third choice, 4 for your fourth choice (i.e. your least favourite).
- A  B  C  D

- 6 Please could you indicate which years you were born between?

- after 1975  1930 - 1945  
 1961 - 1970  before 1930  
 1946 - 1960

- 7 When did you last update your Will?

- House move  Other  
 Birth/Death  Marriage  
 Haven't got a Will

- 8 If you haven't already let us know, please could you indicate if you have ever considered leaving a gift in your Will to The Guide Dogs for the Blind Association?

- I have left a gift to Guide Dogs in my Will!

- I am interested in leaving a gift to Guide Dogs in my Will - please send me details

- I have never really thought about it

- I am unlikely to leave a gift to Guide Dogs in my Will

- I am leaving a gift to another charity

- 9 If you have additional comments please write them on the back of this piece of paper.

Thank you.

Your answers will help us enormously. Please return this questionnaire in the reply envelope provided.



Registered Charity No. 268212

A

## When I grow up I want to be a guide dog.



Will you help me by leaving a gift in your Will to Guide Dogs?  
 For more information, please call 0845 603 1477

32036



Registered Charity No. 268212

B



## Just a little mention in your Will could go a long, long way.

You don't have to have pots of money to leave a donation in your Will to The Guide Dogs for the Blind Association. A small legacy in a will of making a donation also funds have been allocated to all the other concrete details in your Will. For example, just as every £1 left over could be enough to keep a guide dog and owner together for a year – help a blind or partially-sighted person enjoy the mobility and independence they deserve.

Take every three Doves for example. After gradually losing his sight he works up one day at the age of 55, to find he couldn't see. He felt the world had closed in on him. But in a positive effort to open his world from darkness, he turned to Guide Dogs for help – and turned his life around.

By remembering Guide Dogs in your Will, you can help us to breed and train many more guide dogs – and transform the lives of blind and partially-sighted people for years to come.

Will you help by leaving a gift in your Will to Guide Dogs?  
 For more information, please call 0845 603 1477

32439



Registered Charity No. 268212

C

## Jan's going to need at least three more guide dogs as good as Abbe.

No one knows what's around the corner. Jan was in her 80s when she became visually impaired. Thanks to Guide Dogs, she had Abbe to help her adapt to an independent way of life. Yet because each dog's working life lasts up to just seven years, Jan – and thousands like her – need four or more dogs throughout their lives. And when you consider that it costs around £35,000 to breed, train and care for every dog, you can see why we need to plan our future finances with care.

In fact, even though we're a charity and the guide dog service receives no government funding, we make a serious commitment to every guide dog owner – to provide them with a guide dog for as long as they need one. Making sure that everyone has the chance to lead a dog free Abbe, and helping people enjoy more independence – whatever stage of life they're at.

You can help us keep our promise. Only with your support can we raise the full £35,000 to breed, train and care for every guide dog. So please, call us today to find out some of the many ways you can help. From a monthly donation to a small mention in your Will, you'll be helping us transform the lives of blind and partially-sighted people for years to come. Thank you.

For more information, please call 0845 603 1477

Names and details have been changed to protect privacy



32035



Registered Charity No. 268212

D



## When Chloe grows up, make sure there's a guide dog waiting for her.

We all hope our children will enjoy the gift of sight for their entire lives. Yet the fact is that thousands may become visually impaired or even blind as they grow older. Here at The Guide Dogs for the Blind Association we believe every one of them should have the chance to own a guide dog. For a more independent life. But it costs around £35,000 to breed, train and care for each guide dog throughout its life – and the guide dog service receives no government funding.

So you can see why we need your support. Will you help us?

By remembering Guide Dogs in your Will you can help us be there for the next generation of guide dog owners. Please call now to find out more.

For information, please call 0845 603 1477

32439



Registered Charity No. 268212

**Finally - deal with the elephant in  
the room**

**This is Katie.  
She's only little.**

**So you shouldn't have  
any trouble fitting  
her into your Will.**

By the time Katie was six, she had seen and heard things that no child should have to witness.

Her grandparents took her in but by then her behaviour was challenging. Katie's grandparents were soon struggling.

With Barnardo's help, Katie is coming to terms with her past. Grandma Maggie says 'Katie seems to have got her childhood back' and Grandad Les adds 'she's getting on like a six-year-old should'.

You can help us continue supporting children like Katie, by including a gift to Barnardo's in your Will.

**To receive a FREE DVD about  
Barnardo's work and Gifts in Wills,  
or to enquire about our  
FREE WILL scheme, please:**

- call 020 8498 7880
- fill in and return the form below
- email [giftsinwills@barnardos.org.uk](mailto:giftsinwills@barnardos.org.uk)

Thank you

**Believe in  
children  
Barnardo's**



Please fill in your details below and post to:  
**Gifts in Wills, Barnardo's, Tanners Lane, Barkingside, Ilford, Essex IG6 1QG**

0197311

Title \_\_\_\_\_ Forename \_\_\_\_\_ Surname \_\_\_\_\_  
 Address \_\_\_\_\_  
 Postcode \_\_\_\_\_ Telephone (where we can contact you) \_\_\_\_\_  
 Email (where we can email you) \_\_\_\_\_

Tick here to receive more information, including details about our Free Will scheme.

To protect the identity of those we work with, a model has been used.  
 Registered Charity No. 210250 and 20297600. Barnardo's adheres to the Fundraising Promise and Fundraising Standards Board guidelines.

give with confidence

**This is Emma.  
She's only little.**

**So you shouldn't  
have any trouble  
fitting her into  
your Will.**

When Emma was only a few years old, her family was forced to leave their home in a small village in the north of England. Emma was left with her grandparents, who were struggling to care for her. Emma was a very happy child, but her behaviour was challenging. Her grandparents were soon struggling.

With Barnardo's help, Emma is coming to terms with her past. Her grandparents say 'Emma seems to have got her childhood back' and her grandad Les adds 'she's getting on like a six-year-old should'.

You can help us continue supporting children like Emma, by including a gift to Barnardo's in your Will.

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Thank you

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**WE ARE  
MACMILLAN.  
CANCER SUPPORT**



## **FAMILY. FRIENDS... MACMILLAN?**

### **Is there a place for us in your will?**

When it comes to making a will, it's only right that your family and friends come first in your thoughts. These days, however, many people also like to find a place in their will for a cause close to their heart. Macmillan Cancer Support, for instance.

A gift in your will could give someone living with cancer in the future just what they need when they're having a bad day. That might be the emotional support of a Macmillan nurse, the listening ear of our telephone service, or financial advice when they're forced to take time off work. But whatever your gift provides, it will help turn a bad day into a good day.

To find out more about the vital difference you can make by leaving a gift to Macmillan and for essential information on wills and legacies, request a copy of our free will booklet. Fill out the form below, call us now on **0800 107 4448** or visit **www.macmillan.org.uk/legacies**

**FREE** ✓ give with  
confidence

**REMEMBER US IN  
YOUR WILL**  
help our work live on...

**Please send me a copy of the free Macmillan will booklet**

Name:

Address:

Postcode:

Telephone:

Email is an inexpensive way to keep you updated about our work. Please provide your email address if you're happy for us to contact you in this way.

Email:

Macmillan Cancer Support and our trading companies would like to hold your details in order to contact you about our fundraising, campaigning and services for people affected by cancer. If you would prefer us not to use your details in this way please tick the box below and return this letter to Macmillan Cancer Support or call our Supporter Services team on 020 7840 4900.  We do not sell or swap your details with any third parties, but in order to carry out our work we may need to pass your details to service companies authorised to act on our behalf.

Macmillan Cancer Support, registered charity in England and Wales (261017), Scotland (SC039907) and the Isle of Man (604).



**Please return this form to:**  
**FREEPOST RSBK-ZYKK-EKSR,**  
**Legacy team, Macmillan Cancer**  
**Support, 89 Albert Embankment,**  
**London, SE1 7UQ**

## **And humour**

Good in legacy context – stimulates attention, cognition and rehearsal



## Who'll keep him happy when you're gone?

We will – if you carry a Canine Care Card. It's a free card that guarantees loving care for any dog whose owner has passed away.

At the National Canine Defence League we care for more than 10,000 dogs every year. And we will never put a healthy dog down. So send for your Canine Care Card today and rest assured that your chum can keep on smiling for the rest of his life.

### **I want my dog to keep on smiling**

Please send me my FREE Canine Care Card

Mr/Ms/Miss/Mr/Ms/Ms/Ms

Address

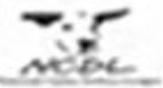
Postcode

Mr. Dog's name is

Please return this form to:  
NCDC, FREEPOST WD140,  
17 Wakley Street, LONDON EC1B 1NA

Registered Charity Number 1077071

0700

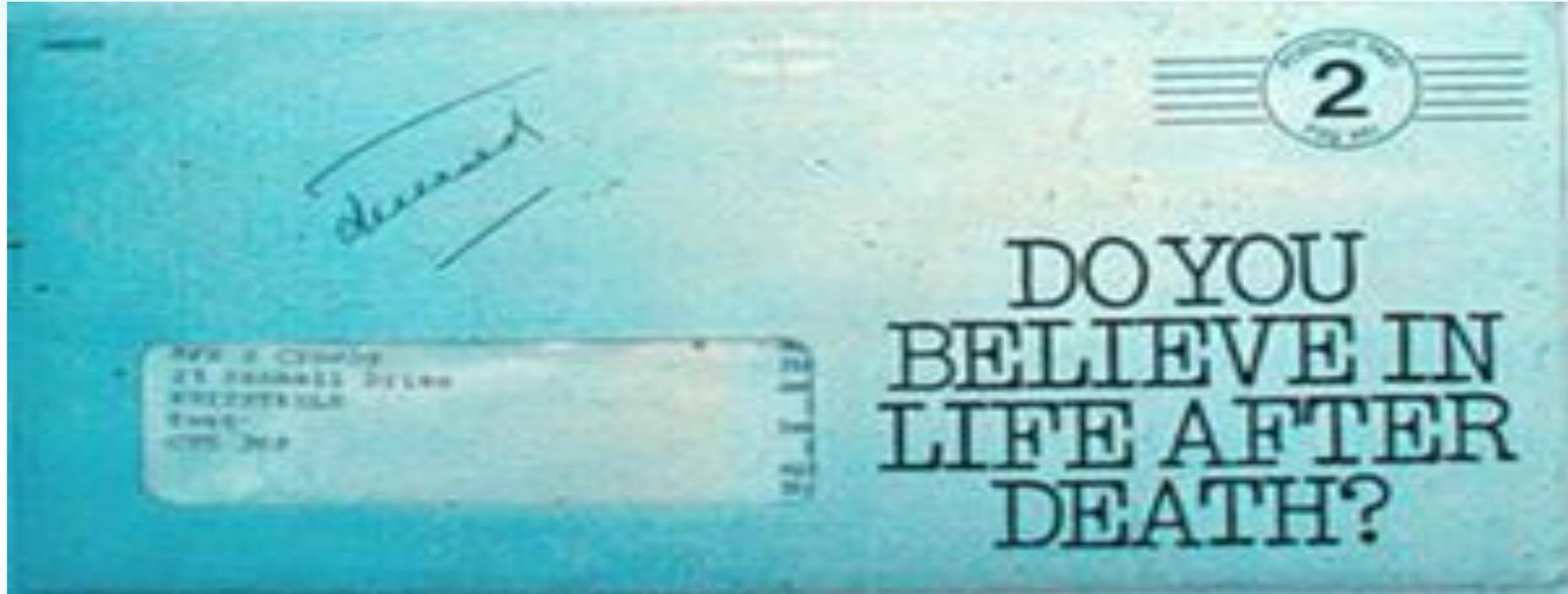


A Dog's Best Friend

**WHEN YOU COME BACK  
AS A WHALE YOU'LL  
BE BLOODY GLAD  
YOU PUT GREENPEACE  
IN YOUR WILL.**

**☎ 1800 81 51 51**

**BUT ....**



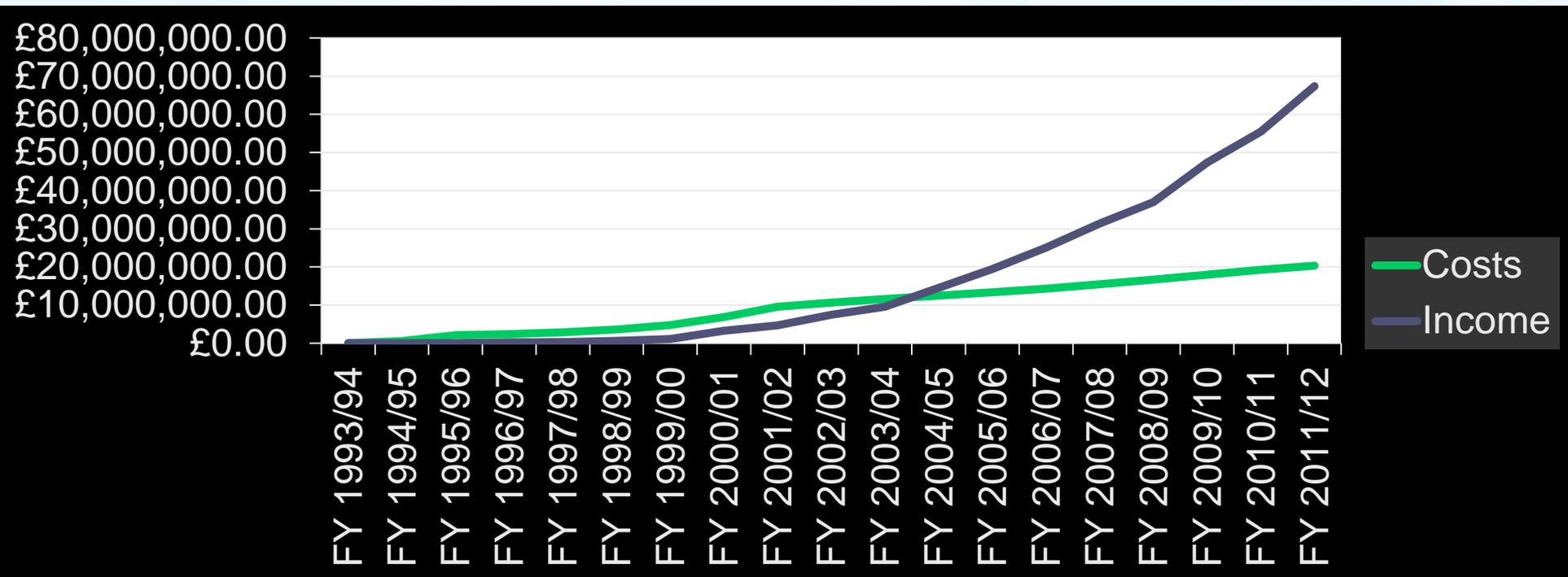
DO YOU  
BELIEVE IN  
LIFE AFTER  
DEATH?

# Things you must do ...

- Ask ! By mail
- Drip feed communications into your newsletter
- Offer information on every communication and return slip
- Give it prominence on the web
- Integrate it with your events
- Engage your volunteers
- Sign up your Board
- Collaborate with other charities
- Develop a society

**BUT !!**

# Has the investment paid off? Cumulative Cost v. Income



**Phew ...**

[www.philanthropy-centre.org](http://www.philanthropy-centre.org)

**THANK  
YOU!**