



MakeAWillOnline
.CO.UK

Legacy Loop

LIVE!

June

Welcome

Thank you for joining us for this relaxed, informal collaborative session which aims to fill you with inspiration



Legacy Loop – let's reflect

September 2025

Big Will Survey – Understanding Today's Will-Making Landscape - MaWO

Summary: Exploring national research into will-writing behaviour and what it means for legacy fundraising.

Three takeaways:

- More than half of UK adults still do not have a will.
- Trust and professional oversight matter to supporters.
- Tailored legacy messaging resonates more strongly than generic appeals.



Legacy Loop – let's reflect

October 2025

Driving Action in Gifts in Wills Fundraising

Claire Routley

Summary: Understanding why supporters who intend to leave a gift often never take action.

Three takeaways:

- The biggest barrier is often procrastination rather than lack of interest.
- Simple planning tools can help supporters move from intention to action.
- Authentic, personal communication is more effective than mass marketing.



Legacy Loop – let's reflect

November 2025

GDPR, The Good, The Bad & The Legacy

Hannah Lyons, Bates Wells, Matthew Lagden, CEO ILM, James Stebbings, Chair ILM and Oliver Asha, Make a Will Online

Summary: Exploring how charities can balance compliance, stewardship and legacy income.

Three takeaways:

- GDPR allows a proportionate and evidence-based approach to data retention.
- Good archiving and retention policies protect both supporters and income.
- Legacy data should be viewed as a strategic asset, not an administrative burden.



Legacy Loop – let's reflect

February 2026

The Changing World of Legacy Giving

Richard Radcliffe

Summary: Examining how supporter behaviour, family structures and legacy giving have evolved.

Three takeaways:

- Legacy giving is driven by loyalty and connection, not wealth.
- Charities should develop a distinctive long-term legacy vision.
- Updates to existing wills may present a greater opportunity than first-time will creation.



Legacy Loop – let's reflect

March 2026

Turning Legacy Data into Action

MaWO

Summary: Using real supporter data to identify opportunities for legacy growth.

Three takeaways:

- Legacy decisions are often made during everyday life-admin moments.
- The way gift options are presented influences giving behaviour.
- Better stewardship and follow-up can unlock significant growth opportunities.



Legacy Loop – let's reflect

April 2026

How to Find and Develop Case Studies

Christine Reidy

Summary: Learning how to uncover and share compelling supporter stories.

Three takeaways:

- Powerful stories can be found throughout the organisation.
- Conversations are the best way to uncover authentic case studies.
- One exceptional story is more valuable than multiple average ones.



Legacy Loop – let's reflect

May 2026

Creating Messages That Move Donors to Action

Alex Wordsworth and Poppy Forbes DTV

Summary: Building legacy propositions and communications that inspire long-term supporter engagement.



Three takeaways:

- Effective legacy fundraising starts with clear objectives.
- Shared values and emotional connection drive engagement.
- Different propositions deliver different outcomes and should be measured accordingly.



Legacy Loop – let's reflect

Themes Emerging Across the Year

Supporters first - Understand motivations, barriers and behaviours.

Trust matters - Professional services, transparency and confidence drive action.

Stories create connection - Real people and real impact inspire gifts.

Data drives decisions - Insights should inform stewardship, messaging and investment.

Legacy fundraising is long-term - Success comes from building relationships.

Legacy Loop – Future Vision

What would you like Legacy Loop to cover in the next 12 months?

What topics you'd like to learn more about?

What challenges are you facing?

Which speakers would you like to hear from?

Show and Tell

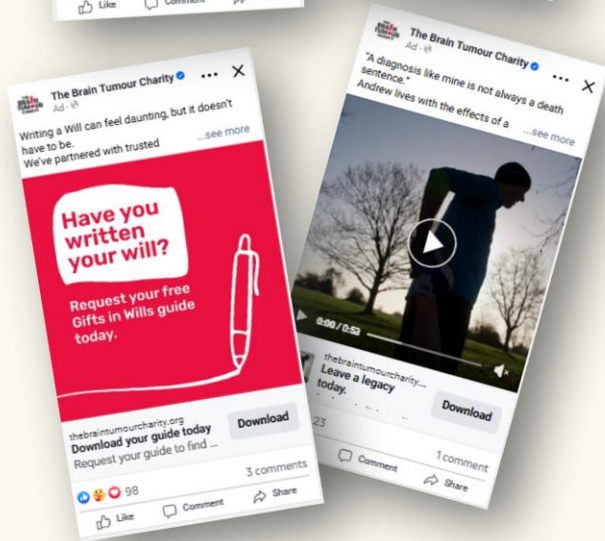
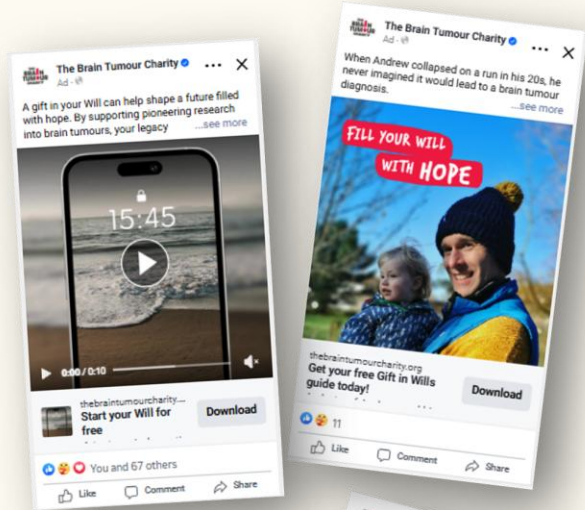
Let's discuss to explore together:

- **Legacy Messages**
What's your approach to legacy messaging? What channels are you using? How are you making your ask stand out?
- **Engagement Ideas**
Whether it's a stewardship event, a clever supporter touchpoint or sharing powerful research - what are you doing to engage pledgers, intenders or legacy prospects?
- **Success Stories**
From standout campaigns to small wins with big impact, we want to hear what's gone well in your legacy fundraising.



The Brain Tumour Charity

Some creative examples from DM and digital pieces.



THE BRAIN TUMOUR CHARITY

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Home > Get involved > Make a donation > Leave a gift in your Will > Request your guide to gifts in Wills

FILL YOUR WILL WITH HOPE

ANDREW, LEGACY PLEDGER

On this page

- Request your free guide
- Letting us know about your gift
- Contact us

Request your free Will writing guide below

Our guide includes details of the remarkable progress we've already made together as well as useful tips on making or amending your Will for free. To request your copy, simply complete the form below.

Title (Required)
Mr []

Name (Required)
First [] Last []

Email (Required)
[]

Would you like to be referred to the National Free Wills Network? (Required)
If you would like to be referred, please let us know your address below, and we will send you all of the information you need in the post.

☒ Yes - please refer me to the National Free Wills Network
☐ No thanks

We'll send you the guide via email, would you also like to receive a copy in the post? (Required)
Please note that for addresses outside of the UK, the guide will only be sent via email.

☒ No thanks - I'm happy to receive the guide via email
☐ Yes - please send me the guide in the post

Address (Required)
Address Line 1 []
Address Line 2 []
Town/City [] County []
Postcode []

In this section

- Gifts in Wills
- How to write a Will for free
- Why remember us

Andrew's Story



The Brain Tumour Charity



Topline Results

Digital:
135 enquirers

Direct Mail:
0.22% positive response rate from DM
5 pledgers
8 enquirers
1 intender

Telemarketing:
70 enquirers (6.45%)
28 intenders (2.58%)
100 considerers (9.22%)
41 pledgers (3.78%)

Campaign pledger video: <https://www.youtube.com/watch?v=Np2igDqRGLc>

Legacy Loop

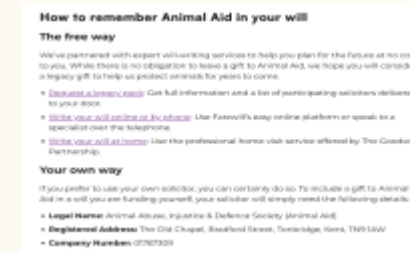
Animal Aid Campaign - March 2026

Intent - Test the marketing water of my new role using traditional channels

Action - Simplify website, cool bookmark, magazine article, targeted email

Result - 7 new pledges and 31 new enquiries

Conclusion - We have a warm audience, and old skool marketing is still very effective



Refreshing Legacy Materials

The challenge from The Elizabeth Foundation

"How can we update and improve our current legacy materials so they better reflect where we are today as an organisation?"

Looking at this leaflet, what would you keep?

What might be refreshed in 2026?

How often should a legacy leaflet be reviewed?

What content dates most quickly?

Do supporters still want printed legacy guides?

What role should digital content play alongside printed materials?

If you were redesigning this today, what would you add?



Any Questions?



Thank you for sharing

We hope you found this session inspiring

Now for another networking break before we head off to the pub

Save the Date – Next Legacy Loop – 22nd September

We're delighted that **The Brain Tumour Charity** and **The Institute of Cancer Research** will be joining us for our September Legacy Loop session. They'll be talking us through some of the initiatives they've been working on recently, sharing their experiences, challenges and successes, and offering practical ideas for charities of all sizes.



Legacy Loop

September

How to remember Animal Aid in your will

The free way

We've partnered with expert will-writing services to help you plan for the future at no cost to you. While there is no obligation to leave a gift to Animal Aid, we hope you will consider a legacy gift to help us protect animals for years to come.

- [Request a legacy pack](#): Get full information and a list of participating solicitors delivered to your door.
- [Write your will online or by phone](#): Use Farewill's easy online platform or speak to a specialist over the telephone.
- [Write your will at home](#): Use the professional home-visit service offered by The Goodwill Partnership.

Your own way

If you prefer to use your own solicitor, you can certainly do so. To include a gift to Animal Aid in a will you are funding yourself, your solicitor will simply need the following details:

- **Legal Name:** Animal Abuse, Injustice & Defence Society (Animal Aid)
- **Registered Address:** The Old Chapel, Bradford Street, Tonbridge, Kent, TN9 1AW
- **Company Number:** 01787309



**SECURE A
KINDER
TOMORROW**



**REQUEST YOUR FREE
LEGACY PACK TODAY**



animalaid.org.uk/willpack



**RIGHTS
RESPECT
COMPASSION**



WE'RE **ALL ON
THE SAME PAGE**

**REMEMBER US
IN YOUR WILL**



animalaid.org.uk/willpack

Supporting ANIMAL AID

Jade, Aaron and Mike have the latest fundraising news

Where there's a will, there's a greyhound

Mike Flaherty is Animal Aid's legacy officer and the newest member of the fundraising team. Mike has brought almost a decade of legacy fundraising experience to Animal Aid, along with a genuine passion for fostering and rehoming greyhounds. In fact, he was in Spain at Christmas, volunteering at a Spanish greyhound rescue charity. If you would like to contact Mike about greyhounds, about your will or about anything else, email **legacy@animalaid.org.uk** – or scan the QR code on the enclosed bookmark and order your free legacy pack today.



Mike with Mexico the greyhound
at Galgos del Sol rescue centre



Dear Richard,

For many of us, caring about animals is part of who we are. It shapes the choices we make, the causes we support, and the kind of world we hope to leave behind.

One meaningful way to protect animals, now and in the future, is by leaving a gift to them in your will.

[Free will-writing service](#)

A legacy is about values. Pledging a percentage in your will is a way of making sure the compassion you feel today can continue protecting animals long after we're gone.

To make this easier, we offer a free will-writing service for our supporters. It's simple to use, with no obligation to leave a gift to Animal Aid – just support to help you put your wishes in place.



Photograph by Alexander Andrews on Unsplash

Many people who leave a legacy tell us it brings peace of mind. Knowing that animals will still have someone standing up for them.

"Being an advocate for animals all my life I wanted to gift something in my will as a final gesture of my commitment to making a difference where I can"

- Christine

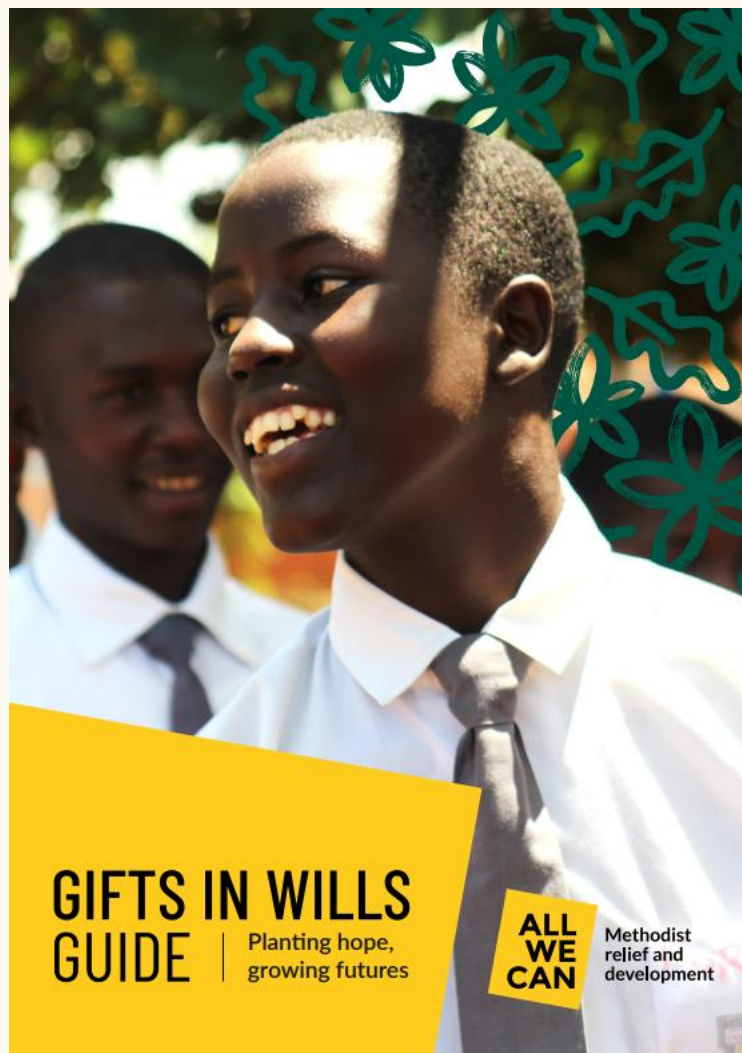
If you'd like to explore this, you can start your free will today – in a way that feels right for you, and on your own terms.

[Write your free will and protect animals for the future](#)

Thank you for being someone who cares about animals – not just about today, but about building a brighter future.

With kindness,

Mike
Legacy and Fundraising Officer



ALL WE CAN'S ROOTS

*Let me do all the good I can, to
all the people I can, as often as
I can, for I shall not pass this
way again'*

John Wesley, Co-founder of Methodism

1738.

The beginning of Methodism as a popular revival movement led by John and Charles Wesley.

1938.

Methodist minister, Henry Carter, felt the church had a responsibility to respond to the refugee crisis in Europe and placed an advert in the Methodist Recorder appealing for support. This led to the creation of the Methodist Refugee Fund (MRF).



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1955.

MRF supported the building of Wesley Village, a resettlement camp for refugees in Hong Kong fleeing civil war in China.

1980.

Irpina Earthquake strikes southern Italy leaving 300,000 people homeless. MRF provided caravans as emergency accommodation, and 250 volunteers spent Christmas driving them across Europe.



All We Can's Gifts in Wills Guide

1985.

World Development Fund and MRF merged to form the Methodist Relief and Development Fund (MRDF), expanding our reach and impact.

1991.

MRDF is now supporting work in over 50 countries.

2004.

MRDF partners with Community Development Volunteers for Technical Assistance (CDVTA) in Cameroon, marking the start of our current partnership approach and focus on long-term impact and building the capacity of our partners.

2014.

MRDF becomes known under its new operating name, All We Can.



2018.

All We Can's partner, CDVTA, graduates following a 14-year partnership, continuing to thrive to this day.

2020.

All We Can responded during the Covid-19 pandemic with grants that enabled our partners to pivot to the changing needs of their local communities, from providing masks and bars of soap, to bicycles so that vulnerable people could reach health facilities.



2022.

All We Can launched an appeal in response to Russia's invasion of Ukraine, providing food and hygiene products, winter clothing, mental health support and safe spaces for children.

PRESENT DAY.

All We Can works in long-term partnerships with 25 local organisations and Methodist Churches across 6 countries as well as continuing to respond to crises around the world.

FUTURE.

Over the past almost 90 years, our incredible partners have transformed countless lives. Just imagine what you can help our partners achieve in the next 90 years! We have a vision of a just world, where communities lead change, and we want you to be a part of it. A gift to All We Can in your Will continues to make a difference for generations to come.

All We Can's Gifts in Wills Guide

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HOW TO LEAVE A GIFT IN YOUR WILL TO ALL WE CAN

1. CONSIDER THE TYPE OF GIFT YOU'D LIKE TO LEAVE

A SHARE OF YOUR ESTATE

Also known as a 'residuary legacy', this is a percentage of what remains of your estate after all other gifts and expenses have been paid. You may choose to gift a percentage of your estate as this means your gift remains in proportion to what you want to leave to family and friends.

A SPECIFIC SUM

This is a gift of a set amount of money, also known as a 'pecuniary legacy'.

A SPECIFIC ITEM

This could be something of value such as jewellery, a painting, property or shares.

2. GIVE THE FOLLOWING INFORMATION TO YOUR SOLICITOR OR PROFESSIONAL ADVISOR:

Charity name: All We Can (Methodist Relief and Development Fund)
Address: 25 Tavistock Place,
London, WC1H 9SF
Registered charity number: 291691

We recommend talking to a solicitor face-to-face if you have a high value estate or complex needs. You can use the Solicitors Regulation Authority website to find a solicitor.

3. OR VISIT MAKE A WILL ONLINE

All We Can has partnered with Make a Will Online to offer an accessible and inclusive service where you can make a free Will today. It is now more convenient and secure than ever to leave a gift in your will.

Just visit makeawillonline.co.uk/allwecan and follow these three simple steps, which will take less than an hour of your time:

- Answer a set of straightforward online questions
- Review, and complete when you are happy
- Receive your free solicitor-checked Will by email or post, sign it and have it witnessed

Having an up-to-date Will is the only way to make sure the people and causes you care about are looked after when you're gone. Once you've taken care of friends and family, All We Can would be extremely grateful if you would consider supporting them with a gift in your Will.

4. ANY QUESTIONS?

If there's anything you're unsure of, please get in touch with Catherine Park from our friendly team on +44 (0) 20 3758 7700 or by emailing info@allwecan.org.uk - we're here to help.

THE DIFFERENCE YOUR GIFT COULD MAKE



£1,630

could provide training for 60 beekeepers in Bukedi, Uganda, in savings, investing and loans.



£4,078

could support the production and distribution of 2,000 reusable sanitary pads for girls in Uganda so they don't have to miss school because of their period.



£7,500

could support one of All We Can's humanitarian aid partners to respond to the immediate needs of those displaced by conflicts and disasters.



£15,766

could provide 200 bicycles in Uganda to help children get to school, and adults to sell their produce at local markets and reach health facilities.



£37,000

could support a partner, like BuBA, for a year to empower vulnerable communities to learn beekeeping as a means of income, as well as a way to prevent local environmental degradation.



£100,000

or more is a Transformational Gift that would allow All We Can to be more agile when answering the needs of our local partners and responding to natural disasters and conflicts.

"Giving to All We Can is just a continuation of our support for the most vulnerable people in the world at their point of need"
Meg, an All We Can legacy pledger

RESTORING A FOREST IN UGANDA

'This land was once an old, old forest. To start a bee farm, you need trees. I have a vision. If every farmer starts a bee farm, then one day, all of Bukedi will be forest again'

Isaac, Executive Director, Bukedi Beekeepers Association (BuBA)

Bukedi Beekeepers Association (BuBA), one of All We Can's talented local partners, is rooted in the Bukedi region of eastern Uganda. Formed in 2018, the organisation began when bee farmers from six local districts came together to champion beekeeping and protect their local environment.

The Bukedi region faces growing challenges of environmental degradation and the search for fertile land has forced

people to nearby swamps and forest reserves. Changes in the climate have also made it harder for farmers to grow food. Beekeeping offers a promising solution—it requires minimal land, supports pollination for fruits and crops, helps preserve bee species, and provides farmers with a reliable source of income.

Additionally, bees prefer partial shade, as it helps regulate the temperature inside the hive and reduces stress on



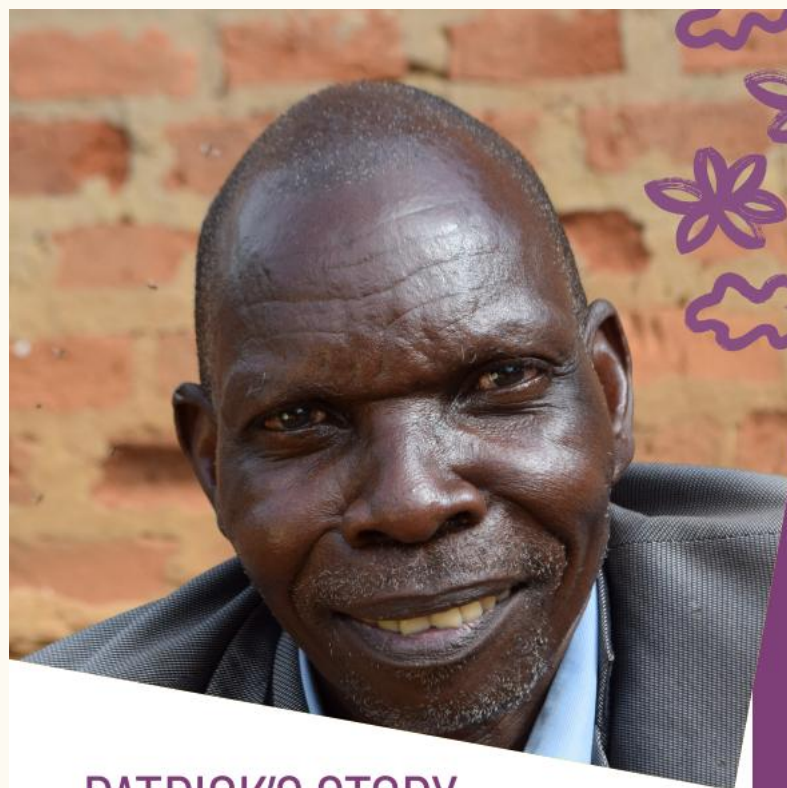
Did you know you can leave even 1% to All We Can in your Will, so those closest to you still inherit 99%? You can of course leave more if you want to! And all you need is our charity name and number: All We Can (291691)



They also need plenty of flowering plants for nectar, encouraging farmers to plant more trees and flowers on their land. In turn this helps to increase biodiversity, compared to regular crop farming, and therefore encourages the return of many other important species to the local area.

BuBA also use every by-product of the honey-making process, including Propolis as a medicinal ingredient, and beeswax to create candles and balms.

A gift in your Will to All We Can helps our incredible partners, like BuBA, create opportunities for local people to earn a living and improve their quality of life. But also on top of this, it supports the restoration of natural environments, so our children and grandchildren can grow up in a world abundant with forests, wildlife and hope for a better future.



PATRICK'S STORY

PATRICK IS THE CHAIR OF THE PERSON WITH DISABILITIES (PWD) GROUP – A GROUP OF PEOPLE ALL LIVING WITH A DISABILITY WHICH HAS BEEN SUPPORTED BY ALL WE CAN'S PARTNER, BUBA. PATRICK HIMSELF HAS DIFFICULTY WALKING AND USES A SPECIALLY ADAPTED BIKE TO GET AROUND. EACH MEMBER OF THE GROUP TENDS TO THEIR OWN BEEHIVES, HARVESTING HONEY WHICH IS THEN PASSED TO THE TEAM AT BUBA TO PROCESS AND SELL AT THE LOCAL MARKET.

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All We Can's Gifts in Wills Guide
Image: Patrick, Chair of the Person with Disabilities (PWD) Group



'I am a person with a disability, but because of that God has given us knowledge and wisdom. Take these bees and honey, it is sweet, next only to the word of God. The different disabilities we have in this group brought us together, even though we are from different villages.

Our main activity is beekeeping – and what gave us the interest to begin beekeeping is because for us, we don't have enough land, but beekeeping does not require too much land. And, also, it is hard to find a job when you have a disability, and beekeeping does not require a lot of labour.'

'The bees do the work – they build their houses, and then we sneak in. That is why we work together, in partnership, with the bees.'

'One advantage of beekeeping is that in just two or three bee-hives I can fetch two or three litres of honey and I can sell that to help me meet the needs of the family, for food, offerings to the church, taking the

children to school and helping if there is a sickness... And, as I said, it is less laborious. In three minutes, four minutes, your work is done. Not like digging, like for me, I may take a year to complete a garden!

One of the ladies here could not afford to buy school uniform for her children, but since she sold the honey, she has been able to send them to school again.

BuBA have encouraged all of us, they have trained us in how to remove the fear and build boldness and courage in our hearts. We have changed the way people think about bees – from 'they are bringing fear to our homes' to 'they are bringing hope.'

A gift in your Will to All We Can brings hope to people like Patrick and the PWD Group. It helps to lay the foundations for a better, fairer future for all, for generations to come. When the time is right for you to think about writing your Will, please consider remembering All We Can. Every gift in every Will, however large or small, makes a huge difference.

All We Can's Gifts in Wills Guide
Image: Other members of the Person with Disabilities (PWD) Group

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FREQUENTLY ASKED QUESTIONS

HOW WILL ALL WE CAN USE MY GIFT?

Your gift will be used to support our partners' work transforming lives. Unless you specify otherwise, your gift will go to wherever the need is greatest.

KEY TERMS

Bequest (Legacy)

A gift left in a Will. It can be:

- **Specific:** an object or piece of property.
- **Pecuniary:** a specific sum of money.
- **Residuary:** a gift of money or assets left when other legacies and expenses have been paid.

Estate

The total value of everything owned at death, less any outstanding commitments.

Legator

The person making the Will.

Executor

The person or people you choose to look after your Will in the event of your death – a close friend, a relative or your solicitor.

Inheritance tax

A tax deducted from large estates. Money left to a charity is not taxed. To find out more, visit gov.uk/inheritance-tax

IS THERE A MINIMUM AMOUNT I HAVE TO GIVE?

Not at all. People often think that legacies need to be large, but any gift makes a huge difference. Even if you choose to use our free Will writing service at makeawillonline.co.uk/allwecan, there is no obligation to include All We Can in your Will.

SHOULD I LET YOU KNOW I'VE INCLUDED ALL WE CAN IN MY WILL?

You don't have to let us know but we'd love to hear from you – these stories are a real inspiration to us, our partners and their communities - and you can find our friendly team's contact details below.



Methodist relief and development

allwecan.org.uk

+44 (0) 20 3758 7700
info@allwecan.org.uk

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All We Can is the operating name of The Methodist Relief and Development Fund, a charity registered in England and Wales, number 291691