



Encouraging Legacy Giving in your Parish

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Has your church received legacies?

What have you used them for?

Why encourage gifts in wills?

- ❖ Financial opportunity for **future sustainability**
- ❖ Low cost & high return
- ❖ Part of **Christian Giving**
- ❖ **Life Affirming**
- ❖ Generosity makes people **happy** – World Happiness Report 2019



Amazing Source of Income

- ❖ Voluntary Sector
 - ❖ Worth over £3 billion p.a.
 - ❖ Estimated to be £10 billion by 2050
- ❖ Church of England
 - ❖ Worth over £60 million p.a.
- ❖ Estimated £5.5 trillion will pass between generations in next 30 years

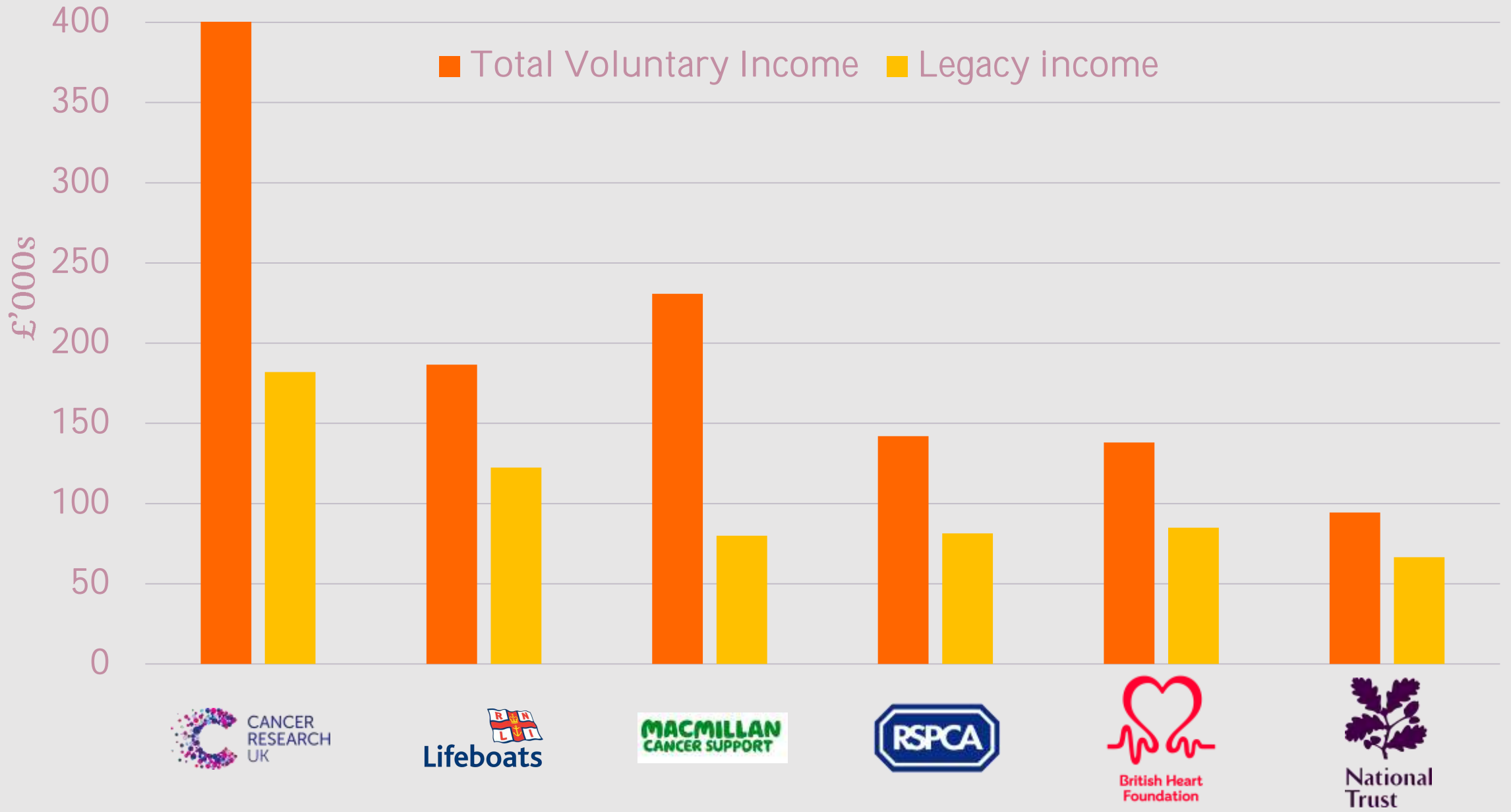
75% of Britons regularly give to charity but only 6% leave a gift in their Will....



What might stop
someone leaving a gift
in their Will to your
Church?

Common reasons:





6 out of 10
lifeboat launches
are only possible
thanks to a gift
left in someone's
will



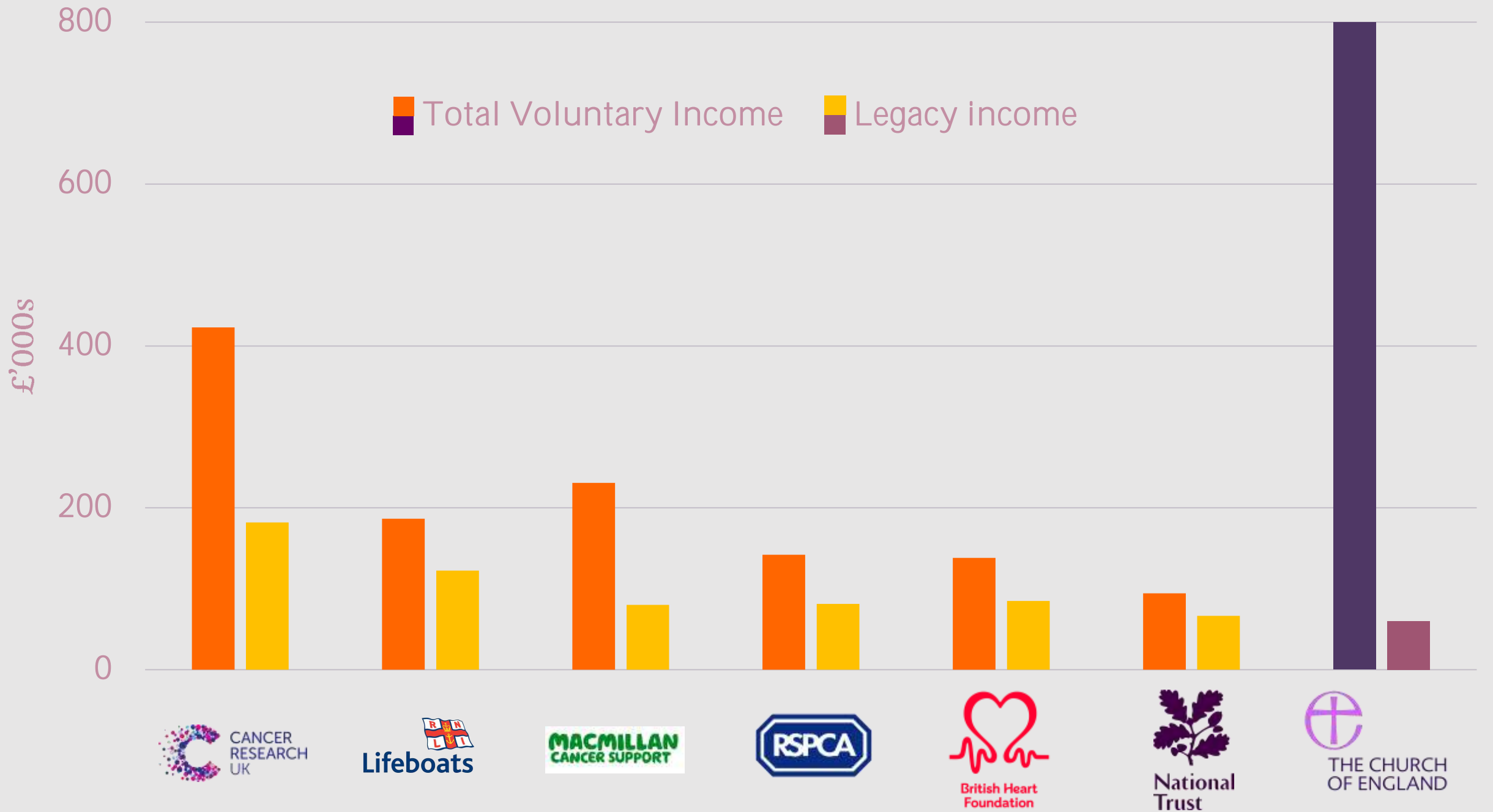
Lifeboats



2019 - 36% charitable wills
contained just 1 bequest – most
popular cause is a place of
worship!

Faith-based legacies – 15% of all
gifts in wills





Christian Generosity



- ❖ Generosity and Thanks
- ❖ Honouring God – Matthew 25:31-46
- ❖ Hope
- ❖ Rejection of Fear
- ❖ Proportionate Giving
- ❖ In Memory of a Loved One



Thanks to Gifts in Wills:

- ❖ Every bereaved family can be comforted
- ❖ Every Messy Church is run
- ❖ Every school assembly is taken
- ❖ Every baptism is celebrated
- ❖ Every foodbank is stocked
- ❖ Every sermon is preached and every communion is celebrated

Every person is shown the love of Christ through our care, compassion and comfort

A Lasting Difference

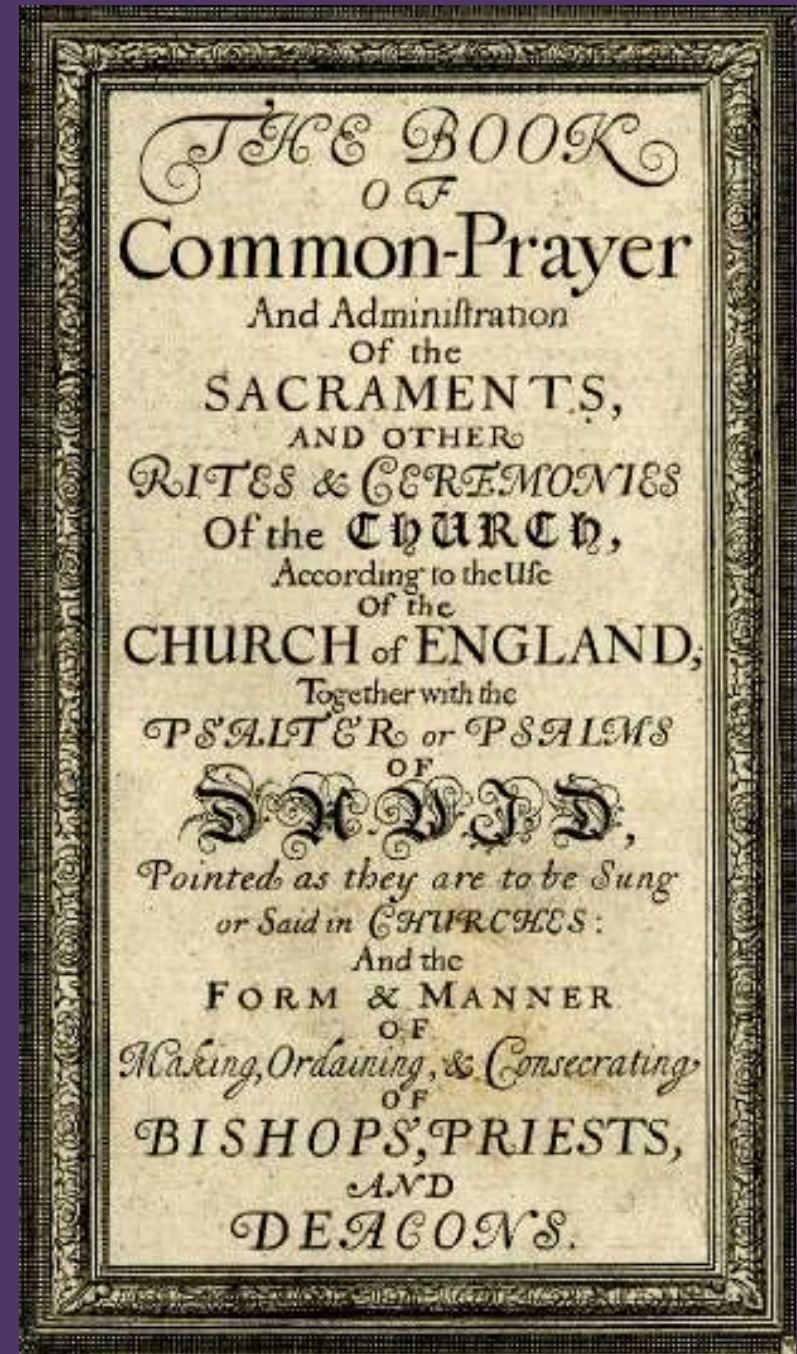


https://www.youtube.com/watch?v=0_e02Fh4XB4

Writing Your Will

A simple act of good stewardship since 1662

“let him then be admonished to make his Will... for the better discharging of his conscience, and the quietness of his Executors... men should often be put in remembrance to take order for the settling of their temporal estates, whilst they are in health”



Writing Your Will

A simple act of good stewardship for 2020

- ❖ Your Choice
- ❖ Your Children
- ❖ Your Property
- ❖ Modern Family Life
- ❖ Inheritance Tax
- ❖ Charitable Gift
- ❖ Peace of Mind

www.churchlegacy.org.uk

Why every
Christian
should have
a will

CHURCH LEGACY
A lasting gift to your church

 THE CHURCH
OF ENGLAND

Practicalities – Will Writing

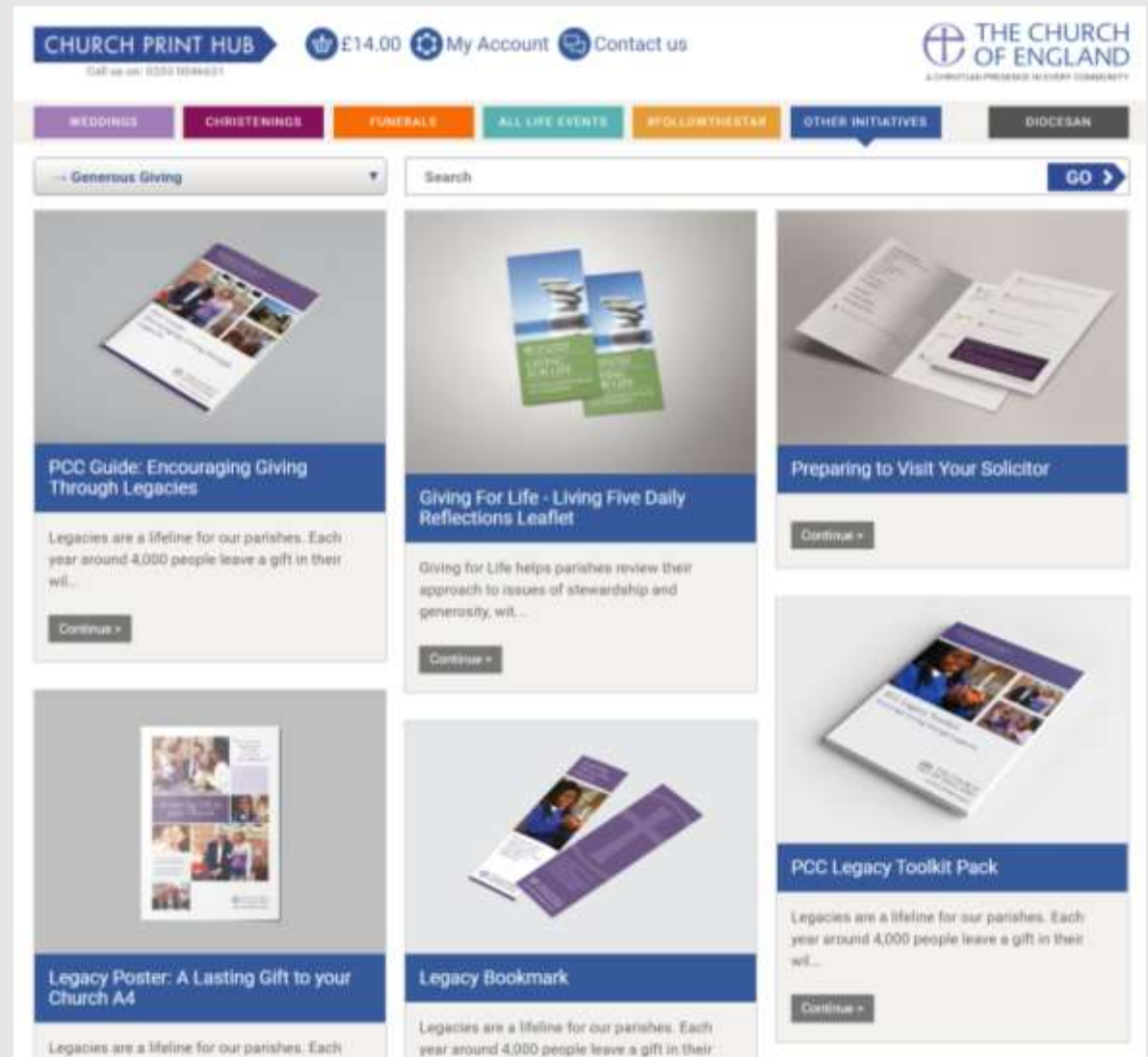
- ❖ All PCCs have Charitable Status
- ❖ Proper Receiving Body = PCC
- ❖ What is your Parish Income?
- ❖ IHT – charitable gifts are exempt
- ❖ IHT – Reduction 40% to 36% if 1/10th of estate left to charity
- ❖ Nil Rate Band = £325k



Encouraging Gifts in Wills: 4 Simple Steps

1. Request a Free PCC Legacy Toolkit
2. Discuss making a Legacy Policy at PCC, and communicate it widely
3. Make leaflets available

www.churchprintheub.org



The screenshot displays the Church Print Hub website interface. At the top, there is a navigation bar with the following elements: 'CHURCH PRINT HUB' logo, a balance of '£14.00', 'My Account', and 'Contact us' links. On the right, the 'THE CHURCH OF ENGLAND' logo is visible. Below the navigation bar, there are several menu tabs: 'WEDDINGS', 'CHRISTENINGS', 'FUNERALS', 'ALL LIFE EVENTS', '#FOLLOWTHESTAR', 'OTHER INITIATIVES', and 'DIOCESAN'. A search bar is located on the right side of the main content area. The main content area features a grid of six resource cards, each with a thumbnail image, a title, a brief description, and a 'Continue >' button. The cards are: 1. 'PCC Guide: Encouraging Giving Through Legacies' (thumbnail: a booklet), 2. 'Giving For Life - Living Five Daily Reflections Leaflet' (thumbnail: a leaflet), 3. 'Preparing to Visit Your Solicitor' (thumbnail: a document), 4. 'Legacy Poster: A Lasting Gift to your Church A4' (thumbnail: a poster), 5. 'Legacy Bookmark' (thumbnail: a bookmark), and 6. 'PCC Legacy Toolkit Pack' (thumbnail: a booklet). Each card's description begins with the text: 'Legacies are a lifeline for our parishes. Each year around 4,000 people leave a gift in their will...'

Encouraging Gifts in Wills: 4 Simple Steps

4. Talk about Legacies

- ❖ Case Studies
- ❖ Celebrating Legacies
- ❖ Parish Magazine
- ❖ Thank You Letters
- ❖ Testimony
- ❖ APCMs
- ❖ Preaching
- ❖ Small Groups
- ❖ Website
- ❖ Emails

Consider holding a parish legacy event





Encouraging Gifts in Wills: 4 Simple Steps

4. Talk about Legacies

“After your loved ones are taken care of...”

“As little as 1% could make a real difference...”

“Any gift, big or small, will help our church family”

“Every gift in every Will makes a valued contribution”

What could your church do to encourage gifts in Wills?

Resources to Help You – Parish Resources

The image shows a screenshot of the Parish Resources website. At the top, there is a blue header with a white cross icon and the text "Parish Resources". Below the header is a navigation menu with the following items: Home, News, PCC / APCMs, Finance, Giving, Buying, People, Administration, Buildings, Other, and Order Resources. The main content area features a green banner with a group photo of people and the text "Sign up for our newsletter" with a "Click here" button. Below the banner, there is a list of menu items: Encouraging Giving and Generosity, Giving for Life – Continuing the Journey, Giving Programmes and Annual Review, Preaching Stewardship and Generosity, and Legacy Giving. The "Legacy Giving" item is circled in orange. Below the menu items, there is a paragraph of text: "This site is provided by the Church of England... support all aspects of stewardship, admin... church, as well as links to other sites and pages of interest." Below this text, there is a social media link: "Please follow us on Twitter @ParishResour". At the bottom, there are three columns of content: "PCCs" with a yellow icon of people, "Parish Finance" with a blue icon of a bar chart, and "Giving" with a red icon of a hand holding a coin. Each column contains a brief description of the resources available.

Parish Resources

Home News PCC / APCMs Finance Giving Buying People Administration Buildings Other Order Resources

Encouraging Giving and Generosity

Giving for Life – Continuing the Journey

Giving Programmes and Annual Review

Preaching Stewardship and Generosity

Legacy Giving

This site is provided by the Church of England... support all aspects of stewardship, admin... church, as well as links to other sites and pages of interest.

Please follow us on Twitter @ParishResour

Digital – Giving Online & by Card

PCCs
Resources for PCC members (as charity trustees), registering with the Charity Commission, GDPR & APCM forms .

Parish Finance
Resources for treasurers - tips for new treasurers, support on producing accounts, managing risk and reserves.

Giving
Resources to encourage giving, on Giving for Life . Help for Parish Giving Officers, and for nurturing legacy giving.

www.parishresources.org/legacies

Resources to Help You – Church Legacy



The screenshot shows the top section of the Church Legacy website. At the top left, the text "CHURCH LEGACY" is displayed in a large, dark serif font, with the tagline "A lasting gift to your church" underneath in a smaller, lighter font. To the right of this is the logo for "THE CHURCH OF ENGLAND", which consists of a purple cross inside a circle followed by the text "THE CHURCH OF ENGLAND". Below the header is a row of four dark purple buttons with white text: "Leaving a Legacy", "Writing your Will", "Case Studies", and "Contact Us". The main banner area features a background image of a religious painting depicting the infant Jesus. Overlaid on the right side of the banner is a dark purple box with the text "Gifts of Faith, Hope and Love" in white. Below this box is another smaller dark purple box with the text "Click to find out more" in white. In the bottom right corner of the banner, there are three small white dots.

CHURCH LEGACY
A lasting gift to your church

THE CHURCH OF ENGLAND

Leaving a Legacy Writing your Will Case Studies Contact Us

Gifts of Faith, Hope and Love

Click to find out more

www.churchlegacy.org.uk

We are all beneficiaries of
a former legacy....

...what will the next
generation benefit from?





LORD of all,

We thank you for all those who have walked
before us in the way of Christ;

Those who have shared their faith and love with us,
and those who have been generous benefactors
of church, nation and world by the lives they have lived,
and the inheritance they have left to us who come after.

Grant that we may be faithful stewards
of all that you have entrusted to us,
that all people may know your love
and all creation come to share your glory.

Amen



Questions, Thoughts, Comments?

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www.churchlegacy.org.uk

www.parishresources.org.uk/legacies