



An Introduction to Legacy
Giving

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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



Vital Source of Income for Charities

- Voluntary Sector
 - 15% increase 2021-2025*
 - Worth over £3 billion p.a. – average legacy is c.£25k
 - Estimated to be £10 billion by 2050
 - Importance of unrestricted reserves
- Church of England
 - Worth c.£60 million p.a.
- Estimated £5.5 trillion will pass between generations in next 30 years



Anglicans are three times as likely to leave a legacy to charity than they are to their church.

77% of Anglicans are aware churches can receive gifts in wills....

...but only 15% of Anglicans have ever been asked to support their church by leaving a legacy.





Mechanisms

- Legacy Materials Available
- Talk about gifts in wills alongside all other giving
- *As little as 1%*
- *We understand loved ones come first*

Impact



Impact

- Share legacy stories – what have legacies or donations funded, past & present
- Positive Future Vision

Need



Need

- Drip Feed Asks
- How will your church serve future generations?

Trust



Trust

- Legacy Policies
- Named Legacy Contact
- Church Legacy Website
- Friendly Local Solicitors
- Transparency

Talking about legacies during the pandemic...it's too insensitive

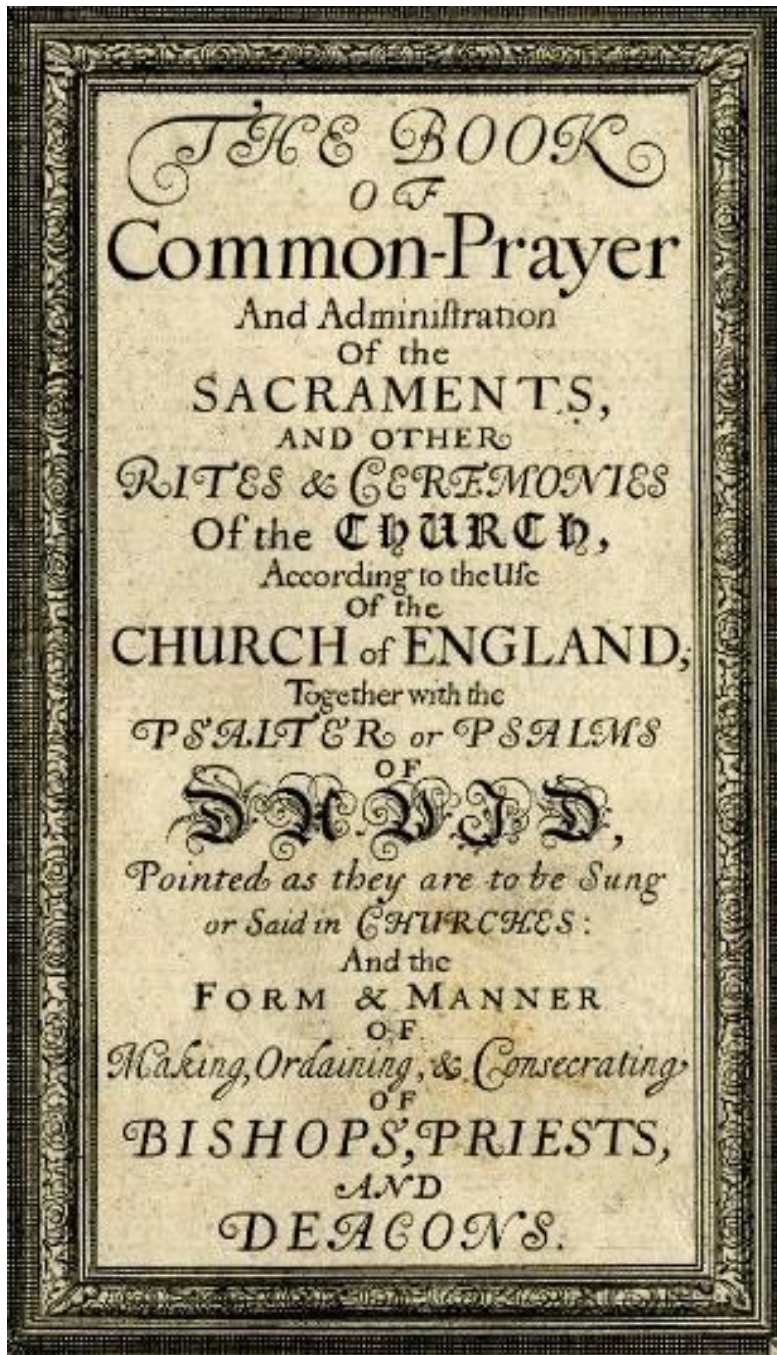


Life Events Research

Most people agreed that the Church should definitely offer a listening ear about death (61 %); and guidance or preparation for someone's death (55 %).

1 in 4 have thought about fear of dying, whether there is life after death, **how they might be remembered** or dying alone.





Death & Money....no thanks

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”

Book of Common Prayer, 1662



Writing Your Will

A simple act of good stewardship for 2021

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

Why every
Christian
should have
a will

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 information available

www.churchprintheub.org



A screenshot of the Church Print Hub website. The header includes the site name "CHURCH PRINT HUB", a phone number "0203 6046631", a donation icon with "£14.00", and links for "My Account" and "Contact us". The Church of England logo is in the top right. A navigation bar contains categories: "WEDDINGS", "CHRISTENINGS", "FUNERALS", "ALL LIFE EVENTS", "#FOLLOWTHESTAR", "OTHER INITIATIVES", and "DIOCESAN". Below this is a search bar and a "Generous Giving" dropdown menu. The main content area displays six resource cards, each with an image of a printed item, a title, a short description, and a "Continue >" button. The resources are: 1. "PCC Guide: Encouraging Giving Through Legacies" (description: Legacies are a lifeline for our parishes. Each year around 4,000 people leave a gift in their will...), 2. "Giving For Life - Living Five Daily Reflections Leaflet" (description: Giving for Life helps parishes review their approach to issues of stewardship and generosity, wit...), 3. "Preparing to Visit Your Solicitor" (description: empty), 4. "Legacy Poster: A Lasting Gift to your Church A4" (description: Legacies are a lifeline for our parishes. Each...), 5. "Legacy Bookmark" (description: Legacies are a lifeline for our parishes. Each year around 4,000 people leave a gift in their...), and 6. "PCC Legacy Toolkit Pack" (description: 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



Any questions?

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www.churchofengland.org/legacies

www.churchlegacy.org.uk

