

More  
Research  
Less  
Cancer



# Bold Visionaries, better futures

Information for professionals to support your  
clients' philanthropy and help drive discoveries



CANCER  
RESEARCH  
UK

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Together we are  
beating cancer

# More Research Less Cancer

**We stand on the brink of discoveries that will transform how we understand – and overcome – cancer and many other diseases. Discoveries that have the power to give millions of people more time with their loved ones.**

But to make these discoveries, we need global coordination. We need scientists to work together across disciplines. We need constant technological innovation and new pathways for translation. And we need radical thinkers who are determined to accelerate progress for millions of people affected by cancer and their loved ones. **That's where our Visionaries come in.**

By leaving a gift in their Will to Cancer Research UK, our Visionaries are powering transformational progress for people affected by cancer. Together, our global community of philanthropists, advocates and ambassadors are determined to leave a visionary legacy for future generations.

By partnering with Cancer Research UK and leading the way in philanthropy, you and your clients will gain greater access to

our work, high-profile events and bespoke thanking opportunities. Acting as a trusted partner to the world's largest cancer charity, you can demonstrate an understanding of your clients' needs and ambitions, fostering long-term relationships which lead to further opportunities.

Since the mid-1980s, more than a million lives have been saved from cancer in the UK thanks to advances in the prevention, detection, diagnosis and treatment of the disease.\*

**By supporting your clients' visionary philanthropy, you can help us save millions more.**

**"A visionary is someone thinking about or planning the future with imagination or wisdom. That's how we view our Visionary community, who are supporting us in a range of ways whilst leaving a legacy to help beat cancer for future generations."**

**Michelle Mitchell OBE**

Chief Executive of  
Cancer Research UK





## More progress

**Our story is one of investment consistently turning into improvements for people affected by cancer.**

In the last 50 years, we've helped double cancer survival in the UK. And every day, our pioneering work – fuelled by a revolution in data and technology – lays the groundwork for improvements in human health.

**A third of the money we raise to beat cancer is from gifts in Wills.** And the more support we've received, the more progress we've made.

- We were a key player in the development of radiotherapy, which now benefits millions of people worldwide.
- Our research led to the development of the human papillomavirus (HPV) vaccine, which is expected to prevent almost 90% of cervical cancers in the UK.
- We helped prove the link between tobacco and cancer, preventing millions of deaths worldwide.

**And behind all these steps forward? Our Visionaries, determined to leave a legacy of less cancer.**

**Support our  
Visionaries  
to drive  
discoveries**

**Professor Richard Gilbertson**  
paediatric oncology clinician  
and director of the Cancer  
Research UK Cambridge  
Centre and Cancer Research  
UK Children's Brain Tumour  
Centre of Excellence



# More gifts, more discoveries

## Ways your clients can give

### Shares

Your client can donate their shares to support our work, which is one of the simplest and most tax-efficient ways to give money. 'Qualifying' shares donated are exempt from capital gains tax (CGT) and your client can claim income tax relief on the market value of the gift.

The table below illustrates the net cost of donating shares to Cancer Research UK. It assumes the original cost of the shares to your client was £40,000 and that the shares qualify for tax relief. It also assumes the donor pays enough tax at the top rate to be eligible for income tax relief on the gift, and that the donor has exceeded their individual capital gains tax allowance.

**Example:** 20,000 donated shares worth £10 each, original cost £2

Market value of shares	£200,000 (market value gift)
Less income tax relief (45% of value shares when gifted)	£90,000
Less capital gains tax saved by not selling the shares (20% of capital gains)	£32,000
Potential income forgone by your client	£78,000
Value of gift to Cancer Research UK	£200,000

**"When I wrote my Will, I thought it would be a conversation about death. But when I approached it from the perspective of wanting to achieve something important for the future, it was exciting. I felt empowered. And it ended up paving the way for a new stage in my life, where I've been absorbed in Cancer Research UK's work – as a mentor, a volunteer and more. So, it turned out my Will wasn't my last chapter, but the next chapter of a new phase of life!"**

**Alison**  
Cancer Research UK Visionary





## Inheritance tax relief

Your client may be able to reduce their inheritance tax liability if they leave a gift in their Will, as gifts to charities made through their will are 100% tax-free. Since April 2017, if donors leave 10% of their net estate to charity, after certain deductions their inheritance tax rate will be reduced from 40% to 36%. The example below outlines the benefit this reduced rate can have for an estate worth £5m.

**Example:** The gross estate value is worth £5,000,000 for inheritance tax purposes and a one 'nil-rate band' (£325,000) has been applied, leaving a net taxable estate of £4,675,000

Item	0% gifted to charity	5% gifted to charity	10% gifted to charity
Charitable gift	£0	£250,000	£500,000
Inheritance tax due	£4,765,000 at 40%	£4,425,000 at 40%	£125,000
Amount of payable tax	£1,870,000	£1,770,000	£1,503,000
Estate balance for distribution	£3,120,000 to beneficiaries £0 to charity	£2,980,800 to beneficiaries £250,000 to charity	£2,997,000 to beneficiaries £500,000 to charity

## Tax-efficient lifetime giving

Our supporter's each have their own charitable giving plans and ambitions which we aim to accommodate. They can donate in yearly, quarterly or monthly instalments, or gift shares at a time of year that's convenient for them.

If your client declares Gift Aid, we can claim a further 25p from the government for every £1 they donate. And if they're a higher rate taxpayer, they can claim back the difference between the rate they pay and the basic rate on their donation.

**Example:** £100,000 donated as an initial £14,500 lump sum followed by 18 monthly payments

	Initial gift	18 monthly payments	Total
Your client's gift	£14,500	£4,750	£100,000
Total contribution after Cancer Research UK had claimed tax			£125,000
If they're a higher rate taxpayer (40%), they can reclaim additional tax of	£3,625	£1,188	
Total cost to your client	£10,875	£3,562	£75,000
If they're a top rate taxpayer (45%), you can reclaim additional tax of	£4,531	£1,484	
Total cost to your client	£9,969	£3,266	£68,750

# Legacy giving

Gifts in Wills fund a third of our work, driving transformational progress for future generations. Here are some of the different gifts your client can leave in their Will.



## Percentage share

**This is the most beneficial type of gift because it's a percentage of the client's estate, rather than a fixed amount.**

This means it retains its value and won't be affected by inflation. It may also reduce their inheritance tax liability. If your client would like to leave this type of gift, here's some suggested wording they could use:

'I give [...] % of the residue of my real and personal estate to Cancer Research UK (insert registered charity number\*) of 2 Redman Place, London, E20 1JQ for their general charitable purposes absolutely and the receipt of the Honorary Treasurer or the proper officer for the time being of Cancer Research UK shall be a complete discharge to my executors.'



## Index-linked lump sum

This is a specific sum of money linked to the index of retail prices. This means any amount pledged would keep its value in line with any possible inflation increases. If your client would like to leave this type of gift, here's some suggested wording they could use:

'I give to Cancer Research UK (insert registered charity number\*) of 2 Redman Place, London, E20 1JQ for their general charitable purposes such sum (the legacy) as shall be produced by multiplying [amount in words] pounds (£ [amount in figures] ) by the index figure in the Retail Prices Index for the month immediately preceding my death and dividing by the index figure for the month in which my Will is signed.'



## Lump sum

This is a specific amount of money given in a Will. These gifts come out of the client's estate first, so can be detrimental to their beneficiaries. As it's subject to inflation, the value of the gift can also decrease over time. If your client would like to leave this type of gift, here's some suggested wording they could use:

'I give the sum of [in words] pounds (£ [amount in figures] ) to Cancer Research UK (insert registered charity number\*) of 2 Redman Place, London, E20 1JQ for their general charitable purposes absolutely and the receipt of the Honorary Treasurer or the proper officer for the time being of Cancer Research UK shall be a complete discharge to my executors.'



## Specific gift

A particular item, such as a car, jewellery or property. If your client would like to leave this type of gift, here's some suggested wording they could use:

'I give to Cancer Research UK (insert registered charity number\*) of 2 Redman Place, London, E20 1JQ for their general charitable purposes absolutely, my [ name and description of item].'



## Life interest trust

When your client wants a charity to be their ultimate beneficiary, but they also want to ensure adequate provisions for their loved ones who survive them, one option is to include a life interest trust in their Will (or, in some limited circumstances, to settle a life interest trust during their lifetime). A life interest trust effectively gives your client's spouse or other beneficiaries the estate (or part of their estate) for their lifetime, while preserving the capital of the estate for their ultimate charitable beneficiary.

When a life interest trust is established, either during your client's lifetime or on their death, there may be inheritance tax consequences. It's advisable they seek legal advice regarding this option to fully understand how the trust works and the tax implications.

\*Registered charity numbers: England and Wales (1089464), Scotland (SC041666), the Isle of Man (1103) and Jersey (247)



**"Having seen the impact of cancer across several generations of my family, I chose to leave a gift to Cancer Research UK. I don't have children and my nephew will inherit from multiple estates. Inheritance tax relief seemed like a simple way to give to charity and for my overall estate to benefit from the lower tax rate."**

**Nicola**

Tax Adviser and Cancer Research UK Visionary





# How to restrict a legacy and future-proof a Will

**We always endeavour to fulfil our supporters' wishes if they choose to direct their pledge towards a specific cancer type, area of research or geographical location. But there are a few things to consider when drafting a restriction for your client's Will.**

As the landscape of cancer research is changing rapidly, the most urgent research areas right now might not be the same in the future. As scientists across the globe discover new ways to prevent, diagnose and treat cancer, it's essential we remain flexible and able to fund the most critical, courageous and innovative research. That's why it's vital to future-proof legacy restrictions.

For example, if there's no longer a need for research into a specific cancer type

and your client has written a restriction for that purpose, then we might not be able to receive their gift. Similarly, we might not be able to receive a gift with a geographical restriction if we're not conducting research projects in that location.

Nonetheless, there are ways for your client to restrict their gift while still making sure we use their generous legacy to power world-leading research. Our Legacy Partnership team will be very happy to discuss all the options to find the best one for your client.





## Expression of wish

Your client can use an 'expression of wish' to future-proof their Will. We'll seek to honour this wish, but if we've reached the fortunate position of no longer requiring funding for their primary wish, the gift will be directed to other equally important areas of our work.

By restricting their gift to cancers of unmet need, your client can make sure their legacy powers vital research into cancer types where progress hasn't advanced at the pace of other cancers. Here's some suggested wording your client can use which proposes a broader alternative destination for their gift if their primary wish isn't viable:

'I leave [type of gift specified] to Cancer Research UK (insert registered charity number\*) of 2 Redman Place, London, E20 1JQ and I express the wish that it is applied to [eg cervical cancer research], failing which I leave [type of gift specified] to Cancer Research UK to be applied to research into [eg cancers of unmet need].'

Alternatively, your client can request for Cancer Research UK to direct their gift to another important area of world-class science if their primary wish isn't viable. Here's some suggested wording they could use:

'I leave [type of gift specified] to Cancer Research UK (insert registered charity number\*) of 2 Redman Place, London, E20 1JQ and I express the wish that it is applied to [eg cervical cancer research], failing which I leave [type of gift specified] to Cancer Research UK to be applied as Cancer Research UK see fit.'

## Letter of wishes

Another option is for your client to write a letter of wishes alongside their Will.


The terms of the Will leave the gift to be managed by the executors and trustees, while the letter of wishes guides them as to how the gift should be used. It's important to note that the letter isn't binding, but it can offer a greater degree of flexibility in terms of the choices your client may wish to make. The letter from your client could be structured along the lines of:

'It is my primary wish that [the gift specified in clause x of My Will] to Cancer Research UK (insert registered charity number\*) of 2 Redman Place, London, E20 1JQ be used for research into [eg early detection research]. I will retain an ongoing dialogue with the charity to identify another area of research should the charity reach a position where funding is no longer required for [eg early detection research] and I would ask you to have regard to any further notes, memoranda or wishes that I make known to you in that regard.'

## More than 1 in 5

**charity donors aged 40+ now say they've included a gift in their Will to charity. Many people who haven't say it just didn't occur to them. You can change that.**

\*Registered charity numbers: England and Wales (1089464), Scotland (SC041666), the Isle of Man (1103) and Jersey (247)



# How a discretionary gift helped us drive more discoveries



**Discretionary gifts are the most flexible form of legacy, allowing executors and trustees to use and distribute the gift entirely at their own discretion.**

Miss Rowley, from London, was a ballet dancer who starred in a variety of shows in her youth, and even owned her own ballet studio where she taught others. In her Will, Miss Rowley left £2m to animal charities, together with a discretionary gift allowing her executors to distribute the final £500,000 of her estate to charities of their choice.

We approached the executors, Layzell's Solicitors, to learn more about Miss Rowley and discuss whether they'd be open to a proposal from Cancer Research UK. We followed up with a range of bespoke proposals produced by our High Value

Legacy team, which outlined how Miss Rowley's kind gift could have a significant impact on our research while honouring her legacy.

We were absolutely thrilled when the trustees told us they'd chosen Cancer Research UK as a beneficiary, granting us a gift of £200,000. The funds are being used to support our vital research in Cambridge across a range of cancer types and stages of the disease. We've also included Miss Rowley's name on the Roll of Honour board at our Cambridge Institute.





Gifts in Wills  
**fund a third**  
of our work



Tommy, now cancer free, with his grandson.

# Lasting legacies, longer lives

**Thank you for your interest in supporting our bold Visionaries to create a better future for people affected by cancer.**

Rapid advances in genomic sequencing? Harnessing the as-yet untapped potential of AI and machine learning? What was science fiction only five years ago is rapidly becoming science fact.

But cancer still ends millions of lives. Thousands of children still don't live long enough to become teenagers. Mums, dads, uncles, aunts and grandparents leave their families too early, too often.

You can help make the crucial difference. More Visionaries mean more people living with cancer, not dying from it. More Visionaries mean more treatments, more therapies and more hope. More Visionaries mean more research.

**And more research means less cancer.**

# More Research Less Cancer

## Bold Visionaries, better futures

To find out more about  
the different ways Cancer  
Research UK can support your  
clients' philanthropy, contact  
our Legacy Partnership team:

[LPMs@cancer.org.uk](mailto:LPMs@cancer.org.uk)

**Professor Serena Nik-Zainal**  
Group Leader, Cancer  
Research UK Advanced  
Clinician Scientist, University of  
Cambridge

Cover image

**Caetano Reis a Sousa**  
Principal Group Leader,  
Assistant Research Director,  
Francis Crick Institute

