Information for legal professionals

CANCER RESEARCH UK

Our Will-Writing Service

Help beat cancer for future generations



Together we are beating cancer

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Helping you to help your clients

We're delighted to welcome you to our network of dedicated legal professionals who play a vital role in helping our supporters use our Will-Writing Service.

With your support, your clients can write a simple Will and we'll pick up the bill. We hope that, in return, you'll encourage them to leave a gift in their Will to Cancer Research UK, so we can continue to save and improve lives through our research, information and influence.

Read on to discover the impact of these gifts on our work and the support and resources available to help you deliver our Will-Writing Service.

The details of how our Will-Writing Service works and what we expect from you are on pages 10 to 13.

If you have any questions or feedback, please contact your local **legacy partnership manager** or email **LPMs@cancer.org.uk**

For more information, visit **cruk.org/legalhub**

We want to bring about a world where everybody lives longer, better lives, free from the fear of cancer.

Cancer is relentless. But so are we. In labs up and down the country, we're carrying out world-class research into the prevention, detection and treatment of more than 200 types of cancer through the work of more than 6,000 scientists, doctors and nurses.

And it's working. In the last 50 years, our work has helped double cancer survival in the UK, giving people more precious time with their loved ones.

But we need to do more. Nearly 1 in 2 people will get cancer in their lifetime.* All of us can support the research that will beat it. Our breakthroughs save and improve lives, and by helping to facilitate gifts in Wills, you can help us save even more.

Together we are beating cancer.



Paul's story

Paul was diagnosed with chronic myeloid leukaemia at the age of 34. He's leaving a legacy so that people in the future can benefit from research – just like he has.

"I'm so grateful to Cancer Research UK. They carried out the early genetics work that underpinned the development of Glivec, which is an effective treatment not just against leukaemia but also against certain rare stomach cancers. I've benefited from past research and by leaving a gift in my Will, I can support future discoveries."

Paul, leaving a legacy of longer, better lives

*cruk.org/lifetimerisk

Gifts in Wills drive discoveries

Gifts in Wills fund over a third of the work we do to save and improve lives through cancer research, information and influence. So your support in helping to prepare these legacy gifts is vital.

You can use these examples with your clients to help them decide what value of gift is right for them.

£4,000

could buy a cell counter, which can count thousands of cells in seconds, helping scientists save time



£7,500

could buy an **incubator** to keep cell samples warm so our scientists can study how they would behave in the body.



20% of a £300,000 estate

could buy a **DNA sequencing machine,** which allows our scientists to analyse a huge amount of DNA very quickly, helping them to learn more about cancer, faster.



Pledges power progress

Thanks to progress in cancer prevention, diagnosis and treatment, over a million lives have been saved from cancer in the UK since the mid-1980s.*

By supporting your clients to leave a gift in their Will, you can help us save even more.

We helped prove the link between tobacco and cancer, preventing millions of deaths 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.*

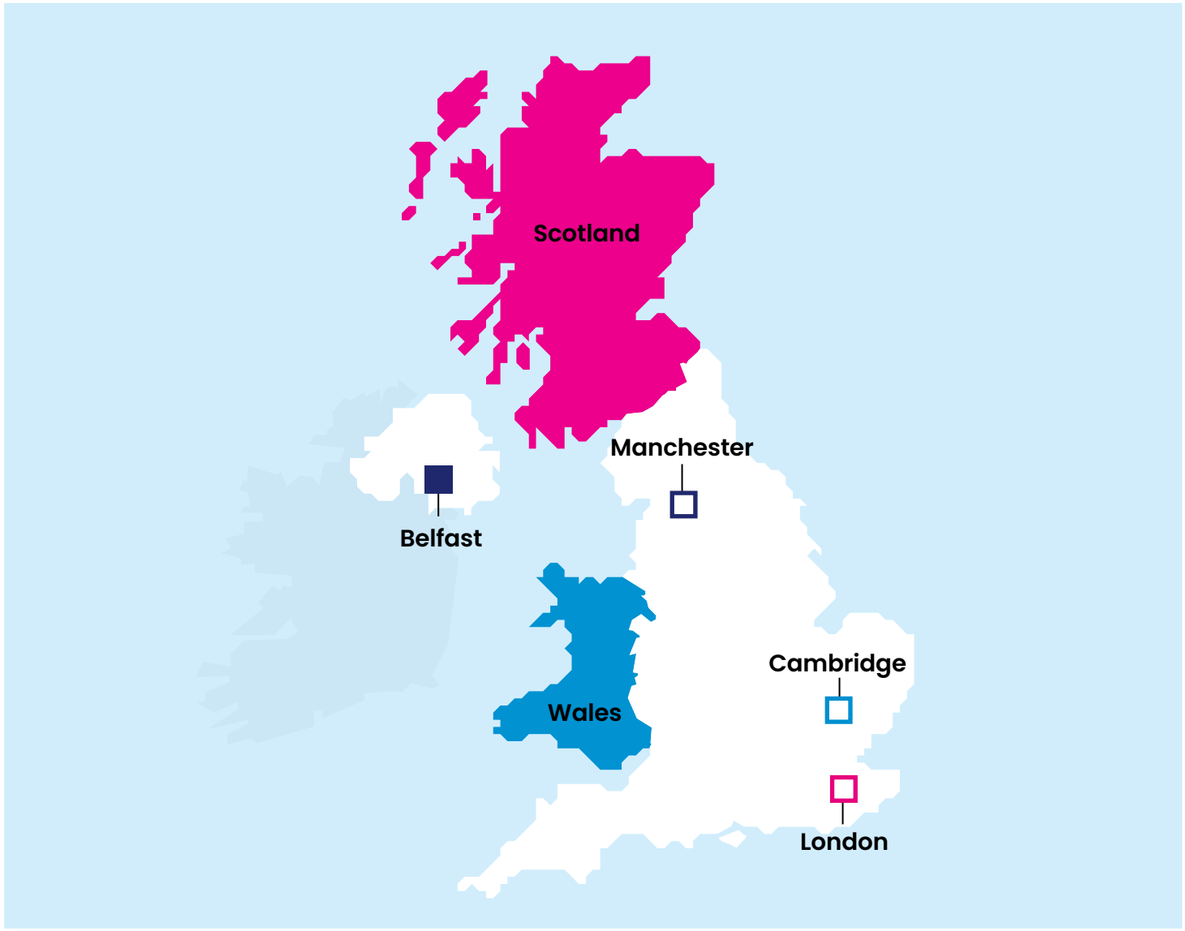
8 in 10 people who receive cancer drugs in the UK receive a drug developed by, or with us.**



*cruk.org/millionlives
**Estimated based on CRUK analysis of NHS England data in 2023

How we're beating cancer

Thanks to the gifts you help facilitate, we're investing in cutting-edge science across the country.



In **Manchester**, we've opened the Cancer Research UK National Biomarker Centre. Here, researchers are working to identify and learn more about biomarkers – biological clues in the body that could help detect cancer at an earlier stage and personalise treatments.

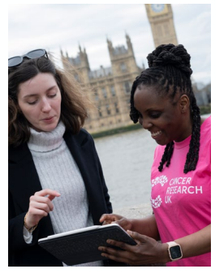


In **Cambridge**, our researchers have identified a new genetic error associated with a higher risk of kidney cancer. We're now searching for the cause of the error, so we can find new ways to prevent it from causing cancer.



A trial we co-fund with UCL (University College London) at their Cancer Trials Centre in **London** has shown that giving people with cervical cancer a short course of chemotherapy before starting standard radiation treatment, rather than after, cuts the risk of death from cervical cancer by 40%.

In **Wales**, we worked with other charities to launch a petition calling on the Welsh Government to implement targeted lung cancer screening. It's now under consideration.



In **Scotland**, we're investing £7.3m to train early career clinician scientists. These are doctors who also carry out medical research. They play an essential role in bridging the gap between research in laboratories and clinical research involving cancer patients.



In **Belfast**, our Experimental Cancer Medicine Centre brings together lab-based scientists and clinical researchers to drive the discovery and development of new cancer treatments and tests.



A magnified image of the most common type of cervical cancer.
Credit: National Cancer Institute



Want to discover our latest breakthroughs?

Visit **cruk.org/moreinformation** or **scan the QR code**

Introducing your clients to legacy giving

Here are some questions you can ask your clients to introduce them to the idea of legacy giving.

- If you think your family are well provided for, would you like to leave any money to charity in your will?
- Would you like to leave money to any charities that you, your family or friends have benefited from?
- Would you consider leaving a gift to charity in your Will? Any gifts to charity are exempt from inheritance tax. Many of our clients leave a gift to a charity of their choice.



How our Will-Writing Service works

Clients find your firm using our online solicitor locator, which lists participating Will-Writing Service legal professionals by location. You can also offer the service to existing clients who are planning to pledge a gift to Cancer Research UK in their Will.

They contact you to arrange an appointment to write or update a Will.

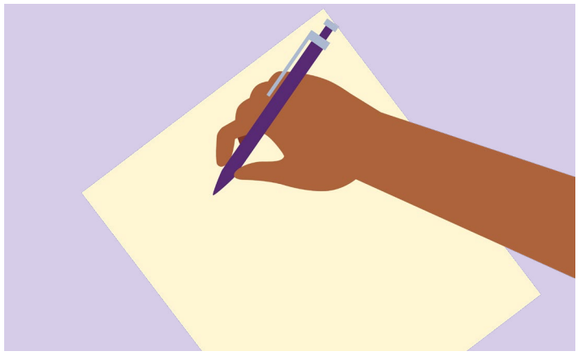
During the appointment, you'll need to discuss the scope of the Will. We'll cover the cost of a simple single Will, simple mirror Will, single codicil or mirror codicil. If they need more than this, make sure they understand and agree any associated costs and that you'll invoice them for the remainder of the costs.

After taking care of their loved ones, your client may want to support a cause close to their heart, such as Cancer Research UK. A percentage share of your client's estate is one of the most valuable ways they can give, as it's inflation proof and can grow over time. You can support your client by explaining this and the other gift options available.

After the Will is completed, submit your pledge form and invoice for the agreed fee at **cruk.org/legalhub**

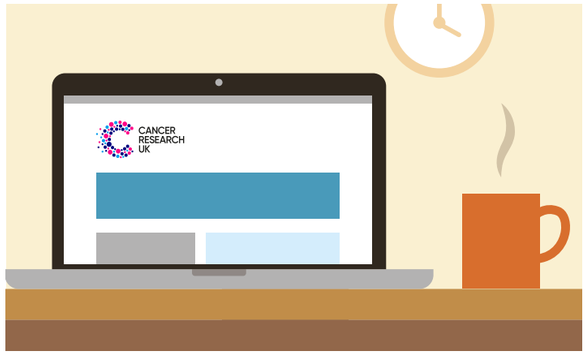
See page 17 for a more detailed summary of fees.

What we expect from you



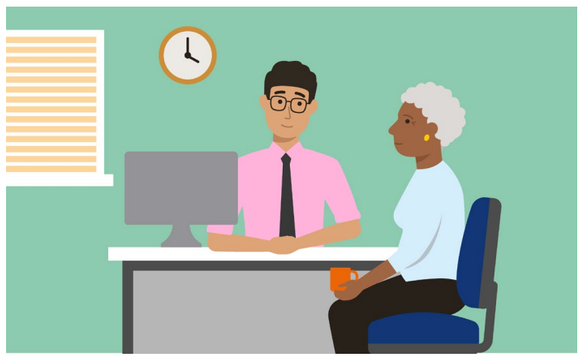
Offer our Will-Writing Service

By introducing the service to eligible clients (18+), you can help remove financial barriers for people who are considering leaving a legacy gift.



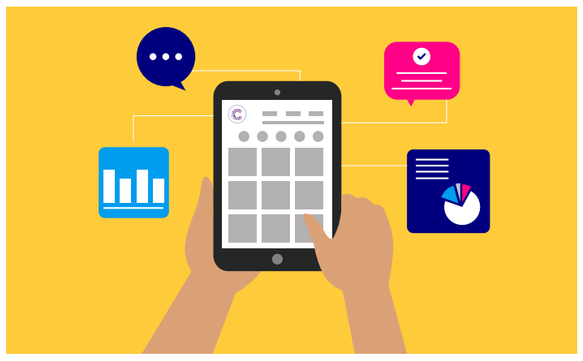
Use approved materials

Visit our Legal Professionals Hub at **cruk.org/legalhub** to find downloadable marketing materials, client preference forms and guidance documents to support your conversations.



Discuss legacy giving sensitively

While there's no obligation to leave a gift to Cancer Research UK when using our Will-Writing Service, your guidance can inspire meaningful contributions.



Submit pledge forms and invoices

Visit **cruk.org/wwsform** to submit your completed pledge forms and invoices so we can process your payment within our 45-day payment term. Make sure you fill in all the fields and upload your invoice to avoid any delays.

Support

If you need support, contact your local **legacy partnership manager** or email **LPMs@cancer.org.uk**

Hear our news

To receive our latest updates, subscribe to our Legal Professionals Newsletter. Visit **cruk.org/legal-news** to sign up.

The benefits of our Will-Writing Service

Improve your client offering

The service provides an opportunity to engage with new clients and build relationships.

Corporate social responsibility

You'll enhance your reputation and social responsibility by partnering with the UK's leading cancer charity.

Nationwide marketing

We have an extensive calendar of activities to promote our Will-Writing Service, and a tailored stewardship journey for supporters

Continuing professional development (CPD) events

You can join a network of like-minded legal professionals and firms for our regular CPD events.

Dedicated support

Our expert team of regionally based legacy partnership managers are always on hand to support with your queries.

Increased awareness of your firm

We list all participating legal professionals on our website and try to include as many as possible in promotional leaflets, mailings and events.

Local and global impact

You'll be providing much-needed support to people in your local community, while helping to fund pioneering research that's saving and improving lives across the world.

Recognition and appreciation

We value your support in facilitating gifts in Wills. As a token of our appreciation, you'll receive certificates so everyone can see the great work you're doing.

Be part of a community helping to beat cancer together

> "The Will-Writing Service has allowed us to offer an affordable and reliable service to our clients while sustainably agreeing future funding for Cancer Research UK.
>
> We understand the importance of charitable legacies on the ability to plan and afford future research projects and we're proud to be associated with the invaluable work of Cancer Research UK."
>
> **Emma Brice**, Neilsons Solicitors

Discover our Legal Professionals Hub

Here you'll find:

- step-by-step guidance on delivering our service
- downloadable materials to support your conversations
- training opportunities and access to CPD-accredited events
- information about the impact of gifts in Wills on our life-saving research

Visit our Legal Professionals Hub at **cruk.org/legalhub.** If you have questions or need support, contact your local **legacy partnership manager** or email **LPMs@cancer.org.uk**



Designed for you

Download and use our Legal Professional Materials to help you confidently promote gifts in Wills to your clients.

These include:

- client-facing brochures explaining the impact of legacy giving
- posters and digital assets to display in your office or online
- guides and templates to support your conversations
- logos and co-branding assets for your own marketing materials

The support we provide

We'll give you everything you need to make leaving a gift in a Will to Cancer Research UK as simple as possible for you and your clients.

Our **dedicated team** of legacy partnership managers across the country are here to help you every step of the way. You'll have a dedicated contact who can answer any questions or queries you have about the service.

Our **online and offline information** materials will support your conversations with prospective pledgers.

You can download **digital materials.**

We provide **training** for legal professionals in your firm who'll be using our service. This will be delivered by your legacy partnership manager and include content to support conversations.

To receive our latest updates, subscribe to our Legal Professionals Newsletter. Visit **cruk.org/legal-news** to sign up.

If you have any questions, please email **LPMs@cancer.org.uk**

Frequently asked questions

Why does Cancer Research UK pay for Wills?

We pay our legal partners' Will-writing fees for our supporters to write or update a simple Will in the hope that, in return, they'll choose to support our work to beat cancer by pledging a gift.

How much of the cost will Cancer Research UK cover?

Our Will-Writing Service is open to anyone over the age of 18. We will cover the cost of a simple single Will, simple mirror Will, single codicil or mirror codicil, as this helps to drive income from gifts in Wills by removing the need for supporters to pay for their Will. We don't pay for more complex Wills, as we wouldn't receive a sufficient return on investment.

Read our **Legal Professionals Terms and Conditions,** including information about fixed fees.

Can my client use the Will-Writing Service for a more complex Will?

We will cover the cost of a simple single Will, simple mirror Will, single codicil or mirror codicil. However, many people will need something more than this. As long as your client understands the additional costs they are liable for prior to the drafting of the Will, you can invoice them for the remainder of the cost over and above what we will pay for.

How much should my clients pledge to Cancer Research UK?

We don't specify how much anyone should leave us. We ask that you explain to your clients that Cancer Research UK covers the cost of a simple Will in the hope that they'll leave a gift in return. We also ask that you explain the benefits of leaving a percentage share, rather than a lump sum.

Your clients can request their free gifts in Wills guide at **cruk.org/pledge**. And please encourage them to contact us if they would like more support.

Can unclaimed client balances be donated to Cancer Research UK?

Yes, the balance can be gifted to charity in certain circumstances. Should your firm wish to gift residual client balances to us, visit our website and follow the steps for **How to pay a gift to Cancer Research UK.**

Can my clients use the Will-Writing Service more than once?

Yes. We recognise that a client might need, or choose, to amend their Will. However, we would appreciate it if you could let us know if a client asks to use the service more than three times.

Can my client leave a donation now instead of a gift in their Will?

While we are very grateful for all donations, pledges in Wills are particularly valuable as they help us plan our future research investments. We're also under an obligation to the Charity Commission to ensure the Will-Writing Service is a commercially viable fundraising product and the associated costs are a good use of our supporters' donations in generating gifts in Wills.

How do I receive my fee?

We no longer accept paper forms. You can submit your completed pledge form and invoice at **cruk.org/legalhub**

Please make sure you fill in all the fields and upload your invoice or we won't be able to process your request within our 45-day payment term.

Why is it no longer called the Free Will Service?

We commissioned some behavioural insight which revealed that many people using our Free Will Service were unaware that we pay the solicitor fees for writing the Will. We have changed the name and improved the supporting information to make it clearer that we pay the solicitor fees for writing the Will as a benefit to our supporters in the hope that they choose to leave us a gift in return.

Can clients who are resident overseas and/or have overseas assets use the Will-Writing Service?

Generally, no. The Will-Writing Service is intended for the preparation of simple UK Wills. Clients who are resident overseas and/or have overseas assets will often require more complex advice, which is generally outside the scope of the service. While individual circumstances may vary, these cases are unlikely to be covered in full by the Will-Writing Service. Where additional work is required, any associated costs should be discussed and agreed with the client before proceeding.

Can we charge the client extra for our service/time beyond what Cancer Research UK pays us?

The fee paid by Cancer Research UK covers the full cost of preparing a simple Will through the scheme, so clients shouldn't be charged any additional fees for this service.

If a client requires a more complex Will or requests services that fall outside the scope of a simple Will, any additional costs must be discussed and agreed with the client before any extra work is undertaken. Cancer Research UK will continue to pay the agreed fee for the simple Will element of the work. Any charges relating to the additional complexity or services can be billed directly to the client, provided they've been clearly communicated and accepted in advance.

Fixed fees

£132 + VAT for a **simple single Will**

£187 + VAT for a **simple mirror Will**

£66 + VAT for a **single codicil**

£99 + VAT for a **mirror codicil**



Tommy, now cancer-free, with his grandson

CANCER RESEARCH UK

Together we are beating cancer

Thank you for helping to beat cancer for future generations.

cruk.org/legalhub

Registered with FUNDRAISING REGULATOR

FWSSOLBOOK

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