

# Our Will-Writing Service

Help beat cancer for future generations





# Helping you to help your clients

**This booklet provides an introduction for legal professionals to Cancer Research UK's Will-Writing Service.**

If you have any questions or comments about this service, please contact your legacy partnership manager directly or email **[LPMs@cancer.org.uk](mailto:LPMs@cancer.org.uk)**.

For more information, visit **[cruk.org/legalhub](https://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 4,000 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](https://cruk.org/lifetimerisk)

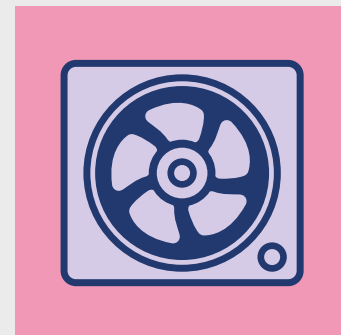
# Gifts in Wills drive discoveries

Gifts in Wills fund around 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.

**£3,000**

could buy a **scientific extractor fan** to keep our scientists safe from fumes and biohazards in the lab.



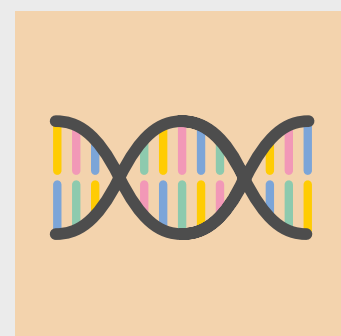
**£7,500**

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.

\* [cruk.org/millionlives](http://cruk.org/millionlives)



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 on the NHS in the UK receive a drug developed by us, or with us.\*\*

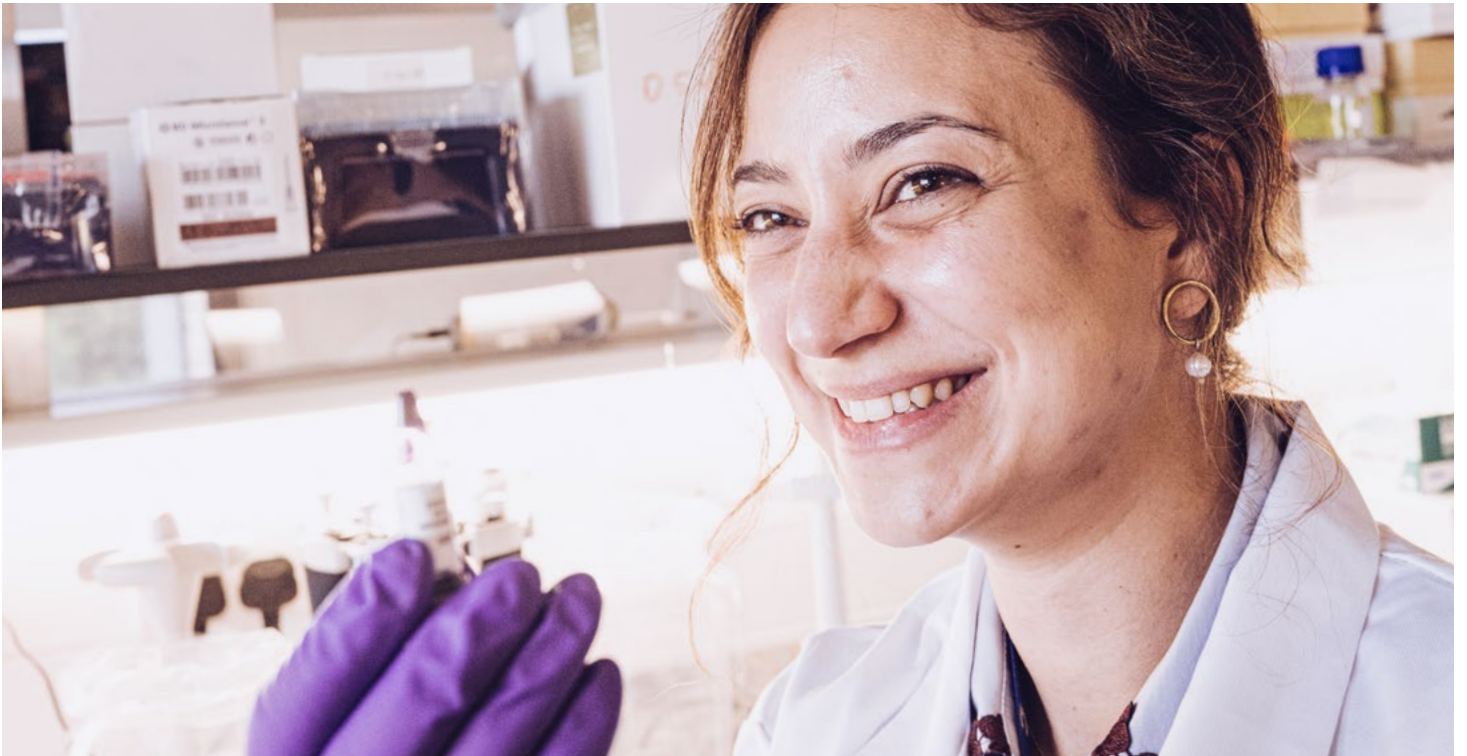


\*\* CRUK analysis of England data extrapolated to UK

# Ways your client can give

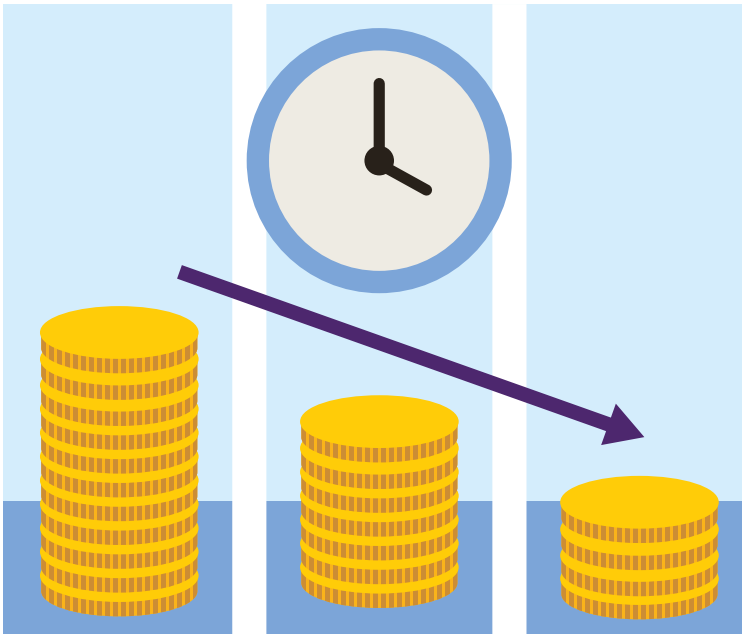
**After taking care of their loved ones, your client may want to support a cause close to their heart. You can support their charitable ambitions by explaining the gift options available and the benefits of each.**

The gift options below are listed in order of their economic value to the charity.



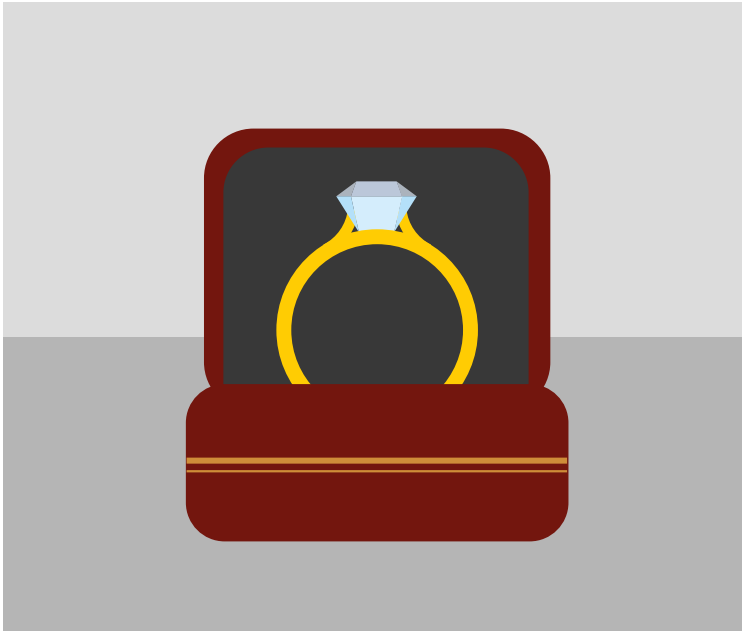
## Percentage share

A percentage share of your client's estate that's gifted to charity. This type of gift is the most valuable because it's inflation-proof. You can discuss the appropriate percentage based on their individual circumstances.



## Lump sum

A fixed amount that can lose its value over time as costs increase. To help the gift retain its value, you could offer to index-link it.



## Specific gift

A particular item, such as a car, jewellery or property.



## Life interest trust

This option gives your client's beneficiaries the enjoyment of their estate (or part of their estate) for their lifetime, while preserving the capital of the estate for the charitable beneficiary.



# 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 Will, 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, at [cruk.org/LPterms](https://cruk.org/LPterms)

£120 +VAT for a **single Will**

£170 +VAT for a **mirror Will**

£60 +VAT for a **single codicil**

£90 +VAT for a **mirror codicil**

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

We will cover the cost of a simple Will, 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](https://cruk.org/pledge). And please encourage them to contact us if they would like more support.





## 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.

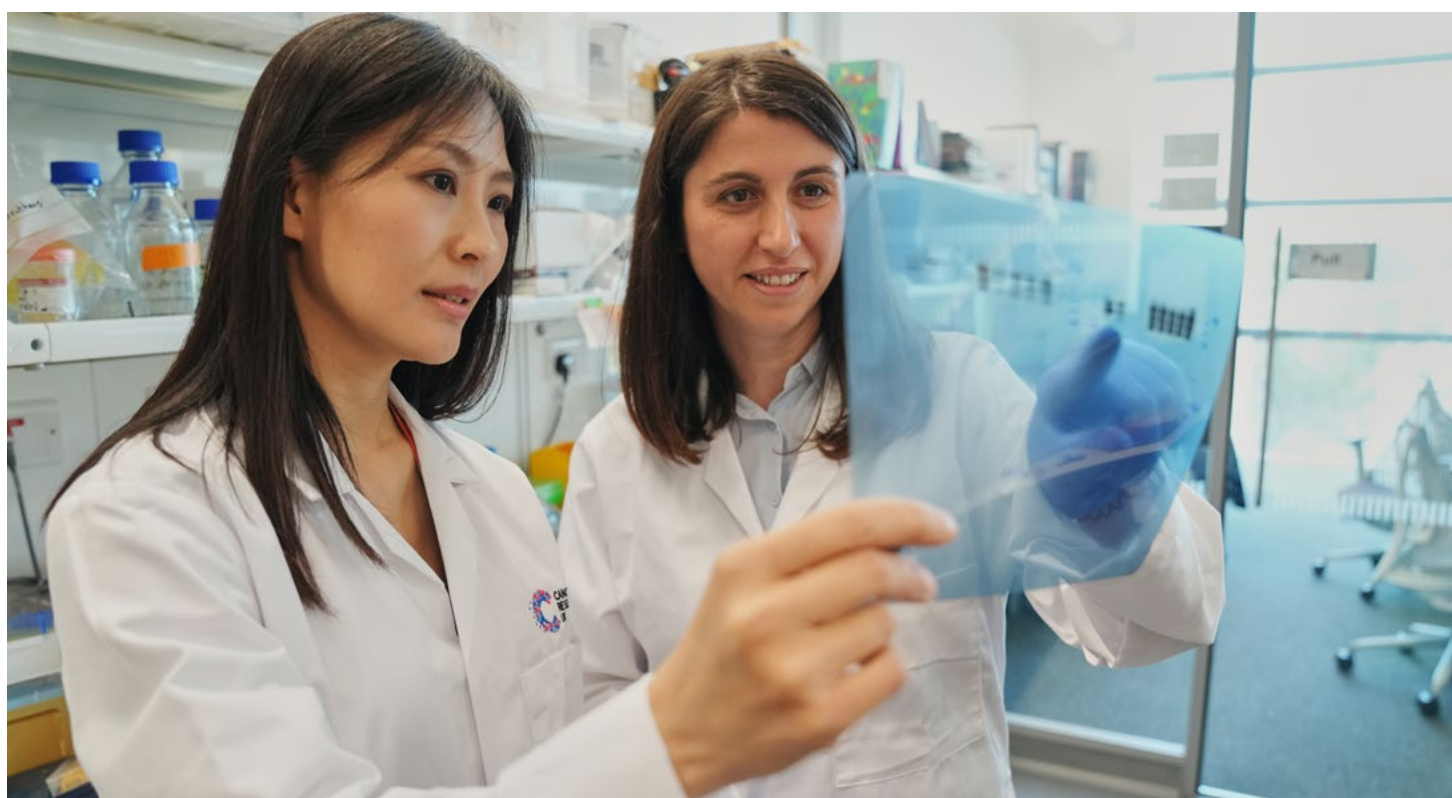
## How do I receive my fee?

We no longer accept paper forms. You can submit your completed pledge form and invoice at [cruk.org/legalhub](https://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.



# 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 activity to promote gifts in Wills, including TV and radio advertising, 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.
- ✓ **Rewards and recognition**  
We value your support in facilitating gifts in Wills and as a token of our appreciation, you'll receive certificates and recognition across our social media channels, so everyone can see the great work you're doing.

“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

# 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.



**Digital materials** can be downloaded at **[cruk.org/legalmaterials](https://cruk.org/legalmaterials)**

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 with prospective pledgers.

If you have any questions, please email **[LPMs@cancer.org.uk](mailto:LPMs@cancer.org.uk)**



Together we are  
beating cancer

Tommy, now cancer-free, with his grandson

**Thank you for  
helping to beat  
cancer for future  
generations.**

[cruk.org/legalhub](https://cruk.org/legalhub)

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REGULATOR

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