

LET'S TALK GIFTS IN WILLS



Lifeboats

This is a guide for volunteers and staff to use when talking about gifts in Wills for the RNLI.

If you need more information, now or in the future, please speak to your regional Legacy Engagement Manager.

THE IMPACT OF GIFTS IN WILLS

You've joined an organisation-wide team that's helping RNLI supporters and members of the public to understand how important gifts in Wills are to our lifesaving work, now and in the future.

You don't need to be an expert to act as a Gifts in Wills Ambassador. Just bring **AIR** into the conversations you're already having.

- A** **Awareness** of the importance of gifts in Wills, which make 6 out of 10 of our lifeboat launches possible.
- I** **Impact** of gifts in Wills on the RNLI's work – they'll power our crews for years to come.
- R** **Referral** – please refer anyone who wants to find out more to our Gifts in Wills Team.

Remember, it's widely recognised across the sector that talking about charitable gifts to someone increases the chance of them leaving one – so even a passing mention of gifts in Wills can make a difference.

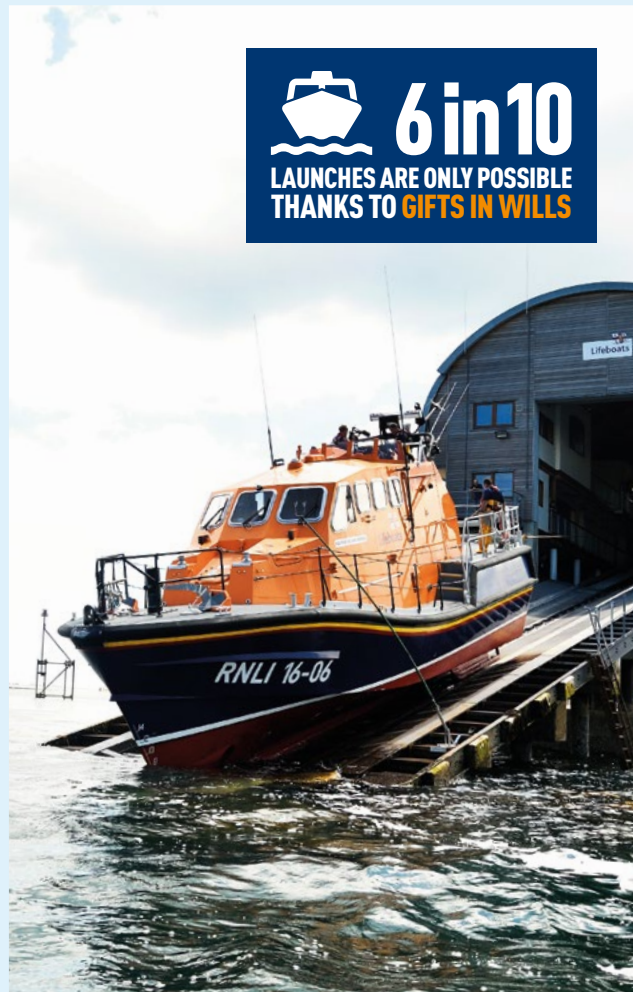


Photo: RNLI/Nigel Millard

Keep this leaflet for a reminder of how to answer questions or talk about gifts in Wills.

DID YOU KNOW...

Gifts in Wills come in all shapes and sizes. Over the years, we've been left:

- a villa in Tenerife
- a gold tooth
- a bottle of whiskey.

Every gift left in a Will to the RNLI – whether it's £50, €50,000 or 50% of an estate – helps us to protect life at sea. And each gift represents a very special legacy.

Over 60% of our income comes from these legacies. That's 60% of all training, equipment, lifeboats and maintenance.

We encourage supporters not to restrict gifts in Wills to specific areas of our work. This is to make sure that, when the time comes, their money can be used to make a difference where it's needed most. Please contact our Gifts in Wills Team to discuss this further.

MORE THAN 60% OF OUR INCOME COMES FROM GIFTS IN WILLS.

AN ORGANISATION YOU CAN TRUST

RNLI volunteer lifeboat crews have been saving lives at sea for nearly 200 years. Gifts in Wills will help them continue for many years to come.

- We provide a **24-hour rescue service** in the UK and Ireland.
- Our seasonal **lifeguards** look after people on busy beaches around the UK.
- We're working to **prevent drowning** all across the world.

Through the RNLI, ordinary people do extraordinary things – volunteers make up 95% of our workforce.



Photo: RNLI/Nigel Millard

How our lifesaving service is funded

We depend on the generosity of our supporters – lifesavers in their own right.

92% of our income comes from donations and legacies.

8% of our income comes from other income sources including trading and investments.



Photo: RNLI/Nigel Millard

HOW WE'LL HONOUR EACH PLEDGE

When you remember the RNLI in your Will, your generosity won't be forgotten. Having received your gift, we'll add your name to the side of a Legacy Lifeboat, alongside the names of others who are protecting our lifesaving crews at sea.

Find out more: [RNLI.org/legacylifeboat](https://www.rnli.org/legacylifeboat)



Photo: RNLI/Nathan Williams

FREE WILLS SERVICE

As an RNLI supporter, you can write or update a simple Will with our free Will-writing offer.

We've teamed up with different providers who can help you do this. You can choose to make your Will:

- **Face-to-face.** You can make a free appointment with a trusted solicitor near you, using the National Free Wills Network (UK) or the Irish Free Wills Network (Republic of Ireland).
- **Online.** You can make or update your Will from your computer or tablet with our partners Farewill and Co-Op Legal (England and Wales only).
- **Over the phone.** If you'd prefer, Farewill offers you the chance to make or amend your Will over the phone, for free (excludes Republic of Ireland, Isle of Mann & Channel Islands).

Of course, there's no obligation to leave a gift to the RNLI. Your family and friends come first – but once you have provided for your loved ones, we do hope you'll consider remembering the RNLI too.

[Find out more at RNLI.org/freewillsoffer](https://www.rnli.org/freewillsoffer)

HOW TO TALK ABOUT GIFTS IN WILLS

All gifts in Wills, whatever their size, make a huge difference – and that means the conversations we have about them are important.

Many people, even those who've supported our work for years, aren't aware of how important gifts in Wills are. But they'll understand straight away when you point to a RNLI lifeboat or lifeboat station and explain it wouldn't be there without gifts in Wills.

Getting the conversation started

ASK

'When did you start supporting the RNLI and why?'
Many people have an interesting story to share.

FIND OUT

'What part of the RNLI's work is most important to you?'

When you know what someone's passionate about, you can talk about how it's funded.

SAY

'Did you know gifts in Wills are very important to our future?'

Discuss the ways they already support the RNLI and introduce another.

It's widely recognised that talking about charitable gifts to someone increases the chance of them leaving one. Even a passing mention can plant a seed and start someone on a path to remembering the RNLI in their Will.

The key points

When having these conversations, don't worry about the technicalities – that's what the solicitors are for. Focus on the reasons why a person might give – and remember the most important points to bear in mind are:

- 1 **We respect your wishes. For most people, providing for loved ones comes first, but it's also possible to remember the RNLI in your Will.**
- 2 **Gifts in Wills save lives and keep RNLI lifeboat crews safe.**
- 3 **You don't have to be rich to make a tangible difference.**
- 4 **If you need any more information about leaving a gift in your Will, our team is here to help.**

THREE TYPES OF GIFT...

There's more than one way to leave a gift in a Will. In fact, there are three different types of gift. These include:



A share of your estate

This is a percentage, or all, of what remains of an estate, once gifts of money and items of value have been distributed. These are often the most powerful legacy gifts, because they retain their value over time – and even a small percentage makes a huge difference.



A specific sum of money, for example £5,000.



A specific gift

This is a non-cash gift and refers to a specific, valuable object – for example a house, a piece of jewellery, shares, or a painting. We can usually raise money by selling gifts like these.

IN-MEMORY GIVING

In-memory gifts are different to gifts in Will. They're donations you can make today to honour the memory of someone you love and help save lives.

- Give a donation in their memory.
- Start a regular gift to honour their life.
- Set up a tribute fund where you can share memories.
- Hold an event in memory of a loved one and raise funds for the RNLI.
- Remember a loved one with a special tribute – their name on the side of an RNLI lifeboat.

[Find out more: RNLI.org/inmemory](https://www.rnli.org/inmemory)



Photo: RNLI/Nathan Williams

OUR PROMISE TO SUPPORTERS

- Your loved ones come first – we respect that and won't try to change it.
- We'll answer any questions honestly and quickly.
- We won't put you under pressure – this is a big decision so please decide in your own time.
- We'll use your special gift wisely and effectively.
- You don't have to tell us your decision – we respect your right to privacy.
- You can come and see our service first hand – just let us know.
- We'll respect your wishes as outlined in your Will.

If you'd like to know more about legacies, get in touch with the **Gifts in Wills Team**.

Phone:
0300 300 0124 (UK)
01 511 9869 (Ireland)

Email:
Legacy_enquiry@rnli.org.uk

Web:
[RNLI.org/legacy](https://www.rnli.org/legacy)