

NO STAMP
NEEDED BUT
USING ONE
WILL HELP
SAVE COSTS

WILL AID
FREEPOST SWB1 1047
CREWKERNE
SOMERSET
TA18 7B2



Will Aid helps your clients and their loved ones

Will Aid is one of the most effective fundraising campaigns running and depends on a unique partnership with the legal profession. We really need your help to carry on building on this partnership and its success. Every Will Aid campaign produces a wealth of enquiries from people wanting to make their Will; our aim is to ensure every one of these people has access to a local participating solicitor.

To be part of the Will Aid success story,
please register today

“Will Aid solicitors can feel justly proud of their contribution. Will makers and their loved ones gain the security of a proper, professionally drawn-up Will and thousands of children, families and communities around the world will see their lives transformed through the work of the charities. This is a truly remarkable achievement.”

Dame Judi Dench, Actress and Will Aid Patron



It's so easy to take part in Will Aid

Here's how it works:

1. To register, simply complete the attached card, sign up online at www.willaid.org.uk or call us on **01460 271178**.
2. We'll confirm your registration. In August you'll receive an **information pack** with everything you need to take part in this year's Will Aid
3. We'll **publicise** Will Aid through the **local, regional and national media** and to the Will Aid charities' 8 million supporters.
4. We'll **give your details to members of the public in your area** who enquire about making a Will. You can limit the number of Wills you draw up to match your resources.
5. **You arrange appointments** with Will Aid clients at your convenience. For complex Wills you may wish to discuss a fee for the extra work.
6. **There's no complicated administration** or VAT. After drafting Wills, simply pass donations directly to Will Aid.

Its easy to take part, sign up online at www.willaid.org or telephone 01460 271178



ANTONIO OLMOSS / ACTIONAID

Skills like yours can change lives



Join the charity Will-making scheme that
builds your client base and helps people
in need around the world

ALL MONEY RAISED BY WILL AID SUPPORTS THE WORK OF:

ACTIONAID | BRITISH RED CROSS | CHRISTIAN AID
HELP THE AGED | NSPCC | SAVE THE CHILDREN UK
SCIAF | SIGHTSAVERS INTERNATIONAL | TROCAIRE

Use **YOUR** skills to support Will Aid

The Will Aid partnership has been running successfully for over 20 years. Each November, thousands of solicitors around the UK offer to waive their fee for drawing up a basic Will for Will Aid clients. Instead of charging their fee, they ask clients to make a donation to Will Aid which is distributed between the nine charities. The suggested donation is £75 for a single Will and £110 for mirror Wills.

Why take part in Will Aid?

- People in need all over the world benefit from the work of our partner charities.
- Your clients benefit from the protection of a basic Will.
- You benefit by not only attracting new clients, but also from the knowledge that you are using your skills to further the work of nine highly respected charities.

Is Will Aid good for business?

In addition to the satisfaction of helping the Will Aid charities, you will raise your firm's profile and demonstrate to clients old and new that you share their concern for those in need. Will Aid achieves positive publicity in hundreds of features and interviews in national and local media.

Since it began, Will Aid has persuaded nearly 120,000 people into solicitors' offices, many for the first time. Research has shown that these clients have above average income levels and are likely to choose the Will Aid solicitor for their future legal needs and recommend them to friends. Will Aid can be the first step in building a lasting relationship.

Remember, you choose the number of Wills you draw up under the Will Aid scheme so you have total control over the workload.

THE PROBATE SECTION OF THE LAW SOCIETY ENDORSES WILL AID AND ENCOURAGES ITS MEMBERS TO PARTICIPATE



"Will Aid is a very motivational idea. It's good to be able to support such a wide range of charities by giving our time, and it's good for business, as clients tend to come back to us with other work. Even a comparatively small firm like ours can make a big impact."

Simon Theobald of TWP

Thomson Wilson Pattinson in Kendal has been taking part in Will Aid since 1992 and is one of Will Aid's top performing firms. There are only 3 partners and yet they raised £8,275 in the last campaign.

Will Aid **CHANGES** lives

Since Will Aid began in 1988, £5.5m has been raised in donations from Will-makers which has helped to improve the lives of people in need around the world. But the Will Aid success story does not end there. Tens of millions more has been pledged in legacies to the Will Aid charities and this will help to ensure that their vital work can continue to help future generations. With your support, we can work to raise even more.

These examples show what a massive difference a donation to Will Aid or a pledge to a charity can make.

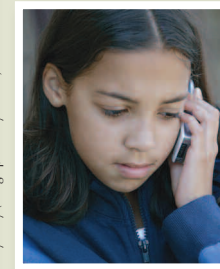
- A donation of **£75** could restore sight to 4 people blinded by cataracts.
- A donation of **£110** could make an older person's home safe and secure.
- A legacy of **£1,000** could pay for a midwifery teacher to provide training to a whole class of new midwives and prevent deaths from birth complications.
- A legacy of **£15,000** could answer 5,000 calls from children in need of help.

TO BRING HOPE TO MANY MORE PEOPLE, PLEASE REGISTER WITH WILL AID TODAY. YOUR SKILLS COULD MAKE ALL THE DIFFERENCE.



Kate Holt / HelpAge International

Bernadetta, a widow from Karagwe, Tanzania has been able to send her four orphaned grandchildren to school thanks to the Pineapple Co-operative. "I want my grandchildren to learn to read and write because I never did" says Bernadetta.



Lamy Bray (image posed by model)

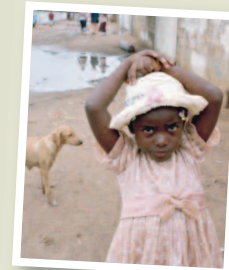
"I know in my heart that if it weren't for ChildLine I wouldn't be here" says Paula aged 15. After having been thrown out by her mother, she felt so low she thought she might kill herself. Expert help from the ChildLine Counsellor gave her a way through her problems and hope for the future.

Pusaram Khologa from Rajasthan can return to work and support his family now his sight has been restored by cataract surgery.



Fabienne Fosseuz / Sight Savers

Five year old Jaeli from Angola is lucky to be alive. Thanks to her mother having been on a health education course, when Jaeli fell ill with malaria her mum knew how to treat her successfully.



Christian Aid

Will Aid Registration

- Yes, I would like to be part of Will Aid in NOVEMBER Please register my firm**
- Yes, I am interested in being part of Will Aid in November. Please contact me as I have further questions

Please complete the following details:

Firm Name _____

Contact Name _____

Title/Position _____

Email _____

Telephone number _____

Alternative contact name _____

Address _____

Postal Town _____

County _____ Postcode _____

Does your firm have another branch who would be interested in participating? Please let us know below (or phone/email if there are several branches):

Address _____

Telephone number _____

Email _____

Contact name _____

Many thanks, your support will make a vital difference

Tel: **01460 271178**

Email: **shirley@willaid.org.uk**

or register online at: **willaid.org.uk**

