

# Why become a Legacy Legend?



Join our **FREE** Campaign  
Supporter scheme and  
reach new clients through  
our **Solicitor/Advisor**  
**Register**



SCAN ME

[includeacharity.com.au/find-a-solicitor](http://includeacharity.com.au/find-a-solicitor)

**02 9410 5908**

## What's in it for you?



- ✓ **Your details listed for free on our directory of solicitors & financial advisors.**  
Help promote your business by displaying your details on our 'Find a solicitor or financial advisor' directory, which provides an easy way for the public to find an adviser to help them with their Will-writing needs.
- ✓ **Take part in Include A Charity Week.**  
Use our high-profile annual awareness campaign, Include A Charity Week, to promote the benefits of an up-to-date Will. You'll also receive a toolkit of promotional materials to use throughout the week.
- ✓ **Resources to help get the conversation started.**  
We provide materials, guidance and support to help you approach conversations with clients, along with background information about just how crucial this form of giving is to charities.
- ✓ **Logos to show your support.**  
You can use our Campaign Supporter logo, above, on your marketing materials to show your support and enhance your reputation among current and prospective clients.

## Did you know?



25% of Australians would like to be able to leave something to a cause or a charity important to them when they go to make or next update their Will.<sup>1</sup>



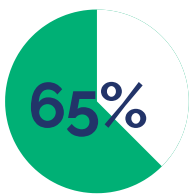
In the UK, 73% of professional advisors always or sometimes mention the option of charitable gifts to their clients.<sup>2</sup>

**See more at**  
**[includeacharity.com.au](http://includeacharity.com.au)**

“ Include a Charity helps people achieve their philanthropic and legacy goals – to leave the world a better place. And my connection to Include a Charity is a value add to my practice in working with clients. ”

Jennifer Maher, Director, Velocity Legal

## Did you know?



65% of people polled say it's okay for solicitors to ask about including a charitable gift in their Will.<sup>1</sup>



29% of people polled said that solicitors should ask if they want to include a charitable gift in their Will.<sup>1</sup>



For many charities, donations from gifts in Wills fund as much as a fifth of their work.<sup>4</sup>

\$1.6 billion



Gifts in Wills generate \$1.6 billion of vital funding for good causes each year.<sup>3</sup>



Clients are TWICE as likely to include a gift in their Will when legal advisors reference a charitable option.<sup>5</sup>



1 in 4 UK Wills written through advisors include a donation.<sup>5</sup>



## Can a conversation change the world?

Research shows that one of the most prominent reasons people don't already include a gift to charity in their Will is that they simply didn't think of it at the time.

By mentioning the option of leaving a gift in their Will, you can help clients support the causes they care about while fulfilling your own philanthropic goals and inspiring others to leave a lasting legacy.

1. Research commissioned by Include a Charity and conducted by Evolve Research and Consulting Sept 2017. 2. Remember A Charity Professional Adviser Benchmarking Study 2022, Savanta. 3. Research commissioned by Include a Charity and conducted by Legacy Futures Nov 2023. 4. Morgan Koegel, Bequest Assist 2024. 5. Remember A Charity Professional Advisor Benchmarking Report 2023, Savanta.