



Together we will beat
cancer for future generations

The Cancer Research UK
Free Will Service

cruk.org/LPH



CANCER
RESEARCH
UK



One third of our research
is funded by gifts in Wills

That's why you're such a vital part of our team

£1,000

could buy imaging software that our scientists use to film cells in real time, helping to test potentially life-saving treatments

£8,000

could buy a microscope camera, allowing our scientists to take images of cancer cells and share them with researchers across the world



10%

of a £300,000 estate could buy a gene gun - a high-tech tool our scientists use to learn more about cancer's weaknesses



The work you do is helping beat cancer for future generations

Right now, gifts in Wills are funding over one third of our pioneering research. Our strategy is to prevent more cancers, diagnose them earlier, develop the best therapies and ensure that every person affected by cancer receives the best treatment for them. The vital work you do, together with the generosity of your clients, is bringing forward the day when everyone survives cancer.

Cutting-edge research has helped overall cancer survival in the UK double since the 1970s, and today, 2 in 4 people survive their disease for 10 years or more. Our ambition is to accelerate progress so that 3 in 4 people survive their cancer by 2034 - and the gifts you help create will be critical to that progress.

Future communication with our supporters is fundamental to our success. Your help in securing client contact preferences is a vital part of making this happen. Supporting us in this way allows your clients to receive updates on our latest groundbreaking research and invites to special events, in a way that suits them, whilst ensuring we're GDPR compliant.



Frequently asked questions

How much should my clients pledge to Cancer Research UK when they use the Free Will Service?

We don't specify how much anyone should leave us – and your clients don't have to include a gift when using our service. However, gifts in Wills are a vital part of our work to beat cancer and we hope it's something they'll decide to do. Clients can leave a residuary gift which will retain its value with inflation, which is more valuable to Cancer Research UK.

Client booklets containing helpful information about using the service and the impact that legacy gifts have on our life-saving work are available to download via cruk.org/LPH. Please share them with your clients and encourage them to contact us if they would like more support.

Can my clients use the Free Will Service more than once?

Yes. We recognise that a client might need or choose to amend their Will. However, as we need to maximise the funds we have available to spend on cancer research, we do need to monitor how much we are investing in the service. We would really appreciate it if you could let us know if a client asks to use the Free Will Service more than three times.

How much of the cost will Cancer Research UK cover?

We will cover the cost of a simple Will. Please visit cruk.org/LPterms to view the Legal Professionals terms and conditions, including information about fixed fees in section 6.



Gifts in Wills fund over a third of our life-saving research

We're the largest charitable funder of cancer research. Right now, we're funding research into over 200 types of cancer

We fund over 4,000 scientists, doctors and nurses who are working together to bring forward the day when all cancers are cured

Promoting the Free Will Service

Our online Legal Professionals Hub contains a suite of digital and printable marketing materials to support the vital work you do. Visit cruk.org/LPH to get started.

Please note, we need to approve any new materials you produce before you use them, to make sure that all the information is correct and up to date.

We will also promote the fact that you are helping us with this service. We list all participating solicitors on our website and try and include as many as possible in promotional leaflets, mailings and events.

See our terms and conditions for more details.

Our ambition is to accelerate progress and see 3 in 4 people surviving their cancer by 2034

How do I receive my fee?

Visit cruk.org/FWSonlineform to submit your completed pledge form and invoice.

Please make sure you fill in all the fields and upload your invoice or we won't be able to process your request.

If you have any questions, we're here to help:



020 3469 8797



LPMs@cancer.org.uk

Thank you for your support.

Together we will beat cancer for future generations

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