

# CREATING A VEGAN FUTURE

Leaving a gift in your will  
*to The Vegan Society*



A pig with black and white patches is grazing on a green lawn with scattered brown leaves. The pig is positioned in the center of the frame, facing slightly to the right.

## OUR VISION

A world where humans do not exploit non-human animals.

## OUR MISSION

To promote veganism for the benefit of humans, non-human animals and the environment, by making veganism an easily adopted lifestyle and widely recognised benefit to society.

## OUR APPROACH

- Encourage more people to adopt a vegan lifestyle by explaining the various reasons for being vegan and making it easy for people to follow.
- Further knowledge of and interest in sound vegan nutrition.
- Promote the vegan method of agriculture as a means of increasing the potential of the earth to the physical, moral and economic advantage of humankind.
- Challenge the dominant world view of exploiting other animals by working towards a world where non-human animals are recognised as fellow beings who are not made to suffer or die for human purposes.
- Encourage legal, cultural and policy changes to create a wider society that is more supportive of a vegan lifestyle.



# THE IMPORTANCE OF HAVING AN UP-TO-DATE WILL

Making a will gives you control and peace of mind knowing that your family and friends are provided for after your death and that your intentions are met.

You can decide what happens to your money, property and possessions, choose who should be your executors and leave clear instructions to support charities that are close to your heart.

Without a will, you have no control over how your legacy is spent, making it one of the most important documents you will ever write.

“ *Having an up-to-date will is absolutely fundamental if you want your final wishes to be carried out after you're gone. For me, leaving a gift to The Vegan Society in my will was a really easy and natural decision to make. The organisation has done so much work to make veganism a more widely adopted and accessible lifestyle and they give me a great outlet to talk about my own choices in a more structured way. I'm really pleased to be able to leave a portion of my estate to the charity and I know my family will be happy to honour this decision, understanding how important it is to me.*

*Sanita, who has kindly left a gift in her will to The Vegan Society*



# WHY THE VEGAN SOCIETY RELIES ON GIFTS IN WILLS

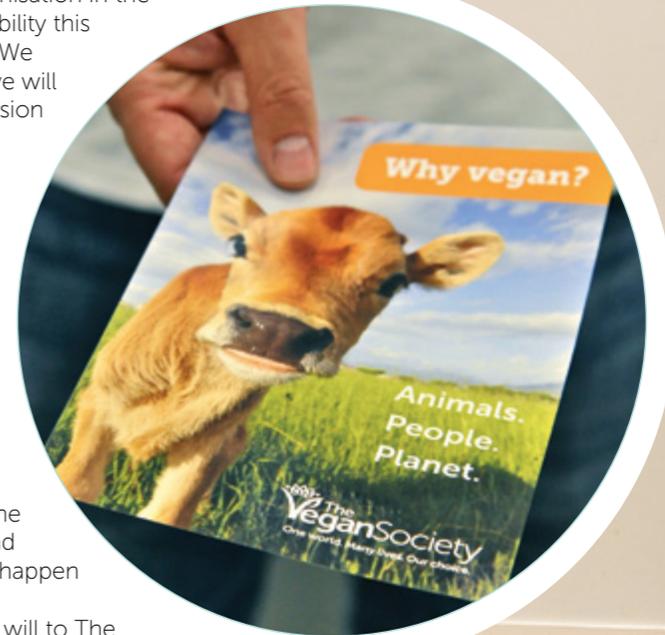


Legacy gifts offer security for long-term planning and they enable us to continue our important work that began over three quarters of a century ago. We do not receive any government aid and so we rely heavily on donations, especially those left as gifts in wills.

We are the oldest vegan organisation in the world and we take the responsibility this presents us with very seriously. We promise that any gifts we receive will be used to further our shared vision of a vegan future.

We want future generations to grow up in a world where veganism is viewed as not just a lifestyle choice but is seen as a necessity. Imagine children growing up in a world that is sustainable, where there is enough food for everyone, compassionate lifestyles are the norm, and where manufacturers automatically make plant-based foods. This vision is achievable. It is what The Vegan Society strives toward and with your help, we can make it happen faster.

When you leave a gift in your will to The Vegan Society, you can continue to be part of this important work even after you've gone and enjoy the knowledge that your legacy is helping create a more peaceful, sustainable and compassionate world for generations to come.





# THE DIFFERENCE YOUR GIFT WILL MAKE

The Vegan Society works hard to promote the benefits of veganism to different audiences. All our campaigns are informed by our organisational strategy and thorough research, with specific objectives and targeted audiences.

## TARGETING NON-VEGANS

Most people claim to love all animals, but do they really show that love in every aspect of their life? We encourage people to reflect on what it means to be an animal lover and to reject animal exploitation in all that they do.

In its first months, our Future Normal campaign saw 64,000 visits to the dedicated website, with 10% of those pledging to try to be vegan for a month.

*The website is very loving towards animals and made me think twice about eating meat again. Very vibrant and very informative* Future Normal website visitor

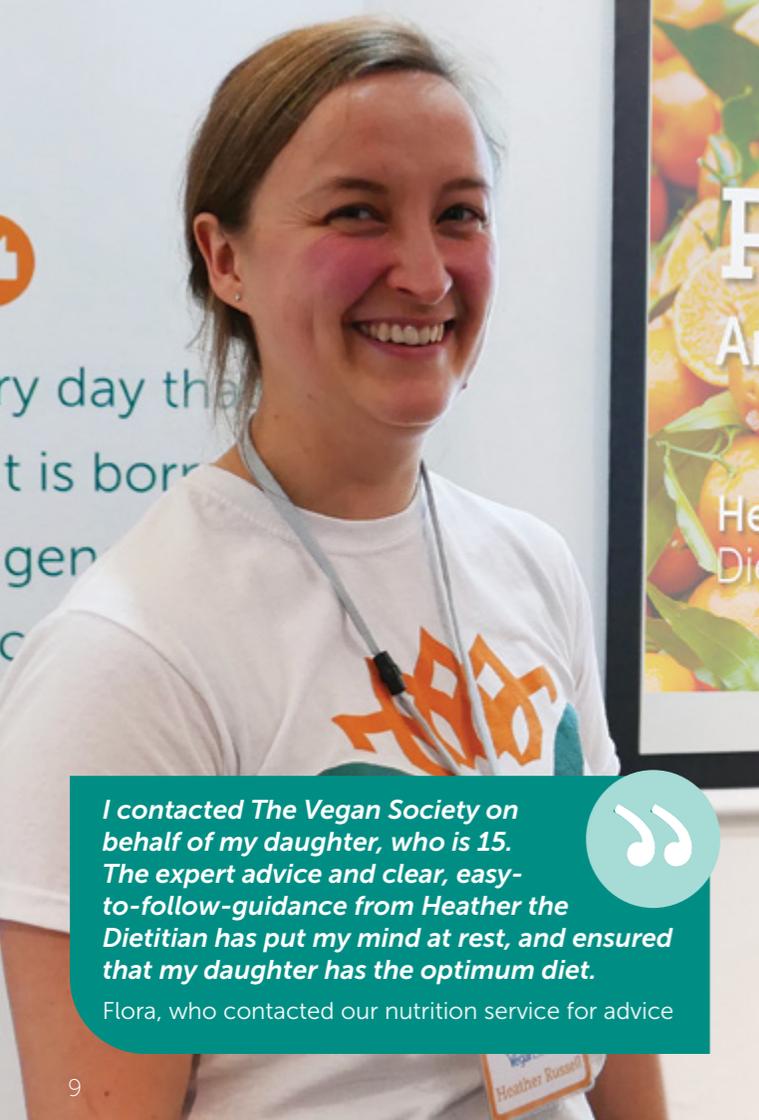
Researchers say that going vegan is the single biggest thing you can do to help save the planet. We approach environmentally aware people to let them know that a vegan diet is an important and easy step to take. We offer support through our seven-day pledge and lots of low-carbon recipes.

*I really enjoyed getting emails every day, it was a good reminder to keep trying to be vegan. The emphasis on environmental impact is a major motivation for me.*  
Plate up for the Planet pledge participant

*The Vegan Society has grown hugely in the past few years and we have helped to push veganism into the mainstream through our impactful campaigning work. This transformative change has been made possible by our generous supporters making donations and especially by gifts left in people's wills. We could not continue building on our campaigns and policy work to create a vegan future without gifts like yours.*



Claire Ogley, Head of Campaigns, Policy and Research



*I contacted The Vegan Society on behalf of my daughter, who is 15. The expert advice and clear, easy-to-follow-guidance from Heather the Dietitian has put my mind at rest, and ensured that my daughter has the optimum diet.*

Flora, who contacted our nutrition service for advice

Over 20,000 people have taken part in our seven-day Plate up for the Planet vegan pledge. Together they have saved 294,000kg of CO2e, the equivalent of flying to the moon and back four times in an aeroplane. We also know from feedback that many of them have stuck to the lifestyle changes long term.

*I think joining up to a challenge makes you stick to it; I will continue my vegan diet as I found it so interesting. I'll continue for our planet and the animals.*  
Plate up for the Planet pledge participant

### SUPPORTING EXISTING VEGANS

We're challenging the idea that vegan living is expensive and helping to ensure that whatever your budget, you can thrive as a vegan. We support vegans on a budget with a host of affordable recipes and tips for low-budget living.

No matter your age or stage of life, you can thrive on a balanced vegan diet. We offer a host of nutritionally balanced recipes and support on all aspects of plant-based nutrition.

Over the course of a year, our registered dietitians provide expert nutrition advice to hundreds of vegans and vegan curious people, just like Flora, helping them to go and stay vegan.

We also receive hundreds of requests each year for legal information and support, from vegans who find themselves in vulnerable situations.

In 2020, The Vegan Society contributed evidence and expertise in a landmark employment tribunal which confirmed that ethical veganism is a protected characteristic under equality law. The ruling highlights the legal duty of the private and

public sectors to consider the needs of vegans, for example in educational institutions, hospitals and wider health services, the workplace and as consumers of goods and services.

### WORKING TO CHANGE POLICY

We want to see fortified plant milk recognised as an alternative to animal milk, wherever animal milk is currently supported or promoted in nutritional public health initiatives for children.

In February 2021, following our campaigning, the Scottish government agreed to include plant-based alternatives in a government-funded nursery milk scheme for the first time since the scheme's inception in the 1940s.

Our Grow Green campaign aims to change policy to tackle the problems we face with a shift away from animal farming and towards plant protein agriculture and other sustainable forms of land management.

We're working to improve the quality and availability of vegan food in public sector settings. Our Catering for Everyone campaign supports public sector institutions like hospitals, schools and prisons to offer more and better vegan food and asks for legislation to mandate a vegan option in every institution.





# HOW TO MAKE A WILL

Your will is a legal document, so if you are not legally trained you could make a will that is not valid, creating problems for your executors and beneficiaries. Consulting a solicitor will help you ensure you make a valid and legal document. The [Law Society](#) or [Law Society of Scotland](#) can provide names of solicitors in your area who specialise in wills.

The Vegan Society offers a free online and telephone will-writing service through [Farewill](#). To find out more about this service please visit [Support our Work | Give in Your Will \(vegansociety.com\)](#) or call the Legacy Team on 0121 5079 987.

You should appoint one or more executors (up to four), who are people that you trust to carry out the distribution of your estate in accordance with your will. These can be friends, family members or your solicitor.

It is important to keep your will updated. If you marry or enter into a civil partnership your will becomes invalid and you will need to make a new will even if your wishes have not changed. To update your will, you need to make an official alteration (called a 'codicil') or, for extensive changes, make a new will.

A gift in your will to The Vegan Society could reduce the amount of inheritance tax you have to pay on your estate. All gifts left to charities are tax free and taken out of your estate before inheritance tax is calculated.



*I wanted to make sure my will reflected my values and outreach activities. To date, I have really liked working with other vegans and organisations including The Vegan Society. It's an important part of my life to do what I can for the other animals and the people and planet who suffer as a result of animal agriculture. I really love the idea of being able to extend my support for the vegan movement through a donation after I'm gone.*



*Haz, who used our Farewill service to kindly leave us a gift in their will.*



# TYPES OF GIFT



## RESIDUARY GIFT

You gift a proportion of what is left of your estate, after all your debts, taxes and other gifts have been deducted. This form of legacy is particularly advantageous to The Vegan Society because it is inflation linked. Example wording:

*I leave to The Vegan Society [Charity No. 279228 (England & Wales) and SC049495 (Scotland)], Donald Watson House, 34-35 Ludgate Hill, Birmingham B3 1EH ..... [insert 'all' or size of The Vegan Society's share] of the residue of my estate to be applied by The Vegan Society for its general charitable purposes.*

## PECUNIARY GIFT

You gift a specific sum of money or a percentage share of your estate.

*I leave to The Vegan Society [Charity No. 279228 (England & Wales) and SC049495 (Scotland)], Donald Watson House, 34-35 Ludgate Hill, Birmingham B3 1EH free of all tax .... [insert "the sum of £ ...." or the percentage of The Vegan Society's share that you wish to leave] to be applied by The Vegan Society for its general charitable purposes.*

## SPECIFIC GIFT

You leave a gift of particular assets or goods to The Vegan Society, such as a property or art collection.

*I leave to The Vegan Society [Charity No. 279228 (England & Wales) and SC049495 (Scotland)], Donald Watson House, 34-35 Ludgate Hill, Birmingham B3 1EH ..... [insert what you wish to leave or the percentage share you wish to leave of an asset to The Vegan Society] to be applied by The Vegan Society for its general charitable purposes. I direct that the receipt of the treasurer or other proper office of The Vegan Society for the time being shall be a full and sufficient discharge of the said legacy.*

If you need any advice on the wording of your will or have any other questions, get in touch with our friendly legacy manager using the details below.

**Thank You** from everyone at The Vegan Society for your commitment to supporting our work through a gift in your will. No matter the size of your gift, you will be making a huge difference to what we can achieve.

**TOGETHER, WE WILL  
CREATE A VEGAN  
FUTURE.**



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