

Remembering The Vegan Society in Your Will



One World. Many Lives. Our Choice.

The Vegan Society is a charity and therefore receives no government funding.

We rely on the generosity of individuals like you to help us achieve our vision of a world in which humans do not exploit other animals.

With your support, we are able to work towards our vision by ensuring the academic and public advance of veganism, as well as the credibility and validity of The Vegan Society's communications, policy, educational programmes, campaigns, advocacy and other activities.



If, like us, you strive for a world where everyone has enough food to eat and human and non-human animals live free from exploitation, please continue reading to see how you can remember us in your will.

Together, we can make our vision a reality.

A handwritten signature in black ink, appearing to read 'G Gill'.

George Gill
CEO

1944

A new Society is founded and
a new name is adopted – VEGAN

How It All Started

The Vegan Society, the world's first, was founded in November 1944 when Donald Watson organised a London meeting of six like-minded 'non-dairy vegetarians' who recognised the ethical compromises of eating eggs and dairy products. A new name was adopted to describe themselves – VEGAN – derived from VEGetariAN. It was a Sunday, with sunshine, and a blue sky, an auspicious day for the birth of an idealistic new movement.



Still Going Strong

Today, The Society remains as determined as ever to promote vegan lifestyles – that is, ways of living that seek to exclude, as far as is possible and practical, all forms of exploitation of animals for food, clothing or any other purpose. With your help, veganism will soon be accepted and understood across the globe. Ultimately, the use of animal products (such as meat, dairy, eggs, leather and wool) will be viewed as an inhumane and unsustainable practice from a much less enlightened age.



A world in which humans
do not exploit other animals

Our Vision

All non-human animals are denied the right to life and freedom when they are used and killed for any purpose. Our vision is therefore a world in which humans do not exploit other animals. To achieve this, people will need to desire that all exploitation and cruelty to non-human animals end, and that respect for all living beings is increased. By remembering us in your Will, you will be helping us achieve this; without legacies we could not continue to work towards our vision.

Our Mission

The mission of the Society is to make veganism an easily adopted and widely recognised approach to reducing animal and human suffering and environmental damage by means of meaningful, peaceful and factual dialogue with individuals and organisations.

Our Plans for the Next Ten Years

- We want to focus on improving food labelling, so it is more accessible for people wanting to go vegan. This will also have an impact on current vegans to give them more variety and choice. We want to make it easy for people to recognise vegan food, and eventually have vegan food in all food outlets. We believe it will make things a lot easier.
- We will strive towards improving policies, regulations and legislation relevant to vegans. This work includes working with organisations so that vegans have a choice when in hospital, our children have an option and choice in school, and we aim to broaden this out to work with many caterers globally.
- We want to work to change attitudes in society towards the use of non-human animals for human purposes. It's important for us to show that not only is it unnecessary and unethical, but actually it's completely unsustainable for Earth.
- To promote social inclusion for vegans. We want to remove the stigma that comes along with being vegan, so that vegans feel accepted and are able to talk about their choices without feeling that they will be isolated.
- Encourage a greater number of citizens to use more vegan products, as they are the ethical and completely sustainable.
- Work with other vegan individuals and organisations worldwide to pro-actively promote veganism in an efficient and appropriate manner.



We want future generations to grow up
in a world where veganism is viewed
as more than just a lifestyle choice.

The Society's Strength is You, Our Members

Countless thousands of people have benefited from joining the Society – initially, with advice and support to help with the transition to a vegan diet, through to help with more practical issues finding non-animal products and maintaining a vegan lifestyle within a largely unsympathetic society. Once their veganism has become established, many members continue their membership to support the Society's work persuading more people to go vegan and to encourage manufacturers to make more vegan-friendly goods.

Continue to Make an Impact

By remembering The Vegan Society in your Will, we are able to share your passion for veganism and work towards animal exploitation being drastically reduced. We also want to actively promote the health benefits of veganism on a global scale, along with the positive environmental impacts veganism has.

The gift you leave to us in your Will helps us raise awareness around the issue of food sustainability, and the positive impact veganism has on the environment. At more influential levels we will be able to seek change in policies and practices, which we hope will have a domino effect throughout the world.

We want future generations to grow up in a world where veganism is viewed as more than just a lifestyle choice.

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 towards, and we hope it happens soon.

With your help we can change the world faster. We feel the key to this is to work with policy and decision makers. We will explain how veganism benefits environmental and food security naturally simplified. We want to explain to decision makers that veganism contributes to fairer and more equal food distribution worldwide, as it is more sustainable. We couldn't do this work without legacies.

**Why Make
a Will...**



of our work is only possible because of past legacy gifts. Without these generous donations we could not provide vital support for existing vegans

Why Make a Will?

Making a Will gives you control and peace of mind knowing that your family and friends are provided for after your death. You can decide what happens to your property and possessions, choose who should be your Executors and you can leave clear instructions about financially supporting charities which are close to your heart.

Why Include The Vegan Society in My Will?

For charities like The Vegan Society, legacies offer security for long-term planning and they enable us to continue our educational work that began decades ago. We do not receive any government aid and so rely on membership, legacies, donations and charitable sales of vegan products to fund our work. Up to a quarter of our work is only possible because of past legacy gifts. Without these generous donations we could not provide vital support for existing vegans, including people in vulnerable situations, and inspire non-vegans to go vegan.

As The Vegan Society advocates for an end to all non-human animal use, we are best placed to represent other animals' interests, using evidence-based arguments and positive solutions to help people, other animals and the environment.

Thank you for your special gift.



£15,000

to support 5,000 people
taking The Vegan Pledge for one month

How Legacies Help Us to Continue Our Work

Legacies allow The Vegan Society to expand its charitable outreach work long-term through innovative ways. Examples of current work include:

The Vegan Pledge

The development and expansion of The Vegan Pledge scheme, which offers over 400 vegan-curious pledgers each month the opportunity to explore delicious vegan food, and be supported by The Vegan Society. Most go on to stay vegan. Supporting a pledger for a month costs less than £3 per person. Last year we were able to support over 5,000 people worldwide; with your support we can expand the scheme and help even more people.

'Making the Connection'

We have had up to 50,000 views of the 'Making the Connection' film chapters. At around £2 per DVD, our message reaches far and wide. The film is now available with subtitles in eight different languages, which has mainly been achieved by generous donations left in legacies to us.

Providing Information Materials

We try to provide as much information as possible online, sometimes however printed materials support people better. We find that printed material inspire the 'vegan-curious', many of who value tips and advice from real people. The printing of 20,000 4-page leaflets that straightforwardly show that there are great alternatives to dairy milk and hens' eggs, costs just £900. They are supportive and beneficial because they can be referred to time-after-time, and then shared with friends and family who might need inspiring.

Education

Talks fitting in with the national curriculum are given by trained volunteer school speakers. The network of speakers is growing, resulting in increasing students' awareness and knowledge of veganism. Depending on the location of talks and availability of speakers, talks generally cost less than £100, and are real value for money as research has shown that the impact of such guest speakers can be long-lasting since we inspire and empower young people. We also have exciting plans to try to make veganism a protected belief system within education to reduce exclusion and promote equality. As this project will take several years to plan and implement by influencing policy makers and education professionals, and supporting schools and students, legacies will be the best way of achieving a successful outcome with lasting impact.

Parliamentary Reception

In November 2011 The Vegan Society hosted the first vegan Parliamentary reception, which was very successful. The 2012 Parliamentary reception focused on vegan agriculture being more environmentally sustainable. Dozens of MPs and researchers attended and showed genuine interest in the issues. We hope to increase our political involvement year on year, requiring approximately £2,000 per event.

£5,000-£10,000

funds a public campaign to bring veganism
even further into the mainstream

Public Campaigns

From 2014, The Vegan Society will be developing public campaigns to bring veganism even further into the mainstream. We hope that our positive campaigns will enable people to question their choices, and to think about the effect their decisions have on a daily basis. By campaigning we also strive to improve the availability and quality of vegan products by caterers, manufacturers and retailers (including improved labelling). We will also conduct research in the feasibility of stock-free agriculture, and promote these methods to farmers and policy and decision-makers. Such campaigns are estimated to cost around £5,000-£10,000 each, but in return they will have a global media outreach.

More Vegan Options

We want to increase our presence at mainstream catering and food shows to demonstrate that vegan options cater for all audiences and all requirements. We will use our presence to encourage more manufacturers and retailers to offer vegan options and label products properly.

We will also continue to promote the labelling gold standard: our registered vegan Trademark logo. As veganism is becoming more accepted, market demands will help to increase the number of products available.

Attending trade shows, targeted advertising, having representation and input into nutrition forums, responding to consultations and giving presentations at relevant conferences may cost upwards of £20,000 per year, but usually also result in increased revenue through the trademark registration process.

Our Website and On-line Social Media

Our website and presence on on-line social media networks continue to grow, and our publications and films are used around the world. Through the social media network Facebook, which has over 160,000 'likes', we reach thousands of people daily with news, recipes and advice or answers to questions.

Our websites are viewed by over 100,000 unique visitors per month. In 2014 we launched a completely new website, where not only the design is contemporary and impressive, but the content was completely rewritten and updated to bring the best advice in the vegan world to web visitors, and to inspire them to take action. At £16,000, the cost was a fraction of what similar websites usually cost in commercial organisations. As society has moved into an age of digital communications, the new website is extremely helpful in enhancing the users' experience. The website will continue to grow, as we add more and more interesting and engaging content that appeals to audiences of all ages.

All Helped by Legacies Received

Any legacies received will enable us to significantly raise the amount of people we support and reach out to; such as caterers, policy makers, manufacturers and which naturally includes younger viewers, who will form the future of veganism.

The Impact
of our work...



Trademarked Goods



I feel confident (and relieved!) buying products that I know have The Vegan Society's stamp. Thank you!

Read About the Impact Our Work Has



"I am just trying to make the transition from Vegetarian (24 years) to Vegan and have found your on-line "Guide to Vegan Living" fantastic. Thank you!"
Website visitor

"I would just like to thank The Vegan Society for their help. The idea of a pledge was the catalyst that got me to eventually make the switch from being a veggie to being a vegan. No turning back now!" *Vegan Pledger*

"Seeing that the information is out there and this is what being vegan involves then I can see the benefits of it and will give it a go." *Secondary School student after hearing a Vegan Speaker*

"I've found the speaker service to be invaluable! I would never be able to explain veganism and how it relates to health, the environment and food security with the depth that your speakers do. My students always talk about it for days after so their minds have definitely been opened to something new." *Secondary School teacher*

"When my daughter turned vegan nearly 4 years ago, I found it very stressful buying food for her when she visited. Now, there are so many more products with the Vegan Trademark logo that when I go to my local wholefoods shop, I feel confident (and relieved!) buying products that I know have The Vegan Society's stamp. Thank you!" *Customer*

"Brilliant video with good messages for non-vegans. Gave me goose bumps, very well done!" *'Making History' viewer*



As you can see, legacies are pivotal in our work to reach and inspire more individuals, manufacturers, caterers, retailers, and others in industry, as well as decision-makers. Legacies will make planning for the future easier, and help our work to follow that long-term vision.

Whether funds are used to support our grants and sponsorship programmed for individuals and groups, or to advance our strategic partnerships or lobbying initiatives, any bequest, legacy or support left to The Vegan Society is gratefully received.

Making a Will

Even everyday items have value
and can be given away in a Will

Tax Relief

Inheritance Tax can be charged on an estate when somebody dies. If your chargeable estate is in excess of the Inheritance Tax nil rate band (currently £325,000, or £650,000 if the transferable nil rate band is available), then the value of assets above that threshold are taxed at the rate of 40%, unless they pass to a surviving spouse or to a registered charity.

From 6 April 2012, people who leave 10% or more of their net estate to charity can choose to pay a reduced rate of Inheritance Tax of 36% on the part of their estate not passing to a charity. HM Revenue and Customs' technical guidance includes an example of wording that can be included in your Will to ensure that your legacy to charity will meet this '10% test'. These percentages were correct at the time of going to print (April 2014), but tax rates and systems are subject to change.

The way that you own assets, and with whom, affects the way they're treated when deciding whether the reduced rate of tax can apply. It is possible to merge one or more components of your estate to gain the maximum benefit from the reduced rate. Please consult a solicitor for further advice.

How Do I Make a Will?

Standard Will documents are for sale in stationers, and on-line, and books are available. However, if you are not legally trained you may make a Will that is not valid, which could create problems for your executors, and beneficiaries. As your Will is a legal document, a solicitor will be able to help you avoid the pitfalls of doing it yourself. The Law Society or Law Society of Scotland may be able to provide names of solicitors specialised in this area.

Can I Change my Will?

Yes, a Codicil is a legal document which can be used to change your Will and is particularly suited to minor alterations. For extensive changes a new Will is preferable. Legal advice is recommended.

"I've Got Nothing to Leave."

People who say this often forget about the value of their mortgage protection, life insurances, audio-visual equipment, books, and their treasured belongings. Even everyday items have value and can be given away in a Will.

Disclaimer

The documents contained in this Legacy Pack are devised to help you have an understanding of the law relating to Wills (as at April 2014). They are not intended to replace formal legal advice and The Vegan Society cannot be held responsible for the information contained herein. In case of any query you should consult a solicitor.



Knowing that my children's children
will benefit from the work you are doing today
is indeed a comforting thought

Why Should You Leave Us a Legacy?

Read why some of our supporters have included us in their will



" I am remembering The Vegan Society in my will because I believe there is still a great deal of ignorance about veganism. A lot of ground still needs to be covered if we, as vegans, are ever to become the majority instead of the minority. It feels good knowing that I will be contributing to the essential educational work that The Vegan Society carries out at all levels of society after I am no longer here. Knowing that my children's children will benefit from the work you are doing today is indeed a comforting thought. **"** *Member*

" I am leaving part of my estate to The Vegan Society because I feel the same way as one of my greatest heroes Charles Darwin, who said, "The love for all living creatures is the most noble attribute of man". There was certainly a time when exploiting animals was essential for the survival of Homo sapiens, yet for most people on Earth today those days are happily over. Living in the 21st Century means we can live without using animal products. As a modern-day scientist and with the knowledge I have of our common evolutionary heritage, I feel compelled to live without using animal products. I realise that most people have not given the matter as much thought as I have so I wish to support The Vegan Society to continue carrying out their essential awareness raising work. **"** *Member*

" I'm proud to be choosing to include The Vegan Society in my will, to feel that I will be leaving a lasting legacy that will help inspire many new generations to go vegan. Giving in this way really does dramatically alter what the Society can achieve in the long-term. It can mean the difference between connecting with hundreds of thousands of people, to inspiring millions. The Society is progressing at a fast rate but like our plant-based diets, this needs to be sustainable. I want to help fund essential projects which will help change attitudes to veganism, encourage more people to use vegan products and to promote veganism not just in schools, at major national events and in the media, but also worldwide. I'm proud to be supporting this unique charity that has already achieved so much for veganism and vegans during its 70 year history. **"** *Trustee*



A residual bequest is the most advantageous to The Vegan Society because it is inflation linked

What to Leave

The Vegan Society can benefit from three different forms of bequests:

1. RESIDUAL BEQUEST

This enables you to leave The Vegan Society a proportion of the residue of your estate, after all your debts, taxes and gifts have been paid. This form of legacy is the most advantageous to The Vegan Society because it is inflation linked. For example, the wording could be drafted along the following lines:

I give to The Vegan Society (Charity No 279228), Donald Watson House, 34-35 Ludgate Hill, Birmingham B3 1EH [insert 'all' or size of The Vegan Society's share] the residue of my estate 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 to my Executors/Trustees.

2. PECUNIARY BEQUEST

This enables you to leave The Vegan Society a specific sum of money.

I give to The Vegan Society (Charity No 279228), Donald Watson House, 34-35 Ludgate Hill, Birmingham B3 1EH free of all tax the sum of £..... [insert the amount you wish to leave] 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.

3. SPECIFIC BEQUEST

This enables you to leave a gift of particular assets or goods to The Vegan Society.

I give to The Vegan Society (Charity No 279228), Donald Watson House, 34-35 Ludgate Hill, Birmingham B3 1EH [insert whatever it is you wish to leave 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.

NB These examples are for illustration purposes only. Care should be taken when incorporating provisions such as these within a Will or Codicil. It is advisable to seek legal opinion before finalising any such wording.

A photograph of a large, light-colored pig and a smaller, brown and white chicken grazing together in a green field. The pig is on the left, leaning down to eat from the grass. The chicken is on the right, also leaning down. In the background, there is a wooden fence and some trees. A white speech bubble with orange text is in the top right corner.

Helping people,
other animals &
the environment

CONFIDENTIAL

PLEDGE TO PROMOTE VEGANISM

Thank you for choosing to leave a legacy in your Will to help us build a sustainable and compassionate future for people, non-human animals and the environment.

Completing the form below will allow us to thank you properly and enable us to keep you up to date with how we are using legacy income to help transition the world to plant-based living. In particular we would like to hear about why you chose to support The Vegan Society in this special way.

Statement of Intent

Name _____

Address _____

Post Code _____

Date of Birth _____

Signature _____ Date _____

☐ I am intending to include The Vegan Society in my Will

☐ I have already included The Vegan Society in my Will

☐ I have left The Vegan Society a Pecuniary gift

☐ I have left The Vegan Society a Residuary gift

My legacy is in the form of:

☐ My whole estate.

☐ The residue of my estate. £ _____
(Please state approximate current value of residue)

☐ A percentage/fraction of my estate. £ _____
(Please state approximate current value of percentage/fraction)

☐ A specific sum of money. £ _____
(Please state amount)

Thank You...



Thank you for considering leaving a gift in your Will to The Vegan Society. Please do not hesitate to contact us for further information.

We would like to hear from you

If you have already included a gift in your Will to The Vegan Society, or intend to in the future, we would very much like to hear your story. This information will be treated in confidence and is not binding in any way but will help us understand why people choose to support our organisation in this way.

I chose to leave a legacy to The Vegan Society because:

☐ I would be happy for The Vegan Society to share my story with other supporters

Please return this Pledge to:

The Vegan Society

Donald Watson House, 34 - 35 Ludgate Hill, Birmingham B3 1EH

or email: fundraising@vegansociety.com

Thank you for helping people, other animals and the environment.



The Vegan Society, Donald Watson House, 34 - 35 Ludgate Hill, Birmingham B3 1EH
Tel 0121 323 1802 fundraising@vegansociety.com
Charity no. 279228. Co. no. 1468880. VAT Registration No. 448 5973 9595