

NSPCC



Give the most powerful gift

**Discover how with a gift
in your Will to the NSPCC**

Welcome to your gifts in Wills guide

Let me start by saying thank you. Thank you for thinking about leaving a gift in your Will to the NSPCC. Your kindness could help us to fight for children – and childhood – for years to come.

The most powerful gift

The NSPCC has been fighting to keep children safe from abuse and neglect for over 130 years now. We've fought so that more children can have the chance of a safe and happy childhood. The chance to be playful and carefree – free from abuse and free to dream.

That's the most powerful gift there is.

But for that to happen, children need support. They need guidance. And sometimes, they need to be protected.

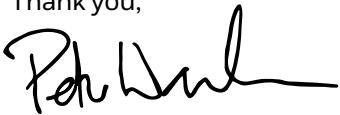
A changing world

From online grooming to cyber-bullying, childhood isn't what it used to be – and in an ever-changing world, we need to fight to keep children safe.

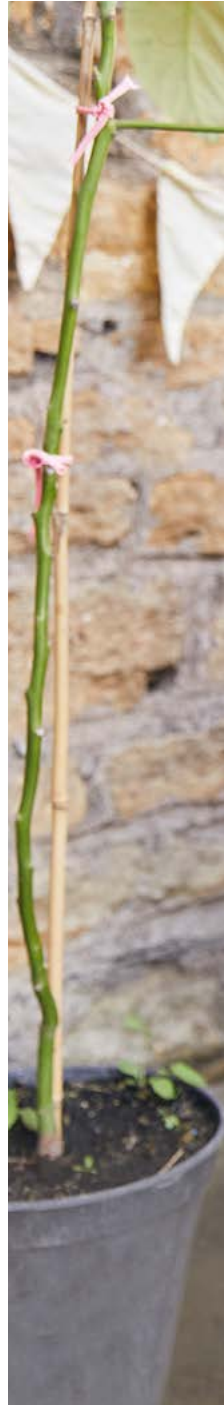
That's why many people just like you decide to include gifts to us in their Wills, so that no matter what the future holds for children, they know that we'll be there for them – whatever challenges they face.

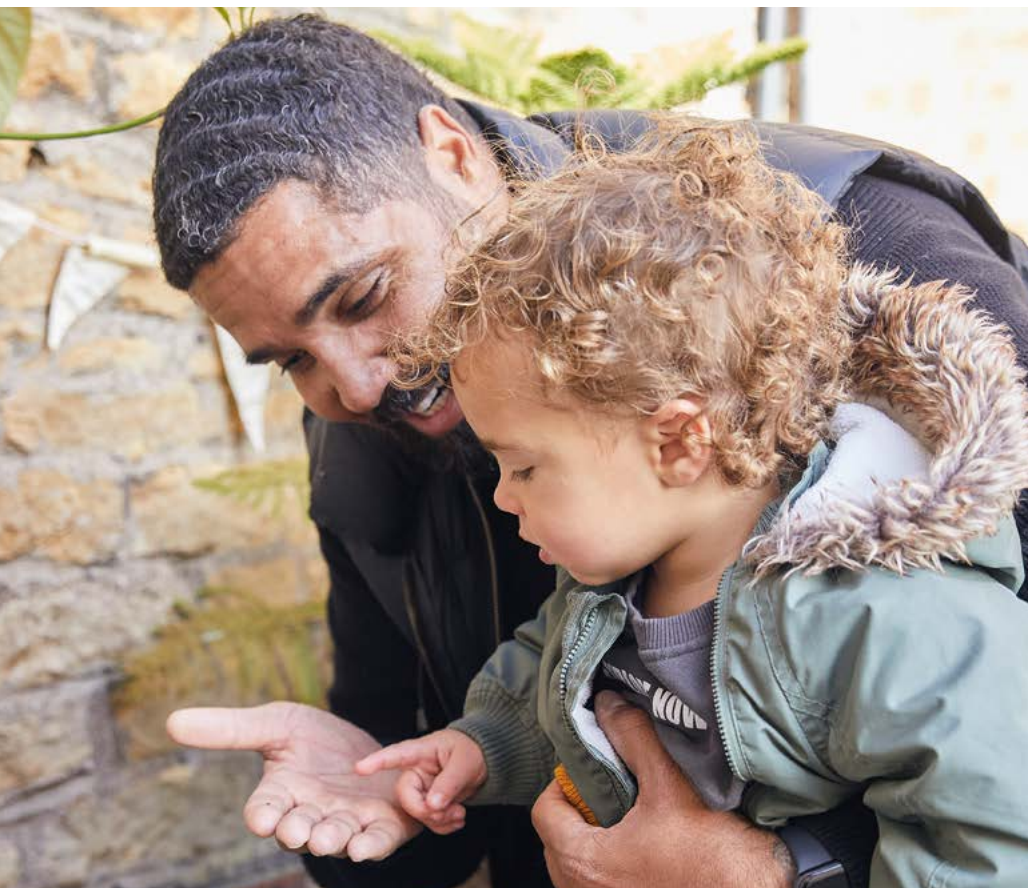
I hope that after reading this guide, you might consider joining them. It really would be the most powerful gift.

Thank you,



Peter Wanless, Chief Executive





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Maddie's story

David* works as part of NSPCC's InCtrl service – a service designed to help keep children aged between nine and 13-years-old safe online. He shared Maddie's* story with us – telling us how important it is to have an eye on the future when protecting children:

Maddie is a bright, funny and excitable ten year-old – especially when it comes to drawing, painting and cats. But her parents were deeply concerned about her internet use. That's why Maddie was referred to InCtrl, and how David came to meet her.

“We discovered that Maddie was spending 4-5 hours a day online,” says David. “She'd bypassed her parents' security measures –



Photograph is of a model

meaning that she was able to access violent and pornographic images.”

Like any child, Maddie is curious about the world – and wants to make new friends. But she was having a tough time connecting with her peer group. She’d started turning to people she’d met playing games online – making her vulnerable to grooming.

“Maddie’s parents wanted to set some boundaries,” says David, “but

they were afraid that Maddie would be upset and angry if they did. That’s why she was referred to our service.”

“When we first met, Maddie was very anxious. She sat there with her head in her hands, hiding her face. But when we started to play together – catch, or table football, or just picking up soft toys – she opened up.”

Maddie and David met over several weeks, giving Maddie a safe, judgement-free space to talk about her concerns and learn about her wellbeing and her online safety.

“We talked about why you shouldn’t share personal information, online bullying and – when Maddie was ready – we talked about how dangerous meeting adults online can be.”

“Following our chats, I worked with Maddie and her parents to create a ‘safety sheet’ – and the family sat together to make posters highlighting what they’d learned. It was lovely to see them all working together.”

Maddie and her parents know that staying safe online is an ongoing process – as the world is always changing. That’s why the services the NSPCC provide – services made possible by gifts in Wills – continue to be so important.

“Her parents need to talk about Maddie’s online world regularly, and help her to stay safe,” adds David. “But I know our work together has been worthwhile – and that the NSPCC can continue to help them.”

A powerful history

1884

When the NSPCC was formed in 1884, there were scarcely any laws to protect children. For more than a century, we've campaigned to change that.



1904

We gained emergency powers to intervene and, when necessary, remove children from abusive homes.

1939

In a period of national emergency, we adapted, helping to plan the wartime evacuation of children.



1950s

We fought to make sure children's needs were recognised in the foundation of the welfare state.

1970s

We established centres of training, research, and excellence to ensure we set the standard for children.

2006

We were integral in the setting up of a new Child Exploitation and Online Protection Command (CEOP) to investigate allegations of online child abuse.

1991

The NSPCC Helpline launched, giving people a way to report abuse and neglect.

1986

Childline was launched – ensuring every child always has somewhere to turn.



For over 130 years, we've been in children's corner. Through World Wars, technological change and a global pandemic, we've adapted. Because we believe that a safe and happy childhood is the most powerful gift there is.

By leaving a gift in your Will to the NSPCC, you can make sure that we're always there for children – whatever the future holds.

2011

The NSPCC Schools Service was launched to help protect children in a changing world.

2014



Our Flaw in the Law campaign helped make it a crime for an adult to send a sexual message to a child in England and Wales.

2018

Our Are You There? Campaign called on the Government to increase its funding for children so we can be there for every child struggling with their mental health.



2020

During the pandemic, our Childline, NSPCC Helpline and local service centres were needed more than ever – and we remained available to every child that needed our help.

2021

Following the publication of the draft Online Safety Bill, our Time to Act report set out six tests to identify areas where the Government needs to offer children better protection against online risks.



In the future, your gift could help make sure we're always there for children.

We're still here today – thanks to gifts in Wills



Gifts in Wills power so much of our work – helping us ensure more children are safe and supported, every year. Your gift will help us fight neglect and abuse, give children a voice and offer guidance to parents and children around online safety.

We're helping to prevent abuse from ever happening

In 2021/22 we reached nearly 900,000 children in over 3,800 schools through our innovative online service – Speak Out, Stay Safe – teaching children how to stay safe from abuse.

We protect children in immediate danger

On average, we get around 200 calls a day to our Helpline – often made by concerned adults – helping us to hear about the children who desperately need protection.

Our Helpline is open every day and is staffed by child protection specialists – so we're ready to respond to concerns about children's welfare as soon as possible.

We're giving children a voice

Our Childline service is a helpline for children – and we've recently

adapted our online services to meet the growing need for longer counselling sessions.

Through Childline, we provide advice, support and a space for peer support. Childline is here for every child and young person, no matter what problems or dangers they're facing, 365 days a year.

We're standing up for children

We have a long history of speaking truth to power. So if a law needs to change or if more needs to be done to protect children, our supporters help us make it happen.

In 2021, we successfully campaigned to close a legal loophole – meaning that sport coaches and faith leaders could no longer have sexual relationships with young people (under the age of 18) in their care.



What we're doing to fight child abuse and neglect

In 2021/22, there were over

200,000

Childline counselling sessions with children and young people.



In 2021/22, we trained adults to better safeguard children

1,358,126

times.



In 2021/22 we supported children

1,154,032

times.

In 2021/22, our Helpline responded to almost

67,000

calls from people who were concerned about a child's welfare.





What your gift could do

By leaving a gift in your Will to the NSPCC, you'll be giving us the power to adapt to whatever challenges children might face. Here's how...

Research and learning

You'll give us the power to constantly evaluate and improve our services, based on the latest developments in child safety and protection. You'll support research that helps us to prevent abuse – and stay one step ahead of abusers.

And you'll make sure that we can fight for children at the highest levels, as we work to ensure governments and childcare professionals put our findings to use.

Together, we can make the online world safe for every child

Together, we can help children navigate the risks of online life.

In May 2021, the Government published the Draft Online Safety Bill, which is designed to protect children from the perils of a changing world. We're working tirelessly to make sure this becomes law – and it's gifts like yours that will help make sure it does.

In the future, your gift could help us to go even further. We'll continue to champion the rights of children – and do everything possible to stop grooming and online abuse from taking place.

Your gift could support parents and carers by helping to fund educational workshops through programmes like Keeping Children Safe Online. You'll help us to improve families' understanding of the risks and opportunities of the internet, while giving caregivers tools to guide their children in an online world.

Once your family's taken care of, a gift of any size can make a huge difference.

£100

could pay for a trained practitioner for four hours – supporting parents and families in caring for their children.

£500

could pay for one of our trained volunteer counsellors to answer 125 children's calls for help to Childline.

£5,000

could pay for us to answer 1,000 calls to the NSPCC Helpline from people concerned about a child. These calls are often the first step in getting a child the help they need.

£20,000

could pay for a practitioner to work as part of our tailored support programme, InCtrl, for six months – helping keep children safe online and preventing technology-assisted child sexual abuse.

£35,000

could pay for the cost of running Childline for one day.

£60,000

could pay for a Letting The Future In practitioner for 18 months, helping children to recover from the impact of sexual abuse.

£100,000

could help the NSPCC Speak Out, Stay Safe programme to reach over 33,300 primary school children – teaching them how to recognise abuse and neglect and empowering them to speak out about their worries.



Did you know?

Over 1/5 of our income comes from gifts in Wills.

Ella's story



Jennifer* helps children who have experienced sexual abuse to recover through the NSPCC's Letting the Future In service – one of many NSPCC services made possible by gifts in Wills. Here, Jennifer shares seven-year-old Ella's* story with us.

When Ella first came through the door, she walked with her eyes down like she didn't want to be seen. "She thought that people could tell that she'd been abused," says Jennifer, "and that they could see all the 'badness' inside her."

Jennifer used her expertise to create a character to express herself. Over several sessions together, Jennifer and Ella played out a story about a princess who had been tricked by a witch.

The witch trapped the princess, and made her eat poisonous food. For Ella, this was a safe way for her to communicate the abuse she'd suffered – without directly addressing her own experience.

A powerful method

"This method provides distance from children's real life experience" Jennifer explains. "These stories have a lot of emotional energy for children. By playing, they can get that cathartic release. It frees them up."

Jennifer eventually helped Ella to create a character to better understand what she'd been through – the wise wizard.

The wizard explained to the princess that she was a good person inside, and that the witch was wrong to trick her and hurt her. He helped the princess realise it wasn't her fault.

One day Ella picked up a magic wand in the playroom. Jennifer suggested that when the princess held the wand, the power of the magic came from inside the princess.

"When she held the wand, she realised she was good on the inside, and a very strong person."

Changing the story

Ella's stories started to change. Instead of being tricked by the witch, she put a magic spell on her so that if she tried to hurt anyone else she would turn into a frog. And over time, Ella started to change too – she'd arrive at every session with a big smile, and the knowledge she didn't need to hide anymore.

"I see how sexual abuse can be so destructive to people, but it doesn't need to be," says Jennifer. "I think there's a window of opportunity – where we can reach the child and encourage them to speak about what they've been through. If we can get in during that window, it makes such a big difference."

Things to consider before leaving a gift in your Will



Your gift could help us fight for safer, happier childhoods for generations to come – but before you make your decision, here are a few things it might be helpful for you to know.

Why Wills are so important

A Will is a legal document that lets you decide what happens to your money, property and possessions after your death (including digital assets such as online accounts). If you have children under 18 it also allows you to assign a legal guardian to look after them.

After you've provided for your family and friends, a gift in your Will is an opportunity to make a final and

lasting gift to a cause you care about. Essentially, it's a way of continuing the support you showed during your lifetime which helps us plan for the future.

In some cases, leaving a gift to charity in your Will can help reduce the amount of inheritance tax that needs to be paid on your estate. If you'd like to know more about this, we recommend discussing it further with a legal professional.

I'd like to
change
my Will

If you'd like to amend your Will, you'll need to use a codicil. A codicil is a legal document that lets you either add something to your Will or change it.

We've prepared a codicil for you to download, if you need it – please visit nspcc.org.uk/codicilform or use your phone camera to scan this QR code.



Types of gift



A share of your estate (residuary gift)

This is a percentage of everything you own, minus any debts and liabilities. This is a good thing to think about if you know you want to make a commitment, but don't necessarily know what your future finances might look like.

A cash gift (pecuniary gift)

This is when you leave a set sum of money.

A specific gift

This is when you leave a gift that's not money – like a house, or a car, for example.

A postponed gift (reversionary gift)

This is when you leave a gift to someone for a period of time and then the gift goes to another beneficiary, such as a charity. For example, you may wish for someone to live in your house for their lifetime, but then for it to go to charity when they pass away.

I've decided to leave a gift in my Will to the NSPCC.

What next?

If you'd like to leave a gift to the NSPCC, then we'd recommend that you make or change your Will with the help of a solicitor or legal professional.

When you leave a gift, you'll need to decide the type of gift you'd like to give.

To make everything as straightforward as possible, we've provided some suggested wording to use for the most common types of legacy gifts.

Residuary gift (a percentage of your estate)

"I leave _____ percent of the residue of my real and personal estate to the National Society for the Prevention of Cruelty to Children of Weston House, 42 Curtain Road, London EC2A 3NH, registered charity numbers: 216401 and SCO37717, Jersey 384."

Pecuniary gift (a set sum)

"I leave the sum of (in words)

_____ pounds

£ _____

(in figures) to the National Society for the Prevention of Cruelty to Children of Weston House, 42 Curtain Road, London EC2A 3NH, registered charity numbers: 216401 and SCO37717, Jersey 384."

In their own words

Everyone who decides to leave a gift in their Will to the NSPCC has a different reason for doing so. Here, some of our supporters reveal their reasons why.

“I can’t bear the thought of children being neglected. That’s why I have bequeathed a lump sum in my Will – so the NSPCC can keep protecting and nurturing kids who need it.”

Andrew

“There’ll never be an end to it... the need to protect children... but the more that can be done the better.”

Legacy Supporter, Wales

“I never got any help during my childhood but, by leaving a gift to the NSPCC, I can do something to help children now.”

Rita

“We used the Will writing service offered by NSPCC and have included a gift to them in both of our Wills. When you hear about the things that some children have to suffer – we had to do something to help.”

Janet and David

**Write your Will
for free with our
Free Wills Offer**

Five simple steps to prepare your Will

Writing your Will for the first time may feel like a daunting task – but it doesn't have to be. You can start by thinking about what you own, who you want to remember, and what's important to you after you're gone.

1

Work out the value of your estate

Think about everything you own, minus anything you owe. This could be property, savings or digital assets. You can use our online asset checklist to help with this process: nspcc.org.uk/estatevalue or use your phone camera to scan this QR code.



2

Choose how you would like to leave your estate

Make a list of the loved ones and charities you want to benefit from your estate.

3

If you have dependent children and/or pets, choose guardians

Think about who you would choose to be the legal guardian of those closest to you.

4

Choose your executors

Think about who is going to manage your estate and carry out your wishes – this person would be the executor of your Will.

5

Make notes of any questions

It's good to have all your questions in one place – to talk through with your solicitor or will writer.

We offer our supporters a range of free and discounted Will-writing offers – making it easier and cheaper to keep your Will up to date. To request details of our Will writing offers, call **020 7825 2505**, or email us at legacyinfo@nspcc.org.uk or visit farewill.com/nspcc-web





Our promise to everyone who leaves us a gift

1

We're committed to helping children – which is why we'll always ask people to leave something to the NSPCC, helping us to continue our work into the future. But we recognise that it's your decision and you need to make it in your own time.

2

You can tell us that you've left a gift if you want to, and we'd love to hear – but there's no obligation to do so.

3

We will always respect your privacy. We recognise and appreciate that your Will is completely personal to you.

4

We also realise that, rightly, your family and loved ones will always come first.

5

If you do tell us, we'll do our best to keep you updated about the work we do, in the way you'd prefer.

6

We'll give you and your family as much choice as we can about how and where your gift will be used to keep children safe from abuse and neglect.



Thank you again for considering leaving the most powerful gift – helping to keep children safe for generations.

7

You have the right to change your mind about a gift in your Will to the NSPCC at any time in the future, and you don't need to tell us if you do.

8

Around 80p in every pound goes directly to children's services so you can be assured that we'll use your gift carefully and cost effectively so that it has the greatest impact for all children across the UK. And we'll handle whatever gift you leave us with care, sensitivity and respect.

If you have any questions at all, we'd be delighted to help.

Call us on
020 7825 2505

Email us at
legacyinfo@nspcc.org.uk

Or visit
nspcc.org.uk/giftsinwills

This information pack is not intended as legal advice from the NSPCC. We recommend you seek independent professional advice when preparing your Will.

NSPCC

Together we can help children who've been abused to rebuild their lives. Together we can protect children at risk. And, together, we can find the best ways of preventing child abuse from happening – giving children safer, happier childhoods.

We change the law. We visit schools across the country, helping children understand what abuse is. And, through our Childline service, we give young people a voice when no one else will listen.

Between 2016 and 2021, we helped to make over 6.6 million children safer from abuse. But all this is only possible with your support. Every pound you raise, every petition you sign, every minute of your time, will help make sure we can fight for all children across the length and breadth of the UK.

nspcc.org.uk/giftsinwills

EVERY CHILDHOOD IS WORTH FIGHTING FOR

Registered with



FUNDRAISING
REGULATOR

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* Names have been changed throughout this booklet to protect identities. Model photography by Tom Hull, Benjamin Girling Wilson. Pictures posed by models and volunteers.

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