



LEAVE A LEGACY

AND HELP ENSURE A FUTURE FOR WILDLIFE

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YOUR LEGACY TO KEEP WILDLIFE IN THE WILD

"WE ALL HAVE DREAMS ABOUT THE KIND OF WORLD WE WANT TO SEE. A KINDER AND MORE COMPASSIONATE PLACE, ONE THAT OUR CHILDREN AND GRANDCHILDREN WILL TREASURE. THAT IS WHY BORN FREE IS ONE OF THE BENEFICIARIES OF MY WILL. BECAUSE IT REALLY MATTERS TO ME, AND IT ALWAYS WILL."

Virginia McKenna

Virginia McKenna OBE.
Co-Founder & Trustee



ABOUT BORN FREE

OUR MISSION AND PURPOSE

We work to ensure that all wild animals, whether living in captivity or in the wild, are treated with compassion and respect and are able to live their lives according to their needs.

As a leading wildlife charity, we oppose the exploitation of wild animals in captivity and campaign to keep them where they belong-in the wild.

We promote Compassionate Conservation to enhance the survival of threatened species in the wild and protect natural habitats while respecting the needs and safeguarding the welfare of individual animals.

We seek to have a positive impact on animals in the wild and protect their ecosystems in perpetuity, for their own intrinsic value and for the critical roles they play within the natural world.



HOW IT ALL BEGAN

In 1966, Virginia McKenna OBE and Bill Travers MBE starred in the classic wildlife film *Born Free*. The film told the true story of conservationists Joy and George Adamson who rescued a lioness cub called Elsa and successfully returned her to the wild.

Virginia and Bill went on to make a number of wildlife films together including, in 1969, *An Elephant Called Slowly* with an elephant calf called Pole Pole. When filming was over, Pole Pole was gifted to London Zoo by the Kenyan Government.

Virginia and Bill did everything they could to prevent this, but Pole Pole was sent to London regardless. In 1982, Virginia and Bill went to visit Pole Pole at the zoo. Pole Pole, in clear distress, remembered Virginia and Bill and stretched out her trunk to reach them.

Virginia and Bill launched a campaign to give Pole Pole a better life but in 1983, aged 16, Pole Pole died. Determined that her death would not be in vain, in 1984, Virginia, Bill, and their eldest son Will launched Zoo Check – the charity that has evolved into Born Free. Today, Will Travers OBE is Born Free's Executive President.

HOW WE HELP KEEP WILDLIFE IN THE WILD



We protect threatened species and their natural habitats and find Compassionate Conservation solutions so that people and wildlife can live together peacefully.



We have been involved in the rescue and rehabilitation of countless individual wild animals, saving them from a life of suffering in often appalling captive conditions.



We work across the world to stop captive animal suffering, challenge the captive animal industry, call for better legislation and protection, and phase-out zoos.



We lobby decision-makers to ensure the best possible outcome for wildlife, including on the illegal trade in wildlife, trophy hunting, canned hunting, and much more.



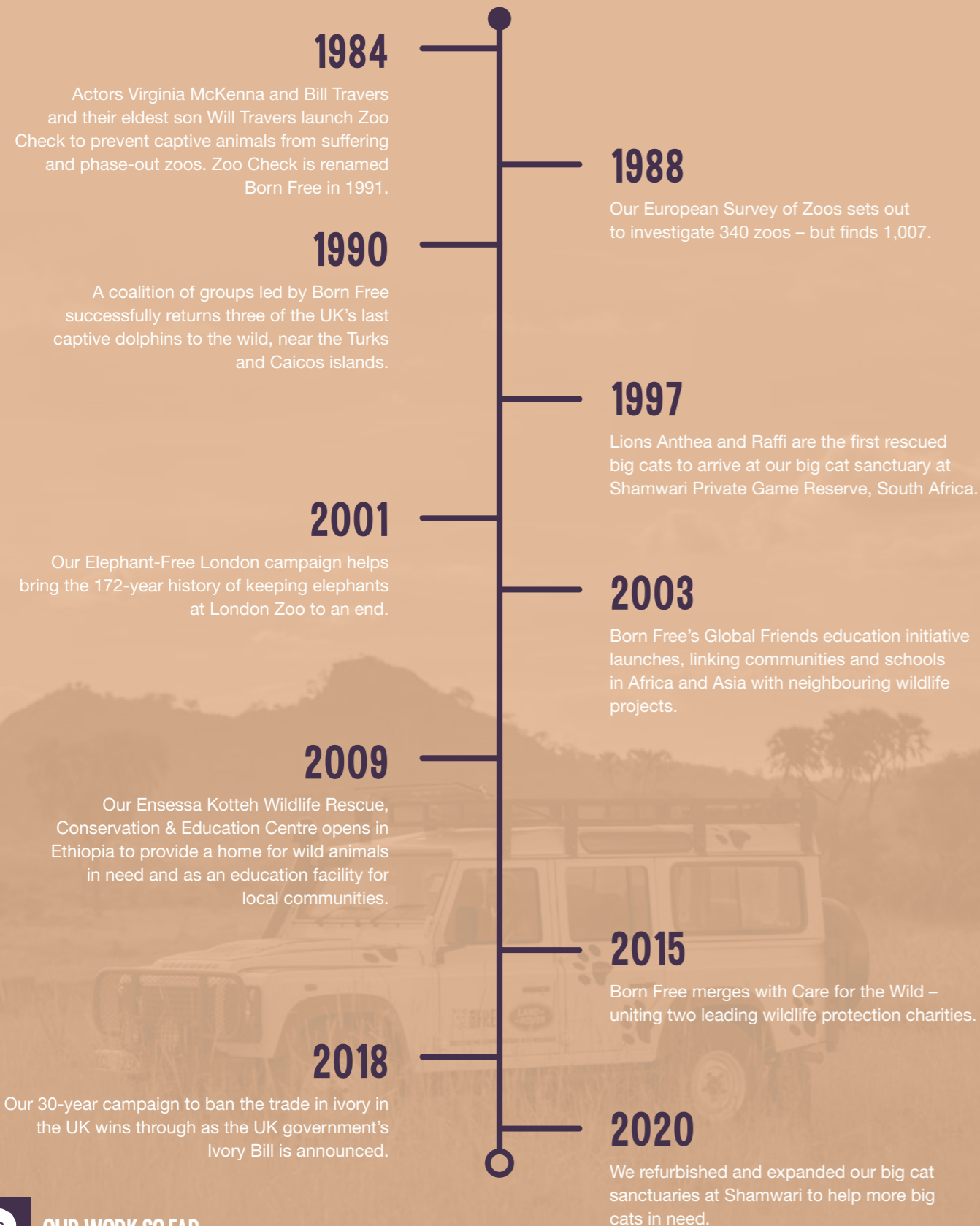
Working in the UK, Kenya, Ethiopia and South Africa, our educational activities inspire people, young and old, to respect wildlife and the natural world.



We are committed to reducing our impact on the environment and global warming, and empowering local communities to meet their own needs.

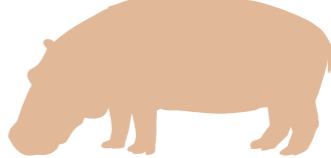
OUR WORK SO FAR


CAMPAIGNING TO KEEP WILDLIFE IN THE WILD SINCE 1984



KING  **RESCUED FROM AN APARTMENT ON THE OUT-SKIRTS OF PARIS WHERE HE WAS KEPT ILLEGALLY AS AN 'EXOTIC PET'. KING NOW LIVES FREE FROM HARM AT OUR BIG CAT SANCTUARY IN SOUTH AFRICA.**

 **ETHIOPIAN WOLVES FEWER THAN 500 LIVING IN THE BALE MOUNTAINS OF ETHIOPIA. THE BORN FREE-SUPPORTED ETHIOPIAN WOLF CONSERVATION PROGRAMME HAS MONITORED AND PROTECTED THEM SINCE 1995**

 **1,250 HIPPOS FROM ZAMBIA'S LUANGWA VALLEY WERE SPARED THEIR LIVES AFTER INTERNATIONAL PRESSURE FROM BORN FREE AND OTHER NGOS MEANT THE ZAMBIAN GOVERNMENT REVERSED THEIR DECISION TO CULL THE ANIMALS.**

TIGER  **THE WILD TIGER POPULATION IN INDIA HAS INCREASED BY MORE THAN 30% INCLUDING IN TWO AREAS WHERE BORN FREE'S LIVING WITH TIGERS INITIATIVE OPERATES.**

 **ELEPHANTS AN INTERNATIONAL BAN ON TRADE IN LIVE ELEPHANTS WAS FINALLY AGREED MEANING THAT ELEPHANTS FROM ZIMBABWE AND BOTSWANA WILL NO LONGER BE CAPTURED FROM THE WILD TO BE EXPORTED TO CAPTIVE FACILITIES AROUND THE WORLD.**

LEAVING A LEGACY

HELP PROTECT AND CONSERVE THREATENED WILD ANIMALS AND THEIR HABITATS.

Leaving a gift to Born Free in your Will is a fantastic way of contributing to the preservation of wildlife and natural environments for future generations. Legacy gifts are invaluable to us because they account for around 25% of our total voluntary income.

WHY IS IT IMPORTANT TO MAKE A WILL?

A Will makes it much easier for your family or friends to sort everything out when you die. Without a Will, the process can be more time-consuming and stressful. If you don't write a Will, everything you own will be shared out in a standard way as defined by the law, which isn't always the way you might want.

A Will can also help reduce the amount of Inheritance Tax that might be payable on the value of the property and money you leave behind.

1

USE A SOLICITOR:

There is no law to say that you must use a solicitor to create your Will. However, a Will is a legal document and sorting out any errors made in a DIY Will could be costly to your beneficiaries later. We recommend that you seek advice from a solicitor or independent financial advisor.

At Born Free we've teamed up with Farewill, the largest Will writer in the UK, to offer our supporters a free Will*. These can be completed online in just 30 minutes with professional support from Farewill. For more information, see www.farewill.com/bornfree-web

2

APPOINT EXECUTORS:

Two executors are normally appointed for a Will. They could be friends, relatives or a solicitor. Naming someone as your executor does not stop you leaving them a gift in your Will. Your executors will make sure that the wishes you set out in your Will are followed. Remember to check they are happy to act on your behalf.

3

CHOOSE THOSE YOU WANT TO INHERIT FROM YOUR WILL:

You can leave anyone, or any charity such as Born Free, any sum of money you wish, any percentage in your Will (from 1% to 100%), or a specific item. The choice is yours but please ensure you take professional advice.

4

MAKE SURE YOUR WILL IS SIGNED CORRECTLY:

You must sign your Will in the presence of two witnesses (or one if you live in Scotland). Rest assured they are only witnessing your signature and have no right to read your Will. The witnesses cannot be relatives or be beneficiaries in your Will. They cannot be your executors or even married to one of your beneficiaries or executors.

5

STORAGE:

To make things easier for your executors when the time comes, keep your Will somewhere safe and let your executors know where that is.

Writing a Will is especially important if you have children or other family members who depend on you financially, or if you want to leave something to people outside your immediate family.

Your Will is also the place to remember causes that are important to you, such as Born Free. By remembering Born Free in your Will, you will be helping to Keep Wildlife in the Wild by protecting and conserving wild animals in their natural habitat, and stopping captive animal suffering.

WHETHER IT IS AN INDIVIDUAL ANIMAL IN NEED OF CARE, AN ENDANGERED SPECIES IN NEED OF PROTECTION, A COMMUNITY IN NEED OF SUPPORT, OR A POLICY THAT NEEDS CHANGING – YOUR LEGACY CAN MAKE SURE OUR WORK GOES ON. THAT'S WHY, LIKE MY MOTHER VIRGINIA, BORN FREE IS ONE OF THE BENEFICIARIES OF MY WILL. BECAUSE IT REALLY MATTERS TO ME, AND IT ALWAYS WILL

Will Travers OBE.
Co-Founder. Born Free



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ESSENTIAL INFORMATION

LEAVING A GIFT IN YOUR WILL IS MORE THAN A DONATION; IT'S PART OF THE LEGACY YOU'LL LEAVE TO THE WORLD.

We completely understand that family and friends come first, so we're incredibly grateful to everyone who feels able to leave such a special gift. If you are looking to leave us something, then there are a few things to consider:

THE DIFFERENT TYPES OF GIFT:

1 RESIDUARY (A SHARE OF YOUR ESTATE)

You can leave us any percentage of your estate from 1% to 100%. This is often the most convenient way of ensuring all your beneficiaries inherit a share. Every gift, regardless of size, is appreciated.

2 PECUNIARY (A SHARE OF YOUR MONEY)

This is any sum of money you would like to leave us but please note the value may diminish over time.

3 SPECIFIC

A specific named item left as a gift in your Will, for example a piece of jewellery which can be sold or used.

INHERITANCE TAX:

Lots of people worry about Inheritance Tax (IHT) but the good news is that leaving a gift to charity in your Will can help to reduce the tax burden on your estate. An estate worth more than £325,000 is liable for IHT which is currently 40% on anything over this amount. There are ways that you can reduce the amount that is taxable by:

- Leaving a gift to a charity. The value of the gift would be taken from your estate before the tax liability is calculated.
- Leaving at least 10% of your net estate to a charity like Born Free would reduce your inheritance tax from 40% to 36%.

Please note that this is for guidance only and your legal adviser will be able to explain how IHT rules apply to you and your particular circumstances. The government website contains helpful information and useful examples (gov.uk/IHT) and HM Revenue & Customs offer an Inheritance and Probate Helpline: 0300 123 1072.

IN MEMORY:

You could consider including a collection for Born Free in your funeral wishes and highlight this in your Will, Codicil or Letter of Wishes. For family and friends, donating to a good cause can be a welcome chance to do something positive at a sad time. It can be comforting for them to know their loved one's name, memory and values will live on through the charity's work.

WHAT TO DO IF YOU HAVE ALREADY CREATED A WILL BUT WANT TO NOW LEAVE A GIFT TO BORN FREE:

Nowadays it is easier to change your Will by contacting your solicitor rather than adding a CODICIL. All you need to give your solicitor is our name (Born Free Foundation) and our registered charity number (1070906) and agree the type of gift you would like to give. It can be done in minutes.

FAQs



WHAT TYPE OF GIFT IS BEST?

Any gift will make a difference to our work to Keep Wildlife in the Wild. Hopefully, we will not receive your gift for many years, but if you choose to leave us a residuary gift it would mean that the proportion would remain constant.



IT IS LIKELY THAT I WON'T HAVE MUCH TO LEAVE YOU

Each gift is invaluable whether it is a modest cash sum or small percentage of what you are worth. If 10 supporters left us £500, we would receive £5,000 which could, for example, allow us to buy enough materials and supplementary food to provide all 55 of our rescued primates at Ensessa Kotteh with environmental enrichment for six months.



CAN I CHOOSE WHICH PROJECT I WANT MY MONEY TO GO TOWARDS?

Yes. However, projects and needs do change over time, so it is helpful if your gift is not too specific.



HOW DO I FIND A SOLICITOR?

At Born Free we've teamed up with Farewill, the largest Will writer in the UK, to offer our supporters a free Will*. These can be completed online in just 30 minutes with professional support from Farewill. For more information, see www.farewill.com/bornfree-web

**Available to supporters in England and Wales. You don't have to include a gift in your Will to Born Free to use this service, but we hope you will consider a gift once your loved ones are provided for.*

Other companies that may be able to help:

✓ **England & Wales**

solicitors.lawsociety.org.uk

020 7242 1222

✓ **Scotland**

lawscot.org.uk

0131 226 7411

✓ **Northern Ireland**

Lawsoc-ni.org.uk

028 9023 1614



WHAT HAPPENS IF I CHANGE MY MIND?

You can change your mind at any time. We recommend that you consult a solicitor whenever you make changes to your Will.



DO I HAVE TO TELL YOU IF I INCLUDE BORN FREE IN MY WILL?

It's entirely up to you whether or not you share your intentions with us. We understand this is a sensitive matter, and your circumstances and priorities may change in the future but it's always lovely to be able to thank our friends who leave a legacy.

If you have any questions or would like to talk through options for supporting Born Free within your Will then please feel free to contact us on 01403 240170 or email info@bornfree.org.uk.

LET US KNOW IF YOU PLAN TO REMEMBER BORN FREE IN YOUR WILL

Born Free is so grateful for all gifts we receive. While you don't have to let us know if you plan to include us in your Will, we would love to say thank you and keep you informed about our ongoing projects and campaigns across the world.

Please send your name, address and contact information along with the type of gift you intend to leave to Born Free to:

Born Free Foundation, 2nd Floor, Frazer House,
14 Carfax, Horsham, West Sussex, RH12 1ER or
email these details to info@bornfree.org.uk.

**WHO WILL NOW CARE FOR THE ANIMALS, FOR THEY
CANNOT LOOK AFTER THEMSELVES? WHO WILL RAISE
THEIR VOICES, WHEN MINE IS CARRIED AWAY ON THE WIND**

George Adamson

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