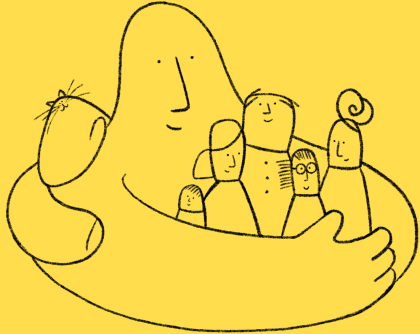
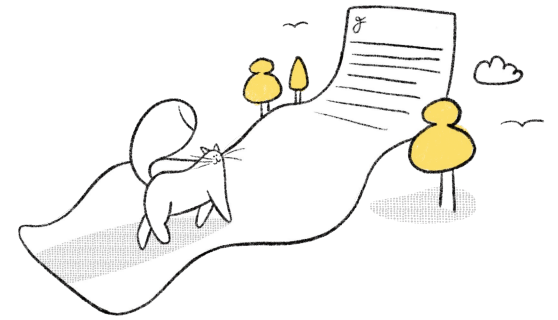


Farewill & The Church of England

Launch Webinars
30 June & 1 July 2021



1. Introduction to Farewill
2. Will writing trends
3. Our service



Meet the team



Emma
Team Lead,
Charity Account Management



Michael
Account Manager,
Strategic Charities



Lorraine
Solicitor and
Head of Legal

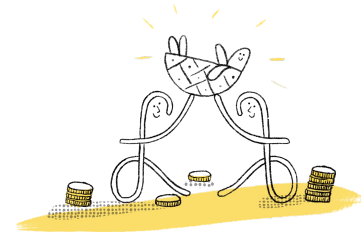
We're the UK's largest will writer



**Will Writing Firm of the Year
2019 & 2020**



**We've helped over 70,000
people write their will**



**Over £350 million
pledged to charities**

We're incredibly proud to partner
with the Church of England for this
groundbreaking service



**THE CHURCH
OF ENGLAND**

Making will writing simple and easy from the comfort of your home

"I was very impressed from start to finish. Online application was straight forward and very easy to complete. I rang the office to confirm a few things and spoke to a lovely lady who answered my questions in a way that I understood perfectly. My will was completed within 4 days. I am very happy and now have peace of mind."

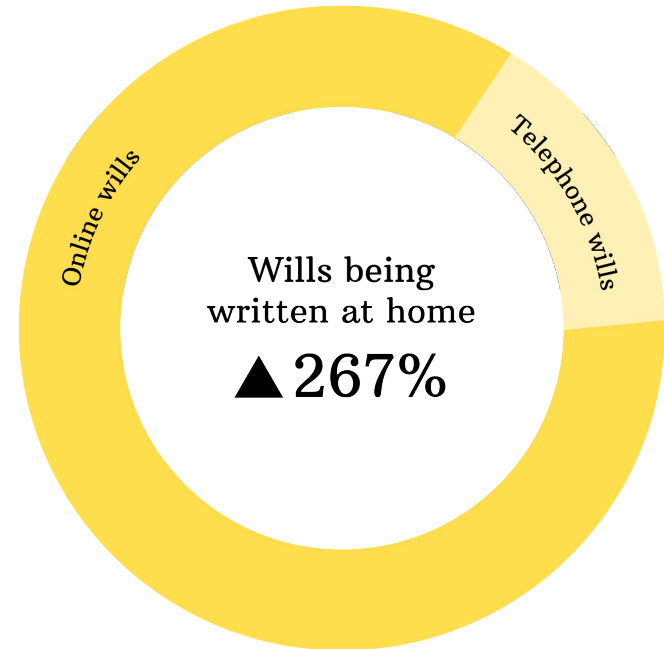


Will writing trends



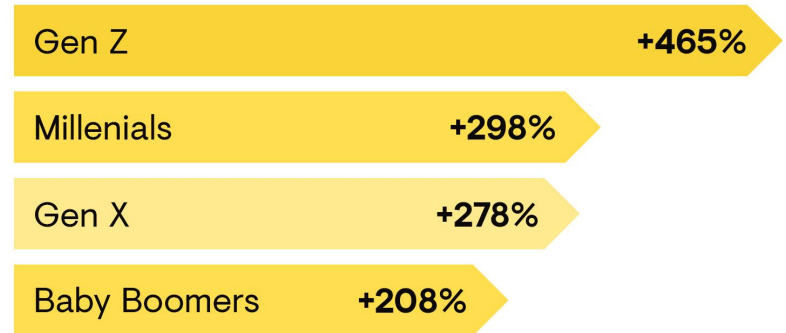
More people are writing wills at home

- Farewill saw 267% increase in wills written from 2019 to 2020
- There was a 7% increase in the number of people leaving cash gifts to friends and family in 2020
- Over £160 million was pledged to charity in 2020
- **Around 1 in 5 wills written through Farewill now include a gift to charity, a 28% increase on 2019**



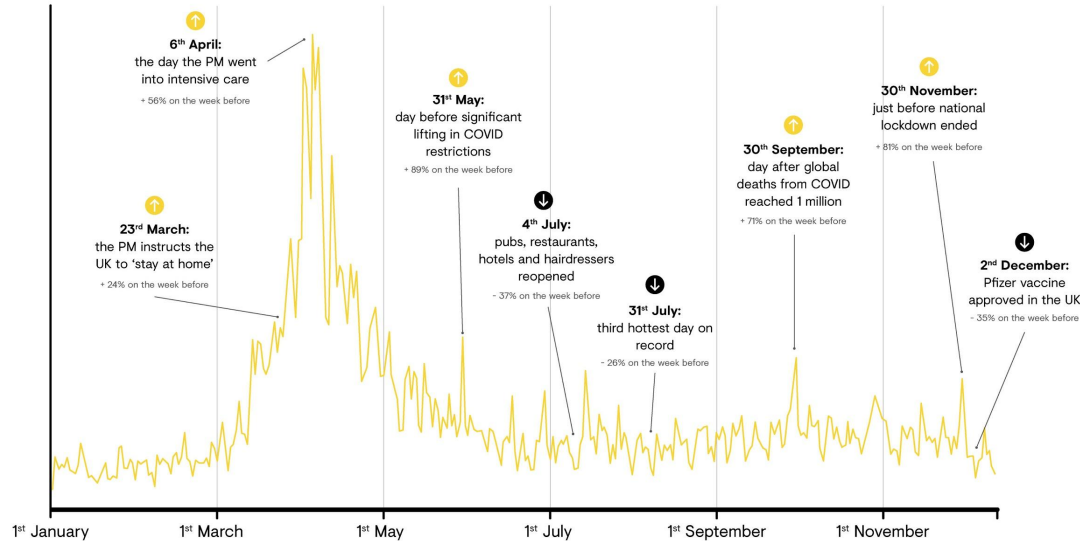
Every generation is writing more wills at home

- Online will writing is not restricted to younger audiences. In 2020, we saw people aged 50–60 make up **over a quarter of all charity will writers**
- They also have the **highest gift inclusion rates** and have pledged 31% of legacy income raised through our charity partner campaigns



What's going on in the world around us has big impact on the demand for wills

Farewill

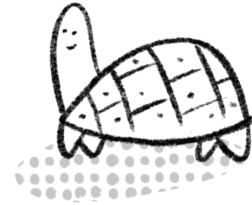


- When the PM went into intensive care, we saw a **+56% increase** in people making wills compared to the week before
- We've continued to see sustained high levels of will writing and giving in 2021

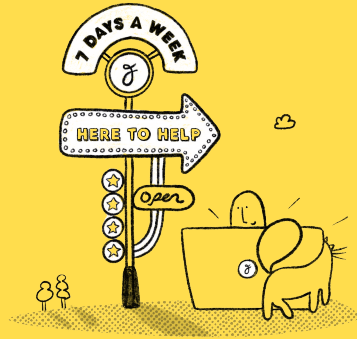
2021 so far...

From January to May of this year, Farewill customers pledged nearly **£72m** to charities in their Wills

Gifts to charities are at their highest levels to date



Our service



Legal expertise at the heart of Farewill

- ✓ We're at the forefront of legal and policy changes
- ✓ Team of solicitors supporting our customers and our will specialists
- ✓ Decades of experience in wills and probate



Lorraine Robinson
Solicitor and Head of Legal,
fully STEP qualified as a
Trusted Estate Practitioner



We check all wills

Not all online will-writing services do this, but we think it's extremely important, and here's why.

Human touch

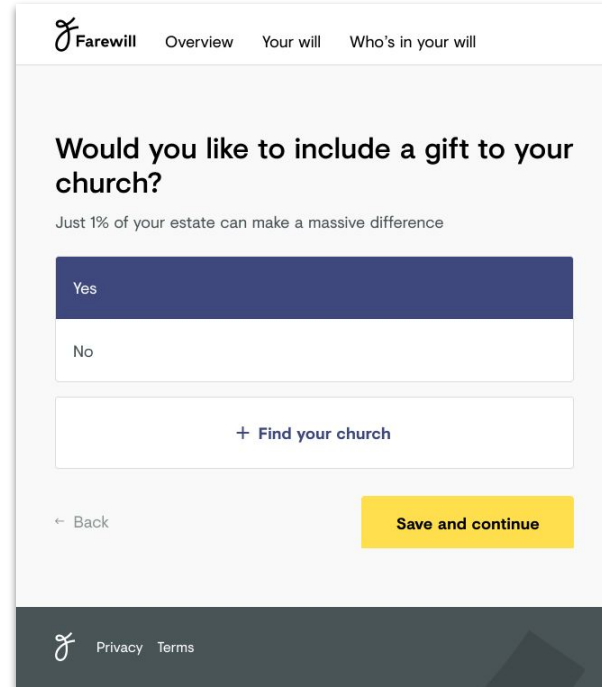
- ✓ Our wills specialists are trained on the law of wills and to identify indicators of lack of capacity or undue influence
- ✓ World-class support available in seconds
- ✓ Specifically tailored guidance is provided on matters from suspected typing errors to disinheritance and significant cash gifts

Supported by tech

- ✓ Our will writing software is designed and built in-house with our legal team
- ✓ Algorithmic safeguards are built into the customer journey and our specialist checks
- ✓ We keep fully contemporaneous records of our interactions with your supporters to validate their will writing journey, from call recordings to date-stamps and IP addresses

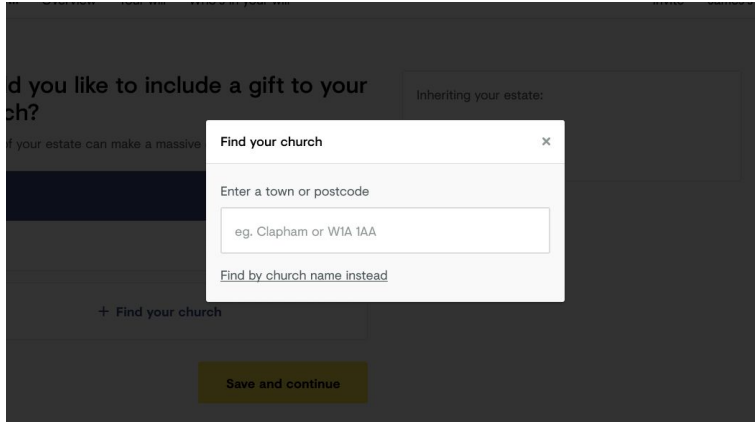
A tailored journey for supporting local churches

- We've collaborated with CofE to build a tailored online will journey for supporting local churches
- Farewill's journey encourages people to consider supporting their local church and charities at two stages:
 - dividing their estate
 - leaving cash gifts



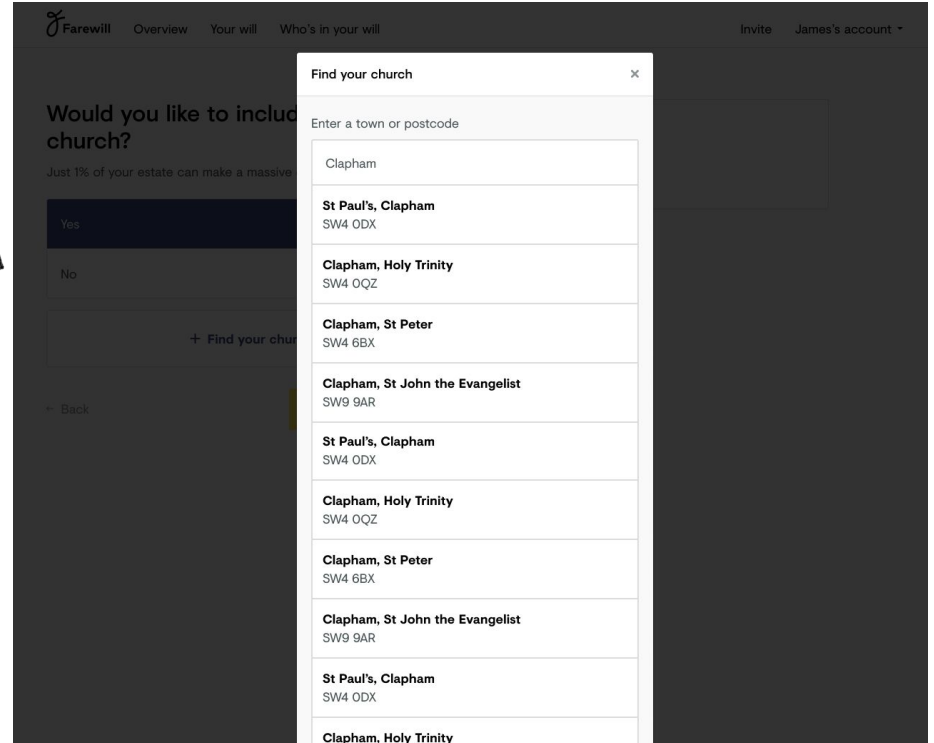
The screenshot shows a mobile application interface for Farewill. At the top, there is a navigation bar with the Farewill logo and three menu items: "Overview", "Your will", and "Who's in your will". The main content area displays a question: "Would you like to include a gift to your church?". Below the question is a subtext: "Just 1% of your estate can make a massive difference". There are two radio button options: "Yes" (selected) and "No". Below the options is a button labeled "+ Find your church". At the bottom left of the form is a "← Back" link, and at the bottom right is a yellow "Save and continue" button. The footer of the application contains the Farewill logo, "Privacy", and "Terms" links.

Finding local churches with A Church Near You



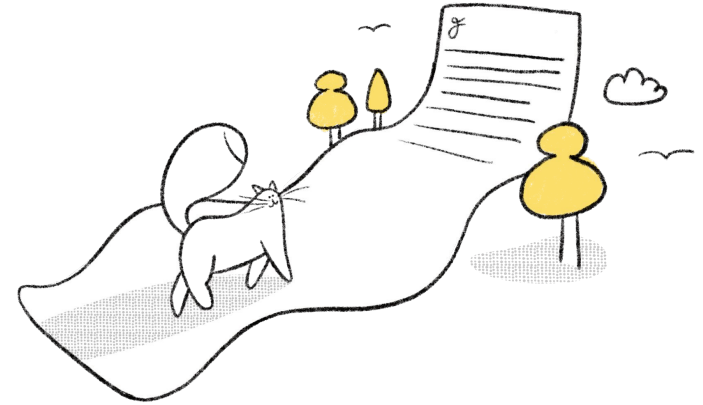
User enters town or postcode

Selects church from a dropdown list



How people can get started

- Our tailored Church of England journey is available through dedicated web pages
- It's important people are directed to this webpage to get started – our normal homepage will not surface the bespoke CofE journey
- We're providing guidance on how these links should be used through digital channels like email & social





THE CHURCH
OF ENGLAND

We're proud to partner with The Church of England to provide your will for free today. Thank you for choosing to write your will with Farewill.



020 8176 6711

Write your will for free

To redeem your free will, just enter the voucher code **'MANCHESTERCHURCHES'** at check-out.

Get started

Over 7,500 reviews | 4.9 on Trustpilot



Trustpilot



▶ [Watch our new TV ad](#)

Chat



“ Did what it said on the tin! Straight forward, thorough, efficient way of getting a will done with the **comfort of legal expertise** checking it. My charity will benefit too. Thank you Macmillan for recommending. ”

“ Excellent service to **put our minds at rest** over our wills, very easy to complete online and quickly made legal. able to leave a donation for RNLI our favourite charity. ”

“ In these very uncertain times **it's important that we have a current and up to date will.** I did mine through RBL. It was done with a voluntary donation. The process was very easy to complete with excellent back up. Thanks Farewill. ”





Thank you