

# Partnering with The Salvation Army



**Gift  
in Will**



## For Solicitors, Financial Planners and Wealth Advisers

### Why discuss gifts in Wills with your clients?

Only 6.5% of Australians leave a gift to charity in their Will\* despite at least 30% stating they intend to leave a charitable gift.\*\*

Professionals like you play a pivotal role in bridging this gap. Simply asking the question - *"Have you considered leaving a gift to charity in your Will?"* - has been shown to double the likelihood of a client including a gift.

By introducing charitable giving into your estate planning conversations, you help your clients create a legacy that lasts well beyond their lifetime.

### Why partner with The Salvation Army?

Gifts in Wills provide vital fundraising income to The Salvation Army. These gifts help to sustain essential services across Australia, including homelessness support, domestic and family violence programs, drug and alcohol recovery, and emergency relief.

### Together we can make lasting change possible.

#### LAST YEAR THE SALVATION ARMY:



**Provided \$24.3 million  
in financial assistance**  
as cash, gift cards and  
vouchers



**Assisted 250,000+  
people** across all social  
programs



**Provided more than  
1.1 million nights of  
accommodation**  
across all social programs

Partnering with us means joining a movement that addresses urgent national issues while delivering local care to people facing hardship and injustice.

As a trusted partner, you'll have access to:

- **Specialist knowledge:** Invitations to Salvation Army briefings, events, and webinars in collaboration with our partners Bequest Assist and Include a Charity.
- **Practical resources:** Tailored materials to support your client discussions about leaving a charitable gift.
- **Client growth opportunities:** Listing on our referral database, shared with prospective supporters seeking professional advice.
- **Profile and impact:** Opportunities to highlight your firm's involvement through volunteering, partner communications, and media releases.
- **Dedicated support:** Direct access to a Relationship Manager to provide timely answers and information.

## How can you connect with The Salvation Army?

Thank you for your interest in partnering with The Salvation Army. We would be delighted to speak with you about how we can work together to grow the impact of gifts in Wills. You can discuss partnering in the following ways:

Fill in our online form, call or email



[salvationarmy.org.au/wills](https://salvationarmy.org.au/wills)



1800 337 082



[wills@salvationarmy.org.au](mailto:wills@salvationarmy.org.au)

Together, we can help your clients build a meaningful legacy and ensure vital services continue for generations to come.



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