



A gift that keeps on giving

The Market Research Benevolent Association (MRBA) is the industry's independent, registered charity. We offer financial assistance to people who work or who have worked in market research in the UK regardless of their role, title or level.

Thanks to the investment of donations, gifts and legacies we have received from people in our industry, we have helped more than 1,000 research colleagues and their immediate families in financial distress for over 40 years.

The demand for our help is increasing

Despite the changes in the industry, the demand for our services is not declining. And as the return on our investments has eroded, coupled with the amount of money needed to help solve our applicants' financial problems, we need to ask the industry we were set up to support to help us increase our income.

Give a gift that lasts a lifetime

According to *Remember a Charity*, 74% of the UK population supports charities and when asked, 35% say they would happily leave a gift in their will once their friends and family are provided for. The problem is that only 7% actually do. So, if you are making a will, or the next time you are about to update your existing will, please consider leaving a legacy to the MRBA.

How leaving a legacy helps the MRBA

Leaving a legacy to the MRBA is a meaningful way to leave a lasting impression on the industry you have worked in. We will invest your donation and use the return on the investment to provide financial support to future generations of colleagues in need. Legacy gifts allow us to develop long-term initiatives to better support our applicants such as our recent bursary scheme, **MRBA Skills** introduced last year.

It's easy and straightforward

You can make a gift of a specified sum of money, or a gift of a proportion of your residuary estate, or bequest specific items of property or a gift of

shares. Any money you decide to leave comes out of your estate and will be handled by your solicitor, executor, or estate trustee at the appropriate time.

If you already have a will

You may already have a will but decide you want to include the MRBA in it. Your solicitor can add a codicil, which is a separate legal document that makes changes or additions to an existing will.

If you do not have a will

Please contact a solicitor. There are guidelines on the internet as to what you should consider putting in your will. Having a solicitor prepare and store your will ensures that everything is in order and can make it easier for your beneficiaries to carry out your wishes when the time comes.

A gift today for a brighter future tomorrow

Leaving a legacy in your will today does not require any immediate financial outlay on your part, but it will provide the MRBA with a long-term benefit.

There is also a benefit to you and your beneficiaries as leaving a legacy can be tax efficient because gifts to charities are exempt from inheritance tax. With changes to inheritance tax law from April 2013, if you leave at least 10 per cent of your estate to a charitable cause in your will, your tax contribution falls from 40 to 36 per cent. Visit www.hmrc.gov.uk for more information.

Our details are important

Please be sure to use our full name - The Market Research Benevolent Association; address 15 Northburgh Street, London EC1V 0JR; and our charity number 274190.

Please keep us informed

By ringing Danielle Scott, our Secretary/Treasurer in total confidence on **0345 652 0303**; or email her at info@mrba.org.uk. Knowing your intentions will prevent us from contacting you again.