

Animal Aid join The Goodwill Partnership

London 11th September 2018: Animal Aid, one of the world's longest established animal rights groups, joins The Goodwill Partnership.

Founded in 1977, Animal Aid campaign peacefully against all forms of animal abuse and promote cruelty free living, their vision being a world in which animals are no longer harmed and exploited for human gain but are allowed to live out their lives in peace.

Carrying out ground breaking undercover investigations to expose the suffering of animals; sending out thousands of leaflets and booklets; conducting extensive political lobbying and providing innovative resources for schools, are just some of the ways in which Animal Aid help animals.

Animal Aid is entirely dependent upon people's generosity to allow them to continue the fight against animal cruelty and by joining The Goodwill Partnership, they can offer their supporters and members a low-cost, home-visit, Will writing service that will allow the supporter to leave a gift to Animal Aid if they wish, although there is no obligation to do so.

Isobel Hutchinson, Director of Animal Aid, says: "We are thrilled to join forces with The Goodwill Partnership. Income from gifts in Wills is vital to the campaigns and education work Animal Aid will deliver in the future. We are very grateful to those supporters who choose to leave us such a special gift".

Mark Jackson, Co-Founder of The Goodwill Partnership, says: "Legacies are an important part of fundraising and we provide a service that helps generate more legacies by offering low-cost, solicitor provided Wills to supporters and volunteers of organisations such as Animal Aid. We are delighted to be partnering with them and hope our service will provide much needed additional funds".

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For further information please contact mark@hjmarketing.co.uk

About The Goodwill Partnership

The Goodwill Partnership was launched in 2009 to offer low-cost, home-visit Will-writing services for charities' donors. The service also provides a detailed reporting structure of legacies left to charities, allowing them to plan financially for the future with far more confidence.

More than 50 participating charities include ActionAid, Multiple Sclerosis Society, Oxfam, RNIB, Macmillan Cancer Support, Epilepsy Society, London's Air Ambulance, Rainforest Foundation UK, Great Ormond Street Children's Charity, Born Free Foundation and SSAFA – The Armed Forces Charity to name a few.

Website: <https://www.thegoodwillpartnership.co.uk/charity-partners/>

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