

Will your **legacy** be a  
world **rich** in nature?



*“Hope is the  
thing with  
feathers that  
perches in  
the soul...”*

EMILY DICKINSON  
American Poet 1830-1886



Will your legacy be a world rich in nature, where people live in greater harmony with their environment?



### Hope hangs in the balance

Leaving a gift to BirdLife International in your Will provides real hope for the future of our natural world.

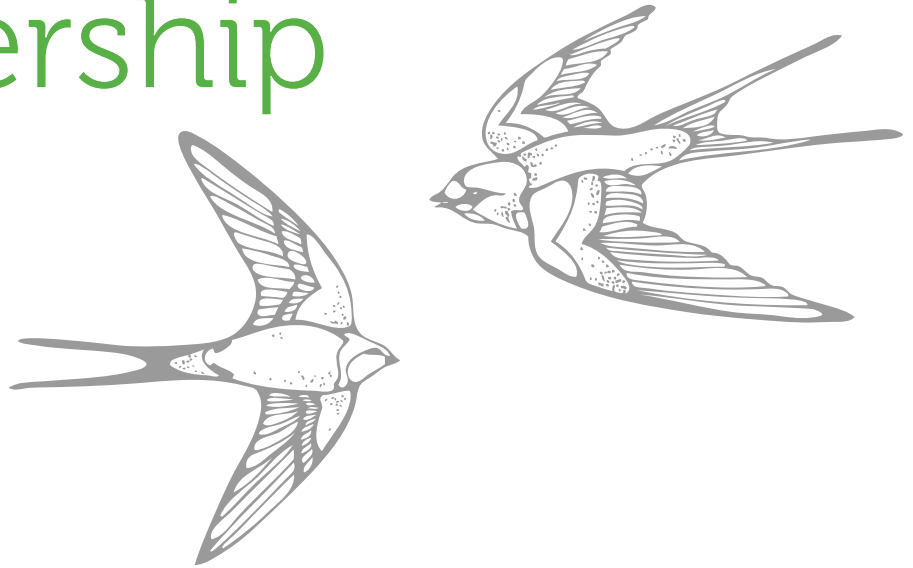
As you read these words around 1,200 bird species are in such peril that they are at risk of extinction without urgent conservation action. Equally alarming are the sharp declines in many formerly common and widespread species. Common birds you remember from your childhood may now be a very rare sight.

However, hope is not lost. BirdLife International is a united Partnership of over 100 nature conservation charities.

Together we have brought species back from the brink in spectacular fashion many times, protected millions of hectares of land, and mobilised millions of people around the globe to protect wildlife.

We need your support. By leaving a legacy to BirdLife International, you will help to leave behind a world richer in wildlife, that's more beautiful and inspiring than it is today. Providing hope for nature and people. Forever.

# A Partnership of hope



**BirdLife International is the world's largest nature conservation Partnership. We have over 13 million individual members and supporters, and unify 120 nature conservation organisations – one per country - from across the planet.**

We share a belief that people working for nature in their own local patch, connected to others elsewhere, is the key to sustaining all life on this planet. Our unique local-to-global approach delivers high impact and long-term conservation for the benefit of nature and people.



“BirdLife is extremely reliable, effective and attentive to the needs of people.”

**Her Imperial Highness  
Princess Takamado of Japan.**  
Honorary President - BirdLife  
International.





# From hope to success

“With millions of qualified and passionate members and volunteers throughout the world, the BirdLife Partnership is able to deliver high-impact conservation action at a very low cost”

NICK PRENTICE – FORMER  
TREASURER, BIRDLIFE INTERNATIONAL





The BirdLife Partnership has accomplished many notable conservation achievements. Here are just a few examples of our work.

- The BirdLife Important Bird and Biodiversity Area Programme has identified more than **13,000 IBAs, on land and at sea**, throughout the world.
- The BirdLife Preventing Extinctions Programme is helping to conserve nearly **60% of the world's Critically Endangered bird species**.
- The BirdLife Marine Programme has **reduced albatross deaths in South African fisheries by 85%**.
- The BirdLife Forests of Hope Programme is **conserving millions of hectares of forest around the globe**.

# Our personal appeal



“**BirdLife knows what needs to be done** to save the world’s birds, and most other threatened wildlife. However **we need more support** in order to dramatically escalate our global conservation work. This could be **one of the most constructive investments of your life**. Without question it will be your most important investment in global conservation efforts.





**We have left BirdLife a legacy,** and I sincerely encourage you to do the same.  
Thank you so much for your support.”

*Margaret Atwood Graeme Gibson*

Margaret Atwood & Graeme Gibson  
Joint honorary presidents, BirdLife Rare Bird Club

A legacy of life...





**By making a gift to BirdLife in your Will,  
you can help us to:**

- Prevent extinctions in the wild.
- Maintain and, where possible, improve the conservation status of all bird species.
- Conserve the sites and habitats important for birds and other biodiversity.
- Sustain vital ecological systems that underpin human livelihood, and enrich the quality of people's lives.
- Empower people and contribute to alleviation of poverty.
- Strive to ensure sustainability in the use of natural resources.



# The BirdLife Legacy Charter



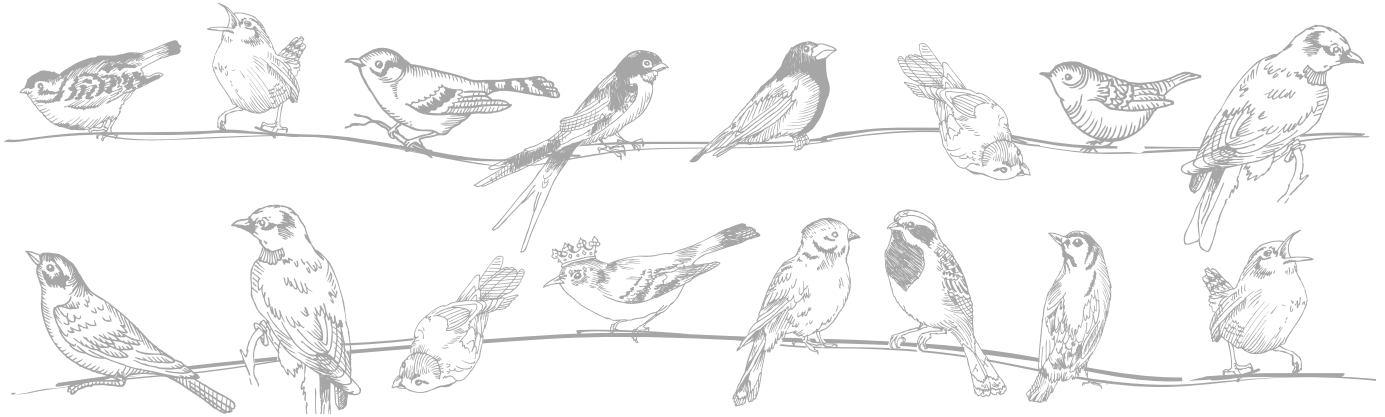
1. We will always respect your privacy. We recognise and appreciate that your Will is completely personal to you.
2. We strongly advise seeking independent professional advice when writing your will.
3. Because we are committed to making a difference to birds and nature, we always encourage people to leave something to BirdLife International. But we recognise that it's your decision and you need to make it in your own time.
4. You can tell us that you've left a gift if you want to, and we'd love to know – but you don't need to and we won't keep asking.
5. If you do choose to tell us, we will give you the choice about how we talk to you in the future about our work with birds and nature.





6. We cannot offer legal advice, but are happy to speak to your solicitor about specific questions they may have.
7. We will use your gift cost-effectively and carefully so that it has the greatest impact for birds and nature.
8. At any time in the future, you have the absolute right to change your mind about a gift in your Will to BirdLife International.
9. We will handle whatever gift you leave us efficiently and also with care, sensitivity and respect.

# The next step



**We're ready to have a confidential discussion about how your legacy can help wildlife around the globe.**

Please be assured that anything we may discuss will be held in the strictest of confidence, and you will be under no pressure or obligation to support us.

**Thank you for considering a legacy to BirdLife.**

Please feel free to contact your personal representative whose details you will find on the business card opposite.

Alternatively email us at:  
[legacies@birdlife.org](mailto:legacies@birdlife.org)

Write to:  
**Legacy Department**  
**BirdLife International**  
**The David Attenborough Building**  
**Pembroke Street**  
**Cambridge**  
**CB2 3QZ**  
**United Kingdom**

Or call: **+44 (0) 1223 277318**





Partnership for  
nature and people

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