

WOULD YOU SIGN TO LEAVE A BETTER WORLD?
**SEVEN NGO START AN INFORMATIVE CAMPAIGN IN SPAIN ON CHARITABLE
GIFTS IN WILLS
CAMPAIGN LED BY BRITISH FUNDRAISER IN SPAIN**

Madrid, May 7th, 2007 - Seven international Non Governmental Organizations (NGOs) have gathered to start a campaign in Spain on charitable gifts in wills. The campaign was launched with a two page editorial spread in Spain's biggest selling national newspaper *El Pais*.

SOS Children Villages, Amnesty International, Intermon/Oxfam, Medicos del Mundo, Plan International - Spain, UNICEF and WWF/Adena are the NGOs that have taken the step of this innovative campaign. The main goal is to inform the public about writing a will and the possibility to leave a charitable bequest in it. Writing a will is an easy and inexpensive procedure, useful to decide over one's wealth management and avoid further troubles to family and relatives. The person who writes a will can thus arrange his/her wishes and make sure that those will be perpetuated after s/he is gone.

The campaign named "*Would you sign to leave a better world?*" www.legadosolidario.org has drawn heavily on the experience of the UK *Remember a Charity* campaign and appreciates the help and advice given by its Director, Jonathan Parris. The launch of the campaign in Spain has been the brainchild of Madrid based British fundraiser Daryl Upsall. He has been arguing the need for such a campaign since 2003. The launch is the fruition of 4 years of cajoling and persuading Spanish charities to begin to work on legacy fundraising.

Daryl Upsall and his agency www.darylupsall.com and associated telephone fundraising and face to face agencies have helped to transform the Spanish fundraising market in the last 6 years and have raised over 35m Euros for Spanish charities in the process.

"It gives me great pleasure that we are able to go one step further in changing the way Spanish charities and the general public go about the philanthropic activities. This new campaign will release many millions of Euros for good causes both in Spain and in the developing world." explained Daryl Upsall.

Legacy gifts are not very common in Spain, but yet very usual in other nearby countries since many years ago. In fact, charitable gifts in wills are a good part of the income of many NGOs in other European markets.

The NGOs that take part in this campaign conducted last December a national market research study was undertaken on the perception of the Spanish society with regards to wills and leaving a charitable gift. The survey was done with 800 interviews throughout all Autonomous Regions of Spain. The results reflected that nearly 50% of the people interviewed did not know about the possibility to leave a charitable gift to an NGO in their will. But it also showed that a 20% of those who had actually written a will and had not given neither to the Catholic Church or an NGO were prepared to change their will to include a charitable gift in it.

For further information, please contact:

Daryl Upsall
Chief Executive
Daryl Upsall Consulting International SL
tel. +34 647 450 194
email: daryl@darylupsall.com

Daryl Upsall Consulting International SL www.darylupsall.com coordinates the informative campaign on charitable gifts in wills in Spain.

Note to editors:

- Please find attached the *El País* article in PDF
- Screen grab below
- Daryl Upsall profile below

Home page of legacy campaign

LegadoSolidario
Campaña informativa sobre herencias y legados solidarios

¿Firmarías por dejar un mundo mejor?

¿Qué es un legado solidario?
Imagina poder extender tu solidaridad a las próximas generaciones y contribuir a un futuro mejor para todos.
[Conoce](#)

¿Qué necesitas saber?
Aquí encontrarás datos prácticos de cómo organizar tu testamento y dejar una herencia o un legado solidario.
[Infórmate](#)

¿Qué puedes hacer?
Haz testamento e incluye un legado solidario. Así, sin perjudicar los derechos de tus herederos, contribuirás además a dejar un futuro mejor.
[Actúa](#)

Amnistía Internacional WWF Intermón Oxfam Aldeas Infantiles SOS Médicos Sin Fronteras Plan unicef

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Daryl Upsall, Chief Executive

Daryl Upsall has 23 years experience of successfully founding and managing fundraising, communications and advocacy operations for NGOs in some 42 countries. He is known for his leadership and innovation in fundraising

As International Fundraising Director for *Greenpeace International* he was responsible for turning around *Greenpeace's* global income, doubling the global net income whilst raising more than \$1 billion for the environment in the process. In 1990 he launched the first professional fundraising for HIV/AIDS in Europe and has had a successful career in lobbying and advocacy for development NGOs, women's' rights, advocacy organisations, and liberation movements. He has worked with Nelson Mandela, Elton John and numerous world leaders and international celebrities

Daryl leads an international consultancy based in Spain whose clients include many of the worlds leading NGOs and UN agencies. He is a regular speaker at international conferences, is country ambassador for the *Resource Alliance*, a member of the *Association of Professional Fundraisers* in Spain and the *Institute of Fundraising* (UK) and is Board Chair elect of *EUConsult*