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<date>

## A gift in your Will has the power to save lives. We call it Will Power

Dear [TITLE] [SURNAME],

Thank you so much for your recent interest in leaving a gift in your Will to the British Heart Foundation. We can't thank you enough for considering to support us in this special way.

Today, I'm reaching out to remind you of the amazing impact a gift in your Will can have — not only on our world class research but on millions of people affected by heart and circulatory diseases, including people you may know. Your family, friends and loved ones.

Conditions like heart disease, stroke and vascular dementia take 1 in 4 lives in the UK and so many of us have been touched by the heartbreak these conditions cause, but we now face additional challenges that we could never have predicted at the start of the new decade.

Since the Covid-19 outbreak began, we've been losing £10 million a month. That loss of vital funding means our brilliant scientists may not get the backing they need, projects with transformational potential may not happen, and cures and treatments within our reach could take decades longer to find.

We've been doing everything possible to support the global effort to tackle the virus, with some of our researchers diverting their focus to look at the impact of Covid-19 on the heart and circulatory system. But while the eyes of the world are on the pandemic, it's crucial we don't give heart and circulatory diseases a free pass. We must protect 60 years of progress. If we don't, we'll be storing up heartbreak for the future.

**By leaving a gift in your Will**, you have the power to help us find treatment and cures that could keep families together for generations to come. I hope it's something you can start to think about again.

These wonderful gifts fund **half** of our life saving research, and in the leaflet enclosed, you'll find information about some of the incredible things they've helped us achieve so far. But with your support, I know we can do so much more.

For every mum or dad, brother or sister, grandparent or friend affected by heart and circulatory diseases, a gift in your Will is a gift of hope. It really does have the power to save lives, and we hope you can see how much your future support would mean to us.

In the meantime, I hope you stay safe and well. If you require support for a heart or circulatory condition, please go to [www.bhf.org.uk/informationssupport](http://www.bhf.org.uk/informationssupport). Or if you have questions about leaving a gift in your Will, simply get in touch by calling **0300 330 3322** or emailing [willpower@bhf.org.uk](mailto:willpower@bhf.org.uk).

Thanks again for your interest in supporting the British Heart Foundation.

Yours sincerely,

**Rebecca Cooke**  
Gift in Wills Manager