



A gift in your Will to keep the world fair

Your guide to leaving a legacy to Fairtrade

Placeholder cover image — to be replaced with a named Fairtrade producer, with permission and credit.

A message from our Chief Executive

At Fairtrade, we are held together by one idea: that the people who grow our food should be able to make a decent living from it.

It is a belief you have helped carry forward.

Every time you have chosen a Fairtrade product, supported a campaign, written to a supermarket or MP, or simply talked to someone about why fair trade matters, you have helped turn that belief into something real.

Just a few decades ago, very few people in Britain had heard of Fairtrade. Today, the FAIRTRADE Mark is recognised across the country, and millions of farmers and workers around the world have benefited from the choices people like you have made.

But fairness is never something we can take for granted.

Farmers and workers are facing the effects of climate change, unstable prices and trading systems that still leave too many people without a fair return for their work. The progress we have made matters enormously. So does protecting it for the generations that come next.

That is why I hope you will consider leaving a gift to Fairtrade in your Will.

Your first responsibility will, of course, be to the people you love. But after you have looked after them, any gift you choose to leave to Fairtrade can help ensure that the values you have stood for throughout your life continue to make a difference long into the future.

It does not have to be a large gift. Even 1% of your estate can help build a fairer future for farmers, workers and their families — while leaving 99% for the people and causes closest to you.

Whatever you decide, thank you for everything you have already done to make trade fairer.

With my very best wishes,

Eleanor Harrison OBE
Chief Executive, Fairtrade Foundation



Why leave a gift in your Will?

You have already spent a lifetime choosing fairness

A gift in your Will is perhaps the most lasting of those choices. It costs you nothing today, changes nothing about the way you live, and can keep your support for Fairtrade going for years to come.

We value every gift, whatever its size. Because a gift in a Will is not tied to a particular project or deadline, it can support the patient, long-term work that other income cannot always reach: opening new supply chains, helping co-operatives through difficult years, and making the case for fair trade to governments and businesses.

Family and friends come first. Always. But once you have looked after the people you love, even a small share of your estate could carry the beliefs you have stood for throughout your life into the future.

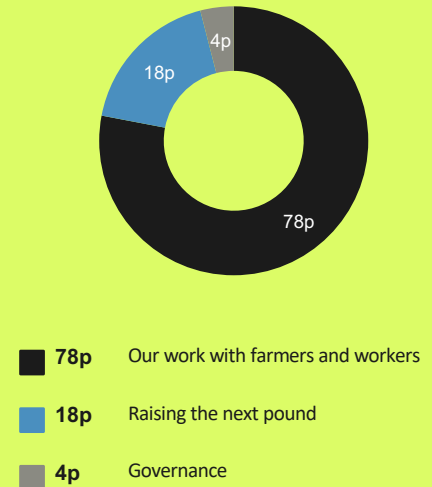
£28m

UK sales of Fairtrade products generated more than £28 million in Fairtrade Premium for farmers and workers in 2024.

Where our money comes from

Most of Fairtrade's income is licence fees paid by the companies that use the Fairtrade Mark. That money pays for certification, and it rises and falls with what those companies choose to sell. It does not stretch to campaigning, to education, or to standing with producers through a bad harvest. That is where supporters come in.

How every £1 is used



Illustrative figures. Replace with the current split from Fairtrade's annual report before printing.

How to leave a gift

After you have taken care of the people you love, there are two simple ways to leave a gift to Fairtrade in your Will.

A share of your estate

This is known as a residuary gift. You leave Fairtrade a percentage of what is left after everything else has been taken care of.

Because it is a share rather than a fixed sum, it keeps its value as your circumstances change. Even a small percentage can make a lasting difference.

A fixed amount

This is known as a pecuniary gift. You choose a specific amount of money to leave to Fairtrade.

It is simple to arrange, although its value can reduce over time because of inflation. Your solicitor can advise you on how to keep it up to date.

How much? Try 1%.

Most people worry that leaving anything to charity means taking it from the people they love. It does not have to. A small percentage — 1% is where most supporters start — leaves everything else exactly where you want it.

Some leave more. Some leave whatever remains once their family are provided for.

£297,000

99% to the people you love

£3,000

On an estate of £300,000, 1% is £3,000 — and 99% still goes to your family and friends.

Wherever the need is greatest. We would always encourage you to leave your gift unrestricted, so it can go where it will do the most good at the time. If you have something particular in mind, please talk to us and we will put it in writing.

Making or updating your Will

We recommend you use a solicitor. These four steps will save you time when you get there.

1 Think about what you have

List what you own and roughly what it is worth, including anything you own jointly. Note any debts too, as these come out of your estate first. Make sure someone you trust knows where the paperwork is kept.

2 Choose your executors

These are the people who will carry out your wishes. They can be family, friends, or professionals. Ask them first — it is a real job, and most people would rather be asked than surprised.

3 Decide on your gift

If you would like to include Fairtrade, your solicitor will need our registered name, address and charity number. They are all on page 12, on a page you can tear out or photograph.

4 Make it valid

You must sign your Will in front of two independent witnesses, who then sign it themselves. They must not be beneficiaries, or anything left to them will fail. Your solicitor will handle all of this.



Tea workers in [country]. Placeholder image.

Already have a Will?

You probably do not need a new one. A codicil is a short, signed addition to your existing Will — usually much quicker and cheaper than starting again. Ask your solicitor about drafting one.

Talking to a solicitor

A little preparation keeps the appointment short and the costs down

We recommend using a solicitor. A straightforward Will is not expensive, and it is properly advised. Here is what to sort out before you go.

- Find a solicitor near you through the Law Society at [lawsociety.org.uk](https://www.lawsociety.org.uk), or ask friends who they used.
- Ask what a simple Will costs when you book. Many solicitors take part in schemes such as Make a Will Week or Will Aid, writing a simple Will at a reduced fee or in return for a charitable donation — it is always worth asking.
- Take the list from page 5: what you own and roughly what it is worth, any debts, and who you would like to provide for.
- Take the names and addresses of your executors, and check they are happy to act.
- If you already have a Will, ask about a codicil rather than a rewrite. It is usually quicker and cheaper.
- Take our details from page 12, so a gift to Fairtrade is worded correctly first time.
- Ask about a letter of wishes — not legally binding, but it is where you can say, in your own words, why Fairtrade mattered to you.



Think about inheritance tax

If your estate is worth more than the tax-free allowance, inheritance tax may be payable. The standard allowance is currently £325,000, although in some circumstances it can be higher.

Gifts left to charity are free from inheritance tax. And if you leave 10% or more of your net estate to charity, the inheritance tax rate on the taxable part of your estate may be reduced from 40% to 36%.

Inheritance tax rules can be complicated and may change, so it is worth discussing your own circumstances with a solicitor or financial adviser.



About Fairtrade

A simple idea that you have helped bring to life

Fairtrade began with a question: what if the people who grow our food were paid enough to live on? The Mark answers it with two things. A minimum price, so that when the market collapses farmers do not. And the Fairtrade Premium, an extra sum paid on top, which farmers and workers decide how to spend for themselves — on a school, a clinic, better equipment, or a bigger share in their own pockets.

That is the difference between charity and trade. Nobody is given anything. They are paid properly for work they were already doing, and they decide what happens next.

Today the Mark covers coffee, cocoa, bananas, tea, sugar, cotton and flowers, and it is one of the most recognised ethical labels in Britain.

“A donation today helps bring Fairtrade to more small farmers, so they can earn a fair price and invest in their futures.”

Rosine, a cocoa farmer in Côte d'Ivoire

30+

years of Fairtrade in the UK

1,875

producer organisations in 67 countries

2 million

farmers and workers in Fairtrade producer organisations

Source: Fairtrade Foundation, 2024. Update each year.

What your gift makes possible

When [co-operative name] joined Fairtrade, [number] families were selling their cocoa for whatever they were offered that week. Today [farmer name]'s daughter negotiates prices her mother was never offered. Change like that takes a generation — which is why it needs the kind of income we can count on that far ahead.
[Placeholder: this page needs one real, named story, signed off by the producer.]

A fair price, held

When world prices collapse, the Fairtrade Minimum Price holds. Legacies help us keep it there, and keep pushing it upwards as the cost of farming rises.

The Premium, decided locally

Farmers and workers choose what their Premium pays for. Our job is to widen the number of communities who get that choice.



Standing up to the climate

Farmers are on the front line of a crisis they did not cause. Gifts in Wills fund the slow work of adaptation — new methods, new crops, new plans.

The next generation

Young people are walking away from farming because it does not pay. Fair prices are how that changes, and how the next generation is persuaded to stay.



Placeholder images from the existing library.

Supporters who have already left us a gift in their wills



Margaret

Supporter for 24 years

"I started buying Fairtrade when my children were small, because it seemed obvious. You pay a bit more, someone else gets paid properly. I have never seen the difficulty.

My children are grown up now and they know exactly why it is in my Will. I would rather they heard it from me than found out from a solicitor."



David

Supporter for 19 years

"Our church ran the Fairtrade stall for twenty years. When I sat down to redo my Will, leaving something to Fairtrade felt like the obvious way to keep it going once I am not there to run it.

It took about ten minutes and cost nothing extra."

You are in good company

4,000

campaigners asked their MP
to back fairer trade

130

MPs took the 'Be the
Change' pledge

615

events ran during
Fairtrade Fortnight

275,000

pupils are at Fairtrade
schools in the UK

Placeholder quotes and portraits. To be replaced with real supporters from the legacy survey, with permission.

Our promises to you

Leaving a gift in your Will is a private decision, and a serious one. These are the promises we make in return.

- Your family and friends come first. We will never suggest otherwise.
- We will answer any question you have, honestly, including the ones about money.
- You can change your mind at any time, and you never have to tell us why.
- You do not have to tell us you have left a gift at all. If you do, it stays confidential.
- We will not pester you. You choose whether we contact you, and how often.
- We will use your gift carefully, and where it will do the most good for farmers and workers.
- We will keep making the case for fair trade for as long as it needs making.

84%

of UK shoppers recognise the FAIRTRADE Mark — the most recognised ethical label in Britain

76%

of those who recall seeing the Mark say they trust it

Fairtrade Foundation, 2024

If we ever fall short of these, tell us. [Name] will pick up the phone: [phone number].



Placeholder image.

Questions people ask us

What happens if I do not make a Will?

You would be said to die intestate, and the law decides who gets what. It may not be who you would have chosen, and if you have no surviving relatives your estate can pass to the Crown.

Can I change my mind?

Yes, at any time, and you do not owe us an explanation. A Will can be updated for as long as you are able to make one.

Does Fairtrade not get its money from business?

Most of our income is licence fees from companies using the Fairtrade Mark. That pays for certification. It does not cover campaigning, education, or support through a bad harvest — and it moves with the market.

Do I have to tell you?

No. Many people never do, and their gift is just as welcome. If you do tell us, it helps us plan — and it gives us the chance to thank you properly while we still can.

How will my gift be used?

Unless you tell us otherwise, where the need is greatest: reaching farmers and workers who are not yet part of Fairtrade, and supporting the ones who are through difficult years.

Can I say what my gift is for?

You can. We would usually encourage you to leave it unrestricted so it can go where it is needed most, but if you have something specific in mind, talk to [Name] and we will agree it in writing.

In 2024, workers on Fairtrade certified estates put 88% of their Premium into social investment, and small-scale producer organisations put 20% of theirs into productivity, quality and adapting to climate change. They decide, not us.



Get in touch

If you have a question about leaving a gift in your Will — or you would just like to talk it through with someone — please get in touch with [Name].

[Name], Gifts in Wills
[phone number]
[name]@fairtrade.org.uk

There is more about gifts in Wills at

fairtrade.org.uk/gifts-in-wills

Thank you for considering this. Whatever you decide, it has been a privilege to have you with us.

For your solicitor

The Fairtrade Foundation
[registered address]
Registered charity no. [1043886]
Company limited by guarantee no. [2733136]

Ask [Name] for the suggested wording to give your solicitor.

Cover image: placeholder. To be replaced with a named Fairtrade producer, photographed with permission and credited.

All names, numbers and details in square brackets are to be confirmed by the Fairtrade Foundation before this guide is printed.