



**LEAVE A GIFT
IN YOUR WILL**

**“All our environmental problems
become easier to solve with fewer people,
and harder - and ultimately impossible -
to solve with ever more people.”**

– Sir David Attenborough

**POPULATION
MATTERS**

**Every choice
counts**

TM

THE ULTIMATE LEGACY FOR PEOPLE AND PLANET

Population Matters is one of the world's foremost population charities and the only charity registered in the UK campaigning on population specifically.

We campaign to achieve a sustainable human population, to protect the natural world and improve people's lives.

To create a world where nature and future generations thrive within our planet's means, we promote and campaign for positive, practical, ethical solutions including encouraging smaller families and inspiring people to reduce excessive consumption. We believe everyone should have the freedom and ability to choose a smaller family given the impact we each have on our planet and its resources – especially in richer countries – and wholly support human rights, women's empowerment and global justice.

As a charity, we rely on your critical support and every year legacy gifts enable us to sustain our campaigns and help improve the lives of women, communities and other species' habitats across the world.

Our environmental and social crises will only worsen whilst the impact of our growing numbers remains ignored and even taboo. The need for our global campaigns is therefore ever more critical now and in the future. Can you help our campaigns to continue beyond your lifetime?

"I want to ensure help is given to charities which will benefit my grandchildren and great grandchildren's generations in the future world we bequeath them."

– David H., Population Matters supporter

A BETTER FUTURE

**POPULATION
MATTERS**
TM

Leaving even a small percentage of your estate to Population Matters will make a very direct and immediate impact on an otherwise neglected cause.

Our one habitable planet and the millions of species that call it home can only thrive again if we prioritise wellbeing over growth, and live more equitably within the finite ecological boundaries of our precious planet.

With your transformational gift, we promise to keep campaigning to empower women and girls across the world to choose their family size and to lobby policy makers to ensure population is included in global strategies. Your gift will ensure more individual choices are possible, underpinned by policy commitments for a better future.

Give the ultimate legacy for people and planet and help future generations to live better lives, on a better Earth.

For more information visit: populationmatters.org/donate-legacy, contact us via email: supporters@populationmatters.org, or call: +44 (0) 20 8123 9116.

Scan the QR code to find out more.



SCAN ME

FOR ALL

HOW TO LEAVE A GIFT IN YOUR WILL

If you would like to create or update your Will to include a gift to Population Matters, you can do so with your solicitor. The essential information you'll need to include is:

Name: **Population Matters**

Address: **The Chandlery, 50 Westminster Bridge Road, London SE1 7QY**

Charity number: **1114109**

We understand that your family and friends come first and leaving a charitable gift in your Will is your decision alone. Gifts in Wills to UK registered charities are free from inheritance tax and therefore reduce your inheritance tax liability, and potentially the tax paid on your remaining estate.

If you decide to leave a gift in your Will, please let us know as it helps us plan our future campaigns. Thank you for your generosity and commitment to making a better future possible.

"This organisation, Population Matters, is so very important, because this is one of the most important issues that we face today. We can't go on like this, we can't push human population growth under the carpet... choosing to have fewer children is one of the most important choices we can make."

– Dame Jane Goodall

**EVERY
CHOICE
COUNTS**



TM



Registered with
**FUNDRAISING
REGULATOR**

For more information on how your data is used and stored please visit: populationmatters.org/privacy. Population Matters is the working name of the Optimum Population Trust, a charity and a company limited by guarantee registered in England and Wales. Charity no. 114109 Company no. 3019081 The Chandlery, 50 Westminster Bridge Road, London SE1 7QY / +44 (0) 20 8123 9116 supporters@populationmatters.org / populationmatters.org

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