

With your help we can make a lasting difference

Gifts in Wills enable us to provide practical and spiritual support to one in seven seafarers.



**Apostleship
of the Sea**
Supporting Seafarers Worldwide

AOS Legacy Promotion Pack

Apostleship of the Sea Company reg. no. 3320318 Registered charity in England and Wales no. 1069833 Registered charity in Scotland no. SCO43085 Email: info@apostleshipofthesea.org.uk

INTRODUCTION

Thank you for your interest in helping to promote Legacy giving to Apostleship of the Sea. This is an increasingly popular way of supporting our work, and we are now able to help one in seven seafarers thanks to gifts that people leave us in their Wills.

We have found that, once people are made aware of this form of giving, many are very happy to consider it as a way of extending their lifetime support for AoS into the future. You should also encourage people to leave a gift to the Church in their Will.

This pack provides an easy-to-use resource, to enable you to inform supporters about this additional way of giving to AoS. Whether you are a Parish Priest, Chaplain, Deacon, Parish Contact, or a volunteer, this will help you to get across the legacy message in a gentle, informative manner.

It is important to remember that you do not need to be knowledgeable about legacies or Wills. In fact you should never offer any legal advice: your role is to get people thinking about the possibility of a gift in their Will. There are some helpful answers to basic questions in the little **“Handy Guide”** leaflet. But if any other questions arise, please refer them to AoS or encourage them to talk to a Solicitor.

What is in this pack?

- 25 Colour leaflets about legacy giving, for distribution to supporters. (Ask for more if needed)
- 1 Legacy Giving Handy Guide leaflet for your information
- 1 AoS legacy DVD (Ask for more if needed)
- 2 A4 colour posters. (Ask for more if needed)
- Hints on organising a legacy talk and a will-writing month, plus announcement templates
- Script for a talk, with instructions for downloading a PowerPoint presentation on legacy giving
- Feedback forms

How to get started

Take a look through the materials and think about what would be best to use in your own situation. It is up to you to plan, according to your abilities and the capabilities of any other team members you involve. Remember it's better to do something simple really well, rather than fail at something too ambitious. Consider one of the following options:

1. **Simple promotion:** Display the posters and colour leaflets in a suitable place in your church for a few weeks. Put announcements in your parish bulletin and on the Parish website.
2. **Legacy Talk:** Organise a talk in your parish or to a local group. You can use our suggested script (see details later in this pack) and PowerPoint presentation (download from bit.ly/aoslegacy).
3. **Will-writing month:** In addition to giving a talk, you could arrange for a local solicitor to come and explain the basics of Will writing. The event could be promoted for a month in advance. (See details later in this pack.)

Finally, when you have completed the promotion, please let us know how it went.

All the very best for your promotion.

ORGANIZING A LEGACY EVENT

A good way of raising interest about the possibility of leaving a gift to AoS is to give a talk about the work of Apostleship of the Sea. We make this easy for you by providing a PowerPoint presentation and suggested script (see details later in this pack). Remember, you don't need to be an expert.

You could arrange to give the talk either to a specific group inside or outside the Parish (e.g. UCM, Justice & Peace Group, Catenians etc.) or you could arrange a stand-alone talk open to anyone.

You should always make it clear that nobody will be put under any pressure to make any decisions.

Checklist for organising your own event:

- Get approval from Parish Priest and/or Parish Council (as required)
- Check availability of meeting room, avoiding clash with any other events
- Arrange for announcements in Parish Bulletin from at least a month in advance
- Use AoS posters for general promotion and adapt template posters (see later page)
- Practise running through the talk with your script and the PowerPoint well in advance
- Set up projector and laptop and make sure it all works on the day
- Set up the room (chairs around small tables is the best layout if possible)
- Organise coffee/tea/cakes/biscuits to welcome people on arrival
- After the talk, hand out AoS legacy leaflets
- Ask people to complete your feedback forms (see sample attached)

Organising a Will-writing month.

In addition to the above talk, you could arrange for a local solicitor to come and explain the basics of Will writing. This could then be promoted in the Parish as the focus of a "Make a Will month" when people can be encouraged to think about writing or updating their Wills. Most Solicitors are happy to do this, as a way of seeking new business. They may even be happy to offer special price deals for a limited period. However, you must make it clear that the Solicitor is not being recommended by you, your Parish or AoS.

You may be able to use a solicitor who is a member of the Parish or is known to the Priest or Parish Council. Alternatively, AoS can provide you with a list of Law Society registered solicitors who specialise in Will writing. We do not recommend that you use a will-writer, as regulation is not the same as for solicitors, so there is not the same protection if something goes wrong.

In addition to the above event checklist, you will obviously need to liaise with the solicitor about a suitable date, and agree the format of the meeting. We suggest the AoS talk first, then a short talk from the Solicitor about some of the basics of Will writing (15-20 minutes); then allow 20-30 minutes for Questions and Answers.

However, you need to make it clear to the audience that there is a limit to the free advice that the Solicitor can be expected to give. Also, everyone's circumstances are different, so they should not expect the Solicitor to be able to answer a complex question about a specific issue without knowing all the details.

People should be reminded that you are not allowed to recommend any particular Solicitor and you can provide them with details of other local Solicitors if they want (request this from AoS or go the Law Society "Find a Solicitor" website). They should not be put under any pressure to make an appointment with a Solicitor or to leave a legacy.

TEMPLATE ANNOUNCEMENTS & POSTER

TEMPLATES FOR ANNOUNCEMENTS IN CHURCH BULLETIN

Simple promotion

We encourage everyone to think about writing or updating your Will. It is a way of ensuring our loved ones are looked after, and an opportunity to make a lasting difference in our faith community and in the lives of those in need, through gifts in your Will to the church and charities. Catholic charity Apostleship of the Sea can send you free information about Will writing and gifts in Wills: telephone 020 7901 1931 or go online to bit.ly/aoslegacy

Talks

Apostleship of the Sea warmly invites you to “AoS PAST, PRESENT AND FUTURE”, a talk and slide presentation by *[Name]*.

Come and find out about the origins of AoS, their essential work with seafarers today, and how you can play an important part in their future by leaving a gift in your Will. [and guidelines from XXX Solicitor on leaving gifts to charities and the Church in your Will.]

[Date] at [time] at [Name of venue], Address & postcode. Further information from: XXXXX

Will Month

During the month of XXX we are having a special focus on Will writing, when we encourage everyone to think about writing or updating your Will. It's a way of ensuring our loved ones are looked after, and an opportunity to make a lasting difference in our faith community and in the lives of those in need, through gifts in your Will to the church and charities. On [date and time] in [name of venue] there will be an opportunity to hear from a local Solicitor about Will-writing, as well as a talk about the Apostleship of the Sea charity. Further information from: XXXXX

TEMPLATE POSTER

See next page.



**Apostleship
of the Sea**

Supporting Seafarers Worldwide

Apostleship of the Sea warmly invites you to
“AoS PAST, PRESENT AND FUTURE”

A talk and slide presentation by
[INSERT NAME]
With refreshments



*Come and find out about the
origins of AoS; their essential work
with seafarers today;
and how you can play an important
part in their future, through a gift in
your Will.*

*[Also guidelines from
Solicitor XXX
on leaving gifts to charities
and the Church in your Will.]*

[Date] at [Time]
[NAME OF CHURCH OR BUILDING]
[Address & postcode]

Further information from: XXXXX

FEEDBACK FORMS

On the following pages are templates of two feedback forms we suggest you should use.

Form 1: “How can we help you further?”

We suggest you use this format the end of a talk, to enable participants to give their opinions on how useful they found it, whether they need any follow-up information, and if they have any intention of leaving a gift in their Will.

Most people regard the whole subject of Will writing as something very private, so it is important that you say there is no need for them to give any information they do not want to.

Collect the forms at the end of the event and pass them on to AoS.

Form 2: “Feedback to AoS”

It would be really helpful if you could complete and return this form soon after you finish the promotion, to let us know how it went and to enable us to make any changes that will be helpful to other users in future.

Thank you very much for your help.

Please return all forms to:

Alastair Emblem, Legacy Officer, Apostleship of the Sea, 39 Eccleston Square, London SW1V 1BX

For further information and help:

Please phone 020 7901 1931

Email: Alastair@apostleshipofthesea.org.uk

HOW CAN WE HELP YOU FURTHER?

Thank you for coming today, and we hope you have found the presentation interesting and helpful.

Please could you take a couple of minutes to let us know your opinion, by giving each of the following questions a score out of 5, where 1 = low score and 5 = high score.

You do **not** have to give your name at the end if you do not wish to.

	Low				High
How interesting was the talk about Apostleship of the Sea?	1	2	3	4	5
How good was the slide show?	1	2	3	4	5
How useful was the talk by the solicitor? (if this was included)	1	2	3	4	5
How likely are you to leave a gift in your Will to AoS?	1	2	3	4	5
How likely are you to leave a gift in your Will to another Catholic charity?	1	2	3	4	5
How likely are you to leave a gift in your Will to your Church?	1	2	3	4	5

Any other comments about today's meeting?

If you would like the above opinions and comments to be anonymous, please separate below

Please let us know if we can help you further *(tick boxes as appropriate)*

- Please send me the AoS free guide to leaving a gift in my Will
- I intend to leave a Gift in my Will to AoS – please tell me how
- I would like to make occasional or regular donations to AoS – please tell me how
- Please phone me to discuss in confidence some further questions I have

My phone no: _____

Name: _____

Address: _____

Post Code: _____

Please return to: Legacy Officer, AoS, 39 Eccleston Square, London SW1V 1BX

FEEDBACK TO AOS

Dear Organiser, thank you so much for arranging this legacy promotion. Please could you complete and return this form soon afterwards, to let us know how it went and to enable us to make any changes that will be helpful to other users in future.

Type of promotion:

- Simple promotion
- Legacy Talk
- Will-writing month

Further details:

When did it happen? _____

Where was it? _____

Brief description:

If there was a talk, how many people attended? _____

How do you feel it went? Any suggestions?

Your Name: _____

Tel: _____ Email: _____

Name and address of your Parish: _____

Please attach any individual responses and return to:
Legacy Officer, AoS, 39 Eccleston Square, London SW1V 1BX

SLIDE 1

Thanks to XXX for the use of the room. And to XXX for providing the refreshments.

Welcome and thank you for responding to the invitation to come and hear more about the work of Apostleship of the Sea. Your prayers and your financial support are what make it possible for the Chaplains and ship visitors of AoS to extend a welcome and a helping hand to tens of thousands of seafarers visiting our ports every year.

This presentation is going to last about half an hour and will cover the origins of AoS, the work they do today, and an explanation of how you can be part of the ongoing future work of AoS. Shall we start by saying together the Hail Mary, asking the intercession of our patron, Our Lady Star of the Sea.

SLIDE 2

AoS PAST. The link between the sea and faith goes right back into the mists of time. Faced with the awesome power and danger of the sea, mariners called out to the heavens for help and protection. In the book of Jonah, his ship was being wrecked by a ferocious storm while Jonah was asleep, and the captain had to come and wake him, saying "How is it that you are sleeping? Get up, call on your god Perhaps your god will be concerned about us so that we will not perish."

SLIDE 3

And of course a very similar incident occurred when the Apostles ran into a storm when crossing the sea of Galilee The disciples woke Jesus and said to him, 'Teacher, don't you care if we drown?' He got up, rebuked the wind and said to the waves, 'Quiet! Be still!' Then the wind died down and it was completely calm. They were terrified and asked each other, 'Who is this? Even the wind and the waves obey him!'

SLIDE 4

Over the centuries, there have been close links between the church and seafarers, but let's fast forward to the late 1800's, when various Catholic Seamen's Missions were in operation under different auspices catering for the spiritual, social and material welfare of visiting crews in ports around the world.

In the late 1890s a formal programme of ship visitation had been inaugurated by the members of the Society of St. Vincent de Paul in many ports in Britain. It was however, in the port of Glasgow, that Jesuit priest Father Egger launched the first branch of the Apostleship of the Sea under the auspices of the Apostleship of Prayer Society.

SLIDE 5

Here is a copy of an admission form to the Apostleship of the Sea from the 1890's. It is recorded that during the first eight years it functioned (1899-1907), over 200,000 seafarers were admitted into the Apostleship of the Sea.

SLIDE 6

Parish Priest Father Egger together with a monk Peter Anson and a layman Arthur Gannon continued to be the inspiration behind this ship visiting group. They submitted the framework and constitutions of the movement to the Vatican, and Pope Pius XI gave approval and encouragement on 22 April 1922.

SLIDE 7

What began as a voluntary lay movement of zealous souls, evolved in a few short years into a world-wide pastoral and welfare organization. It is not merely another organisation within the Catholic Church. It is an integral part of the pastoral structure of the Universal Church.

AoS started in Britain – in Glasgow – almost 100 years ago and is now present in more than 90 other countries.

AoS worldwide – more commonly known as Stella Maris - is guided by an office in the Vatican. In England, Wales and Scotland it is an agency of the Bishops' Conferences and has the task of supporting around one million seafarers who visit our shores each year.

SLIDE 8

The centrepiece of the Apostleship of the Sea logo is the Sacred Heart of Jesus. Rays radiate from the heart – symbols of the apostles who take his love to seafarers. The words Apostolatus Maris are written in the lifebuoy, which symbolises the saving work of the Apostolate while in the background is an anchor, symbol of hope and salvation for a ship in troubled waters.

AoS is a **Mission** outreach of the Church, sharing our faith and sustaining that of others.

Our work involves building global **Solidarity** with seafarers, who are all too often overlooked in this competitive, globalised industry.

AoS is a **Welfare** agency, caring for the practical needs of seafarers, visiting those who are sick or injured, counselling the bereaved, caring for the abandoned seafarer.

And underpinning much of what we do is the practice of **Hospitality** – welcoming the stranger to our ports, offering a hand of friendship.

SLIDE 9

So, why is the work of AoS so important? Why is the sea so important, wherever we are in this country? We rely on the sea for many things. For example, can you guess what proportion of the goods we use or consume come to us by sea?

SLIDE 10

Just think of all the things you use every day - Tea, coffee, mobile phone, furniture, clothes, car, fridge. How did they get here? Virtually everything comes to us by sea.

The reason for this is that shipping is cheap. So cheap that, rather than fillet its own fish, it is cheaper for Scotland to send its cod 10,000 miles over to China to be filleted and returned to Scotland. A sweater can now travel 3,000 miles for 1½ pence by sea.

SLIDE 11

Trade carried by sea has grown fourfold since 1970 and is still growing. There are over 100,000 ships at sea. One of these oil tankers holds enough petrol to keep every car in the US going for 6 hours. The biggest container ship can carry 15,000 boxes. It can hold 746 million bananas. There are 20 million containers crossing the world right now.

Shipping is one of the most necessary businesses on the planet. Yet in everyday life we hardly ever think of ships.....

SLIDE 12

.... or spare a thought for the seafarers who work on them. It's really the people inside those ships that bring these goods to us. But who cares about the men that brought your breakfast cereal through winter storms?

SLIDE 13

It's a difficult life at sea: At best, the work is non-stop – no days off, very little shore leave (if any) - for up to 12 months at a time, cut off from their families and loved ones, creating problems of loneliness and isolation.

At worst, unscrupulous owners force crew to work in poor and dangerous conditions often suffering astonishing human rights abuses. And then there's the threat of piracy and heavy storms increasing the risk to seafarers' lives.

SLIDE 14

So, as you can see, quite a lot goes into fetching that coffee you had this morning or the jumper you're wearing today, or the small piece of technology you carry in your pocket. 1.5 million seafarers serve us everyday – often at great cost to themselves and with very little compensation. That's why Apostleship of the Sea is there in all the ports around Britain.

SLIDE 15

The Apostleship of the Sea is a Catholic charity supporting seafarers worldwide. They visit ships in port and respond to the individual needs of seafarer.

Practical needs such as getting them in touch with their families, or seeking medical or legal help for those in need.

Or pastoral help through chaplaincy, lending a friendly ear, providing prayer resources, helping them get to a Mass. Supporting and sharing of faith is key work.

SLIDE 16

Take a closer look at some of things AoS does.

They regularly transport seafarers from their ships to the local shops and recreational facilities on-shore. This gives them the chance to stock up on supplies, as well as relieving their loneliness and boredom.

The chaplains provide services on board the ships such as Mass and Communion: many seafarers don't have the opportunity to attend Mass or take Communion for months at a time.

AoS also provides chaplains to cruise ships – ministering to crew who sail for weeks at a time with very little time off. Chaplains will often celebrate Mass late at night when staff go off duty.

SLIDE 17

And AoS is in nearly 300 ports around the world, providing practical and pastoral care to all seafarers, regardless of nationality, belief or race.

SLIDE 18

AoS Chaplains often find themselves dealing with very serious situations, for example death on board, tragic accidents, forced labour, violence among crew members.

SLIDE 19

Thankfully it's not always like that. Sometimes the AoS ship visitor or chaplain is the only friendly face a seafarer will see for long periods of time. Simply listening to them, talking about their family or their worries can make a huge difference.

As can simple acts of help, kindness or charity – a lift to the shops or distributing small gifts at Christmas are all part of a day's work. AoS never underestimates the value of a small gesture.

SLIDE 20

How can you participate in the Church's work alongside seafarers, those who work to bring us so much of what we use and consume?

Above all, you can pray. Your constant prayer, will enable AoS to be faithful to its mission.

And of course you can donate. It costs over £1m a year to do what they are doing now, but they are also trying to provide more port chaplains

As well as putting something in the collection on Sea Sunday in July, think about making a regular monthly or quarterly commitment; or about leaving a gift in your Will.

Those who are near ports can volunteer as ship visitors, drivers or helpers in seafarers' centres.

Knitting woolly hats for seafarers not only warms the head but the heart - conveying to seafarers the care and love of a supporter.

In Parishes, people can help keep the mission work of AoS before parishioners and schools throughout the year.

SLIDE 21

As you will have seen in the invitation, the key focus of this talk is to encourage you to think about making a gift to AoS in your Will.

One in every seven seafarers is supported by legacy gifts. But how many more could be supported in future if more people helped in this important way?

SLIDE 22

Legacies are increasingly important in helping AoS provide practical and spiritual support.

Leaving a legacy to AoS is a way of putting your faith into action, being part of the team and joining in the mission of building faith among seafarers over the coming years.

SLIDE 23

Your decision to leave a gift in your Will can help the work of AoS continue for future generations.

Some people think it's only worth leaving a legacy if it's hundreds of thousands of pounds, but actually every pound is really welcome – it's a matter of giving according to your means.

Some can afford to give thousands, others only hundreds, but it all adds up.

Which is one of the reasons AoS has created a new legacy society...

SLIDE 24

The League of St Peter, which has been established to acknowledge the important role of those who support Apostleship of the Sea with a gift in their Will.

Every supporter who lets them know that AoS is remembered in their Will is made a member.

Members' names are recorded on a roll of honour and an annual Mass is said for their intentions.

They will also be entitled to a certificate, a badge, regular newsletters and invitations to occasional receptions.

SLIDE 25

That brings us to the end of the talk. Please take a League of St Peter magazine and a legacy leaflet and do consider helping in this important way.

You can also send for a free information pack looking at many different aspects of legacies – things to think about when planning your Will and preparing to see a solicitor; information about inheritance tax; suggested wording for different types of legacy gifts.

Please fill in a form before you leave, to let us know what you think of today and how AoS can help you with further information. Thank you.

You can download the PowerPoint presentation for this talk by going to: bit.ly/aoslegacy