

Leave a Better Tomorrow

Jersey Legacy Week runs from Monday 7 to Sunday 13 September 2026. It is a joint initiative between the Association of Jersey Charities, Jersey Fundraising Forum, and local charities to highlight the lasting impact Islanders can make by leaving a gift in their Will to charity.

Brand assets

An identity has been created for the campaign under the title:

Leave a Better Tomorrow - The Jersey we enjoy today exists because someone chose to give back. Discover how a gift in your Will can make a lasting difference.

Brand assets have been created and are available for participating organisations to use:

- A4/A3 Poster - a generic version linking to AJC website and a customisable version where organisations can insert their own logo, QR code and url.
- Social images - sized to Facebook and Instagram

Pdf's are available in the pack. Any other formats are available on request.

Social media cheat sheet

Tagline 1: Leave a Better Tomorrow

Tagline 2: A gift in your Will can make a lasting difference

Hashtags: #JerseyLegacyWeek #ABetterTomorrow #GiftInYourWill
#LeaveALegacy #RememberACharity

Post wording

Leave a Better Tomorrow

The Jersey we enjoy today exists because someone chose to give back. Every generation has helped build the Island we call home.

This Jersey Legacy Week, we're inviting you to think about the future—and how a decision you make today could make a lasting difference for future generations.

Jersey Legacy Week | 7-13 September

#JerseyLegacyWeek #ABetterTomorrow #GiftInYourWill #LeaveALegacy
#RememberACharity

For more information please contact Emma Roberts, Individual Giving & Legacy Officer - emmaroberts@jerseyhospicecare.com