

Legacy Loop



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Demystifying Legacy conversations



Legacies as an end-of-life matter?



- L** Leave us something and die
- E** Exclusive to the rich
- G** Grim
- A** Afraid
- C** Costly
- Y** Yucky

Stats....

Legacy income in the UK is hugely valuable to the charity sector. For some organisations it can make up between 20-60% of all voluntary income.

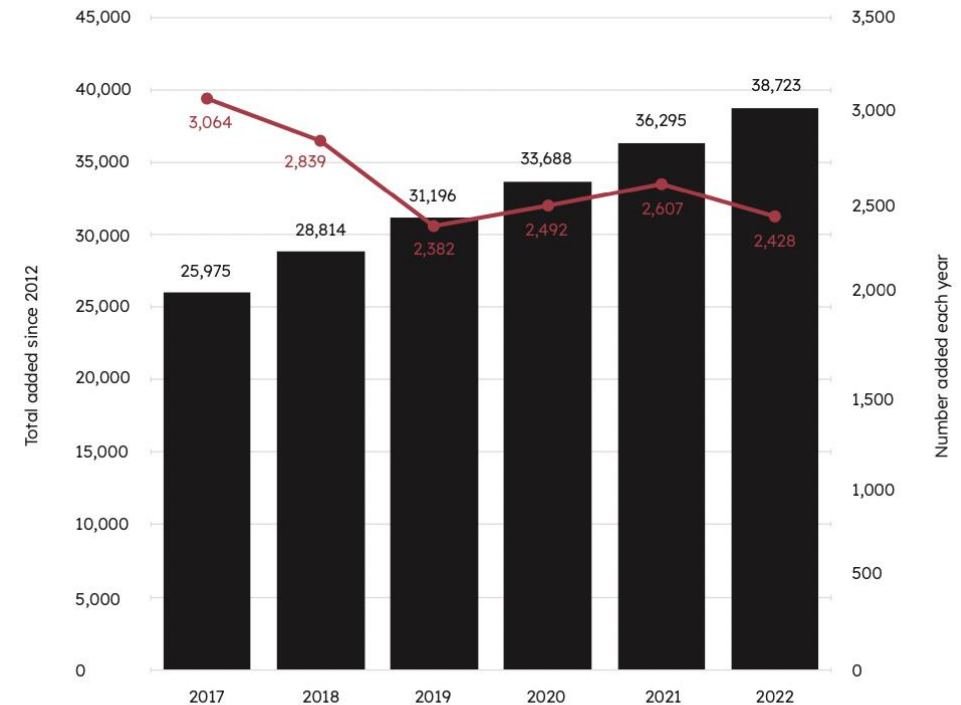
Smee and Ford read every Will that goes through probate and they report on how much income is generated each year.

In 2022 over **£3.7 billion** pounds was generated in Will power in the UK.

If you include Scottish figures, then the amount is over **£4.4 billion**.

Number of charities mentioned in Wills

■ Running total of organisations added —●— Number added for the first time



Source:
Smee & Ford Legacy Analysis Portal

Legacies as a life lived on...



L Letters of Love
E Easy
G Grim
A Accessible
C Creative
Y You

Who has the fear?

This is me...



What's the secret?

We gratefully accept
gifts in Wills...

Tell the world!



Debunking myths...

Good news!

Your job is to inspire and talk about your cause

Rs and Cs

Relatable, Rememberable, Re-tellable

Communicate, Consistently, Celebrate!



Ask the experts...

Solicitor checked wills for
charity supporters



Types of conversation?

Did you know...



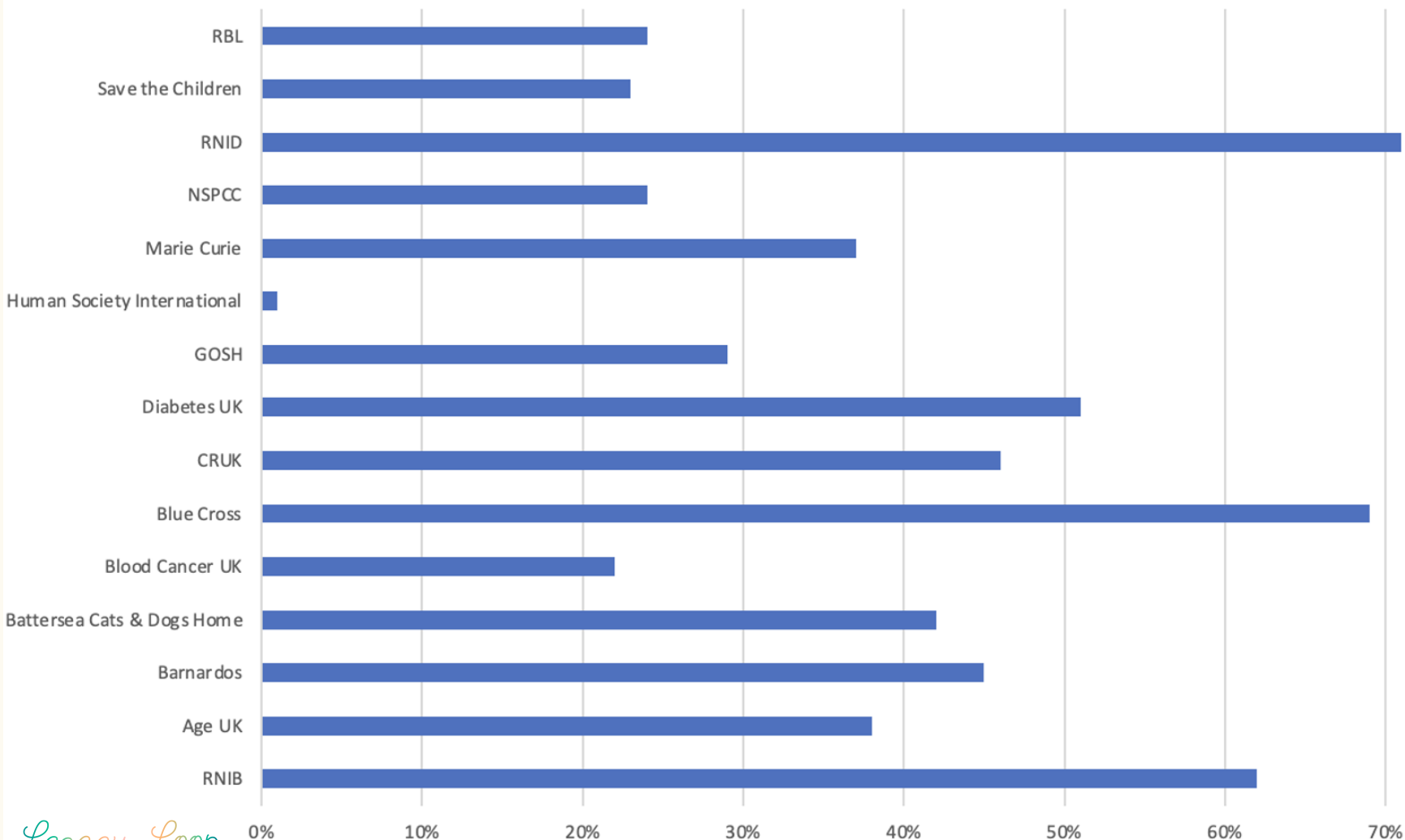
Pipeline and expectations

2-20 years...

Average 6-8



Percentage of income from legacies



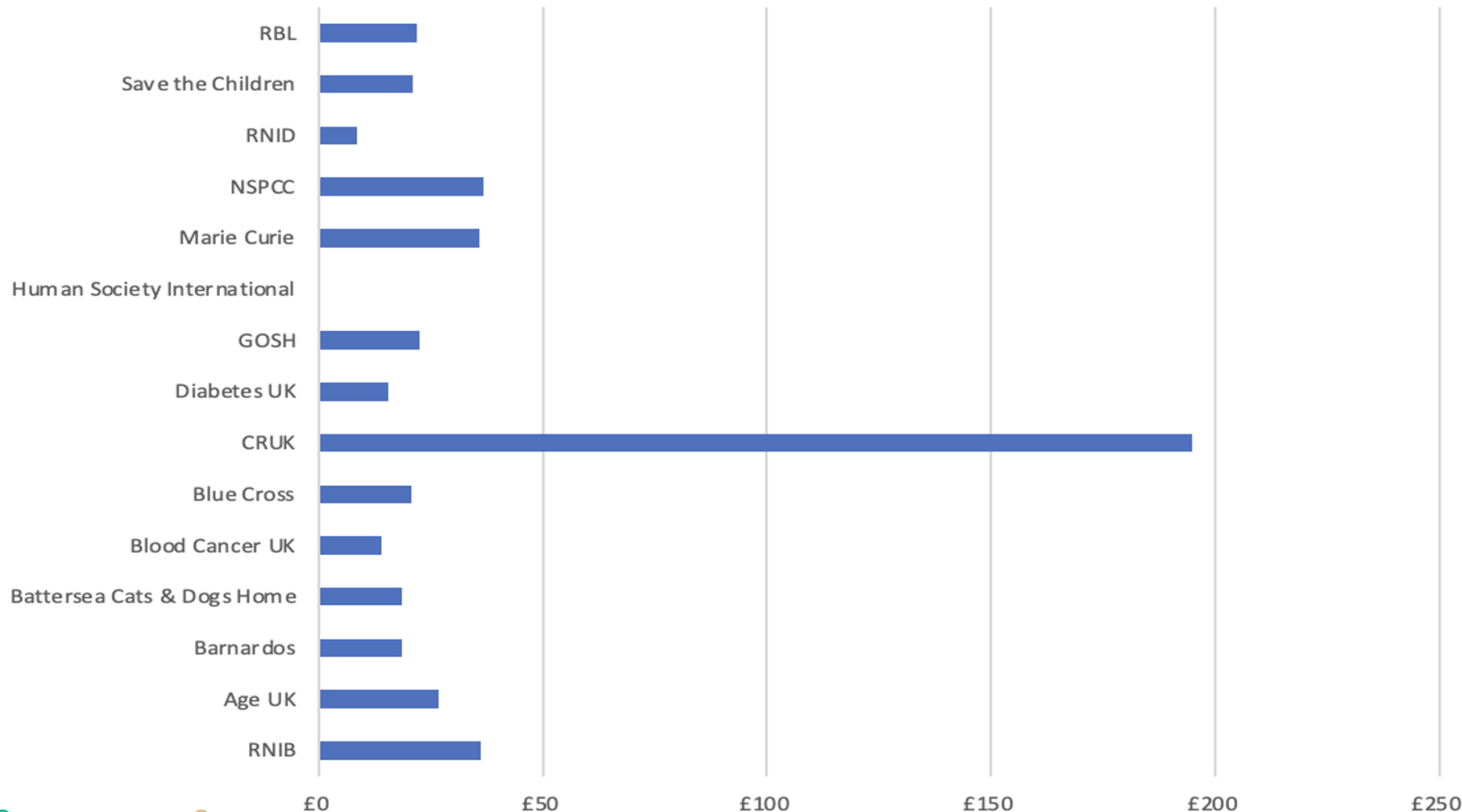
A selection of 15 charities were evaluated in terms of percentage of income generated by legacies for all voluntary income.

Average from 2017-2021

RNID, RNIB and Blue Cross highest in terms of percentage, followed by Diabetes UK and CRUK 5th.

Difference between volume & value

Value in million



In terms of value, although CRUK was ranked 5th in percentage of voluntary income, when it comes to value, CRUK dwarves competitors.

This is why data needs to be interpreted in different ways for an accurate and holistic overview.

Supporter motivations

It's all about...

An individual's life Hopes, dreams, aspirations



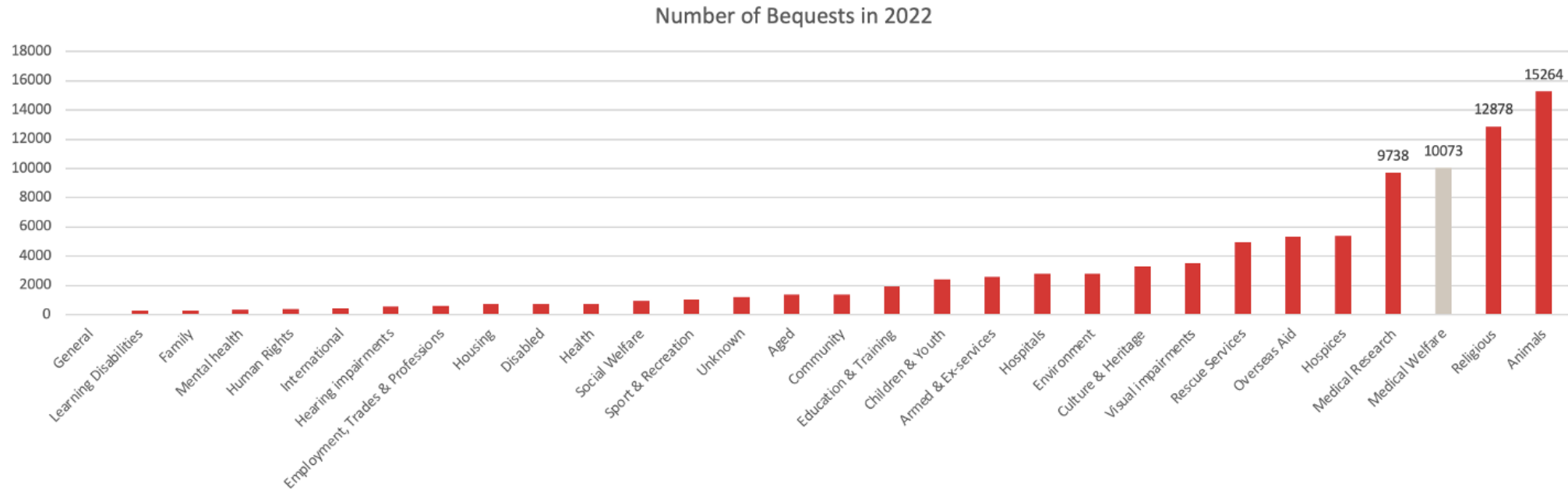
Personal interests



National Favourites by volume

Bequests by cause

In 2022, animal charities received the most bequests, closely followed by religious organisations, medical welfare and medical research. Medical Welfare were the 3rd strongest performer in the sector.

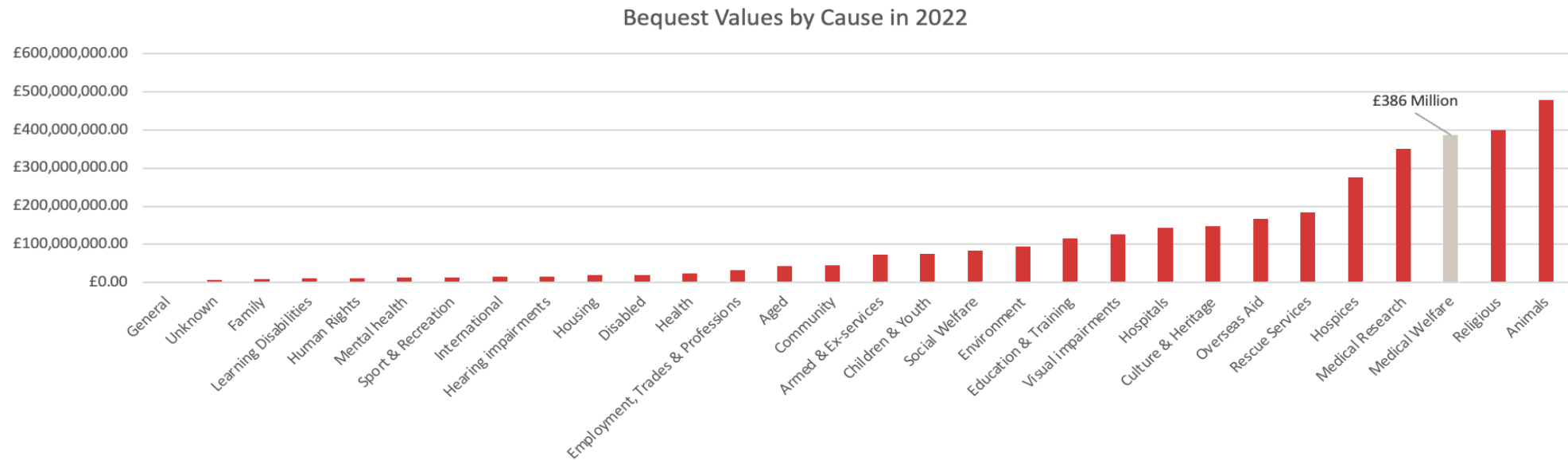


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National Favourites by value

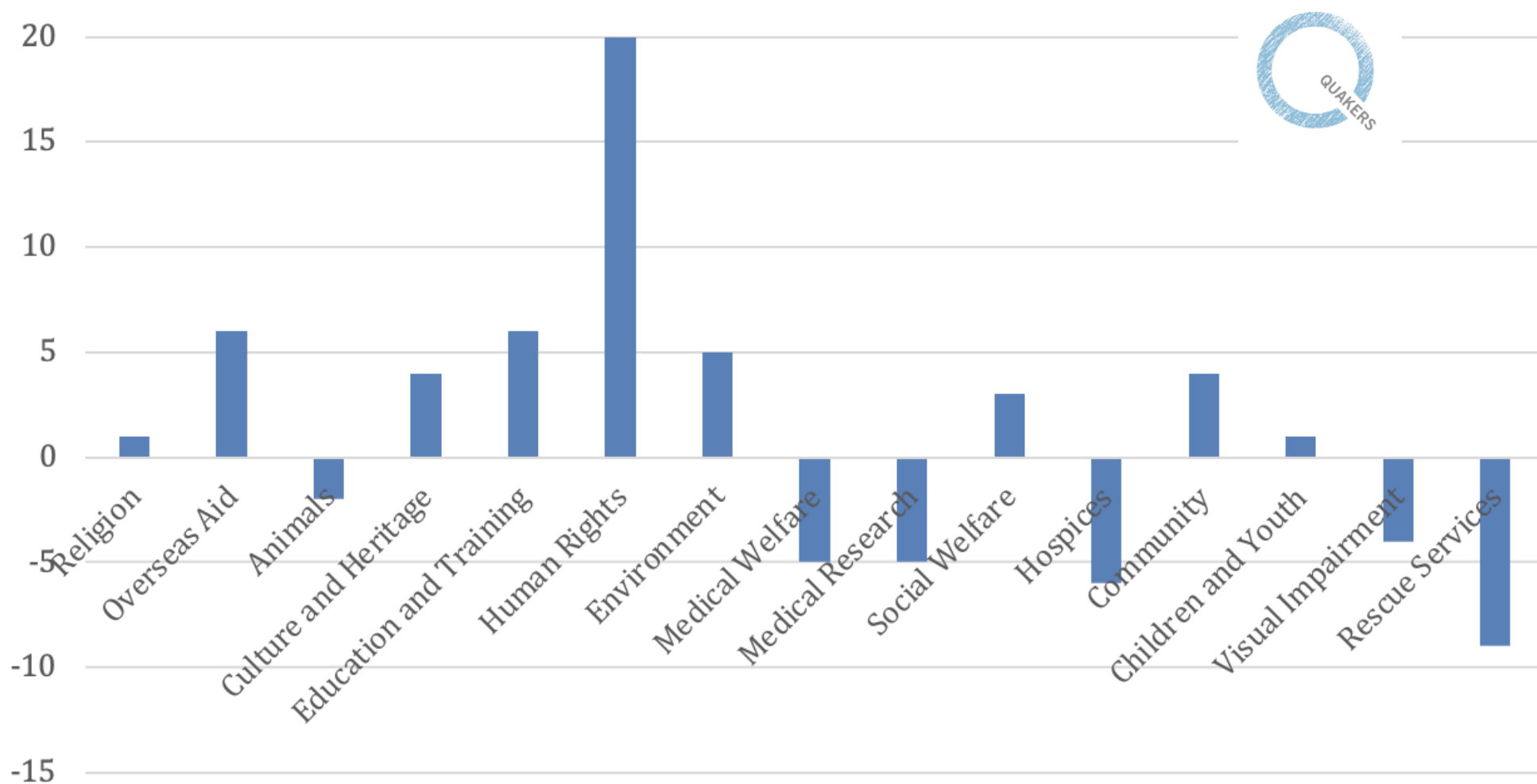
Bequest values by cause

In 2022, animal charities received the highest value of bequests, closely followed by religious organisations, medical welfare, and medical research. Medical Welfare were the 3rd strongest performer in the sector.



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Causal differences

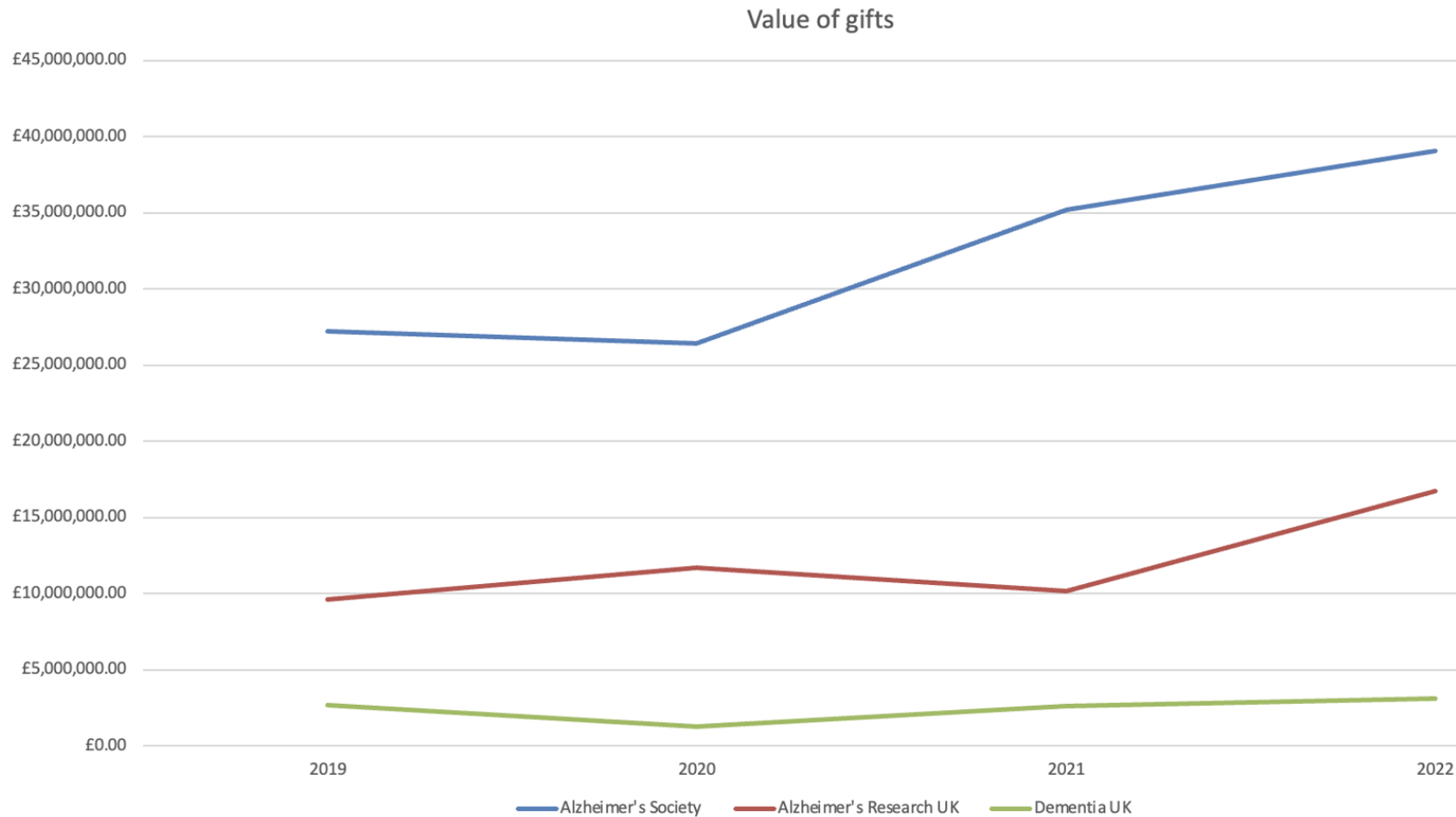


Types of conversation?

Did you know...



Why conversations matter?

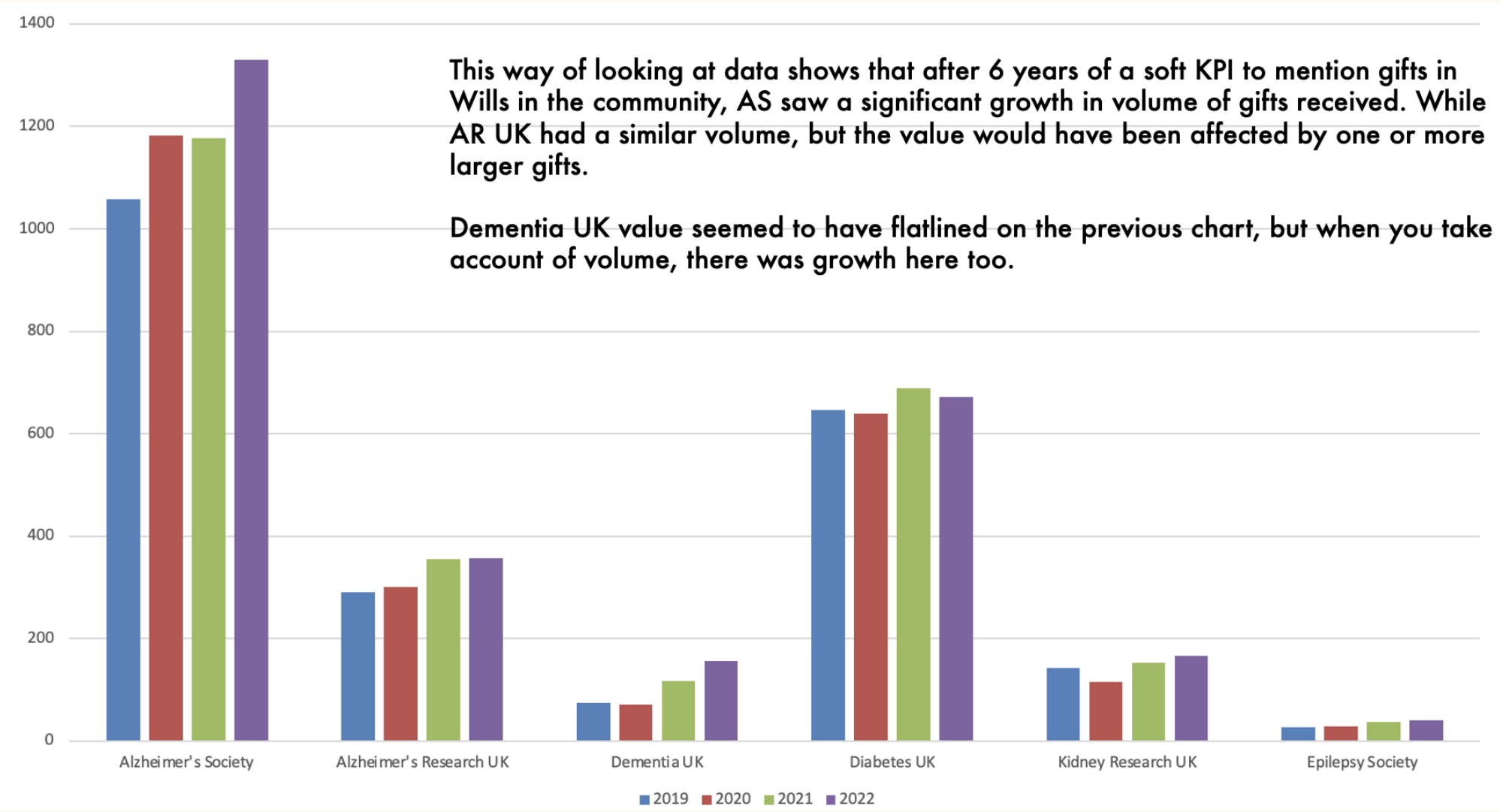


Alzheimer's Society had a soft KPI for volunteers and community fundraisers to mention gifts in Wills in 2016.

Such an initiative would be expected to show results in 6 years, upon average and this chart shows that income grew for AS in 2022.

It also grew in value for Alzheimer's Research and less so for Dementia UK so again, looking at data in another way is advised.

What does data tell us?



Conversation toolkit



Legacy conversational sandwich



Know your mission...



What's your case for support?



What do you actually do?

3 R's & C's

Three takeaways



1. WOW!

Wish - Communicate you accept gifts in **Wills**.

Ownership - Create **opportunities** to talk.

Wonder - Acknowledge **Will Power**.

Three takeaways



2. Not about now?

love
1946-64
legacy
will
1946-64
babyboomer
gift
appreciate
honour
greatest intergenerational transfer of wealth

Three takeaways



3. You are not a legal adviser...



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Any Questions



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