

Legacy Loop

**REMEMBER A CHARITY
IN YOUR WILL**
Help the work live on...

Today's session



Introduction



New insights into the legacy giving market



Break-out discussion



Remember A Charity Week



Your questions answered

Who we are

Remember A Charity is a consortium of 200 charities working with government, charity sector and legal partners to grow the legacy market, making gifts in Wills a social norm.

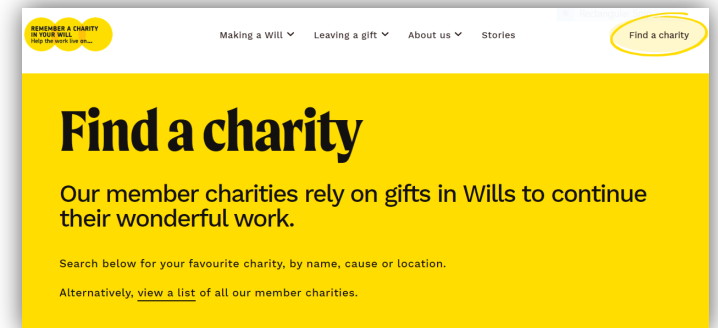
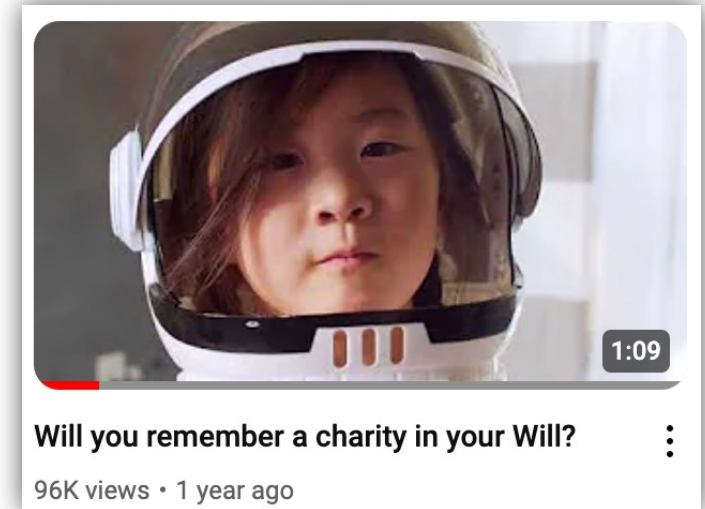
- 1** Reaching and inspiring the public to leave a gift in their Will
- 2** Working with the legal sector to normalise charitable Will-writing.
- 3** Nurturing & protecting the legacy environment



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Working with and for our members

- Collective voice to build and grow the legacy market & tackle the most pressing issues
- Customised promotional assets for legacy giving
- Inclusion in our public-facing 'Find A Charity' directory
- Promotion of members' legacy stories & case studies via our year-round social media & PR campaigns – growing reach & engagement
- Involvement in Remember A Charity Week
- Exclusive research & resources in our members' area
- Topical events, webinars & networking opportunities
- Discounted services & offerings





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New will-writing and legacy market trends

Topline findings



Will-writing increasing

Almost two thirds of charity supporters (64%) aged 40+ have written a Will, up from 63% and 62% in 2022 & 2021



Charitable gifts in Wills

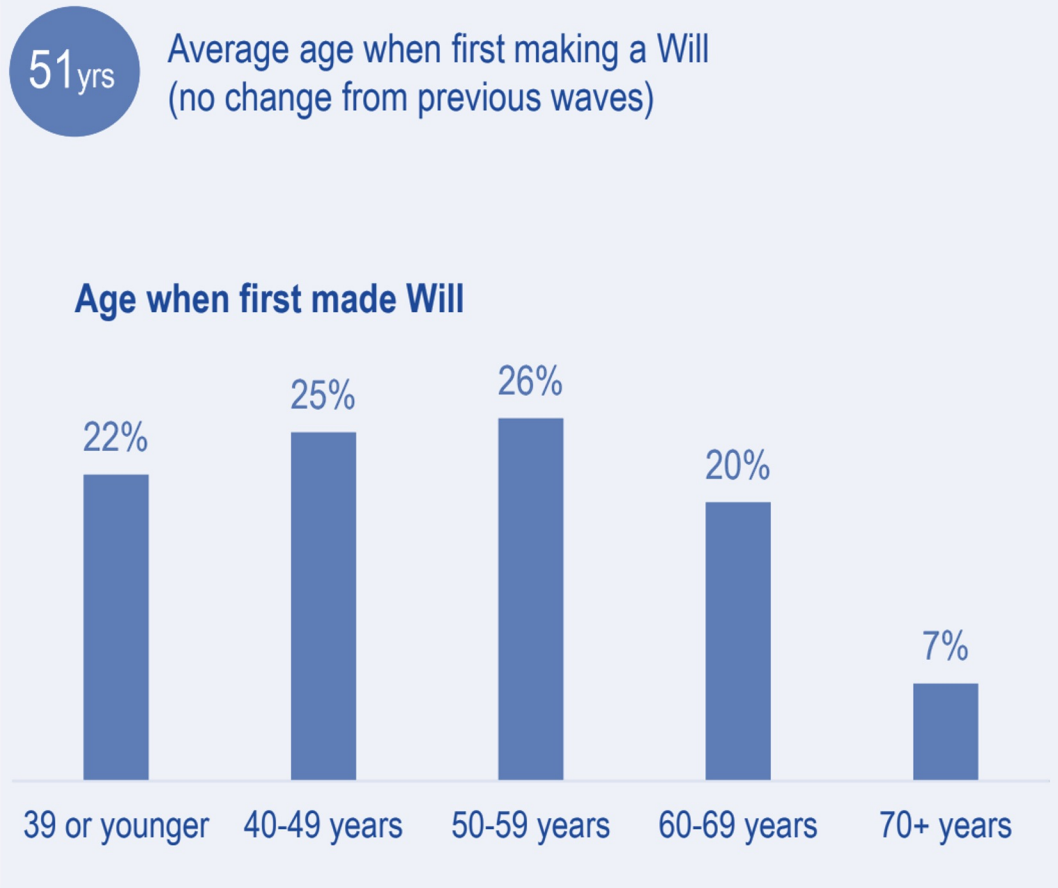
Nearly one in three (31%) of those with a Will have included a charitable gift, up from 29% in 2022



Prevalent for ages 40-60

While older demographics are most likely to have a Will, for those with Wills, legacy giving is most prevalent for those aged 40-60

Who writes a Will & when?



MORE LIKELY TO HAVE A WILL

- Social grade AB/ ABC1
- Assets over £250k
- Have grandchildren
- Over 60 years
- Married/ divorced/ widowed
- Identify with a religion



- Have a financial advisor
- Aware of IHT impact for legacies



- Supporting more than 5 charities
- Give to charity weekly

MORE LIKELY TO MAKE A WILL WHEN YOUNGER <40YRS



- Social grade AB
- Assets over £250k



- Have a financial advisor (<50yrs)

50%
haven't
changed
their Will

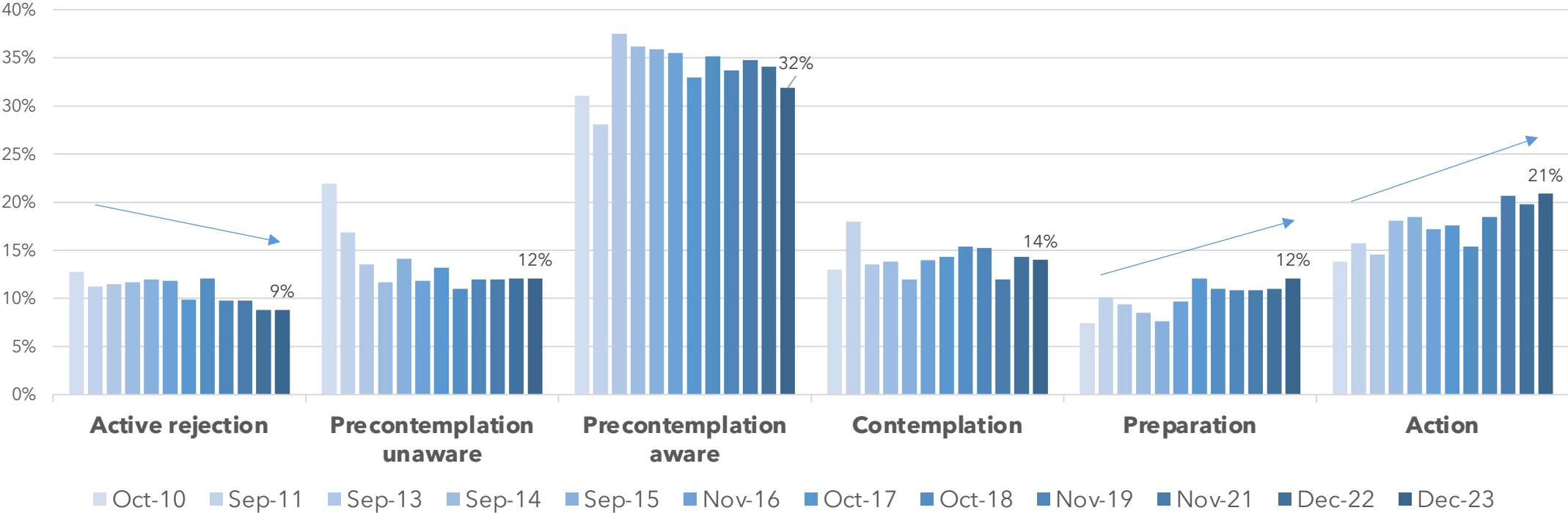
When people write or change their Will - the triggers!

- Across all age groups **births of children/grandchildren** (20%) and **death of someone close to me** (19%) are the most common triggers, followed by **marriage** (15%)
- Death of a loved one is a key trigger for **younger audiences to write their Wills** (alongside birth, marriage and house purchases)
- Retirement is a key trigger for **older Will-makers**
- The most common triggers for **changing a Will** are death, births and changing relationship with family members



Tracking legacy giving behaviour change

Stages of Change (2010-2023)
Tracking long-term change in legacy giving



Source: **Remember A Charity / OKO Stages of Change Benchmark Study 2024**
Sample 2,000+ UK charity donors aged 40+



Propensity for giving



MORE LIKELY TO HAVE A GIFT IN THEIR WILL

Based on those who have a Will



- Single/ never married
- Without children
- Without grandchildren
- Aged 40-60 years who already have a Will
- Assets over £1m



- Supporting multiple charities



- Have a financial advisor
- IHT- advantage aware



37% of 40-60s
with a Will have
left a gift vs 27%
of 60+

Source: **Remember A Charity / OKO Stages of Change Benchmark Study 2024**
Sample 2,000+ UK charity donors aged 40+

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Recent Wills that captured our attention



Richard Cousins

Compass Group



Len Goodman

Professional dancer,
celebrity host & judge



Aretha Franklin

American singer,
songwriter & pianist

Motivations for leaving a gift

- After taking care of my family and friends, even a small gift **could make a huge difference** (31%)
- **Charities rely on gifts in Wills** to continue their vital work (26%)
- Having supported the charity/ charities for a long time, leaving a gift in my Will is a **natural next step** (24%)
- **Knowing how the charity will use donations** in the long term to achieve its aims (21%)
- Wanting to help **protect charities for future generations** (19%)

29%

added charities
when changing
their Will

Reasons for not including a gift

1 in 4
didn't think
about it at the
time!

- Want to leave everything to **family and friends** (63%)
- Didn't have **enough money / assets** to leave a large amount (28%)
- **Didn't think about it** at the time (25%)
- Don't have a **strong affiliation** to a charity or charities (12%)
- **Wasn't sure** how a charity would use any money I left them (11%)

Open to leaving a larger share

77% willing to leave a small share (%) of their estate to charity



16% say they would donate 6-10%



13% say they would leave 10%+

Few pledgers tell the charity

- Almost 2 in 3 legacy pledgers (64%) **haven't let charities know** they have included a gift
- Of those, almost half (47%) say it **never occurred to them** to tell their chosen charities
- 1 in 4 (25%) say they **can't see how it would help** to let them know



Closing the gap between intention and action



Widespread adoption

More people are taking action
- 1 in 5 supporters have left a legacy*



Greater potential

Appetite is greater still - 40%
say they would be happy to
leave a gift**

*OKO/ Remember A Charity Stages of Change 2023

**Opinium, Remember A Charity Week survey 2023

BREAKOUT GROUP DISCUSSION

What action could you take to grow your legacy supporter base (pledgers)?



Remember A Charity Week

Remember A Charity Week



**REMEMBER A CHARITY
IN YOUR WILL WEEK**

09-15 September 2024

- 200 UK charities
- 900 Campaign Supporters (solicitor firms and Will-writers)
- Government
- Strategic partners

Coming this September

- Personalised WILL YOU assets for members
- Second phase of Be Remembered campaign launches with 3 new scenarios
- Broadcast & print PR campaign
- Launch of the Great Map of Willanthropy – a digital map, showcasing the impact of legacy giving
- Celebrity interviews inspiring people to leave a gift in their Will
- Activation of our professional adviser & partnership network to accelerate impact

How will you customise yours?



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Legacy bulletin

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SCAN ME



RememberACharity.org.uk
Lucinda.Frostick@RememberACharity.org.uk



**Thank
you**