

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



**A Nation of
Willanthropists**

Introduction

At Remember A Charity, we bring together almost 200 UK charities who rely on gifts in Wills to continue their vital work. Our goal is simple: to inspire people to consider remembering a charity in their Will, alongside family and friends.

Why is this so important? Gifts in Wills are transforming the world around us, helping to safeguard charitable services for future generations and to sustain charities in increasingly volatile times. And, crucially, it's an incredibly meaningful and empowering way for people to support the causes they care about long beyond their lifetime.

Giving to charity from your Will is known as 'Willanthropy' — and the movement is gaining ground across the UK. This report is a celebration of the power of Willanthropy and it seeks to demonstrate just what can be achieved through the collective impact of people's gifts – large and small. We hope that you too will be inspired to join the Willanthropist movement, helping to make a difference for generations to come.

Willanthropy

(Will-an-thro-py / Will-an-fro-pea)

**The act of leaving a gift
to charity in your Will**



“Charities play such a large role in our communities and our way of life. From the largest and most well-known charities to local support networks, it’s hard to imagine how different life would be without those organisations and the support they provide. Times are incredibly tough for charities and against that backdrop, Willanthropy is becoming increasingly important for supporters, charities and beneficiaries alike. We’re seeing more supporters choosing to give in this way, more charities named in Wills and – critically – this is enabling more charitable services for those in need.”

**Lucinda Frostick,
Director of Remember A Charity**

A Growing Generation of Givers

The cost of living crisis, combined with increasing demand on charitable services and lingering challenges from the pandemic, have created a perfect storm for charities.

Many supporters have had to cut back on their regular donations, operating costs are rising and demand for charitable services continue to escalate. In this environment, charitable gift in Wills have never been more important. Willanthropy is providing a lifeline

to thousands of charities and community-based organisations. From medical research to climate action, animal rescue to shelters for the homeless, gifts in Wills are enabling the continuation of vital charitable services for future generations.

Here, we share a glimpse into the latest Willanthropy trends, highlighting the opportunity to unlock even greater support for good causes in the coming years.

Giving Trends

Charitable giving is a key part of our culture here in the UK; we rely on charities for emergency services, for healthcare, to protect our world and our heritage, our loved ones, to provide counsel and so much more. And it goes to follow that most of us wish to give back and to support good causes in some way.

The UK Giving Report¹ shows that three quarters (75%) of adults supported a charity in some way, with almost six in ten (58%) having donated or sponsored others in 2023. Although this report demonstrates that giving levels declined in recent years, they stabilised in 2023, and this is seeding hope for the future.

When it comes to Willanthropy, appetite for giving in this way is on the rise. Our Stages of Change consumer study at Remember A Charity shows that one in five charity supporters aged 40+ (21%) have now written a charitable gift in their Will², up from one in seven (15%) in 2018.

The latest Legacy Trends Report reveals that 2023 was a record year for legacies, with more than 38,000 charitable Wills left by kind-hearted charity supporters in England and Wales, and almost 11,000 charities named in those Wills³. With gifts in Wills amounting to around £4 billion a year, imagine what a difference those gifts will be making to so many good causes.

¹ Charities Aid Foundation's UK Giving Report, March 2024

² Remember A Charity / OKO Stages of Change, 2023

³ Smee & Ford Legacy Trends Report 2024

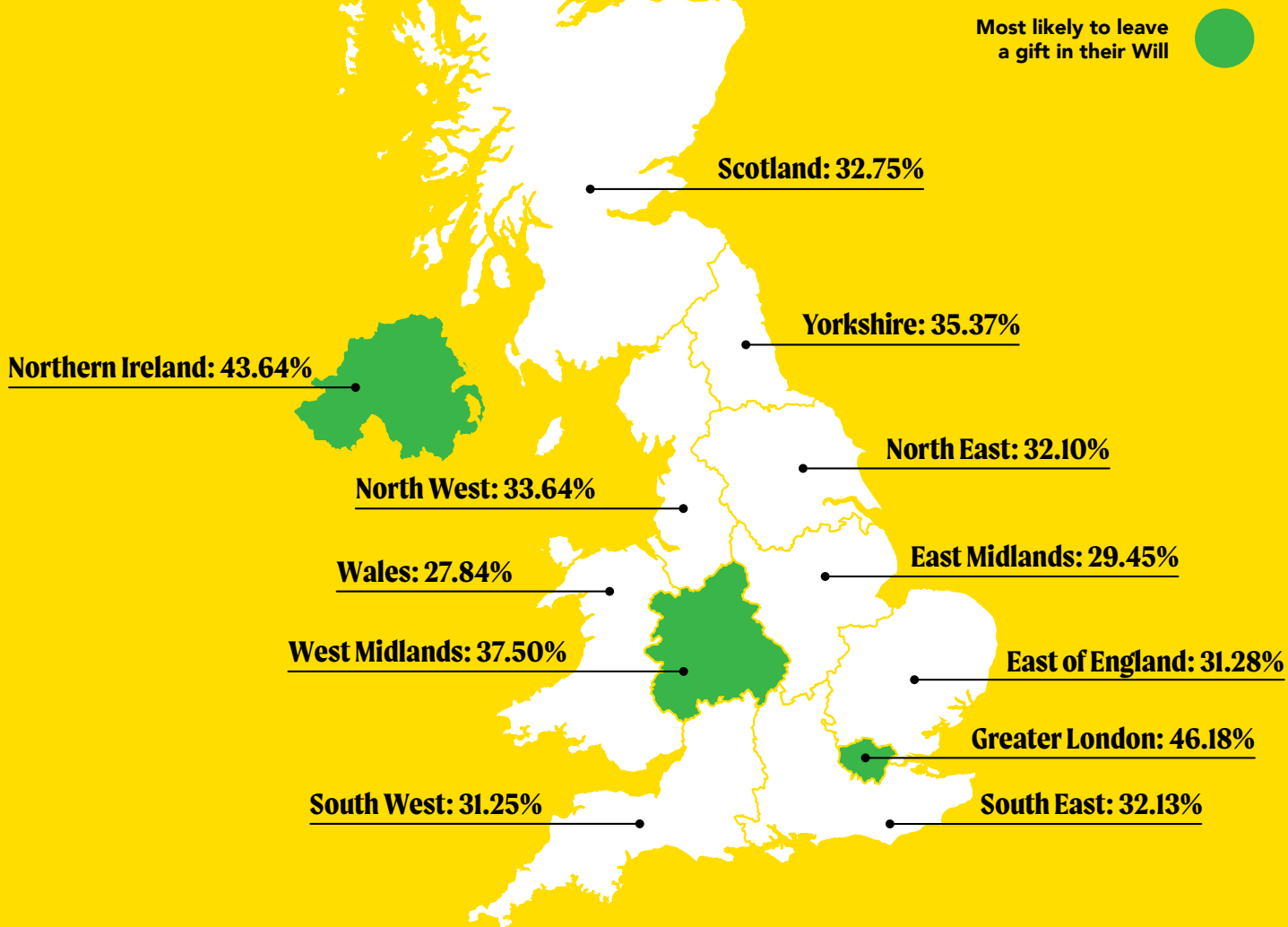
Regional Trends

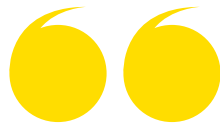
Every city, town and neighbourhood in the UK differs – from the local dialect to the scenery and shops along the main street. Have you ever wondered about the different giving habits and how these vary depending on where you live?

Where is Willanthropy most prevalent? In our recent consumer poll, over a third of UK adults said they are likely to leave a gift in their Will (34.68%). Those living in Greater London and Northern Ireland are most likely to leave a gift in this way, followed by those in the West Midlands and Yorkshire.¹

**Do you
live in a
Willanthropy
hot spot?**

¹ Remember A Charity / Censuswide consumer poll (2,000+ UK adults), 2024





“Whilst we are living in times of economic uncertainty and financial constraints, gifts in Wills allow people to support a cause they care about without donating at a time when households are trying to cut back. It’s a common misconception that leaving money to charity is something that only the rich and famous do. But the truth is that people from all walks of life can leave a gift to a cause they care about.”

Laura Jacques,
Fundraising Manager -
Legacy & Tribute at NSPCC

The Great Map of Willanthropy

Illustrating the collective impact of gifts in Wills on charities across the UK, The Great Map of Willanthropy showcases many of the charities and charitable services supported in this way. The map includes:

- The Children's Air Ambulance, which is changing the face of paediatric and neonatal care through its high-speed transfer of critically ill babies and children to help save little lives 365 days a year.
- Bees Abroad's collaboration with community-based enterprises like Mama Hive, which is turning excess beeswax into a business supporting women and families living with albinism in Tanzania.
- Palliative care and bereavement support from the charity Sue Ryder, where Gifts in Wills fund the compassionate end-of-life care given to one in six patients supported in their hospices or their homes.
- StreetVet's outreach programme, delivering free essential veterinary care and services to the pets of people experiencing homelessness in over 20 locations across the UK.





Overcoming the barriers to Will-making

Recent figures reveal that around two thirds of UK adults don't currently have a Will in place¹. Reasons for this can vary from simple procrastination to wanting to avoid confronting one's own mortality. In fact, our consumer polling shows us that three in ten (29%) people struggle to talk about death and over a third (35%) say they avoid conversations about their Wills because they don't want to think about it.

In many cases, it simply doesn't occur to people at the time they write their Wills. Certainly, Wills can be associated with death and money, but a Will can be an empowering opportunity to shape the world we leave behind for our loved ones and good causes alike. Charitable gifts in a Will help shift the focus from financial transactions to the values that we hope will live on beyond our lifetimes.

¹ IRN Legal Wills and Probate Consumer report, 2024

Charitable giving has long been woven into our societal and cultural behaviours, with communities and faiths across the globe adopting philanthropy into their traditions.



In the Jewish religion, Tzedakah (giving to charity) is a key commandment, driving Jewish philanthropy. But Tzedekah is also used to memorialise or honour those who have passed away and to keep their memory alive.



The Buddhist Dana is an essential component of the religion. It is the practise of giving and is centred on the importance of generosity, openness and the ability embrace ourselves with compassion.



In Islam, there is Zakat, the act of Muslims "purifying" their wealth by giving a portion of it to charity each year. This principle calls on Muslims with excess wealth to give away 2.5% of their net savings.



“Charities exist to tackle the problems we see in the world and reach our ambitions of how we think things could be – but this takes money to achieve. The work charities do today is, in part, funded by the generous decisions made by people writing their Will many years prior. When times are tough financially, it’s wonderful that many consider the wide range of ways they can have a positive impact on the future, and it’s particularly humbling that so many consider leaving a gift in their Will.”

Steve Law, Senior Legacy Promotions Manager at Macmillan Cancer Support

Inspiration for giving

There’s no doubt about it, giving makes us feel good. A study on charitable donations in which researchers performed functional MRI scans on peoples’ brains showed that, after donating, a part of their brains “lit up.”¹ Researchers found that givers had greater self-esteem and satisfaction with life. In other words, giving gives back. And, when

it comes to giving from your Will, there are generous tax breaks to consider too.

While people’s motivations, the causes they give to and the amount they give can all vary, helping others is a very human trait. **See more inspiring stories at rememberacharity.org.uk.**

¹ [RUSH](#), (online)

Here, three Willanthropists share their motivation for giving:

Karen, Dementia UK

Having lost her dad to vascular dementia, Karen, her sister, and her mum have all decided to leave a gift in their Wills to Dementia UK, along with a few other charities that are close to their hearts.

Dementia affects so many people now and, by leaving a gift in her Will, Karen hopes that more families can receive the support of a specialist dementia nurse – who she says is “worth their weight in gold”. Remembering the charity is one way she feels her dad’s legacy will live on.

Terence, Pancreatic Cancer UK

Terence shared his life with his partner and soulmate David for over 62 years. His life was shattered when both David and his sister Gillian – the two people he loved the most – passed away shortly after being diagnosed with pancreatic cancer. Having left a gift in his Will to Pancreatic Cancer UK, it gives Terence hope knowing what a difference his gift will have on the charity, helping to prevent other families and couples from being torn apart by this terrible disease.

Joan, The Elizabeth Foundation

Joan, aged 91, has left a gift in her Will to The Elizabeth Foundation. Her three nieces were born profoundly deaf, and Joan vividly remembers the immense anguish her family experienced when they couldn’t communicate with the girls. Her sister-in-law’s dream was to hear her daughters say: “I love you Mum”. Thanks to Joan’s kind gift, The Elizabeth Foundation will be able to make that cherished dream a reality for more families with young deaf children.

Why your gift matters

Gifts in Wills contribute to over 50% of British Heart Foundation's-funded lifesaving research. With your gift, the charity can power groundbreaking research to save and improve lives, bring hope to families, and keep hearts beating across the UK.



At Dogs Trust, gifts in Wills fund over 40% of all their work. Gifts like these have been crucial in enabling the charity to love and care for thousands of dogs across the UK, as well as helping many dogs in crisis across the world.



Last year, over 25% of donations to Action For Children came from gifts in Wills, helping to change the lives of over 687,000 children, young people and their families.



For Children's Hospices Across Scotland (CHAS) and the families they support, gifts in Wills from the charity's kind-hearted supporters pay for the care given to one in every six children.



The RNLI depends on gifts in Wills to train and equip their lifesavers. In fact, 6 in 10 lifeboat launches are only possible thanks to gifts in Wills.



Young Sounds UK was founded through a charitable gift in a Will. That gift has funded more than 5,000 talented young musicians from low income families.



Making an impact

Thanks to gifts in Wills from supporters like you, the world around us is changing. The collective impact is enabling charities across the UK to sustain and increase their services at a time where they have never been more needed. What's more, we know that appetite for giving in this way continues to climb.

If the proportion of people who include a charity in their Will were to increase from 15% to 20%, we estimate this would raise an additional £1.3 billion¹ a year for UK charities. Just imagine the phenomenal impact this could have on good causes.

To find out more and see the incredibly work made possible by leaving a charitable gift in your Will, please visit rememberacharity.org.uk

¹ Based on current annual legacy market values, 2024



“Through Willanthropy, we can build stronger communities, drive innovation in social change, and empower individuals to make a lasting difference—one that not only changes lives but allows supporters to fulfill their own charitable goals.”

**Anaish Yilma-Parmar,
Chair of Remember A Charity
and Head of Legacies
at the British Red Cross**



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

Remember A Charity is a consortium of close to 200 charities working to grow the UK charitable legacy market. The consortium runs high profile consumer campaigns all year round, while working with legal partners and Government to nurture the wider legacy environment.

Visit: rememberacharity.org.uk
Contact: info@rememberacharity.org.uk

REMEMBER A CHARITY CANOPI 7-14 GREAT DOVER STREET LONDON SE1 4YR TEL: 020 7840 1030

Remember A Charity is part of the Chartered Institute of Fundraising, which is incorporated by Royal Charter (RC000910) and is a charity registered in England and Wales (No. 1188764) and Scotland (No. SC050060)