

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

Collaborating for change

Our impact in 2022

Reaching and inspiring the giving public

205,000

views of our Janet
Ellis HOW TO
videos on leaving a
gift in your Will.



1.8m

Social media
reach of Baby
Boomers.

30%

of web visitors
used our Find A
Charity service.



21m
PR reach

113,000

new web visitors.



Engaging professional advisers

12,000

solicitors reached
by regional Law
Society
magazines.

8,000+

STEP members
across the UK.

8,000

For Legal
Private Client
Solicitors.

3,000

views of our
For Legal
training
videos.

1,000+

members of
the Institute of
Professional
Willwriters
(IPW).

5,000

Today's Wills &
Probate weekly
readers.



Changing behaviour



**£3.85
billion**

The amount UK
charities raised
through legacies in
2022.*

Legacy giving
has risen by

43%

over the past
decade.**



of UK charity
supporters aged 40+
now say they have
left a gift in their
Will.**

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Our impact in 2022

Nurturing our strategic and legal partnerships

Close to
200
member charities



800+
Campaign
Supporters

(charity-friendly
solicitors &
Will-writers)

Changing behaviour

2X

People with an awareness of Remember A Charity are **TWICE** as likely to have left a legacy gift.**

Protecting the legacy environment

Remember A Charity's work on probate delays and the Scottish Courts is crucial. The consortium ensures the Government understands the impact of these issues on charities and inspires them to protect this vital income stream.

— Alex McDowell, Director of Fundraising, Revitalise



73%

of solicitors and Will-writers now highlight the option of leaving a legacy gift with clients.***

Supporting members



More member events and resources.



New Legacy Bulletin launched.



of members created customised legacy materials for use during Remember A Charity Week and beyond.



24%

of professionally written Wills include a charitable gift.***

REFERENCES

* Legacy Foresight 2023

** Remember A Charity Consumer Benchmarking Study 2022, OKO

*** Remember A Charity Professional Adviser Benchmarking Study 2022, Savanta

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).