



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

**Stages of Change Summary Report, March 2025**

# Who we are

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**Remember A Charity** is a consortium of close to 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 charitable gift in their Will
- 2** Influencing the influencers - working with the legal sector to normalise charitable Will-writing.
- 3** Nurturing & protecting the UK legacy environment



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# Introduction

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- This summary report shares the key findings from our **Stages of Change** benchmarking study, including the most recent data, collected in November 2024.
- The study has been carried out by independent research agency OKO, capturing the views of 2,000 UK charity supporters aged 40+.
- With Remember A Charity's mission being to grow legacy giving across the UK, this research project enables us to track long-term trends in both legacy giving and Will-writing across the UK.
- **A full report and six consumer legacy personas are available for Remember A Charity members [here](#).**







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**Will-writing and legacy market trends**

# Topline findings

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## Charitable gifts in Wills

Nearly one in three (31%) of supporters with a Will have included a charitable gift



## Prevalent for ages 40-59

While older demographics are most likely to have a Will, amongst those with Wills, legacy giving is most prevalent for those in their 40s and 50s

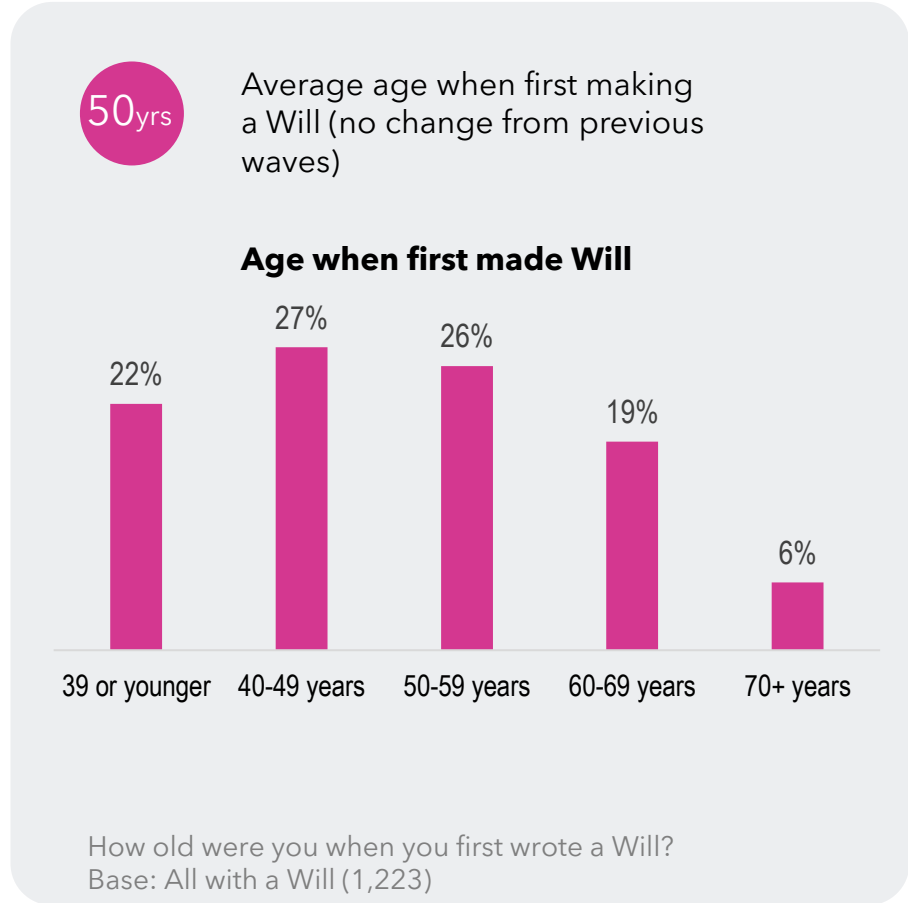


## Most people don't tell the charity

67% of people who have pledged a gift haven't told the charity

# Who writes a Will & when?

**61%** of charity supporters aged 40+ have written a Will



**50%** of supporters with a Will have never changed it

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

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# When people write or change their Will - the triggers!

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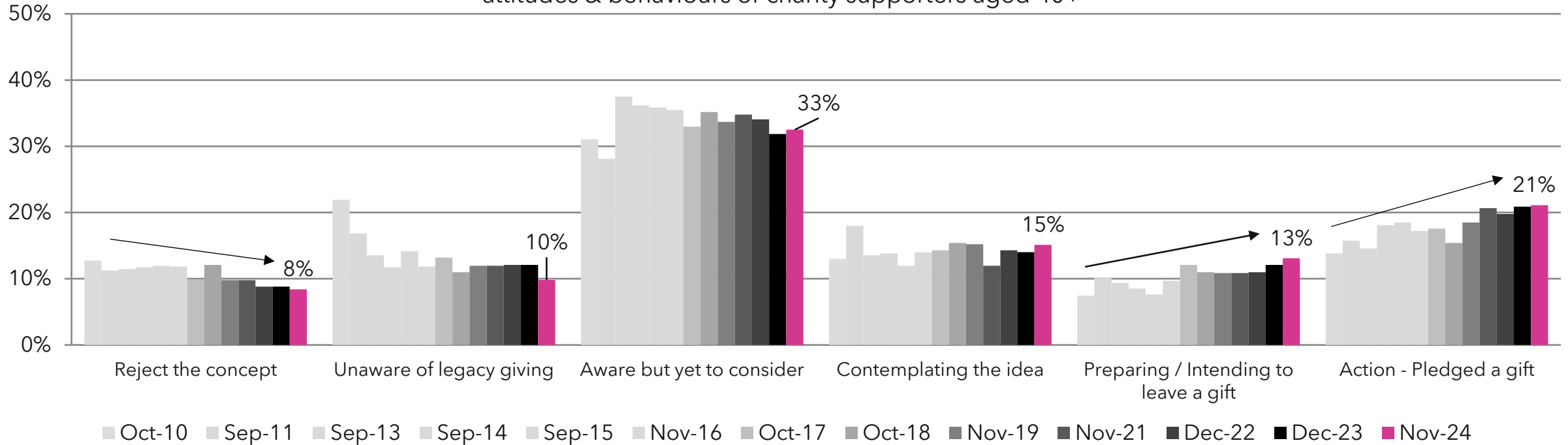
- Across all age groups **births of children/grandchildren** and **death of someone close to me** are the most common triggers for Will-writing, followed by **marriage**
- Birth, marriage and house purchases are key triggers for **younger audiences**
- Retirement is more likely to feature as a trigger for **older Will-makers**
- The most common triggers for **changing a Will** are deaths, changing relationship with family members and births



# Growing propensity for legacy giving over time

## Stages of Change (2010-2024)

This chart tracks long-term change in legacy giving attitudes & behaviours of charity supporters aged 40+



**Please note:** Our **Stages of Change** tracking data includes responses from those both with and without a Will in place.

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





# Trends for legacy giving

While legacy giving is getting more prominent across the board, amongst those **with Wills** in place...

- Almost half of people without children have included a charitable donation vs one quarter of those with children
- Legacy giving is more common for those with wealth - one third of those with household assets of £1m+ have included a charity in their Will
- People are most likely to give if they volunteer or if they've been supported by or fundraised for a charity
- Generation X is more likely to include a charity in their Will than Baby Boomers, with 34% of the 40-59 age group including a gift vs 30% of those aged 60+
- And around half of those who are aware of Remember A Charity have left a gift in their Will



# What do people say are their top motivations for giving?

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- The knowledge that even a small gift could make a huge difference
- That charities rely on gifts in Wills to continue their vital work
- Having supported the charity/ charities for a long time, leaving a gift in my Will is a natural next step
- Knowledge about how the charity could use donations in the long term to achieve its aims
- Wanting to help protect charities for future generations

# What are the top reasons for not leaving a gift?

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- They want to leave everything to family and friends
- They don't have enough money / assets to leave a large amount
- They didn't think about it at the time
- They don't have a strong affiliation to a charity or charities
- They weren't sure how a charity would use the money left to them

# Few pledgers tell the charity

- More than 2 in 3 legacy pledgers haven't let charities know they have included a gift
- Of those, almost half say it never occurred to them to tell their chosen charities
- 3 in 10 say they can't see how it would help to let them know
- Over 1 in 4 say they might change their mind



# Closing the gap between intention and action

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## **Widespread adoption**

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



## **Greater potential**

Appetite is greater still - 2 in 5 people say they would be happy to leave a gift\*\*

**[The full report, data and six consumer legacy personas are available exclusively for Remember A Charity members here](#)**

\*OKO / Remember A Charity Stages of Change Benchmark Study, Nov 2024

\*\*Opinium, Remember A Charity Week survey 2023



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# **Legacy bulletin**

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