

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

Our Impact in 2024



“Gifts in Wills have helped us double cancer survival rates in the UK. Working in collaboration with Remember A Charity, we can continue to normalise legacy giving, grow the market, and maximise impact to benefit all causes. For us, that means we can bring about a world where everybody can lead longer, better lives, free from the fear of cancer.”

Clare Moore, Director of Fundraising and Engagement Propositions, Cancer Research UK

“Having been part of Remember A Charity since the start, the RSPCA is incredibly proud to have prioritised collaborating with other charities to accelerate the growth of legacy giving over the years. Legacies are not only a crucial long-term income stream for us at the RSPCA, ensuring our resilience, but for many smaller charities that our supporters care about too. And this way of giving is so positive for our supporters, providing a way for their love of animals to live on.”

Jess Bayliss, Head of Legacy Marketing, RSPCA

“Young Sounds UK have been members of Remember A Charity since 2004. We’ve seen an increase in both the number of legacy gifts we’ve received and the number of pledgers over this time. We were founded by a bequest, so legacy giving has always been important to us: our membership remains hugely valuable and has helped shape our legacy strategy and communications.”

Hester Cockcroft, Chief Executive, Young Sounds UK

Introduction from Chair



As we move into 2025, our 25th anniversary year, it's inspiring to reflect on our collective power and all that we've achieved together. By working collaboratively, we have been able to transform the landscape of legacy giving, and we continue to drive market growth, shining a spotlight on the lasting impact of charitable gifts in Wills.

Our united voice continues to be instrumental in shaping policy to protect the legacy giving environment. In 2024, we represented our members in Parliament for the Justice Committee's Probate Inquiry, continued to lobby government for protection of the fiscal incentives, and fed into the development of future Will-writing regulations to ensure charitable giving remains an option.

Strengthening our partnerships with the legal sector has enabled us to inspire more people to leave a legacy. Through equipping professional

advisers to champion charitable giving in Wills, we can ensure that legacies form an essential part of their conversations with clients. Building on these learnings and successes, we've expanded our work to encompass wealth advisers, setting up a specialist advisory committee to engage high-net-worth individuals with legacy giving, and inspire them to make a transformative impact.

Our commitment to delivering even greater value to our members remains at the heart of what we do - supporting our members to strengthen their legacy fundraising strategies, share expertise, and drive growth to continue delivering their essential services.

I'm proud to say that British Red Cross is one of a number of charities who have been members since the very start of the Remember A Charity journey. And together we remain focused on closing the gap between intention and action - ensuring that those who wish to leave a gift in their Will have both the knowledge and support to do so.

Turning to the road ahead, it is this focus and commitment to collaboration that will continue to shape the future of legacy giving, enabling charities to sustain their vital work for generations to come.

A handwritten signature in black ink, appearing to read 'Anaish Yilma-Parmar'. The signature is fluid and cursive, with a large loop at the end.

Anaish Yilma-Parmar,
Chair, Remember A Charity

25 years of Remember A Charity

2000

Formation of Remember A Charity:

18 Fundraising Directors joined forces with a united vision of growing the legacy market.

2002

Representing over 80 member charities, the first consumer legacy promotion campaign launches:

UK charity supporters were encouraged to consider donating from their Wills.



2005

First TV ad broadcast:

Aiming to accelerate legacy giving awareness, the first Remember A Charity TV ad was aired, featuring broadcaster Michael Buerk.



2011

Campaign Supporter scheme goes live:

Open to solicitors and professional Will-writers, the scheme encourages advisers to make clients aware of the option of legacy giving.

2009

Strategic shift from awareness-raising to behaviour change:

With a bold focus on inspiring action, the consortium embraced digital channels, using social media to champion legacies and unveiling the infamous 'Bat out of Hell' campaign.



2010

Remember A Charity Week begins:

Bringing together charities, the legal sector, and partners, the awareness week swiftly became an annual UK-wide event - a platform for members to showcase and celebrate the impact of gifts in Wills.

2012

Government introduces 36% IHT rate for estates donating 10%+ and highlights legacies in white paper:

With 140 members growing the consortium's influence, the Government's White Paper featured legacies strongly, demonstrating deeper understanding of this vital income stream.

2017

Pirate Radio station resurfaces with legendary 1960s DJ, music & legacy chat:

As we welcomed our 200th member, Emperor Rosko and stars took to the airwaves inspiring listeners across the UK to pass on something wonderful.

2013

Pioneering behavioural insights trial of 1,000+ Wills with Co-op Legal and the Cabinet Office:

This research showed that simply by referencing the option of donating from their Will, solicitors doubled the number of charitable Wills written.

2016
16%
of people leaving
a legacy gift*

2019

Government U-turn on probate fees and fiscal incentives retained:

Lobbying by Remember A Charity and sector partners succeeded in retaining the crucial tax incentives for legacy giving and led to plans for a hefty probate fee increase for larger estates being scrapped.

2013
14%
of people leaving
a legacy gift*

2019
17%
of people leaving
a legacy gift*

2022

Shift to 'Always On' consumer strategy:

Keeping legacy giving front of mind all year round, the consortium shared members' legacy stories on social channels and launched our WILL YOU video, capturing the collective power and impact of legacies.

2023
21%
of people leaving
a legacy gift*

2023

Introduction of wealth adviser programme:

To help wealth advisers play a more active role in advocating for legacies, we conducted new research, and shared resources to help ensure high net worth clients are made aware of the option as part of their philanthropic planning.

2024: A record breaking year for legacies

Annual legacy income for UK charities reached an incredible £4.1bn, with record numbers of people visiting Remember A Charity's website to find out more about leaving a gift in their Will. Representing the charity sector in the Justice Committee's Probate Inquiry, we worked collaboratively with HMCTS and partners to improve systems, performance and transparency.

Making legacy giving a social norm



21%

of supporters
aged 40+ have
included a charity
in their Will¹



420,000
unique
web visits



PR media reach
of over
170 million



Social media
advertising reach of
6.5 million

Attitudes and behaviours

With a central and collective mission of growing the legacy market and normalising this form of giving, we continue to track legacy giving behaviours and attitudes through our annual consumer benchmarking study of charity supporters aged 40+, carried out by OKO. The latest survey confirms the long-term picture of legacy growth, showing a steady rise in the proportion of people pledging a charitable gift in their Will over the years.

Over 1 in 5 (21%) have now pledged a gift to charity from their Will. But with twice as many (40%) of people happy to do so², there is great potential to further normalise and encourage legacy giving.

Did you know...?
**Half (49%) of those who
are aware of Remember
A Charity have left a gift
in their Will³**



**Our celebrity supporters for 2024:
Susie Dent, Debbie McGee and Angela Rippon.**



Consumer campaign: Inspiring more people to leave a legacy

Our consumer campaign plays a central role in normalising and inspiring legacy giving. Focused on behaviour change, our advertising and PR activity aims to raise awareness, deepen understanding and encourage action.

In 2024, we used a blend of informative and inspiring content to reach the Will-writing public throughout the year. Our three advertising streams were:

- **New ‘Be Remembered’ adverts** – three new heartwarming and humorous film adverts designed to connect with our audience in a relatable way. These were complemented with a dedicated audio advert for targeted digital platforms and print ads in Gardeners’ World and BBC Good Food magazines.
- **Evergreen ‘How to’ videos** – short guides making the process of leaving a gift in a Will easier to understand
- **Real-life member stories** – powerful case studies celebrating the impact of our members’ vital work

A record-breaking year

The new campaign resonated strongly with our audience, achieving record engagement levels. The ‘Be Remembered’ adverts saw exceptionally high view-through rates, demonstrating deep public interest. Our advertising achieved a reach on social media of 6.5 million and over 2.5 million in print, leading to a record of over 420,000 unique visits to Remember A Charity’s website.

Alongside digital advertising, we ran four PR bursts that amplified the legacy message - generating a reach of over 170 million through national, regional, and broadcast media. With a focus on securing in-depth feature coverage, highlights included national titles such as The Telegraph, The Times, SheerLuxe, the Financial Times and The Big Issue, along with personal finance podcasts like Which? Money.



The 2024 Be Remembered campaign

The Great Map of Willanthropy

For Remember A Charity Week, we launched the Great Map of Willanthropy – a striking, interactive visual that showcases the power of legacy giving. Charity members added over 250 ‘pins’, highlighting the vital work made possible by legacies and bringing to life the global impact of gifts in Wills.

Through these initiatives, we not only sparked conversations but inspired action, ensuring more people considered how they too could make a lasting difference with a charitable legacy.

The Great Map of Willanthropy



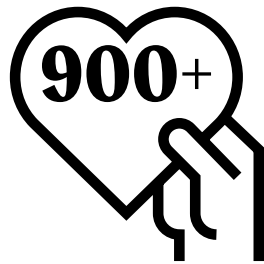
REMEMBER A CHARITY
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Influencing the Influencers



77%

of solicitors and Will-writers raise the topic of legacy giving⁴



Campaign Supporters



813,000

media reach to the legal sector



8 in 10

advisers are more likely to talk legacies after watching our training videos⁵

Engaging the legal sector and Will-writing providers to grow giving

Professional advisers play an essential role in normalising charitable giving during Will-writing, so developing our legal network and partnerships was a key strategic focus for Remember A Charity in 2024. We expanded our UK-wide network of Campaign Supporters to over 900 charity-friendly solicitor firms and professional Will-writers - all committed to making clients aware of the option of including a gift in their Will. Guided by our legal sector advisory group, we continue to offer a rolling programme of webinars, training and tailored resources for solicitors and professional Will-writers.

Our partnership with For Legal enables us to offer CPD-compliant training⁶ on charitable Will-writing to over 8,000 solicitors and other legal professionals. After having attended an on-demand training session, 8 in 10 advisers say that they are more likely to raise legacy giving with clients than they were before⁷.

Establishing new partnerships with influential legal bodies including BEST Foundation and The Society of Will Writers, we were able to reach a broad network of Will-writing professionals. We expanded our Charity Champions programme too, which encourages and equips Will-writing and other relevant organisations with resources to promote and champion charitable gifts in Wills during Remember A Charity Week.

“Many clients find deep personal satisfaction in knowing that they will leave a meaningful legacy. For me, promoting charitable legacies in Wills shows my clients that I am interested in their values and long-term wishes, not just the immediate legal transaction, ensuring that their legacies reflect their values and passions.”

Ian Bond, solicitor and member of the Law Society's Wills & Equity Committee, STEP and the Association of Lifetime Lawyers



“Helping private clients consider and implement their charitable legacy is a privilege for any adviser. The aim of this committee is to address how we can better enable our colleagues and peers to raise and discuss this important topic with clients. I very much hope that our efforts and collaboration drive changes across the wealth management industry, supporting higher levels of legacy giving whilst unlocking potential lifetime giving too.”

Committee Chair and Private Wealth Partner at Boodle Hatfield, Clare Stirzaker



Working with wealth managers to grow high value legacies

In 2024, with the aim of accelerating the growth of high value gifts, we took a significant step forward in empowering and equipping wealth advisers to become legacy advocates, publishing a research report and a range of resources tailored for high net worth individuals. We hosted and contributed to specialist wealth adviser events, including a dynamic panel discussion at Bonhams exploring how they can collaborate to help clients achieve their philanthropic legacy.

Appointing a committee of wealth advisers, this network is tasked with championing legacy giving with their clients, within their organisation and their wider peer group. The committee, which includes wealth managers, private client solicitors, tax advisers, family office specialists, philanthropy consultants and others, meets regularly to share

and exchange learnings, for training sessions and to guide our work.

To ensure long-term change, guidance on charitable bequests has been integrated into philanthropy training sessions for advisers, delivered by Philanthropy Impact.



The 2024 Wealth Adviser report

Nurturing the legacy environment



Representing members' views in
Parliament



Policy briefings
and probate forecasts shared with members



Lobbying to
protect
the fiscal incentives

As a collective movement, Remember A Charity has the ability to access spaces and influence audiences that would not be possible acting alone. Throughout the year, we engage with key decision makers to nurture and protect the legacy environment, ensuring our members' views are heard at the heart of Government and by fellow policymakers.

In 2024, this included contributing representative viewpoints on issues ranging from reform of the Wills Act to revisions to the Code of Fundraising Practice, addressing concerns about the probate service and lobbying to protect the fiscal incentives for legacy giving.



HMCTS Probate Team visits Remember A Charity member Battersea to deepen their understanding of the importance of charitable gifts in Wills



Probate

Early in the year, we represented members in Parliament, feeding into the Justice Committee's Probate Inquiry to demonstrate the significant impact of probate delays on charities. Since then, we have welcomed sustained improvements in probate output and the ability to share probate forecasts with members, while collaborating with HM Courts and Tribunals Service (HMCTS) on future service enhancements.

Behind the scenes, we've also helped deepen understanding of the importance of gifts in Wills for UK charities amongst the probate team – delivering regular webinars and arranging site visits to our member charities.

Fiscal Incentives

As well as encouraging giving, Inheritance Tax (IHT) incentives are a crucial prompt for advisers to highlight the option of legacy giving with clients. Ahead of the Autumn Budget, in a joint submission with our partner the Institute of Legacy Management, we called on Government to protect these incentives – also issuing template resources and guidance for our members who wished to lobby their own MPs.

While the fiscal incentives were indeed maintained, the Autumn Budget announced that pension wealth is to be brought under the scope of IHT from April 2027. In consultation with our partners in the legal sector, we will continue to explore the likely impact on legacy giving, sharing insights with member charities to ensure they are prepared for the opportunities and challenges that lie ahead.

What do you think is the most important aspect of what Remember A Charity does?

“Acting as our collective representative on all things related to legacy giving with Government and those involved with estate planning”

Remember A Charity member

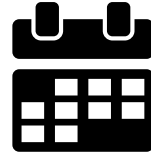
Supporting our members



Representing
over 25
different causal
areas



unique web user visits to our
**Find A Charity
directory**



**Providing
resources and
opportunities**
to connect and
learn together

Supporting member charities to strengthen and grow their legacy fundraising. Remember A Charity continues to provide insight, promotional assets, resources, and practical support to help them thrive.

Exclusive research and promotional assets

Understanding the changing landscape of legacy giving is central to benefitting from this source of income. Our annual in-depth benchmarking studies have been tracking Will-writing and legacy giving trends among 2,000 charity supporters aged 40+, as well as solicitors, professional Will-writers, and financial advisers across the UK for many years. This research provides members with exclusive, actionable insights which help them shape their legacy strategies with confidence.

With a range of customisable Will You resources available for members – from posters and bookmarks to digital assets – this year, we introduced two new personalised films to enable members to bring

their story to life, enhanced with infographics and audio. This proved popular with many of our smaller charities in particular, helping them open up more conversations about legacy giving with a clear and action-oriented ask.

“Being a member of Remember A Charity has been so beneficial to us as a charity. They bring together a huge variety of charities who have a wealth of knowledge about legacy giving. Having peers, plus the support of the Remember A Charity team, means you have a lot of experience and guidance to help you no matter the query. They have also created one strong voice that has challenged and changed the perceptions of making a Will and leaving a gift to charity both in the public and private sector. We hope the next 25 years will be just as successful!”

**Philip Simmons, Head of Legacy & In Memory,
Dogs Trust**

Connecting & learning together

Building a strong and informed network of legacy fundraisers enables us to accelerate learning across our membership community. In 2024, we delivered 12 in-person and online events, including exclusive member webinars covering topical issues and practical legacy fundraising techniques – from supporter stewardship to growing high value legacy programmes, sharing residuary giving research and more. These events provide invaluable opportunities for members to learn from one another, exchange expertise, and gain inspiration to elevate their legacy fundraising.

We enhanced the members' area of our website, making it easier to access the latest research, guidance, and best practice tips on all aspects of legacy fundraising. From practical advice on engaging supporters to insights on the latest sector trends, our members benefit from a wealth of resources designed to help them strengthen their legacy programmes.

By working together, we continue to empower our members with the knowledge, tools, and influence they need to inspire more people to leave a gift in their Will.

“The members only area of the Remember A Charity website is like a treasure trove of resources!”

**Dr. Vlada Penlington, Head of Fundraising,
Police Care UK**



Breadth of membership

Encompassing over 25 different causal areas, Remember A Charity's membership represents a diverse range of charities of all shapes and sizes – active on a local, regional, national, and international scale. 36 of those charities have been longstanding members of the consortium with either 10 years continuous or 15 years cumulative membership.

While many of our members are large household names, including the top 5 charities by UK legacy income⁸, 1 in 5 of our members are local, community-based charities.



Turning to the future



For the past 25 years, Remember A Charity has worked towards a singular mission of growing the legacy market.

We have formed long-lasting partnerships and cross-sector networks, driven change at the heart of government and legal profession, and we've inspired new audiences to remember charities in their Wills. Supporting and championing our members, we've helped them to grow their market share.

As a consortium – working with and for our members, we are able to pull on a wide range of levers to accelerate the growth of charitable

legacies. And, year-on-year, we are gradually seeing legacy giving becoming more of a social norm.

Now, as we turn to the future, the much-anticipated golden era for legacy fundraising is upon us, with income from gifts in Wills projected to reach £10 billion a year by 2050. Baby Boomers and Generation Xers will almost certainly bolster the legacy market, with digital transformation making it even easier for them to write their Wills.

But with more charities relying on gifts in Wills and greater demand for charitable services, long-term legacy income has never been more valued or more needed. It is crucial that we continue to collaborate with a focus on inspiring the next generation of pledgers and helping them fulfil their charitable legacy.

This is a pivotal moment; a unique window of time for charities to write the next chapter for legacy growth. Only by working together, can we maximise the potential of the legacy market, helping charities protect their market share and sustaining charitable services for future generations.

Lucinda Frostick,

Director, Remember A Charity

“For over 20 years, Remember A Charity has shown the sector the true power of collaboration – bringing together a diverse group of organisations, people, and ideas into a coherent movement driving real change. Their work has helped grow the legacy market by uniting charities behind a shared purpose, proving that we achieve more when we work together. Their impact shows us what’s possible when we think beyond our own walls and focus on the bigger picture.”

Ashley Rowthorn, Chief Executive Officer, Legacy Futures

“The NSPCC are committed to collaborating with other charities and organisations, like Remember A Charity, to raise awareness of the importance of legacy gifts. The NSPCC has been there for children, young people and babies for the last 140 years and gifts left in Wills have been fundamental to our work. With around a quarter of our donations coming from legacies, it’s vital we continue to collaborate and raise awareness of this way of giving. After all, with a gift in their Will, our supporters can enable the most powerful gift of all— a safe and happy childhood for future generations.”

Josephine Swinhoe, Director of Income Generation, NSPCC

“We are so proud of the change brought about over the last 25 years by Remember A Charity, the Chartered Institute of Fundraising’s long-term legacy campaign. Through encouraging collaboration and normalising conversations about leaving a charitable legacy, the campaign has generated vital income for charities, enabling them to continue their important work while supporting the broader fundraising community. Building on this success, together we can all help shape the future fundraising landscape and grow giving across the UK.”

**Katie Docherty, Chief Executive,
Chartered Institute of Fundraising**

“To maximise the long-term net income for the hospital, GOSH Charity has established legacy fundraising as one of our top priority areas. Legacies are incorporated into all our activity to enable us to raise vital funds to help give seriously ill children the best chance, and hildhood, possible.”

**Becky Lacky, Senior Legacy Marketing Manager,
Great Ormond Street Hospital Children’s Charity**

**REMEMBER A CHARITY
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Remember A Charity is a consortium of close to 200 charities working to grow the UK legacy giving market and to support charities with their legacy fundraising. The annual Remember A Charity Week is held in September, serving as a platform for member charities to champion gifts in Wills. The consortium also 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**

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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)