

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

# Stages of Change Report 2026

---

# Who we are

Remember A Charity is a consortium of 200 charities working with government, charity, legal and financial partners to grow the legacy market and normalise this vital income stream across the UK.

Through consumer campaigns, partnerships, lobbying, shared insights and practical tools, Remember A Charity achieves impact that no single charity could achieve alone; making legacy giving a social norm.



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

---

# Introduction

This summary report shares the key findings from our **Stages of Change** benchmarking study, including the most recent data, collected in November 2025.

The study has been carried out by independent research agency OKO since 2000 (and nfpSynergy prior to that), 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](#).**



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

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

**Will-writing and legacy market trends**

---

# Summarising the findings

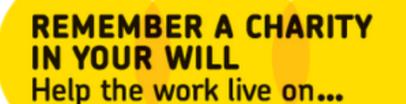
This year's Stages of Change study indicates steady growth in legacy giving over the years, but beneath the topline growth trend, there are shifts emerging at a generational level. The study, which focuses on charity supporters aged 40+, finds that younger demographics (Generation X) are writing their Wills and adding charitable gifts earlier than previous generations (Baby Boomers and the Silent Generation).

While solicitors remain the most common route for writing a Will across the board, Gen X is increasingly open to online Will-writing services. However, they are also more likely than older demographics to seek professional financial advice to support their decision-making.

Charity relationships can vary: regular giving is most prevalent amongst older generations, but Gen X is most likely to support the charity as volunteers or by fundraising for them. People who volunteer and those who are beneficiaries of charitable services are most likely to go on to leave a gift in their Will.

The study highlights further opportunities for growth, with over a third of people who haven't yet included a gift saying they are open to doing so when they write or update their Will. Motivations and barriers underline the importance of ensuring people understand that they can fit charitable gifts around the needs of their loved ones, and that the legacy message is drip fed and remains front of mind when the time comes for people to write their Wills.

---



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

---

# Topline findings



## Steady growth in charitable gifts in Wills

Nearly one in three (32%) of charity supporters with a Will have included a charitable gift



## Significant growth potential

Over one third (35%) of those who haven't yet left a gift are open to it



## People are writing Wills and leaving gifts earlier

Gen X is writing Wills earlier than older generations, and most commonly writing in charitable gifts in their 50s

# Who writes a Will and when?

**63%**

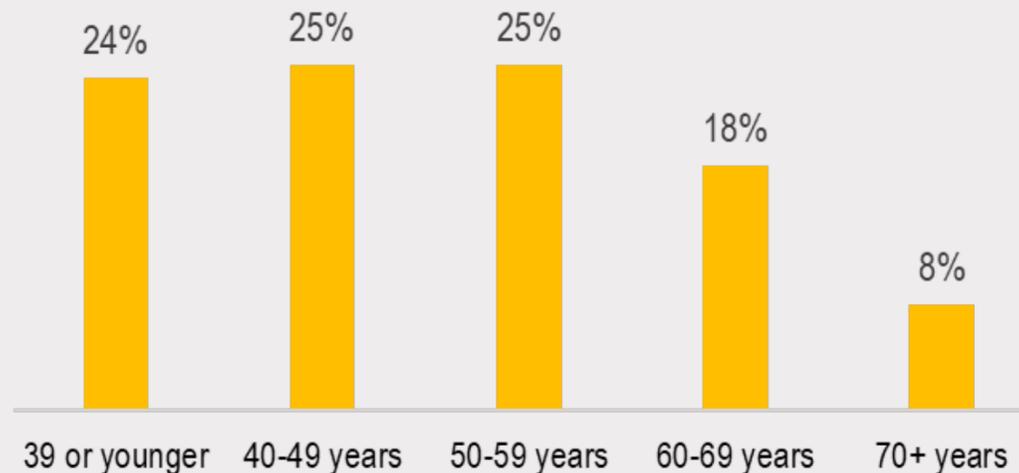
of charity supporters aged 40+ have written a Will

Births and deaths are the most common triggers for writing a Will, followed by marriage

50yrs

Average age when first making a Will (no change from previous waves)

Age when first made Will



How old were you when you first wrote a Will?  
Base: All with a Will (1,266)

**49%**

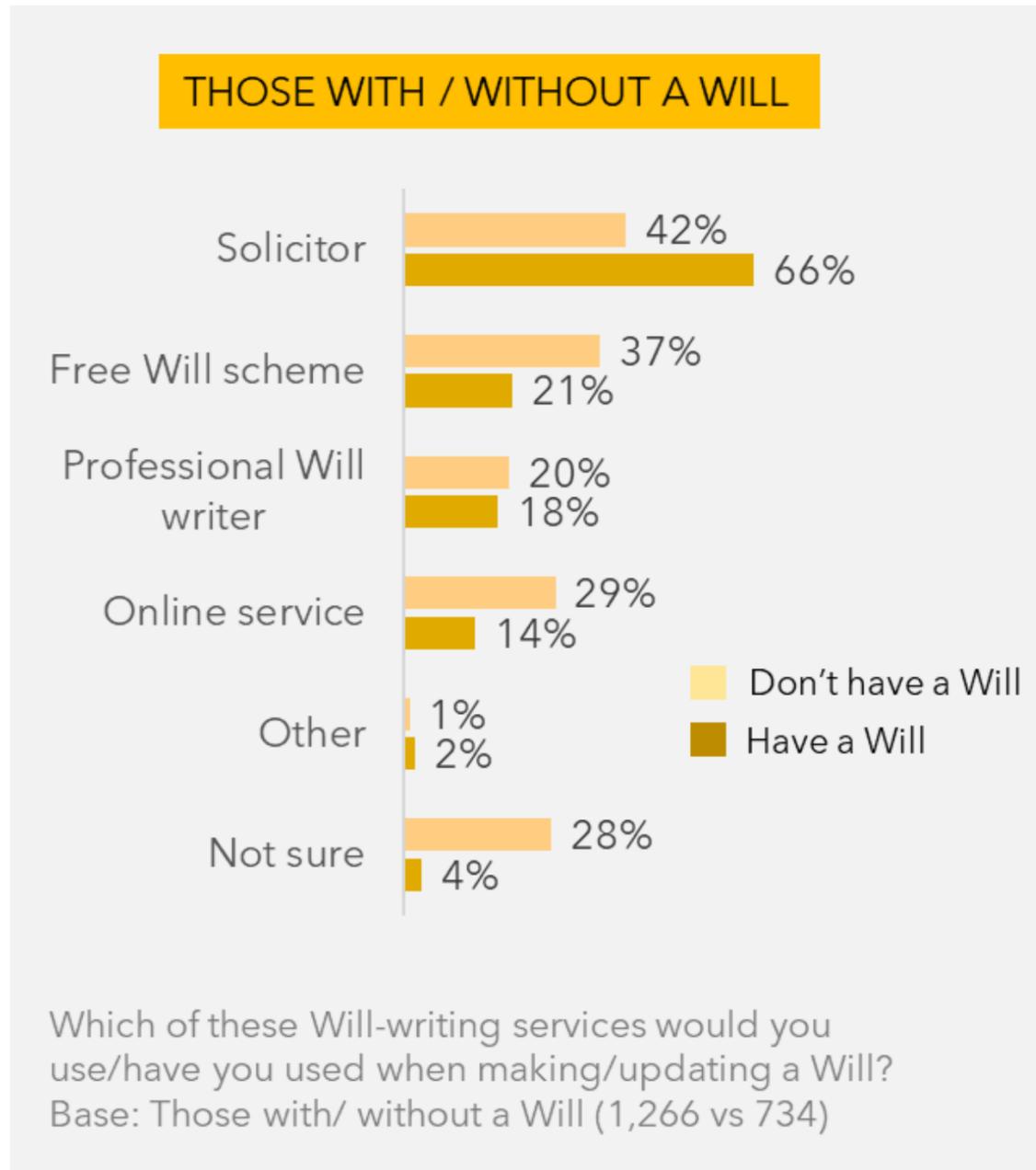
of supporters with a Will have never changed it

**53%**

expect to change their Will at some point

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

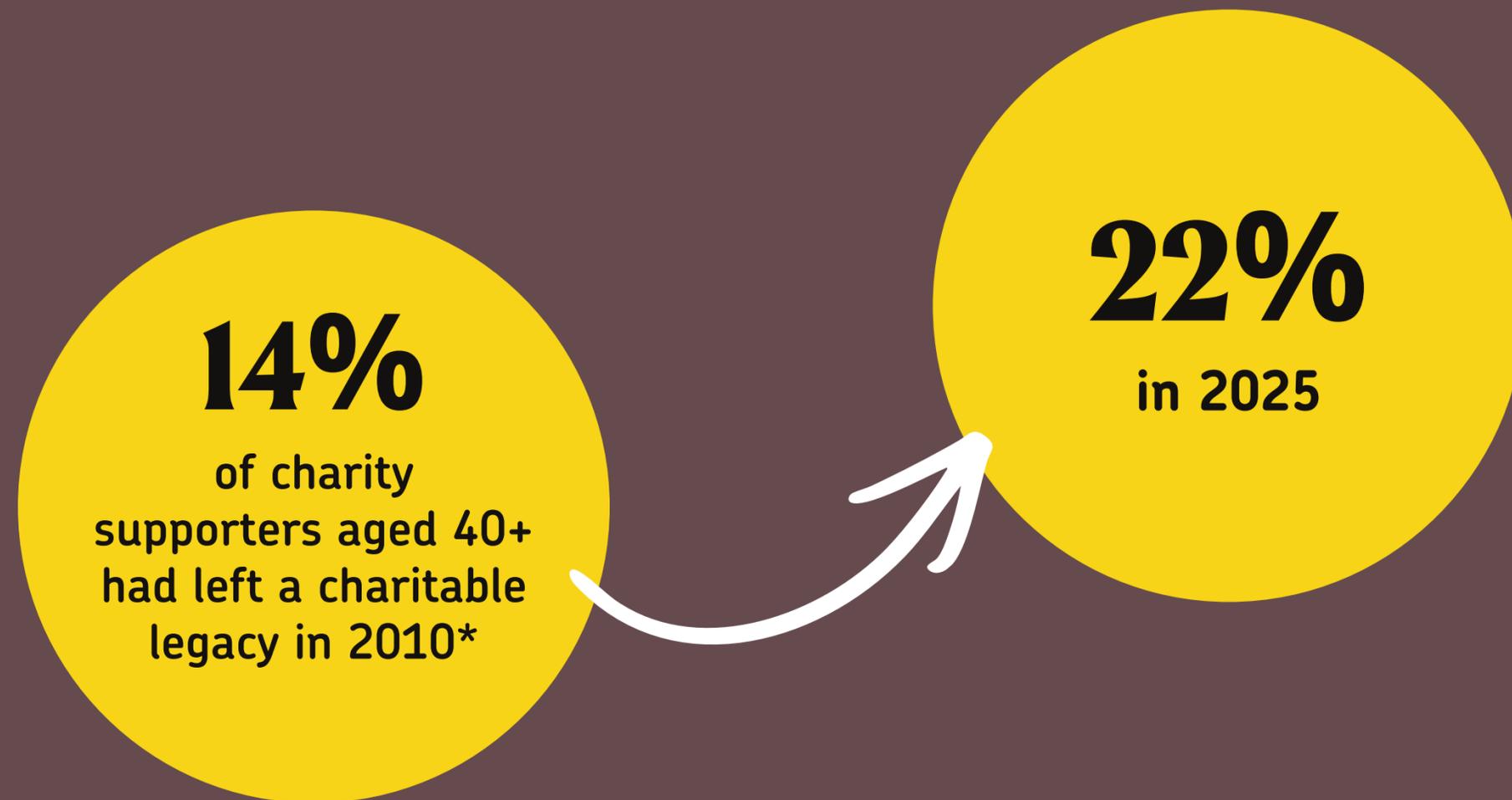
# How they write their Wills?



People are most likely to use a solicitor to write their Will if they are aged 65+, social grade AB and with assets over £250K. They are more likely to be aware of the tax advantages, to support multiple charities and to choose to leave a gift to charity from their Will. Gen X is more open to writing their Will online than older demographics.

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

# Legacy giving on the rise over the long-term



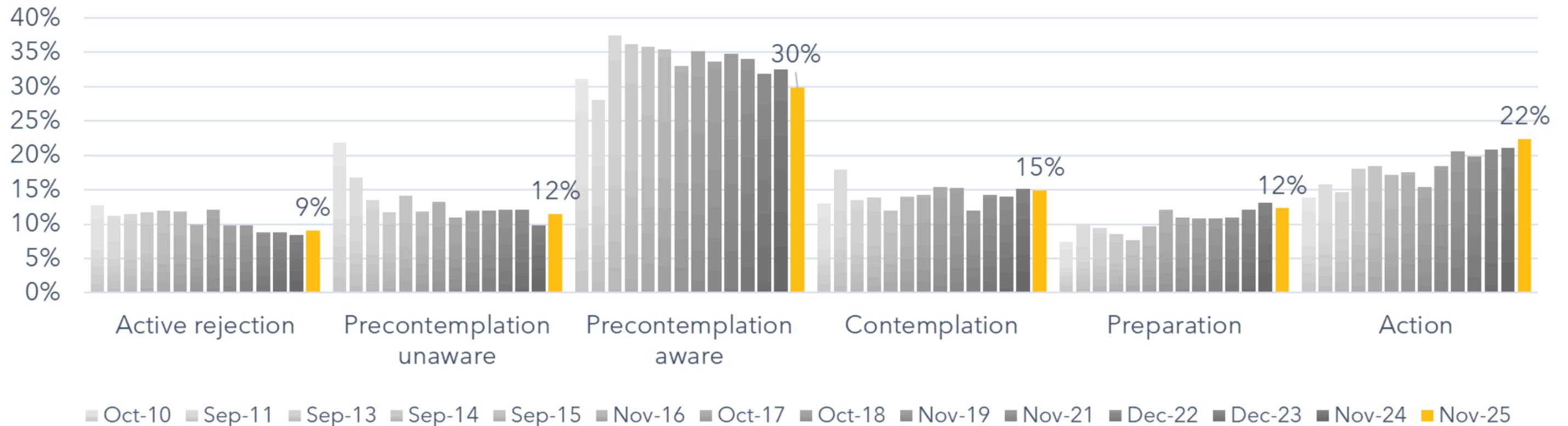
People are beginning to write their Wills and leave gifts earlier in life, with charitable gifts most commonly added when supporters reach their 50s.

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

# Growing propensity for legacy giving over time

## Stages of Change 2010-2025

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



Note a small number of respondents don't fall into any group (i.e. those who say they are not sure if they've thought about and wouldn't consider, plus those who haven't thought about it but say they would consider and/or intend to) and are excluded from the analysis and results from the other groups prorated to 100%

Source: Remember A Charity, OKO, 2021-25 | Base: 2,000-2,003 UK adults 40+ charity donors  
Remember A Charity, nfpSynergy, to 2019 | Base: 1,000 UK adults 40+ charity donors



---

# Who gives?

While legacy giving is getting more prominent across the board, there are some notable trends.



At a mass market level, those who are child-free are twice as likely to give as those with children.



Legacy giving is more common for those with wealth – 4 in 10 of those with Wills and household assets of £1m+ have included a charity in their Will.



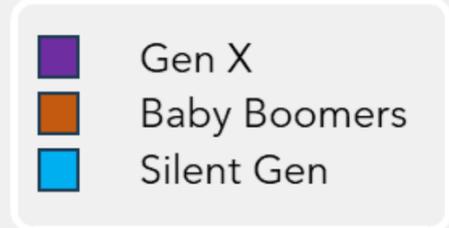
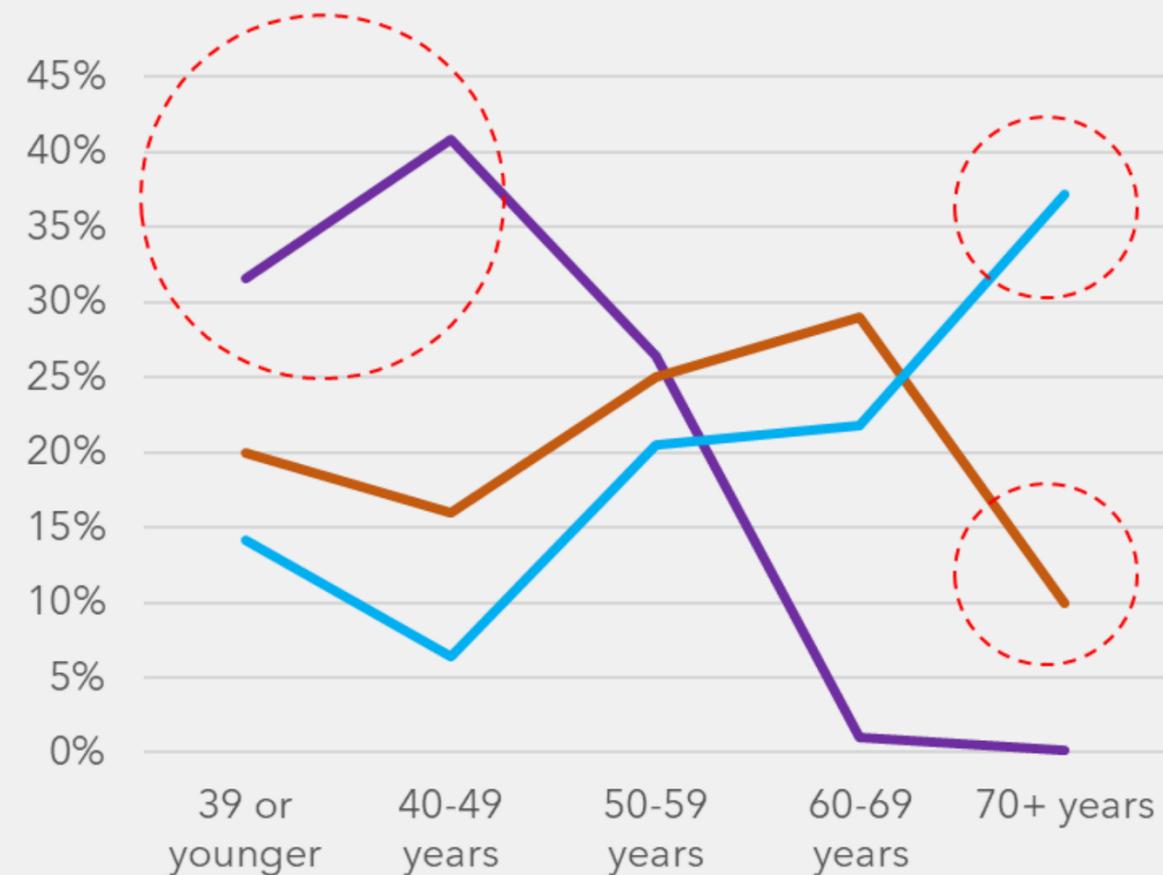
Relationships matter – people are most likely to leave a gift in their Will if they volunteer or give in life, or if they've been supported by a charity.



Generation X is more likely to include a charity than older generations, with 35% of those with a Will aged 40-59 having left a gift vs 30% of those aged 70+.

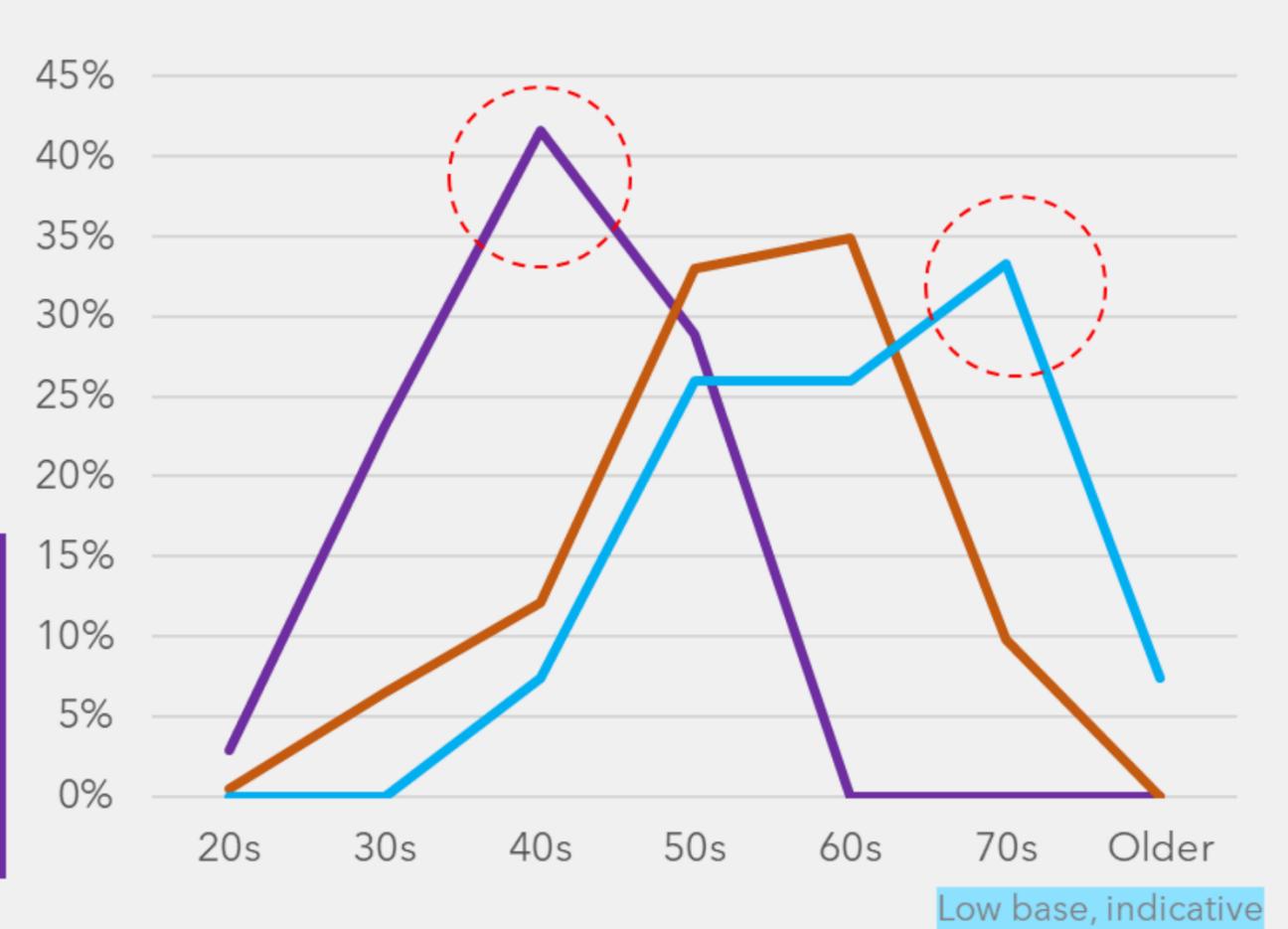
# Gen X is making Wills and leaving gifts earlier

How old were you when you first wrote a Will?



*I didn't think about it and then in my 30s I bought a property and had children and suddenly it seems sensible.*

How old were you when you first put a Gift in your Will?



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

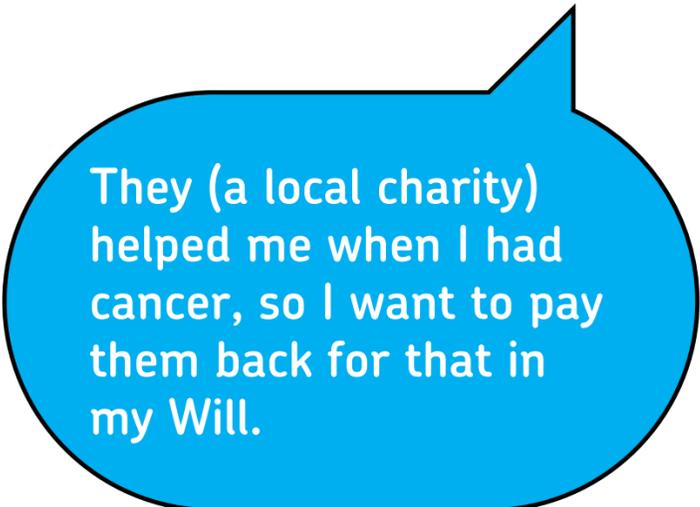
---

# Understanding the motivations and barriers

## What are the most common motivations?

When asked why they give, people most commonly say they have chosen to leave gifts to charity in their Wills because they know they can support good causes alongside their loved ones, that it allows them to make a meaningful difference, and help charities continue their vital work. This reinforces the importance for legacy fundraisers of reassuring supporters that they can fit their gifts around their loved ones.

For long-term supporters, it feels like a natural next step, and knowing how their gift will be used gives them confidence that their contribution will have a lasting impact.



They (a local charity) helped me when I had cancer, so I want to pay them back for that in my Will.



My friend's daughter was very well cared for by Great Ormond Street. I did some fundraising for them and I am now thinking about leaving a gift in my Will to them.



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

# Understanding the motivations and barriers

## And the barriers?

When asked why they didn't leave a gift, more than half (56%) said it was because they wanted everything to go to family and friends. 3 in 10 (29%) felt they didn't have enough to make a large gift and 2 in 10 (20%) that they simply didn't think of it at the time.

Reassuring supporters that all gifts are valued – no matter what size, and that they can fit any gifts around their loved ones remains a key takeaway for charities. And, drip-feeding the legacy message and the impact of gifts in Wills will help supporters keep this form of giving front-of-mind.



Did you know that few pledgers tell charities about their gifts. 2 in 3 legacy pledgers (66%) said they haven't let charities know about their gifts.

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

---

# Closing the gap between intention and action



## Widespread adoption

More people are taking action  
– more than 1 in 5 (22%)  
charity supporters aged 40+  
have left a legacy.



## Greater potential

Appetite is greater still – 1 in  
3 (35%) people who haven't  
yet done so are open to  
leaving a gift.

## Did you know?

People who are  
aware of Remember  
A Charity are **twice**  
**as likely** to have left  
a gift in their Will.

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

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



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

**Stronger together**  
Together, we can create a future where  
everyone feels inspired and empowered to leave  
the world better and stronger by remembering  
the charities they care about in their Will.

---

Find out more at: [rememberacharity.org.uk](https://rememberacharity.org.uk)

Remember A Charity, Canopi, 82 Tanner Street, London, SE1 3GN

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)