

# Legacy Giving to Charities



Gifts in Wills raise  
**£4 Billion**  
annually for UK charities



Gifts in Wills account for  
**28%**  
of all fundraised income  
for UK charities



**12%**  
of all Wills include a gift  
to charity. More people leave  
pecuniary rather than  
residuary pledges.



The average gift is  
**£13,528**  
comprising pecuniary  
average of £4,271 and  
residuary average  
of £78,793



**39%**  
of people are happy to  
provide their full details to  
charity when they leave  
pledges in their Wills.



**4%**  
of people leave pledges to  
more than one charity in  
their Will, averaging 1.6  
charities per Will written.



The number of charitable  
bequests is forecast to rise by  
**28%**  
in the next five years



The market share is dominated  
by large charities, with huge  
potential for growth for small  
and medium sized charities

The growth in online Will  
writing is making it easier  
for people to leave legacies  
to their favourite charity.

