

LEGACY GIVING TO CHARITIES



Gifts in Wills raise £3.5 Billion annually for UK charities



Gifts in Wills account for 25% of all fundraised income for UK charities



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



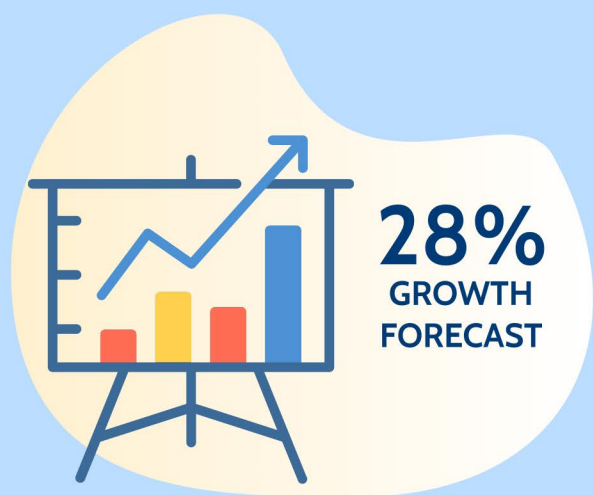
The average gift size pledged to charity is £13,528 - comprising pecuniary average of £4,271 and residuary average of £78,793



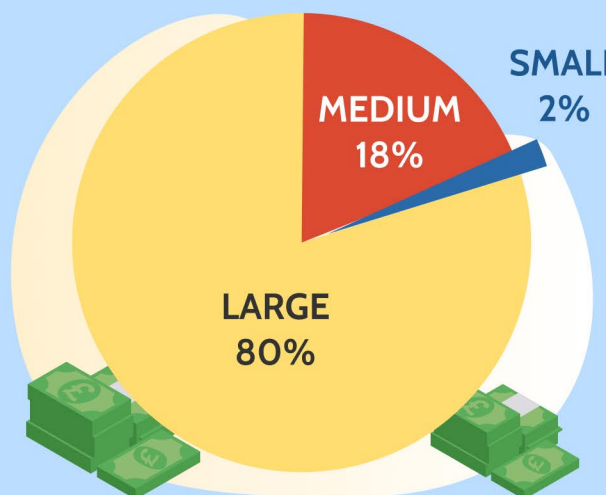
39% of people are happy to provide their full details to charity when they leave pledges in their Wills.



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 companies is making it easier for people to leave legacies to their favourite charity.