

**Prioritising
activities
that no single
charity can
deliver alone.**

Welcome

IMPACT REPORT 2016

This report shows the positive progress we have made over the past twelve months and I'd like to thank all our members, partners and the Institute of Fundraising for their commitment and hard work in 2016.

Looking back at the past year, it's also hard to overlook so many momentous events and the sad passing of many of the UK's most loved cultural icons. Regardless of one's political views, the UK and the wider world feel like a different, less certain place compared with twelve months ago.

In these uncertain times, civil society has rarely had a greater role to play. Nor has the work of charities been under greater scrutiny.

I therefore have no doubt that the factors that have contributed to Remember A Charity's progress over the past year will become even more critical in the year ahead.

The campaign must maintain its commitment to working in partnership, prioritising activities that no single charity can deliver alone and putting donors at the heart of what we do.

There remains more for the campaign to achieve and there is no single route to achieving our objectives. However, by focusing all we do on the needs and desires of the public, who both support and benefit from charitable, cultural and educational organisations, we have the best chance of delivering positive messages and outcomes for all.



Alex McDowell

CHAIR, REMEMBER A CHARITY

HIGHEST NUMBER OF CHARITABLE ESTATES EVER RECORDED

37,261

estates went to probate in 2015
in England, Scotland & Wales.
Up from 34,980 in 2014.

10% INCREASE

in the number of UK charities
included in Wills from 2014-15.

£2.5 BILLION

legacy income in 2015
across the UK, with gifts from
baby boomers accounting
for one-in-ten charitable estates.

SOURCE: SMEE & FORD

MORE PROFESSIONAL ADVISORS COMMIT TO MENTIONING CHARITY

We now have a growing network of **1,100** solicitors and professional Will-writers who commit to always mentioning charity to clients. This means **more people than ever** are being reminded about the option of leaving a gift to charity.

A benchmarking survey shows that numbers of professional advisors always and sometimes mentioning charity to clients have increased by 11% over the last five years, from 53% in 2011 to 64% in 2016.

Those who are aware of the Campaign Supporter Scheme are significantly more likely to mention charitable gifts.

SOURCE: FUTURE THINKING

As part of the **Remember A Charity Week** theme, member charities, solicitors, celebrities, supporters and politicians were asked for **Words of Wisdom** as their legacy to pass on to future generations.

OUR 2016 CAMPAIGN REACHES NEW AUDIENCES

More government and private sector partners than ever are supporting **Remember A Charity Week**, helping the campaign to reach new audiences.

Supporter quotes were displayed as digital adverts on the **London Underground**, as part of a new partnership with **Exterion Media**, as well as advertising at some of the **UK's busiest stations and national service stations.**

Leeds, Newcastle, Cambridge and Dudley Building Societies joined the campaign for the first time.

The campaign was also shared with all **Co-op Legal Services** customers in September 2016.



NEW GOVERNMENT DEPARTMENTS BACK OUR CAMPAIGN

MINISTRY OF JUSTICE

Announced their support for Remember A Charity Week for the first time.

DEPARTMENT FOR CULTURE, MEDIA & SPORT

Minister for Civil Society Rob Wilson endorsed the Week on social media and wrote to thousands of solicitors, encouraging them to remind their clients about the charitable option.

HM TREASURY

Endorsed Remember A Charity Week on social media.

CHARITABLE GIFTS UP 40%

A study commissioned by Remember A Charity found a 40% increase in legacy giving from first time Will-writers when solicitors 'normalise' gifts in Wills. The two-year study conducted by the Behavioural Insights Team and the University of Bristol, is the first of its kind to explore the most effective ways for solicitors to talk about charity. The trials with legal firms showed that the types of language solicitors use with clients makes a big impact on legacy giving.

69% of the public surveyed would be happy for a solicitor to mention charitable giving when writing their Will.

WE'VE REACHED OUR HIGHEST EVER MEMBERSHIP FIGURE

Remember A Charity has seen a significant growth in membership as a result of more charities showing a commitment to legacy fundraising.

The consortium is at its highest membership figure, welcoming the most diverse range of causes yet, from sectors including the **arts**, **hospices** and **education** as well as more **local** and **smaller charities**.

More charities are realising the potential of legacies and therefore the importance of collaborative work to grow the market.



record
numbers
searching
our site

More people than ever searched for local charitably-minded solicitors and Will-writers on our website in 2016.

There has been a **67% increase** in organic search traffic in the past two years. Website traffic was also **up by 35%** from 2015-2016.

Remember A Charity Week has generated the highest number of charity searches on our website. The Week continues to be a key focal point for **promoting legacies**.



**CAMPAIGN
SUPPORTER
SCHEME**
HAS GROWN BY MORE THAN
200%
SINCE 2013
FOLLOWING OUR
MARKETING ACTIVITIES

Thank you for your continued support

To find out more visit rememberacharity.org.uk



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Remember A Charity is part of the Institute of Fundraising, a registered charity in England and Wales [No.1079573] and in Scotland [No.SC038971].