REDC

my legacy

Leaving a gift to charity in a will

Findings from an online research with a nationally representative sample of the population in ROI aged 18+



August 2024

REF: 740524

Background and context to the research

my legacy

My Legacy was established in 2006 by a small group of notable Irish charities who knew the great impact gifts in wills can have on the future resources and capacity of a charity. They also realised that, unlike other countries, many Irish people do not make a will despite how vital a life document it is and how difficult it can be for families where there is no will in place.

My Legacy has grown to an umbrella group of 90 Irish charities working together to make gifts in wills the norm in Ireland. It asks people to consider leaving a gift in their will to a favourite charity, once family and friends have been taken care of and all other important personal decisions have been made.

Gifts in wills are vital for a sustainable, shock-proof future for Irish charities.

Research is required to understand the overall incidence of people making wills in Ireland and the public's attitude to leaving gifts in a will, along with the potential triggers and barriers to this

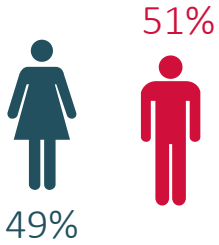


RED Line Omnibus Methodology

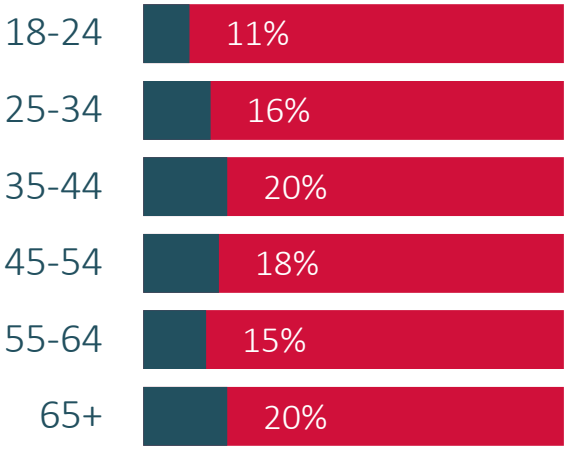
- Online research was conducted with n=1,001 ROI adults aged 18+ living in the Republic of Ireland. Respondents were recruited using RED C Live, RED C's own online panel of over 40,000 members.
- Quota controls were used to ensure a nationally representative sample of ROI adults aged 18+, with interlocking quotas to provide extra confidence in sample profile.
- Data was weighted across gender, age, region and social class so as to ensure a nationally representative sample based on latest CSO projections.
- Fieldwork for this research took place between 6th and 11th of August 2024. Respondents were asked the following: frequency of support of various charities; if they had a Will; if those with a Will had included a gift to charity; some general attitudinal statements on Wills and leaving a gift to charity; and reasons for leaving a gift to charity in a Will.



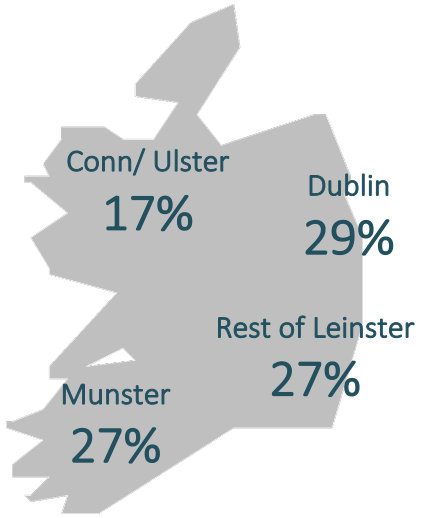
Gender



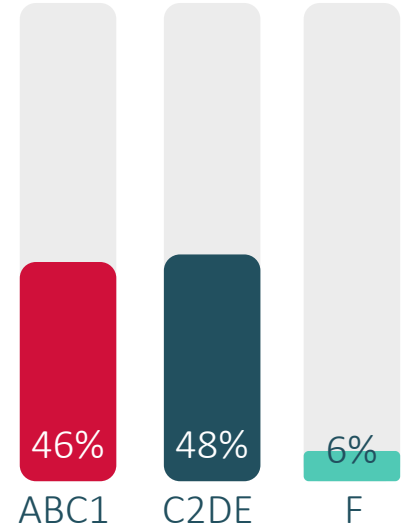
Age



Region



Social Class



Key findings from the research



27% of people living in ROI aged 18+ have a will

This is well below the UK, where 44% have a will according to research conducted by the National Will Register in 2023.



Just 14% that have a will have left a gift to charity in it

For those that have a will and haven't left a gift for charity or those in the process / planning to make a will, well over half said the thought to leave a gift to charity just never occurred to them.



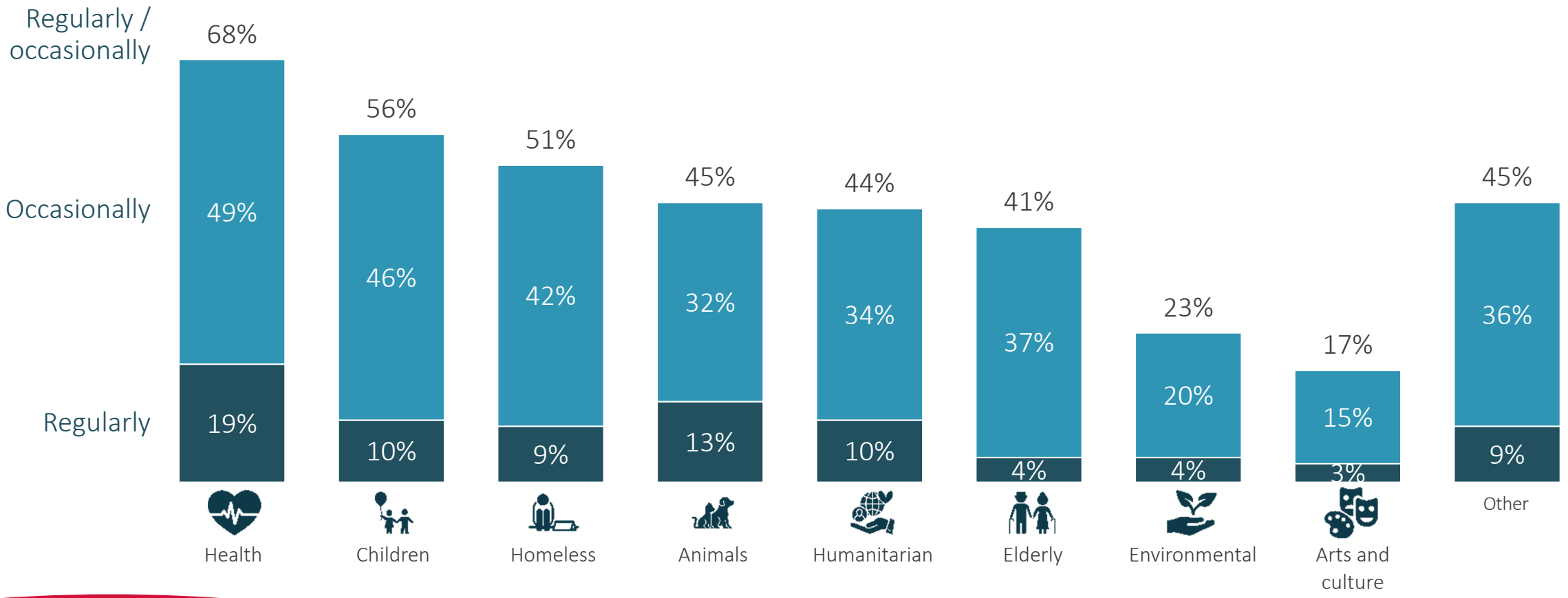
Supporting a cause key reason for leaving gift to charity in will

Other factors at play include continuing to support a charity they regularly donated to in their lifetime and giving back to their local community

Support greatest for health-related charities in Ireland

This includes organisations such as the Irish Cancer Society, the Irish Heart Foundation and the Alzheimer Society of Ireland. This is then followed by children related charities (Barnardos, Make-a-Wish, Childline, Laura-Lynn) and homelessness charities (Focus Ireland, Simon Community, Threshold)

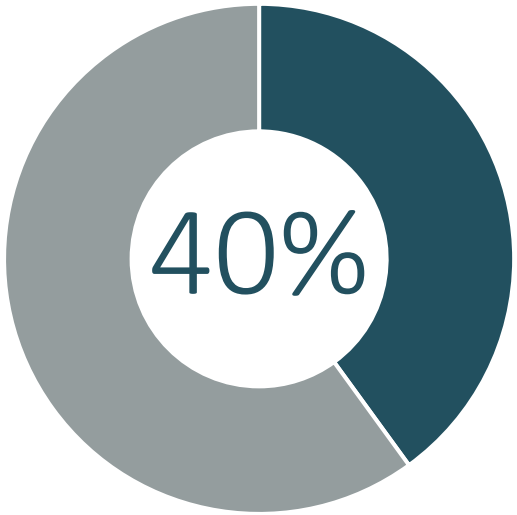
Frequency of supporting charitable organisations

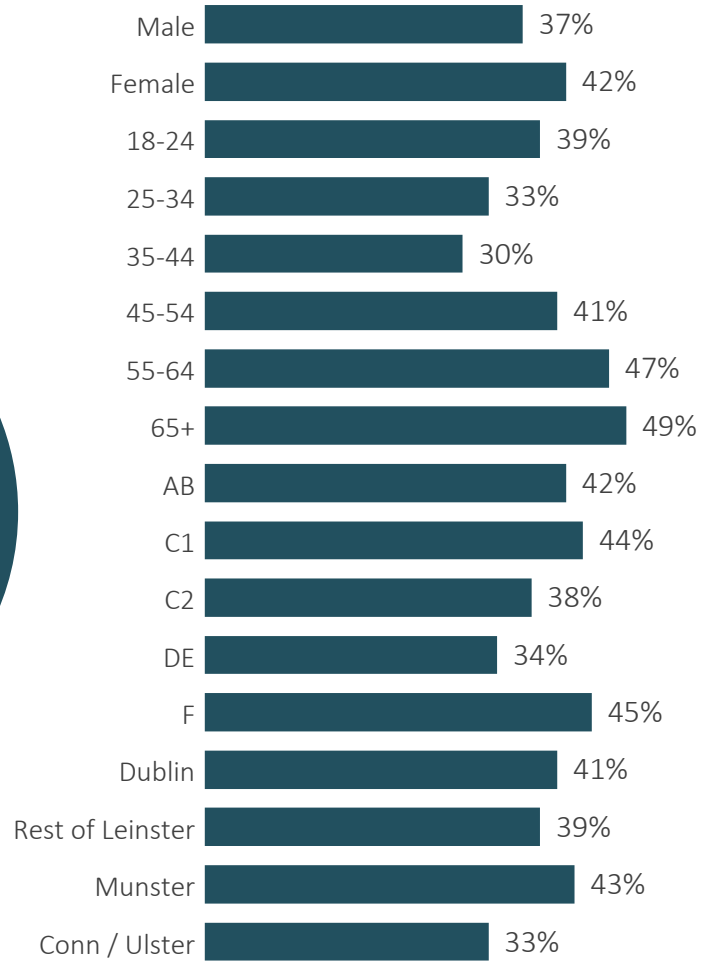


Q.1 How often do you support the following types of charities, if at all? Support can include financial donations, donations of goods (new or second-hand) and giving your own time to help.
Base: all respondents aged 18+ living in ROI; n=1,007

Two-in-five people say they regularly support a charity, with incidence highest amongst older people

People that regularly support a charity
Can include financial and non-financial donations

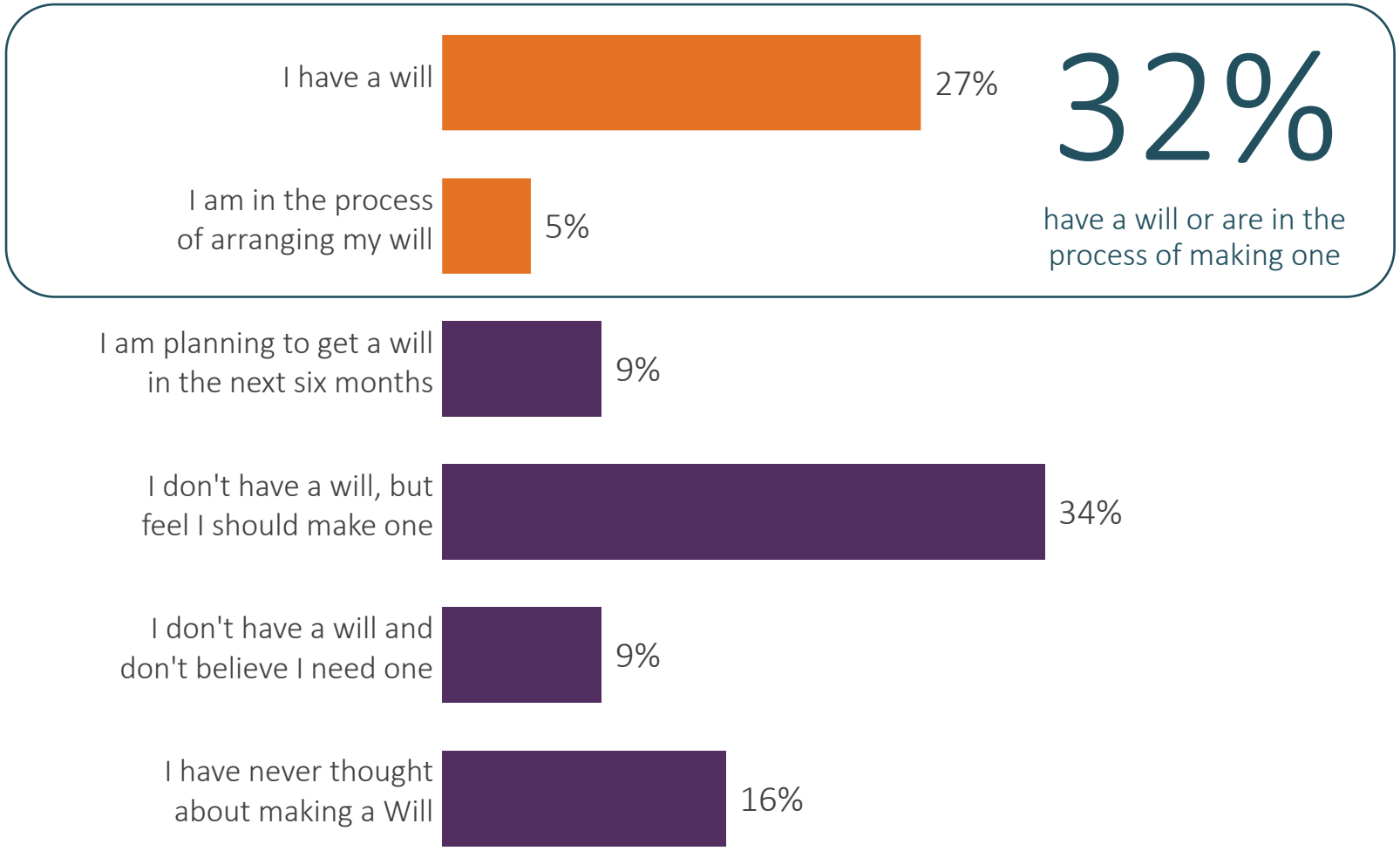




Q.1 How often do you support the following types of charities, if at all? Support can include financial donations, donations of goods (new or second-hand) and giving your own time to help.
Base: all respondents aged 18+ living in ROI; n=1,007



Just over one-in-four people say they already have a will



Around one-in-three (32%) that are married or living as married and over two-in-four homeowners (44%) have a will.

Not surprisingly, more than half (59%) of people aged 55+ have a will compared with just 14% of those aged 35-54 and 6% of those aged 18-34.

A sizable proportion of those aged 18-34 (42%) and aged 35-54 (42%) don't have a will but feel they should make one. More than one-in-five (22%) of those aged 55+ don't have a will, but feel they should make one.

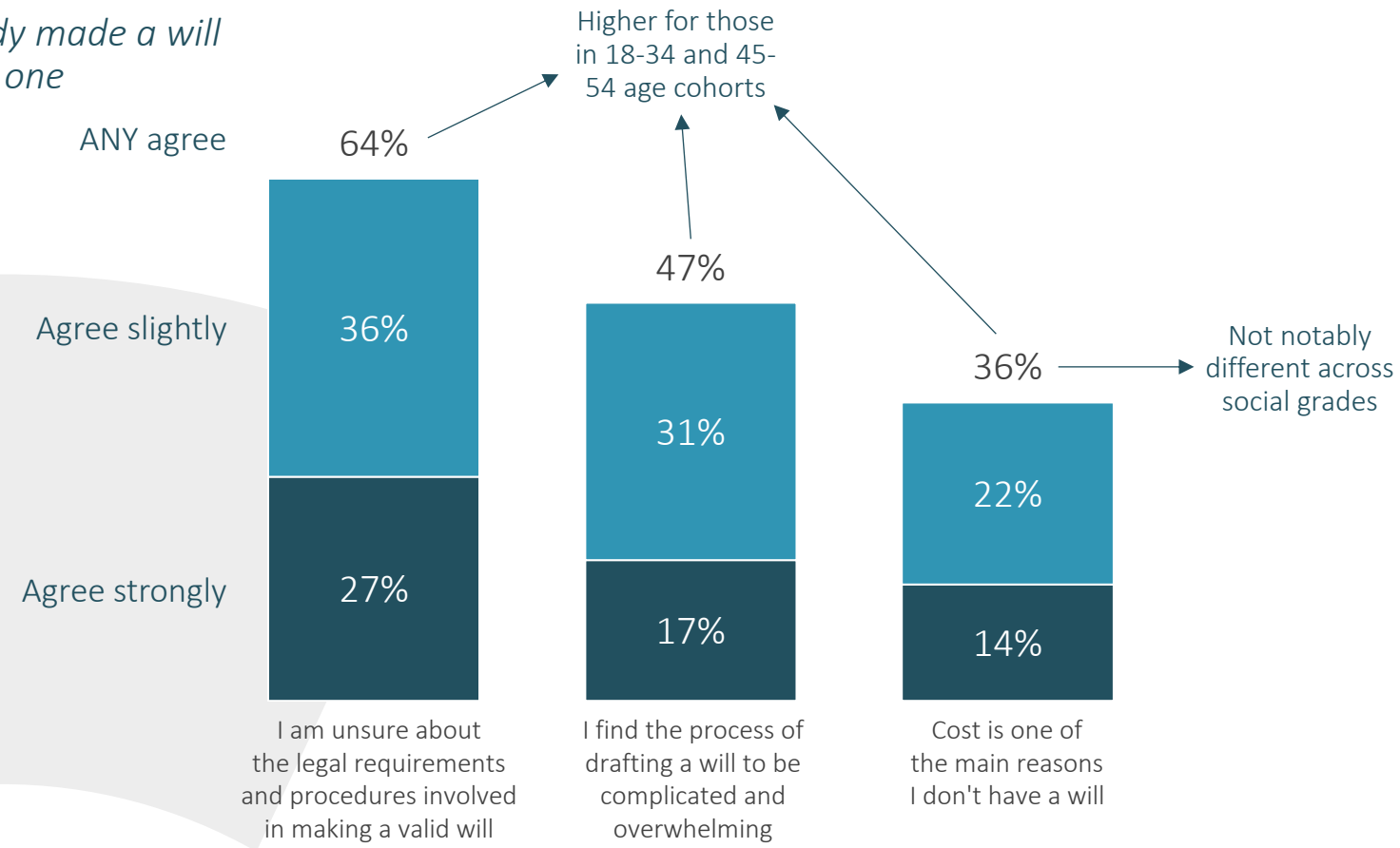
Q.2 A will is a written document that sets out what you would like to happen to your possessions and other important matters after you die. Which of the following best applies to you?
Base: all respondents aged 18+ living in ROI; n=1,007

Close to two-thirds feel unsure about how to make a will

More than one-in-four (27%) agree strongly with this. Just under half find the process of making a will complicated and overwhelming, while over one-third said that cost is a key reason they don't have a will.

Attitudes to making a will

Excludes those that have already made a will or are in the process of making one



Q.4 To what extent do you agree or disagree with the following statements?
Base: if has not made a will / is not in the process of making one; n=674

14% of those that currently have a will said they have included a gift to charity, while **13%** of those in the process of getting one or planning to get one said they intend to include a gift to charity

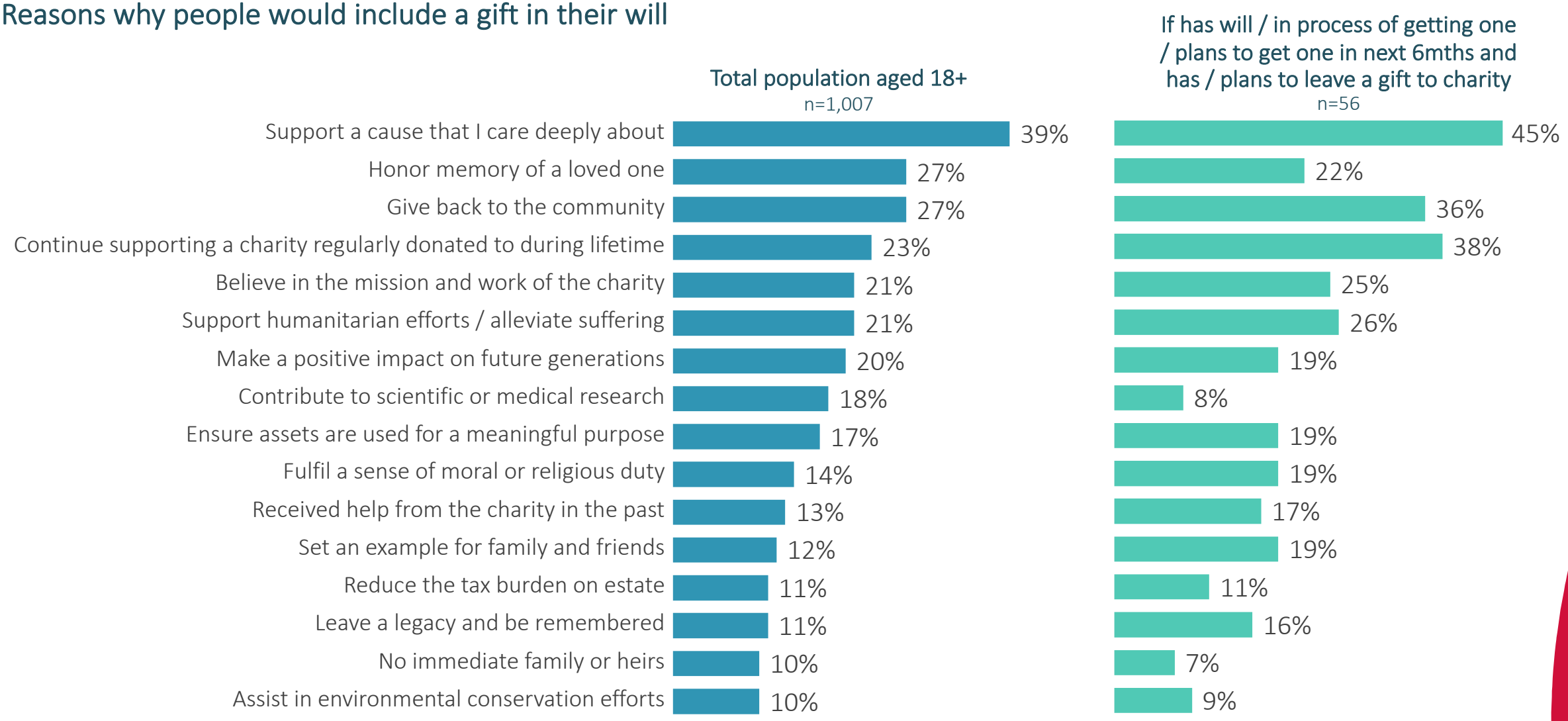


Q.3 You said that you have a Will or are in the process of / planning to get one. Have you included a gift to charity in your will or are you planning on including one?
Base: if has a will / in the process of getting one / plans to get one in next 6mths; n=423

Supporting a cause key reason for leaving gift to charity in will

Continuing to support a charity regularly donated to and giving back to community are also strong motivators for those with a will / in the process of getting one / planning to get one in next 6mths.

Reasons why people would include a gift in their will

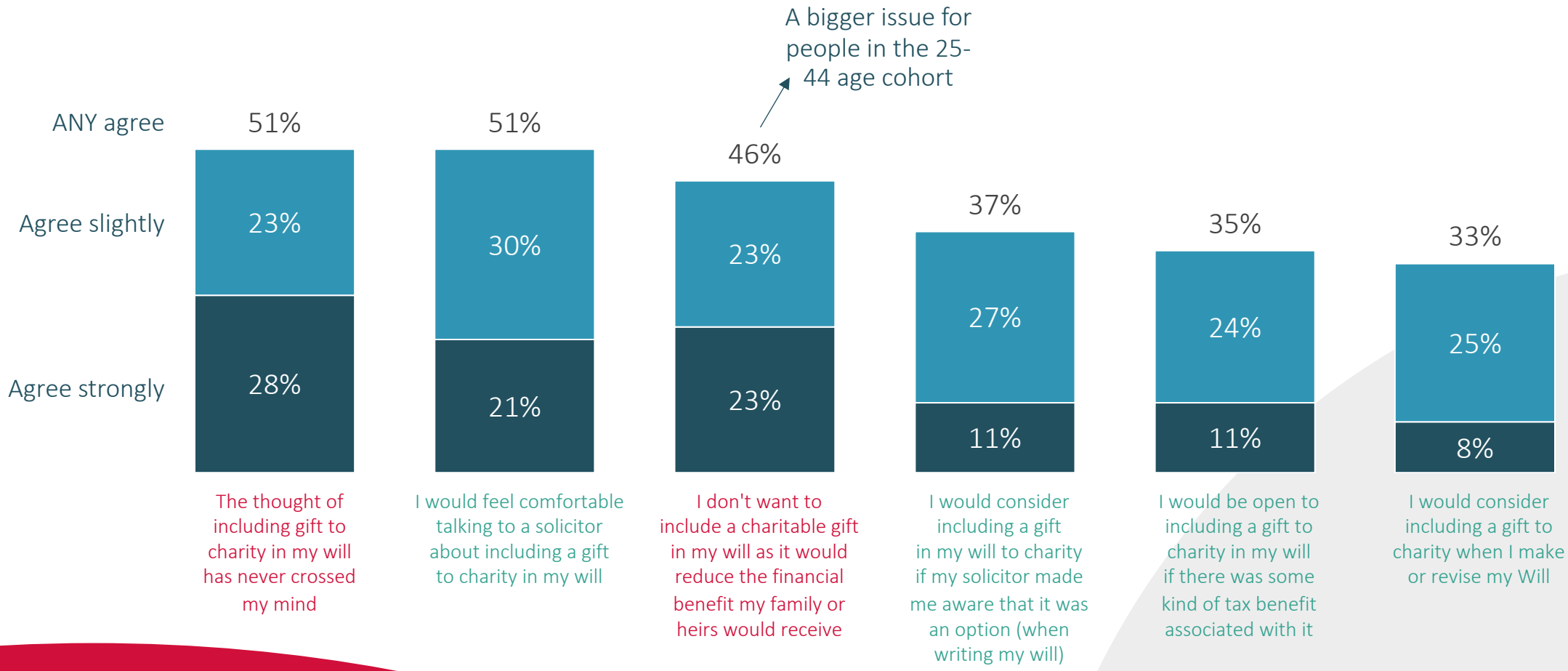


Many people just haven't though about leaving a gift in a will

There is concern amongst some that leaving a gift to charity will impact on the financial benefit their family / heirs would receive, although this is higher amongst the 25-44 age cohort.

Attitudes to leaving a gift to charity in a will

Excludes those that have made a will and left a gift charity



Q.4 To what extent do you agree or disagree with the following statements?
Base: if has not made a will / made a will but has not left a gift to charity; n=951

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