



## Legacy Insights – Ireland 2020 (Summary October 2022)

### Introduction

Information in this summary is sourced from the second Legacy Insights consortium report. 2020 legacy data was supplied by 23 Legacy Insights research clients.

Data covering over €16.84m in total bequest income for 2020 was provided. 2020 showed a drop nationally in 2020 which is reflected in the reduction in bequest numbers and total values provided. This document provides a snapshot of some of the research findings.

Additional information was also sought for this report as to the closing value of residuary bequests – as income can be received over a number of years in certain cases. This has provided revealing new insights.

### Demographics and Relationships

Looking at almost 500 bequests the majority were from women – the 2019 figure showed a ratio of two to one, but 2020 was much closer.

**Fig 1: Sex of Legators 2020**

Sex	%
Female	56%
Male	44%

Men in 2020 were slightly more likely to leave a residuary bequest than women and thus a higher value overall.

The majority of legators had not been known to have given to the charity previously as shown below. A small number of charities – five - Concern, Cork Simon, Trocaire, Merchants Quay Ireland and Saint John of God Foundation had a majority of legators who had given previously. Irish Red Cross had a 50/50 breakdown. This suggests that for

those with a specific legacy programme in place, it is having an impact – and points to the potential that other charities have yet to unlock.

**Fig 2: Percentage of Legators who were Donors to the Charity 2020**

Is Legator a Previous Donor?	Yes	No	Not known
-	33.87%	57.4%	8.72%
Excl 'Not knows'	37.11%	62.89%	-

These figures are broadly similar to 2019 for the 'Yes' percentage with fewer 'Not knows' which is a reflection of improving data. When excluding the 'Not knows' the 'Yes' figure is slightly lower than in 2019.

The vast majority of legators were Ireland based. There was a very small number from outside the Republic of Ireland – just 14 were noted – mostly from Northern Ireland but also UK / England, USA and Australia.

### Legacies of €100k or More

There were 39 bequests in the data provided for €100,000 or more. The largest recorded was €1.1m. The bulk of the €100k+ bequests were residuary. Note: Just 67 bequests were for less than €1,000.

### Legacy Types and Values 2020

Over €16.84m worth of legacies was recorded from the participating charities.

**Fig 3: Bequest Types – Numbers and Values 2020**

Bequest Types	Numbers %	Value €	Value %
Pecuniary	60.65%	€ 2,498,305	14.83%
Residuary	35.70%	€ 12,872,603	76.43%
Percentage	3.25%	€ 1,469,838	8.73%
Other	0.41%	€ 1,050	0.01%

### Residuarities account for over 1/3 by number of bequests over but 3/4 of income

In some cases of residuary, a percentage is applied to what is then left to be given to a number of charities / beneficiaries. In a small number of cases, a percentage of the full estate is left to a charity. The figure for 'percentage' may not be totally accurate as it depends on the interpretation of the charity also – some of these may have been included as residuary.

Based on the data:

**Average bequest value: €34,162** (An increase of €2,722 or 8.6% from 2019)

**Average residuary bequest value: €73,140.**

**Average pecuniary bequest value: €8,356.**

**BUT**

**Average COMPLETED residuary bequest value: Over €100k**

The definition of a major gift differs from charity to charity but an oft accepted amount in Ireland is €5,000. In that context, the median value of €5k and the average legacy amount at **over €34k** represent a very considerable gift level for most charities.

### Restricted v Unrestricted

As this research confirms, legacies are mostly unrestricted and are a fantastic source of support for addressing the key needs of the day or for applying to particular pieces of work, for which funding may not be immediately available.

**Fig 4: Restricted v Unrestricted 2020**

Category	%
Unrestricted	91.7%
Restricted	8.3%

### Sector Insights

From the data provided sectoral breakdowns are not currently provided. This is done at a more macro level within a separate Legacy Insights market overview report.

## Appendix 1 About Campaign Solutions

Campaign Solutions is a well-established prospect research, major gifts, legacy and fundraising strategies focused consultancy. Legacy Insights was established as a linked brand in 2021 to focus on research. [www.campaignsolutions.ie](http://www.campaignsolutions.ie)

## Appendix 2 - Legacy Insights Clients Who Supplied Data for 2020





### Appendix 3 – Legacy Research Reports from Campaign Solutions

An increasing body of research work is being developed.

The **market overview** reports seek to identify the overall scale of legacy giving in Ireland and more and are available to all.

- Legacy Insights Ireland 2015 – 2019 Market Overview. Published March 2021
- Legacy Insights Ireland 2015 – 2020 Market Overview. Published March 2022

The following are reports prepared with data supplied by the Legacy Insights Research **consortium**. Two versions – client and public reports with charities in the consortium receiving the more detailed complete reports.

- Legacy Insights – An Analysis of Legacies in Ireland 2019 - Clients Report. Edition 1 published December 2021 and Edition 2 October 2022
- Legacy Insights – An Analysis of Legacies in Ireland 2020 - Clients Report. Published October 2022
- Legacy Insights – An Analysis of Legacies in Ireland 2020 - Public Report. Published November 2022

The next report was prepared with data supplied by the Dublin **Probate** Office Legacy Insights.

- Dublin Probate Office Insights 2021 / 2022. Published November 2022

The report on the **Arts** was the first sectoral analysis of legacies undertaken in Ireland. It was completed with the support of OKC Consulting and The Art's Council RAISE programme.

- Raise Legacy Surveys Report 2021. Published December 2021

All public reports are available on request. Email [info@campaignsolutions.ie](mailto:info@campaignsolutions.ie)

#### Other:

While working at The Community Foundation for Ireland, Niall O'Sullivan also authored:

- Realising the Power and Potential of Charitable Bequests in Developing Irish Philanthropy. Published March 2010, available online [here](#)

## Appendix 4 – Legacy Training Programme

Culture beats strategy for breakfast – a term much loved by consultants. But, it is true, especially true in relation to legacies. Campaign Solutions has developed a unique legacy training programme that aims to support people to become legacy champions in their organisations and inspire their work mates, senior management, boards and volunteers to better understand and better engage on the topic to support legacy growth. The development of a written legacy plan and clear set of actions, particular to that organisation, is a key outcome of this programme.

### Contact

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