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Legacy Insights for the Arts Sector in Ireland

December 2021

Introduction

In November 2021, Campaign Solutions / Legacy Insights was commissioned by O’Kennedy Consulting (OKC) to undertake legacy survey work. This has led to the preparation of this report based on the findings. OKC manages the RAISE Programme for The Arts Council. This is the first arts legacy survey - and indeed the first EVER legacy specific charity sector report - in Ireland.

OKC facilitated the distribution of two email surveys. The first survey was organisation focussed and was sent to a senior contact – typically, Director, Chief Executive or Head of Fundraising. A second survey was sent to board members.

In the first survey, we sought to explore current levels of success in receiving legacy gifts and investment in legacy fundraising. We gained responses from almost 40 organisations, ranging from prestigious national organisations to much-loved community arts bodies.

The second survey of board members generated 46 completed surveys and the findings from it are included in the second part of this report.

SECTION 1 – ORGANISATIONS SURVEY

Overview

According to research by Campaign Solutions, charities in Ireland secured over €52m in legacy income in 2019, up from over €32m in 2015. Arts organisations were conspicuous by their absence and this, in part, was the context / rationale for this new body of work with OKC / RAISE. Despite the growth and the potential generally, it appears that arts organisations are still punching well below their weight in legacy income. Just 18% of organisations surveyed have received a legacy, but most have yet to encourage legacies as an option.

Note also: there is also an issue re a lack of reporting legacy income in accounts – something that can be easily addressed.

In terms of strategic focus and resource allocation, there is still much more to be done. There are some welcome findings in the report that a quarter of organisations will allocate resources for legacy in 2022, that a quarter have legacy information on their website already and that a further quarter will have in 2022. The seeds of change are being planted.

In fundraising terms, Covid has shown the benefits of having a diversity of fundraising sources. Arts organisations, with their higher dependence on the physical gathering of people, saw their earned income decimated, and fundraising was also under pressure. Legacy could have provided a welcome buffer. Covid has also forced organisations to think strategically about their futures and legacy is now clearly on the agenda for inclusion in the fundraising mix of an increasing number of arts organisations and charities more generally.

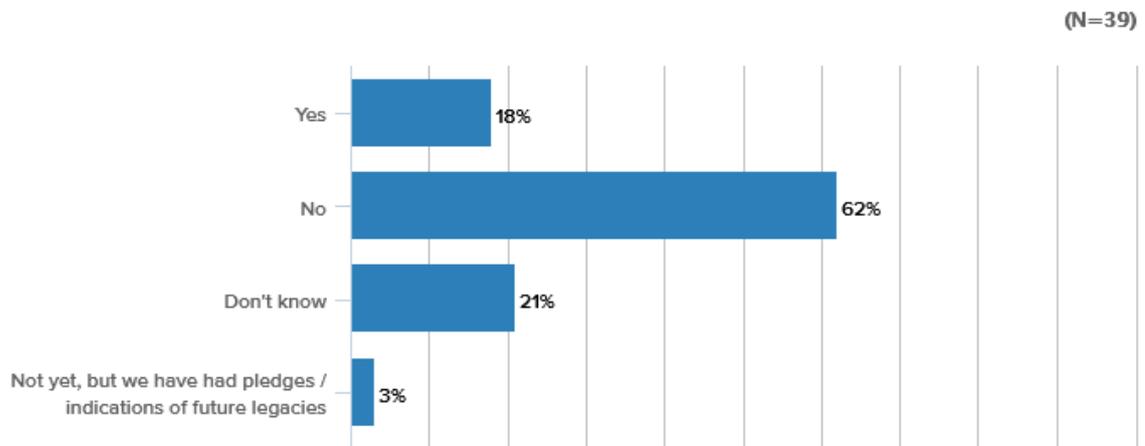
The results of the first survey are overleaf.

Findings – Organisation

Legacy Heritage

While there are some fabulous examples of philanthropy to the arts in Ireland, including a small number of high-profile legacies, there are many organisations yet to receive a bequest.

Has your organisation ever received a legacy to the best of your knowledge?



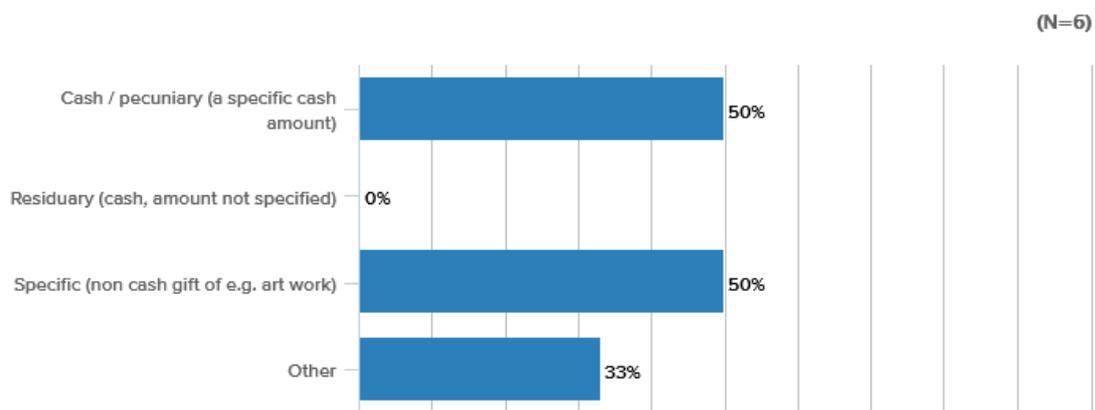
Comments:

"I don't think we've ever asked our support base to consider it"

"I think it is something we have not actively asked for"

"I think there just hasn't been time/it hasn't been a priority yet"

If your organisation received a legacy / bequest since 2015, please outline the type(s) received?



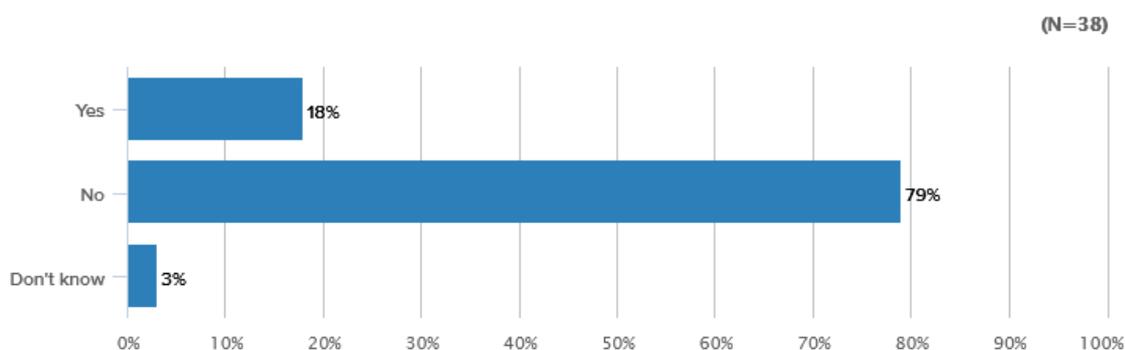
Comments:

“Donation of (15) works of art as part of codicil of a will that certain % go to an arts institution. Family members chose Butler Gallery to gift these works to us.”

It is worth noting that in a small percentage of legacies generally, not just in the arts, executors may be given the discretion to allocate which organisations are to be the beneficiaries.

Planning and Promotion of Legacy Giving

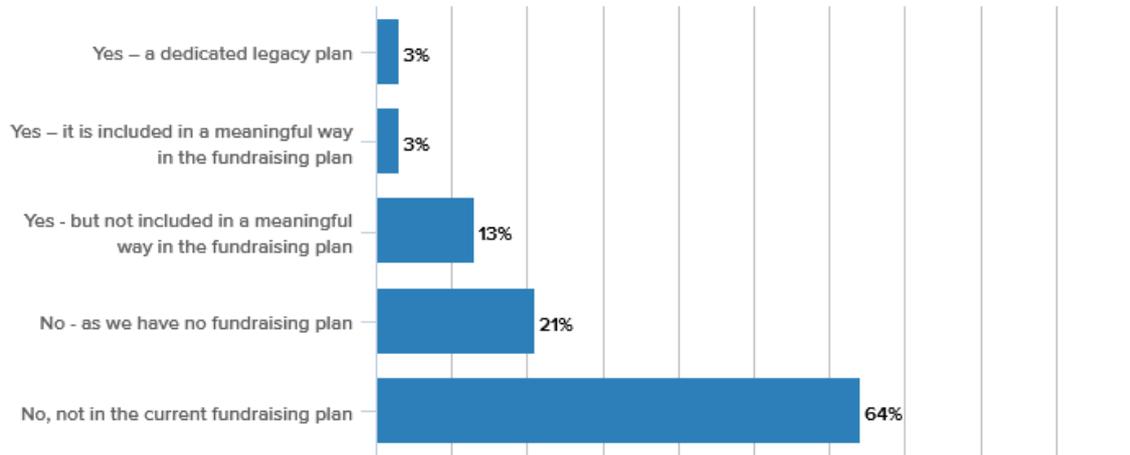
Has your organisation encouraged stakeholders and/or members of the public to leave gifts in their wills?



A UK survey of arts organisation by Legacy Foresight from 2016 found that 58% of the organisations surveyed were yet to encourage stakeholders and/or members of the public to leave gifts in their wills. The UK is generally considered to be at least a decade ahead of Ireland re legacy fundraising so this new Irish statistic is consistent with that.

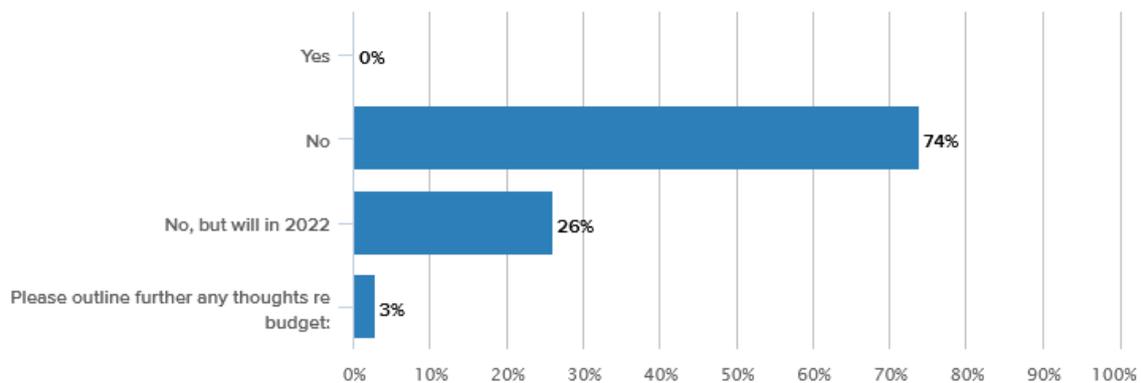
Does your organisation have a written plan for raising money from legacies?

(N=39)



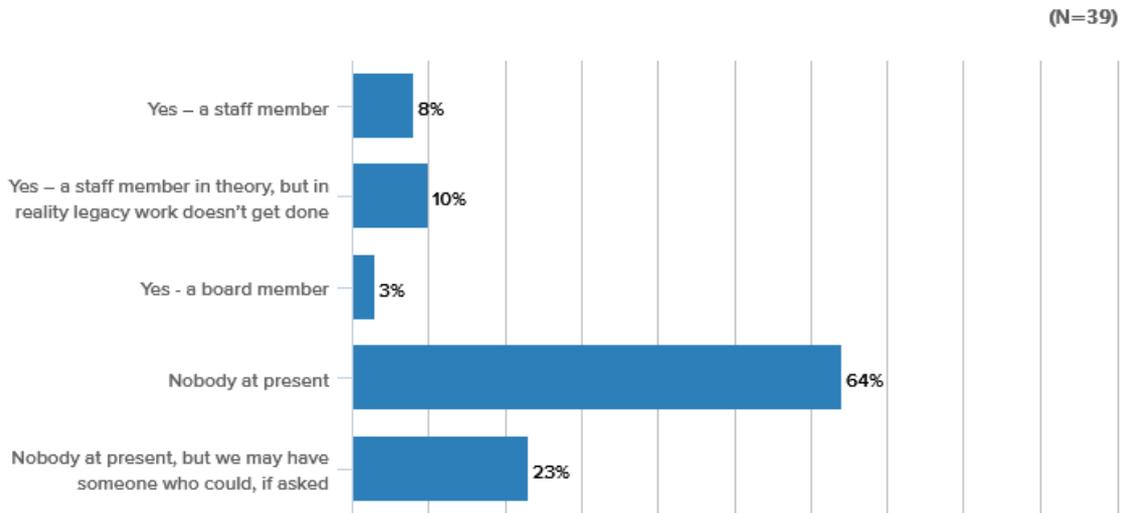
Does your organisation have a budget for legacy activity in 2021?

(N=39)



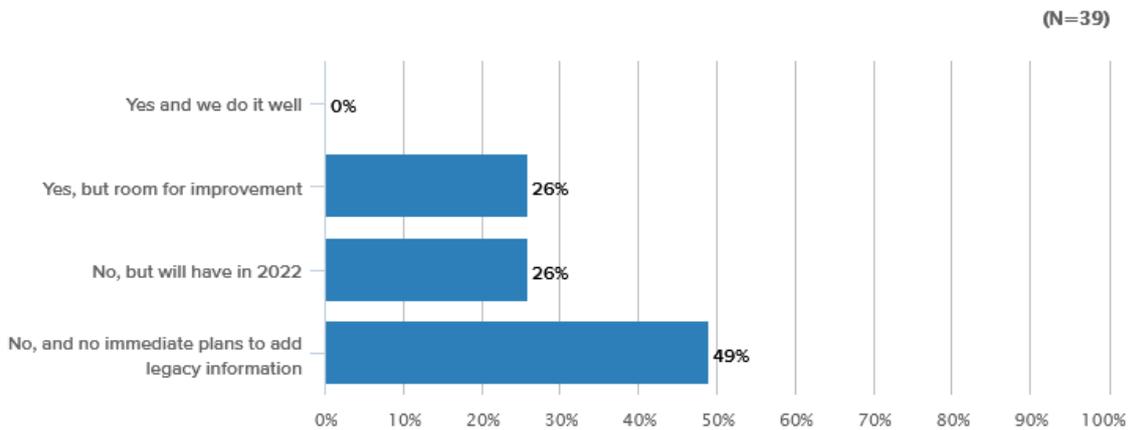
The 2016 UK survey found that 50% of respondent organisations had no budget for legacy fundraising. No Irish arts organisation in this survey had a legacy budget in 2021 but a quarter indicated they would in 2022. This is a very positive and if this transpires, it will potentially make the arts one of the more active sectors in legacy promotion in Ireland.

Does your organisation have a legacy champion / nominated person who promotes legacy giving?



Legacy promotion is far more than having a budget and a plan. An important component is having a legacy champion who can willingly and confidently articulate an organisation's legacy message.

Does your website include legacy information?



The finding that half of the organisations had no immediate plans to add legacy information to their website was somewhat surprising, but this is likely to fall in future years. Again, the positive messaging is that a quarter already have legacy information on their website and a further quarter plan to have in 2022.

Final Comments

The final question sought additional comments generally regarding legacies, e.g. re their potential for the organisation, level of comfort in approaching this topic, what the respondent would like to see done to help improve legacy giving to the arts generally or anything else they felt was pertinent. The comments highlight some of the time and resource constraints but overall, comments were very interesting and insightful. All comments provided are included:

*"We would like to investigate this but as always capacity issues have prevented us."
"We are just moving to having a regular part-time fundraising position. Could add legacy to this."
"There is probably great potential there, but it is a capacity issue to develop and engage."
"We need to make time for legacy giving urgently."
"Legacies are an area of work we are just starting into - website text live and flyer coming 2022"
"A Legacy Campaign will be one of the key focus areas in Development for us in 2022."
"With coaching and work on messaging, which we'll do in 2022, I think we'll be comfortable!"
"We are very comfortable approaching this topic, and we have begun to do so."
"We may be ready to consider a legacy plan to be formulated in 2022."
"Like to focus on this, but feel our limited resource means getting other fundraising off ground (a higher priority)."
"The chances of receiving relevant support are small, the resources we have are channelled elsewhere."
"Would wish to develop for future."
"I think we should do more around legacy but it keeps being pushed down the to-do list."
"I personally feel this could be a really good income stream if a proper strategy was put in place."
"Guidance on developing a narrative and an approach (is needed)."
"We would love to have something on our website, and get tips on how to approach it as an arts organisation."
"We recognise that encouraging legacy, no matter how small, is something that we should pursue."
"I hadn't thought much about legacy fundraising up to now, but would be open to discussing further."
"Our organisation currently does not feel comfortable about approaching this topic."
"Would love to know more and advice on the above so we can upskill in relation to this!
Thanks!"
"Legacies will be important going forward with aging supporters - want to plan strategically."
"It's not something we've pursued as an organisation as of yet but will put on the agenda for 2022."*

“Legacies is something that our organisation will actively seek in 2022 and will include in all plans.”

“The topic feels sensitive and hard to broach, so any help with that would be great.”

“I'm really looking forward to putting a legacy plan together in 2022 but it's hard to give it time!”

“As we are at an early stage in developing fundraising capacity, we have not broached this area, yet.”

“Our experience has only been in receiving donations to the collection. We need direction.”

“Our Friends programme is our priority at the moment.”

“Not particularly comfortable with the topic.”

“Legacy giving is an area, we need to develop, given that we are in existence for over 40 years”.

SECTION 2 – BOARD MEMBERS SURVEY

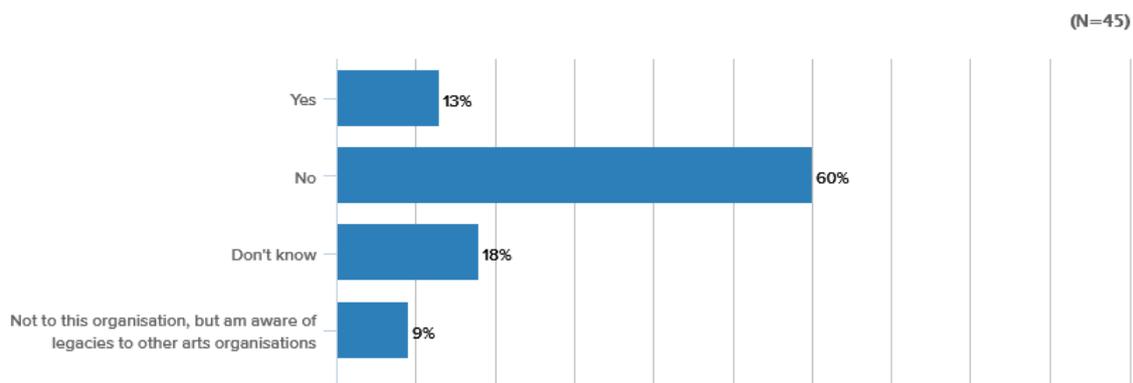
Overview

It is worth commenting on the fact that this survey of board members is probably one of the first dedicated legacy surveys of individuals undertaken in Ireland. We are therefore hugely grateful for the engagement by many board members of arts organisations participating in RAISE. In this survey, unlike the first, we also sought personal views and questions on peoples’ own legacy giving plans. Survey results were of course anonymised.

Legacy Heritage

Q1 was broadly similar to the organisation survey and the resulting percentages are consistent.

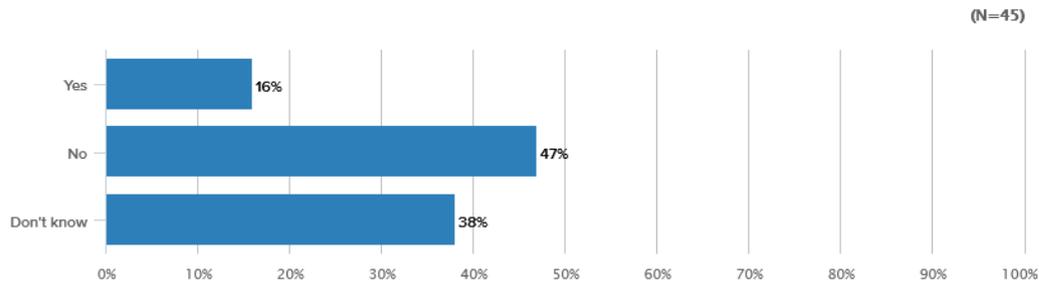
1. Are you aware of any legacies that have been left to the arts organisation involved in Raise on whose board you currently serve?



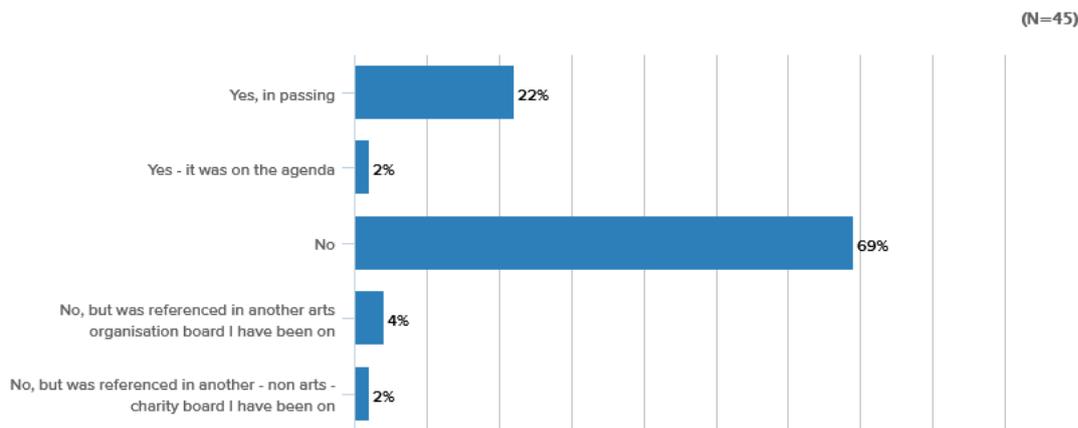
Legacy Activity and Consideration of the Topic

Q2 was also the same as a question in the organisation survey. Board members were less certain than the paid staff as to whether legacy promotion had been undertaken by the organisation on which they serve as a board member. The following questions, re board agendas help explain why this is the case.

2. Has your organisation encouraged stakeholders and/or members of the public to leave a legacy gift in their will?



3. Has legacy promotion ever been an agenda item / discussed at a board meeting during your time with this organisation?

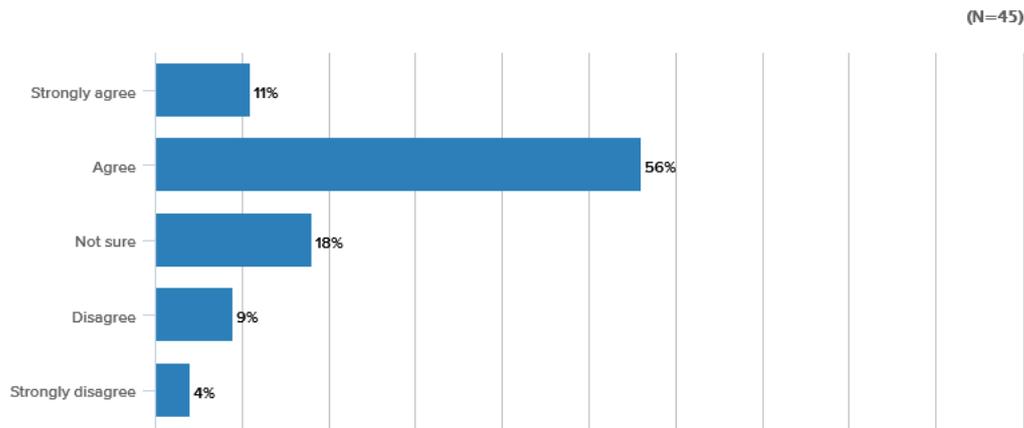


It would appear that only one charity has had legacy as a formal agenda item. This is unsurprising on the one hand, as in terms of income, there was little to report. It also helps explain the lack of importance attached to this aspect of potential income generation presently.

Legacy Confidence and Thoughts re the Future

In this section we sought to assess board members' perspectives regarding future legacy promotion activity.

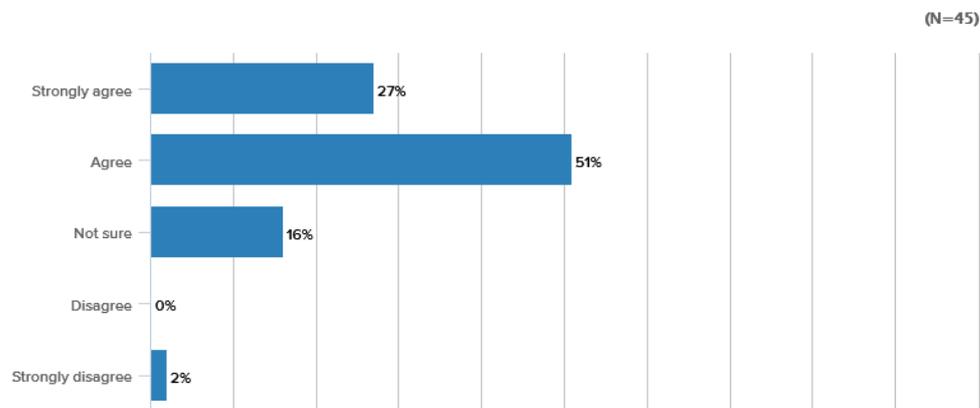
4. Please select one option from below as your answer to: "We should be asking our donors and supporters to consider leaving a legacy to our organisation"



One respondent added a pertinent additional comment also:

"Whether we 'ask' directly or share stories and the impact and ask people to bear this in mind (an indirect ask) is something to consider and tailor depending on the company/individual concerned."

5. Again, please select one option which best sums up your belief: "There is potential to develop legacy income for the arts sector"



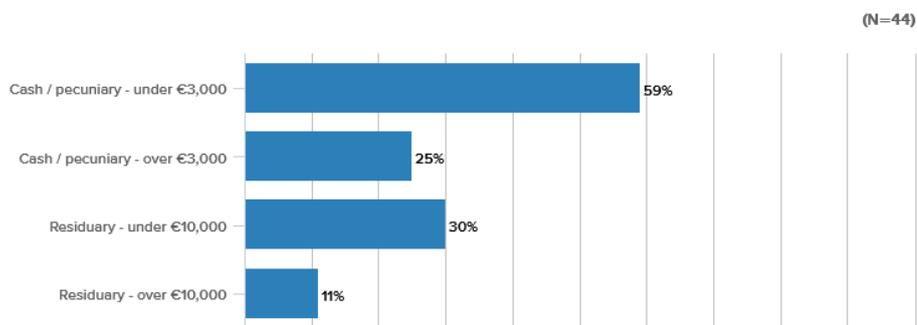
The above results for Q5 are extremely positive and echo the belief by many executives in arts organisations that this could be an area of growth. In fundraising generally, board leadership and commitment is imperative and the legacies area is no different.

Not everyone is in agreement. From 'Any additional comment' the following was provided:

"I find this comment a little bit worrying. Its Classist and it assumes our members have legacy and income. I am a little concerned about the obligation of 'developing income' when the issue of democratising our boards is such an important one. In terms of our obligation to Equality and Diversity, this question assumes board members have 'legacy', historically boards have been made up of the middle classes but hopefully this will change and when it does assumptions about the financial set up of such board members should also be careful recognise the financial limitations of these board members."

We include this point to discuss at a future planned event to consider the findings.

6. What do you estimate to be the average value of a legacy gift to a charity in Ireland? Please select one answer for both cash and residuary:

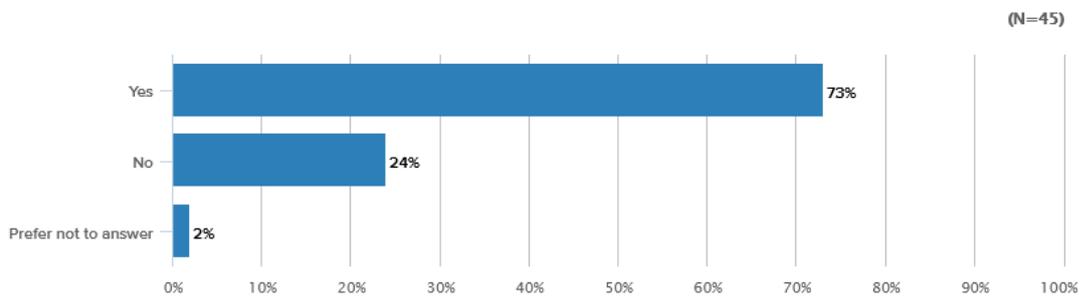


The above results are interesting and probably reflective of an understandable lack of knowledge on the values of legacies in Ireland. There were no definitive figures for the values of pecuniary (cash) or residuary bequests / legacies in Ireland at the time of this survey. UK research (Smee & Ford - Legacy Trends 2019) suggests that average pecuniary values are around stg£3,000-£4,000. Residuary legacy values are significantly higher with the median legacy size at around stg£30,000. New research for Ireland by Campaign Solutions, based on 500 separate bequests, suggests higher values of cash bequests here and not dissimilar residuary values. More work is being undertaken, so definitive figures are not included here.

Personal Insights

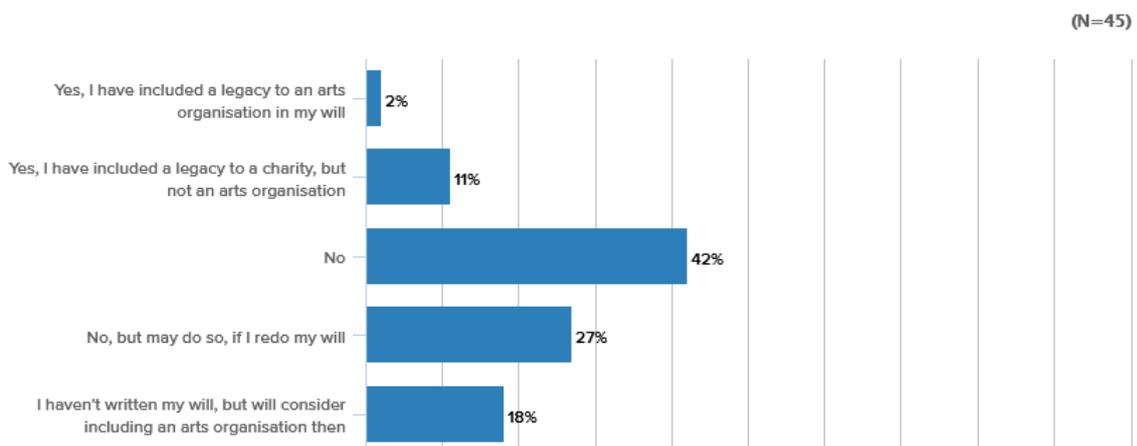
A BIG thank you to all who participated and who answered the latter questions of the survey.

7. Have you made a will? (noting this survey is anonymous)



Research on wills by Royal London in Ireland shows vast differences across the ages of those who participated in its 2021 survey (royallondon.ie) when asked a similar question. Of those in the 25-34 year age bracket, just 27% had made a will, while 82% of those in the 75-84 age group had. Its 2017 report found that 64% of respondents over 55 had a will. Charity board members would more typically be in an older age cohort. Even so, the 73% figure is high. The fact that board members are writing wills is clearly an opportunity for charities to highlight the importance of considering a will to this cohort - and for board members to demonstrate their commitment and leadership in this space.

8. Have you committed to leaving a charitable legacy in your will?



13% of survey participants have included a charity in their will. This, admittedly based on limited research in Ireland, is higher than the norm for the population as a whole. One of those doing so has included an arts organisation. What is encouraging is that 27% indicated they may consider including an arts organisation when / if redoing their will and a further 18% who don't yet have a will are also open to the idea. While it is not incumbent

on board members to include a charity of which they are a board member in their will, if a cohort did so, it would be a hugely important step in developing a culture of legacy giving to arts organisations.

Final Question

What in general terms do you think the arts sector could do to encourage more legacy giving? Or indeed if you feel we should not include a focus on legacy, please outline also:

There was a great variety of answers and suggestions.

“Awareness of the ability to leave a legacy of any amount, however small.”

“Focus on the wider impact for social and the capacity to bring joy and creativity on many levels

needs greater public awareness.”

“I think it needs an impactful awareness campaign at a national level.”

“I am not sure if legacy bequests to the arts sector would be priority for donors, rather charities.”

“I worry that some board members are not in a position of legacy.”

“Over reliance on charity is harming the arts in disadvantaged areas, proper state backed funding (needed).”

“It’s something I’ve not thought very much about but yes it could be developed sensitivity.”

“Should be a concerted awareness campaign across the arts, i.e not just one organisation doing so by themselves.”

“More publicity around the benefits to organisations of leaving a legacy to them.”

“Prior to participating in RAISE, I didn’t realise that legacy giving was an option in the Arts.”

“I think open / transparent suggestion of this to patrons / sponsors in general would be great.”

“Promote awareness of the potential use of legacies for long term arts support and related benefits.”

“Perhaps, it requires discussion, as people are sensitive to the issue.”

“I don’t think we should focus on legacies. Arts council should fund the arts adequately.”

“I believe people should support the arts during their lifetime.”

“Legacy giving is not top of the fundraising agenda for arts companies / organisations yet – (there is) potential”

“Advertising similar to other charitable bodies, occasional reminders to friends and patrons.”

“Advertise. Testimonials from high profile figures who have embraced it. Engage solicitor community”

“Re-cast 'tradition'; 'repertoire'; 'historical arts movements' in terms of (future) audiences”

“It may be best as part of a national strategy, or inclusive of groups within a particular art form.”

“More awareness of legacy giving in general - I feel it is not discussed much in Ireland in general.”

“Alert the public to instrument/arts materials/paintings legacy options as well as financial donation.”

“Option to specify projects or groups. I think the focus should be on encouraging new people.”

“Legacy gifts are hugely beneficial to national institutions, but less so for resource organisations.”

“Raise legacy giving as an opportunity.”

“This idea needs to be promoted more aggressively.”

“National campaign.”

“I do not think there should be a focus on legacy giving.”

“Work with solicitors as well as public to remind people of the option.”

“Show how the donation will make a longer-term impact, be a legacy!”

“To show people the various options, based on estate or straight donation.”

“Make a set of easy to ideas on what to do available.”

“Have a formal plan and make it known to the public. Promote it and the intended use.”

“Keep pushing it. It is a new idea to Irish people.”



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