



Campaign Solutions

Legacy Insights

Report #3 Overview

September 2023

TRANSFORMATIONAL LEGACY BEQUESTS PECUNIARY CHARITIES VALUES MEDIAN RESIDUARY

Summary / Key Points

- Total legacy income for the 24 charities included increased €3m (almost 12%) to €28.6m, but is significantly below the 2020 figure of €33.4m.
- Number of legacy gifts in this research up from 577 in 2020 to 726 in 2021.
- Women continue to leave more gifts in their wills – averaging close to 60/40.
- Men are leaving relatively more measured in cash terms. In 2021, 54% of total bequest income was from women and 46% from men, a narrowing of the gap from previous years.
- Average bequest value in 2021: €25,770. This represents a significant drop from the 2020 figure of €34,308.
- Median legacy gift has remained constant over the three years at €5,000.
- Residuary values were down compared to 2020 and 2019. In 2021 residuary represented 64% of legacy income compared to 83% in 2019 and 85% in 2020.
- Average for residuary bequests values recorded in 2021: €62,078. This is lower than previous years – surprising at a time of rising property values.
- Average for pecuniary bequests in 2021: €10,241, higher than previous years – and over €10k for the first time.
- Average for COMPLETED residuary bequest value in 2021: €90,212.

Contact

Niall O'Sullivan
Campaign Solutions

www.campaignsolutions.ie

www.FreeWill.ie

M: 087 997 4977

E: info@campaignsolutions.ie

L: www.linkedin.com/in/niall-o-sullivan-Philanthropy

