

Legacy Insights – Ireland Trends

Overview 2015 - 2022



March 2024

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1. Welcome and Introduction

Welcome to the fourth annual Legacy Insights Ireland overview report. This is an annual tracker. Data has been gathered by Campaign Solutions going back to 2015. 2021 had greater insights to the market overall as a result of new data from the CRA. The older data can however be used for trend analysis with smaller samples and within sectors. The imperfections in data are outlined in Section 9. As with this report, additional data, when found, will be incorporated into the following report.

The good news is that over €100m of verified income has now been identified, for 2021. The not so good news is the scale of the drop in 2022 to over €76m.

Longitudinal data is key to better understanding the Irish 'legacy market'. Legacy income can fall or rise for any number of reasons – property values, numbers of people leaving bequests, economic changes, speed of administration by solicitors and the Probate offices and more. It is not clear as yet why 2022 saw such a significant drop. Was 2021 an exceptional year or was 2022 a poor year? Perhaps the answer lies somewhere in between. Research both answers and generates new questions. Further research will help.

Perhaps Covid played a part, but 2021 was a good year? In certain years, a small number of very large bequests can increase the totals also. The author had been aware of a significant slowdown in Q1 2022 at some of the larger charities. It is also clear from the data charities experienced an increase in their own legacy income.

Despite, the caveats above, this report provides much improved insight into legacy income to charities and religious organisations in Ireland. Legacies are clearly a growth opportunity. It is an area that Campaign Solutions is passionate about.

This seems to be the moment for legacy in Ireland. Charities are increasingly recognising and appreciating its importance – and potential. For many countries, legacy income is the only growing fundraising source. Given wealth and demographic changes it is clear that legacy income can increase significantly in Ireland in the coming years and decades also.

The report was prepared in an imperfect world, but data has improved over time. There are a number of **provisos** associated with the research and these are highlighted in the Methodology and Notes section. Overall, there is huge potential in Ireland. Given demographic changes and increased promotion by charities themselves and the My Legacy consortium of charities, it is expected that more people will leave bequests in the future. Combined with wealth increases and the very considerable transfer of wealth by way of inheritance, there is a significant opportunity to present legacies as a wonderful opportunity for more people.

This report was undertaken pro bono by Campaign Solutions. It is provided at no fee to charities. The work has inspired additional legacy research and a growing bank of information is now available.

Thank you to all the charities that provided data to me directly and to those who continue to encourage the work in this space.

Campaign Solutions also welcomes the new reports from the CRA on this topic, in particular the report entitled 'Charitable Bequests' published in 2023.



2. About Campaign Solutions

Campaign Solutions is a fundraising strategy, major gifts, legacy and prospect research consultancy. It has worked with many of the country's leading not for profits in the areas of health, culture, second and third level education, development aid and more. Campaign Solutions is run by Niall O'Sullivan, author of this report. He has over 20 years' experience working in fundraising and philanthropy in Ireland and overseas. He is Chair of My Legacy.

Campaign Solutions in 2021 also established the Legacy Insights research consortium. It has produced significant new legacy data for Ireland also (See Appendix 2).

A legacy training programme has also been developed, which culminates in the development of an organisation specific legacy action plan.

In 2024, Campaign Solutions also launched a new FreeWills service – www.FreeWill.ie (See Appendix 3)

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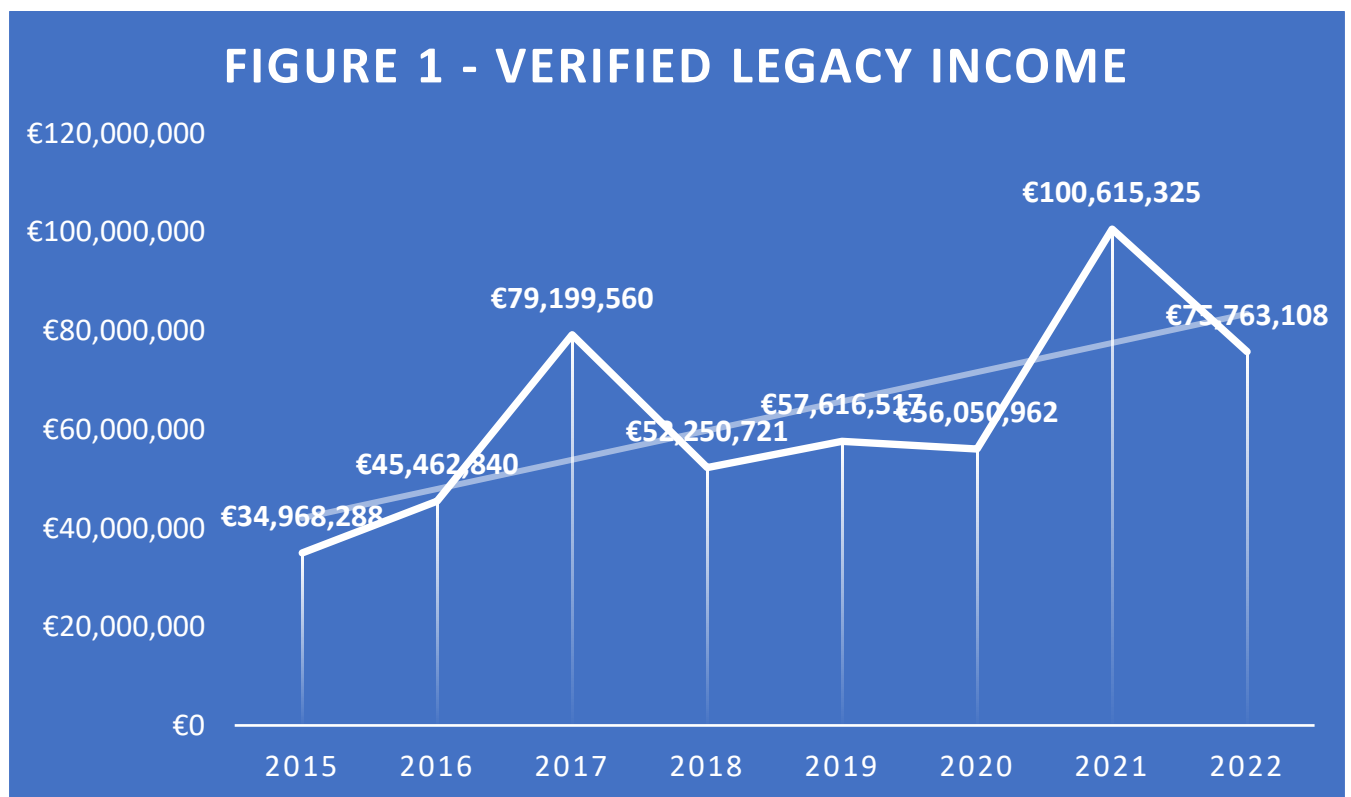
3. Research Overview

- Verified legacy income of €87,243,969 was identified for **2021** in the previous (2023) report. With additional research, this has increased to **€100,615,325**.
- Verified legacy income of **€75,763,108** has been identified for 2021. This represents a **drop of 24.7%** on 2021.
- It is estimated that, having reviewed the information gaps, the **2021 total** legacy income for the Republic of Ireland was over **€110 million**. For **2022**, the figure may be closer to **€85m**, suggesting a **two-year total of €200m**.
- Remarkably, **19 of the 20** organisations with the highest legacy incomes in 2021 saw a drop in 2022. The legacy income of these charities more than halved in 2022 – and accounted for much of the overall drop.
- The number of charities identified with legacy income increased from 400 in 2021 to **417** in 2022.
- Reflecting the variability of the market, 121 charities that secured no legacy income in 2021, received a combined €11.15m in 2022, while 115 organisations increased their legacy income in 2022. 236, or **57%, of the 417 organisations identified therefore increased their legacy income**.
- 2021 appears to have been a standout year. Future research will confirm or challenge this assumption.
- More charitable entities are now securing legacies. The 2022 data included charities that secured their first every charitable bequest(s).
- Overall, the number of charities actually getting bequests is still low.
- Sectors that receive minimal legacy income include:
 - Arts and culture
 - Environment
 - LGBTQ+
 - Sports clubs and their representative bodies
 - Philanthropic foundations (with occasional notable exceptions).
- The **top 10** charities received over 37% of all recorded legacy income in 2021, and 34% in 2021.
- The **highest** annual income for any one organisation recorded was **€9.6 million** (in 2021).
- Reflecting the reduced overall legacy income, 18 organisations secured **€1m+** in legacy income in 2022, down from 23 in 2021.
- Verified legacy income now totals over **€500 million** for the years 2015 - 2022.

4. Detailed Findings

4.1 Market Value and Trends

Totals for all years pre-2021 are significant understatements, but are the best achievable as of now. Verified income has risen from €34.96m to €75.7m in the eight years studied. Elizabeth O’Kelly in 2017 ensured a clear spike for 2017 when she left €30m combined to five charities. A significant amount of new data became available in 2021 via the CRA website, so 2021 will over time be good baseline year for assessing market trends.



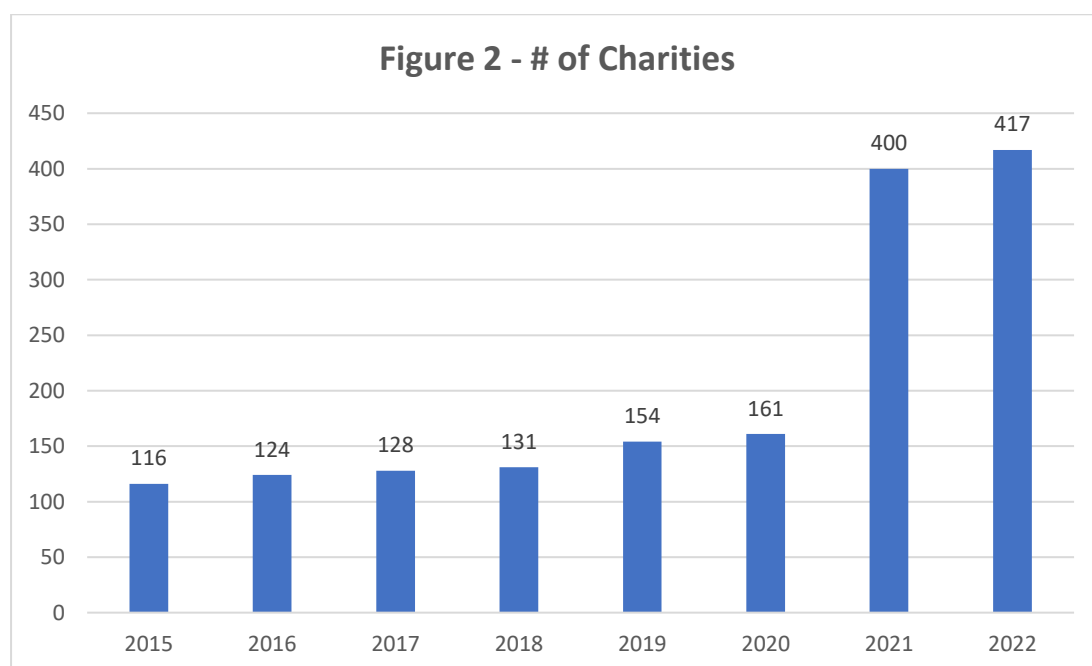
Total legacy income for Ireland is estimated to be €110 million for 2021 and €85m for 2022.

The **average** for total legacy income per charity was €251,538 (figure amended from 2023 report) in 2021, falling to €181,686 in 2022.

The 2022 **median** figure was €38,397, down from €44,817 in 2021.

4.2 Number of Charities / Organisations Known to be Receiving Bequests

Over 500 organisations* have now been identified with confirmed bequests. This is due, in part to market growth, but primarily due to improving data. Given, the slight increase in charities identified for 2022, it makes the annual income total that bit more disappointing. (Note people also leave monies direct to parishes, but in most cases, individual parish incomes are amalgamated into diocesan accounts).



* Note, the figures exclude a very small number of organisations with legacy income of less than €500 as the author is concerned that in some cases e.g. In mem is mistaken for legacy in some reporting.

4.3 Market Concentration

A small number of charities secure a very significant percentage of known legacy income. The concentration increased in 2022, despite the number of charities securing legacy income increasing.

Table 1 - Top 10 / 20 Market Share

Year	2022 Top 20	2022 Top 10	2021 Top 20	2021 Top 10
Share	48.39%	33.68%	51.42%	37.32%

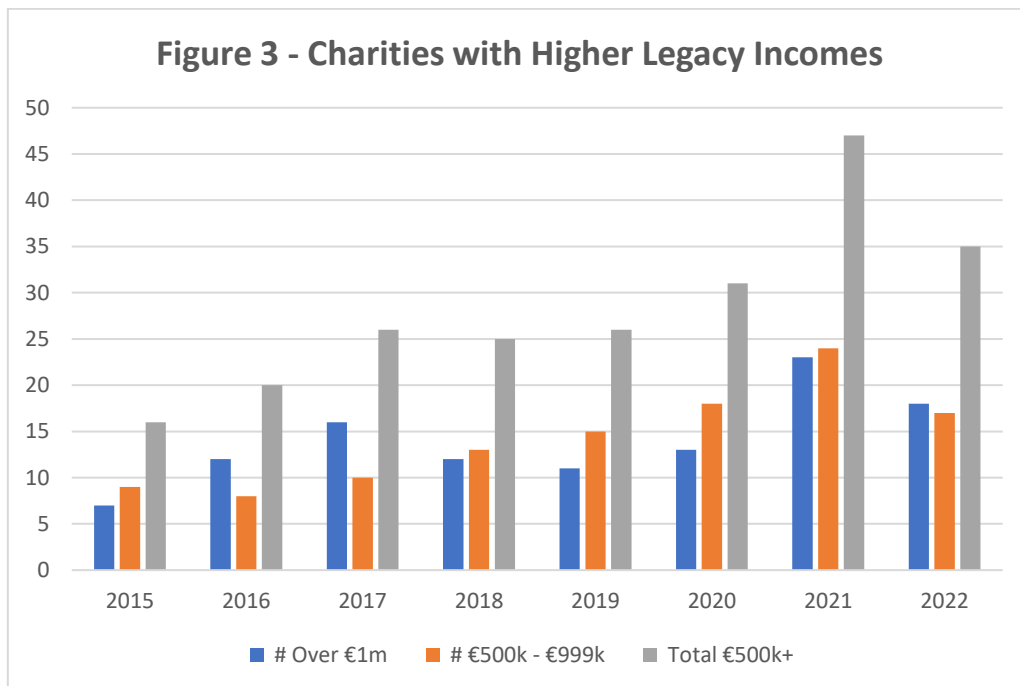
In 2022, three of the organisations making the Top 20, with combined income of €4.6m, had received no legacy income in 2021. In 2021, one organisation in the Top 20 had no recorded legacy income in 2020.

4.4 Charities with Legacy Incomes of €1 Million+

Since 2015 there has been a significant increase in the numbers of charities known to have exceeded €1m in their total legacy income in a given year and more again achieving €500k+. For some charities, a single bequest can be responsible for reaching the €500k+ category in a given year. In 2021, 47 charities had legacy income of over €500k, 23 of whom recorded legacy income over €1m. 18 exceeded €1m in 2022 and 17 were in the €500k - €999k bracket.

€1.16m was required in 2021 to make the Top 20, reducing to €918k in 2022. €2m got an organisation into the Top 10 in 2021, reducing to €1.5m in 2022.

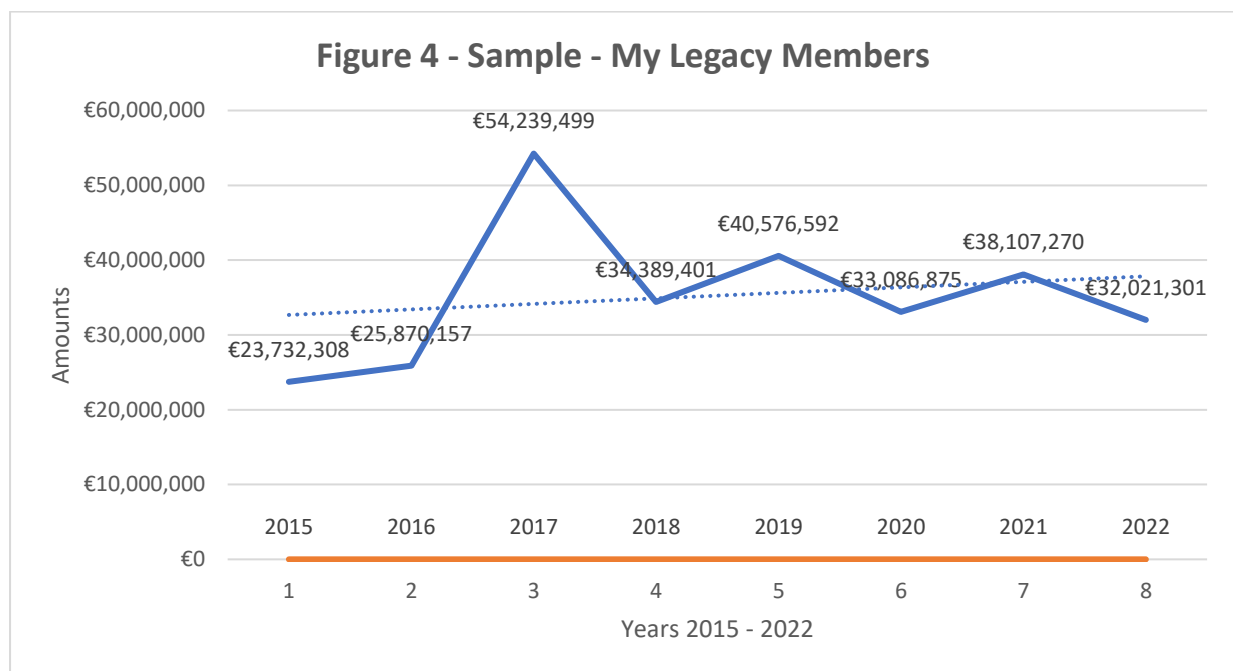
Seven organisations in the Top 20 were not reported on pre-2021 as information was unavailable. Of that seven, six were religious bodies.



In addition to the emergence of new data, other factors that could explain an increase more generally include increased legacy promotion, rising property values and a gradually increasing death rate.

4.5 Is Legacy Income Growing Overall?

When data is either incomplete and / or inconsistent, it is difficult to make absolute findings. For this report, we look at 2024 members of My Legacy as there is near complete data for this group of 90+ charities. Some have yet to secure a bequest and others are very established. It has a broad membership base of fundraising charities and a small number of religious bodies. The figures clearly show the variability from year to year but the trend line demonstrates gradual growth.



4.6 The Ups and Downs of Legacy Income

Unless a charity has had a very strong proactive legacy programme in place for at least five years it is difficult to predict future income. This explains some of the following findings from comparisons between 2016 and 2021. We use 2021 as baseline as there is more data than for 2015.

- 117 charities that received legacies in 2021 (totalling over €7.2m) had no reported income in 2022 (the author has doubts about the correct reporting in 2022 of a number of these).

- Reflecting the variability of the market, 121 charities that secured no legacy income in 2021, received a combined €11.15m in 2022, while 115 organisations increased their legacy income in 2022.
- **57%** of the organisations identified **increased their legacy income** in 2022.
- The charities that were **top 20 in 2021** had a combined legacy income then of €51.7m, but this same cohort saw a **combined drop to just €24m in 2022**.
- Only one charity that was in the Top 20 in 2021 increased its legacy income in 2022 (and many dropped out of the Top 20 in 2022).
- The Top 20 in 2022 had a combined legacy income of €36.6m.
- These variabilities highlight that we are still (for many charities) early stage in the professionalisation of legacy fundraising in Ireland BUT.
- The facts also suggest to the author that external factors were at play in terms of administration of probate and wills outside of the control of charities.
- Among the notable increases recorded by charities from 2021 to 2022 were:
 - €0 to €1.6m
 - €0 to €1.5m – two charities
 - €0 to €920k
 - €139k to €2.4m
 - €458k to €1.71m
 - €20k to €350k ... and many more

5. Sector Breakdown

Work is being undertaken at the time of writing for further research as part of a pan European philanthropy research project co-ordinated by the European Research Network on Philanthropy (ERNOP). A second iteration of this report in Q2 2024 will include breakdowns as per the ‘Philanthropy in Europe’ classification system.

6. Data Collection

More charities are providing a breakdown of legacy income in their accounts. It can be inconsistent, but generally in more recent years there has been an improvement in the separation and presentation of legacy figures in accounts.

A relatively small number of charities make a feature of their legacy income in the annual reports – an opportunity missed for the majority. The CRA website is now a much-improved source of information and will improve over time.

7. Potential for Growth?

7.1 Wealth Transfers

Despite the findings of a clear drop in 2022, there is a big opportunity for charities who invest in legacy. Ireland has many of the ingredients to be one of the fastest growing 'markets' for legacy in the decades ahead. Figures from The Community Foundation for Ireland's 'Legacies for Good, Wealth Transfer and the Potential for Philanthropy in Ireland' report in 2023 suggested a minimum annual wealth transfer of €9.3 billion is now taking place. This tallies with the Probate Offices which have first-hand sight of this annual transfer and in 2022 suggested it could be as much as €8billion - €10billion. Most expect the annual wealth transfer figure will rise in future years.

In 2023 a new Central Bank of Ireland report (conducted in the second half of 2020) – "The Long and the Short of it: Inheritance and Wealth in Ireland" revealed that:

- Over a third of households in Ireland (approximately 690,000) have received some kind of inheritance or gift in the last 20 years.
- The accumulated value of these intergenerational transfers was €97 billion.
- Assets received: money (57%) dwellings (33%) and land (19%).
- Average value of transfers in 2020 terms was €229,335
- Median value was €80,913.
- Households which had received inheritances or gifts were "substantially wealthier" than those that did not. Their median income was typically 17% higher while their net wealth was 155% higher.

Based on a possible €9.3 billion wealth transfer figure for 2022, and known legacy income of €75m, grossed up to €85m the percentage left to charity was 0.9% down from almost 1.2% in 2021.

While it possible that more people will leave bequests, simply by virtue of changing demographics, charities must prepare for this situation and maximise the undoubted opportunity.

7.2 International Comparisons

The following shows comparisons with a number of countries. Ireland is lagging behind most - and in many cases, by some distance.

Table 2 – International Legacy Data

Country	Year	Note	Legacy Income
England and Wales	2022		£3,712,000,00
Scotland	2021/22		£136,000,000
France	2019		€1,353,000,000
Switzerland	2019		€276,946,630
USA	2022		\$45.6 billion
Spain	2019		€144,526,000
Belgium	2021	233 charities	€218,600,000
Netherlands	2020	Top 100 charities	€340,000,000
Spain	2019	22 charities	€40,900,000
New Zealand	2020	Based on sample	€114,000,000
Germany	2019		€300,000,000
Norway	2021	Survey of 50 orgs	€51m
Austria	2022		€120m
Ireland	2022	of which €75m verified	€85,000,000

Sources: Smee & Forder 2023, Scotland-joint report from Remember A Charity and Legacy Foresight 2023, EFA 2024, NZ Support Report, legacygiving.eu, JBWere 2020; NCVO Civil Society Almanac 2021. The figures for France, Spain, Netherlands and Switzerland are sourced from a 2021 report prepared by Philanthropy Services AG, Switzerland for StiftungSchweiz. The percentage figures are amended to remove lottery income for Spain, Netherlands and Switzerland data to allow for better comparison with other countries. USA data is from the Giving USA 2022 report.

The following table has been amended slightly from the first Legacy Insights Ireland Overview 2015 – 2019. It shows that if Irish people, pro rata, left bequests at the same rates as their NZ, legacy income would be €117m and if we gave at the same rate as people in the UK it would increase to over €200m.

For further cross-border comparisons in Europe, see <https://efanet.eu/features/special-focus-insights-on-legacy-giving-across-europe>

7.3 Demographics

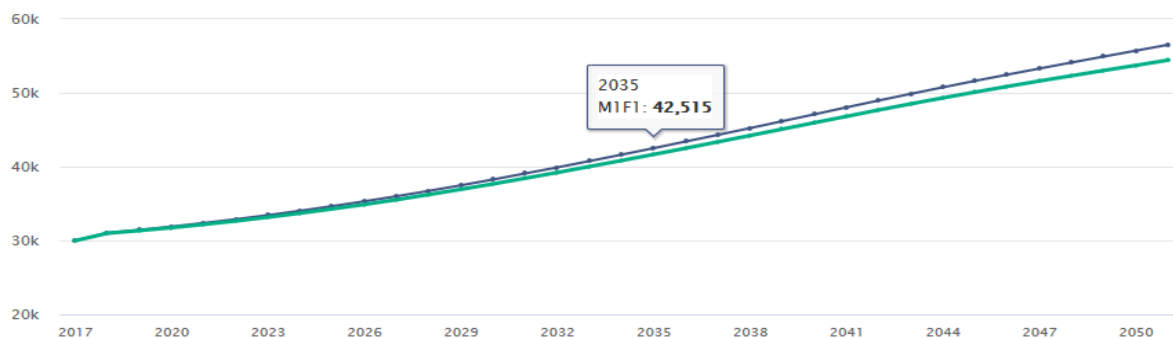
There is both a growing and an ageing population in Ireland. The following table from the CSO shows predictions from a number of economists regarding the total number of people expected to pass away in the years up to 2051. This suggests a near doubling from 2016 to closer to 55,000 deaths per annum.

Figure 5 – Ireland Projected Death Rates

Deaths

The average annual numbers of deaths are projected to increase steadily under all scenarios from 29,500 in 2016 to between 54,400 and 56,500 by 2051 depending on the scenario chosen. Figure 2.5 graphs the projected deaths for the most optimistic and most pessimistic scenarios, with the other scenarios falling between these.

Figure 2.5 Deaths by year for selected assumptions, 2017 – 2051



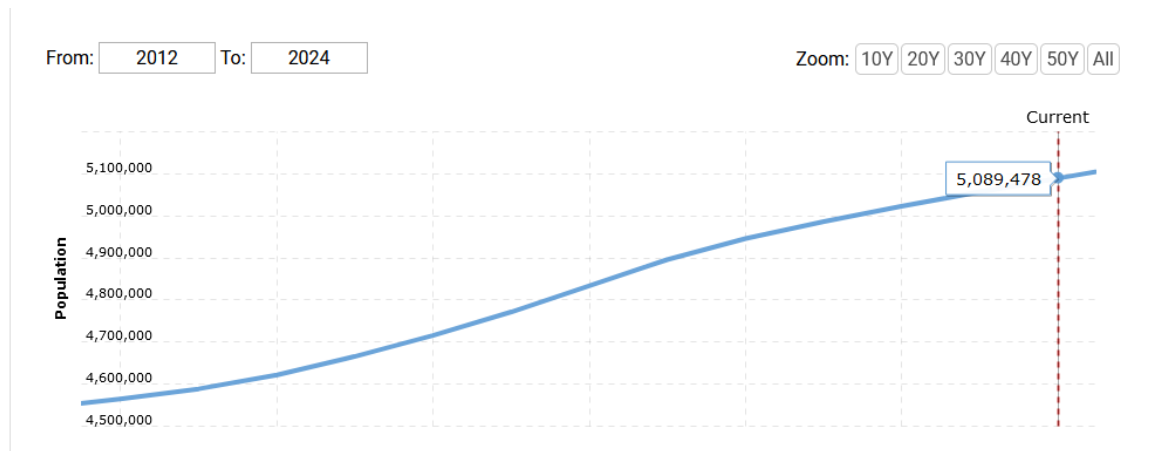
There has been a 16.7% increase in the number of deaths in the six years highlighted below.

Table 3 - Deaths in Ireland - Projected and Actual 2017 – 2022

Year	Projected	Actual
2017	29,983	30,418
2018	30,987	31,140
2019	31,443	31,184
2020	31,740	32,856
2021	32,375	33,055
2022	32,884	35,477

The population overall has grown overall in recent years also.

Figure 6 - Population Growth in Ireland - 2012 – 2024



Source: UN / macrotrends.net

7.4 The Impact of Faith

As referenced elsewhere in the report, faith-based groups tend to be under-represented in fundraising stats due to a lack of reporting. Faith is a key factor in some legacy giving. In addition to faith-based organisations there are other well-known charity brands in the housing, hospice and other sectors closely associated with faith and e.g. to key figureheads from a faith background. While demographics indicate growth, religious participation in Irish society is dropping, e.g. the proportion of Catholics in Ireland declined in 2016 to 78.3% from 94.9% in 1961 (Source CSO). Proactive promotion by charities in the future, responding not just to a sense of duty, but to a variety of motivating factors, will be essential to ensure that a broad cross section of society is informed so as to leave bequests in the future. More research is required on faith-based legacy giving.

8. Legacy Share of Fundraising Income in Ireland

The 2023 Giving Ireland Report stated that total fundraising income for charities in Ireland has dropped from €1.78 billion in 2019 to almost to €1.63 billion in 2021.

Based on verified legacy income for **2021**, and applying an additional €10m for estimated additional income; this suggests the percentage of overall fundraising income from legacy was almost 6.7%. If in **2022**, total fundraising income remained the same, this would suggest a possible drop to 5.2%.

9. Methodology and Notes re Research

A mix of desk research, ongoing reviews of CRA data and a significant amount of direct contact with charities was undertaken.

- Years covered are 2015 – 2022 inclusive.
- Available data up to March 10, 2024 is included in this report.
- Financial statements were accessed from charity websites directly, the CRA website (data included up to 03.02.2024) and previously from Benefacts (which closed in February 2022).
- Since 2023 the CRA website has included a 'Finance & Activities' section which includes information on bequests – where provided. This is a welcome addition. Charities are now asked to provide a breakdown of income sources including a specific figure 'From bequests'. Most charities do - but there have been some very significant omissions covering 2021 and 2022. Where possible Campaign Solutions data includes such gaps, and is more complete as a result.
- For 2021, charities, who's year end was December appeared to have been covered by this change, while some others that reported earlier in the year appear not to have been, but some did report. There were, as a result, some additional organisations with listed bequests income for 2022. Campaign Solutions has collected the FY2021 data for quite a few charities not included in the 2021 CRA report.
- Campaign Solutions recorded the legacy data in two cases as zero, whereas the CRA (as of March 2024) had recorded their combined as €6.6m in 2021 and €7.5m for 2022. These are UK headquartered entities and the data appears to be for the UK rather than Ireland.
- There are also variances in a number of cases with charities operating in both North and South where the data inputted to the CRA 'Finance & Activities' covers all island as opposed to ROI only data. In a small number of other cases, a thank you again to those who, when contacted directly provided the breakdown when requested.
- Annual reports from charity websites continue to be a source of information. In some cases, as a result, Campaign Solutions has data, not included in the CRA report, where the bequest income breakdown has not been provided to the CRA. In some cases, these are entities established as charitable trusts – that are not obliged to put their accounts into the public domain and therefore their income is not reported in the CRA data.
- 2021 is, and to a greater degree 2022, missing data from a number of late filing charities. As a result of updating the 2021 data in this report is now more

completed than in the previous iteration. Information gaps will continue to be backfilled and included in the 2025 report and beyond.

- To date, the accounts of well over 3,000 charities have been reviewed. Where there was no public indication of legacy income, but a belief there could be legacy income, those charities were contacted directly. Many replied, providing valuable additional information, others confirmed that legacy income was in fact zero.
- Campaign Solutions also has access to data from the Dublin Probate Office and this research has enabled Campaign Solutions to identify organisations that have legacy income which it may not otherwise have been aware of. In some cases, follow up contact has been made with these organisations.
- Too many charities still provide accounts in an abridged format. They, for the most part, could not be included – especially for the years 2015 – 2020 - as the accounts provide insufficient detail.
- A number of charities were unable to provide information for earlier years, most notably 2015, but in some cases up to 2019. Internal recording systems are improving. This research work has helped charities identify significant information gaps in their own data. Processes are improving.
- The presentation / inclusion of legacies in audited accounts has improved year on year with more charities including legacies as a line item in the main accounts or, more commonly, in the notes section. The vast majority still include the information in donations.
- There is much improved data for universities in the 2023 and 2024 report. One well established university has yet to provide data. The new technological universities were not approached directly, but may be at some stage, in the future. Only one, as yet, appears to be securing legacy income.
- Diocesan accounts were reviewed and included where possible. Some dioceses don't make their accounts public. This issue has been highlighted in the media and elsewhere. The Association of Catholic Priests, produced a 'Table for Transparency' report (2020), and reported that just 10 of 26 dioceses had their accounts on their website. Only some of those who do so, separate out legacy income. The report has not been repeated since but there is more data from this sector via the CRA now – but more transparency from some dioceses would be welcome.
- Hospital foundations receive bequests and that data is now captured. Hospitals also get bequests directly. As per an email to Campaign Solutions on 20/10/2023, the HSE confirmed that 'the HSE finance systems do not capture this information nor is it collated centrally'.

- Some established fee-paying schools are known to have received bequests in years past but data is not available from this cohort, except to confirm legacy income as zero in some cases. School accounts are not available online and there is not the same level of detail provided about them on the CRA website' Finance & Activities' section.
- Some organisations have failed to engage in the research alas, but this cohort is reducing year on year. There is much less a reticence to share data and talk about the topic now.
- One particular denomination, whose information was on the CRA were excluded – where income listed was under €500. Their bequest amounts for 2021 ranged from €3 to €483. These could be In Mem donations.
- Direct contact was made with many charities – either to complete missing years or to get information where none re legacies was provided in the accounts etc. Thank you to the charities who provided new data or additional information as a result.
- The author is satisfied that the vast bulk of the key players from Irish charities have been included.
- In certain cases, information on legacy income was available in annual reports or accounts some years, but not consistently in all. This can happen due to changes of leadership or other factors. Some of these organisations unfortunately did not provide legacy income information for the missing years.
- Note: the terms legacy and bequest are used interchangeably throughout this report.
- In conclusion, it is worth noting that planned new regulation with regard to SORP and how charities report will likely improve transparency re legacies even further, but we won't see the impact feed through for some time yet. The issue of charitable entities set up as charitable trusts not putting data into the public domain remains an issue and an amendment to the Charities Bill would be welcome to address this. In 2014, 4% of charitable entities were charitable trusts. (Source Relate, August 2014)

Appendix 1 – Other Legacy Insights reports

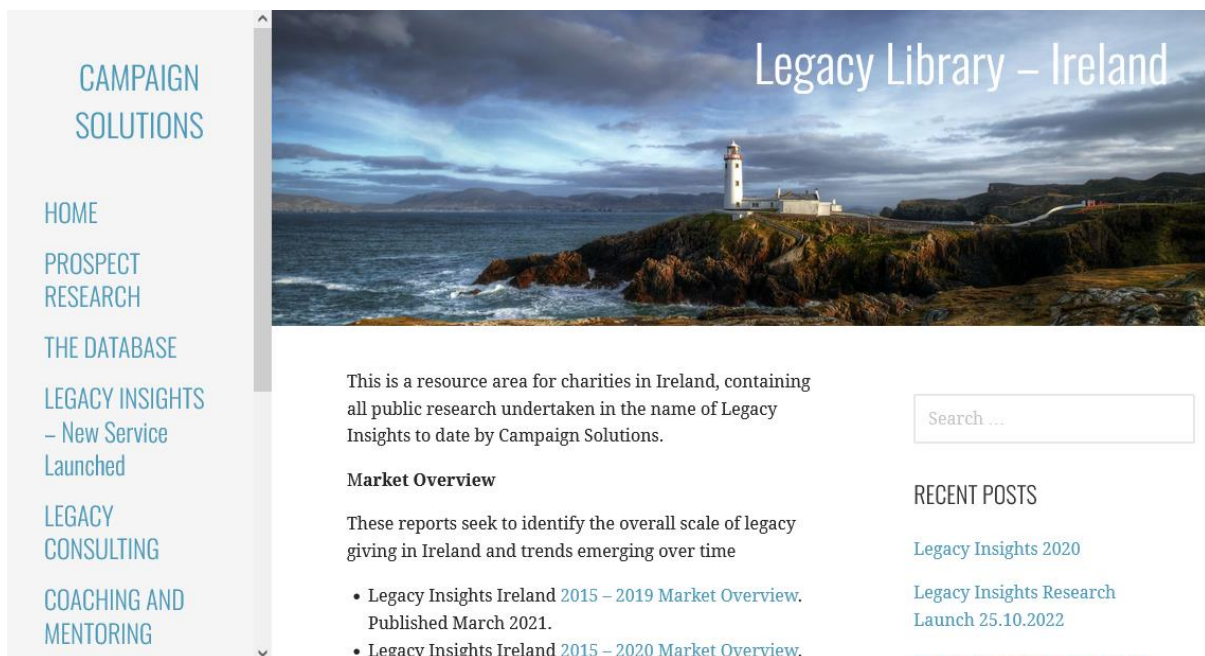
A growing bank of data is emerging. The following have been published / will be published:

- Legacy Insights Ireland Overview 2015 – 2022, published in 2024
- Legacy Insights Ireland Overview 2015 – 2021, published in 2022
- Legacy Insights Ireland Overview 2015 – 2020, published in 2022
- Legacy Insights Ireland Overview 2015 – 2019, published in 2021

- Legacy Insights Ireland Consortium Tracker – 2019 data, published in 2022 (more detail on bequest sizes and more)

- Legacy Insights for the Arts Sector in Ireland, published in 2022
- Legacy Insights Probate Review 2021, 2022, 2024

The Campaign Solutions website now includes a ‘Legacy Library’. The reports are available at: <https://campaignsolutions.ie/legacy-library-ireland/>



The screenshot shows the 'Legacy Library – Ireland' page on the Campaign Solutions website. On the left is a vertical navigation menu with the following items: CAMPAIGN SOLUTIONS, HOME, PROSPECT RESEARCH, THE DATABASE, LEGACY INSIGHTS – New Service Launched, LEGACY CONSULTING, and COACHING AND MENTORING. The main content area has a header image of a lighthouse on a cliff with the text 'Legacy Library – Ireland'. Below the image is a paragraph: 'This is a resource area for charities in Ireland, containing all public research undertaken in the name of Legacy Insights to date by Campaign Solutions.' This is followed by a section titled 'Market Overview' with the text: 'These reports seek to identify the overall scale of legacy giving in Ireland and trends emerging over time'. Below this are two bullet points: 'Legacy Insights Ireland 2015 – 2019 Market Overview. Published March 2021.' and 'Legacy Insights Ireland 2015 – 2020 Market Overview.' To the right of the main text is a search bar and a 'RECENT POSTS' section listing 'Legacy Insights 2020' and 'Legacy Insights Research Launch 25.10.2022'.

Appendix 2 – Introduction to Legacy Insights Research Consortium

The Legacy Insights research consortium is made up of 26 charities that are ambitious in the legacy space. It is relevant to those already securing legacy income, even sporadic or low levels of legacy income. It is a fee-based research service with prices and further detail outlined in the link provided below. It is modelled to some degree on the Legacy Foresight, a research initiative established in the UK and now operating in other countries also.

The charities provide data to Campaign Solutions and this is collated and is enabling deeper insights to emerge. It is intended that much of the new information be in the public domain. The more charities supplying data the better the quality the research outcomes will be. An annual tracker of charities legacy data is undertaken.

More complete information is available at <http://campaignsolutions.ie/legacy-fundraising/>

Appendix 3 – Introduction to FreeWill Ireland



FreeWill Ireland is a new service for Ireland. It helps charities have a more complete legacy offering. The service provides a call to action to supporters, but there is much more.

There are two annual campaigns run by **FreeWill Ireland** to help focus activity and promotion during the months of February and September. You can also have an 'always on' programme via our online will-making option.

Supporters are given a voucher code to make their online or in person will for free.

The service is operated by Campaign Solutions and online wills partner being LastWill.ie. Solicitor Caroline Leonard provides the will review option while other solicitors locally also recruited for the February and September campaigns.

Key Features of FreeWill Ireland

Most free will options provide either an online or in person option. **FreeWill Ireland** offers both.

The three will making options are:

- **Online** – available during campaigns and for an 'always on' programme – a link is embedded in charity website.
- **In person will writing** meeting with a solicitor – available during the FreeWill months of February and September.
- **In person will review** – for a person, who having made their online, also wants an additional review from a qualified solicitor – also available year-round. There is an additional cost for this – which is paid for by the legator.

Appendix 4: Other Services Provided by Campaign Solutions

Other Legacy Services

Additional information about the Campaign Solutions legacy consulting services can be found at <https://campaignsolutions.ie/legacy-consulting/> - this includes:

- Legacy training – one to one and small group
- Developing written, practical legacy strategies and plans
- Focus groups – to get the insights of your donors / supporters.

Prospect Research and Other Fundraising Services

Additional information about the Campaign Solutions prospect research services can be found at <https://campaignsolutions.ie/prospect-research/>

- Prospect research for major gift fundraising
- Wealth screening
- Fundraising strategy
- Mentoring and coaching

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