



# GIFTS IN WILLS REPORT

Over 63,000 wills analysed to provide rich data on modern bequestors and giving trends.



2025  
EDITION

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# About this report

**Over 63,000 wills have been analysed to provide fundraisers with rich data on modern bequestors and giving trends.**

This report brings together data from four years of will-writing on the Gathered Here digital platform. Spanning from January 1, 2021 to December 31, 2024, it represents the final wishes of over 63,000 people.

The report also analyses an estimated \$884 million in bequests to offer rich insight into the giving behaviours of modern bequestors, as well as the strategies used by non-profits to attract these supporters.

Importantly, this report also goes beyond analysing wills that have been written, but are yet to be tested in a legal context. For the first time, this report includes information about online wills written by individuals who have since died.

While data on probated online wills is still limited as we remain in their early years, we believe it is important to share what information is available, in order to bring further transparency to the bequest space.

We are extremely proud to be able to share this data, and our in-depth analysis, with the non-profit community. Part of our core mission is to equip non-profits with tools and information that empowers them to create stronger digital bequest programs. Reliable data is just one important element of achieving that.

For more information on how Gathered Here, and our team, can help your organisation integrate online wills and gifts in wills, scan the QR code below.



**Join us,  
it's free.**

# Founder's note

Our first Gifts in Wills Report was published three years ago and looked at just over 10,000 wills that had been written on the platform throughout late 2021 and early 2022.

At the time, online wills and digital bequests were still in their infancy and there was a healthy level of scepticism from charities and non-profits. Now, the landscape is very different.

**Over 75,000 wills have now been written via Gathered Here and we're approaching \$1 billion in estimated bequests.**

**Over 800 charities and non-profits trust Gathered Here to offer free online wills to their valued supporters.**

It's amazing to consider how much has changed in just a few short years.

It would have been difficult to imagine this level of adoption three years ago, but charities and non-profit have pivoted quickly, integrating online wills into their wider bequest programs with enthusiasm and innovation.

The latest instalment of our Gifts in Wills Report is a big improvement on our first. It analyses over 63,000 wills, written between January 1, 2021 and December 31, 2024. For the first time, it also includes information about online wills that have since progressed to probate, following the testator's death.

After just four years, we are beginning to see real-world evidence that online wills are performing as we have always expected. In fact, in many cases, they are exceeding expectations, and proving to be even more robust than previously believed - head to page 29 for more information on this.

It is our privilege to know we are delivering a high-quality service to the Australian and New Zealand public, while also supporting charities and non-profits in their work to help people, animals, and communities.

If you're yet to build online wills into your own digital bequest program, I hope this report can demonstrate just how much value they are delivering to causes of every kind, and perhaps pique your interest.

I have no doubt your organisation could benefit from online wills, along with the many hundreds who already have.



A handwritten signature in black ink, appearing to read 'Colin Wong'.

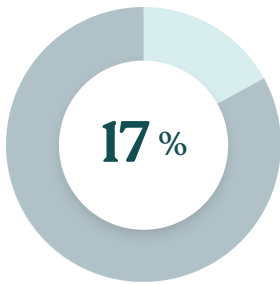
**Colin Wong,  
Founder & CEO**

# Key findings

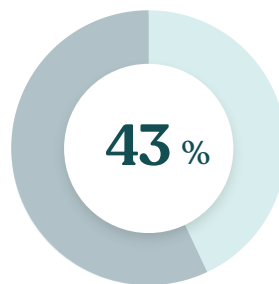
**63,375**  
wills written

**\$63,824**  
average gift value

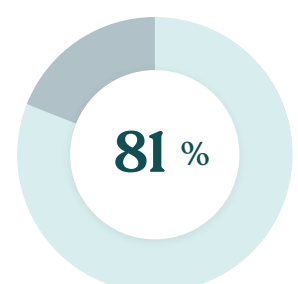
**\$884m**  
estimated value of gifts



**of wills included a charitable gift**



**of supporter wills included a gift**



**of gifts were residual**

Between January 1, 2021  
and December 31, 2024

When Gathered Here first began offering free online wills in late 2020, consumer awareness was relatively low. In the first week, just 80 wills were written via the platform and only one included a gift to charity. It was a slow start.

Thankfully, change was swift and significant. From January 1, 2021 to December 31, 2024, over 63,000 people wrote their wills and recorded their final wishes via Gathered Here.

For many, those wishes included supporting a charity - or charities - close to their heart. In fact, 17% of all wills written on Gathered Here include a gift to charity - double the gifting rate of traditional wills.

Interestingly, this giving rate was significantly higher when will-writers arrived via a charity link or campaign. In those cases, 43% of wills included at least one charity gift.

This generosity has contributed to an incredible pool of future revenue for non-profits. In the space of just four years, an estimated \$884 million was pledged to hundreds of worthy causes.

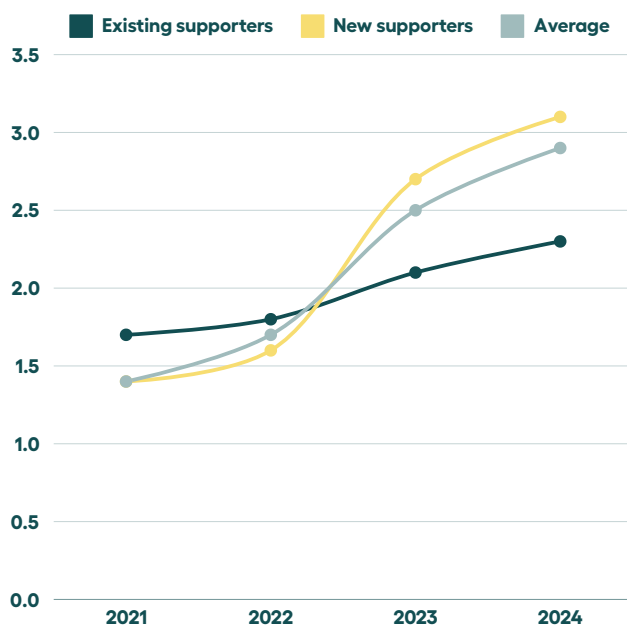
Most of those gifts (81%) were a residual percentage of the will-writer's estate and the average residual gift value size per bequestor was 24%. As most bequestors pledged multiple gifts, this translates to an estimated \$63,824 per gift or \$124,303 per bequestor.

These figures indicate the phenomenal value that can be driven by online wills, for a relatively low time and cost investment for charities and non-profits.

Looking ahead, it is evident that online wills are on track to become an industry-changing fundraising tool.


# Changing trends

One notable change in giving behaviour is the consistent increase in the average number of gifts pledged per bequestor. In 2021, each bequestor pledged an average of 1.4 gifts. This has steadily climbed throughout the years and reached an average of 2.9 in 2024.




This growth has largely been driven by new supporters, who are more likely to gift via Group Listings, compared to existing supporters.

Group Listings allow will-writers to support multiple non-profits within a cause area, rather than a specific organisation. The aim is to alleviate decision paralysis for people who do not have a strong affiliation with a charity, but still wish to support a cause they care about.



**Animal & Wildlife**  
Support 4 partners ⓘ

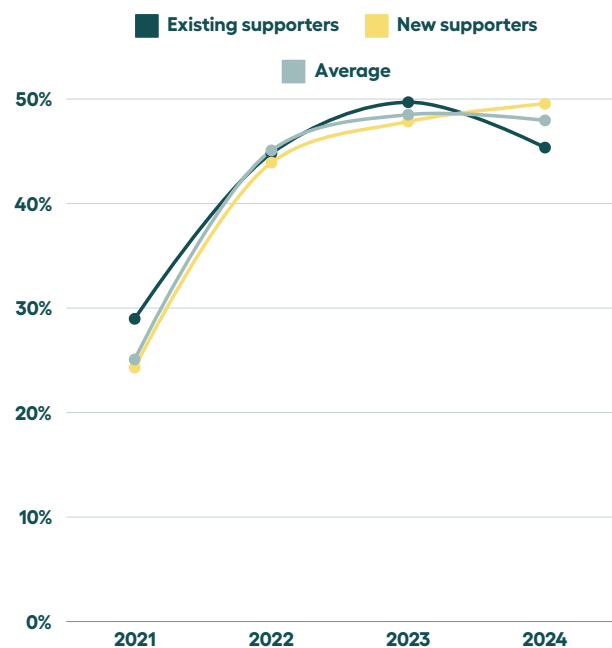


**Children**  
Support 4 partners ⓘ

Another key change is the significant increase in bequestors sharing their contact information with non-profits.

In 2021, less than one quarter of new supporters shared their contact information with the charities they had included in their will, making ongoing stewardship difficult for non-profits.

However, in 2024, half (50%) of all new supporters opted to share their personal information with any non-profits named in their will.



Growing receptiveness from bequestors to disclose their contact information is undeniably good news for non-profits, as post-pledge stewardship efforts can take place and fundraisers can focus on building long-term relationships with these new supporters.

# Age

## ● Wills

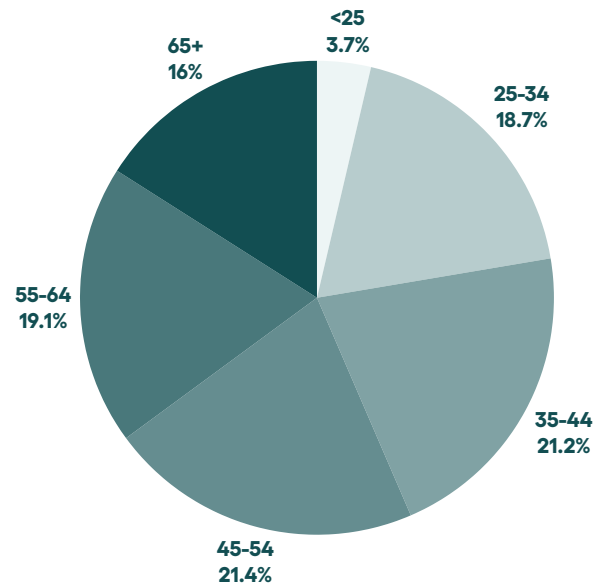
People of all ages have written wills via the Gathered Here online platform, with the youngest will-writer aged 18 and several will-writers over the age of 100.

Those in the 45-54 age group are the most prevalent will-writers, accounting for 21.4% of all wills written between January 1, 2021 and December 31, 2024.

Importantly, seniors - those aged 65 and over - accounted for a significant percentage of wills written (16%), proving that older generations are embracing digital solutions with more enthusiasm than they're sometimes given credit for.

Conversely, under 25s accounted for the lowest percentage of online wills - just 4%.

**% of wills written by age group**



### In a snapshot...

**16%**  
of wills were  
written by seniors

**35%**  
of wills were  
written by over 55s

**4%**  
of wills were  
written by under 25s

# Age

## ● Gifts

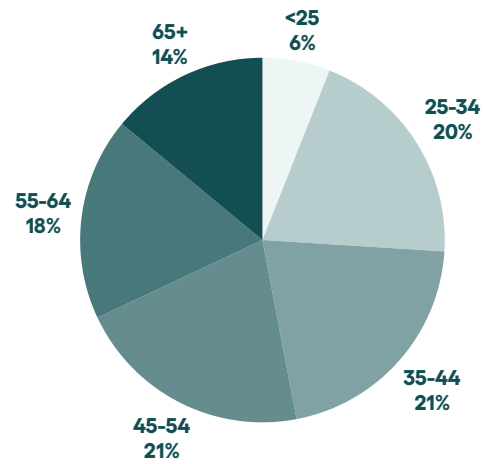
Young people - those under the age of 25 - were most likely to pledge a gift with 27% of all will-writers in this age group including charity in their will. They also pledged the highest value gifts, on average. However, due to their low numbers of will-writing, young people only accounted for 6% of gifts and 9% of gift value.

In reality, most gifts were pledged by older will-writers. Over a third of all gifts were pledged by individuals aged 55 or older and more than half were pledged by those aged 45 or older.

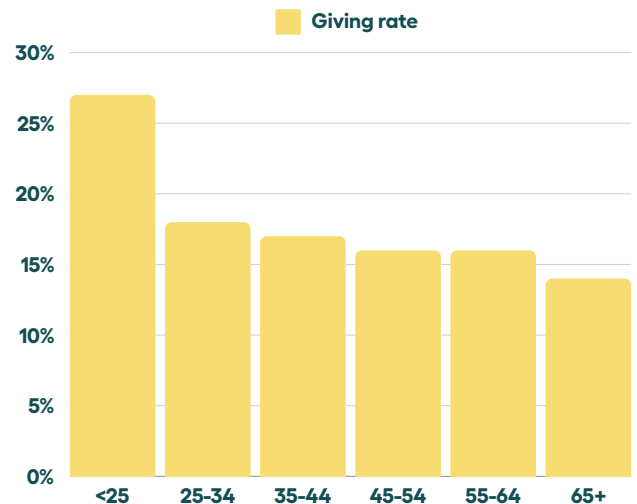
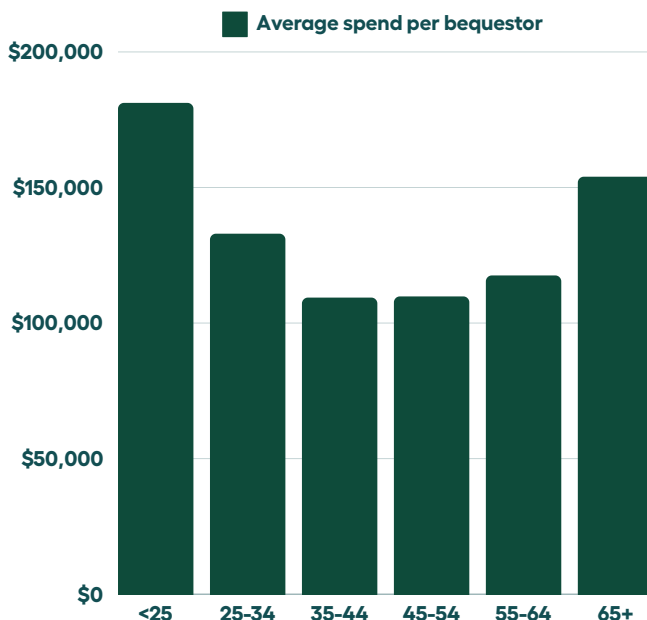
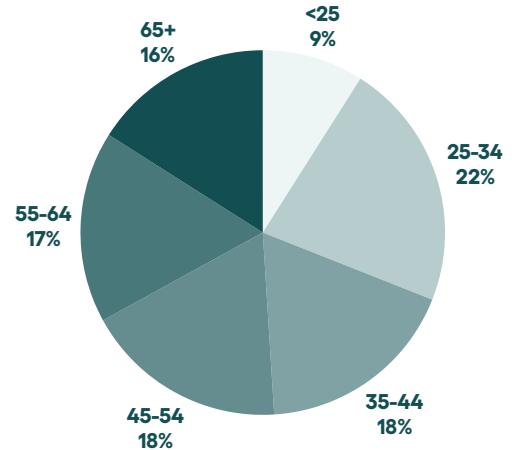
Giving behaviour by over 65s was particularly interesting. Although they had a relatively low giving rate (14%), they had the second-highest average spend per gifter at \$153,979. This age group also accounted for 14% of all gifts pledged, and 16% of total value pledged.

See the following page for more information on senior supporters.

% of gifts pledged by age group



% of value pledged by age group



# Age – seniors

## ● Gifts

Looking closer at the giving behaviours of over 65s, we can observe some particularly interesting trends.

As a complete group, over 65s had one of the highest average gift values, second only to under 25s. When we separate this demographic into subgroups, we can see that those aged 85 and older were particularly generous and actually pledged the most per person compared to any other age group.

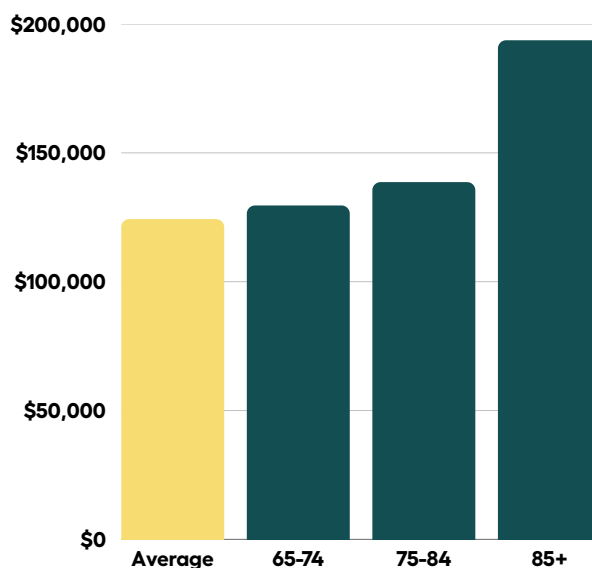
On average, individuals in the 85+ group included gifts worth an estimated \$193,703 in their wills - an increase of 56% from the all ages average. In total, gifts from will-writers aged 85 and older accounted for 1.5% of all gift value pledged via Gathered Here and are estimated to be worth over \$12.2 million.

Meanwhile, individuals aged 75-84 had an average gift value of \$138,649 and gifts from this group accounted for 4% of total value, or an estimated \$35.8 million.

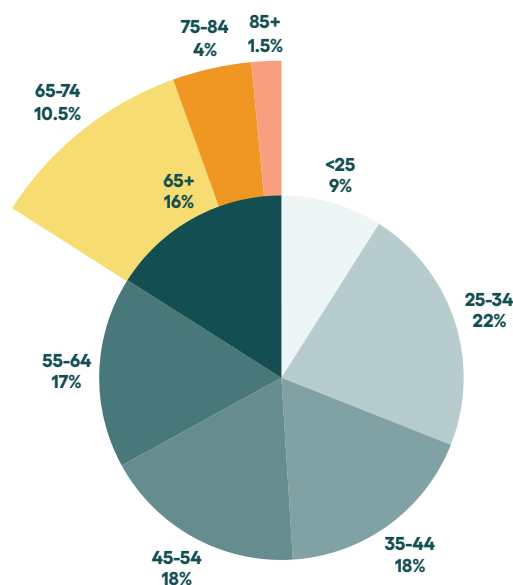
Finally, gifts from the younger senior citizens - those aged 65-74 - accounted for 10.5% of all gift value or an estimated \$89.5 million.

These incredible results indicate that older will-writers are not only embracing the online platform but also contributing significant amounts to the causes they care about, and have likely supported during their lifetimes.

### Average value pledged per gifter



### % of total value pledged



# Location

Within Australia, will-writers from the ACT were most receptive to including a bequest in their will. Almost a quarter (24%) pledged at least one charitable gift. However, relatively few wills were written by ACT residents so, even with a high gifter rate, they accounted for only 3% of gifts in total.

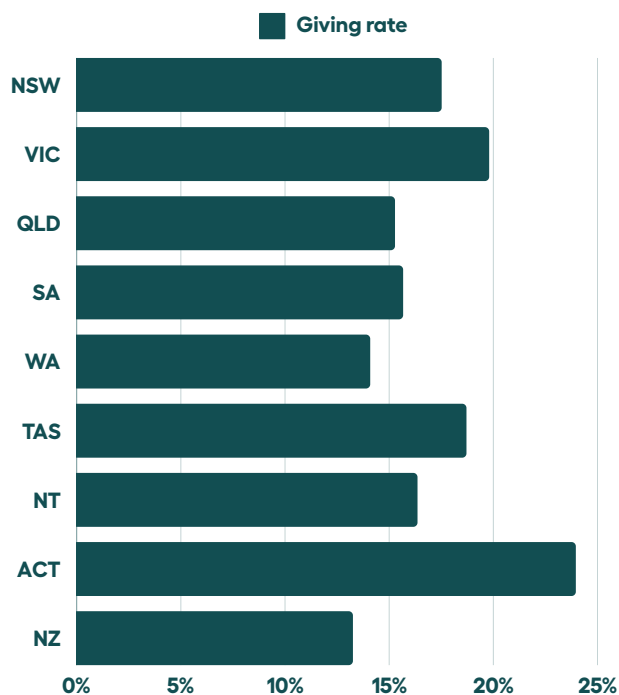
In comparison, Queenslanders were the most prolific will-writers, accounting for 25% of all wills written despite representing only 21% of the Australian population. While their giving rate was lower than average (15%), their high rates of will-writing meant they contributed 19% of all gifts.

Despite 31% of the Australian residing in NSW, just 22% of gifts were written by residents of this state, indicating potential for more education in this area on the importance of estate planning. However, NSW residents had a generous giving rate of 18% and accounted for 22% of all gifts pledged via the platform.

Victorians also had a notably high giving rate of 19% and wrote 20% of all wills on the platform.

Looking to New Zealand, online will-writing has grown significantly. In 2023, the first year New Zealanders were able to complete Gathered Here wills, they accounted for 6% of all wills written on the platform that year. That has now increased to 12% of all wills. Interestingly, New Zealanders tend to pledge multiple gifts, so they have contributed 17% of all gifts pledged via Gathered Here.

State	% of wills	Giving rate	% of gifts	% of the population
<b>NSW</b>	22%	18%	22%	31%
<b>VIC</b>	20%	20%	22%	26%
<b>QLD</b>	25%	15%	19%	21%
<b>SA</b>	5%	16%	5%	7%
<b>WA</b>	12%	14%	10%	11%
<b>TAS</b>	2%	19%	1%	2%
<b>NT</b>	1%	16%	1%	1%
<b>ACT</b>	2%	24%	3%	2%
<b>NZ</b>	12%	13%	17%	100%



# Parenthood

Parenthood plays a significant role in will-writing and gift-pledging behaviours. The majority (69%) of wills written on Gathered Here are created by parents. However, they account for slightly less than half (49%) of gifts pledged and just 28% of total gifts.

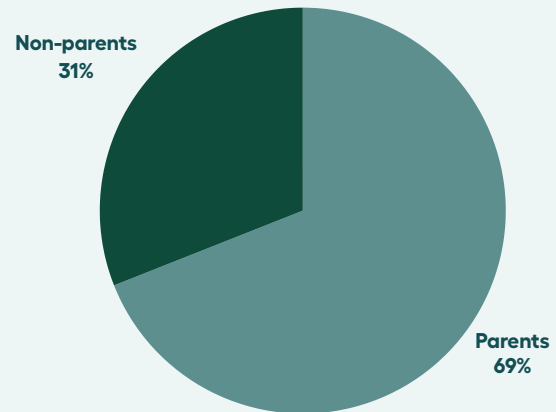
In contrast, non-parents are contributing a disproportionately high percentage of gifts and gift value. They account for just 21% of wills but more than half (51%) of gifts. These gifts are also significantly higher-value, representing 72% of all value pledged via the platform.

Importantly, this group is growing. As more people choose to remain child free, or don't have children for other reasons, or don't have children for other reasons. In 1976, 28% of Australian couples had no children. By 2016, that had increased to 38%. If parenthood continues to decline at the same rate, 49% of Australian couples won't have children by 2050.

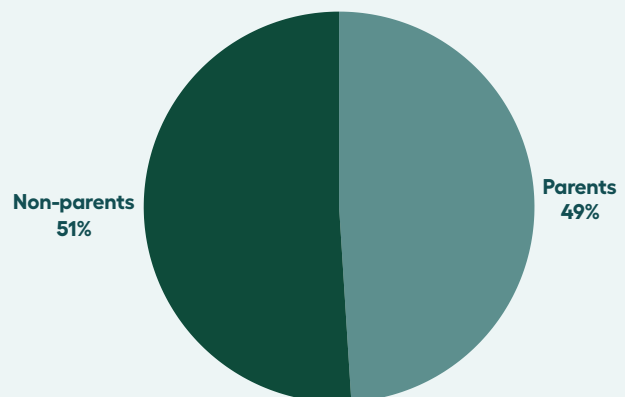
This highlights an important opportunity for online will platforms and fundraisers to focus on educating supporters about the importance of will-writing, regardless of their family structure or parental status. For example, promoting will-writing as a means to protect pets, give treasured belongings to friends, or leave funeral instructions.

If will-writing rates among non-parents increase, non-profits can expect to see a significant influx of gifts and gift value as a result.

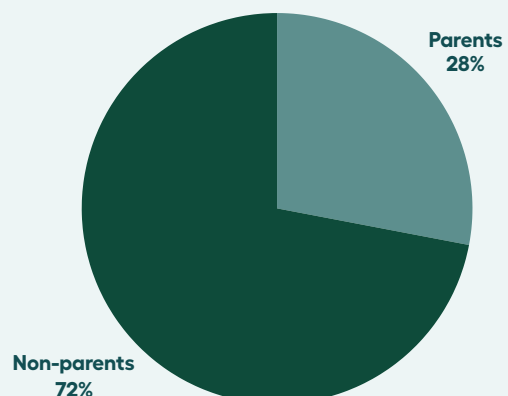
### Wills written



### Gifts pledged



### Gift value



# Relationship status

Much like parenthood, relationship status is also a significant indicator for will-writing and gift-pledging behaviours. Most wills (61%) are written by people who are either married or in a de-facto relationship, while single people account for only 39% of wills written on Gathered Here.

Despite lower rates of will-writing, single will-writers are more likely to pledge gifts and their gifts are higher value. They account for over half (52%) of gifts and 60% of total gift value.

Interestingly, people in de-facto relationships were more consistent with their will-writing and gift pledging. They accounted for 17% of wills, 17% of gifts, and 16% of gift value.

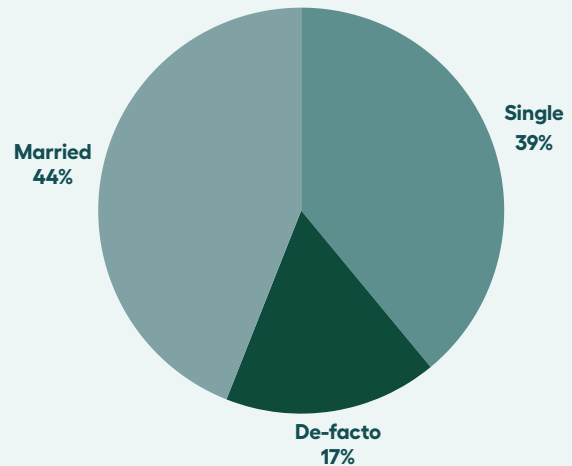
## Note from a lawyer

“Sadly, it’s not uncommon to see family breakdowns or conflict between grieving parties as a result of no will being left. Usually, this is because people disagree as to who should be ‘in charge’ or who receives what. Many of these situations could have otherwise been avoided if a properly executed will had been in place.

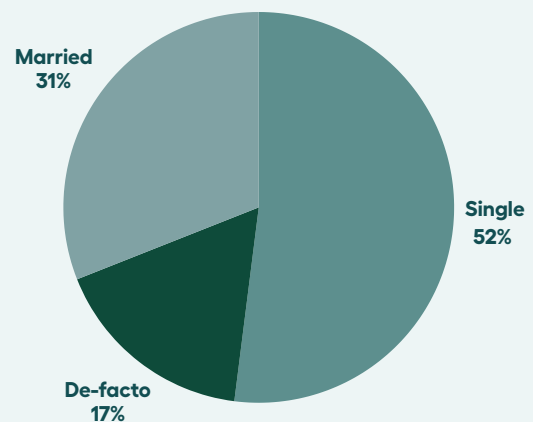
Leaving a will can help alleviate confusion for your loved ones and provide clear guidance on who should handle your affairs, who inherits your estate, and even the type of funeral you’d prefer. It can save your loved ones an awful lot of stress during a time where emotions are always fraught.”

– Rica Ehlers, Probate Lawyer

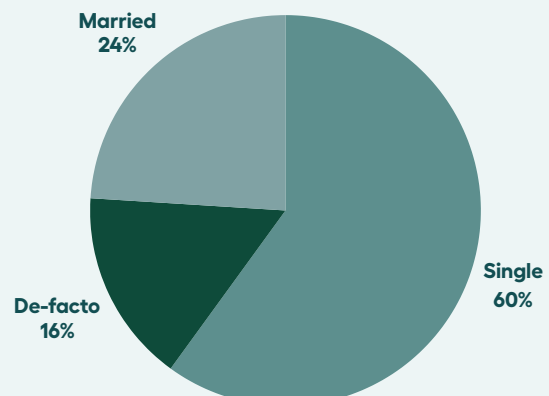
### Wills written



### Gifts pledged



### Gift value



# Family structure

Single non-parents account for the fewest wills written on Gathered Here (17%) but were responsible for a third (33%) of gifts pledged and almost half (47%) of gift value.

These figures demonstrate the increased willingness to pledge gifts, and higher-value gifts, from single non-parents. Although the findings is not surprising, it reinforces the importance of communicating the benefits of will-writing beyond providing for children and romantic partners.

**Wills aren't just for parents. With an online will you can:**

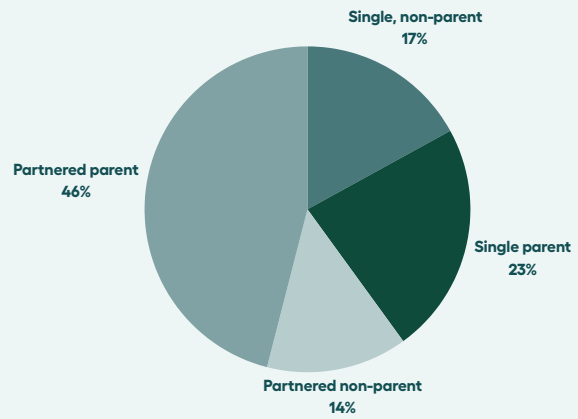
- Gift treasured items to loved ones
- Leave money to friends and family
- Appoint guardians for pets
- Record funeral preferences
- Appoint executors of your estate
- Support causes close to your heart
- Save your loved ones time and money



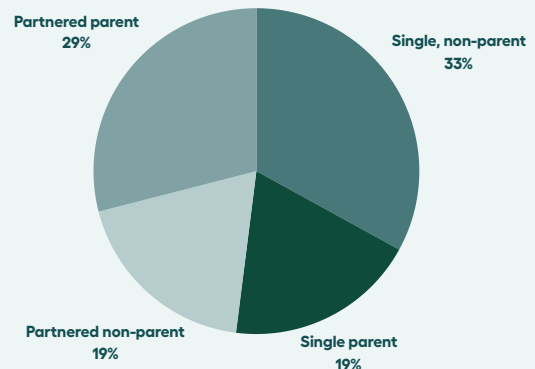
Scan me

Learn more about sociological trends impacting gifts in wills.

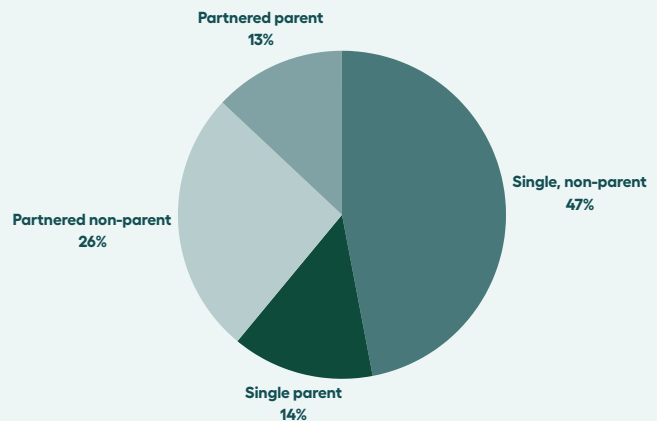
### Wills written



### Gifts pledged



### Gift value



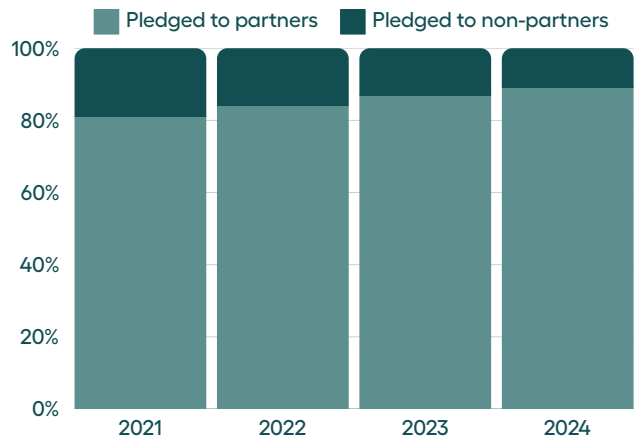
# Gifts

Thousands of gifts have been pledged via the Gathered Here online platform. Most (87%) have been pledged to organisations who have partnered with Gathered Here and this number has steadily increased over four years, rising from 81% in 2021 to 89% in 2024.

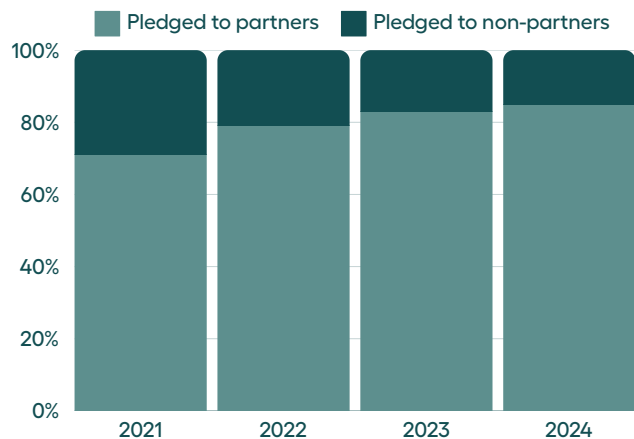
In terms of gift value, 79% of all gift value (an estimated \$722 million) has been pledged to partner charities and 21% (or an estimated \$161 million) has been pledged to organisations that are yet to partner with Gathered Here. The same trend is apparent in gift value as partner charities received 71% of total gift value in 2021 and that grew to 85% in 2024.

Gifts are predominantly residual - a percentage of a person's estate - and 81% of all gifts pledged fall into this category. Almost a fifth (20%) are a specific monetary amount while just 1% are personal item.

## Gifts by number



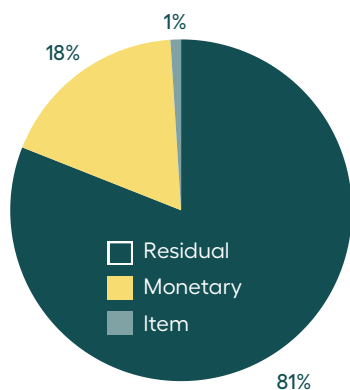
## Gifts by value



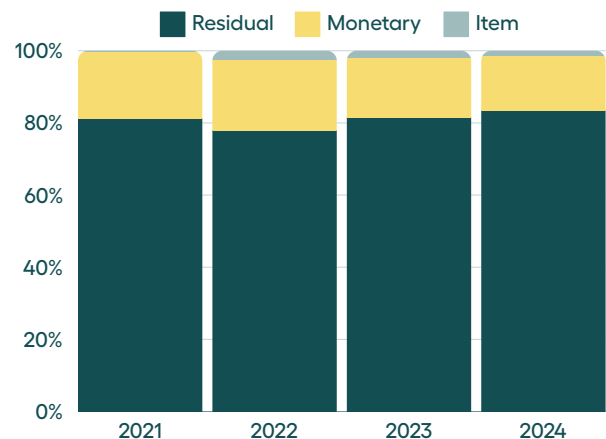
Join today, it's free

[Gatheredhere.com.au/wills-platform-for-charities](https://gatheredhere.com.au/wills-platform-for-charities)

## Gifts by type



## Gift type by year



# Residual gifts

The vast majority (81%) of gifts pledged via Gathered Here are residual. These gifts have a significantly higher average value compared to monetary gifts, so the Gathered Here platform is designed to gently encourage residual giving over specific amounts or items.

The average residual gift size is 11.5% or an estimated \$76,288. However, most bequestors pledge multiple gifts so the average residual total pledged per bequestor is 24.2% or \$160,536.

**24.2%** Average residual gift size per bequestor

**11.5%** Average residual gift size

**\$76,288** Average residual gift value

**\$160,536** Average residual gift value per bequestor

 gatheredhere

## 3. Estate

### Divide your estate

Divide evenly amongst beneficiaries

Lifeline Australia 10 %

Nathan Lee 70 %

Rebecca Lee 20 %

Total 100 %

Next

Back

## 4. Gifts

### Add a gift (optional)?

We are able to offer this Will to you for free due to the support of charities that are dedicated to making Australia and the World a better place.

In addition to gifts to loved ones, will you consider leaving a gift to help a cause that is meaningful to you?

+ Add money gift

+ Add personal item gift

Next

# Monetary gifts

Although the Gathered Here platform has been designed to position residual gifts as the default, will-writers are easily able to gift in other ways if they prefer.

Almost a fifth (18%) of all gifts pledged were a specific monetary amount. On average, each monetary gift was worth \$8,016.

**\$8,016** Average monetary value

# Gifted items

Just 1% of gifts pledged via Gathered Here are specific items, ranging from real estate and precious jewellery, through to sports memorabilia and medical equipment.

Multiple residential properties in QLD, WA, and NSW were pledged to charities, indicating future revenue of hundreds of thousands of dollars for those causes.

However, even items that may be perceived as financially insignificant still carry value as they offer an opportunity for non-profits to connect with supporters in a more personalised and meaningful way.

For example, one donor pledged their entire drag costume collection to an LGBT charity while another donor pledged their motorised wheelchair and accessibility equipment to a disability charity.

By using the specific item as a way to connect with donors, fundraisers can establish good rapport and a personal connection.

Further, almost half (45%) of wills that included a personal item also included a monetary or residual gift so their generosity often goes beyond the specific item they pledged.

## Examples of specific items gifted



Residential property



Signed sports memorabilia



Mobility equipment



Drag costumes



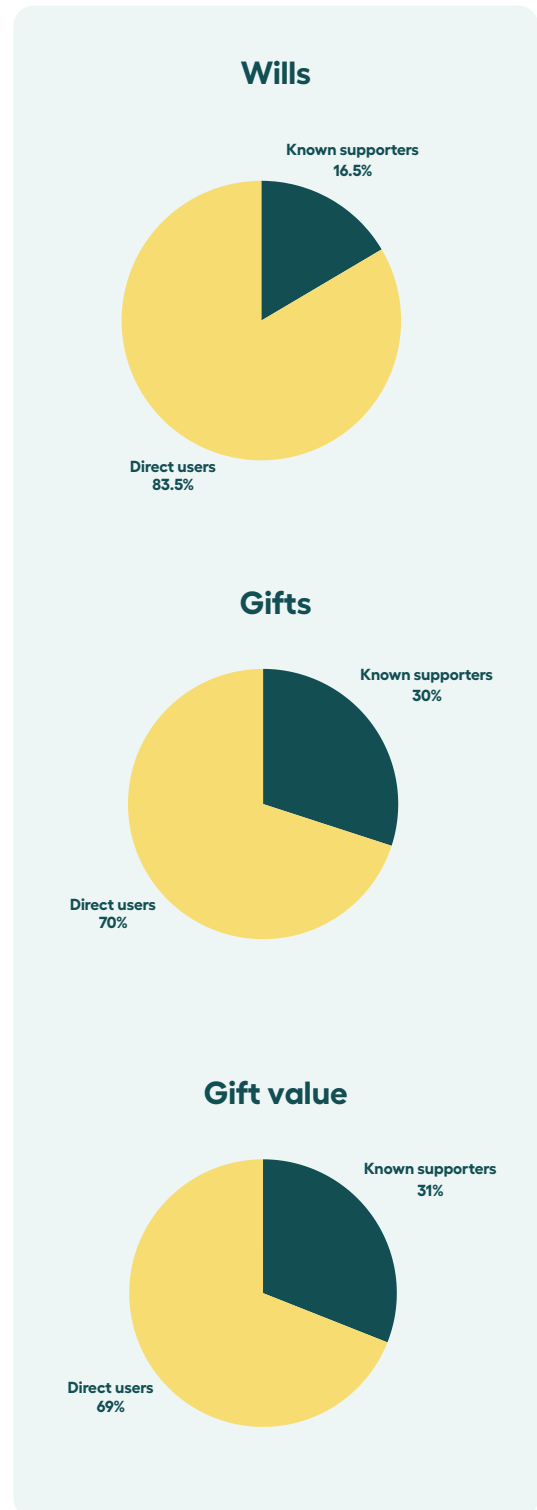
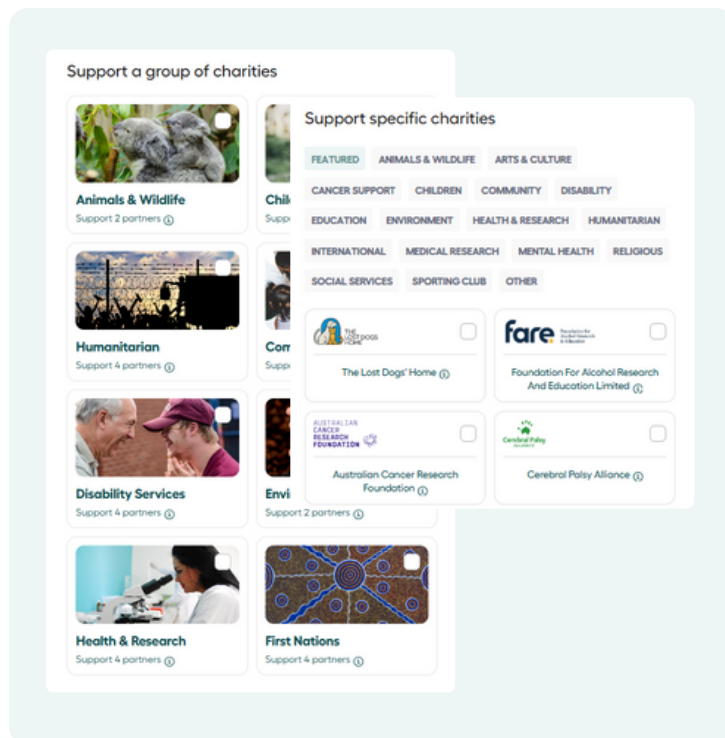
Original artwork

# Reaching new audience

The majority of wills created on Gathered Here (83.5%) were written by direct users - that is, people who arrived on the platform without visiting a charity landing page. While this group had lower giving rates than known charity supporters, they still accounted for 70% of all gifts pledged via the platform and 69% of total gift value.

This highlights a fantastic opportunity for non-profits to leverage online wills to connect with will-writers who are entirely unknown to their organisation.

However, there is still high potential for organisations that are only able to connect with their own supporter bases. Known supporters have an incredible giving rate of 43% and, despite only writing 16.5% of wills, the were responsible for 30% of all gifts and 31% of all gift value, making them disproportionately generous.



# Donor stewardship

Online wills provide an incredible level of visibility and scope for donor stewardship, far beyond what is traditionally possible in conventional wills.

Of course, in a world where data privacy and protection are highly valued, it's vital that supporters have agency over their own information.

So, anyone who pledges a gift via Gathered Here is given the choice of sharing or withholding their information from the organisations they included in their will.

Interestingly, the rate of information sharing is increasing and new supporters, those who are not yet known to the organisations they have supported, are the most enthusiastic about sharing their contact information.

In 2021, just 24% of new supporters opted to share their contact information with the charities included in their will.

However, after a careful and intentional redesign of the will-writing platform to promote the benefits of information sharing, that figure steadily increased and reached 50% in 2024. For existing supporters, the opt-in rate was 45% for 2024.

## 6. Thank you ✓

Will you make the work of nonprofits easier by sharing the details of your gift? ⓘ

Anonymous gifts are less helpful to nonprofits as they often cannot be included in planned giving goals.

Yes  No

Your phone number

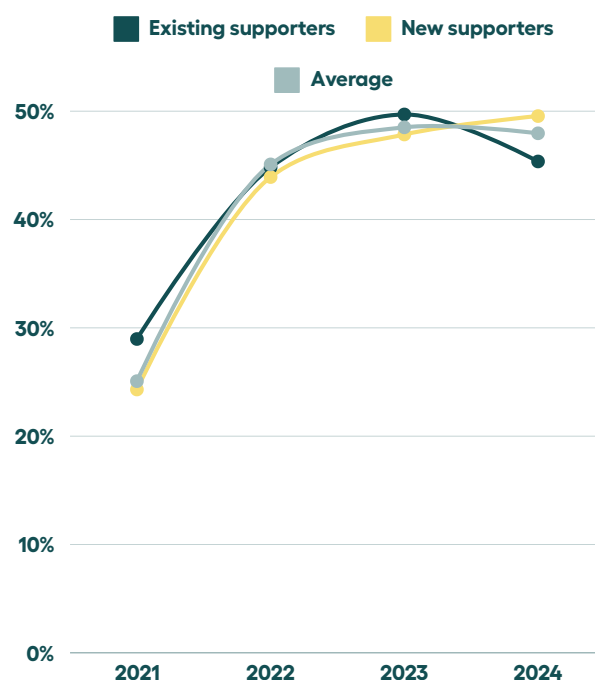
Phone (optional)

0123 456 789

Next

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Opt-in rate



# Cause areas

In the first Gifts in Wills Report, we established nine distinct cause areas. However, since then, an increasingly broad range of organisations have joined Gathered Here and integrated online wills into their bequest strategies.

To adapt to the changing demographic of Gathered Here customers, we have increased the number of cause areas.

**Now, we consider there to be 11 distinct categories:**

- 1 **Animal and wildlife**
- 2 **Health and disability**
- 3 **Humanitarian and international**
- 4 **Children**
- 5 **Community and social services**
- 6 **Environment and climate**
- 7 **Mental health**
- 8 **Religious**
- 9 **Education**
- 10 **Sporting**
- 11 **Arts and culture**

These cause areas have different levels of representation among the Gathered Here customer base and attract varying levels of support from will-writers. However, all cause areas have seen success in offering online wills to their supporter bases and all have the potential to generate incredible future revenue by connecting with new and existing supporters via online wills.

Cause area	\$ pledged	% of total
Animal	\$206.9m	23.4%
Health & Disability	\$182m	20.6%
Humanitarian & International	\$118.5m	13.4%
Children	\$96.2m	10.9%
Community & Social Services	\$93.6m	10.6%
Environment	\$88.2m	10.0%
Mental Health	\$50m	5.6%
Religious	\$33.5m	3.8%
Education	\$6.3m	0.7%
Sporting	\$5.2m	0.6%
Arts	\$4m	0.5%

# Animal & wildlife

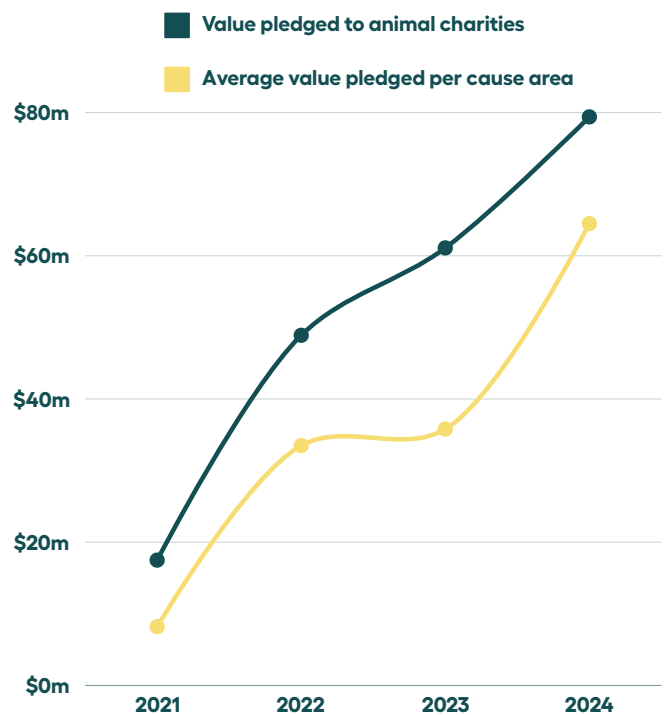


Animal and wildlife charities received the highest total value of pledges, of any cause area.

Animal and wildlife charities are consistently popular with will-writers. While they did not receive the highest number of gifts, they did account for the greatest value pledged.

Over the four-year study period, an estimated \$206.9 million was pledged to organisations in this cause area. In comparison, the average amount pledged per cause area was \$80.4m.

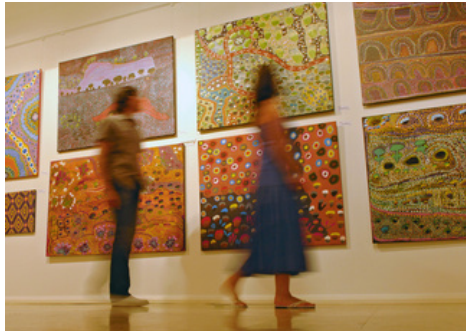
<b>% of gifts</b>	19%
<b>% of gift value</b>	23.4%
<b>Average gift value</b>	\$72,510
<b>Total gift value</b>	\$206.9m



## Trusted by leading animal non-profits, including:



# Arts & culture



On average, gifts were 24% larger to arts and culture charities compared to other sectors.

Organisations in the arts sector have been slower to adopt online wills compared to other non-profits. Currently, fewer than 1% of organisations partnering with Gathered Here are in the arts and culture category.

Despite the limited representation, arts and culture organisations have received pledges worth an estimated \$4 million and gifts pledged in this category are 24% more valuable than the average gift.

This highlights an incredible opportunity for arts organisations. If they are able to integrate online wills into their fundraising strategies, they will be among the earliest adopters in their sector and will face limited competition from their peers when attracting support from will-writers.

<b>% of gifts</b>	0.3%
<b>% of gift value</b>	0.5%
<b>Average gift value</b>	\$79,108
<b>Total gift value</b>	\$4m

<b>Year</b>	<b>Amount pledged</b>
<b>2021</b>	\$0
<b>2022</b>	\$360,246
<b>2023</b>	\$2.5m
<b>2024</b>	\$1.1m

Trusted by leading arts organisations, including:



# Children

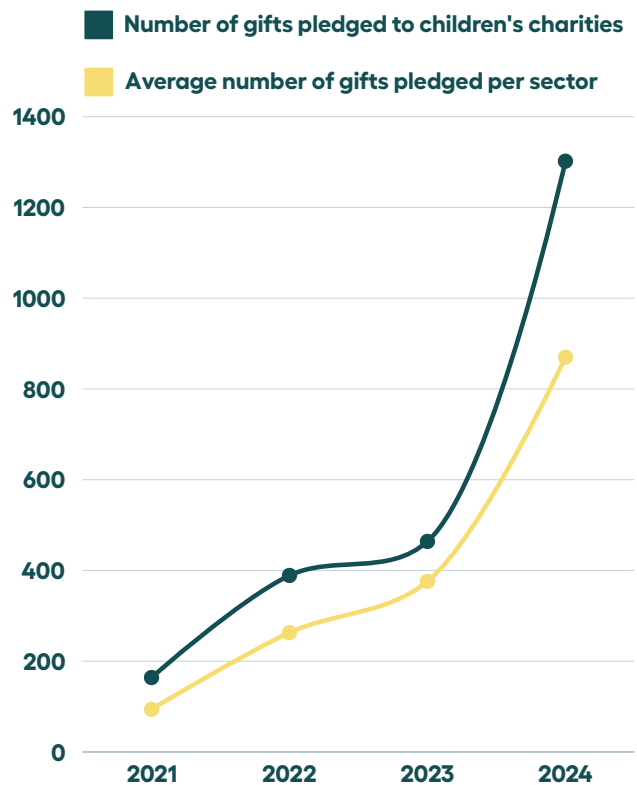


The number of gifts pledged to children's charities increased by 694% from 2021 to 2024.

Children's charities have seen a notable spike in support in 2024, far outpacing the average growth. It's likely this is due to widespread adoption of on-platform advertising by children's charities, allowing them to reach new supporters with ease.

However, children's charities do attract one of the lower average gift values. This may be because donors with children typically pledge lower value gifts compared to non-parents.

<b>% of gifts</b>	13.4%
<b>% of gift value</b>	10.9%
<b>Average gift value</b>	\$55,982
<b>Total gift value</b>	\$96.2m



Trusted by leading children's non-profits, including:



# Climate & environment



Annual pledge value for climate and environmental non-profits climbed by 127% between 2021 and 2024.

Environmental charities have always resonated with Gathered Here will-writers and organisations in this sector have attracted tens of millions of dollars in bequests for each of the past four years.

While climate and environmental non-profits have seen less consistent growth, and certainly less dramatic growth compared to some other sectors, annual pledge value has more than doubled since 2021, reaching \$24.1 million in 2024.

In total, over \$88 million has been pledged to causes in the climate and environmental sector, and it's predicted that support for these organisations will remain relatively stable in coming years.

<b>% of gifts</b>	9%
<b>% of gift value</b>	10%
<b>Average gift value</b>	\$62,327
<b>Total gift value</b>	\$88.2m

<b>Year</b>	<b>Amount pledged</b>
<b>2021</b>	\$10.6m
<b>2022</b>	\$29.7m
<b>2023</b>	\$23.9m
<b>2024</b>	\$24.1m

## Trusted by leading climate and environmental non-profits, including:



# Community & social services

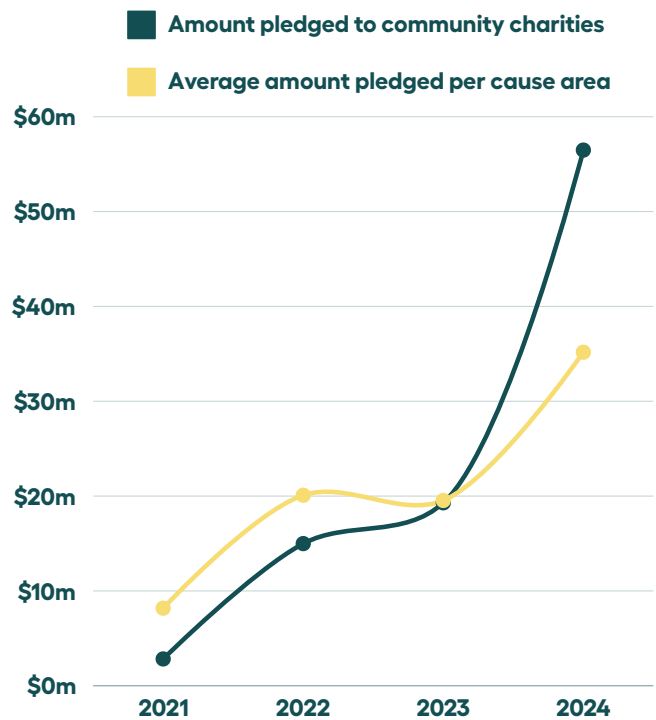


The total value of gifts pledged to this cause area has grown by 1,889% from 2021 to 2024.

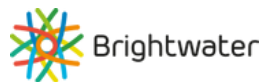
Previously attracting lower-than-average support, community and social services organisations have experienced a phenomenal increase in support in 2024.

Pledges in 2021 were estimated to be worth \$2.8m but, in 2024, an estimated \$56.5m was pledged to organisations in this cause area.

<b>% of gifts</b>	11.1%
<b>% of gift value</b>	10.6%
<b>Average gift value</b>	\$71,694
<b>Total gift value</b>	\$93.6m



Trusted by leading community non-profits, including:



# Education



Bequestors to the education sector had the highest average age - 51.

The education sector has been slower to adopt online wills compared to other sectors, with less than 2% of non-profits currently partnering with Gathered Here categorised primarily as educational.

Despite the small representation, support is growing rapidly. While a modest \$41,000 was pledged to educational organisations via Gathered Here in 2021, this climbed to an incredible \$5.3 million in 2024.

For schools, universities and other non-profits in the education space, online wills provide a phenomenal opportunity to grow future revenue. Those that are yet to integrate the technology into their strategies have much to gain.

<b>% of gifts</b>	1.5%
<b>% of gift value</b>	0.7%
<b>Average gift value</b>	\$37,532
<b>Total gift value</b>	\$6.3m

<b>Year</b>	<b>Amount pledged</b>
<b>2021</b>	\$40,906
<b>2022</b>	\$340,233
<b>2023</b>	\$644,987
<b>2024</b>	\$5.3m

## Trusted by leading community non-profits, including:



# Health & Disability

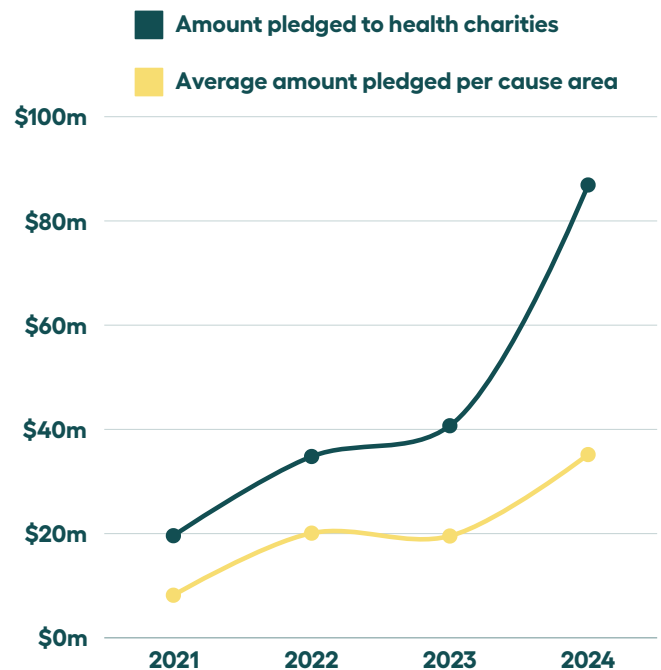


Almost a quarter (23.6%) of all gifts were pledged to health or disability organisations.

Health and disability charities account for the largest proportion of Gathered Here partners so it's no surprise the cause area claimed the largest percentage of gifts pledged - 23.6% of all gifts, worth an estimated \$182 million.

This figure is 126% higher than the average total amount pledged per cause area.

<b>% of gifts</b>	23.6%
<b>% of gift value</b>	20.6%
<b>Average gift value</b>	\$70,122
<b>Total gift value</b>	\$182m



Trusted by leading health and disability non-profits, including:



# Humanitarian & International

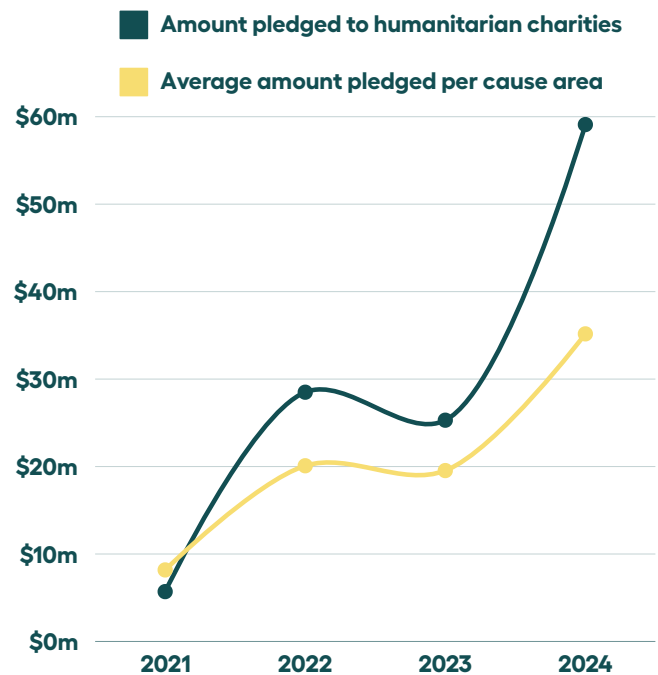


Humanitarian and international non-profits had the highest value per gift of any cause area.

Will-writers supporting humanitarian and international charities are particularly generous, pledging the largest value per gift of any cause area.

The average value per gift for these organisations is \$80,386 - a 26% increase from the overall average of \$63,705.

<b>% of gifts</b>	13.6%
<b>% of gift value</b>	13.4%
<b>Average gift value</b>	\$80,386
<b>Total gift value</b>	\$118.5m



Trusted by leading humanitarian and international NFPs, including:



# Mental health



Support for mental health charities grew by 142% from 2021 to 2024.

After three years of relative stability, financial support for mental health charities skyrocketed recently, climbing 142% from \$9.8 million in 2021 to \$23.7 million in 2024.

This significant jump in support comes and a growing number of mental health charities have integrated online wills into their bequest strategies, and executed proactive outreach initiatives to their existing supporter base.

This enthusiasm comes after many mental health charities were initially, and understandably, tentative about online wills due to the particularly sensitive nature of their cause area. However, supporters in this area have proven that they are open to, and enthusiastic about, legacy giving.

<b>% of gifts</b>	4.4%
<b>% of gift value</b>	5.6%
<b>Average gift value</b>	\$71,180
<b>Total gift value</b>	\$50m

<b>Year</b>	<b>Amount pledged</b>
<b>2021</b>	\$9.8m
<b>2022</b>	\$8.5m
<b>2023</b>	\$8m
<b>2024</b>	\$23.7m

**Trusted by some of Australia’s leading mental health NFPs, including:**



# Religious



At 50 years old, bequestors to religious non-profits were the second oldest on average.

After an increase of over 1,100% between 2021 and 2022, financial support for religious organisations has remained relatively stable over the past three years.

This plateau is partly a result of many religious organisations choosing to reach out exclusively to their existing supporter bases, rather than leverage on-platform advertising opportunities.

By testing these advertising opportunities, religious organisations would likely see a rapid acceleration in gifts and gift value, as many other cause areas have experienced.

<b>% of gifts</b>	3.3%
<b>% of gift value</b>	3.8%
<b>Average gift value</b>	\$70,710
<b>Total gift value</b>	\$33.5m

<b>Year</b>	<b>Amount pledged</b>
<b>2021</b>	\$899,924
<b>2022</b>	\$11.1m
<b>2023</b>	\$11.3m
<b>2024</b>	\$10.1m

## Trusted by leading religious non-profits, including:



# Sporting



From 2021 to 2024, sporting non-profits saw a 8,212% increase in est. bequest value.

Support for sporting organisations - or more specifically, the charitable foundations operated by these organisations - has increased dramatically from 2021.

In the first full year of Gathered Here online wills, an estimated \$40,906 was pledged to sporting organisations but, in 2024, that figure reached an incredible \$3.4 million, representing growth of 8,212%.

The use of online wills in this sphere is still relatively new, and uptake is slower than many other charitable sectors. However, with a number of leading teams and foundations now seeing success, it's likely more sporting organisations will follow suit in 2025 and beyond.

<b>% of gifts</b>	0.8%
<b>% of gift value</b>	0.6%
<b>Average gift value</b>	\$37,247
<b>Total gift value</b>	\$5.2m

<b>Year</b>	<b>Amount pledged</b>
<b>2021</b>	\$40,906
<b>2022</b>	\$0
<b>2023</b>	\$1.8m
<b>2024</b>	\$3.4m

## Trusted by leading sports organisations, including:



# Probated wills

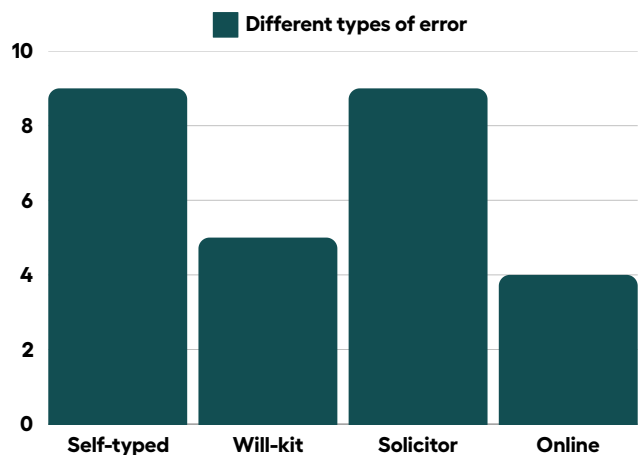
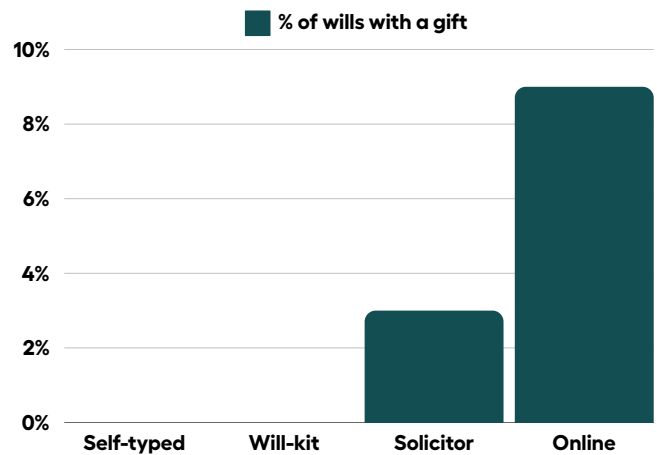
Online wills are entering courts and successfully completing the probate process at an increasing rate, proving - irrefutably - that they are a valid and reliable means of estate planning.

In analysing wills handled by the Gathered Here probate team in 2024, one fifth (20%) were prepared online and, of those wills prepared online, 30% were written via Gathered Here.

Further, 9% of those online wills included gifts to charity - one of which was pledged via a will written on Gathered Here. This giving rate, although lower than what is seen across the platform, is significantly higher than any other type of will probated with the help of Gathered Here.

Wills prepared online also featured fewer types of error than any other will format. Online wills only saw four types of error - physical damage, missing staples, user incapacity, and handwritten amendments. In comparison, solicitor-drafted wills included nine types of error including incorrect names and pronouns, missing signatures, multiple dates, and unclear wording.

As online wills begin to enter the courts, we are also seeing evidence that they are being used successfully for large estates and in complex situations.



## Case study A

Arthur wrote a Gathered Here will with the help of her daughter. When he died a month later, Arthur's death certificate recorded dementia, even though he was never diagnosed with the illness during his life.

A court required evidence that Arthur was capable of making and understanding his will. This was provided in the form of a medical note, the will was deemed valid, and probate was granted for his estate, worth \$880,000.

## Case study B

When writing his will online, Arthur divided his assets between his spouse, child, step child, and sister. However, Arthur and his spouse separated some time after the will was written and it was never updated.

Although online wills are not recommended for blended families or in situations of potential conflict, the will was deemed valid and probate was granted for his \$680,000 estate.

# Conclusion

When Gathered Here first launched, few Australian charities or non-profits had integrated online wills into their wider bequest strategies. Now, the landscape is very different.

As of January 2025, over 850 non-profits have chosen Gathered Here to offer free online wills to their supporters and an estimated \$950 million has been pledged to hundreds of worthy causes. It is likely \$1 billion will be reached within the first quarter of 2025.

Importantly, we are also beginning to see empirical evidence that online wills are surpassing expectations as an effective effective estate planning tool in a legal capacity.

Looking specifically at probate applications handled by our in-hour legal team, 100% were successfully granted probate - even in situations where an online will was used beyond it's recommended remit.

With online wills now embraced by both consumers and the non-profit space, attention is turning away from how best to integrate technology and spread awareness. Now, focus is shifting to the next steps. How can fundraisers secure longevity of these gifts? Build deeper relationships with digital donors? Reach new and unknown supporters?

When leveraged to their full potential, data provided by online wills are an ideal tool to help fundraisers tackle these challenges. Online wills are not solely a vehicle for increased bequest revenue, but also greater understanding of supporters, more strategic bequest programs, and improved forecasting capabilities.

They are also helping charities connect with new supporters who would have previously been beyond their reach. Small, local organisations are able to attract support from every corner of the country, while still operating well within their financial means.

When we look at the the continued adoption of online wills by non-profits, their popularity among consumers, and the growth of revenue pledged within them, it's clear online wills are in high-demand from every angle, and will continue to deliver incredible value.

If you are yet to integrate online wills into your bequest strategy, or want to learn about how your organisation could be better leveraging online wills, get in touch today. It's free to join and we're always happy to help.



# About us

Gathered Here is a trusted end-of-life services hub, empowering people across Australia and New Zealand to make more informed decisions around death.

Users are able to write a will for free, pledge bequests to their favourite causes, find a funeral director, compare celebrants, arrange probate and more.

Affordable and transparent death planning is now available to everyone - regardless of their income, estate size, or ability to visit a solicitor's office.

For the NFP sector, the impact is phenomenal. Through Gathered Here alone, over \$950 million has been pledged to hundreds of worthy causes since 2020.

However, the impact goes far beyond future revenue via gifts in online wills.

Partners of Gathered Here are able to access a suite of industry-leading tools, allowing for advanced analysis and reporting across gifts, donor demographics, campaign success, and estimated revenue.

Fundraisers have the tools they need to make truly strategic decisions, win buy-in from senior leaders across their organisation, and build a strong pipeline of future revenue for their cause.

Currently, over 800 charities, NFPs and foundations partner with Gathered Here to access these industry-changing assets.

If you'd like to join them, get in touch today. We create tailored solutions to suit organisations of every shape, size, and budget. No matter what your organisation looks like, we can help.

**We look forward to hearing from you.**



**Adam Herodotus**  
Head of Partnerships

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SCAN ME





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FREE WILLS

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