



2023

Gifts in Wills Report

15,383 wills analysed

Data-driven insights into today's will-writers and gift-pledgers

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About us



Book a demo



About this report

Clearer insights into will-writers and gift-pledgers

In 2022, more than 15,000 wills were written via the Gathered Here online platform. Many of those included financial pledges to charities and nonprofits.

Should those pledges come to fruition, their overall worth is estimated at well over \$224 million.

However, the value of these wills extends beyond the gifts included in them. Anonymised data collected from these wills can provide meaningful insights into the modern Australian will-writer.

We can observe trends in will-writer demographics, giving behaviours, and inheritance planning.

We can see who is pledging charitable gifts, how much they intend to donate, and which causes attract the widest support.

This report brings together those insights and analyses them

through the lens of an Australian fundraiser. It considers the way charities and nonprofits can interpret these findings, apply them to bequest campaigns, and create highly-effective fundraising strategies.

Importantly, this report shines a light on the incredible opportunity that lies within the bequest space.

Charities and nonprofits are continuing to invest in the bequest space and it's clear the Australian public is rapidly embracing this form of giving,

Understanding their behaviours, and the opportunities that lie across various sectors, will inevitably help organisations build bequest programs that are optimised for their supporter bases, increase future revenue, and continue their hard work for generations to come.

Our mission



When Gathered Here launched in 2017, our mission was to make end-of-life services more accessible, approachable and transparent for the general public.

Over the years, that mission has evolved into something much bigger.

Now, in addition to democratising death planning, we're driving a monumental shift in Australians' giving behaviours and helping nonprofits radically grow their bequest revenue.

We know Australians are already generous. In 2022, the Charities Aid Foundation ranked Australia eighth highest on the World Giving Index.

Earlier, in 2017, a government-funded study found that 81% of Australians reported making a charitable donation over a 12-month period.

Unfortunately, rates of legacy giving are far lower. A study of probated wills found that just 7% included a gift to charity.

We're changing that. By combining industry-leading technology with effective nudge techniques, we're drastically increasing the rate of legacy giving and the overall value of bequests.

Wills written and downloaded via Gathered Here include a charity gift 19% of the time. When a will-writer arrives via a charity marketing campaign, they pledge a gift more than 60% of the time.

Further, our Gifts in Wills Management Platform allows charities and nonprofits to see detailed information about individual donors and wider donor demographics, as well as specific gifts, estimated gift value, and forecasted revenue.

Created in consultation with a charity advisory panel, the platform empowers fundraisers to better understand their supporter base, identify new donors, and forecast future revenue.

So far, an estimated than \$338 million has been pledged via our platform, benefiting hundreds of worthy causes across the country and beyond. Still, there's so much more to come.

We hope you can join us.

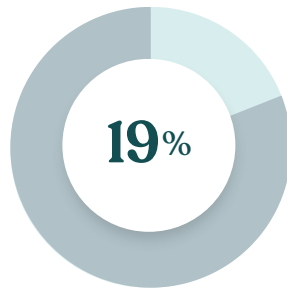


Colin Wong,
Founder & CEO

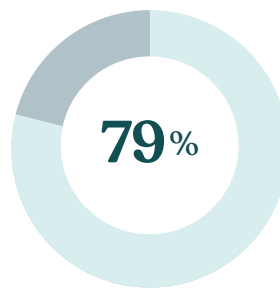
Overview

15,383

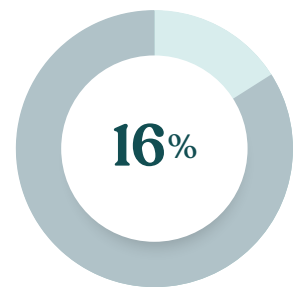
wills written



of wills included a charitable gift



of gifts were residual



average residual gift size

\$224m

estimated value of gifts

\$82,908

average residual gift value

2022 proved strong for legacy planning

While COVID was at its peak, will-writing boomed. Millions of people considered their own mortality for the first time and many were motivated to put firm plans in place.

In 2022, the environment changed. Fears finally eased among the general public and, for Australia, lockdowns became a thing of the past.

Interestingly, will-writing remained strong. In 2022, there were 15,383 wills written via Gathered Here - an increase of 52% compared to last year's report.

Technology helped save death-planning from becoming a pandemic relic and, gradually, it's becoming accepted as

just another life admin task to be ticked off the list.

This is phenomenal news for charities and nonprofits. As more Australians participate in death planning, a greater awareness of legacy giving will follow.

We can already see evidence of this happening. In last year's Gifts in Wills Report, we found that 16% of wills included a gift to charity. This year, that number increased to 19%.

The overall value of gifts has also skyrocketed. In 2021, an estimated \$89 million was pledged via wills written on Gathered Here. In 2022, an estimated \$224 million was pledged.

Age

Age is more than just a number

In 2022, Australians of all ages used Gathered Here online wills to record their final wishes. The youngest was just 18 while the oldest was an impressive 101.

While younger generations are known for their preference towards technology, data shows it's actually the older cohorts which are capitalising on online wills.

Those in the 45-54 age group were most likely to write an online will,

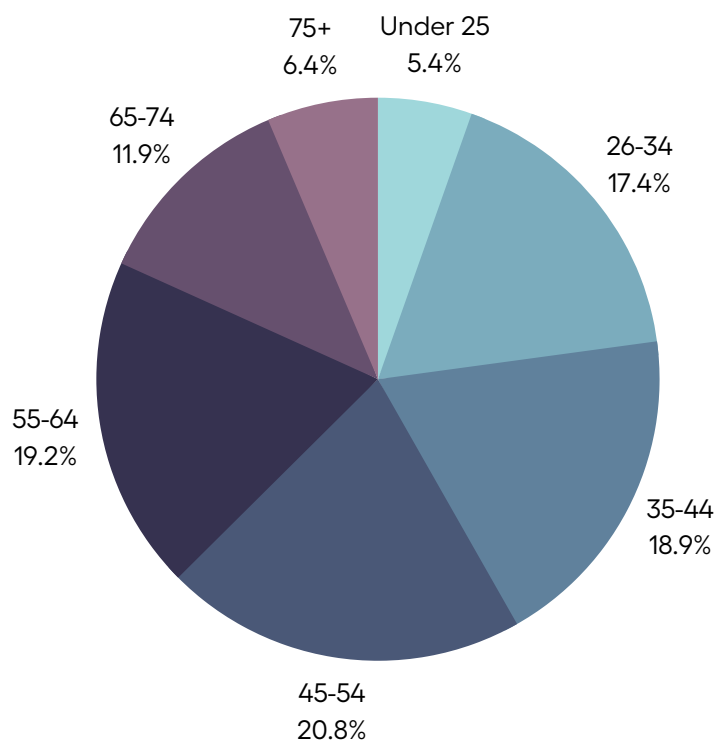
Key findings

- The average age of will-writers is trending upwards
- Young will-writers are most likely to pledge a gift
- Over 75s pledge the largest monetary gifts

accounting for 21% of all wills written on the platform, despite accounting for just 13% of the Australian population.

The 55-64 age group followed closely, writing 19% of wills despite accounting for only 12% of the Australian population.

Age of will-writer on Gathered Here



The average age of will-writers is also trending upwards. In last year's report, the average age of will-writers was 45 and the median age was 43. This year, both increased to 49.

49

average age of will writers



This suggests that older Australians are becoming more comfortable with digital death planning. In fact, over 75s were more likely to write an online will through Gathered Here than under 25s, accounting for 6% and 5% of wills respectively.

40%

of will writers are aged 45-64



Senior citizens also made up a large proportion of online will writers, with almost a fifth of wills (18%) written by over 65s.

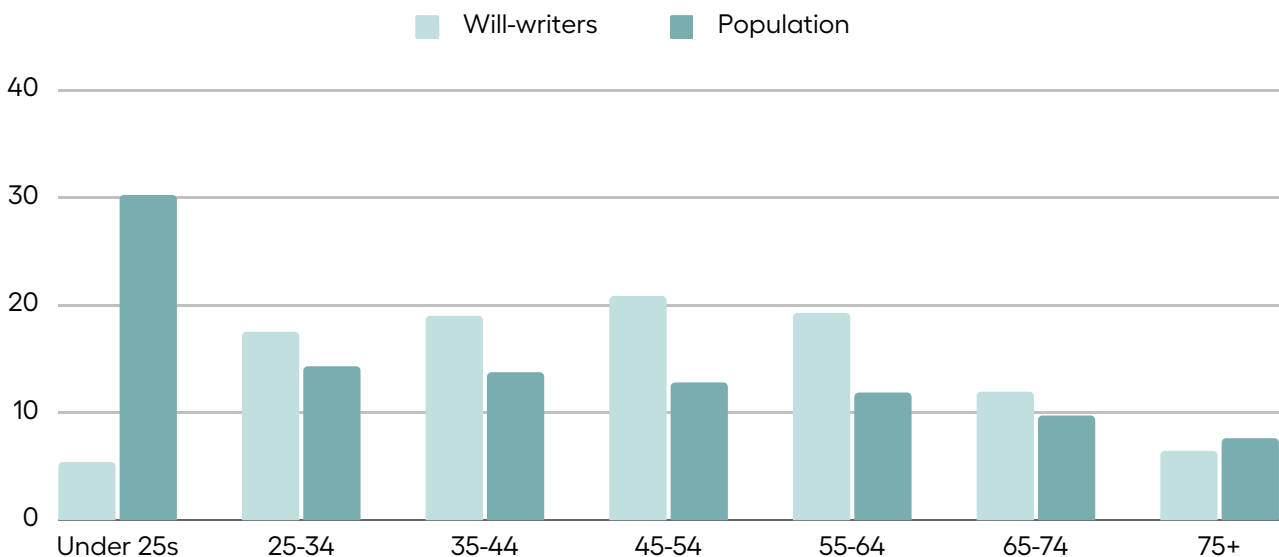
18%

of will writers are 65+



The myth that only young people write online wills is well and truly busted.

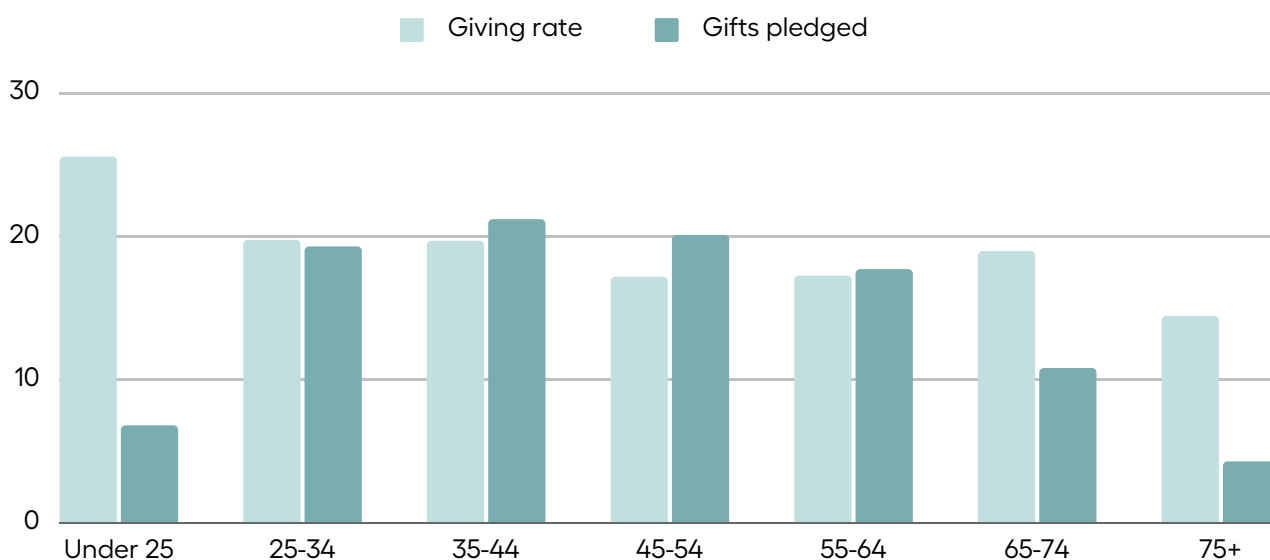
Age of will-writers compared to the Australian population



Note: The Australian census data includes under 18s, whereas online wills can only be written by individuals ages 18 or older. This is partly why we see such a large disparity in the will-writing rates of under 25s.

Giving rates by age

Giving rate and actual gifts pledged



Under 25s are the most likely to pledge a gift in their will (26%), followed by those in the 25-34 age group (19.7%) and then the 35-44 age group (19.6%).

Those in the 45-54 age group and the 55-64 age group also had very similar giving rates of 17.1% and 17.2% respectively.

For seniors, those under 75 had a generous giving rate of 19% while the giving rate for over 75s was 14%. This is a noticeable increase compared to last year's report, in which seniors under 75 gave at a rate of 17% and those over 75 gave at a rate of just 7.5%.

That means the giving rate for over 75s has almost doubled year-on-year

However, it's important to keep in mind the number of will-writers in each demographic. While young will-writers were most generous, relatively few under 25s wrote wills so they were only responsible for 7% of all gifts pledged.

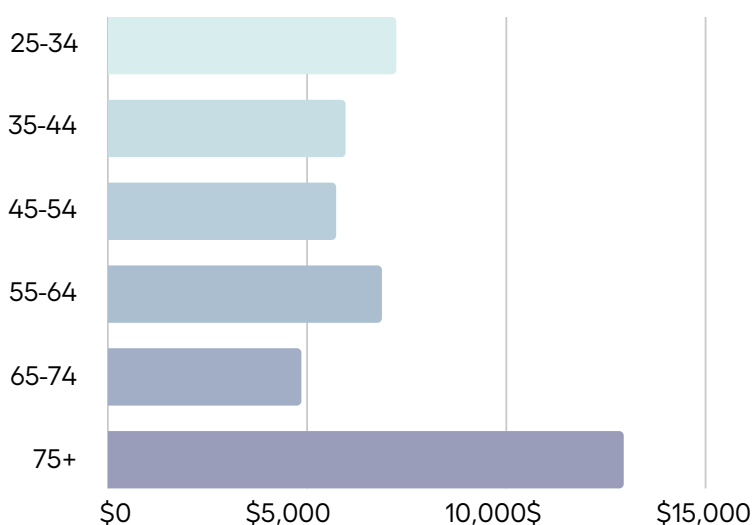
In reality, the largest number of gifts were pledged by will-writers in the 35-44 age group (21% of all gifts), followed by the 45-54 group (20% of all gifts). Seniors aged between 65 and 74 accounted for 11% of gifts while over 75s accounted for 4% of gifts.

Gift value by age

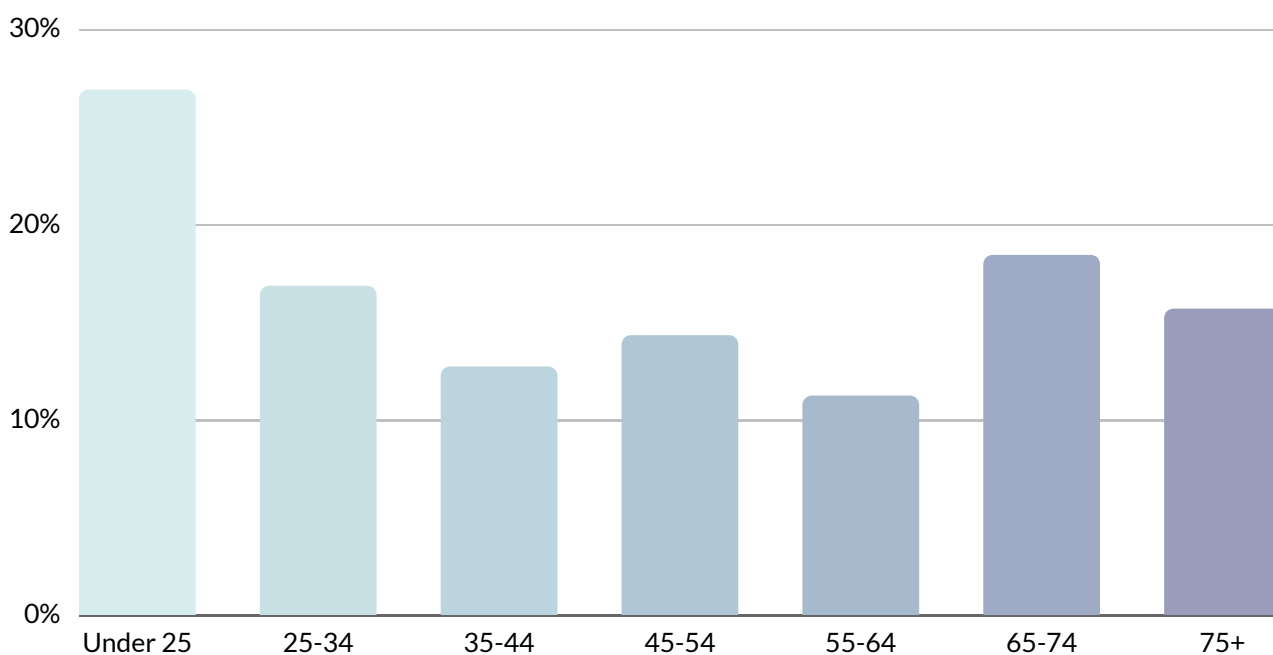
Looking at the average value of gifts pledged by various age groups, over 75s pledged by far the highest-value specific monetary gifts, with an average value of \$12,924 per specific gift.

In comparison, the average value of a specific monetary gift across all ages was \$6,488.

Average monetary gift



Average residual gift



When looking at residual gifts, under 25s were the most generous, pledging an average of 27% of their estate.

Seniors in the 65-74 age bracket were the next most generous, pledging an average of 18% of their estate. Across all ages, the average residual gift size was 16%.

Family structure

Key findings

- Charities may benefit from promoting the importance of will-writing to single non-parents
- Work should also be done to encourage gift-pledging among parents who are married or in a de facto relationship

Legacy planning is intertwined with the desire to provide for family members

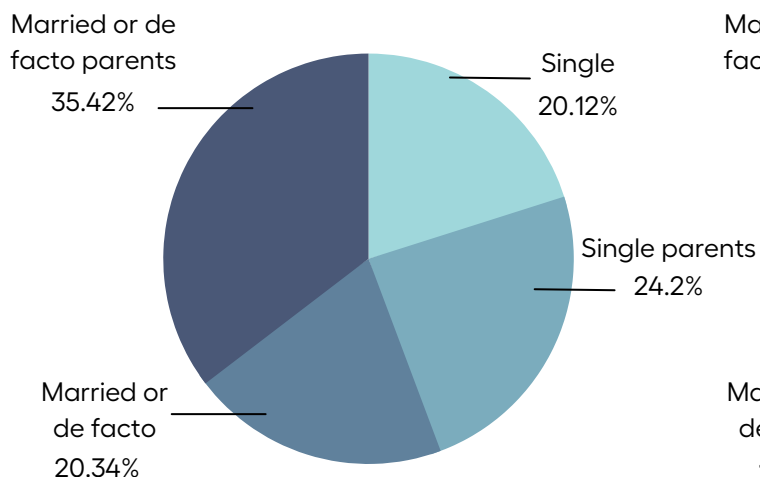
Family structure plays a pivotal role in not only the likelihood of a will-writer pledging a gift, but also the size and estimated value of that gift.

Married people with children are by far the most likely to write a will on the Gathered Here platform, accounting for 35% of all wills written. In comparison,

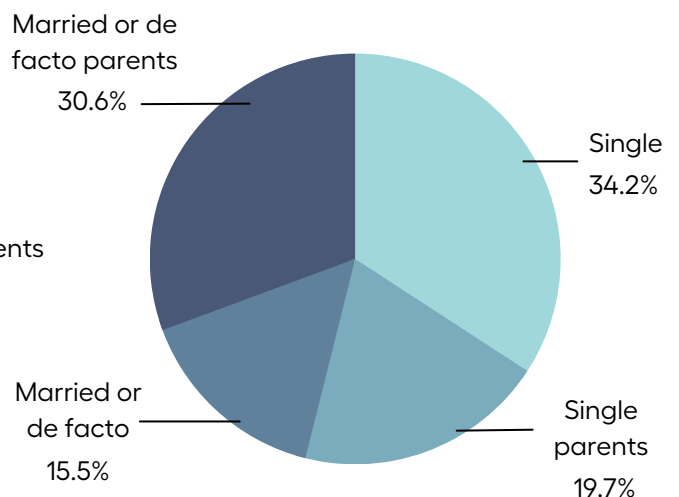
single people with no children accounted for the lowest percentage of wills at 20%.

However, when we look at family connections in relation to gift-pledging, the opposite was true. Single people with no children led the pack, accounting for 34% of all gifts pledged, while partnered parents accounted for just 16% of gifts.

Will-writers by family connection



Gift-pledgers by family connection



Not only do single non-parents pledge the most gifts, but their gifts are significantly more valuable than other cohorts.

On average, single non-parents pledge residual gifts worth 25% of their estate and specific monetary gifts worth \$9,474. In comparison, partnered parents pledge average residual gifts of just 8% and specific monetary gifts estimated to be worth \$3,732.

Family structure	Will-writer (%)	Gifts pledged (%)	Giving rate	Avg. residual gift	Avg. monetary gift
Single, non-parent	20%	34%	32%	25%	\$9,474
Single parent	24%	20%	15%	11%	\$7,758
Partnered, non-parent	20%	15%	14%	10%	\$8,225
Partnered parent	35%	31%	16%	8%	\$3,732



Parenthood

58%

of will-writers are parents

50%

of gifts were pledged by parents

2.25x

non-parents' residual gifts are 2.25 times larger

Parents are most proactive about will-writing but there's room for growth in their giving rates.

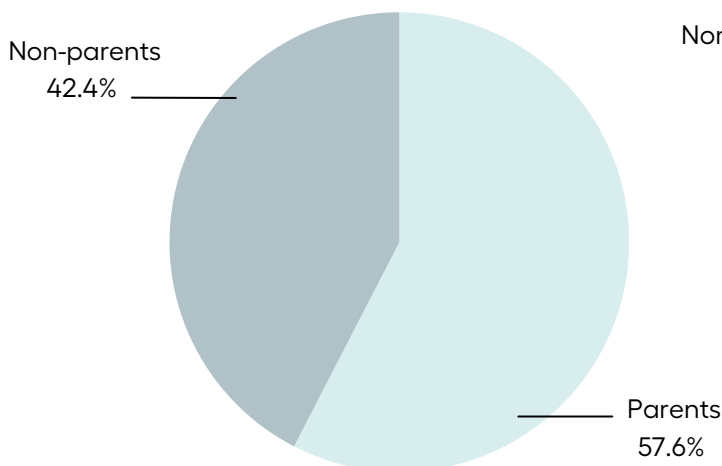
Parents are the most proactive will-writers. The 2021 census found that 40% of households included at least one child. However, 58% of will-writers on our platform were parents.

While parents are most likely to participate in death planning, they're less likely to pledge a gift. Giving rates for parents was 16% while giving rates for non-parents was 22%.

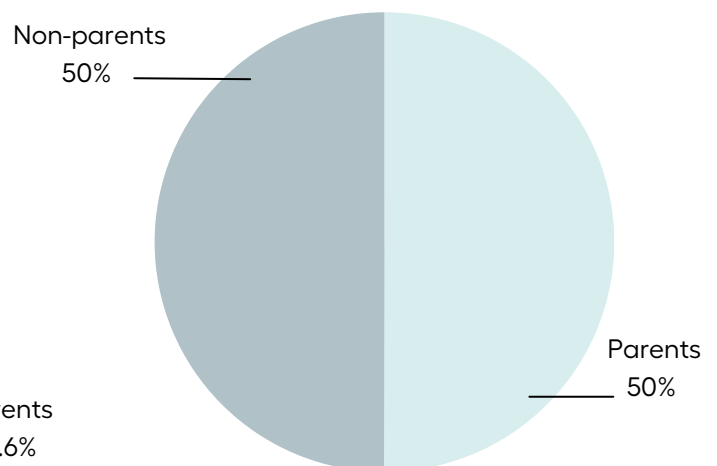
Interestingly, there was a noticeable increase in giving rate among parents compared to last year, when they pledged a gift 11% of the time.

In terms of real gifts, the actual number of gifts pledged by parents and non-parents was remarkably close in 2022, since far more parents wrote wills. Parents accounted for 50.03% of gifts while non-parents accounted for 49.97%.

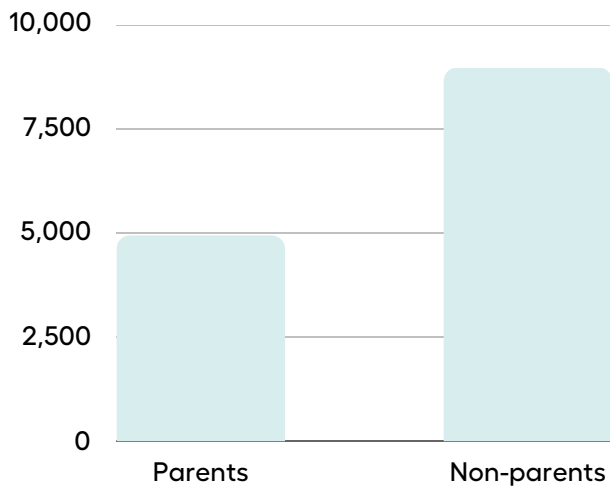
Will-writers by parenthood



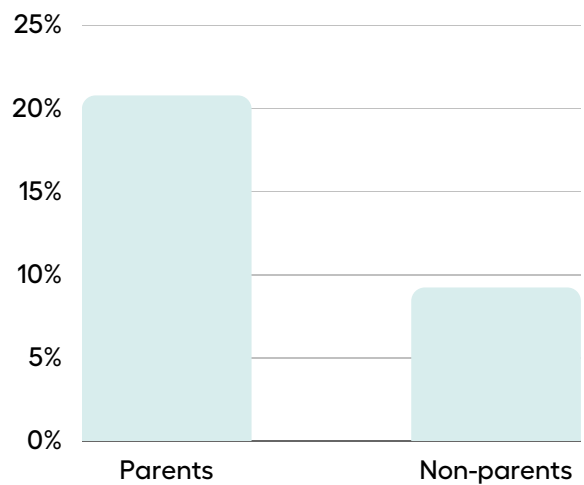
Actual gift pledged



Average monetary gift



Average residual gift



Parents pledged smaller gifts compared to nonparents. On average, parents pledged residual gifts worth 9% of their estate and monetary gifts worth \$4,940.

In comparison, non-parents pledged residual gifts worth an average of 21% of their estate and monetary gifts worth \$8,973.

Key findings

- Charities could benefit by promoting will-writing to non-parents
- Work can also be done to encourage greater gifting among parents



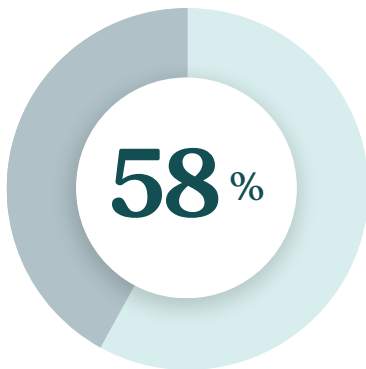
Marital status

Key findings

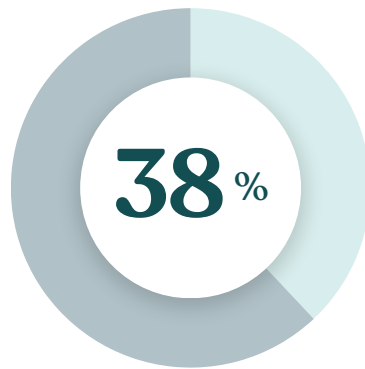
- Charities stand to benefit by encouraging will-writing among single people
- Work can be done to encourage back-up gifts for those in relationships

Single will-writers are strong supporters but more could be done to engage people in relationships.

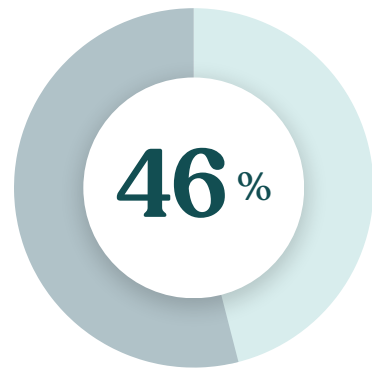
The majority of will-writers were married (41%), followed by single people (44%) and those in de facto relationships (15%). In comparison, the Australian population is predominantly single (52%), followed by married (38%) and then de facto (10%).



of will-writers are married or in a de facto relationship

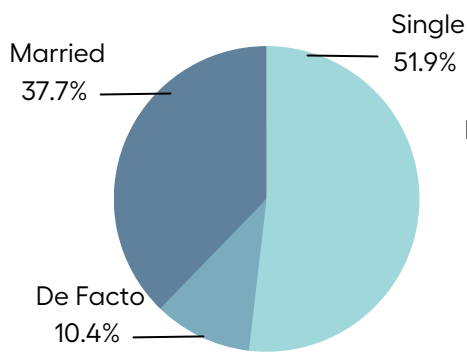


single will-writers are 38% more likely to give than those in a relationship

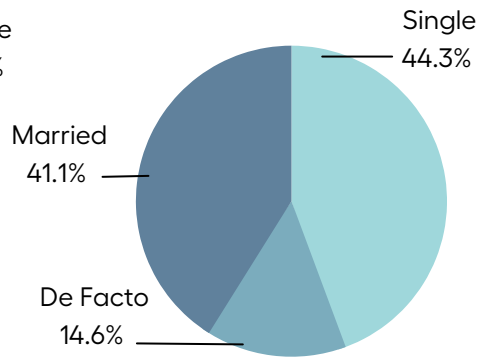


of gifts were pledged by married or de facto will-writers

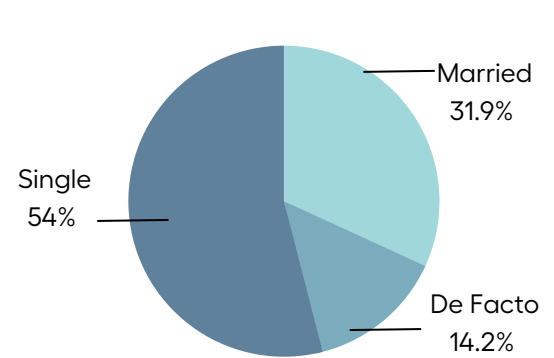
Australian public



Wills written



Gifts pledged



This demonstrates that work still needs to be done to educate single people on the benefits of will-writing - particularly as single people are the most likely to pledge a gift.

Married individuals pledged 32% of gifts, de facto will-writers pledged 14%

of gifts and single people pledged 54% of gifts.

Single people also pledged the largest-value gifts, both across residual and specific monetary gifts. In fact, single will-writers pledged residual gifts twice as large as married will-writers.

Relationship status	Avg. residual gift	Avg. monetary gift
Single	20%	\$8,660
De facto	8%	\$4,852
Married	10%	\$4,952

Location

Key findings

- Supporters from every state and territory are writing wills on Gathered Here
- Giving rates are closer across the board compared to last year



22%

the giving rate of Victorians



26%

most will-writers were from Queensland

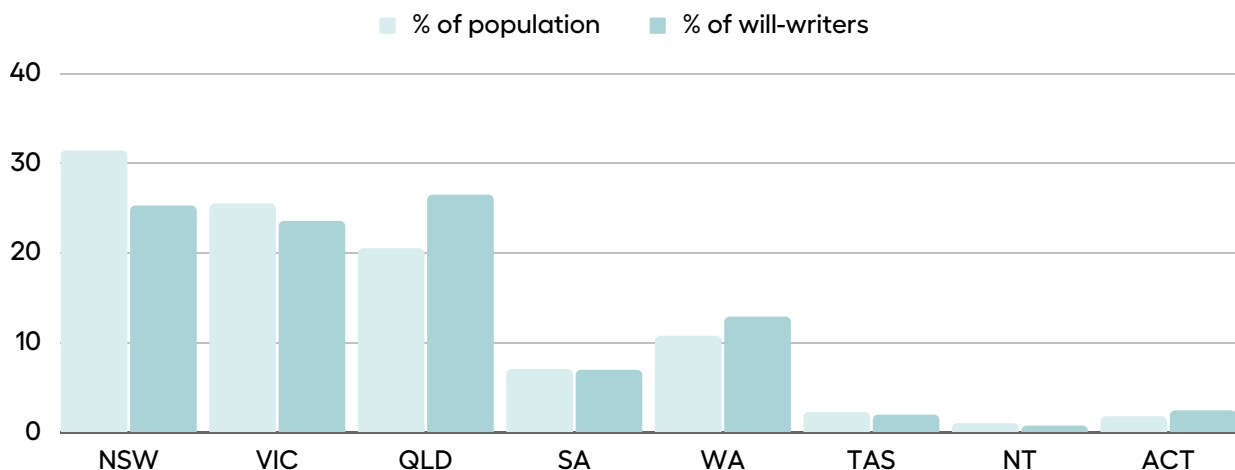
The distribution of will-writers on our platform aligns fairly closely with Australian Bureau of Statistics population data - however, there are some outliers.

For a second consecutive year, Queenslanders are most likely to write a will, accounting for 26% of will written on the platform. Apparently, those in the Sunshine State are switched on when it comes to death planning.

Interestingly, NSW claimed a far smaller percentage of will-writers compared to last year. In 2021, they accounted for 33% of all wills written. This year, their share was 25%.

This can largely be attributed to the growth of Gathered Here and the wider geographical spread of charity partners and supporters. Will-writing remains strong in NSW but interest is picking up in other states.

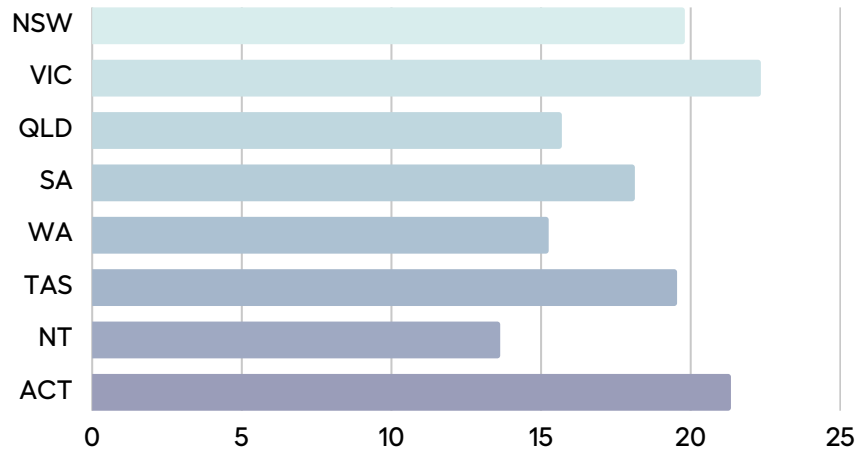
Population and will-writer distribution



Giving rates by state

Once again, Victorians were the most generous with a giving rate of 22%, slightly outstripping ACT which had a giving rate of 21%.

At the other end of the spectrum, NT had the lowest giving rate of 14%, followed by WA at 15%.



When looking at the average size and value of gifts pledged by state, it appears at first glance that those in the Northern Territory are particularly generous.

However, it's important to note that rates of will-writing were comparatively low in the Northern Territory, ACT, and Tasmania. This means the data can be skewed by generous individuals.

State	Avg. residual gift	Avg. monetary gift
NSW	16%	\$3,872
VIC	15%	\$6,658
QLD	14%	\$10,051
SA	15%	\$4,435
WA	16%	\$3,497
TAS	30%	\$20,768
NT	37%	\$40,045
WA	14%	\$1,550

Number of gifts

Key findings

- The average number of gifts per gifter is trending upwards
- Will-writers who pledge more gifts typically pledge higher-value gifts



1.7
average number
of gifts per gifter



37%
of givers pledge
three or more gifts

Most gifters support multiple charities in their will.

If a will-writer pledges a gift in their will, chances are they're going to pledge a gift to more than one organisation. This is a huge change from last year, when 75% of gifters pledged a gift to one charity.

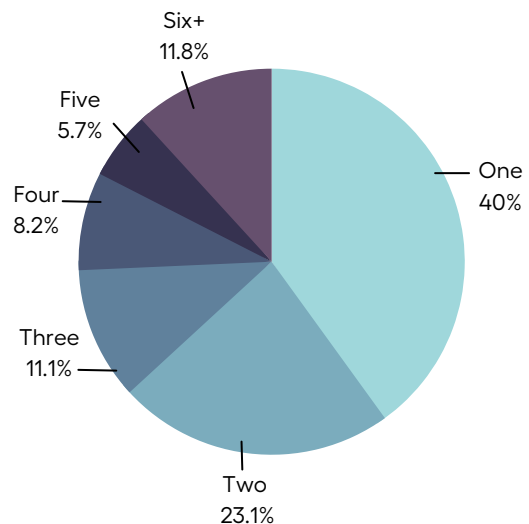
In 2022, the average number of gifts pledged per gifter is 1.7, with 60% of gifters pledging more than one gift. Last year, the average number of gifts per gifter was 1.4 and only 25% of gifts pledged more than one gift.

This could be attributed to the Featured Listing display on Gathered Here, which shows will-writers a variety of charities they may want to include in their will.

Interestingly, when individuals pledge more gifts, they typically pledge a greater percentage of their estate.

So, rather than splitting the same percentage of their estate among more charities, they give away a larger proportion.

Number of gifts per gifter



Number of gifts in will	Total size of residual gifts
1	12%
2	18%
3	21%
4	29%
5	36%

Campaigns to supporters

4x

recipients of charity campaigns are four times more likely to pledge a gift

60%

of will-writers pledge a gift when they arrive via a charity campaign



Key findings

- Existing supporters are receptive to including a gift in their will
- Promoting legacy giving to existing supporters is an effective way to drive revenue
- Reaching unknown supporters can lead to larger gifts

Existing supporters are enthusiastic and legacy giving

Anyone who writes a will via Gathered Here can pledge a gift to charity if they choose. Happily, many do. On average, 19% of all users include a gift in their will.

However, when a will-writer arrives via a charity campaign, they are far more likely to pledge a gift. In fact, that's the most significant factor in predicting a person's likelihood of giving.

Charities and nonprofits will no doubt be pleased to learn that will-writers who arrive via a supporter campaign pledge a gift 60% of the time.

This data point proves that charity supporters are receptive to the suggestion of pledging a gift in their will and are enthusiastic about the alternative method of giving.

Perhaps this can be attributed to the fact that bequests don't cost a supporter any money during their lifetime, so they get the pleasure of supporting a cause they care about, without feeling the financial pinch up-front.

Interestingly, the gifts they do pledge are marginally smaller than the average size and value of gifts pledged by will-writers who arrived via the Gathered Here homepage.

Existing supporters pledged residual gifts worth an average of 14.7% of their estate, while new supporters pledged residual gifts worth an average of 15.9% of their estate.

With specific monetary gifts, existing supporters pledged an average of \$5,079 while new supporters pledged an average of \$7,101.

Source	Rate of giving	Average residual gift	Average monetary gift
Charity campaign	60.25%	14.73%	\$5,079
Gathered Here homepage	14.4%	15.90%	\$7,101



Charity Listings

Some will-writers seek out unlisted charities but most support organisations already featured on Gathered Here

85%

of gifts are pledged to charities already listed on Gathered Here

42%

residual gifts are 42% larger to listed charities

2.5x

monetary gifts are 2.5 times larger to listed charities

Key findings

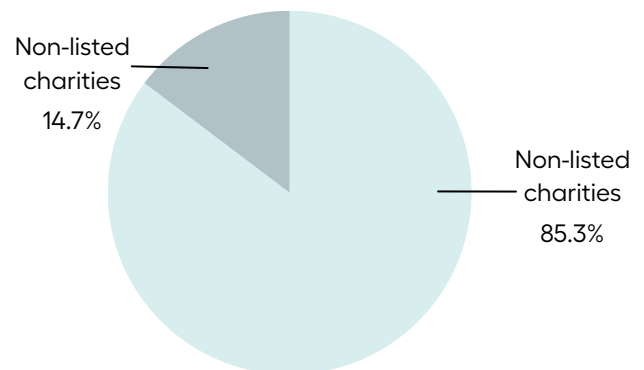
- Charities listed on Gathered Here have a far higher chance of receiving gifts
- Gifts are far larger to charities already listed on Gathered Here

Will-writers can pledge a gift to any charity via the online platform, regardless of whether the organisation has partnered with Gathered Here.

However, users must enter the organisation's details manually if they wish to pledge to a non-listed charity, including the full name and ABN.

As such, the vast majority of gifts (85%) are pledged to charities already listed with Gathered Here, compared to the 15% that are directed to non-listed charities.

Gifts pledged



It's worth noting that charities do not have to pay to be listed on Gathered Here. Listing is a free service.

Residual gifts are also larger for listed charities, with the average gift size of 16% for listed charities and 11% for unlisted charities.

Interestingly, specific monetary gifts are larger for unlisted charities. On average, unlisted charities attract specific monetary gifts worth \$9,625 while listed charities attract specific monetary gifts worth \$3,745.

Back-Up Gifts

These secondary gifts are less secure but still have huge potential

8%

of wills included
back-up gifts

73%

the average size of a
back-up residual gift

4.6x

back-up gifts are 4.6 times
larger than primary gifts

Key findings

- Non-profits could benefit by educating supporters about back-up gifts

sitting at 73% of the person's estate. This makes them 4.6 times larger than the average residual gift size of primary gifts.

Of course, back-up gifts are less secure, but their sheer size means just one gift could make a life-changing difference within many nonprofits.

For fundraising professionals in the bequest space, this brings to light an important topic - is enough being done to educate supporters about back-up beneficiaries?

Many individuals want to support their favourite causes but have to balance that with ensuring their surviving partner is well-provided for.

Building back-up gifts into their estate plan allows them to put their partner's financial wellbeing first, while ensuring the charity - or charities - of their choice are next in line.

In estate-planning, it's not uncommon for a person to die with a will which was written several years ago. Unfortunately, a lot can change in a short time.

A will may dictate that a large portion of a person's estate should be left to a single beneficiary, often a partner. But, on many occasions, the partner in question died years earlier.

Adding a charity as a back-up beneficiary can give the will-writer peace of mind that their assets will be distributed appropriately should this happen to them.

In 2022, just 8% of wills included back-up gifts but their potential value was phenomenal, with the average residual gift

Gifted items

Personal items provide a picture of the real people writing wills and supporting worthy causes

A very small percentage of gifts pledged via Gathered Here are specific items. They range from small personal belongings all the way up to entire properties.

Some of the gifts are, financially, worth relatively little. But, to the pledger, they're incredibly sentimental or central to their daily lives.

For charities, these gifts are a reminder of the real people behind the wills, the everyday Australians who are supporting the causes close to their hearts, in whatever way they can.

Some of the specific gifts pledged include:



Supporter contact

Fundraisers are retrieving data that can help establish and deepen supporter relationships

Key findings

- Just over half of all gift pledgers share their contact information
- This can increase the likelihood of eventuation

2x

those who opt in pledge monetary gifts which are twice as big as those who opt out

When a gift-pledger opts to share their contact information with the chosen charity, fundraisers are able to establish and nurture meaningful relationships with those individuals.

As gifts in wills professionals already know, fostering these relationships is an important part of ensuring the longevity of gifts.

51%

of pledgers opt to share their details

Thankfully, the majority of gifters are currently choosing to share their contact information so charities and nonprofits can stay in touch with many donors.

This sharing of information also gives charities the ability to monitor probate applications for the supporter's name, increasing the likelihood that the gift will eventuate.



Cause Areas

A wide array of cause areas attract support from will-writers

To analyse giving trends across various causes, we categorised each organisation using nine key areas - animals, arts and culture, children, education, environment, health, humanitarian, religious, and social services.

Here, we can see that health-related causes account for the majority (32%) of all organisations that received a gift via a will written on Gathered Here.

This is unsurprising considering the vast array of health conditions that can affect a person or their family,

Key findings

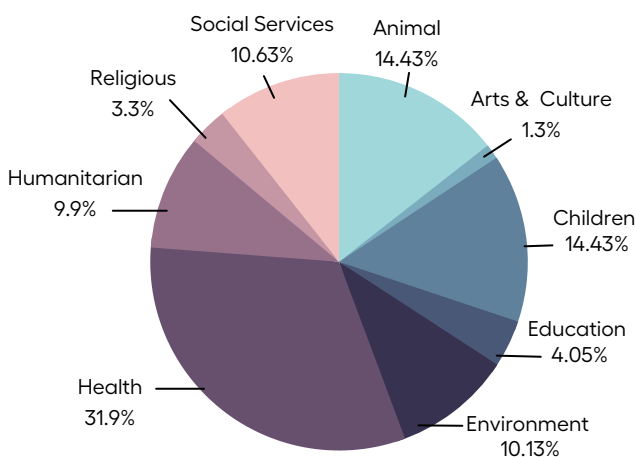
- Health charities claim a large percentage of gifts
- Animal, child, and humanitarian charities are particularly popular

and the many thousands of charities dedicated to helping in Australia alone.

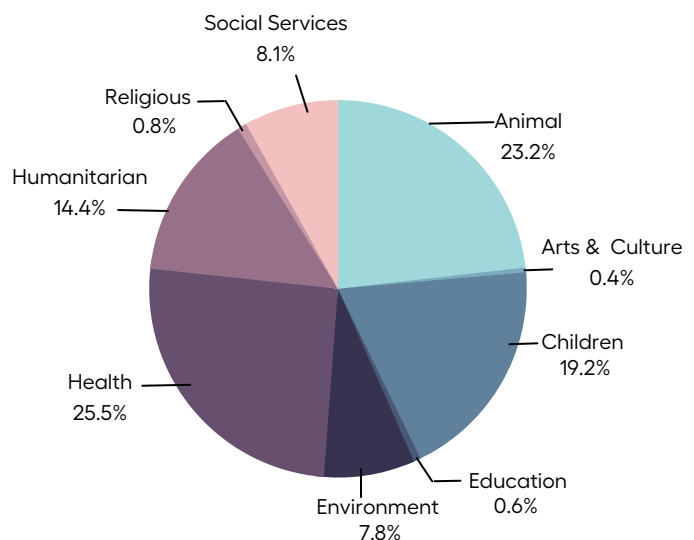
Health-related causes also claimed the largest share of gifts pledged - a total of 26%. However, this is a significantly smaller share compared to their representation.

In fact, in proportion to representation, animal-related causes are the most likely to receive a gift. They make up 14% of all charities that received a gift, but claimed 23% of all gifts pledged.

Number of charities by category



Gift pledged by cause area

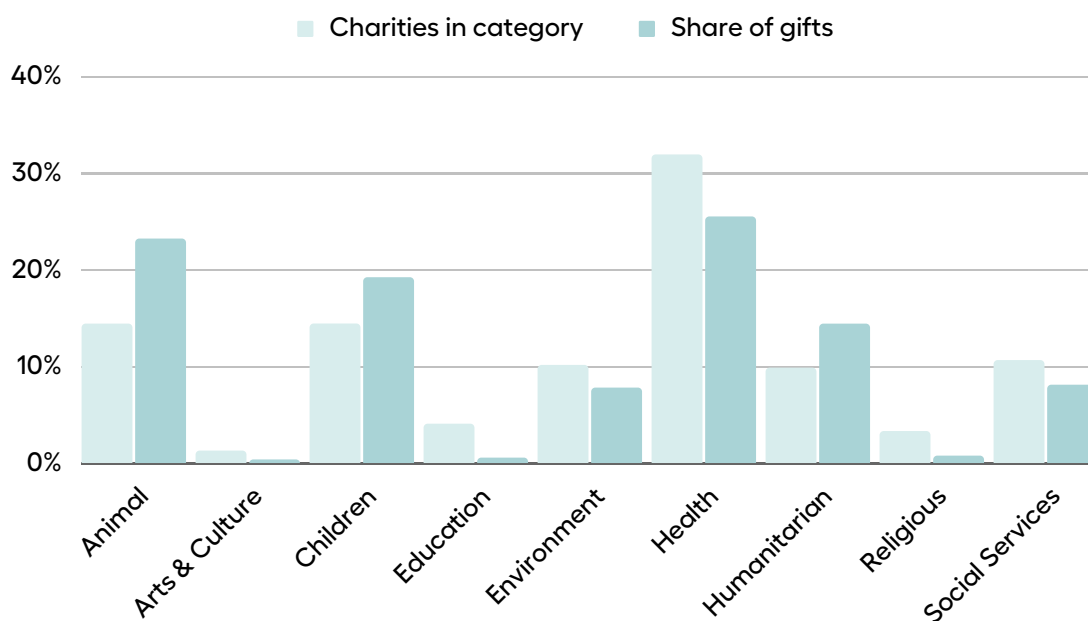


As the chart demonstrates, animal charities, child-focussed charities, and humanitarian charities are actually the most likely, proportionally, to receive a gift.

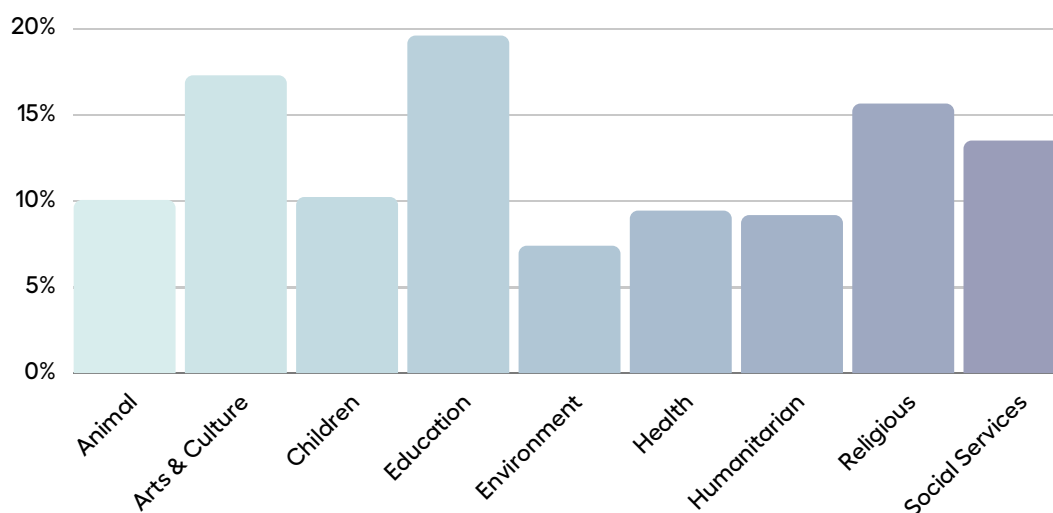
The cause areas that included the fewest number of charities - that is, arts and culture, education and religion - also received the smallest share of gifts.

Interestingly, these three cause areas actually received gifts worth the highest overall value.

Charities and gifts



Average residual gift by cause





Animal

Proportionally, animal charities were the most likely to receive a gift. They accounted for 14% of all charities named in wills but claimed 23% of all gifts pledged.

Animal causes were also the most likely to receive residual gifts. Of all gifts pledged to animal charities, 81% were residual.

This is a notable increase on last year's report, in which 77% of gifts to animal charities were residual.

This is good news for animal charities as, typically, residual gifts are worth more than specific monetary gifts. The average residual gift value remained consistent at 10%.

% of charities named	14%
% of gifts pledged	23%
Average residual gift value	10%
% of gifts that were residual	81%
Average age of giver	44
Are parents	35%
Are single	57%

Arts & Culture



Arts and culture organisations only accounted for slightly over 1% of charities named in wills and claimed 0.4% of gifts.

While this seems low, this can be attributed to the fact that, of the more than 200 nonprofit partners currently working with Gathered Here, only a handful focus on arts and culture.

Interestingly, arts and culture charities did see the second largest average residual gift size (17%) and their donor demographic was among the oldest of the cause areas.

No donors in this area were parents and the vast majority (82%) identified as being single - far more than any other cause area.

% of charities named

1%

% of gifts pledged

0.4%

Average residual gift value

17%

% of gifts that were residual

53%

Average age of giver

48

Are parents

0%

Are single

82%



Children

Child-focused charities overperformed proportionally. They accounted for 14% of all organisations named in wills, but claimed 19% of all gifts

This cause area was also the second most likely to receive residual gifts with 77% of gifts pledged being residual rather than specific.

Unsurprisingly, donors to child-focused causes were most likely to be parents. They were also the youngest donor demographic with an average age of 42.



It's likely that many of these donors still have young children at home so they may be more inclined to pledge to child-focused charities. For fundraisers, it's imperative that work is done to foster these relationships and ensure longevity of the gifts in wills.

% of charities named	14%
% of gifts pledged	19%
Average residual gift value	10%
% of gifts that were residual	77%
Average age of giver	42
Are parents	56%
Are single	51%



Education

Nonprofits in the education sector accounted for 4% of all organisations named in wills and claimed 0.6% of gifts pledged.

Again, the lower levels of participation can be attributed to the fact that relatively few education-focussed charities currently partner with Gathered Here.

Interestingly, education nonprofits saw the average residual gift sizes larger than any other cause area (20%) and their gifters were the oldest across any cause area.

% of charities named	4%
% of gifts pledged	0.6%
Average residual gift value	20%
% of gifts that were residual	41%
Average age of giver	54
Are parents	19%
Are single	81%



Environment

Environmental causes accounted for 10% of all organisations named in wills and claimed 8% of all gifts.

Interestingly, 41% of donors were parents - a notable increase on last year's report, in which 37% of donors were parents. They also received the most gifts from married and de facto individuals, out of any cause area.

The average residual gift size also increased from 7% last year to 8% this year.

% of charities named	10%
% of gifts pledged	8%
Average residual gift value	7%
% of gifts that were residual	75%
Average age of giver	48
Are parents	41%
Are single	51%



Health

Health causes accounted for the majority of organisations named in wills written and claimed an impressive 26% of all gifts pledged - the second highest of all cause areas.

This is unsurprising given the wide array of health charities currently partnering with Gathered Here, including organisations focussing on autism, breastfeeding support, cystic fibrosis, dementia, down syndrome, epilepsy, organ transplants, and many, many more.

The average residual gift value climbed from 8% in 2021 to 9% in 2022 and the average age of gifters also increased from 43 to 45.

% of charities named	32%
% of gifts pledged	26%
Average residual gift value	9%
% of gifts that were residual	72%
Average age of giver	45
Are parents	51%
Are single	54%



Humanitarian

Humanitarian causes accounted for 10% of all organisations named in wills and claimed 14% of all gifts, overperforming proportionally.

Many of these organisations provide support internationally, assisting people in war zones, recovering from natural disasters, or suffering through famines. Clearly, Australians are generous not only to causes on their home-soil, but also overseas.

However, humanitarian donors did trend younger, with the average age of gifters sitting at 44.

% of charities named	10%
% of gifts pledged	14%
Average residual gift value	9%
% of gifts that were residual	77%
Average age of giver	44
Are parents	46%
Are single	56%



Religious

Religious organisations accounted for 3% of all charities listed in wills and claimed slightly less than 1% of all gifts pledged.

Donors were the second oldest of all cause areas, with an average age of 54.

Organisations in this area also received notably high-value residual gifts, with the average residual gift worth 16% of the donor's estate



% of charities named	3%
% of gifts pledged	0.8%
Average residual gift value	16%
% of gifts that were residual	67%
Average age of giver	54
Are parents	33%
Are single	76%



Social Services

Organisations offering social services accounted for 11% of all nonprofits named in wills and claimed 8% of all gifts pledged.

Social services nonprofits also saw relatively high-value residual gifts, with the average size sitting at 13% of a gifter's estate.

Notably, a high proportion of gifters were single (64%).

% of charities named	11%
% of gifts pledged	8%
Average residual gift value	13%
% of gifts that were residual	70%
Average age of giver	47
Are parents	48%
Are single	64%

Conclusion

The 2023 Gifts in Wills Report brings together detailed information from over 15,000 Australian wills written in the 12 months leading up to January 1, 2023.

It demonstrates that digital death-planning is becoming increasingly popular among Australians as the number of online wills written via Gathered Here climbed by 52% from 2021 to 2022.

Giving rates also increased, suggesting a growing interest in legacy giving among the general public. In last year's Gifts in Wills Report, the giving rate was 16%. This year, it reached 19%.

Interestingly, the estimated value of gifts pledged skyrocketed by an incredible 152%, climbing from \$89 million in 2021 to \$224 million in 2022.

In welcome news, the report also shows that the average age of will-writers is also trending up, proving that older Australians are becoming more comfortable with online solutions.

Last year's analysis found that the average age of will-writers was 45 and the median 43. This year, that climbed to 49 for both. One tech-savvy centenarian claimed the title of oldest will-writer at 101 - a full nine years older than last year's eldest will-writer.

Finally, the report stands as testament to the efficacy of charity campaigns and the hard work being done by fundraising professionals every day. The cohort most likely to pledge a gift were those who had received a charity marketing campaign.

Unsurprisingly, this is fantastic news for fundraising professionals. It's a signal that, generally speaking, supporters aren't offended by the suggestion to write a will and pledge a gift.

Instead, it seems they are enthusiastic about the ability to support their favourite causes in a way that doesn't cost anything up-front, and can be updated as many times as they like, for free.

We expect the same trends to continue well into the future. We anticipate wider participation with online will-writing and, as we continue to tweak our platform, higher levels of pledging.

It's an exciting time to be working in bequests and we're looking forward to the future.



About Gathered Here

Gathered Here is Australia's #1 website for end-of-life services, including wills, funerals, and probate. Our online will-writing service is free and user-friendly, making estate-planning accessible to all Australians, regardless of age, location, or income.

Today, we have over 200 charity partners who we work closely with to establish and strengthen effective bequest strategies. To date, we have helped Australians pledge an estimated \$338 million to hundreds of different charities and nonprofits.

Our industry-leading technology is also helping charities better understand their donor bases, forecast future revenue, and win senior buy-in for more advanced bequest campaigns.

Through our platform, fundraising professionals can see valuable information about donors who are leaving them gifts, including contact information and personal details.

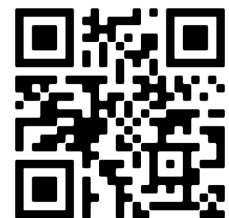
They can also see how much those gifts are likely to be worth and what types of gifts are being pledged so they can forecast future revenue. Instead of guess work, fundraisers have a wealth of data to guide future strategies.

If you'd like to create a future revenue stream for your organisation, or grow an existing one, get in touch today. We can help organisations of every shape, size, and budget.



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Everything End-of-Life

