

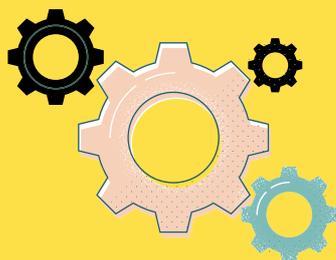
RAISE Legacy Survey

Findings & Insights

RAISE teamed up with Legacy Insights & Campaign Solutions to research legacy fundraising in the arts - the first piece of research of its type undertaken in Ireland. Responses were gained from almost 40 organisations in December 2021, ranging from large national organisations to community arts centres. Among the key findings from arts organisations were:

60%

The amount that overall legacy income has grown between 2015 and 2020 and indications are that growth will continue.



€60m

The estimated amount of total charitable bequests in 2020. However, despite the potential, arts organisations were conspicuous by their absence and are punching well below their weight in terms of legacy income.

7

The amount of arts organisations surveyed (18%) who have ever received a bequest, 6 of which were since 2015 - This was most typically a pecuniary (cash) bequest or a gift of artwork.



18%

The amount of arts organisations surveyed who have encouraged stakeholders and/or members of the public to leave gifts in their wills. This compares to 42% in the UK (Legacy Foresight 2016) - where legacies to the arts are rising.



2%

The amount of arts organisations surveyed that had detailed legacy plans.

€

26%

The percentage of arts organisations surveyed that include legacy information on their website but believe it can be improved. A further **26%** plan to add legacies to their websites in 2022.

“We would like to investigate this but as always capacity issues have prevented us.”

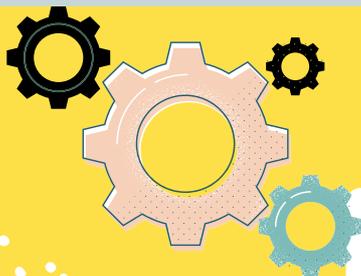
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A second parallel anonymous survey of board members generated 46 responses and included answers on personal giving. Key findings from the board member survey were:

1

charity has had legacy as a formal agenda item.



67%

strongly agreed or agreed that their organisation should be asking supporters to consider leaving a legacy.

78%

strongly agreed or agreed that there is potential to develop legacy income in the arts sectors.



73%

had made their own will and one person (2%) has already included an arts organisation in his/her will. 11% have included a legacy, but not to an arts organisation.



27%

indicated they may consider including an arts organisation when / if redoing their will and a further 18% who don't yet have a will are also open to the idea.

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

“There should be a concerted legacy awareness campaign across the arts, not just one organisation promoting it by themselves.”