



2021

Emerging charity forecasting



LegacyForesight

Part of Legacy Futures

Understand your legacy potential

We are entering into the biggest generational transfer of wealth in history. In the UK, £5.5 trillion of assets will be passed from the baby-boomer generation to their families, and increasingly to charity. Even despite the unprecedented economic and social uncertainties caused by the pandemic, legacy income is growing fast, and expected to double in real terms by 2050.

If your charity is new to legacies or near the start of your legacy journey, now is a great time to assess your legacy potential and the steps you can take to grow your share of the booming legacy market.

While legacy income will always have an element of volatility, we know that underlying trends are driven by factors that we *can* analyse and forecast: These include external factors such as death rates, house prices and share prices, along with factors specific to your charity such as your legacy income history, supporter profile, cause area and fundraising strategy. We model these drivers to create scenarios for your future legacy income and we advise on how to optimise your income to maintain and grow your market share.

“We found the report provided - and meeting to discuss it - exceptionally helpful. As a charity relatively new on our legacy journey we don't normally have access to this amount of cross-sector/market data; and together with the forecasting scenarios and advice on how to optimise our legacy income, this will really help make the case for further investment in our legacy programme.”

Martin Bishop, Dir of Fundraising, Marketing and Comms, Dementia UK



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Working closely with your team, we will create three legacy income scenarios for the next 10 years (low, medium and high). These scenarios are based on our extensive market data and insight, any legacy data you may have and an assessment of the other aspects of your charity that drive legacy growth. The scenarios sit within a detailed PowerPoint report aimed at helping you build confidence and understanding when planning for the future of legacies at your organisation.

What you get

A PowerPoint report delivered by video call covering:

- Legacy market drivers, their historic performance and future outlook
- Analysis of your past legacy performance (where relevant) and your future legacy potential
- Low, medium and high legacy growth scenarios
- Opportunities to optimise your legacy income (e.g. internal engagement, stewardship, investment and administration best practice)
- Recommendations on managing your legacy income (e.g. planning and data tracking)
- Time for further discussion as required

Data requirements

We are able to do this work without any of the data below, but anything you can provide adds additional richness to the analysis. We would discuss this at the outset of the project

Legacy data: Historic legacy data going back as far back as possible

Other: Any other insights that may have an impact on legacy growth (size, profile and growth of supporter database, historic legacy marketing, brand trackers, charity growth, major events etc.)

Details

This work costs £2,500+VAT and typically takes 3-4 weeks from receipt of any data

To find out more, please contact Kath Horsley - k.horsley@legacyforesight.co.uk

About Legacy Foresight

Legacy Foresight works with not-for-profit organisations to map, model and predict the charitable legacy and in-memory sectors. We analyse the state of the markets, produce income forecasts and research into donor motivations. We are part of the Legacy Futures Group, which also includes legacy strategy consultancy Legacy Voice and legacy administration consultancy Legacy Link.

Legacy Foresight has been producing legacy income forecasts for over twenty years. Our team has unparalleled expertise in economic forecasting and performance modelling, built up over three decades. We have established a reputation for accurate, timely medium and long-term forecasts.

Our forecasting clients range from market leaders such as CRUK and RNLI, to emerging legacy charities such as Dementia UK, YHA and the Trussell Trust.

We appraise the state of the markets, produce income forecasts and research into donor motivations. Our work is used both for ongoing performance management and for long-term strategic development.

Part of Legacy Futures

 www.legacyforesight.co.uk

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