

# Legacy Spotlight

from

# Smee & Ford

A Wilmington Company

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## Your Report Criteria

**Date Range:**

1 year starting January 2013

**Primary Charity:**

Your charity

**Secondary Charity(ies):**

Charity 2, Charity 3

**Causal Area(s):**

Cause 1, Cause 2

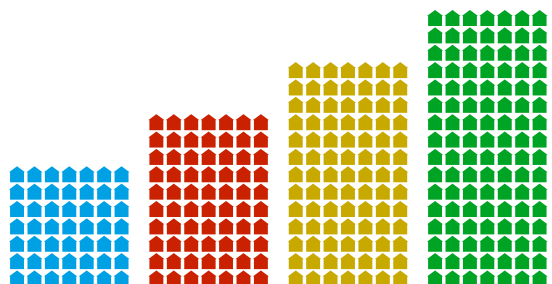
**Date Created:**

22 April 2014

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Sample Report

All data contained in this report is dummy data and is not representative of what is actually going on in the legacy market



# Introduction

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Welcome to Legacy Spotlight from Smee & Ford. This report will compare your primary charity against its causal area, the general charitable sector, comparable charities and (if selected) a second causal area.

Smee & Ford have over 125 years' experience and read through over 5,000 wills each week, identifying and reporting any charitable content. This has enabled us to build an extensive database of legacy giving in the UK, and since September 2012 we have recorded each bequest to the individual named charity mentioned in a will. Smee & Ford have the most comprehensive information on legacy giving, and this data can be used to determine trends in the legacy market which can help you forecast potential future legacy income and plan your legacy marketing strategy.

Legacy Spotlight is broken down into several key areas to enable you to analyse sector trends and profile likely legacy supporters from your own donor databases:

- Overview of your charity
- Types of bequests
- Supporter profile
- 10 top tips for successful legacy marketing
- Key trends for your selection
- Geographical trends
- Causal area trends
- Methodology and glossary of terms

## How to interpret the data

Smee & Ford have worked hard over the past few years to build up the most comprehensive database of legacy giving in the UK. We are now making this data available to the sector for the first time in order to increase understanding of this extremely valuable income stream. There are over 100,000 bequests left to charities each year – this can make the data seem daunting, so what should you be looking for?

### 1. Identify the general legacy trends

Are legacies to your cause increasing? Does your charity's legacy income follow the general sector trends? If your legacies are going down, but legacies to your cause are increasing, you could be missing out on vital funds so it is important to constantly benchmark yourself against the sector, your cause and your peers.

### 2. Pinpoint the geographical areas where people have left to charities like yours

Should you be widening your reach? Whether you are a local charity or operate at a national level, it is essential to know where your supporters are coming from. This report will list your five top areas at a county, town and postcode level as a percentage of total probated estates in the area and directly compare these to your peers and other causes.

### 3. Build a profile of donors who have left to charities like yours

Legacy Spotlight will identify the type of person that has left gifts to your charity, your peers and causal area. If your charity primarily gets support from women under the age of 50, but your cause benefits largely from men over the age of 75, then use this insight to plan a targeted marketing campaign.

### 4. Plan your future legacy marketing strategy

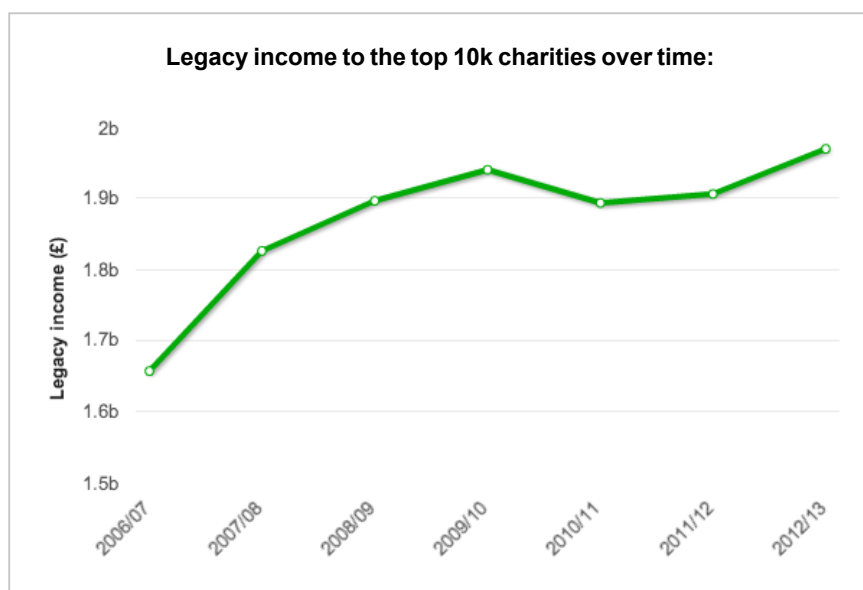
It can sometimes be difficult to get buy-in from Trustees or the board for legacy activity as there is never an immediate return on the investment. Legacy Spotlight can equip you with the support needed to convince key decision makers that it is a worthwhile investment. At the end of this report there is a practical guide on how to get started with a successful legacy marketing campaign.

# How important are legacies to the charity sector?

Charity Financials estimates that legacies are worth £2bn to the charity sector each year. Looking at legacy income values for the top 10,000 charities (see figure below), this value has slowly increased since 2006/07 with a peak in 2009/10. The decline from 2009/10 to 2011/12 may be attributable in part to the recession in 2008 – during times of economic hardship, people naturally tend to prioritise their family’s future financial security over that of their favourite charities. The recession also impacted on house prices, and with residuary bequests accounting for the majority of all legacy income, this would have had a substantial impact on total legacy values.

In 2013, more than xyz charitable estates went through probate (i.e. wills that contained a gift to charity) which means that more than xyz in every 100 deaths resulted in a charitable bequest (c.500k deaths are registered in the UK each year). The average number of charitable bequests in each of these wills in 2013 has increased to xyz so the charitable sector received over xyz bequests last year alone.

Not all bequests actually make it to the charity as they are conditional on some other factor failing. Last year, xyz bequests were absolute (i.e. guaranteed to go to charity, providing there were enough funds to fulfil all bequests), and xyz% were conditional. Absolute pecuniary bequests from 2013 were worth £xyz million.



**£2 billion value  
of charitable  
legacies in the  
UK**

	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13
Legacies	1111.254	1234.567	1456.789	1458.321	1523.487	1598.472	1685.987

## The population of this report

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Dates selected: September 2012 to current

	Number of Probated Estates	Number of Bequests	Number with age identified	Number with gender identified	PAF verified address
Your charity	2,655	2,895	1,582 (59.59%)	2,655 (100%)	2,655 (100%)
Charity 2	84	93	62 (73.81%)	84 (100%)	84 (100%)
Charity 3	1,642	1,821	1,410 (85.87%)	1,642 (100%)	1,638 (99.76%)
Cause 1	5,165	6,931	3,005 (58.18%)	5,162 (99.94%)	5,165 (100%)
Cause 2	6,762	9,221	3,733 (55.21%)	6,762 (100%)	6,762 (100%)
All charitable estates	4,5217	19,3724	30,719 (67.94%)	45,189 (99.94%)	44,838 (99.16%)

### Some notes about our methodology...

Certain information is not available from the records we receive from the Court Service. This includes:

**Age** – this is only included on Grants of Probate in about 50% of cases for England & Wales and we are unable to obtain this information from anywhere else within the records. (The date of birth is included on all Scottish confirmations so we are able to calculate the age.)

**Gender** – although every effort is made to determine the gender of the deceased, there are some instances when this is not possible (e.g. when the deceased has a unisex name and the gender is not disclosed in the will).

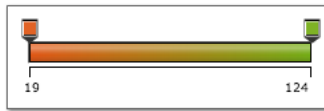
**County, town or postcode** – for the most accurate analysis, we verify all addresses using a PAF look up file supplied by Royal Mail. About 5% of addresses recorded on Grants of Probate fail this validation, so will be omitted from any geographic analysis (counts will be included in other analysis).

There may also be a few other occasions where data may be omitted due to the quality of the document received. This will be rare, but could occasionally lead to missing dates (e.g. will date or death date).

As a result, graphs or tables may look empty in some instances - this is not due to an error but because the information was not available from the legal documents. For example, when looking at the split between pecuniary and residuary gifts, there may not be a column for a charity(ies) even though the table above states they have had bequests. This is likely to be because they have only received a bequest of specific effects so it outside this comparison.

More details on our methodology can be found at the end of this report or online at [www.smeeandford.com/methodology.aspx](http://www.smeeandford.com/methodology.aspx)

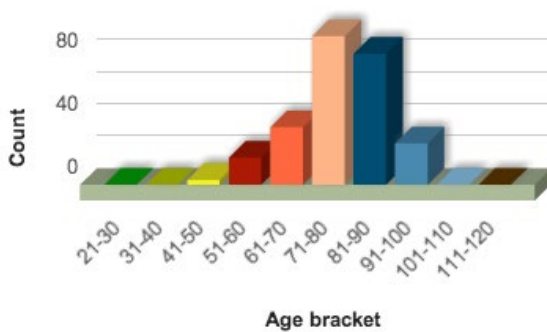
# An overview for Your charity



## Location of charity supporters

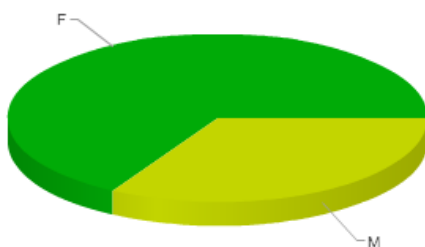
46	Scotland - East & Highlands
31	Scotland - West
51	North
84	North West
91	North East
45	Wales
68	West
64	Central
96	East
105	South West
124	South
59	London
113	South East

## Age at will of supporters

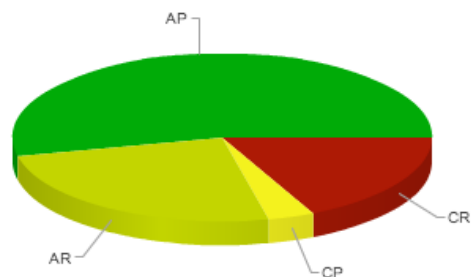


**6.41 years:  
Average lapse  
between date  
of will and date  
of death.**

## Gender of supporters



## Types of bequest



**AE = Absolute Effects, AP = Absolute Pecuniary, AR = Absolute Residuary, CP = Conditional Pecuniary, CR = Conditional Residuary**

N.B. If any of the above charts return 'No data to display.' then we do not have any information for your primary charity selection. Please refer to page 4 for more information on the population of your report.

## Key trends for your selection

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The profile of supporters leaving gifts to different causes, and indeed charities, varies widely. Below we have identified who the average supporter might be for your selected criteria so you can easily compare your primary charity's supporters against your peers, causal area and the sector as a whole helping you to find new demographics to target.

### Who is the general supporter?

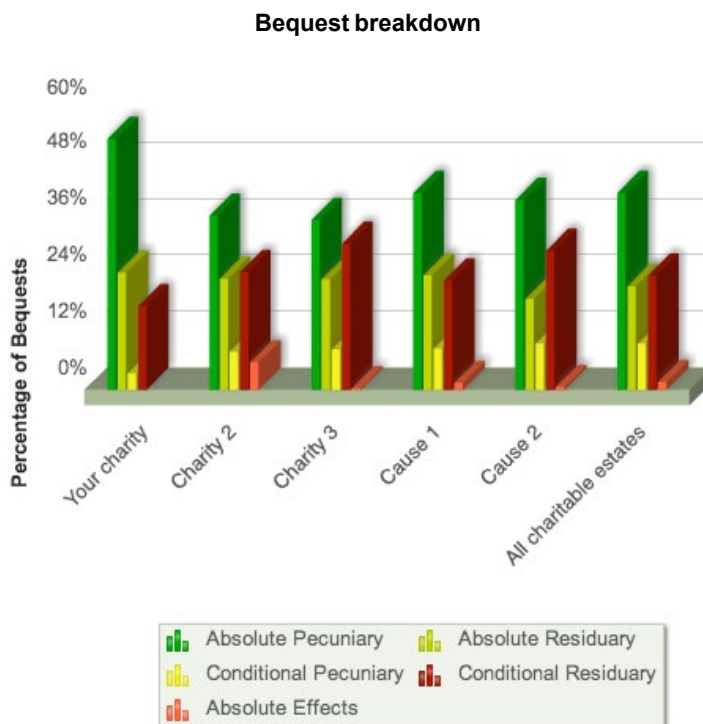
	Age at Will	Date of will - date of death (yrs)	Gender	Most common bequest	Average pecuniary gift	Average residuary gift	UK region
Your charity	75	6.7	Female	AP	£3,899	27%	North East
Charity 2	72	3.4	Male	CP	£4,214	46%	South West
Charity 3	79	5.9	Female	AR	£3,629	34%	South
Cause 1	86	2.8	Female	AR	£5,175	22%	Wales
Cause 2	71	6.3	Male	AP	£4,461	81%	North West
All charitable estates	74	8.2	Female	AP	£3,219	49%	West

**AE = Absolute Effects, AP = Absolute Pecuniary, AR = Absolute Residuary, CP = Conditional Pecuniary, CR = Conditional Residuary**

N.B. If there is no data available for the charity the field will display a dash (-). Please refer to page 4 for more information on the population of your report.

## Types of bequests

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### Definitions

**Absolute effects:** An outright gift of a specific item – e.g. jewellery, a painting, clothes etc.

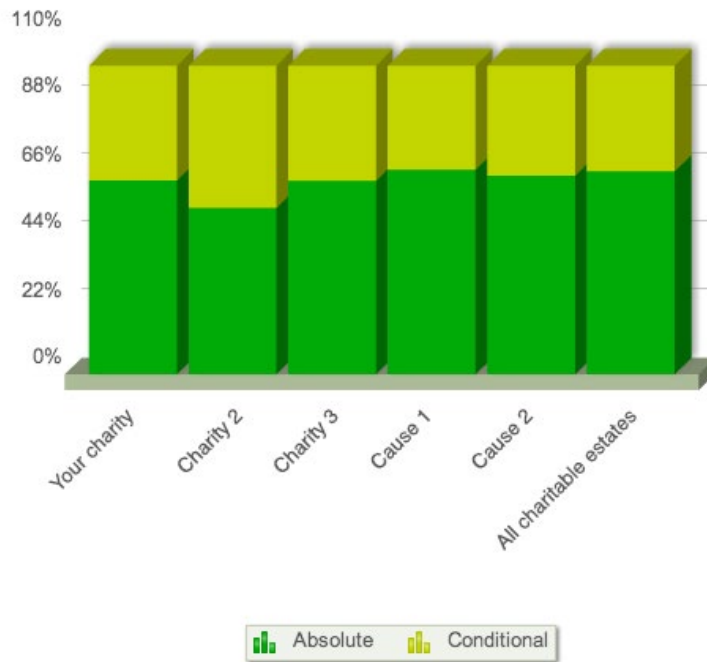
**Absolute residuary:** An outright gift left to charity for a proportion of the remaining estate (after all debts, liabilities and pecuniary gifts have been paid).

**Absolute pecuniary:** An outright cash gift left to charity.

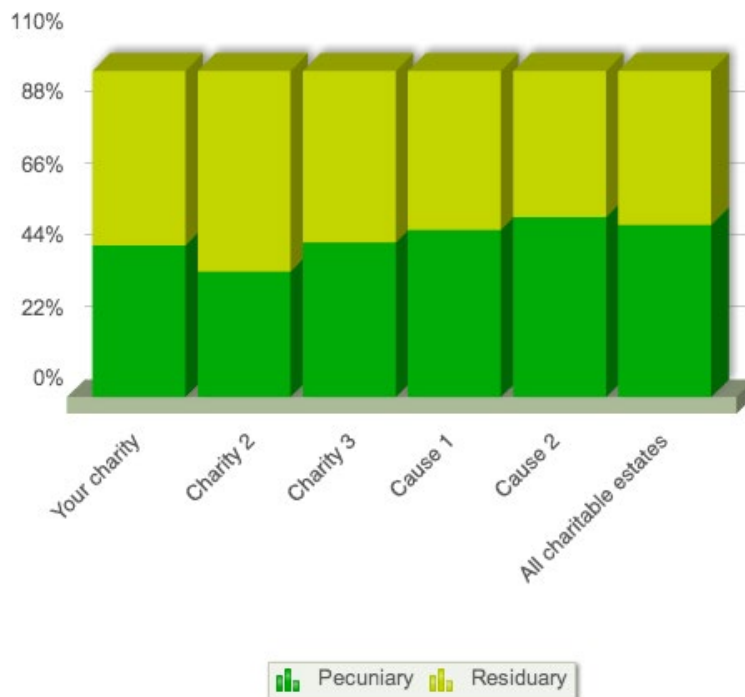
**Conditional residuary:** A proportion of the remaining estate (after all debts, liabilities and pecuniary gifts have been paid) left to charity ONLY if various conditions are met – e.g. left to charity if the deceased's family has predeceased them.

**Conditional pecuniary:** A cash gift left to charity ONLY if various conditions are met – e.g. left to charity if the deceased's family has predeceased them.

### Absolute vs Conditional gifts



### Pecuniary vs Residuary gifts



N.B. If there is no column displayed for any of the charities it is likely that their bequests fall outside the comparison above - please refer to page 4 for more information on the population of your report.



## Bequest counts

	Your charity	Charity 2	Charity 3	Cause 1	Cause 2	All charitable estates
Total bequests	2,895	93	1,821	6,931	9,221	193,724

## Average pecuniary values

	Your charity	Charity 2	Charity 3	Cause 1	Cause 2	All charitable estates
Average pecuniary gift value	£3,899	£4,214	£3,629	£5,175	£4,461	£3,219
Maximum pecuniary gift value	£10,000	£100,000	£25,000	£50,000	£125,000	£1,000,000
Median pecuniary gift value	£2,000	£3,000	£2,500	£1,000	£2,800	£2,000

## Estimated residuary values as at date of death

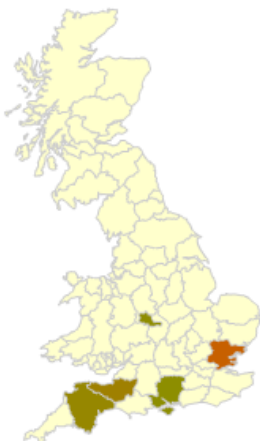
We have estimated residuary values at an individual bequest level (using the percentage bequeathed against the net estate value which is provided when the will passes through probate). For the total value, we have summed all the individual estimates. Some averages may be skewed by unusually large estate values so we have also included a median for each of your selection.

	Your charity	Charity 2	Charity 3	Cause 1	Cause 2	All charitable estates
Average residuary gift percentage	27%	46%	34%	22%	81%	49%
Total estimated residuary gift values	£1,23.741m	£2,94.008m	£4,50.018m	£1,239.471m	£824.366m	£5,371.496m
Average estimated residuary gift values	£55,219	£48,346	£51,874	£35,267	£53,414	£58,211
Median estimated residuary gift values	£35,166	£41,254	£39,741	£22,478	£40,781	£49,043

N.B. If there is no data available for the charity the field will display a dash (-). Please refer to page 4 for more information on the population of your report.

## Geographical trends

The tables below show the top five counties, towns and postcodes for each of your selection represented by a count of charitable estates and corresponding percentage for each selection.



### Your charity

Top 5 Counties	MS	Top 5 Postcodes	Top 5 Towns
46 (4.2%) Hampshire	91.7	9 (0.4%) TQ12	38 (3.8%) London
35 (3.6%) West Midlands	93.1	9 (0.4%) LS29	14 (1.4%) Nottingham
34 (3.2%) Devon	95.2	4 (0.2%) BN12	12 (1.3%) Cambridge
33 (3.0%) Somerset	93.3	4 (0.2%) CA9	10 (1.1%) Birmingham
32 (2.9%) Essex	80.2	3 (0.1%) NG5	10 (1.1%) Bristol

MS is the market share that your charity has as a percentage of all bequests left in the said area



### Charity 2

Top 5 Counties	Top 5 Postcodes	Top 5 Towns
78 (4.9%) North London	61 (1.8%) BN11	38 (5.8%) London
57 (4.6%) Hampshire	56 (1.2%) BH21	22 (3.4%) Edinburgh
54 (4.1%) Devon	55 (1.1%) BN12	21 (3.3%) Leeds
46 (4.0%) South London	46 (0.6%) LS29	14 (2.1%) Birmingham
42 (2.4%) Kent	44 (0.5%) BS9	14 (2.1%) Darlington



### Charity 3

Top 5 Counties	Top 5 Postcodes	Top 5 Towns
12 (5.5%) North London	6 (0.8%) BN3	25 (3.3%) London
10 (3.6%) Somerset	6 (0.8%) BA4	23 (2.0%) Chesterfield
9 (3.2%) West Yorkshire	5 (0.6%) BN12	18 (1.4%) Cardiff
7 (3.0%) North London	5 (0.6%) CA9	15 (1.0%) Norwich
8 (2.9%) East Sussex	4 (0.5%) NG5	13 (0.9%) Manchester



## Cause 1

Top 5 Counties	MS	Top 5 Postcodes	Top 5 Towns
46 (4.2%) North London	0.7	19 (0.8%) NW3	78 (5.7%) London
35 (3.6%) South London	0.6	19 (0.8%) BA4	74 (3.3%) Bristol
34 (3.2%) Somerset	0.5	17 (0.6%) BS9	60 (3.1%) Cambridge
33 (3.0%) Hampshire	0.5	17 (0.6%) CA9	58 (3.0%) Nottingham
32 (2.9%) Surrey	0.4	16 (0.5%) OX2	56 (2.7%) Edinburgh

MS is the market share that Cause 1 has as a percentage of all bequests left in the said area



## Cause 2

Top 5 Counties	MS	Top 5 Postcodes	Top 5 Towns
97 (7.5%) South London	80.7	9 (1.9%) EX2	38 (3.8%) London
93 (6.6%) West Sussex	76.6	9 (1.9%) PO21	14 (1.4%) Bath
92 (6.2%) West Midlands	63.5	4 (0.8%) BN12	12 (1.3%) Bournemouth
85 (5.0%) North London	60.5	4 (0.6%) PO19	10 (1.1%) Nottingham
73 (4.9%) Surrey	58.4	3 (0.4%) KT17	10 (1.1%) Chichester

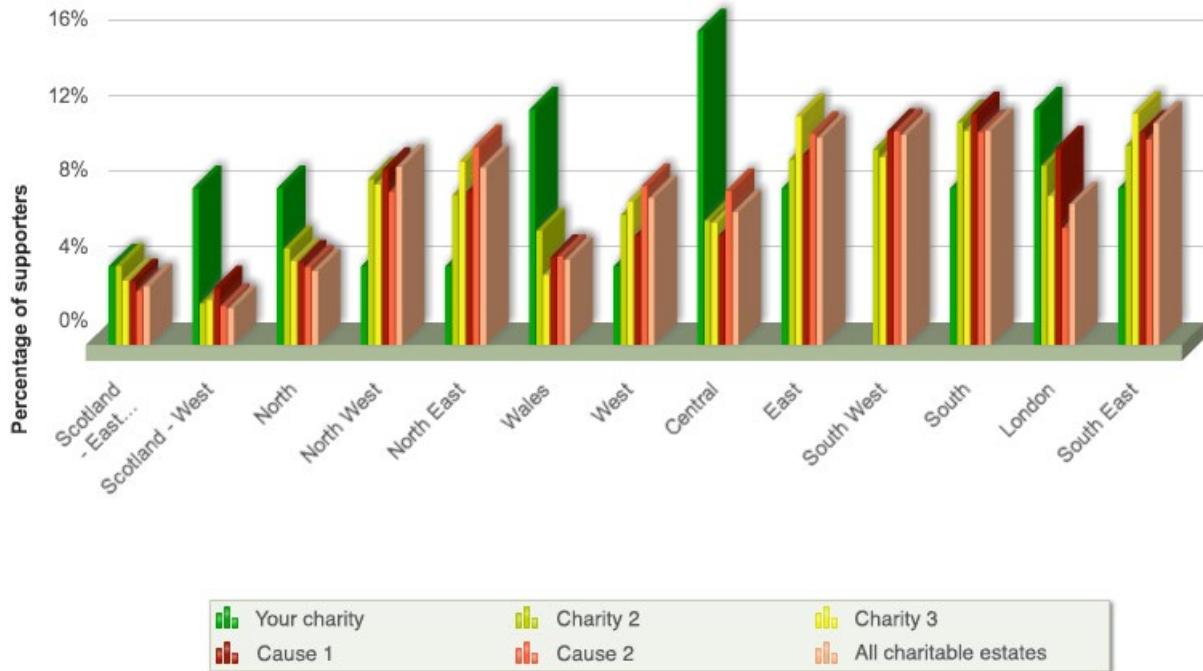
MS is the market share that Cause 2 has as a percentage of all bequests left in the said area



## All charitable estates

Top 5 Counties	Top 5 Postcodes	Top 5 Towns
67 (5.5%) North London	13 (0.9%) BN11	1 (15.3%) London
65 (3.6%) Hampshire	12 (0.8%) BN4	1 (15.3%) Bristol
63 (3.2%) Devon	11 (0.7%) FY6	1 (15.3%) Nottingham
56 (3.0%) South London	11 (0.7%) BA2	1 (15.3%) Birmingham
55 (2.9%) Kent	10 (0.5%) BH23	1 (15.3%) Manchester

## Percentage of supporters belonging to each region

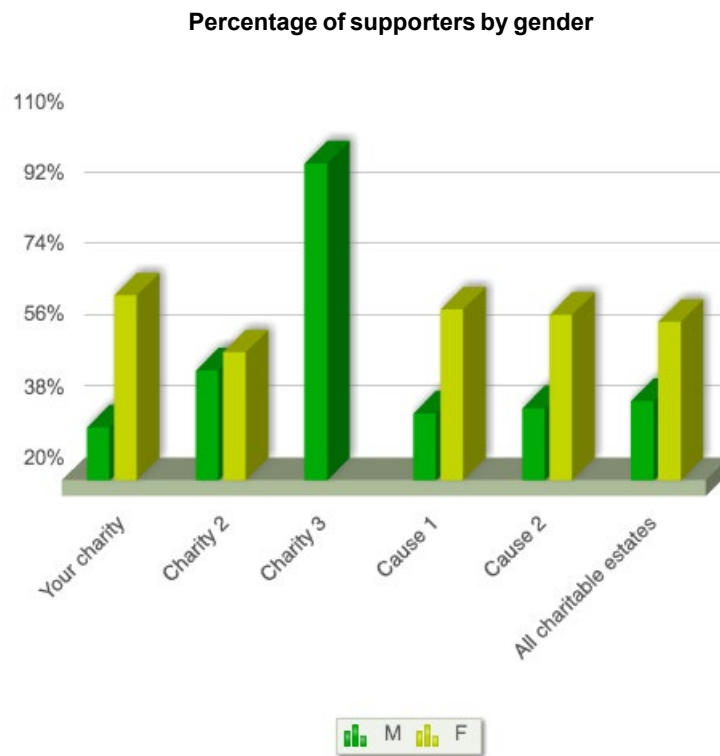


## Percentage of supporters belonging to each region (table view)

	Scotland - East & Highlands	Scotland - West	North	North West	North East	Wales	West	Central	East	South West	South	London	South East
Your charity	-	0.12%	-	1.12%	74.30%	-	-	-	21.20%	-	3.26%	-	-
Charity 2	-	-	-	-	-	-	-	-	-	100.00%	-	-	-
Charity 3	0.45%	-	2.66%	3.53%	2.71%	-	11.10%	9.24%	12.38%	16.54%	18.22%	5.98%	17.19%
Cause 1	5.21%	3.22%	7.81%	6.33%	11.18%	18.41%	6.88%	10.12%	3.25%	7.21%	6.90%	7.44%	6.04%
Cause 2	1.30%	-	18.67%	24.31%	12.71%	-	-	-	-	12.22%	10.05%	-	20.74%
All charitable estates	4.18%	2.34%	3.83%	10.16%	11.52%	4.20%	14.10%	6.97%	7.09%	10.96%	9.91%	11.09%	3.65%

## Supporter profile

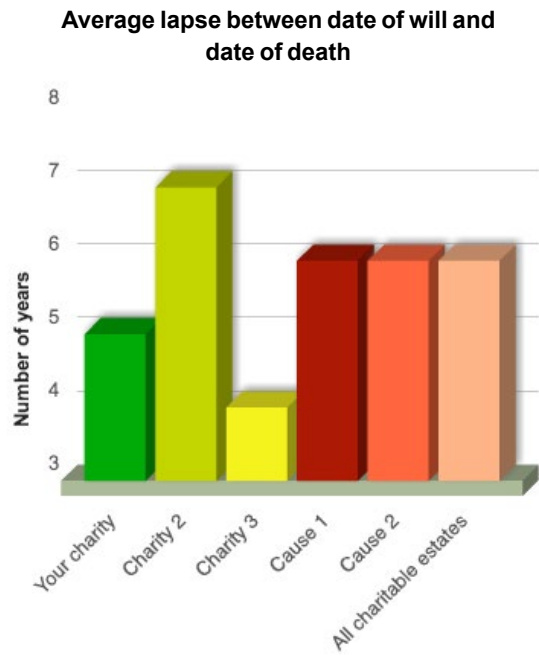
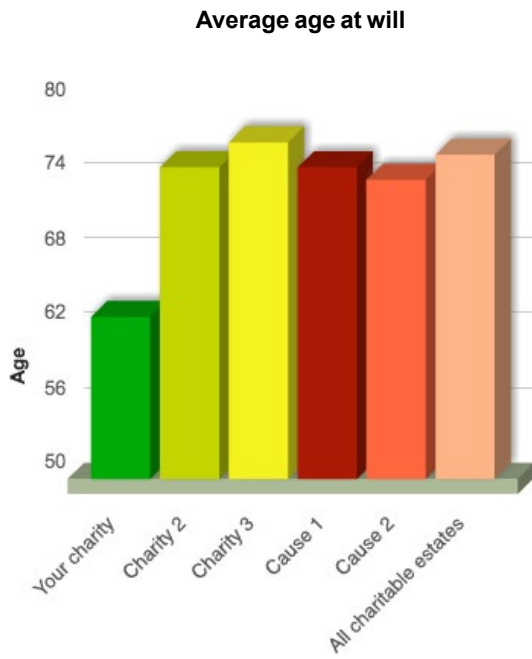
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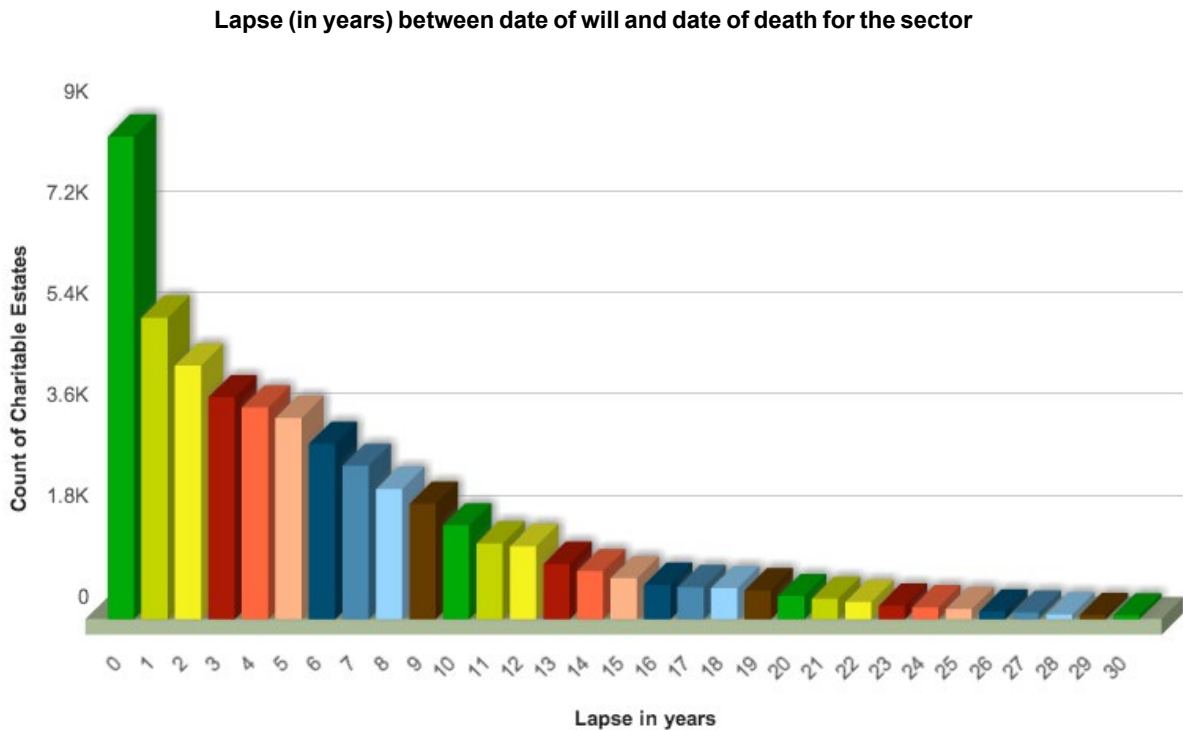
### Gender trends

There are a number of trends which can be drawn from analysing the split of male and female supporters both across all legacy giving, and when you separate out by cause.

In your bespoke Legacy Spotlight report, we will highlight some of these trends and look at the split of gender for your selection specifically as well as in more general terms.



N.B. If there is no column displayed for any of the charities it is likely that their bequests fall outside the comparison above - please refer to page 4 for more information on the population of your report.



## Top 25 Cause 1 charities by legacy income

	Year end	Legacy income (£m)	Legacy income prev year 1 (£m)	Legacy income prev year 2 (£m)	Legacy income prev year 3 (£m)	Legacy income prev year 4 (£m)	Total legacy income over 5 years (£m)	% of income from legacies over 5 years
Charity 1	3/31/13	12.322	11.104	9.444	10.306	9.894	53.07	8.7
Charity 2	3/31/13	9.992	9.925	9.722	10.086	7.983	47.708	41.3
Charity 3	9/30/12	8.933	9.07	5.731	6.151	6.971	36.856	46.3
Charity 4	3/31/13	6.404	5.648	4.471	7.218	8.634	32.375	26.5
Charity 5	3/31/13	6.151	7.245	7.056	7.222	7.117	34.791	38.3
Charity 6	3/31/13	3.959	3.381	2.848	1.901	2.854	14.943	25.4
Charity 7	3/31/13	3.04	2.113	0.851	0.104	0	6.108	3.7
Charity 8	12/31/12	2.596	2.188	2.069	1.898	1.869	10.62	4.3
Charity 9	3/31/13	2.587	1.785	3.684	2.867	2.215	13.138	27.9
Charity 10	3/31/13	2.256	3.133	3.31	3.481	1.057	13.237	19.5
Charity 11	3/31/13	1.683	1.541	1.297	0.836	1.003	6.36	27.8
Charity 12	3/31/13	1.329	1.666	2.169	1.17	0.862	7.196	10.2
Charity 13	12/31/12	0.864	1.013	0.878	1.015	1.741	5.511	31.4
Charity 14	3/31/13	0.545	1.163	0.626	1.156	0.778	4.268	29.3
Charity 15	3/31/13	0.31	0.006	0.013	0.051	0.101	0.481	8.4
Charity 16	9/30/12	0.263	0.546	0.848	0.305	0.477	2.439	12.1
Charity 17	3/31/13	0.161	0.166	0.187	0.323	0.627	1.464	6.3
Charity 18	3/31/13	0.124	0.293	0.107	0.225	0.89	1.639	8.3
Charity 19	3/31/13	0.105	0.77	0	0.087	0.073	1.035	5.8
Charity 20	12/31/12	0.103	0.282	0.076	0.267	0.196	0.924	39.6
Charity 21	3/31/13	0.063	0.035	0	0.041	0	0.139	3.8
Charity 22	3/31/13	0.059	0.263	0.035	0.298	0.09	0.745	10.7
Charity 23	3/31/13	0.059	0.041	0.047	0.032	0.027	0.206	0.7
Charity 24	9/30/12	0.055	0.064	0.027	0.222	0.126	0.494	8.5
Charity 25	3/31/13	0.045	0.032	0.164	0.093	0.161	0.495	8

Some causes are more heavily populated than others, so it may not always be possible to provide a top 25 table. There may also be instances where Year 1 displays no legacy income but these will be included as they have had legacy income in previous years.

## Causal Area Trends

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### Trends in the Cause 1 sector

Legacies to Cause 1 have increased gradually over the last five years, reaching a spike in 2012. This is partly due to a significant increase in legacies from people that died in their 50s and 60s.

More than half the people that left a gift to Cause 1 died within five years of writing their will, and of those only 12% left a codicil attached to that will.

The split between conditional and absolute bequests to Cause 1 has remained roughly 1/3rd conditional and 2/3rds absolute over the five year period.

**For the top 25 Cause 1 charities,  
an average 26.83% of their income  
comes from legacies**

### Trends in the Cause 2 sector

Bequests to Cause 2 charities have decreased by just over a quarter (25.9%) over the five years from 2009 to 2013, from 1,486 bequests to 1,101, with an unusual spike of 1,584 gifts in 2011.

Cause 2 supporters have one of the largest differences between male and female support with 62.4% of all bequests coming from women.

There has been a slight shift in the age at death of the supporters of Cause 2. The two dominant age bands for 2013 were 81-90 and 91-100, compared to 71-80 and 81-90 in 2009.

### General causal trends

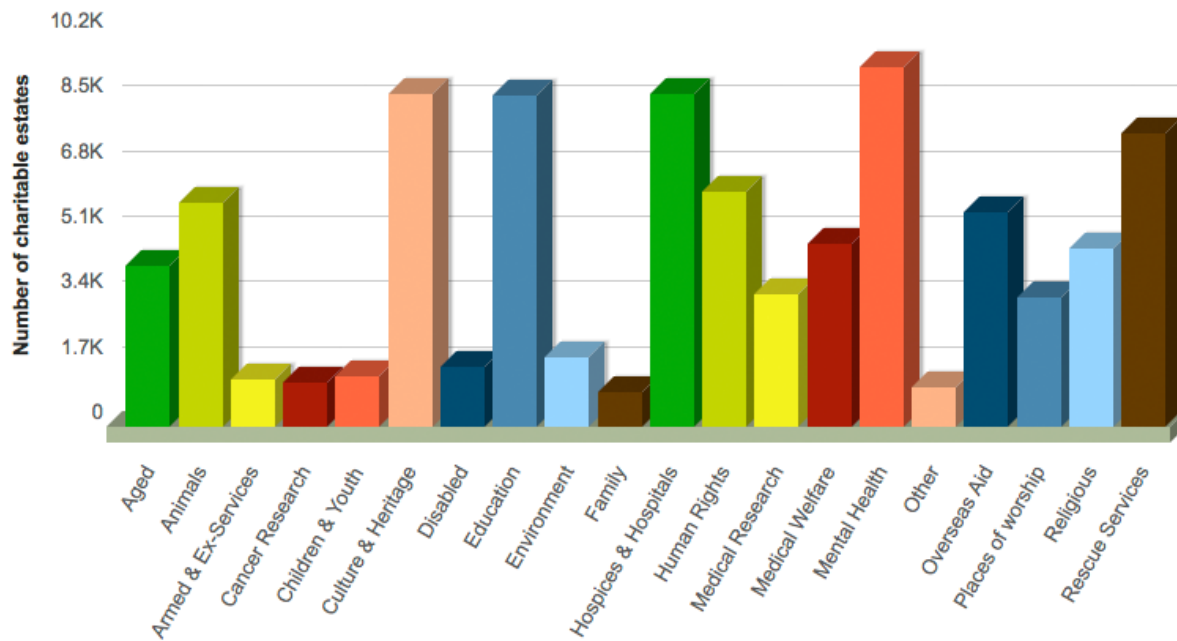
The top five causes supported in 2013 were Cause 4, Cause 6, Cause 8, Cause 12 and Cause 18. This has shifted from 2009 when the most popular causes were Cause 1, Cause 2, Cause 4, Cause 7 and Cause 15.

In 2009, Cause 7 was the most popular cause by far with more than a quarter of all gifts going to this cause (26%), of which 83% were absolute gifts.

The popularity of each cause varies from region to region too: for example, the most common cause supported in the South East in 2013 is Cause 4 (Cause 6 in 2009), whereas Cause 8 (Cause 11 in 2009) is the dominant cause in the North West.



## Number of charitable estates by cause for September 2012 to current



## Number of charitable estates by cause over time

	2013	2012	2011	2010	2009
Aged	4213	8642	4156	4852	4237
Animals	5846	1341	1512	1006	1466
Armed & Ex-Services	1238	3511	1354	1422	1080
Cancer Research	1168	3136	4841	4107	4086
Children & Youth	1348	1032	3135	1211	1406
Culture & Heritage	8694	7431	8469	7961	7334
Disabled	1564	1354	1588	1492	1568
Education	8644	6484	9153	8412	8014
Environment	1834	6413	4564	4985	4230
Family	943	410	158	732	841
Hospices & Hospitals	8712	3381	7411	7313	6929
Human Rights	6130	6846	7401	6502	5841
Medical Research	3463	6406	5040	4211	5003
Medical Welfare	4786	8686	5405	4610	4235
Mental Health	9413	6471	8097	7328	7155
Other	1034	6547	5402	4339	4721
Overseas Aid	5616	4764	5640	5220	4977
Places of worship	3401	4154	6413	4212	3841
Religious	4682	5483	3484	3876	3215
Rescue Services	7681	6410	7843	6157	6089

# 10 top tips for successful legacy marketing

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New to legacy marketing? Kickstart your campaign by following these ten simple steps.

## 1. Get internal buy-in

Before you can run a legacy marketing campaign, you need to get leadership buy-in. Equipped with the insight and information contained in this report, you can help your CEO and trustees appreciate the importance of legacy income, and get their support in promoting legacies across the whole organisation.

## 2. Identify your legacy prospects

Use this report to help you identify prospect groups to focus on and 'grey areas' that can potentially be targeted. If you keep a list of lapsed donors, don't dismiss them - they may respond well to a different proposition such as leaving a gift in their will.

## 3. Get clued up

Arm yourself with good knowledge of the processes involved in leaving a gift in a will, including where the money will go and any tax breaks that are available, so you are fully prepared when going out and speaking to supporters.

## 4. Break the taboo

Don't be afraid to go out and have conversations with your supporters about gifts in wills. Some of your supporters may have never considered leaving a gift in their will before. An initial conversation about it will provide food for thought, and will open up a dialogue that can be continued.

## 5. Take supporters on a journey

'Steward' your supporters through their legacy journey. If they show an initial interest, decide what and when the next communication with them will be. Being systematic in your communications will help increase the long-term value of your supporter base.

## 6. Use the right language

Tell stories - they help supporters to see the difference their gift will make. Allow two-way conversations to be supporter led; discuss their concerns, and try to resolve them. Use soft, jargon-free language in all your communications, and never ask for a legacy gift straight away - ask them if they might consider it.

## 7. Look after your data

Ensure you record your supporter's details correctly, and update your data regularly. Inaccurate data generates waste and expense, and can truly affect your relationships with existing and potential supporters.

## 8. Take a multichannel approach

Think about how you can integrate the various communication channels (direct mail, face to face, telephone, email), so that they complement one another, and use social media to connect with supporters. Consider holding tailored legacy events where you talk about your work and how donors can help.

## 9. Cross-sell the legacy message

Ensure that the legacy message runs across all of your organisation's fundraising activity. Mention gifts in wills in as many communications and marketing materials as you can. A simple message about how important legacies are to your beneficiaries will help the message to stick.

## 10. Take the long view

Remember, it may be several years until you see the results of a legacy marketing campaign in hard cash. Success can be measured along the way by, for example, recording the number of new opportunities that arise following a legacy event.

Read this article in full at [The Fundraiser Online](#).

For more information on legacies and legacy marketing, visit [The Fundraiser Online \(www.charitychoice.co.uk/the-fundraiser\)](http://www.charitychoice.co.uk/the-fundraiser) or click on an article below:

- [A beginner's guide to legacy fundraising](#)
- [6 easy steps to holding an effective legacy event](#)
- [Guide to running a telephone legacy fundraising campaign](#)
- [Should charities be more active in estate administration?](#)
- [Embracing the legacy fundraising challenge](#)

# Methodology

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## Population

The Smee & Ford database contains attribute data for all estates that go through Probate in England, Wales & Scotland. About 260,000 estates pass through probate each year and we record the name, address, date of death, age at death (where known), gender and size of estate for each person.

The historical data goes back to 2007 for all probated estates including charitable estates with legacies by cause(s) supported, giving full insight into the type of legator that favours each type of charity.

Smee & Ford have recently changed the reporting processes, and since September 2012 have recorded every charitable organisation that has been named in a Will. Before September 2012 we recorded the names for a set group of organisations and these records go back to 2007. This means for all charitable bequests we now have over a year's worth of data.

## Estimated residuary values

In order to calculate estimated residuary values we used the percentage bequeathed against the net estate value which is provided when the will passes through probate. These figures should be used as a guide only as economic factors (e.g. property values) will affect the actual estate value once all matters are settled and funds are distributed.

## Geographical analysis

In order to ensure accurate geographical analysis, Legacy Spotlight only displays geographical information for estates where the address has been validated using a sophisticated postcode mapping tool.

Read more about our methodology at [www.smeeandford.com/methodology.aspx](http://www.smeeandford.com/methodology.aspx)

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## Glossary of terms

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**Bequest:** An individual gift left in a will. A will can contain any number of bequests which can be to individuals or organisations such as charities. Also referred to as a **legacy**.

**Legacy:** See definition of bequest. Generally we refer to legacy income and legacy trends, but when talking about an individual legacy it is commonly referred to as a **bequest**.

**Causal area:** This is a primary heading we have assigned each charity based on their charitable activities and their beneficiaries. Where charities may fit under more than one heading we have tried to select the most appropriate causal area, and have checked this in with charities wherever possible. There are currently 19 different causal areas: Aged, Animals, Armed & Ex-Services, Cancer Research, Children & Youth, Culture & Heritage, Disabled, Education, Environment, Family, Hospices & Hospitals, Human Rights, Medical Research, Medical Welfare, Mental Health, Overseas Aid, Places of Worship, Religious, Rescue Services.

**Probate:** the official act of proving a will. There are a number of exceptions which vary on a case by case basis. Generally though, an estate doesn't have to go through probate if the net assets are below £5,000, the estate contains no property, shares or bonds, or where all assets are in joint names with the deceased's spouse or civil partner. About 50% of all estates pass through probate (250k each year).

**Legator:** This refers to the person who left a legacy/gift in their will.

**Codicil:** A legally binding addendum to a will. In some situations, changes are made after a will has been written and this can be done in a codicil. There is no limit to how many codicils can be attached to a will.

**Charitable Estate:** If the deceased has left a gift to charity in their will, their estate is referred to as a charitable estate. This is used for analysis to work out how many estates contain any kind of bequest to a charitable organisation.

**Absolute bequest:** A definite and outright gift.

**Conditional bequest:** A gift that has certain conditions attached in order to stand. These are usually things such as other family members predeceasing the legator, which result in the gift standing – e.g. a gift to charity provided the deceased's sister is no longer living at the time of their death.

**Pecuniary:** A gift of cash. This is usually a certain amount, but will occasionally include sale proceeds of a property or index-linked (meaning the value will increase/decrease depending on GDP values).

**Residuary:** Once all debts, fees and pecuniary gifts are paid from the estate, the remaining assets are collectively called the 'residue' or 'residuary estate'. The legator can choose to split the residue amongst several individuals and/or organisations and will allocate a percentage to each beneficiary – these are known as residuary gifts.

**Effects:** A gift of a specific item (not property or shares) – e.g. paintings, jewellery, clothes etc.

# LEGACYVIEW

from **Smee & Ford** A Wilmington Company

## Take the next step in your legacy campaign

Legacy Spotlight provides you with essential insight into your charity's legacies and those of your immediate peers, but this is just a fraction of the information Smee & Ford collect that will help you to gain a deeper understanding of the legacy market.

Legacy View will help you to:

- **Manipulate more data to suit your needs**  
Access even more data trends giving you more insight
- **Unlimited reports**  
Run reports whenever you need them, within minutes
- **Analyse over 10,000 charities**  
You can expand your search criteria
- **Understand causal area trends over time**  
With data going back to 2007
- **Get more detail on which geographical areas to target**  
Drill down to postcodes you can identify geo-targeting opportunities, especially when analysing a larger number of charities



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