

6 Insights on Legacy Giving in Singapore

1 Legacy giving has significant room to grow in Singapore

> 50%

of respondents had positive sentiments about legacy giving and the difference it could make to the community and future generations.



However, only **1 in 5** knew how to make a legacy gift or had considered doing so, and only **14%**

had left a legacy gift to charity. There are opportunities to boost legacy giving by engaging partners to raise awareness of legacy giving and how to make legacy gifts.

2 To donors, loved ones are a priority

9 in 10 respondents preferred to first speak to friends and family about legacy giving.



> 50%

would also consider making a donation to charity in their will after their dependents could look after themselves.

Encouraging conversations about legacy giving within close relationship groups, such as one's family and loved ones, could be helpful.



3 Donors are passionate about purpose



About **6 in 10** would do so if the gift could impact the future or set a good example for the next generation.

Cash was the most popular way to give, with **> 7 in 10** preferring to donate cash in a will.

> 6 in 10 respondents would leave a legacy gift to help others in the community.



Reaching out to donors on impact and highlighting popular ways to give could help drive action on legacy giving in Singapore.

4 Women can be legacy giving influencers



1 in 5 women

Only around respondents were uncomfortable with having conversations about legacy gifts. This was significantly less than their male counterparts, and suggests that women could be influential in starting legacy giving conversations.

5 Youths and mid-lifers recognise the benefits of legacy giving

About **6 in 10** **YOUTH (aged 15-35)**



About **6 in 10** **MID-LIFER (aged 36-49)**



respondents agreed that everyone could make a legacy gift; and that it was a way to give back and make a difference.

The data also reveals areas for improvement – more “how-to” information on making legacy gifts can be shared, and more support can be provided to make legacy giving conversations a norm.

6 Accountability and governance is important for older givers

Believing that the charity was well managed was one of the top 3 motivations for pre-seniors (aged 50-64) and seniors (aged 65+) who had made a legacy gift.

4 in 10 SENIORS

were motivated by this belief – significantly more than other age groups. Charities should maintain high levels of accountability and governance to attract legacy donors.



Among these respondents, **> 3 in 10 PRE-SENIORS** &



CFS collaborated with NVPC for the first time to take a focused look at legacy giving in Singapore. Through a dedicated legacy giving module in the 2021 edition of NVPC's biennial Individual Giving Study (IGS), we collected data on legacy giving in Singapore – and uncovered six intriguing insights.

