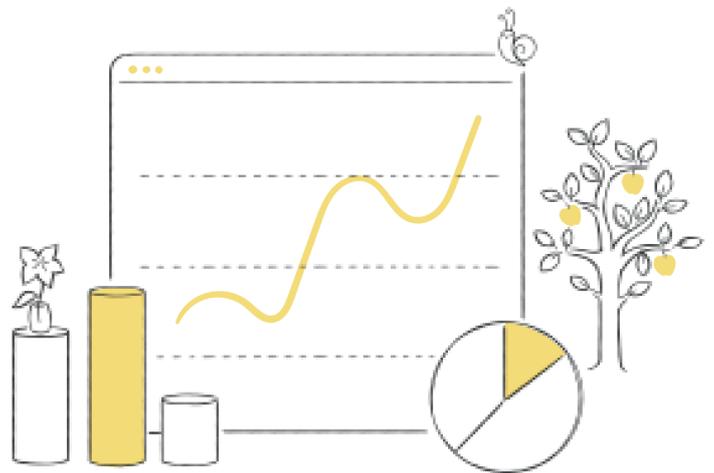


2024

# Gifts in Wills Report

The largest analysis of online wills ever  
conducted in Australia.



**Over 36,000 wills analysed**

# About this report

With data from over 36,000 online wills, this report represents the largest analysis of wills ever conducted in Australia.

This report brings together data from three years of digital will-writing on Gathered Here.

Spanning from November 1, 2020 to October 31, 2023, the study is the largest of its kind ever conducted in Australia.

It represents the final wishes of over 36,000 people and analyses an estimated \$442 million in bequests.

We are extremely proud to be able to share this data, and our in-depth analysis, with the NFP community.

Part of our core mission is to equip NFPs with tools and information that can help them create strategic and effective digital bequest programs.

Reliable data is just one important element of achieving that.

For gifts in wills fundraisers, this cache of data and subsequent analysis provides unparalleled insight into modern legacy giving behaviour.

We are not only able to see who is including gifts in their wills, but also the type of gifts being pledged, how much they are worth, and which cause areas attract the greatest amount of support.

This report also considers the ways in which giving behaviour has evolved over time, in line with technology advancements and the growing popularity of online wills.

Our hope for this report is that fundraisers, gifts in wills managers, and senior leaders are able to glean a greater understanding of the current and changing digital bequest landscape in Australia.

With greater understanding comes the power to create robust, future-ready bequest programs that deliver truly remarkable results.



**Join today**  
**Book a demo**

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# Founder's note

When Gathered Here was founded in 2017, our mission was to make funeral planning more ethical, transparent and affordable for everyone.

Towards the end of 2020, we launched our free online will-writing service and received an overwhelmingly positive response from the general public.

Since then, over 42,000 people have recorded their final wishes via our platform. We're extremely proud of that - of helping everyday Australians with important, life-changing decisions.

We're also proud to be connecting generous Australians with the causes they care about most.

Those wills that have been written over the past three years? They contain an estimated \$550 million in future revenue for hundreds of worthy causes.

Online wills are having a radical impact on legacy giving. While the average giving rate in traditional wills sits at 9%, our three-year data puts the figure at 19% for Gathered Here online wills.

Every day, I am blown away by the generosity of will-writers as they pledge gifts that will no doubt make this world a better place.

I am also awed by the many charities and NFPs that work tirelessly to raise funds for their causes, while being respectful of donors and their needs.

It is our privilege to equip many of these organisations with technology, data and resources that contribute towards the creation and execution of effective digital bequest programs.

I hope this report offers valuable insight to gifts in wills professionals - not only about the current digital bequest landscape but also the changing nature of legacy giving and what lies on the horizon for NFPs.

It's all good things, I'm sure.



**Colin Wong,  
Founder & CEO**



**Learn more**  
**Book a demo**

# Key findings

**36,274**

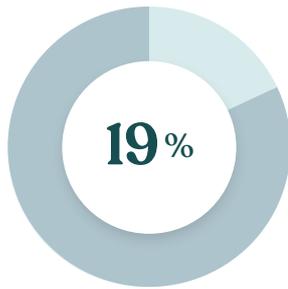
wills written

**\$58,262**

average gift value

**\$442m**

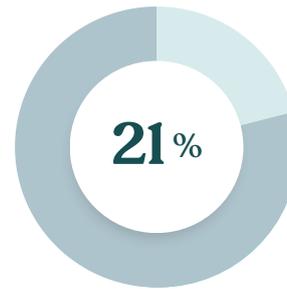
estimated value of gifts



**of wills included a charitable gift**



**of gifts were residual**



**average residual gift size**

Between November 1, 2020 and October 31, 2023

When Gathered Here first launched online wills in 2020, consumer awareness was relatively low.

In the first week, just 80 wills were written via the platform and only one included a gift to charity. It was a slow start.

Thankfully, change was swift and significant. In the three years that followed, over 36,000 wills were written via Gathered Here. Almost a fifth (19%) of those included a charitable gift.

Importantly, the overall amount pledged via gifts in online wills has also increased year-on-year as Australians continue to see the benefit of online wills.

In 2020-21, \$60 million was pledged and in 2021-22, that figure sky rocketed by over 200% to \$184 million.

Most recently, in 2022-23, gifts in online wills became more stable with an estimated \$198 million pledged - an annual growth of 7%.

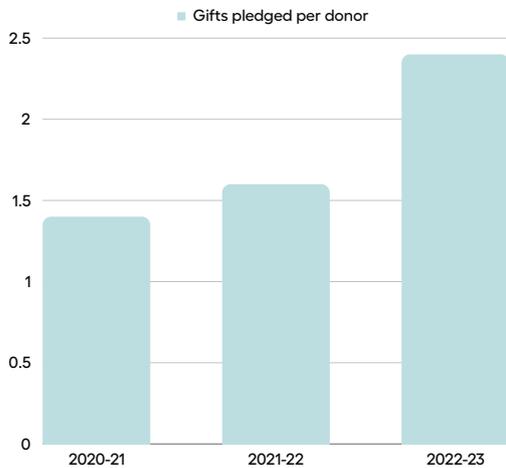
This strong, stable performance spells good news for charities and NFPs.

Online will-writing has remained relevant in a post-Covid world and legacy giving has remained popular among Australians, delivering impressive results for hundreds of worthy causes.

# Changing trends

There have been several notable changes in giving behaviour since the public first began using Gathered Here in 2020. Among the most predominant is the increase in the number of gifts pledged per donor.

In 2020-21, donors pledged an average of 1.4 gifts. In 2021-22, that figure increased to 1.6 gifts. In 2022-23, it climbed to 2.4 gifts.



This significant growth in 2022-23 can be largely attributed to the introduction of Group Listings, in January 2023.

Group Listings empower will-writers to support a particular cause area, rather than a specific organisation. Their gift is then evenly divided between whichever organisations are in the category at that specific time.

## Support a group of Charities



**Animal & Wildlife**  
Support 4 partners



**Children**  
Support 4 partners

In line with this, the overall amount being pledged by donors has also increased year-on-year.

In 2020-21, donors were pledging an estimated \$113,409 each. In 2021-22, that increased to \$118,557 and in 2022-23, it increased again to \$120,530.

## Average value pledged per donor



While this is undeniably a positive shift overall, it does come with a caveat. The average value per individual gift is decreasing.

In 2020-21, the average value per gift was estimated at \$73,512. However, it dropped to \$49,581 in 2022-23.

So, the gifts being pledged to NFPs are smaller in value but there is a greater likelihood of receiving gifts and with more frequency.

## Estimated average value per gift



# Age

## ● Wills

Australians of many ages have used Gathered Here online wills to record their final wishes. The youngest was just 18 while the oldest was 103.

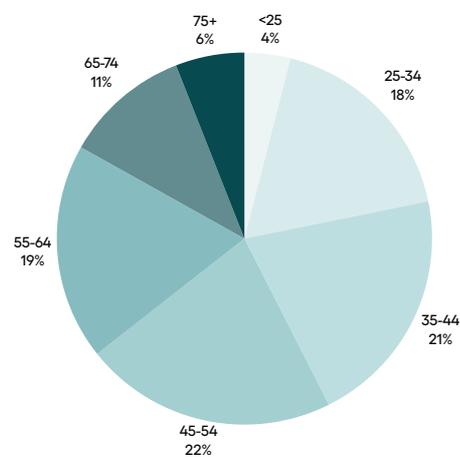
Those in the 45-54 age group are consistently the most prevalent will-writers. Despite only making up 12.5% of the Australian population, they accounted for 22% of all wills written.

In fact, they accounted for the largest percentage of wills written in every year of the study.

Conversely, under 25s accounted for the lowest percentage of online wills - just 4%. They too demonstrated this behaviour consistently throughout every year of the study.

Importantly, senior citizens accounted for almost a fifth (17%) of all wills written during the study period, proving that older generations are embracing digital solutions with more enthusiasm than they're sometimes given credit for.

**% of wills written by age group**



Note: Chart represents data from November 1, 2020 to October 31, 2023.

### In a snapshot...



**18**

age of the youngest will-writer



**103**

age of the oldest will-writer

**17%**

of wills were written by seniors

**4%**

of wills were written by under 25s

# Age

## ● Gifts

Will-writers of all ages had higher giving rates than the national average found in Dr Christopher Baker's 2014 study, Encouraging Charitable Bequests By Australians.

That report, which included an analysis of over 3,000 probated wills, found that 9% included a gift of some type - either conditional or unconditional.

In our analysis of online wills, the average giving rate was more than double that - at 19%.

The highest giving rate (28%) belonged to under 25s but, since so few actually

### In a snapshot...



**48**

average age of donors



**95**

age of oldest donor



**45-54**

age bracket that pledged most gifts

**34%** of gifts were pledged by 55s and over

wrote wills, they only accounted for 6% of all gifts pledged.

In reality, most gifts (21%) were pledged by 45-54 year-olds.

Age	Giving rate	% of gifts	% of value	% of population
<25	28%	6%	9%	13%
25-34	18%	19%	22%	15%
35-44	18%	20%	18%	14%
45-54	17%	21%	18%	12%
55-64	17%	19%	17%	11%
65-74	18%	11%	11%	9%
75-84	14%	3%	3%	5%
85+	11%	1%	2%	2%

# Age

## ● Senior citizens

Senior citizens - those aged 65 and older - accounted for a significant portion of both wills and gifts.

Almost a fifth (17%) of wills were written by people aged 65 or over, slightly higher than their representation within the general population (16%).

This suggests that older generations are embracing technology solutions with greater enthusiasm than they're sometimes given credit for.

Giving behaviour among seniors is also strong. They accounted for 15% of all gifts

pledged and 16% of all gift value.

Interestingly, over 85s had particularly unusual giving traits. While their giving rate was the lowest of all age groups (11%), their average residual gift size was almost double the average, at 39%.

Over 85s account for 2% of the population, and matched that representation, pledging 2% of gift value.

Overall, their gifts were estimated to be worth almost \$9 million.



### Will-writers aged 65 and over accounted for:

17%

of wills written

15%

of gifts pledged

16%

of overall gift value

\$69m

in estimated value



### Over 85s presented unique giving behaviour:

11%

giving rate

39%

average residual gift size

2%

of gift value

\$9m

in estimated value

# Location

Despite only accounting for 20% of the population, Queenslanders wrote 27% of all wills on Gathered Here, making them the most prepared out of any state.

Queenslanders also pledged a significant amount of gifts (23%) and were outdone only by Victoria and NSW.

However, Victoria and NSW both account for a larger share of the population - 26% and 31% respectively.

Victorian will-writers, once again, were the most likely to pledge a gift. While writing only 24% of wills, they accounted for a disproportionately high percentage of gifts (29%).

Finally, New Zealanders have been quick to embrace online wills and were responsible for 1% of gifts and wills, despite only gaining access to the platform from August 2023.

State	% of wills	% of gifts	% of population
NSW	25%	26%	31%
VIC	24%	29%	26%
QLD	27%	23%	20%
SA	6%	6%	7%
WA	12%	10%	11%
TAS	2%	2%	2%
NT	1%	1%	1%
ACT	2%	3%	2%
NZ	1%	1%	NA

# Parenthood

Parenthood is the most significant indicator of whether a person will pledge a gift or not.

While parents are far more likely to write a will than their child-free counterparts, they are less likely to pledge gifts.

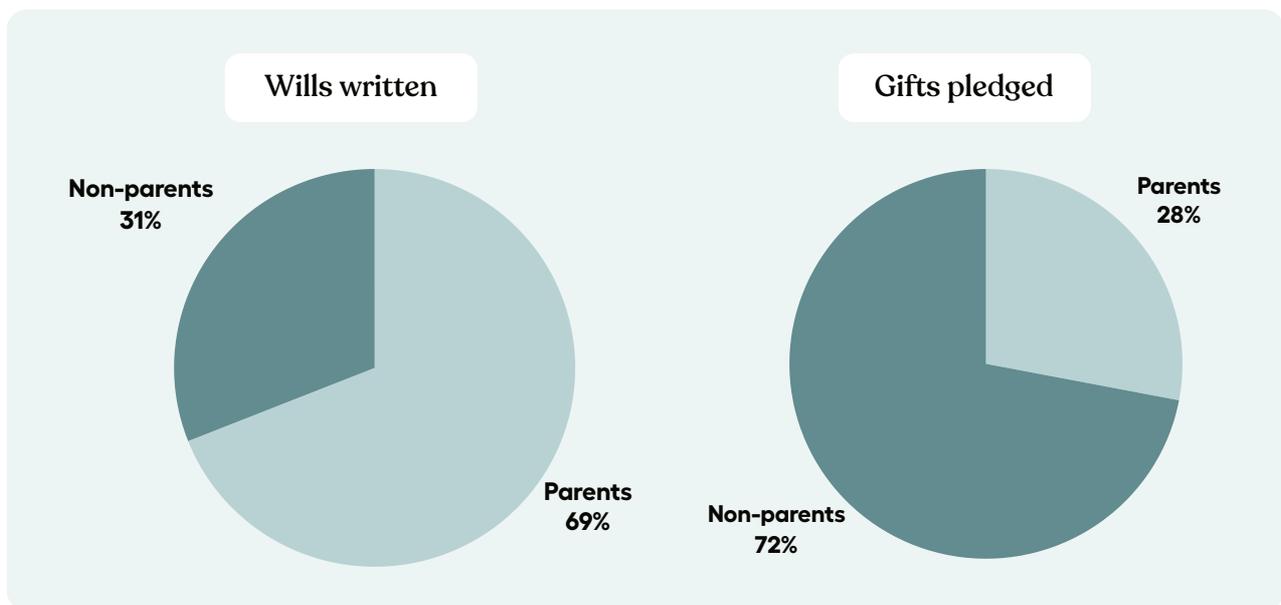
Parents accounted for 69% of all wills written but only 28% of gifts.

Even when parents do pledge a charitable gift, the value is smaller compared to non-parents.

The average residual gift size among parents was 15% compared to 30% among non-parents.

In positive news for fundraisers, the non-parent demographic is likely to grow in size as rates of parenthood have been steadily decreasing for decades.

In 1976, 28% of Australian couples had no children. By 2016, that had increased to 38%. If parenthood continues to decline at the same rate, 49% of Australian couples won't have children by 2050.



	Average residual gift size	Average monetary gift size
Parent	15%	\$6,010
Non-parent	30%	\$8,844

**SCAN ME!**

Learn more about sociological trends impacting gifts in wills in our Future of Online Wills Report.

# Relationship status

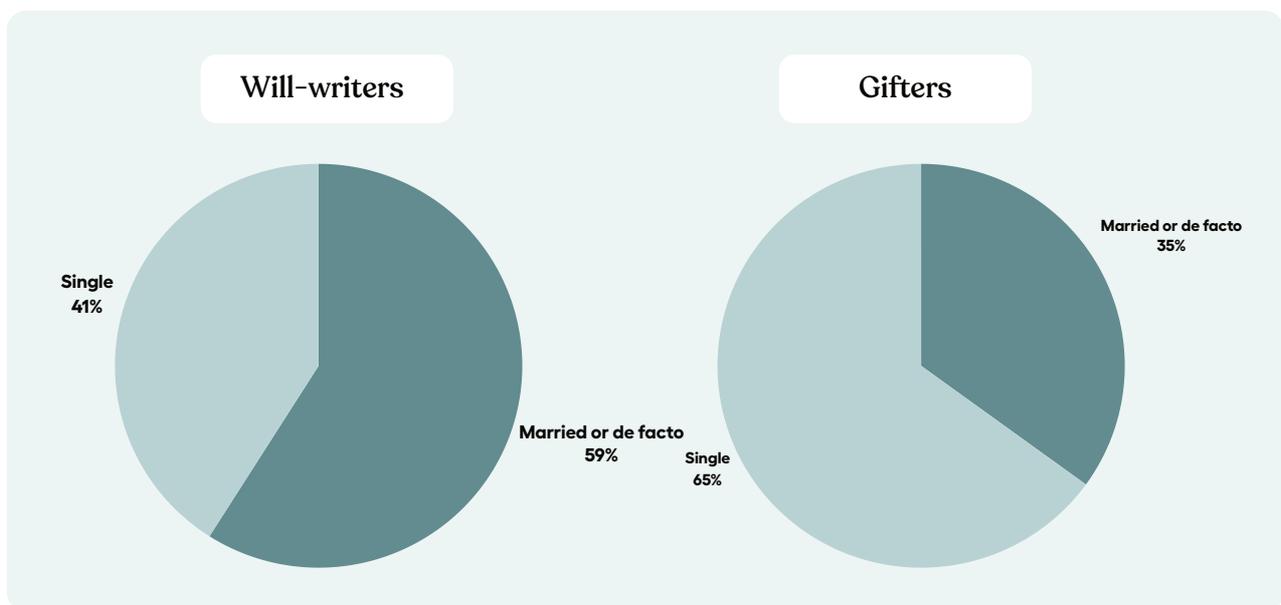
In a similar vein to parenthood, relationship status has a significant impact on will-writing and gift-pledging.

Those in committed relationships - either married or de facto - are more likely to write a will but less likely to pledge a charitable gift.

More than half of will-writers (59%) were either married or in a de facto relationship but they made up only 35% of donors.

Not only are single will-writers more likely to pledge a gift, but the gifts they do pledge are also larger.

The average residual gift size for single will-writers was 27%, compared to just 18% for those in a committed relationship.



	Average residual gift size	Average monetary gift size
Married or de facto	18%	\$5,379
Single	27%	\$9,172

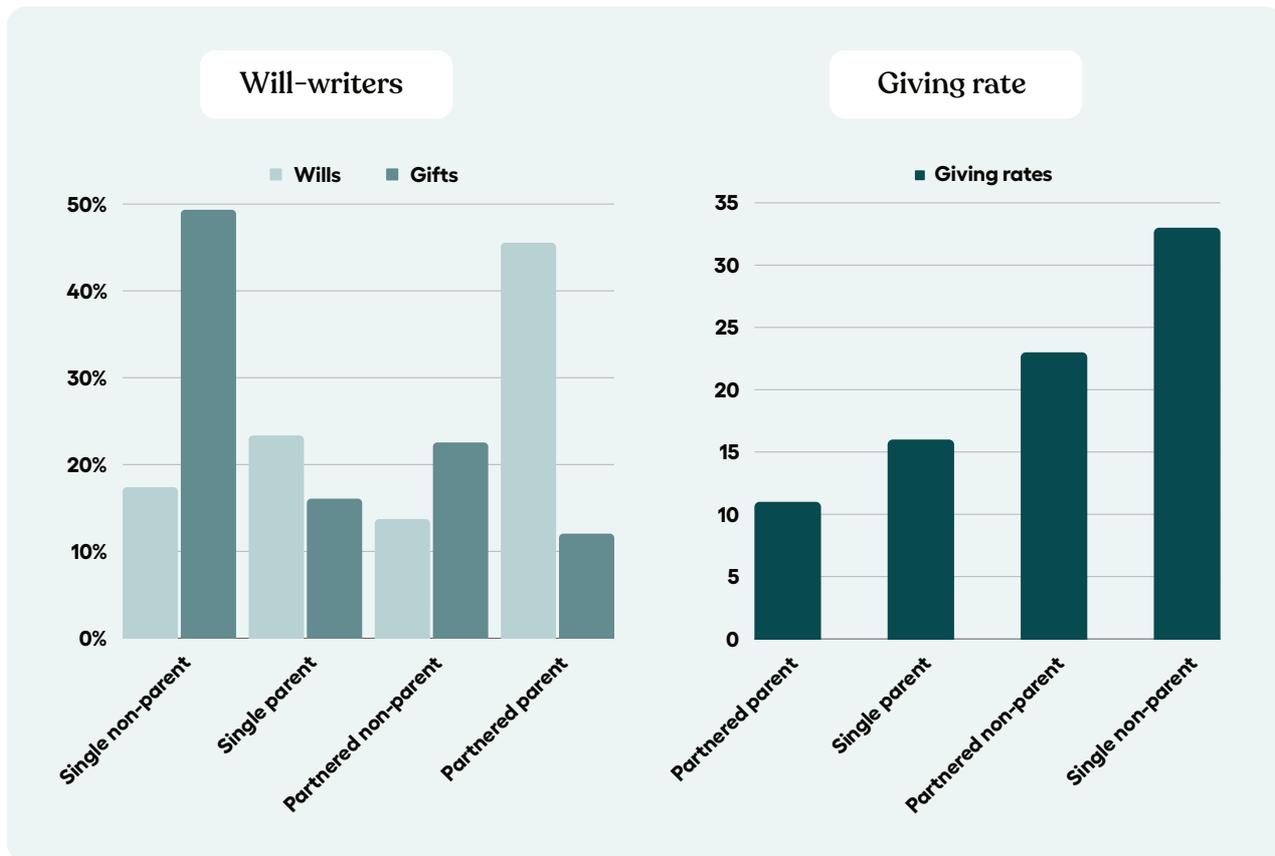
# Family structure

Parents with a partner are by far the most likely to write a will, accounting for 46% of all wills written.

However, while this cohort was the most likely to write a will they pledged the

fewest gifts - only 12%.

This is in stark contrast to single non-parents who, despite only writing 17% of wills, pledged 49% of gifts.



	Average residual gift size	Average monetary gift size
Partnered parent	11%	\$3,990
Single parent	19%	\$2,499
Partnered non-parent	28%	\$8,863
Single non-parent	31%	\$8,830

# Gift numbers

The number of gifts being pledged by each individual increased in each year of the three-year study.

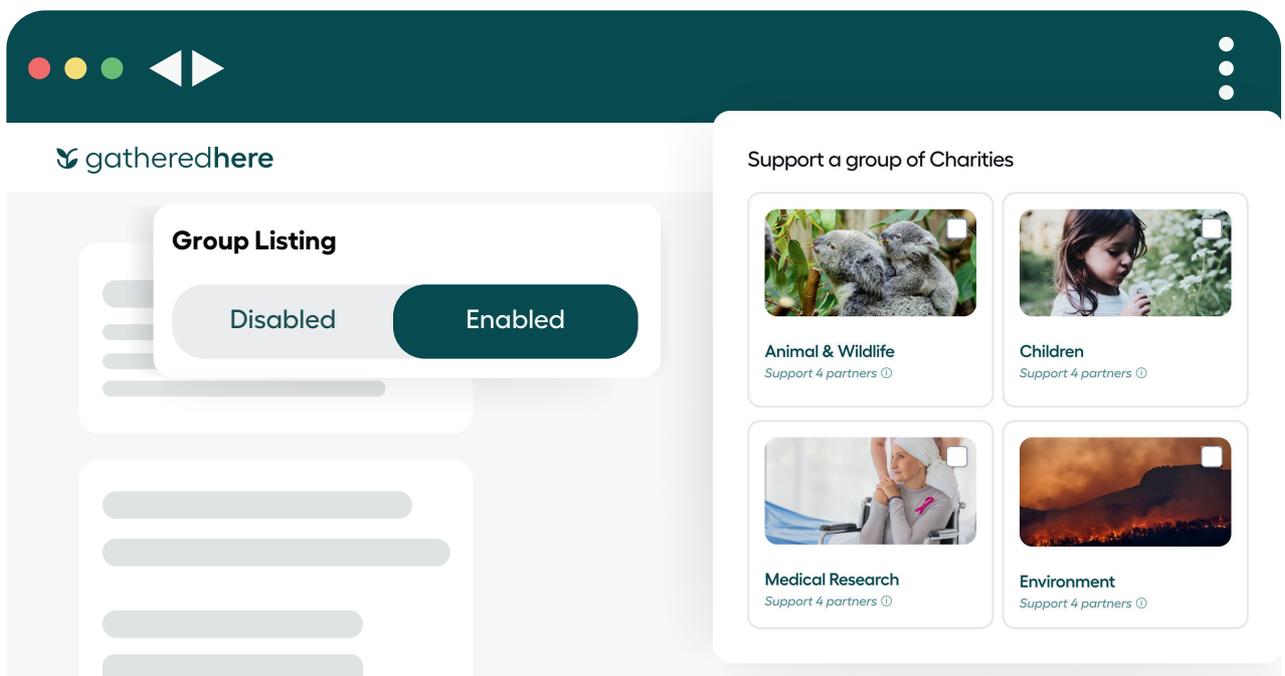
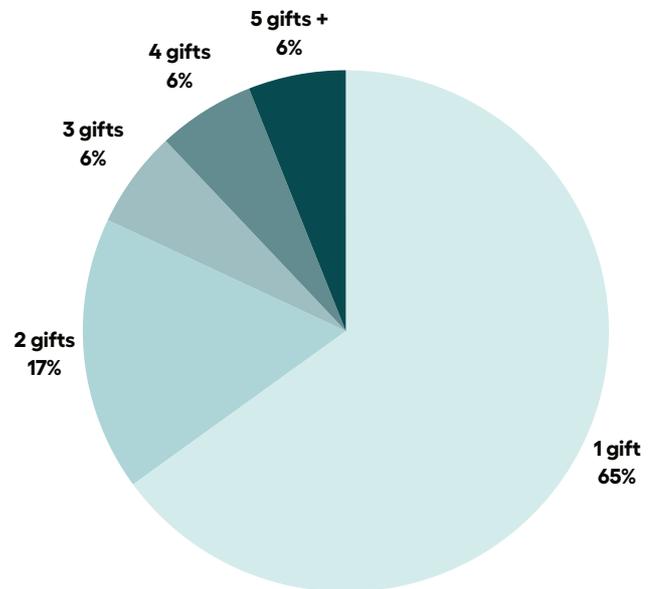
In 2020-21, donors pledged an average of 1.4 gifts. In 2021-22, that figure increased to 1.6 gifts. In 2022-23, it climbed to 2.4 gifts.

This is partly being driven by the introduction and increased use of Group Listings on the Gathered Here will-writing platform.

Instead of selecting a specific organisation to support, will-writers opt to support a cause area they're passionate about.

For will-writers who don't have a particular affinity with one organisation, this eases decision paralysis as they can support an entire cause, rather than one specific NFP.

	Average number of gifts pledged per gifter
2020-21	1.4
2021-22	1.6
2022-23	2.4



# Residual gifts

The vast majority (73%) of gifts pledged via Gathered Here were residual.

Residual gifts have a significantly higher average value compared to monetary gifts, so the Gathered Here platform is designed to gently encourage residual giving over gifting of specific amounts.

73%

of gifts were residual

\$438 million

estimated value of gifts

The screenshot shows the Gathered Here platform interface. The top bar features the 'gatheredhere' logo. The main content is divided into two panels. The left panel, titled '3. Estate', has a progress indicator and a checkmark. It asks 'Who would you like to leave your estate to?' and lists three names: David Wu (checked), Claire Wu (checked), and Sarah Swift (unchecked). Below the list are buttons for '+ Add person', 'Next', and '< Back'. The right panel, titled '4. Gifts', also has a progress indicator and a checkmark. It asks 'Add a gift (optional)?' and contains a text box with the following text: 'We are able to offer this Will to you for free due to the support of charities that are dedicated to making Australia and the World a better place. In addition to gifts to loved ones, will you consider leaving a gift to help a cause that is meaningful to you?'. Below the text box are three buttons: '+ Add money gift', '+ Add personal item gift', and 'Next'.

# Monetary gifts

While specific monetary gifts offer greater certainty on value, they are generally worth less than residual gifts.

Despite accounting for 23% of all gifts pledged on Gathered Here, the overall value of monetary gifts was \$3.5 million - less than 1% of the total value pledged.

23%

of gifts were specific monetary

\$3.5 million

estimated value of gifts

# Gifted items

Only 3% of gifts pledged via Gathered Here were specific items, ranging from vehicles and property, through to sports memorabilia and artwork.

While gifted items can be tricky for NFPs to coordinate, and aren't always of the highest value, they can provide a glimpse into the real person writing the will, including their interests, lifestyle, and personal situation.

This gives NFPs an opportunity to connect with donors in a more personalised and meaningful way.

Further, many supporters who donate a specific item to a charity or NFP also donate a residual or monetary gift.

In fact, 45% of wills that included a specific item also included either a monetary or residual gift.

By using the specific item as a way to connect with donors, fundraisers can establish good rapport and a greater connection with supporters.

3%

of gifts are specific items

45%

of wills with an item gift also include a monetary or residual gift

## Examples of specific items gifted



A NSW property



45kg of silver bullion



Original artwork



Diamond jewellery



A signed AFL guernsey



A Mini Cooper

# Reaching new audiences

Online wills are an effective way to steward existing supporters towards legacy giving and many NFPs focus solely on their existing contact base to generate gifts in wills.

However, the potential for future revenue growth is far higher when NFPs leverage online wills to reach new and unknown supporters.

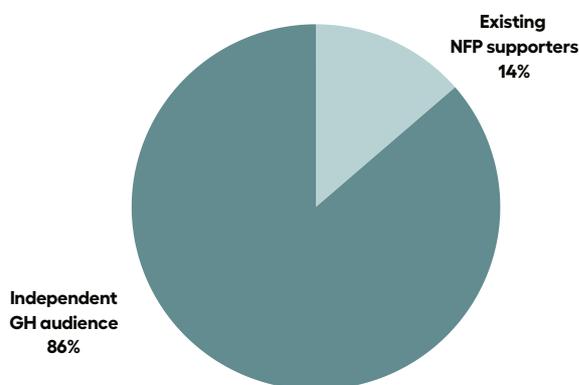
Tapping into the Gathered Here audience - that is, users who arrived on the platform independently - is a faster and more effective way to grow bequest revenue, compared to focussing solely on existing supporter bases.

The majority of will-writers on Gathered Here (86%) arrive independently while 14% arrive via a charity or NFP campaign.

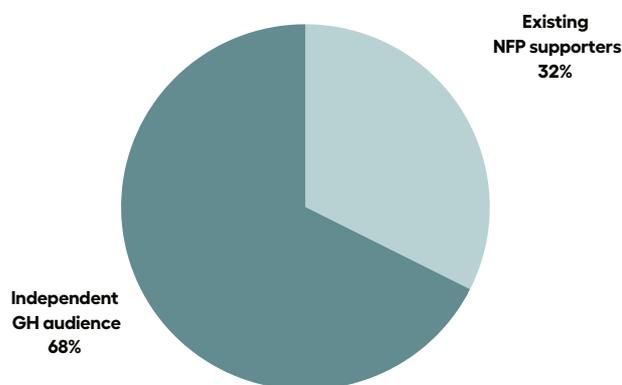
Most gifts are pledged by unknown supporters (68%) compared to 32% of gifts from known supporters. Subsequently, most gift value is also generated by new supporters (\$305 million) compared to known supporters (\$137 million).

However, known supporters do have a higher giving rate compared to the general Gathered Here audience, highlighting the importance of running dedicated campaigns to existing supporters.

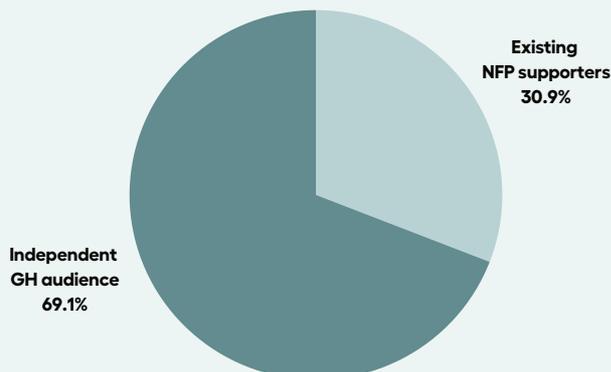
### Wills created



### Gifts pledged



### Total value



# Donor stewardship

Online wills differ from traditional wills in that they provide greater visibility to charities and NFPs. For the first time, fundraisers can see who is pledging gifts, before the supporter dies.

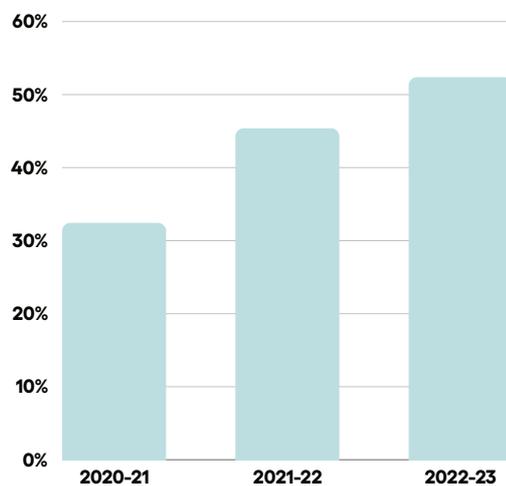
Of course, in a world where data privacy and protection are highly valued, it's vital that supporters have agency over their own information.

So, anyone who pledges a gift via Gathered Here is given the choice of sharing or withholding their information from the organisations they included in their will.

Thankfully, the rate of information sharing is gradually increasing. In 2020-21, less than a third (32%) of users shared their information. By 2022-23, that increased to 52%.

Majority of supporters do choose to share their information, including contact details and general demographics that make it easier for NFPs to build stronger relationships, maintain donor stewardship activities, and inspire them to give in other ways.

**Percentage of donors that shared their information with NFPs**



## ④ Help the charities you support

Opting in to share your contact details in this section is a big help to your charities as it allows them to thank you for your gift and include your gift in their planned giving goals.

It also allows your charities to keep you up to date with their important work.

Remember, you can always change your mind and update your contact preferences directly with your charities.

Your progress

100%

## 6. Thank you

Will you make the work of nonprofits easier by sharing the details of your gift? ⓘ

Anonymous gifts are less helpful to nonprofits as they often cannot be included in planned giving goals.

Yes

No

Next

Back

# Cause areas

In our first Gifts in Wills Report, we established nine distinct cause areas. However, since then, an increasingly broad range of organisations have joined Gathered Here and been named in wills so we have had no choice but to increase the number of cause areas.

Now, we consider there to be 11 distinct categories - animal and wildlife, arts, children, community and social services, education, environment, health and disability, humanitarian and international, mental health, religious, and sporting.

In cases where a gift is pledged to a multi-cause organisation, for example a children's health charity or a religious community service, we assign a gift to all relevant cause areas and assign proportional value.

Gifts and total pledged are then calculated via the percentage representation of each cause.

Through this analysis, we have determined that animal and wildlife charities are the most popular among the Australian public.

Animal and wildlife charities not only received the largest share of gifts over the three-year study period (23%), but also the highest estimated value in gifts (\$114 million).

Cause area	Total amount pledged	% of gifts
Animal & wildlife	\$114m	23%
Health & disability	\$83.5m	20%
Environment	\$57m	14%
Humanitarian & international	\$52.9m	12%
Children	\$51.5m	13%
Community & social services	\$33.6m	8%
Mental health	\$22.4m	5%
Religious	\$21.3m	4%
Arts	\$2.6m	0.5%
Sporting	\$1.7m	1%
Education	\$940K	1%

# Animal & wildlife



Animal and wildlife charities are extremely popular with will-writers. Over the three-year study period, an estimated \$114 million was pledged to organisations in this cause area.

In comparison, the average amount pledged per cause area was \$73.6m.

Although animal and wildlife charities make up a considerable portion of Gathered Here partners (16%), the amount and value of gifts far outweighs this representation.

Supporters in this cause area are also among the most generous. The average gift size for animal organisations was \$70,063 - 18% higher than the average.

Year	Amount pledged
2020-21	\$12.9m
2021-22	\$44.9m
2022-23	\$56.2m

% of gifts	23%
% of gift value	26%
Average gift value	\$70,063
Total gift value	\$114m

Trusted by some of Australia's leading animal organisations, including:



# Arts



Support for arts organisations has undergone incredible growth since Gathered Here first launched.

After receiving no bequests in the first year of the study, support sky rocketed as more arts organisations embraced online wills. Then, from the second year of the study to the third, total gift value climbed by 605%.

Average gift value is also particularly high in the sector - in fact, at \$94,812,

arts organisations had the highest average gift value of all cause areas.

Currently, less than 2% of organisations partnered with Gathered Here are in the arts category, so there is little competition for support in this area.

This highlights an incredible opportunity for arts organisations - if they are among the early adopters in their sector, they will find it easier to stand out, reach new donors, and secure support.

Year	Amount pledged	% of gifts	0.5%
2020-21	\$0	% of gift value	0.5%
2021-22	\$331K	Average gift value	\$94,812
2022-23	\$2.3m	Total value pledged	\$2.7m

Trusted by leading arts organisations, including:



# Children



Children’s charities and NFPs received 13% of all gifts pledged on Gathered Here, worth an estimated \$51.5 million.

However, it’s important to note that many children’s NFPs span multiple cause areas - e.g. children’s health.

In instances like these, the methodology used in this report counts two gifts - one for each category - and assigns value accordingly.

This means that gifts to children’s charities are likely to be larger than they appear in this report.

When NFPs use the Gathered Here Gifts in Wills Management Platform (GMP), they see only the gifts pledged to their

own organisation, so more accurate data is provided.

Year	Amount pledged
2020-21	\$11m
2021-22	\$21.8m
2022-23	\$18.7m
<b>% of gifts</b>	13%
<b>% of gift value</b>	12%
<b>Average gift value</b>	\$54,474
<b>Total value pledged</b>	\$51.5m

**Trusted by some of Australia’s leading children’s charities, including:**



# Community & social services



The community and social services sector addresses a broad range of issues, from homelessness and food insecurity through to event safety and eldercare.

This cause area also enjoyed significant growth over the three years of the study, moving from a modest \$2.1 million in gifts in the first year, to an impressive \$17.7 million in the final year of the study.

Year	Amount pledged
2020-21	\$2.1m
2021-22	\$13.8m
2022-23	\$17.7m

% of gifts	8%
% of gift value	8%
Average gift value	\$56,768
Total value pledged	\$33.6m

Trusted by some of Australia's leading community NFPs, including:



# Education



The education space is earlier in its online will journey compared to other cause areas. The first Gathered Here education partner joined in late 2022, with many others adopting online wills the past 12 months

Now that momentum has been established, the area is receiving strong support. In fact, education saw one of the largest percentage growths of all cause areas.

After receiving an estimated \$30,000 in the first year of the study, an impressive \$593,000 was pledged in 2022-23.

Year	Amount pledged
2020-21	\$30K
2021-22	\$312K
2022-23	\$593K
% of gifts	1%
% of gift value	0.2%
Average gift value	\$22,121
Total value pledged	\$936K

## Trusted by some of Australia's leading community NFPs, including:



# Climate & environment



Organisations in the environment space claimed 14% of all gifts, worth an estimated \$57 million - the third highest in both metrics.

Support for the environment sector is likely to grow in the long term, as public sentiment towards climate change becomes stronger.

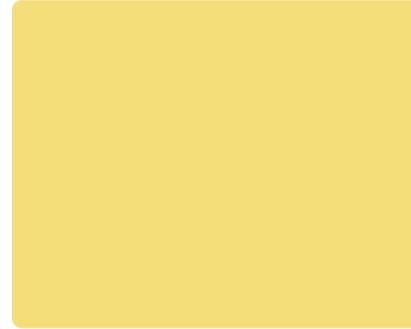
The 2023 Ipsos Climate Change Report found that 67% of Australians believe climate change poses a serious threat to our way of life over the next 25 years. Just 54% of respondents said the same ten years earlier.

Year	Amount pledged
2020-21	\$7.8m
2021-22	\$27.3m
2022-23	\$22m
<b>% of gifts</b>	14%
<b>% of gift value</b>	13%
<b>Average gift value</b>	\$58,069
<b>Total value pledged</b>	\$57m

## Trusted by some of Australia's leading environment NFPs, including:



# Health & disability



The health and disability sector received 20% of all gifts, worth an estimated \$83.5 million - the second highest share of all cause areas.

The sector also attracted older supporters, with the average donor aged 50 years - higher than the average of 48.

This may be due to the increased likelihood of experiencing a health condition or disability as we age, which often leads individuals to support a particular cause or charity.

Year	Amount pledged
2020-21	\$14.5m
2021-22	\$32m
2022-23	\$37m
% of gifts	20%
% of gift value	19%
Average gift value	\$58,478
Total value pledged	\$83.5m

**Trusted by some of Australia's leading health and disability NFPs, including:**



# Humanitarian & international



Humanitarian and international organisations were among the most popular with will-writers, receiving 12% of gifts and an estimated \$57 million in bequests.

Only three other cause areas received a greater level of support - animal and wildlife, health and disability, and the environment.

Humanitarian and international charities also attracted older donors. The average age for donors was 54 - joint highest with education - and significantly above the average of 48.

Year	Amount pledged
2020-21	\$4.2m
2021-22	\$25.4m
2022-23	\$23.2m
% of gifts	12%
% of gift value	12%
Average gift value	\$62,284
Total value pledged	\$52.9m

Trusted by some leading humanitarian and international NFPs, including:



# Mental health



The mental health sector is one of the few areas where support has remained consistent throughout all three years of the study.

Organisations in this space shared \$7.2 million in the first year, \$7.8 million in the second year, and \$7.4 million in the final year of the study. Overall, they received 5% of gifts pledged, worth \$22.4 million.

While this level of support is strong, growth is slow. However, is not unexpected as the sensitivity of legacy giving is heightened in this cause area.

Year	Amount pledged
2020-21	\$7.2m
2021-22	\$7.8m
2022-23	\$7.4m
<b>% of gifts</b>	5%
<b>% of gift value</b>	5%
<b>Average gift value</b>	\$67,900
<b>Total value pledged</b>	\$22.4m

## Trusted by some of Australia's leading mental health NFPs, including:



# Religious



Religious organisations saw an incredible surge in support over the three years of the study, moving from \$665,000 in 2020-21 to over \$10.4 million in the final year of the study.

Religious organisations also had the third-highest average gift value, behind the animal sector and the arts, as well as the third-oldest supporter base.

The average supporter was aged 48, while religious organisations saw an average donor age of 52.

Year	Amount pledged
2020-21	\$665K
2021-22	\$10.2m
2022-23	\$10.4m
% of gifts	4%
% of gift value	5%
Average gift value	\$69,189
Total value pledged	\$21.3m

## Trusted by some of Australia's leading religious NFPs, including:



# Sporting



Sporting organisations embraced online wills slower than many other cause areas, but have seen phenomenal success in a short period of time.

The first sports organisation joined Gathered Here in 2023 with several following shortly after. In a span of just a few months, almost \$2 million was pledged to various organisations.

This is partly down to a number of highly successful campaigns to existing supporters. Many sporting organisations have a large and well-established fan base which can be utilised as a healthy pipeline of potential bequestors.

However, the average gift size to sporting organisations is significantly lower than average, at \$26,730.

Year	Amount pledged
2020-21	\$30K
2021-22	\$0
2022-23	\$1.7m

% of gifts	1%
% of gift value	0.4%
Average gift size	\$26,730
Total value pledged	\$1.7m

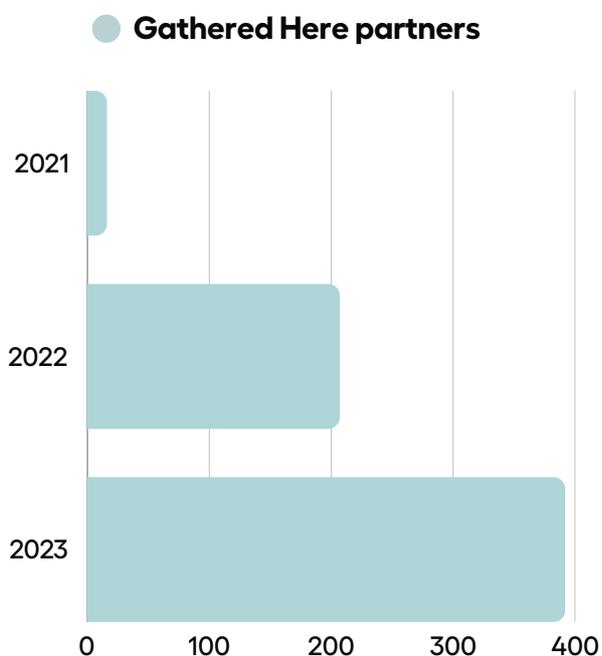
**Trusted by some of Australia’s leading sporting organisations, including:**



# Conclusion

When Gathered Here first launched, few Australian charities or NFPs had integrated online wills into their wider bequest strategies.

Now, the landscape is very different. As of February 2024, over 420 charities and NFPs trust Gathered Here to offer free online wills to their supporters.



With online wills now embedded in so many bequest programs, attention is turning to the next steps.

How can fundraisers secure longevity of these gifts? Build deeper relationships with digital donors? Reach new and unknown supporters?

When leveraged to their full potential, data provided by online wills can help fundraisers effectively tackle these challenges.

Online wills are not solely a vehicle for increased bequest revenue, but also greater understanding of supporters, more strategic bequest programs, and improved forecasting capabilities.

Behaviour from will-writers and gift-pledgers is also changing. Influenced by adjustments in technology, supporters are now pledging a greater number of gifts, worth a greater overall value.

This is fantastic news for the NFP sector, as efforts to raise money are multi-beneficial. Typically, two or more organisations will benefit when a person pledges a gift.



# About Gathered Here

Gathered Here is a trusted end-of-life services hub, empowering people across Australia and New Zealand to make more informed decisions around death.

Users are able to write a will, pledge bequests to their favourite causes, find a funeral director, compare celebrants, arrange probate and more.

Affordable and transparent death planning is now available to everyone - regardless of their income, estate size, or ability to visit a solicitor's office.

For the NFP sector, the impact is phenomenal. Through Gathered Here alone, over \$550 million has been pledged to hundreds of worthy causes since 2020.

However, the impact goes far beyond future revenue via gifts in online wills.

Partners of Gathered Here are able to access a suite of industry-leading tools, allowing for advanced analysis and reporting across gifts, donor demographics, campaign success, and estimated revenue.

Fundraisers have the tools they need to make truly strategic decisions, win buy-in from senior leaders across their organisation, and build a strong pipeline of future revenue for their cause.

Currently, over 420 charities, NFPs and foundations partner with Gathered Here because of these very reasons.

If you'd like to join them, get in touch today.

We create tailored solutions to suit organisations of every shape, size, and budget. No matter what your organisation looks like, we can help.

**We look forward to hearing from you.**



**Adam Herodotus**

Head of Partnerships

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