

Forecasting Services

2018

“Legacy Foresight’s clear analysis gives credence to our regular forecasts, so our senior leadership team and Trustees have faith that we will deliver on our income targets.”

Amanda Pearson
Head of Legacy and Recognition Giving
Alzheimer’s Society

“Legacy Foresight’s bespoke long-term forecast provided us with invaluable insight and clear direction. The report has been well received across all levels, including Trustees. We will use this service again and recommend it wholeheartedly to other charities.”

Vicky Furnival
Legacy Marketing Manager
Woodland Trust

Legacy 
Foresight

Separating trends from noise

In today's volatile legacy market, the need for objective, informed forecasts is greater than ever.

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 analysis shows that legacy values are closely connected to economic factors, not least house prices, share prices, GDP and inflation. Total legacy numbers are driven by death rates and the proportion of people leaving a charitable will.

Meanwhile, your own performance depends on your notifications history, legator profile and cause area - and of course your fundraising strategy.

Over the past two years alone we have worked with over 30 forecasting clients; from Cancer Research UK to Princess Alice Hospice, National Trust to Dogs Trust (for a full list, see the back page).

Medium-term forecasting

We will forecast your legacy income and notifications over the next 5 years, broken down by bequest type. Along with our central forecast, we also provide optimistic and pessimistic scenarios, to help with financial planning and risk management. These are backed up by clear commentaries, aimed at busy managers and trustees.

Data requirements

All we need from you is historical income and notifications data, going back over as long a period as you can muster. If you are FirstClass users, we will also analyse patterns in your high-valued legacies, using a report installed by Clear.

What you get

Our standard package is for two sets of forecasts a year, scheduled to suit your planning cycles. We generally provide one presentation (great for planning sessions or team brainstorms) and one written report a year, backed up by telephone support as necessary. We also supply the forecast data in spreadsheets, for your own analysis.

What we offer:

- 5 year income forecasts
- Both income and notifications
- Split residual and pecuniary
- The latest economic forecasts
- Annual presentation; 6-monthly reports
- Telephone support as needed
- PowerPoint slides and underlying data in Excel

The full biannual package is

£5,500 +VAT.

Or alternatively you can opt for a single annual update at a cost of

£3,850 +VAT.

If you're a first time forecasting client, there's also a one-off setup fee of £600+VAT, to cover the installation of your high value reports (if appropriate), and some extra time getting to grips with your data.

Long term forecasting

Our Legacy Scenarios service provides a long-range perspective on your legacy potential, by assessing the impact of your fundraising strategy, past performance and market positioning on future legacy income. These projects can help address important strategic questions, such as:

- How much legacy income can we expect over the next 10 to 20 years?
- What are the likely upsides and downsides?
- What is the potential return on our investment?
- How quickly will that investment pay back?
- How are we performing compared to our peers?
- Who are our most important legacy audiences?

Data requirements

As with the medium-term forecasting, we require your income and notifications history as far back as possible, along with information on the age, gender and wealth of your legators. We also need to understand the number and profile of your supporters and pledgers over time, and a detailed briefing on your past and planned fundraising approach.

What you get

The findings are discussed with your team at an in-depth presentation. Any discussion points are incorporated into the final PowerPoint report, supplied along with underlying data in Excel.

What we offer:

- 10 to 20 year income forecasts
- Both income and notifications
- A range of alternative scenarios
- Long term economic/social forecasts
- Presentation to your team
- PowerPoint slides and underlying data in Excel

These projects are costed on a case by case basis, depending on complexity, typically around

£5,000 to 8,000+VAT.

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.

Since our first legacy project in 1994, we have worked with over one hundred clients, including all of the top forty British legacy brands.

We work closely with colleagues at Remember A Charity, the Institute of Legacy Management and Clear (developers of FirstClass legacy management software) to promote the idea of legacy giving, and the principles of effective legacy administration.

If you would like to know more about our medium and long term forecasting services, contact:

Tim Yates

t.yates@legacyforesight.co.uk

020 3286 5275

Also available from Legacy Foresight:

LEGACY MONITOR - Analyses and predicts the legacy market, and benchmarks your performance against your peers, by cause, age and size.

LEGACY RESEARCH – Ad hoc projects to understand changing motivations and attitudes. Recent topics include baby boomer legators, the donor diaspora and the Scottish legacy market.

IN-MEMORY INSIGHT – A programme to research and benchmark the fast-growing in-memory giving sector.

Forecasting Clients

Age UK
Alzheimer's Society
Barnardo's
Blind Veterans UK
Breast Cancer Now
British Heart Foundation
Cancer Research UK
Cats Protection
Children's Society
Dogs Trust
Donkey Sanctuary
Freedom from Torture
Guide Dogs
Help Musicians UK
Hft
IFAW
Macmillan Cancer Support
Marie Curie
Mencap
National Trust
NSPCC
Oxfam
Princess Alice Hospice
PDSA
RAF Benevolent Fund
RNIB
RSPB
Scope
Sightsavers
Sue Ryder Care
UNICEF
Woodland Trust
Wood Green, the Animals
Charity
WWF UK

Legacy Foresight
Ashingate
Novington Lane
East Chiltington
Nr Lewes
East Sussex
BN7 3AU