



ICEBERG PHILANTHROPY 12 YEARS LATER

FRASER GREEN, CHIEF STRATEGIST & SMARTYPANTS, GOOD WORKS







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My first career...



Where were you in 2003?



What We Did

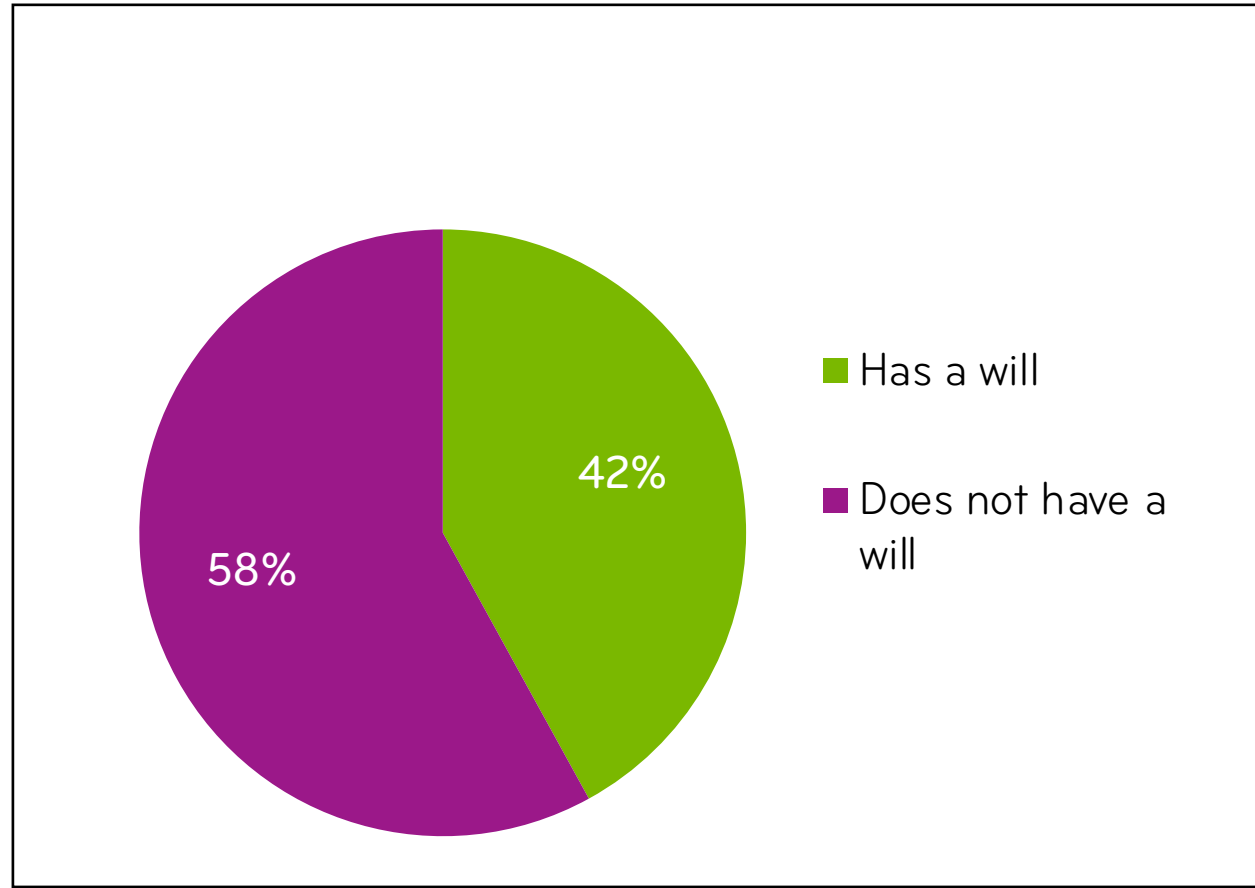
- **WHO:** 1,500 English-speaking Canadians
- **WHAT:** representative online panel
 - Margin of error
- **WHEN:** January 2019
- **WHY:** what does this mean to you, your team, and your donors?



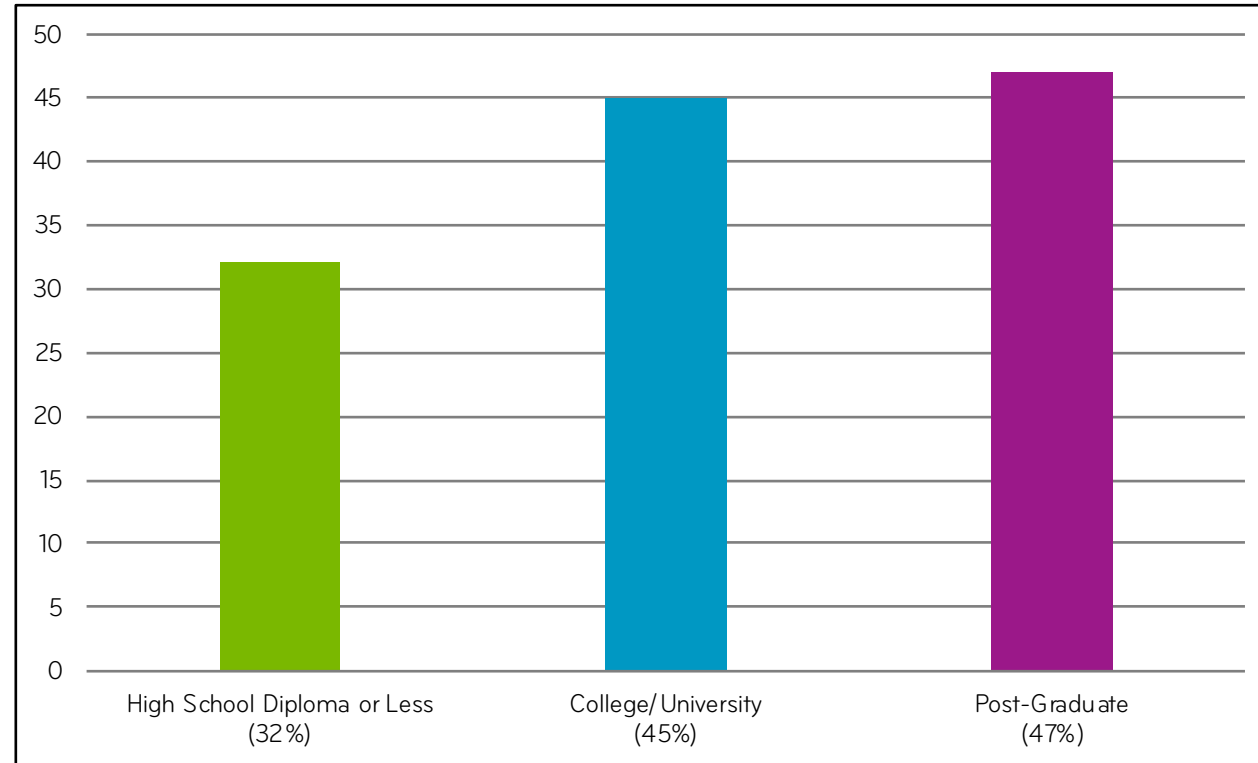
1. Who makes wills?
2. Who gets the money?
3. Who makes charitable bequests?
4. How big is the market?
5. Where does all that money come from?
6. What's coming next?
7. (If we have time: Calculating your legacy revenue potential)



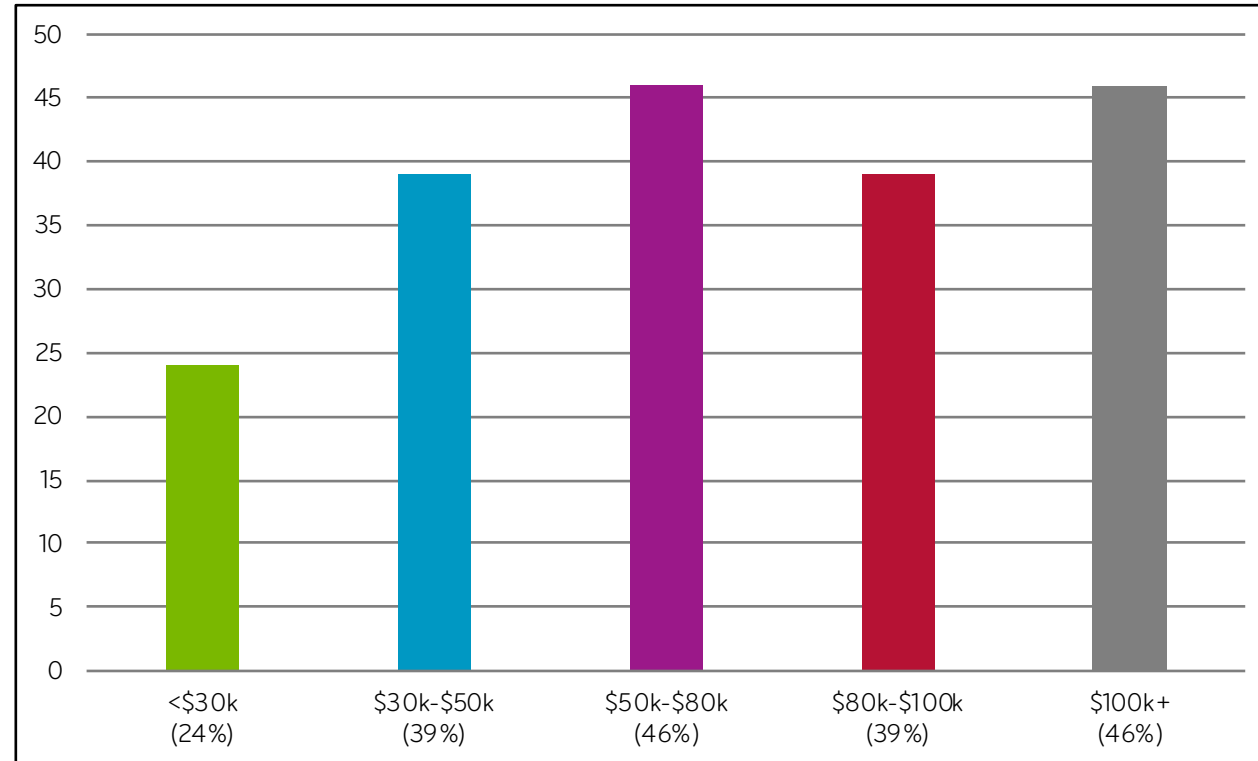
1. Who Makes Wills?



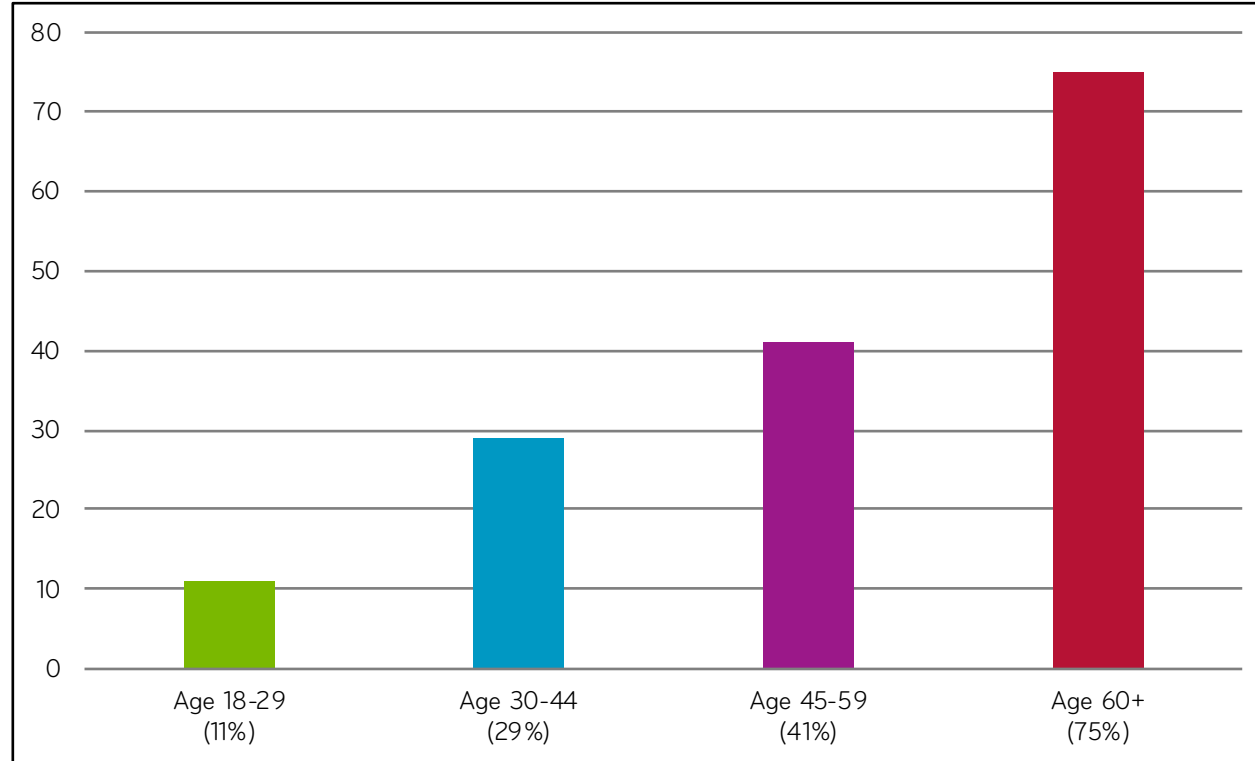
Will-making By Education



Will-making By Household Income



Will-making By Age



Will-making & Direct Mail

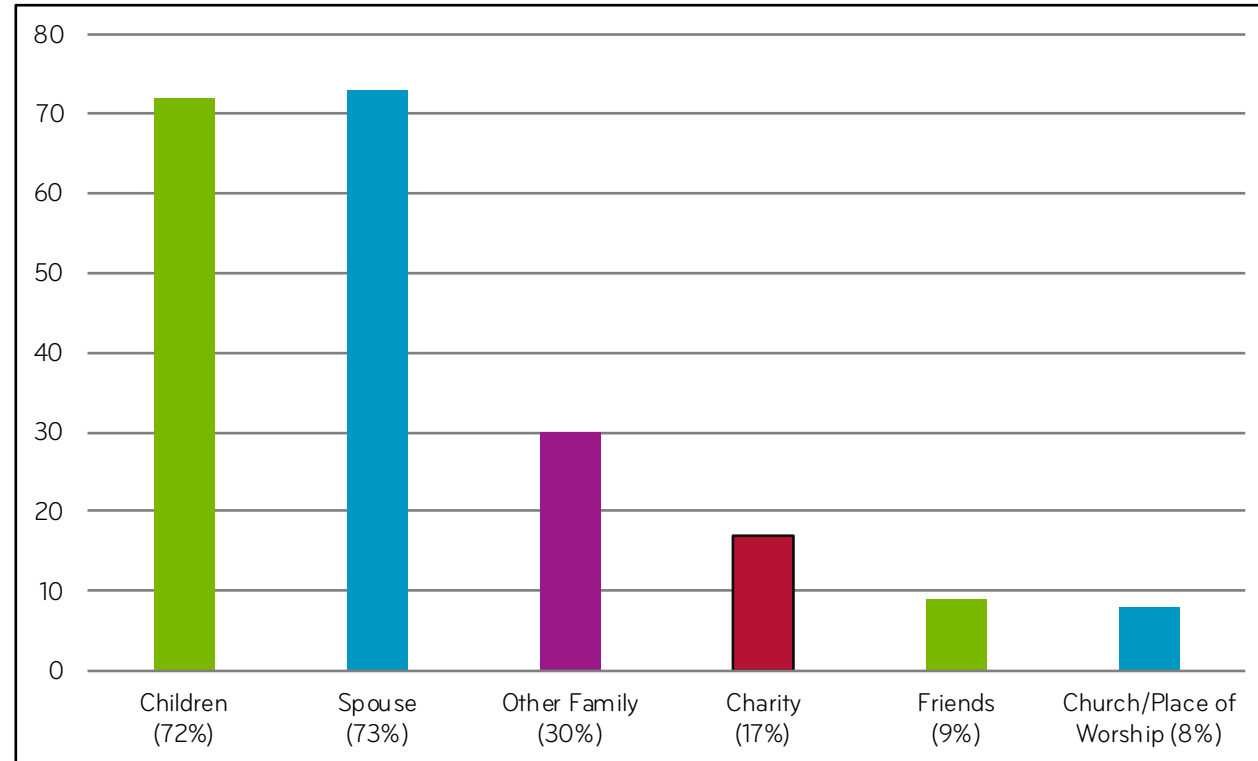
Non-DM 35%

DM 51%

DM 10+ 80%



2. Who Gets The Money?



3. Who Leaves Gifts In Their Wills?

- **Household income \$100,000+** twice as likely (25%) to make bequests to charity as households <\$30,000 (12%)
- Those with **graduate school-level education** (34%) are more than three times more likely to leave gifts than those with high school diploma or less (10%).
- (From 2014 SLN Report): **Civics** 34% of value, **Boomers** 50%, Gen Xers 16% and Millennials 1%. Civics and Boomers combined are 84%.

How Many People Have Left A Gift In Their Will?



Direct Mail And Gifts In Wills

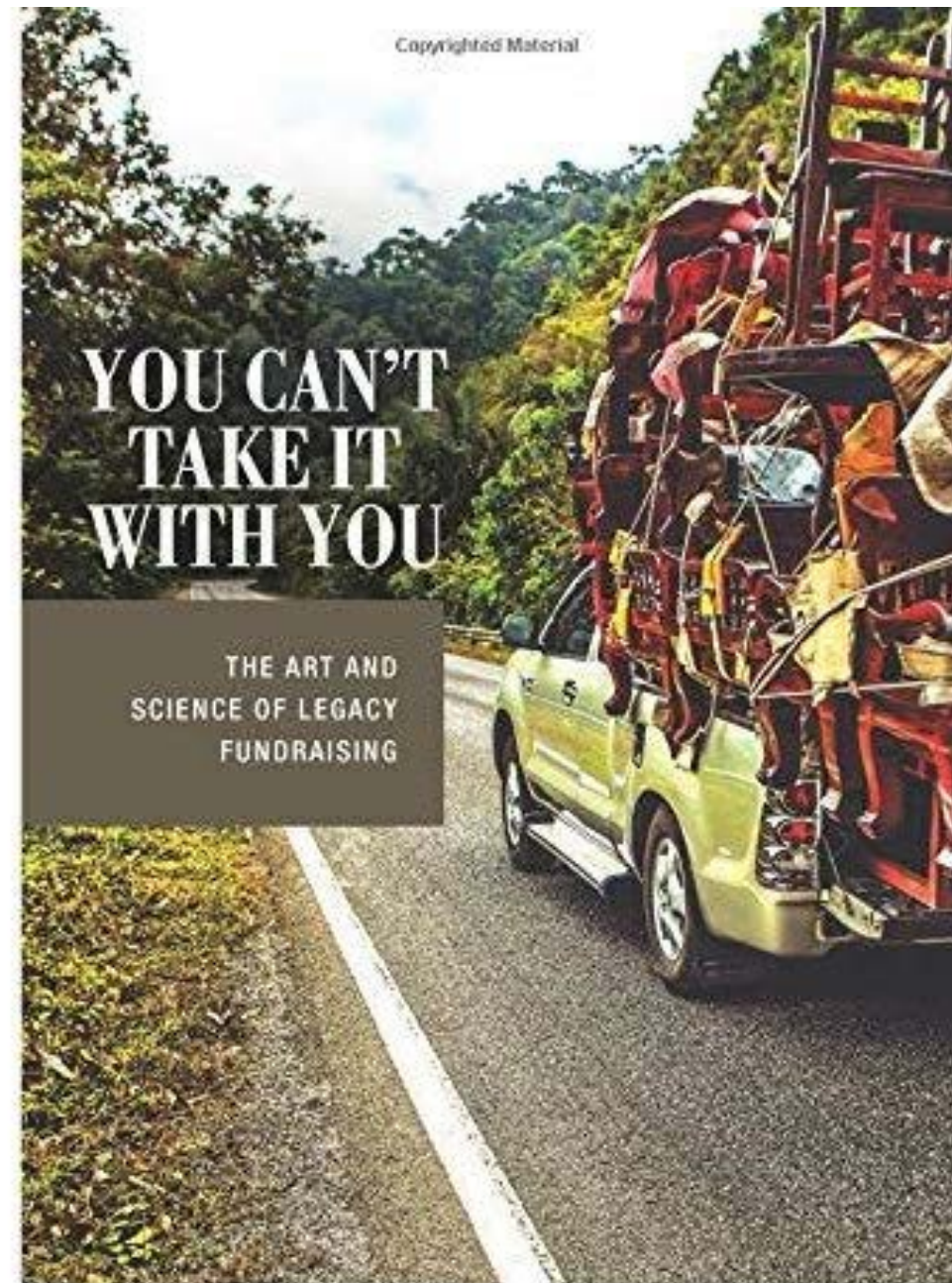


- 7% of non-direct mail donors with wills have left bequests
- 30% of direct mail donors with wills have made bequests
- That's **MORE THAN 4 TIMES** as much!

Giveaways!

His 329 volume book bequest helped establish one of the world's best-known universities. (1638)

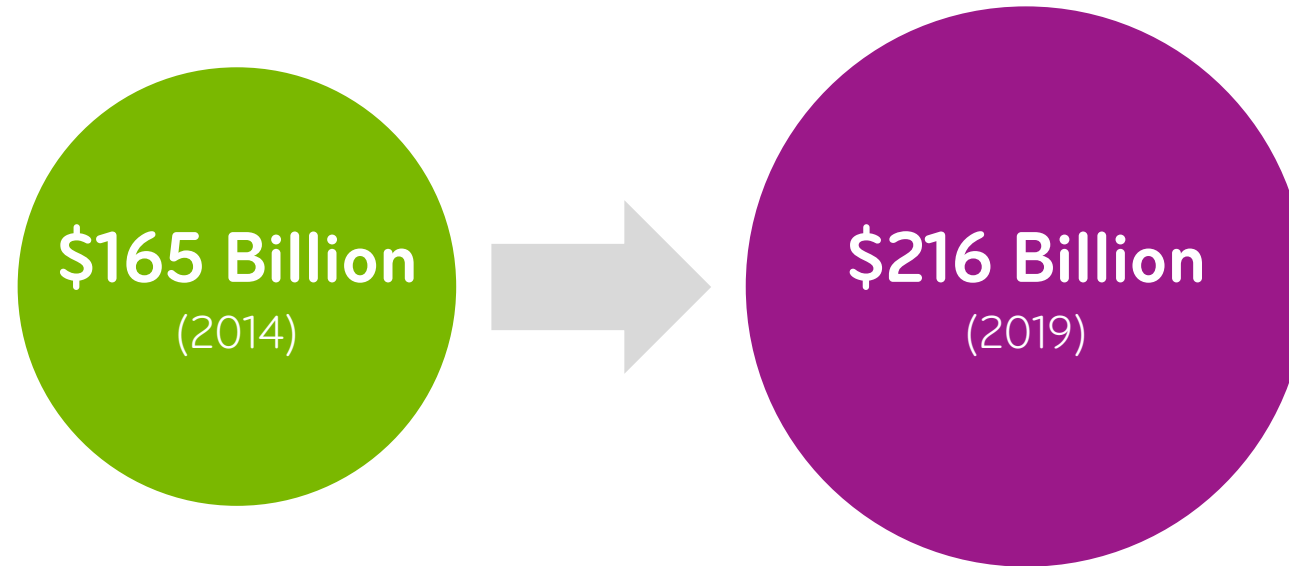
His direct mail fundraising helped persuade England to abolish slavery. (1833)



FRASER GREEN | HOLLY WAGG | CHARLOTTE FIELD

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4. How Big Is The Market?



Visualize \$216 billion

- To the moon and back 87 times.
- 20 years worth of CRA tax receipts.

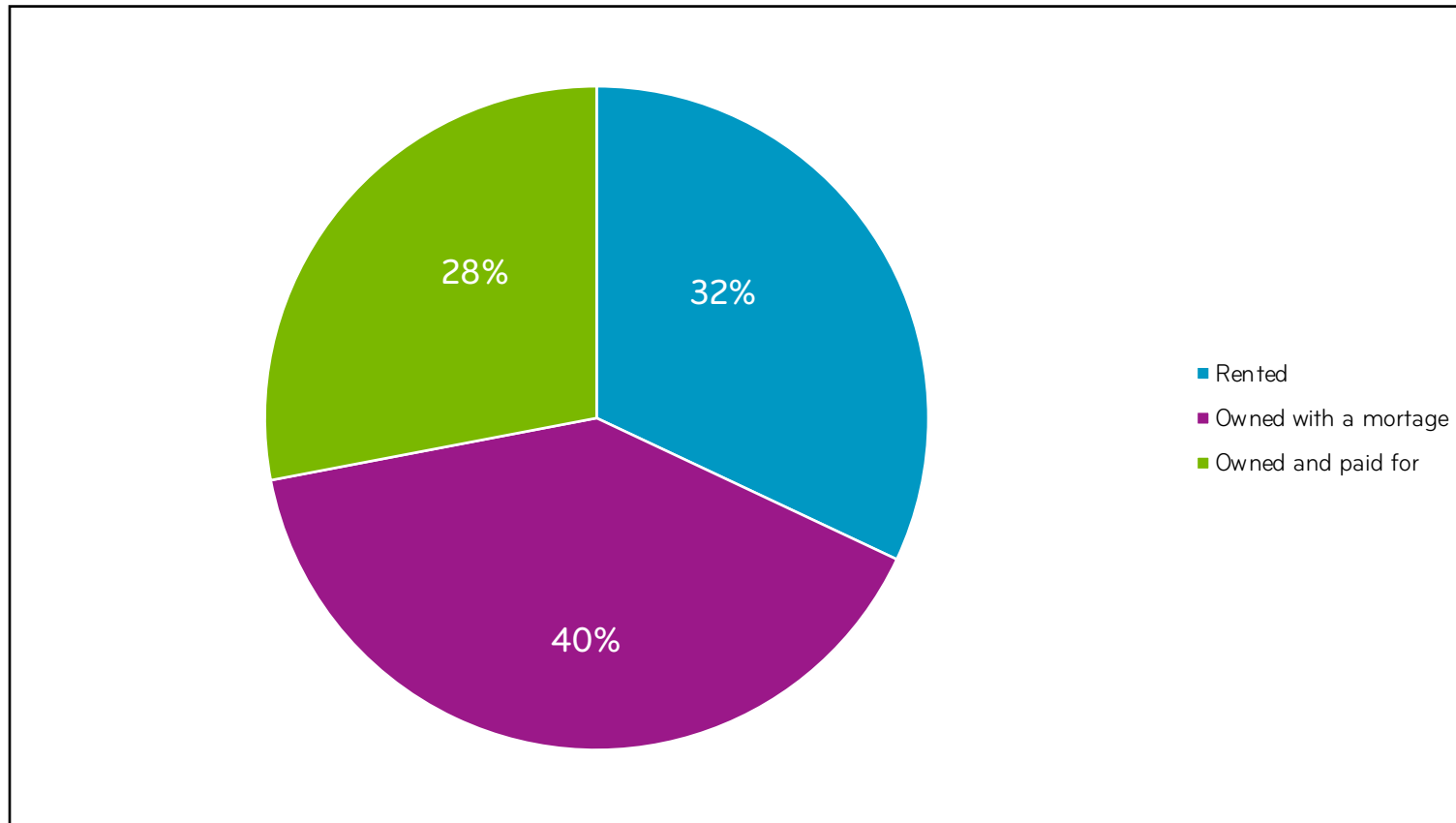


5. Hidden in plain sight...

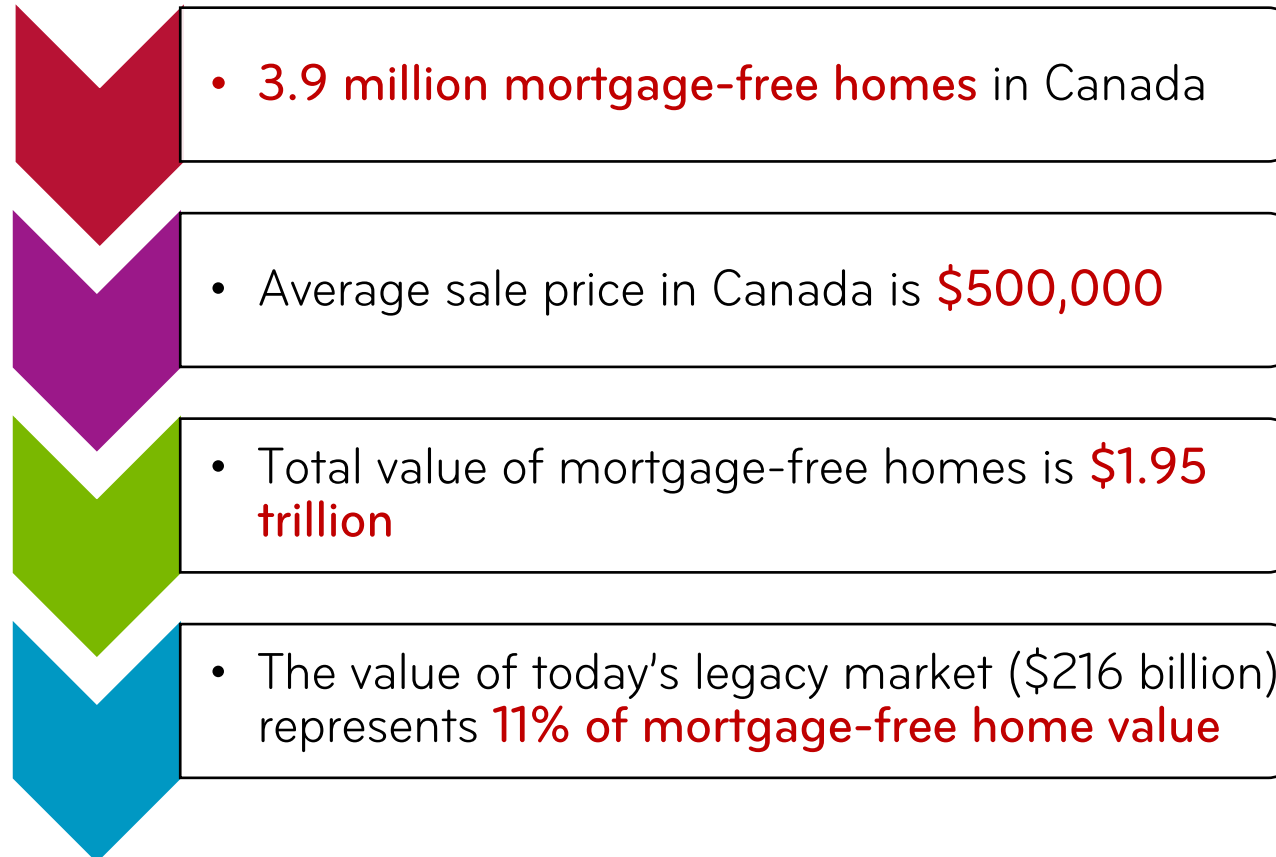


Hiding in Plain Sight

- 35 million Canadians in 14 million households



How Much Did You Say?

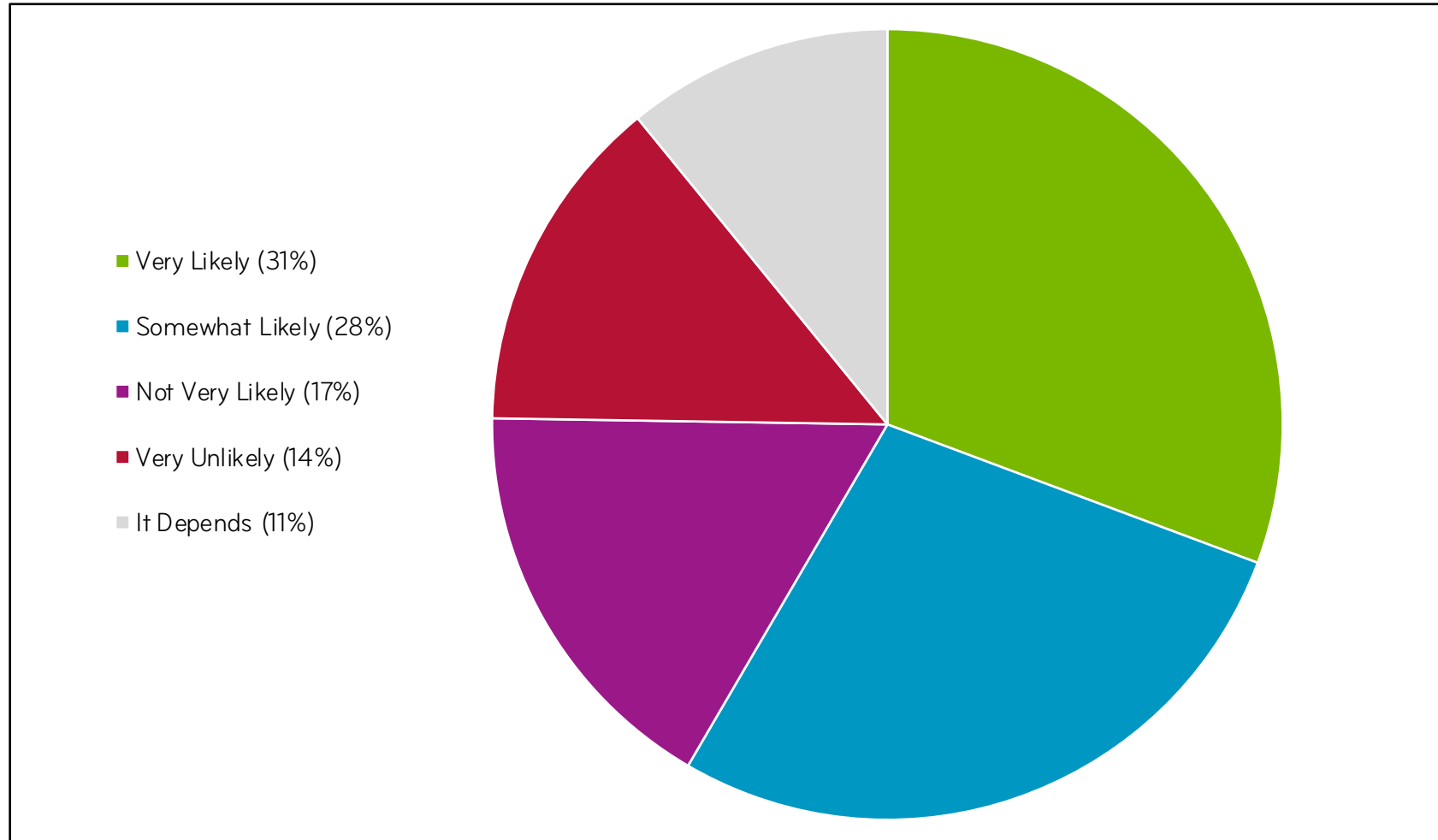


- Not all this money comes from real estate, but a LOT of it does!

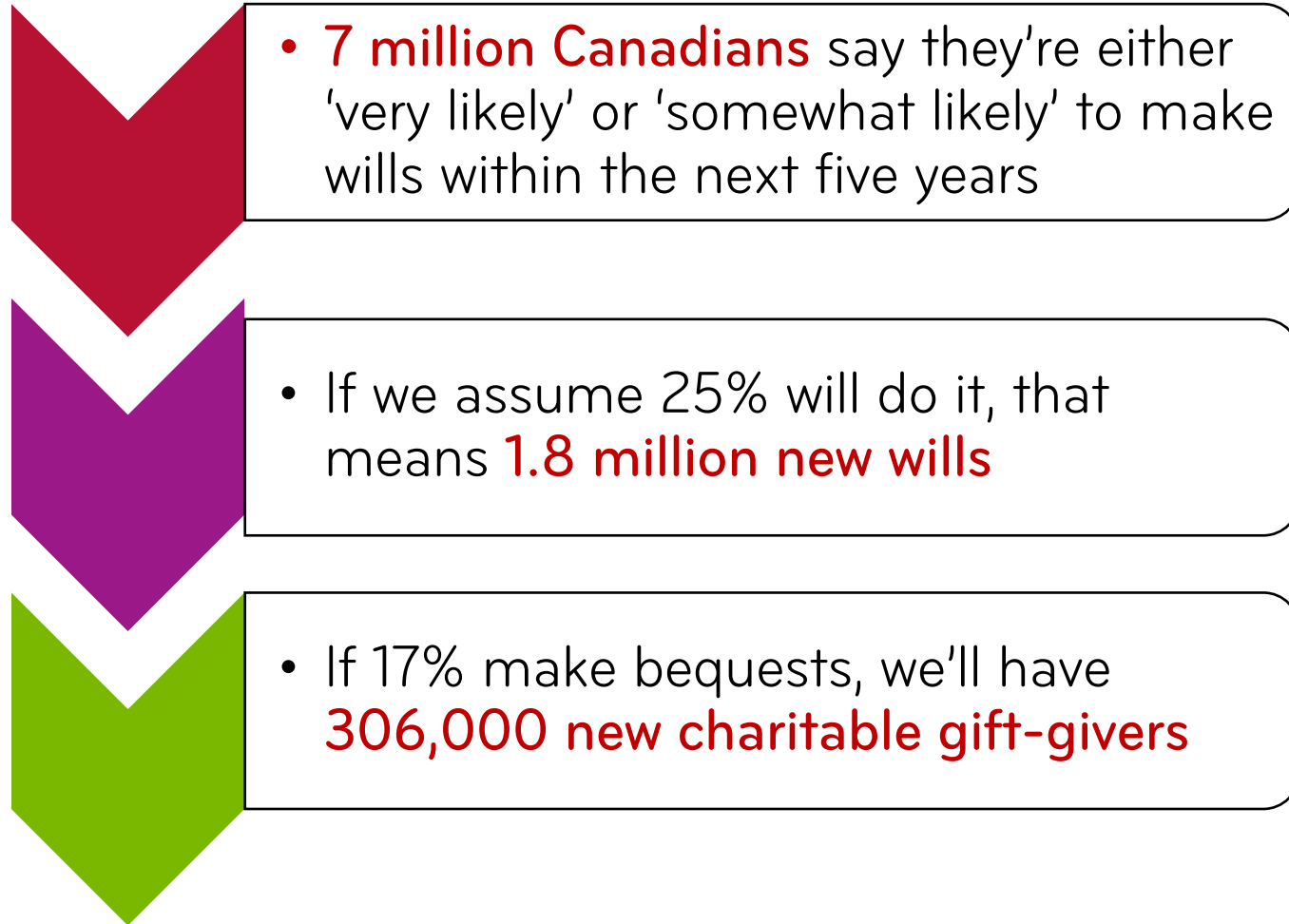
6. What's Coming Next?



Back to the Numbers – likelihood of making a will in the next five years...



What Does That Mean?



In Other Words...

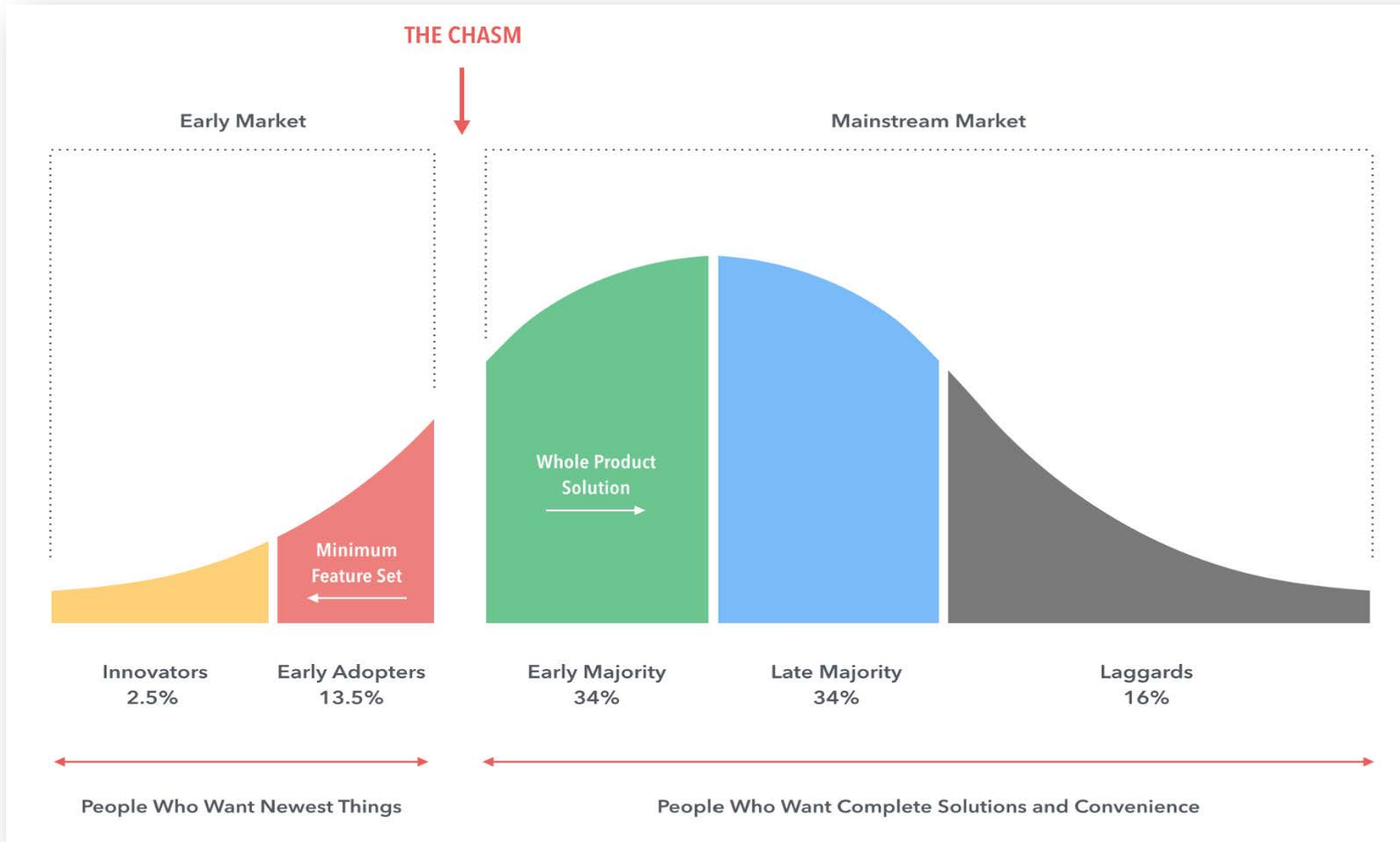
306,000 new legacy donors × 4 gifts per will × \$35,000 =
\$42 billion in upcoming legacy revenue



The Takeaway

- **1.5 million** English-speaking Canadians have left bequests to charities
- **\$216 billion** now, with another **\$42 billion** coming
- Middle-class heroes
 - age 60+
 - paid-off mortgages
 - **direct mail donors**
- It's not too late to get started – or to ramp up

There's Still Time To Get In The Game!




Do any charities here today do direct mail?




21.64M
adult English-speaking
population in Canada





34%
7.4M people have made
a gift in the mail


51%
3.8M people have a will


30%
1.13M people have made
a charitable bequest


66%
14.28M people have not
made a gift in the mail


35%
5M people have a will


7%
350K people have
made a charitable bequest

In Canada, 1.5M people have made bequests to charities.



1.13M
people are
direct mail donors.

vs.

350K
have not given
a gift in the mail



75% of charitable bequests are from direct mail donors.

Using this research to determine your potential



The formula...



- Start with your number of DM & monthly donors.
- Multiply that number by .51 gives you number of donors with wills.
- Multiply that number by .17 gives you number of bequest donors.
- Multiply that number by 4 gives you total number of bequests.
- Multiply that number by \$35,000 gives you total value.
- Multiply that number by .05 (varies) gives you your potential share.

\$595

**WHAT ARE YOU
WAITING FOR?**



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