



Legacy Futures

New for 2023

The Future of Legacy Giving

Boomers and Beyond Legacy Research Project

Over the past 15 years, we have been on a mission to **build** a deeper understanding of the Boomer generation. Much has changed since our last research in 2019, with the likes of Brexit, Covid, Ukraine and the cost of living crisis. How has this affected Boomers' attitudes and expectations? What will it mean for their legacy giving in the future?

And as Boomers age, it's now time to look to the next generation of legacy supporters. Generation X are the first to grow up with computers and are firmly in midlife, juggling work and family commitments. In turn, they will be considering writing a will and potentially including a charitable gift. How will our legacy messages and media need to change to target Gen X-ers?

The closing date for this new research consortium is 28/02/23.

Don't leave it too late! Prices are from £2,200 plus VAT.

Find out more at www.legacyforesight.co.uk/baby-boomer-legacies



Legacy Futures Bursary Awards

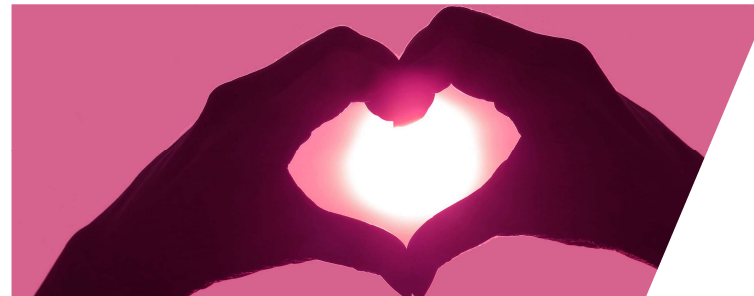
2023 applications now open

In 2020 we launched the Legacy Futures Awards to recognise the best in legacy and in-memory, as part of our commitment to grow the sector. The Awards have been hugely successful with UK and international entries. This year, we have decided to focus on those who really matter – to award bursaries to the best talent taking our sector forward – and we have three award categories:

- 1. The Crispin Ellison Bursary** – furthering professional development in legacy administration.
- 2. The Future Leader Bursary** – a mentoring pathway for those new to legacy or in-memory roles.
- 3. The International Bursary** – supporting organisations outside the UK who want to grow through legacy giving.

Whether you're new or looking to make the next step in your legacy giving career, there is a bursary award for you. **Closing date is 31/03/23.**

Go to www.legacyfutures.com/legacy-futures-bursary-awards-2023



**Legacy
Futures**

The Legacy Showcase

Legacy campaigns we love

At the CIOF Convention last summer we created a lovely showreel of 18 films celebrating the very best legacy campaigns from around the world, which we curated with experts from across the sector. It was such a success with the delegates that we've decided to build it into a permanent showcase to inspire people on our website and to continue to add new campaigns over time.

From beer mats to biscuits and every format, featuring classics from the likes of Greenpeace, Wateraid and Shelter but also ones that you might not have seen, like the beautiful storytelling of The Purse, from Guinness. All chosen by experts, designed to inspire your next legacy campaign.

And we're delighted to announce that we have partnered with **SOFII** and **Remember A Charity** to promote the collection far and wide.

View The Legacy Showcase at www.legacyfutures.com/legacy-showcase

Or contact us on: [Twitter](#) | [Email](#) | [LinkedIn](#) | [legacyfutures.com](https://www.legacyfutures.com)