



# In-Memory Giving in Multicultural Britain

In-Memory Insight 2024/5

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PUBLIC



In-Memory Insight explores the size, shape and scope of in-memory giving in the UK. We collect hard evidence to inform in-memory fundraising strategies and convince senior management of the value of in-memory giving.

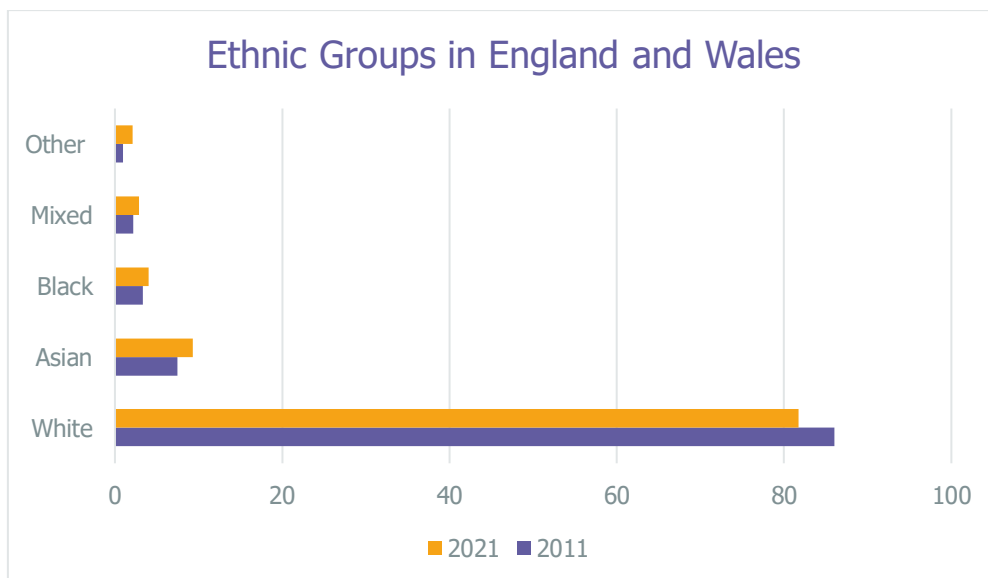
This year’s programme will run from September 2024 to March/ April 2025 and will explore the important area of multi-cultural and multi-ethnic in-memory giving.

This project is an opportunity to better understand the nuances, commonalities and differences between in-memory supporters from different faiths and cultural groups and how they engage with in-memory giving. As a result, this will enable charities to accommodate and tailor their in-memory communications and offerings to be more inclusive and encourage more people to feel that they, and people of their faith, culture or ethnic background, can donate in memory of their loved ones.

## Introduction

We are living in an increasingly diverse and multi-ethnic society and as our society evolves over time, this change will shape our culture as well as our attitudes and behaviours in all spheres of life.

According to the 2021 Census (data from England and Wales), the percentage of the population in all (high level) ethnic groups, excluding White, has increased since 2011. Asian, Black and other Ethnic groups make up 18.3% of the population, an increase from 13.8% in 2011.



Source: Office of National Statistics – Census 2021

When looking at ethnicity by age, younger cohorts are increasingly more diverse and looking to the future, this increase in diversity is set to continue. According to a 2019 report in the Journal of Ethnic and Migration Studies, minority ethnic groups will make up a quarter of the UK population by 2061.

As ethnicity, culture and religion are all interlinked, this increase in the diversity of the population goes hand in hand with a change in the religious make-up of the population. The 2021 Census was the first time that less than half of the population (46.2%) described themselves as Christian (down from 59.3% in 2011). And whilst overall religiosity in the UK has been declining over time with more people reporting to have no religion (37.2% in 2021 c.f. 25.2% in 2011), there has also been an increase in affiliation to other religions e.g. Islam and Hinduism. ([Religion, England and Wales - Office for National Statistics \(ons.gov.uk\)](https://www.ons.gov.uk/peoplepopulationandcommunity/religiousandspiritualbeliefs/bulletins/religioninenglandandwales/2021))

All this has real implications for our society and the different traditions and practices surrounding the way people live their lives, the way they respond to death, the way they grieve and the role of remembrance within that. This is probably already having an impact on charities and charitable giving without charities realising.

With that in mind, we feel it's time to shine a spotlight on the opportunities around multicultural and multi-ethnic in-memory giving.

#### What will charities get from this programme?

This research programme will provide our learning circle members with:

- An understanding of how different religions and cultures approach death, mourning, grieving and remembering loved ones
- A clearer view of how people of a range of ethnicities engage with in-memory and wider charitable giving and identify any similarities and differences between the audiences
- An understanding of how large the potential for multi-ethnic in-memory giving could be and evidence for charities to feed into their plans and strategies
- Recommendations and actionable insights on how to develop current in-memory offerings to be more inclusive and reach new audiences

## Programme scope for 2024/5

During this programme, we will focus on the following key research areas:

- Understand the current size, scope and value of the multi-ethnic in-memory giving market
- Outline the main attitudes, customs and beliefs around death, dying and remembrance embodied by different faiths and cultural groups
- Understand how people from different ethnic and cultural groups are currently supporting charities in memory of loved ones. Explore their hopes and expectations from the experience and the degree to which these are being met by the charities involved. (N.B. We will also touch on their wider attitudes to charities, charitable giving and legacies)
- Outline how charities can better meet the needs of these various ethnic and cultural groups in order to help foster deeper relationships and grow their income with existing and new audiences

## Proposed research approach

We will use a combination of desk research, quantitative research, expert interviews and qualitative research for this project and we will employ a sequential approach, with each stage building on the next.

### Desk research

This stage will pull together published research/ knowledge around multi-ethnic and multi-cultural charitable giving and will highlight the main attitudes, customs and beliefs around death and mourning across different religions and their respective cultures.

### Members survey

Our Learning Circle members will have the opportunity to give information on any in-memory activity which targets specific audiences or supporters from different ethnic or religious groups or any specific offering the charity provides via a members survey.

### Quantitative research – market sizing

Through a consumer survey, we will look to estimate the current scope of multi-ethnic in-memory giving. We will aim to get a quantitative picture of charitable giving among different ethnic groups and will seek to identify the similarities and differences between them and the UK population as a whole e.g. in terms of amount donated, giving patterns and the type of charities different ethnic or faith groups support.

### Qualitative Research – Focus Groups

We will carry out 6 focus groups to dig deeper and understand more about how people from different cultures, religions and ethnicities are currently engaging in charitable and in-memory giving.

We will seek to understand more about where charitable giving fits into the different religious and cultural grieving processes. And we will also explore the dynamics and different factors at play, affecting whether people choose more specific, faith/ community based charities or broader more generalist charities for their in-memory giving.

### Expert Perspective

We will aim to bring an outside perspective to all areas of the programme by speaking to a mix of faith leaders, fundraising experts and community leaders. These experts will provide additional insight and understanding around different religious and cultural traditions in relation to charitable giving, death, mourning and remembrance. We will incorporate their voices through interviews.



## Performance benchmarking

We will update the performance benchmarking for the most recent year and as in last year's cycle, data collected will include:

- Resourcing of in-memory fundraising – i.e. staff numbers and fundraising budgets
- Income from:
  - Funeral collections and other 'unsolicited' in-memory donations
  - Money raised through tribute funds
  - Money raised through specific in-memory campaigns such as Light Up A Life
  - Money raised through specific in-memory products

Member charities will be provided with a data template (in excel) and a detailed briefing note to help them supply the right data. The Legacy Foresight team will also be available via email for further guidance as necessary. As per last year, we will be collecting data in November/December for the year up to end of September.

We recognise that not all charities will be able to supply all the data requested, either because they do not carry out this form of fundraising or because their systems are not set up to capture the information.

If you cannot supply some of the benchmark data by the agreed deadline, you will still see the totals and averages for the group, but your own record will remain blank. If you cannot supply all (or a significant proportion) of the benchmark data by the agreed deadline, then your charity may be excluded from the analysis and will not receive the benchmarking report or spreadsheet. In this case, the final arbiters of whether a charity can receive the benchmarking report and spreadsheet are the In-Memory Insight steering group.

## Programme outputs and management

### Outputs

The findings will be presented in a series of workshops, along with a benchmarking report and an executive summary report aimed at senior managers and colleagues from other teams. The conclusions will be developed into practical tips to support in-memory fundraisers in their day-to-day role.

### Steering group

As with all Legacy Foresight programmes, we will work with a Steering Group of 4-6 in-memory fundraisers across a range of charities by size and sector. The Steering Group provides feedback and suggestions on the work as it develops, assures the quality of outputs on behalf of the consortium, and agrees on the final dissemination of findings. The group meets 'virtually' to agree the research specification, to discuss the emerging project conclusions and to approve the publicly-available sector briefing report.

We are currently looking to recruit new members to the Steering Group and to make sure it is as diverse and representative as possible. If you would like to join the group, please contact [claire.truswell@legacyfutures.com](mailto:claire.truswell@legacyfutures.com) or let her know when you confirm membership.

### Consultation committee

As this programme is focusing on faith and ethnicity it is imperative that we have full representation within the team. We will be working with an additional consultation committee to ensure diversity of representation and thought throughout.

# Timetable

## September 2024

- Confirmed list of learning circle members circulated
- Invoices and new member contracts issued
- Desk research to commence
- Confirm benchmarking measures

## October 2024

- Steering group meeting
- Identification of experts to interview
- Members survey
- Compilation of in-memory benchmarking data by member charities

## November/ December 2024

- First workshop
- Quantitative research to commence
- Qualitative research to commence
- Analysis of in-memory benchmarking data

## February 2025

- Second workshop (benchmarking)
- Final in-person workshop

## March 2025

- Steering group meeting
- Executive summary and public briefing written and circulated

## Learning Circle Membership and Costs

The cost per organisation for a 12-month cycle is based on your charity's average legacy income, from the previous 3 financial years 2021/22, 2022/23, 2023/24 drawn from Charity Commission data :

Over £3m: £3,150+VAT

Under £3m: £2,100+VAT

For Hospices who join both In-Memory Insight and our Hospice Legacy Circle we are offering a combined programme fee of:

Over £3m: £4,400+VAT

Under £3m: £3,300+VAT

The deadline to sign up is **Monday 9<sup>th</sup> September 2024.**

## What is In-Memory Insight?

In-Memory Insight is a consortium research programme run by Legacy Foresight, working closely with a learning circle of leading charities – over ninety in the past twelve years – who agree to pool their budgets, experiences and data together to help build evidence and insight.

Over the years the programme has explored numerous different themes including: The role of funeral directors in in-memory donations (2017/18); the links between in-memory and legacy giving (2018/19); the role of digital in in-memory giving (2021/22) and in-memory product offerings (2023/4)

To find out more please contact [claire.truswell@legacyfutures.com](mailto:claire.truswell@legacyfutures.com)

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# Legacy Futures

Legacy Futures is a specialist group of gifts in wills and in-memory giving consultancies, helping over 275 charities worldwide to harness the transformative power of legacy giving.

[legacyfutures.com](https://legacyfutures.com) | [@talkinglegacies](https://twitter.com/talkinglegacies)

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## Legacy Foresight

Legacy Foresight are legacy and in memory insight specialists. Best known for their market forecasts and research projects, often working with consortiums of charities who join forces to gain greater insight into specific areas of the Legacy and In-Memory markets.

[legacyfutures.com/foresight](https://legacyfutures.com/foresight)

## Legacy Voice

Legacy Voice is a consultancy that helps charities improve their legacy marketing strategies and develop effective communications. Legacy Voice works with charities large and small, UK and international; turning research and insight into deliverable solutions.

[legacyfutures.com/voice](https://legacyfutures.com/voice)

## Legacy Link

Legacy Link works with over 100 charities each month, supporting them through the whole estate administration process. With a bank of over 30 expert consultants Legacy Link helps to maximise the gifts left to a charity, adding value each step of the way.

[legacyfutures.com/link](https://legacyfutures.com/link)

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