

# legacy giving is a key pillar of any good fundraising strategy



**UK schools are under increasing financial pressure.** IDPE benchmarking shows philanthropic income is increasingly important, however, it remains unpredictable year to year. Legacy giving provides a long-term, complementary income stream that helps smooth volatility.

## “Schools tend to overlook younger alumni, but over 40% consider a legacy gift”

Former Development Director,  
Godolphin & Latymer

### why now?

- School legacy income rose 21.4% post covid
- 35-60 year olds are under-engaged
- 92% of schools reported undisclosed legacies



visit: [adeuslife.com](https://adeuslife.com)

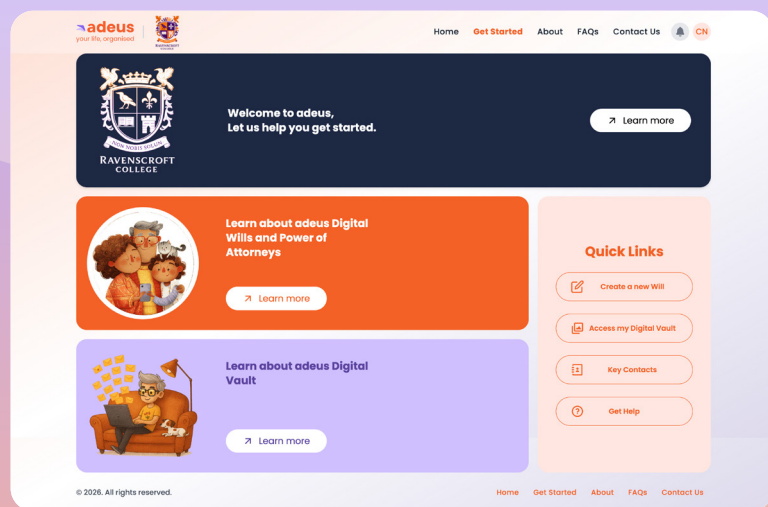
email: [talktome@adeus.life](mailto:talktome@adeus.life)

# legacy giving for schools

adeus is a Will creation platform schools can offer to alumni, parents and staff to increase legacy pledges. Donors create a legally compliant Will online with an option to include a gift to the school. Schools receive regular reporting on pledge volume, gift type, and donor information where the legator has not opted out. This helps development teams steward supporters and report progress to senior leadership and governors.

## enjoy cost effective solutions

adeus offers a simple and flexible commercial model. The aim is to give schools a credible and accessible way to open up legacy conversations with those less likely to engage through traditional routes, while keeping the supporter journey appropriate, secure, and aligned with the school.



## key benefits for fundraising schools

- ✓ **digital Will** – offer your community a simple online Will-writing journey that makes it easy to include a legacy gift to your school (residuary, pecuniary, or specific gifts supported)
- ✓ **know your donor** – use pledge and consent data to support stewardship, recognition, and long-term planning, and to report progress on legacy giving to senior leadership and governors
- ✓ **campaign support** – guidance and resources to help segment your alumni database and create messaging that resonates with a younger audience
- ✓ **secure by default** – enterprise-grade encryption and multi-factor authentication, with GDPR-aligned donor data handling

email: [talktome@adeus.life](mailto:talktome@adeus.life)