

legacy giving for schools & universities



UK educational institutions 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
- 92% of schools reported undisclosed legacies¹
- Alumni make up nearly 70% of all individual donors to higher education institutions²

¹ Institute of Development Professionals in Education (IDPE), The IDPE 2025 Schools' Fundraising and Engagement Benchmarking Report, 2025, available from IDPE.
² Council for Advancement and Support of Education (CASE), CASE Insights on Philanthropy (United Kingdom and Ireland) Report, available from CASE.



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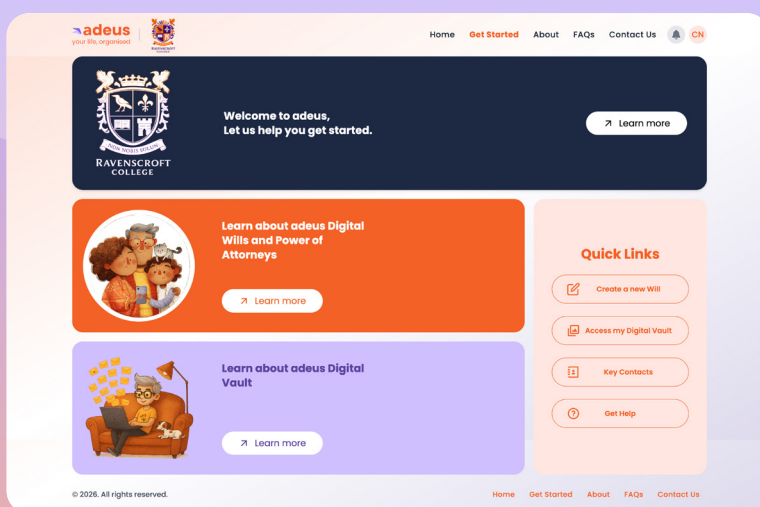
legacy giving is a key pillar of any good fundraising strategy



adeus is a Will creation platform institutions 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 their school, college or university. The organisation receives 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 places of learning a credible and accessible way to open up legacy conversations with those less likely to engage through traditional routes. This helps keep the supporter journey appropriate, secure, and properly aligned.



key benefits for fundraising in education

- ✓ **digital Will** – offer your community a simple online Will-writing journey that makes it easy to include a legacy gift to your institution (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

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