

Business case for private client advisers: Why offer advice about legacy giving?

Today, clients are looking for far more from their wealth than financial returns. Increasingly, they want their finances to reflect their beliefs and values. They want to break the mould and enable transformational change. And they need support on their philanthropic journey – your help to bring their wealth, passions and purpose into alignment.

Currently, relatively few professionals offer philanthropic advice in the UK, and fewer still offer guidance around **legacy planning** (donating from your Will), despite growing appetite from supporters and the generous tax incentives linked to charitable bequests.* This creates a commercial opportunity for professional advisers who can support clients on their philanthropic and impact investing journey.

Legacy giving is a key part of any philanthropic approach to wealth management and succession planning – a powerful way to help individuals and families pass along their values to future generations and shape the world they leave behind. By bringing legacy planning into your advisory services, you can attract and retain loyal, value-driven clients.

Philanthropy and wealth

Charitable giving is prevalent amongst the wealthy, with a recent UK study from Freestyle Marketing (2022) finding that **94% of people with over £1 million in investable assets are charitable givers**. Meanwhile, research from Fidelity Charitable in the US reports that firms offering charitable planning services have **SIX TIMES the median assets** and **THREE TIMES the median organic growth** of those that do not. The same study also finds that:

- Over 75% of entrepreneurs say charitable giving is a critical part of who they are.
- 9 in 10 women want to do more to create positive social change.
- Three-quarters of Millennials identify as philanthropists.

Why legacy giving?

Donating part of their estate to charity enables supporters to leave a lasting impact, transforming beneficiaries' lives, strengthening charities' resilience and funding charitable services at scale. It also offers generous tax incentives.

Why offer advice or support on charitable bequests to clients?

- To deliver a more comprehensive service to clients, enabling clients to meet their philanthropic goals in a tax-efficient way.
- To strengthen client relationships and loyalty, increasing retention and recruitment.
- To differentiate your services, attracting new and multigenerational HNW clients.
- To ensure your services resonate with clients' values, passion & purpose.
- To inspire positive change and lasting impact as a socially responsible business.

**In the UK, all charitable bequests are tax-free and the Inheritance Tax rate is reduced by 10% (from 40% to 36%) on estates where 10% or more is donated to charity.*