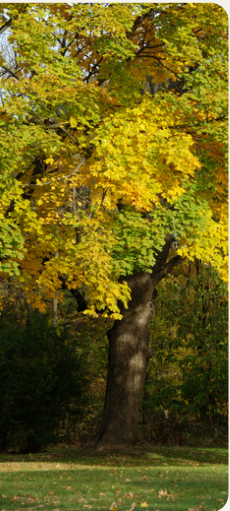


2026

# Gifts in Wills Report



Over 137,000 wills analysed, turning real giving data into meaningful insight for NFPs.



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# About this report

**Over 137,000 wills have been analysed to turn real giving data into meaningful insight for NFPs.**



This report brings together five years of will-writing data from the EveryWill digital platform, formerly known as Gathered Here. Covering all wills created between 2021 and 2025, it reflects the intentions of more than 137,000 individuals across Australia and New Zealand.

The insights that emerge from these wills, and the gifts within them, help shed light on how modern bequestors give, what causes matter most to them, and how non-profits are being included in their plans.

This edition also includes information from online wills belonging to individuals who have since passed away. As there is still no centralised database for probated wills, we have used wills probated by our sister entity, Gathered Here Legal.

We're proud to share this data with the non-profit community. At EveryWill, our goal is to make will-writing more accessible, while supporting organisations to build stronger, more meaningful digital bequest programs. Reliable, real-world insights are one small but important part of that work.

To learn more about how EveryWill and our team can support your organisation's fundraising goals, scan the QR code to book a walkthrough of our platform, or send an email to [success@everywill.com](mailto:success@everywill.com).

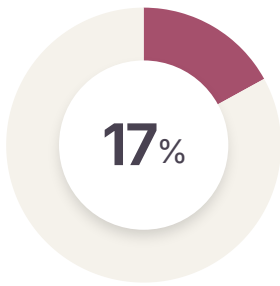
**We look forward to hearing from you.**

# Key findings

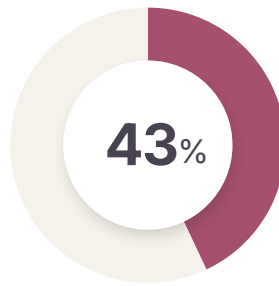
**137,062**  
wills created

**\$52,388**  
average gift value

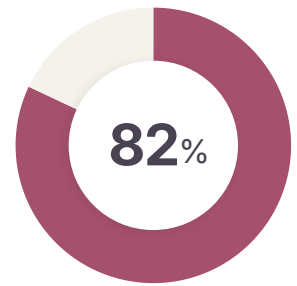
**\$1.6 billion**  
estimated value of gifts



**of wills included a charitable gift**



**of supporter wills included a gift**



**of gifts were residual**

Between January 1, 2021 and December 31, 2025

Through data, this report highlights the incredible potential of online wills and the remarkable generosity of the general public.

In just five years, over 137,000 people have turned to the EveryWill platform to record their final wishes, proving that digital death-planning is no longer a novelty, but a trusted way to prepare for the future.

For almost a fifth of those will-writers (17%), their future wishes include giving back to the causes they care about. This giving rate is double what has been seen in traditional wills; a disparity that is largely attributed to the ease and affordability of gifting via online wills. Now, anyone with an internet connection has the means to create a legacy, without feeling any financial impact during their lifetime.

Over five years, the generosity of Australian and New Zealand will-writers has created an estimated \$1.6 billion in support for charities and non-profits.

Most of the gifts pledged (83%) are a residual percentage of the will-writer's estate, with the average gifter allocating 24% of their wealth to worthy causes. As most bequestors pledged multiple gifts, this translates to an estimated \$52,388 per gift or \$116,825 per bequestor.

This potential has been recognised by the non-profit sector and over 1,000 charitable organisations now partner with EveryWill to make legacy giving easier for their supporters. If you'd like to join them, get in touch. We'd love to have you as part of the EveryWill family.

# Changing trends

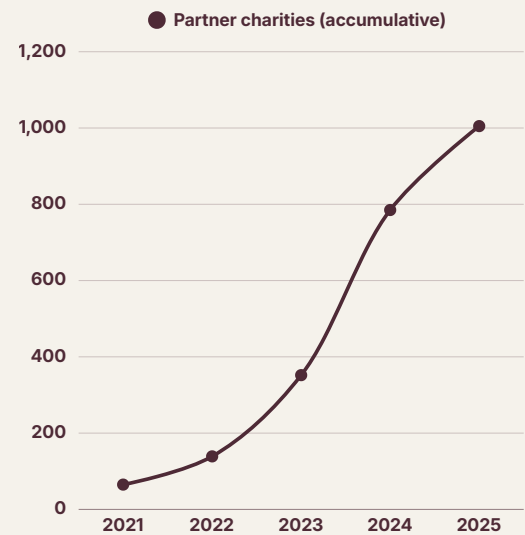
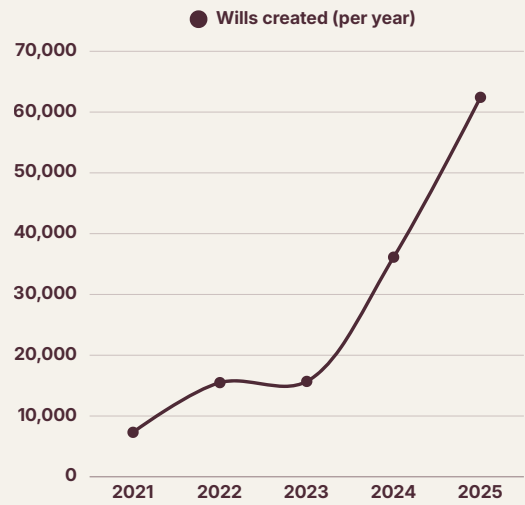
One of the most striking trends evident within the data is the rapid growth in wills written via the EveryWill platform. In 2021, just 7,319 wills were created on the platform. By 2025, that figure had risen to 62,427—an increase of 753%.

This dramatic growth underscores a clear shift in consumer behaviour, with digital will-writing moving firmly into the mainstream and alternative estate-planning solutions gaining widespread acceptance across both Australia and New Zealand.

As consumer adoption has increased, so too has the number of charities and non-profits integrating online wills into their bequest programs. At the end of 2021, just 74 non-profit organisations partnered with EveryWill. By the end of 2025, that figure had exceeded 1,000.

These organisations span every size and sector, from one-person microcharities through to multinational, household names, reinforcing the fact that online wills can be integrated into any bequest program, regardless of budget or resources.

Looking at sectors by the value of bequests pledged, 2025 marked the first year that community and social services causes claimed a top three position after they received an incredible \$188.4m over a 12-month period. In an increasingly global world, many legacy supporters chose to directing their estates toward causes that address tangible needs within their communities closer to home.



Top three sectors (by \$ pledged)

Year	#1	#2	#3
2021	Health & disability	Animal & wildlife	Children & youth
2022	Animal & wildlife	Climate & environment	Humanitarian & international
2023	Animal & wildlife	Health & disability	Humanitarian & international
2024	Animal & wildlife	Health & disability	Humanitarian & international
2025	Health & disability	Community & social services	Animal & wildlife

# Age

## ● Wills

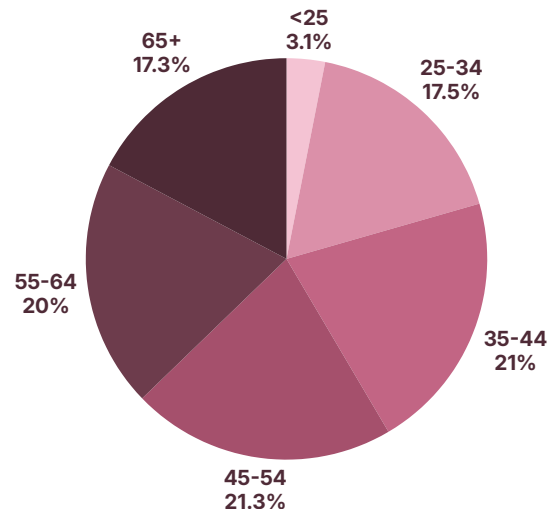
People at all stages of life are choosing to record their final wishes via the EveryWill platform, indicating a growing comfort with digital estate planning across every generation. Between January 1, 2021 and December 31, 2025, will-writers ranged in age from freshly 18 to well over 100; proof that planning ahead isn't just for later life.

The most active group, 45–54-year-olds, accounted for 21.3% of all wills written on the platform. For many, this stage of life brings a sharper focus on family, finances, and legacy, making it a natural moment to put formal plans in place.

Encouragingly, older Australians and New Zealanders are embracing online will-writing in meaningful numbers. People aged 65 and over made up 17.3% of all wills created, showing that seniors are utilising estate-planning technology when platforms are accessible and easy to use.

Younger adults remain less likely to write a will, with under-25s representing just 3.1% of users. While adoption is low, this highlights a clear opportunity for charities to start conversations earlier, helping young people understand the value of planning ahead and protecting what matters most.

**% of wills written by age group**



### In a snapshot...

**17%**

of wills were written by seniors

**37%**

of wills were written by over 55s

**3%**

of wills were written by under 25s

## Gifts

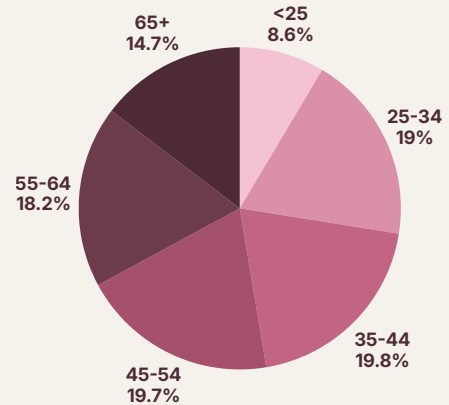
Young will-writers (under 25s) demonstrated a strong appetite for charitable giving, with 27% including a charitable gift in their will. Yet, because so few young people actually wrote wills, their overall impact remained limited, representing just 8.6% of all gifts pledged and 7.8% of total gift value. Educating and inspiring younger audiences now can build long-term donors who may become significant contributors over time.

The majority of gifts were pledged by older will-writers. People aged 55 and over were responsible for one third of gifts, while those aged 45 and over accounted for more than half.

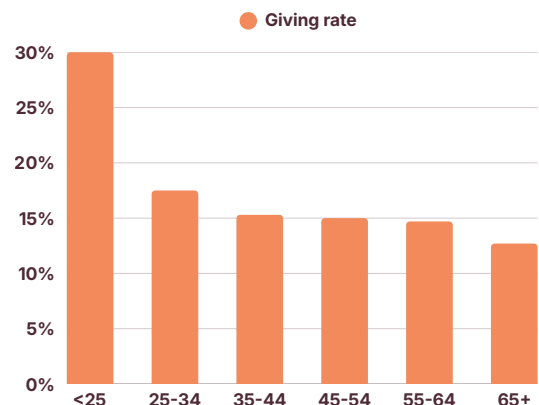
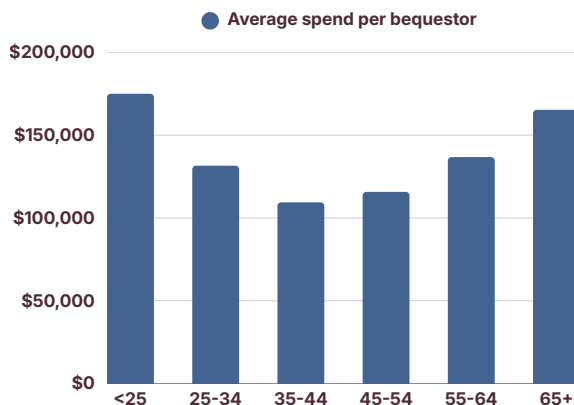
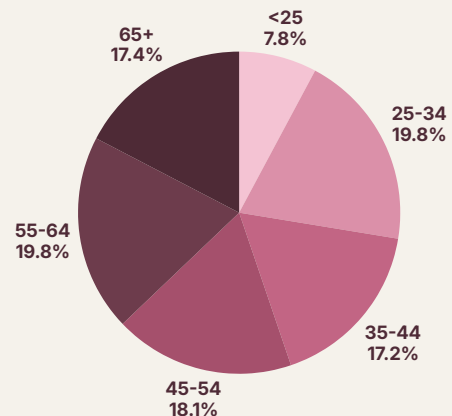
### Key takeaways

- Invest in early engagement. Younger audiences show intent. Nurturing it now can pay off over decades.
- Prioritise mid-life donors. The largest volume of gifts comes from 45+, making this a core audience for outreach and education.
- Maximise high-value older donors. A small percentage of seniors deliver disproportionate impact. Tailored engagement and support can significantly increase total pledged value.

% of gifts pledged by age group



% of value pledged by age group



# Age – seniors

## Gifts

Patterns of giving among people aged 65 and over are particularly striking. While their overall giving rate is lower, at 13%, this group accounted for 14.7% of gifts and 17.4% of total gift value. They also had the second-highest average spend per bequestor at \$165,248.

A closer look at seniors' giving reveals even more nuance:

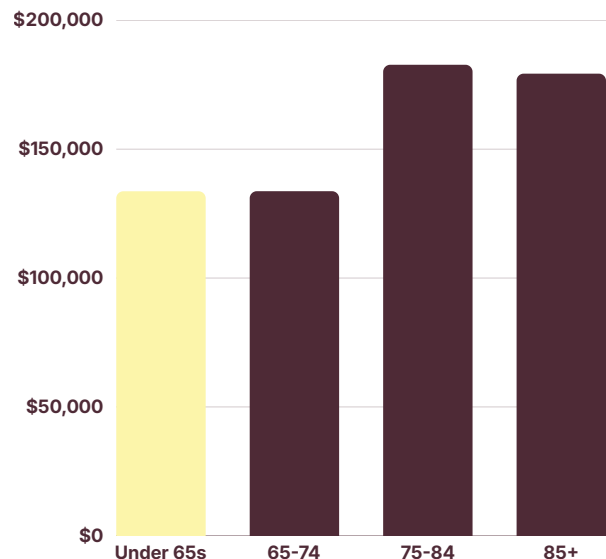
**Ages 85+:** Bequestors in this group pledged some of the largest individual gifts, averaging \$80,404 each. While they represent just 1.3% of total gift value, their contributions are estimated at over \$20.3 million.

**Ages 75-84:** This cohort contributed the highest average gifts, at \$81,950 each, accounting for 5.6% of total gift value, or \$87.5 million.

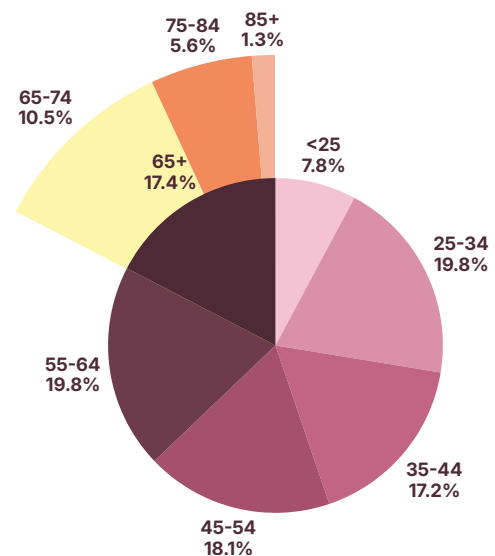
**Ages 65-74:** Younger seniors gave more frequently, though at slightly lower average values (\$59,953 per gift). They're contributions totalled an estimated \$164 million, representing 10.5% of overall gift value.

Together, these results highlight the meaningful role older will-writers play in charitable giving. They show not only a willingness to embrace digital will-writing, but also a deep and sustained commitment to supporting the causes they care about.

Average value pledged per gifter



% of total value pledged



# Location

Within Australia, Queenslanders were the most prolific will-writers, accounting for 23.4% of all wills written on the platform, despite representing only 20.5% of the Australian population. While their giving rate (14.4%) was lower than average (17%), their high rates of will-writing meant they contributed 21.5% of all gifts.

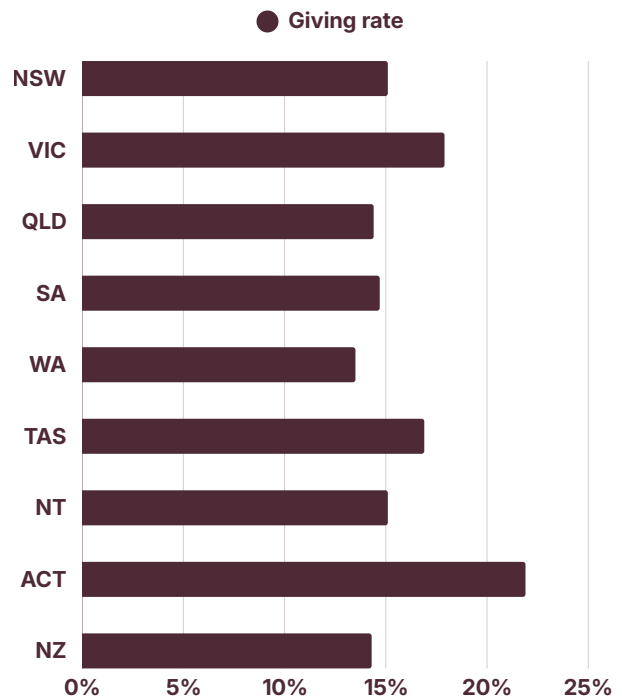
In contrast, Victorians demonstrated a higher-than average tendency towards giving, with 19.9% of will-writers from the Garden State including at least one gift in their will. This generosity, combined with their high rates of will-writing, led to Victoria pledging the majority of gifts on the EveryWill platform (24%).

Their generosity was outdone only by residents of ACT, who were most receptive to including a bequest in their will. Over a fifth (21.9%) pledged at least one charitable gift in their will. However, relatively few wills were written by ACT residents so, even with the high gifter rate, they accounted for only 2.3% of gifts in total.

Despite 31.2% of the Australian residing in NSW, just 20.7% of wills were written by residents of this state, indicating potential for more education in this area on the importance of estate planning.

Looking to New Zealand, online will-writing has grown significantly. In 2023, the first year New Zealanders were able to complete EveryWill wills, they accounted for 6% of all wills written on the platform that year. That has now increased to 14.4% of all wills and 10.2% of all gifts.

State	% of wills	Giving rate	% of gifts	% of the population
<b>NSW</b>	20.7%	15.1%	23%	31.2%
<b>VIC</b>	20.1%	17.9%	24%	25.6%
<b>QLD</b>	23.4%	14.4%	21.5%	20.5%
<b>SA</b>	5.3%	14.7%	5.6%	7%
<b>WA</b>	12%	13.5%	10.9%	10.8%
<b>TAS</b>	1.7%	16.9%	1.9%	2%
<b>NT</b>	0.7%	15.1%	0.6%	0.9%
<b>ACT</b>	1.8%	21.9%	2.3%	1.7%
<b>NZ</b>	14.4%	14.3%	10.2%	100%



# Parenthood

Family structure continues to shape how and why individuals engage with estate planning and legacy giving.

While parents make up nearly two-thirds (63.5%) of will-makers on the EveryWill platform, their charitable impact is comparatively modest. They account for just under half (49.7%) of pledged gifts and only 28.2% of total gift value.

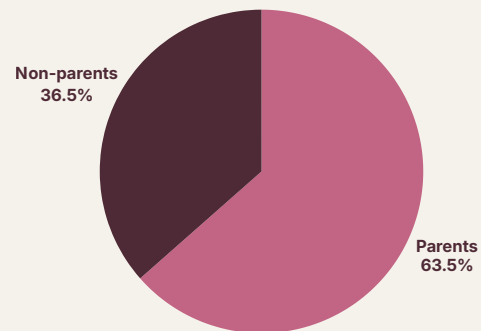
By contrast, individuals without children demonstrate an outsized philanthropic footprint. Although they represent just 36.5% of wills created, they contribute the majority of gifts (50.3%) and nearly three-quarters (71.2%) of all value pledged through the platform.

This trend sits alongside a broader demographic shift. According to ABS data, the proportion of couples without children has steadily increased from 28% in 1976 to 38% in 2016. If current patterns persist, that percentage is projected to reach 49% by 2050.

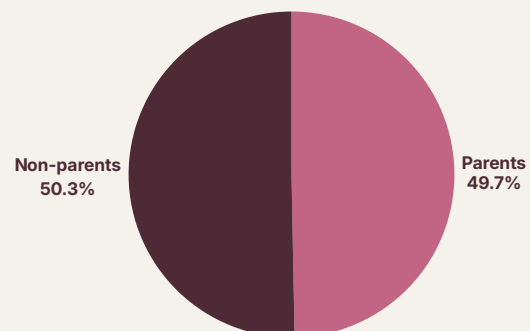
As the child-free population grows, even modest increases in will-writing engagement within this group could translate into substantial long-term gains in both the volume and value of charitable bequests.

For charities and digital will providers, this signals a significant strategic opportunity. Estate planning conversations must move beyond traditional inheritance narratives centred on children and instead reflect the diverse motivations people have for writing a will—whether that's supporting causes they care about, providing for friends, protecting pets, or setting out personal wishes.

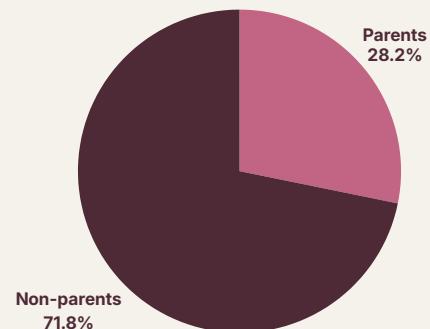
Wills written



Gifts pledged



Gift value



# Relationship status

Much like parenthood, relationship status is also a significant indicator for will-writing and gift-pledging behaviours. Most wills (58%) are written by people who are either married or in a de-facto relationship, while single people account for 42% of wills written on EveryWill.

Despite lower rates of will-writing, single will-writers are more likely to pledge gifts and their gifts are higher value. They account for over half (51.5%) of gifts and 59.1% of total gift value.

Again, this underscores the importance of leading estate planning conversations that go beyond discussing the benefits of protecting partners and children and consider other motivations that drive people to plan their future.

## Note from a lawyer

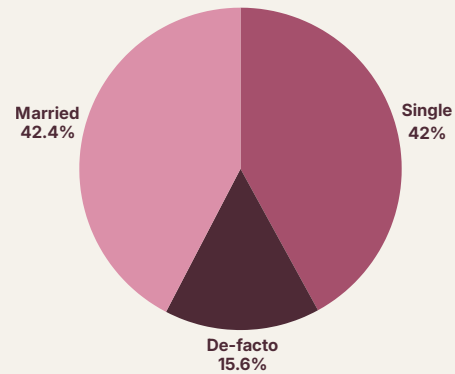
"Sadly, it's not uncommon to see family breakdowns or conflict between grieving parties as a result of no will being left.

Usually, this is because people disagree as to who should be 'in charge' or who receives what. Many of these situations could have otherwise been avoided if a properly executed will had been in place.

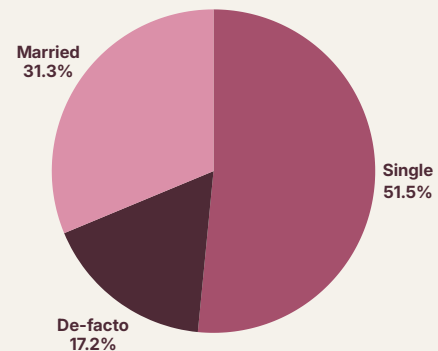
Leaving a will can help alleviate confusion for your loved ones and provide clear guidance on who should handle your affairs, who inherits your estate, and even the type of funeral you'd prefer. It can save your loved ones an awful lot of stress during a time where emotions are always fraught."

-- Rica Ehlers, Probate Lawyer

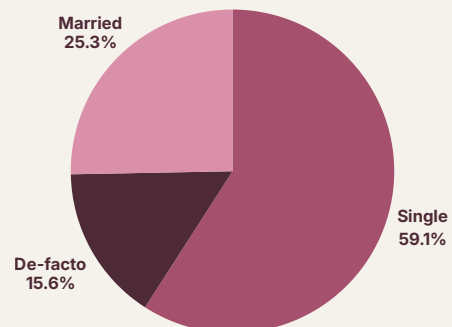
### Wills written



### Gifts pledged



### Gift value



# Family structure

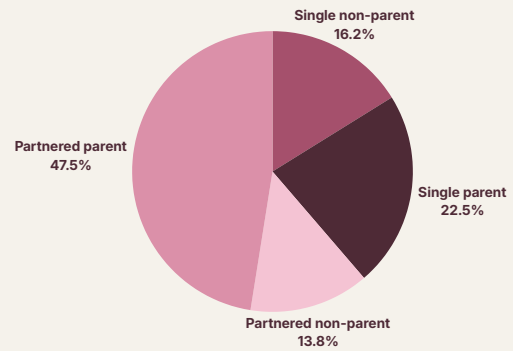
Single non-parents account for the fewest wills written on EveryWill (16.2%) but were responsible for just under a third (31.2%) of gifts pledged, and almost half (44.2%) of gift value.

These figures demonstrate the increased willingness to pledge gifts, and higher-value gifts, from single non-parents. Although the findings are not surprising, it further reinforces the importance of communicating the benefits of will-writing beyond providing for children and romantic partners.

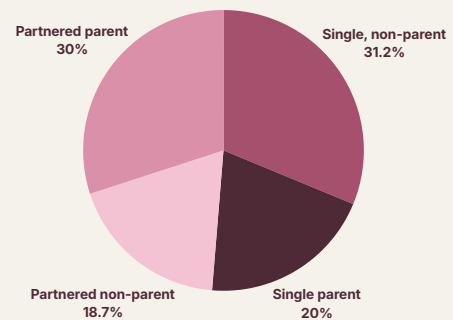
**Wills aren't just for parents. With an online will you can:**

- 🍷 Gift treasured items to loved ones
- 🍷 Leave money to friends and family
- 🍷 Appoint guardians for pets
- 🍷 Record funeral preferences
- 🍷 Appoint executors of your estate
- 🍷 Support causes close to your heart
- 🍷 Save your loved ones time and money

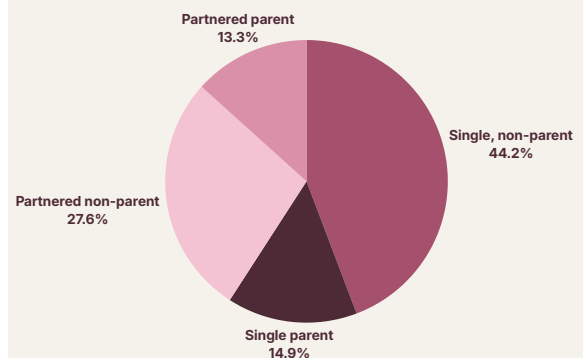
**Wills written**



**Gifts pledged**



**Gift value**



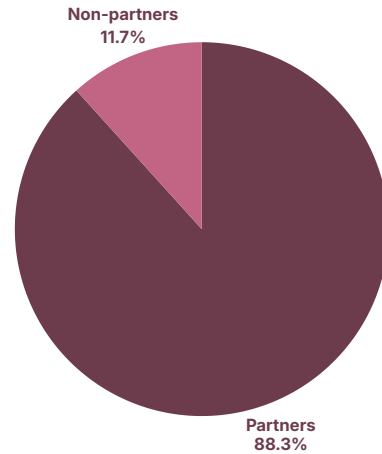
# Gifts

Thousands of gifts have been pledged via the EveryWill online platform. Most (87%) have been pledged to organisations that already partner with EveryWill, demonstrating the incredible power of integrated giving features. However, several thousand gifts have also been pledged to organisations not yet embedded within the EveryWill online will platform, which involves manually adding an organisation's name and registration number.

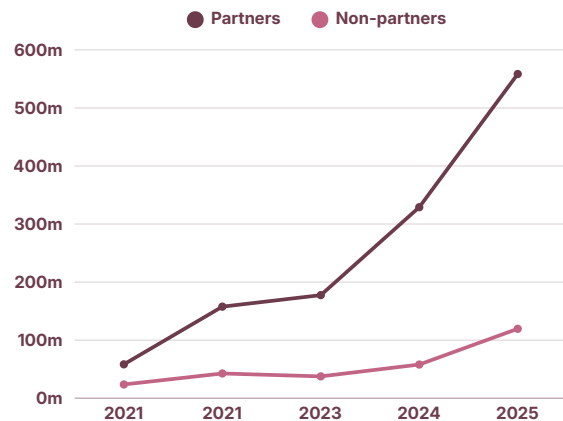
In terms of gift value, 82% of all gift value (an estimated \$1.3 billion) has been pledged to partner charities and 18% (or an estimated \$281 million) has been pledged to organisations that are yet to partner with EveryWill.

Gifts are predominantly residual - a percentage of a person's estate - with 81.9% of all gifts pledged falling into this category. One sixth (16.6%) are a specific monetary amount while just 1.4% are personal item.

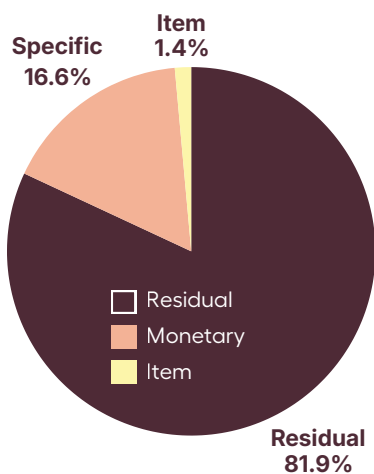
### Number of gifts



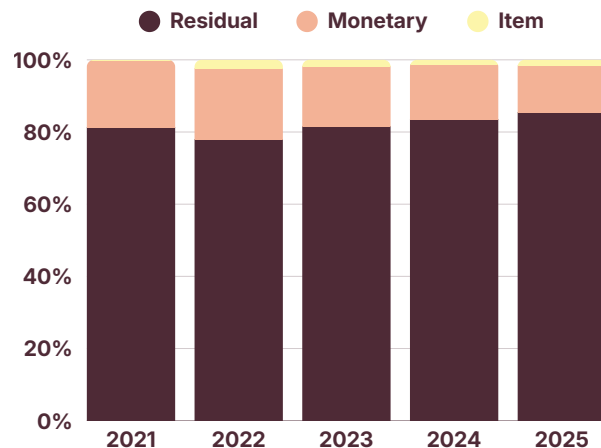
### Gifts by value



### Gifts by type



### Gift type by year



# Residual gifts

The vast majority (81.9%) of gifts pledged via EveryWill are residual. These gifts have a significantly higher average value compared to monetary gifts, so the EveryWill platform is designed to gently encourage residual giving over specific amounts or items.

The average residual gift size is 11% or an estimated \$72,971. However, most bequestors pledge multiple gifts so the average residual total pledged per bequestor is 24.5% or \$162,526.

**24.5%** Average residual gift size per bequestor

**11%** Average residual gift size

**\$72,971** Average residual gift value

**\$162,526** Average residual gift value per bequestor

The image shows two overlapping screenshots of the EveryWill mobile application. The background screenshot is titled '3. Your estate' and asks 'Who would you like to leave your estate to?'. It features a list of names: 'David Liu' and 'Joni Liu', both with checkmarks. Below the list is a '+ Add Person' button. At the bottom are '← Back' and 'Next →' buttons. The foreground screenshot is titled '4. Gifts' and shows the 'Add money gift' screen. It includes an 'Amount\*' input field with a '\$' symbol, a 'Select a recipient\*' section with 'Person' and 'Charity' options, and a yellow callout box that reads: 'You can do something beautiful. This free service exists thanks to charities. By choosing one as a recipient, you can help others too 🧡'.

# Monetary gifts

Although the EveryWill platform has been designed to position residual gifts as the default, will-writers are easily able to gift in other ways if they prefer.

**\$8,739** Average monetary gift value

A sixth (16.6%) of all gifts pledged were a specific monetary amount. On average, each monetary gift was worth \$8,739.

# Gifted items

Just 1.4% of gifts pledged via EveryWill are specific items, ranging from precious jewellery and luxury cars, through to sports memorabilia and medical equipment.

Multiple residential properties were pledged to charities, indicating future revenue of hundreds of thousands, or even millions, of dollars for those causes.

Importantly, the value of itemised gifts extends well beyond their financial worth. Even objects that may appear modest can create powerful opportunities for connection.

For example, one donor pledged their entire drag costume collection to an LGBT charity, another pledged specialist medical and accessibility equipment to a disability charity, and another pledged deeply sentimental religious items. By using the specific item as a way to connect with donors, fundraisers can establish good rapport and a personal connection.

Notably, generosity rarely stops at the item itself. Almost half (45%) of wills that included a personal item also featured a monetary or residual gift, demonstrating that these symbolic gestures often sit alongside significant financial contributions.

## Examples of specific items gifted



Residential property



Signed sports memorabilia



Mobility equipment



Drag costumes



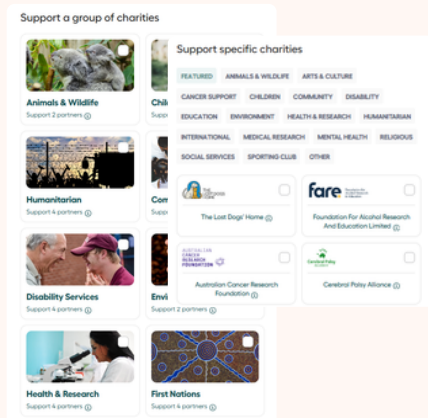
Original artwork

# Reaching new audiences

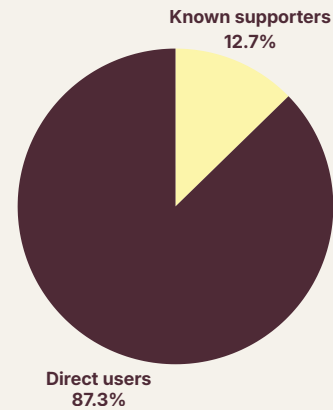
The vast majority of wills created on EveryWill (87.3%) were written by direct users; individuals who arrived on the platform independently, without first visiting a charity landing page.

While this cohort demonstrated lower giving rates than known charity supporters, they still accounted for 74.4% of all gifts pledged and 73% of total gift value. This underscores a significant opportunity for non-profits: online wills are not just a stewardship tool, but a powerful acquisition channel connecting organisations with generous supporters who may have no prior relationship with the cause.

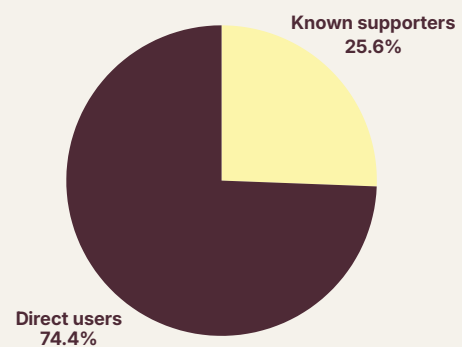
At the same time, the data reinforces the exceptional value of existing supporters. Among those who accessed the platform via a charity landing page, nearly half (49%) included a gift in their will. Although they represented just 12.7% of all will-writers, they were responsible for more than a quarter of all gifts (25.6%) and total pledged value (25.7%). In other words, known supporters continue to give at disproportionately high levels, highlighting the impact of strong, trust-based relationships.



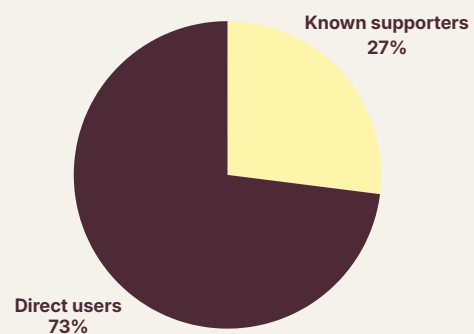
## Wills



## Gifts



## Gift value



# Donor stewardship

Digital will-writing has granted charities and NFPs far greater visibility over donor demographics and giving trends, while also opening up significant opportunities for stewardship.

However, in an environment where privacy expectations are rightly high, supporter choice must remain central. This is why every person who includes a charitable gift through EveryWill can decide whether their details are shared with the organisations named in their will, or kept private.

On average, 45% of gifters opt to share their contact information with the charities names in their wills, though this reached a peak of 50% in 2024. While this opt-in rate can, at times, feel frustrating for charities, a 2018 study across Australia and the UK found that 52%-58% of realised bequests are from previously undisclosed services. This indicates that, although many supporters cannot be stewarded, their gifts are likely genuine but they have personal reasons for not disclosing their information.

## Why people choose not to disclose:

- Trust and data concerns
- Avoiding ongoing contact
- Desired for privacy and discretion
- Personal philosophy of giving
- Discomfort with public recognition
- Family sensitivities
- Emotional weight of wills and gifts

### 6. Thank You

Will you make the work of nonprofits easier by sharing the details of your gift? ⓘ

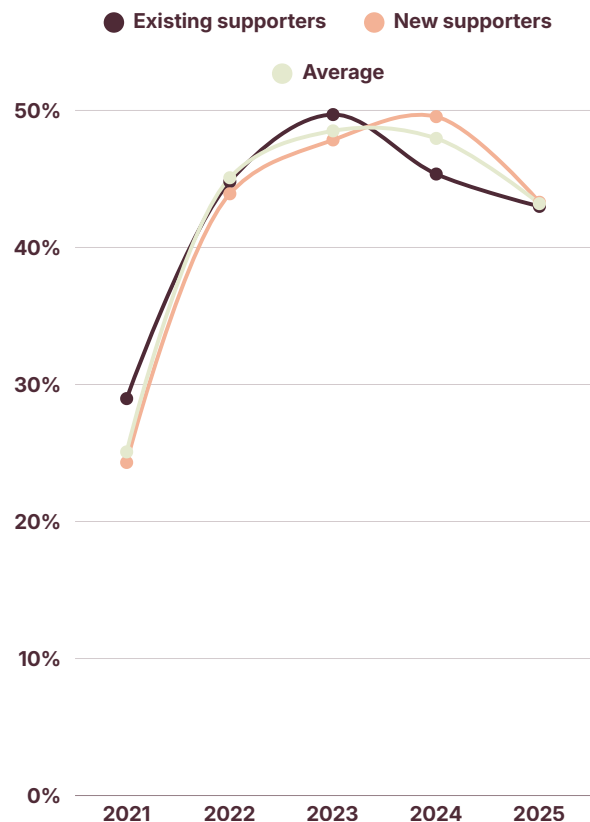
Anonymous gifts are less helpful to nonprofits as they often cannot be included in planned giving goals.

Yes  No

Phone (optional)

0123 456 789

## Opt-in rate



# Cause areas

In the first Gifts in Wills Report, we established nine distinct cause areas. However, since then, an increasingly broad range of organisations have joined EveryWill and integrated online wills into their bequest strategies.

To adapt to the changing demographic of EveryWill customers, we have increased the number of cause areas.

**Now, we consider there to be 11 distinct categories:**

- 1 **Animal & wildlife**
- 2 **Arts & culture**
- 3 **Children and youth**
- 4 **Climate & environment**
- 5 **Community and social services**
- 6 **Education**
- 7 **Health and disability**
- 8 **Humanitarian and international**
- 9 **Mental health**
- 10 **Religion**
- 11 **Sporting**

These cause areas have different levels of representation among the EveryWill customer base and attract varying levels of support from will-writers. However, all cause areas have seen success in offering online wills to their supporter bases and all have the potential to generate incredible future revenue by connecting with new and existing supporters via online wills.

Cause area	\$ pledged	% of total value
Animal and wildlife	\$317.4	20.3%
Arts and culture	\$6.1m	0.4%
Children and youth	\$158.7m	10.2%
Climate & environment	\$142.9m	9.2%
Community & social services	\$229.8m	14.7%
Education	\$21.8m	1.4%
Health and disability	\$323.3m	20.7%
Humanitarian and international	\$214.6m	13.7%
Mental health	\$78.3m	5%
Religion	\$60.7m	3.9%
Sporting	\$10m	0.6%

# Animal & wildlife

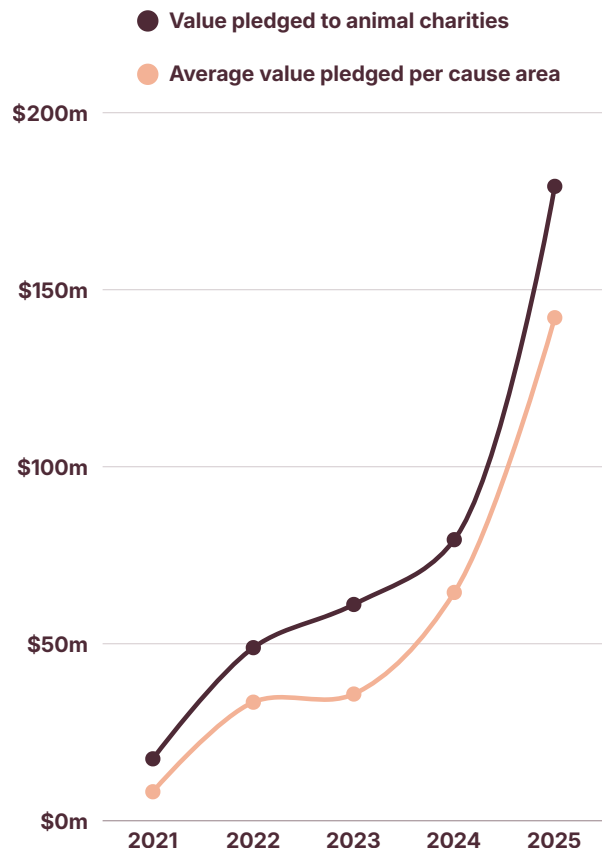


Animal and wildlife charities had the highest average gift value of all cause areas.

Animal and wildlife charities are consistently popular with will-writers, receiving a higher-than average share of the bequest pool in every year of the study. They also had the highest average gift value of any cause area, estimated at \$78,008 per gift.

Over the full five-year study period, an estimated \$317.4 million was pledged to organisations in this cause area. Only health and disability charities received a greater portion of gifts in wills written on EveryWill.

<b>% of gifts</b>	18%
<b>% of gift value</b>	20.3%
<b>Average gift value</b>	\$78,008
<b>Total gift value</b>	\$317.4m



Trusted by leading animal non-profits, including:



# Arts & culture



On average, gifts were 27% larger to arts and culture charities compared to other sectors.

Arts and culture organisations are beginning to carve out a promising space in the online wills landscape. While they currently represent a small proportion of partners on the EveryWill platform (less than 1%), the impact they are achieving is significant.

To date, arts and culture organisations have received pledges valued at an estimated \$6.1 million, with gifts in this category averaging 27% higher than the overall platform average. This suggests that when supporters choose to leave a gift to the arts, they do so with exceptional generosity and intent.

As more arts organisations explore digital legacy fundraising, there is clear potential for growth. Those who embrace online wills now have the opportunity to build early momentum, strengthen long-term donor pipelines, and shape supporter behaviour within a space that is still largely untapped across their sector.

<b>% of gifts</b>	0.3%
<b>% of gift value</b>	0.4%
<b>Average gift value</b>	\$75,314

Year	Amount pledged
2021	\$0
2022	\$360,246
2023	\$2.5m
2024	\$1.1m
2025	\$3.5m

## Trusted by leading arts organisations, including:



# Children & youth

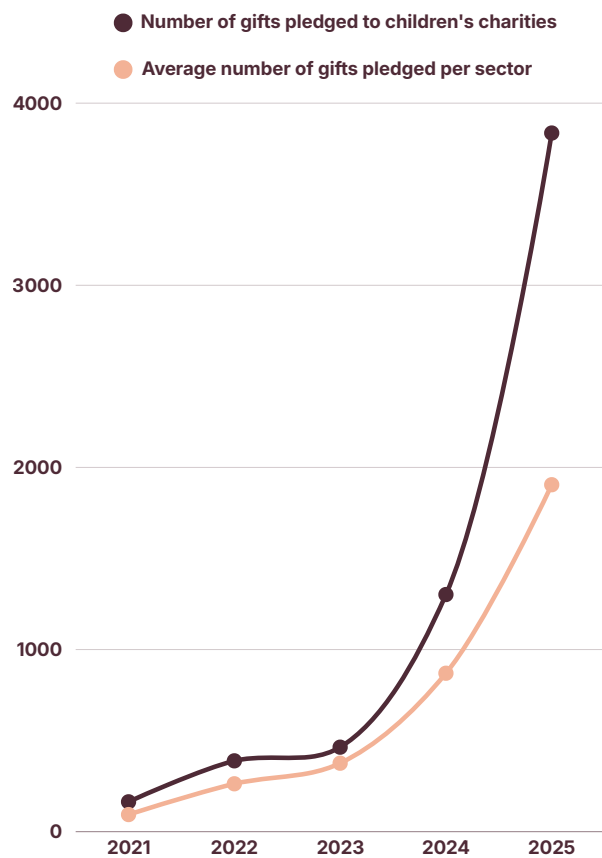


Almost 4,000 gifts have been pledged to children's and youth charities via EveryWill.

Children's charities have seen a notable spike in support in 2025, far outpacing the average growth. It's likely this is due to widespread adoption of on-platform advertising by children's charities, allowing them to reach new supporters with ease.

However, children's charities do attract one of the lower average gift values, second only to the education sector. This is partly driven by donor demographic, as donors with children typically pledge lower value gifts compared to non-parents.

<b>% of gifts</b>	13.8%
<b>% of gift value</b>	10.1%
<b>Average gift value</b>	\$42,918
<b>Total gift value</b>	\$158.7m



Trusted by leading children's non-profits, including:



# Climate & environment



Annual pledge value for climate and environmental non-profits climbed by 267% between 2024 and 2025

After years of relatively flat growth, climate and environmental charities saw a sharp resurgence in 2025. Bequest income in this cause area surged 267% between 2024 and 2025, reaching \$88.5 million in a single 12-month period—more than the total raised across the previous four years combined.

Supporters were not only more active, but notably generous. The average pledged gift to climate and environmental organisations reached \$71,354, making it the third-highest average bequest of any cause area, behind animal and wildlife charities and children’s and youth charities.

Together, the growth in both volume and value points to renewed momentum for environmental philanthropy at a pivotal moment in the global climate conversation.

<b>% of gifts</b>	7.5%
<b>% of gift value</b>	9.1%
<b>Average gift value</b>	\$71,354

Year	Amount pledged
2021	\$10.6m
2022	\$29.7m
2023	\$23.9m
2024	\$24.1m
2025	\$88.5m

Trusted by leading climate and environmental non-profits, including:



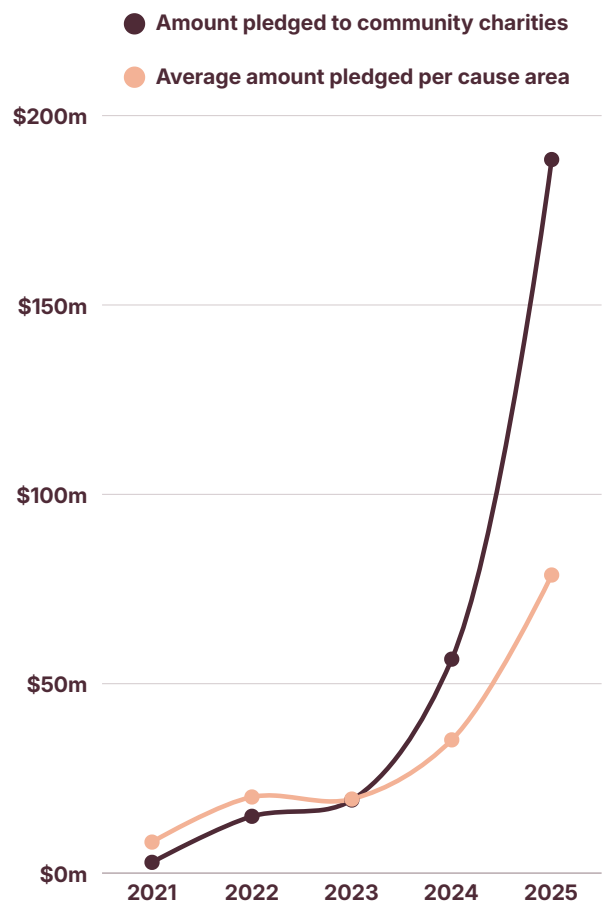
# Community & social services



Over \$188 million was pledged to community and social services causes in 2025.

Previously attracting lower-than-average support, community and social services organisations have experienced a phenomenal surge in support in recent years as many will-writers choose to direct their estates towards causes that address tangible needs within their communities, and closer to home.

Pledges in 2021 were estimated to be worth \$2.8 million but, in 2025, an estimated \$188.4 million was pledged to organisations in this cause area, representing a growth of over 6,600%.



% of gifts	14%
% of gift value	14.7%
Average gift value	\$61,147
Total gift value	\$229.8m

Trusted by leading community non-profits, including:



# Education



The education area saw a 375% growth in bequest value between 2024 and 2025.

While the education sector has been more measured in its adoption of online wills, currently accounting for just 2% of non-profits partnering with EveryWill, momentum is building rapidly.

What began as a modest \$41,000 in pledged gifts to educational organisations in 2021 has surged to \$25.2 million in 2025. This sharp trajectory signals not only growing donor appetite, but significant untapped potential within the sector.

For schools, universities and educational institutes, online wills represent a powerful avenue for long-term revenue growth. Educational institutions are uniquely positioned to benefit from bequests, given the deep, lifelong relationships they hold with alumni, families and communities. Integrating online wills into advancement and fundraising strategies offers a scalable, future-focused way to strengthen those connections and unlock transformational gifts.

<b>% of gifts</b>	2%
<b>% of gift value</b>	1.4%
<b>Average gift value</b>	\$40,774

Year	Amount pledged
2021	\$40,906
2022	\$340,233
2023	\$644,987
2024	\$5.3m
2025	\$25.2m

Trusted by leading community non-profits, including:



# Health & Disability

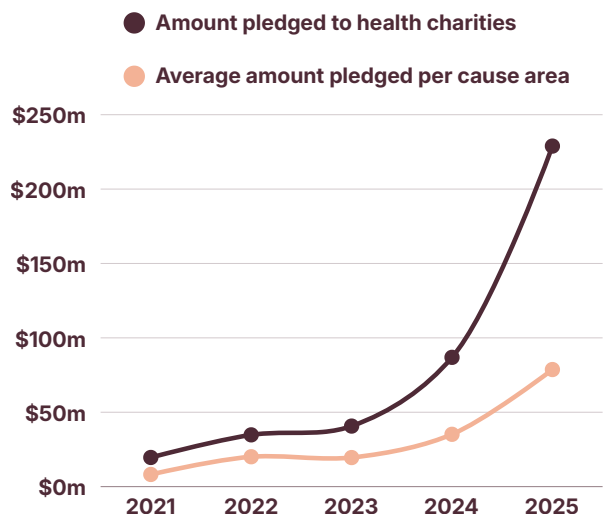


Almost a quarter (24%) of all gifts were pledged to health or disability organisations.

Health and disability charities make up the largest proportion of EveryWill partners so it is unsurprising that they also attract the greatest share of pledged support. In total, 24% of all gifts were directed to this cause area, representing an estimated \$323.3 million in future funding.

Notably, this total is 127% higher than the average amount pledged per cause area. Beyond reflecting strong partner representation, the data highlights the deep and enduring connection many supporters feel toward health and disability causes; often shaped by personal experience.

For organisations in this space, the opportunity is clear: continued investment in legacy messaging and accessible will-writing pathways is translating into substantial, long-term income.



% of gifts	24%
% of gift value	20.7%
Average gift value	\$50,300
Total gift value	\$323.3m

Trusted by leading health and disability non-profits, including:



# Humanitarian & International

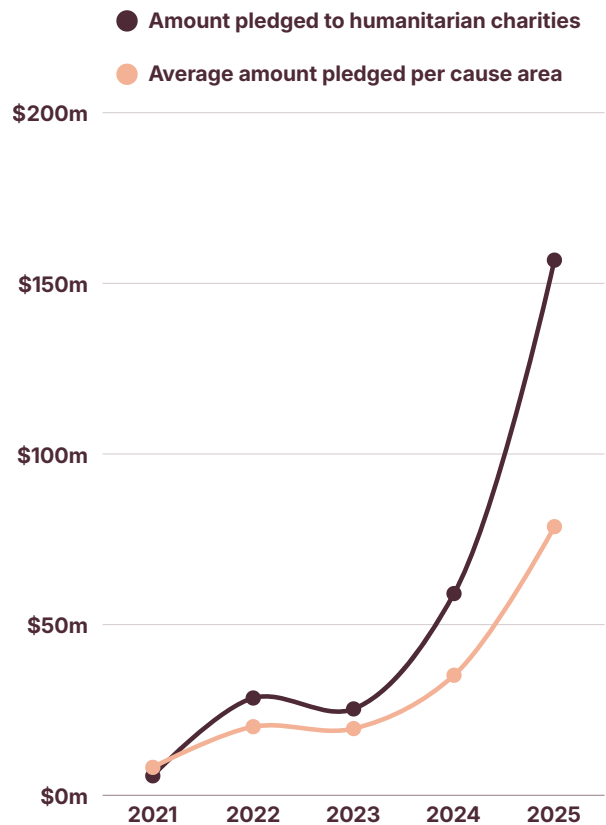


Humanitarian and international non-profits saw \$151.6 million pledged in 2025.

Support for humanitarian and international charities has accelerated strongly in recent years, rebounding from a modest dip in 2023 to reach new levels of impact.

Organisations in this sector received 14.9% of all gifts pledged via EveryWill, representing an estimated \$214.6 million in future funding. This renewed momentum reflects the enduring generosity of supporters who are motivated by global need and long-term social change.

<b>% of gifts</b>	14.9%
<b>% of gift value</b>	13.7%
<b>Average gift value</b>	\$53,469
<b>Total gift value</b>	\$214.6m



Trusted by leading humanitarian and international NFPs, including:



# Mental health



Support for mental health charities grew by 94% between 2024 and 2025.

After three years of relative stability, financial support for mental health charities surged in 2024, and that extraordinary momentum continued into 2025, with an estimated \$45.9 million pledged to organisations in this space.

This sustained growth is a powerful endorsement of the sector’s thoughtful and sensitive approach to legacy fundraising. Mental health charities operate within a deeply personal and complex cause area, and many were understandably cautious about embracing online wills in the early stages.

However, the data now tells a compelling story: supporters are not only comfortable with legacy giving in this space—they are highly motivated to participate.

<b>% of gifts</b>	4.3%
<b>% of gift value</b>	5%
<b>Average gift value</b>	\$68,636

Year	Amount pledged
2021	\$9.8m
2022	\$8.5m
2023	\$8m
2024	\$23.7m
2025	\$45.9m

## Trusted by some of Australia’s leading mental health NFPs, including:



# Religious



Support for religious organisations surged 337% between 2024 and 2025.

After a period of relative stability between 2022 and 2024, financial support for religious organisations surged in 2025, with an estimated \$44.1 million pledged to charities and non-profits in this space.

This sharp increase coincided with a growing number of religious organisations trialling on-platform advertising for the first time. By embracing these acquisition-focused strategies, organisations were able to extend their reach beyond existing congregations and supporter bases, engaging entirely new audiences in legacy giving.

The results demonstrate the power of pairing strong community foundations with targeted digital visibility.

<b>% of gifts</b>	3.3%
<b>% of gift value</b>	3.9%
<b>Average gift value</b>	\$68,129

Year	Amount pledged
2021	\$899,924
2022	\$11.1m
2023	\$11.3m
2024	\$10.1m
2025	\$44.1m

## Trusted by leading religious non-profits, including:



# Sporting



From 2021 to 2024, sporting non-profits saw a 8,212% increase in est. bequest value.

Support for sporting organisations has grown dramatically since 2021. In the first full year of EveryWill online wills, an estimated \$40,906 was pledged to sporting organisations. By 2025, that figure had risen to an impressive \$7.7 million.

This exponential growth highlights the powerful connection supporters feel not only to their teams, but to the community impact those foundations deliver.

While legacy fundraising in the sporting sphere is still relatively nascent compared to other charitable sectors, momentum is clearly building. As more leading teams and foundations demonstrate success, online wills are emerging as a viable and scalable extension of existing fan engagement strategies.

<b>% of gifts</b>	0.9%
<b>% of gift value</b>	0.6%
<b>Average gift value</b>	\$43,548

Year	Amount pledged
2021	\$40,906
2022	\$0
2023	\$1.8m
2024	\$3.4m
2025	\$7.7m

Trusted by leading sports organisations, including:



# Probated wills

Online wills are increasingly navigating the courts and successfully completing the probate process, providing clear evidence that they are a valid, reliable, and trusted method of estate planning.

An analysis of probate cases handled by EveryWill's sister legal team found that 15% of all wills were prepared online, and of those, 47% were written via EveryWill. Remarkably, every single online will—even those with minor will-writer errors—was successfully granted probate.

The data also shows that online wills are being used for larger and more complex estates. The highest-value estate distributed through an EveryWill document was \$2.4 million, reflecting growing consumer confidence in digital estate planning for significant assets.

This analysis also provides an accurate, up-to-date view of typical estate values. Across real, probated online wills, the average estate value is \$636,990—closely aligning with the estimates used in EveryWill's modelling. This further demonstrates that online wills are both practical and representative of real-world estate planning trends.

## Case study A

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Arthur wrote an EveryWill will with the help of his daughter. When he died a month later, Arthur's death certificate recorded dementia, even though he was never diagnosed with the illness during his life.

A court required evidence that Arthur was capable of making and understanding his will. This was provided in the form of a medical note, the will was deemed valid, and probate was granted for his estate, worth \$880,000.

## Case study B

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When writing her will online, June divided her assets between her spouse, child, step child, and sister. However, June and her spouse separated some time after the will was written and it was never updated.

Although online wills are not recommended for blended families or in situations of potential conflict, the will was deemed valid and probate was granted for her \$680,000 estate.

# Conclusion

When EveryWill first launched, few charities or non-profits had integrated online wills into their wider bequest strategies. Now, the landscape is very different.

As of January 2026, over 1,000 non-profits have chosen EveryWill to offer free online wills to their supporters and an estimated \$1.6 billion has been pledged to hundreds of worthy causes.

Importantly, we are also beginning to see empirical evidence that online wills are surpassing expectations as an effective estate planning tool in a legal capacity.

Looking specifically at probate applications handled by our in-hour legal team, 100% were successfully granted probate - even in situations where an online will was used beyond it's recommended remit. Critically, the value of estates in real, probated online wills is closely matching the models used to estimate future value.

With online wills now embraced by both consumers and the non-profit space, attention is turning away from how best to integrate technology and spread awareness. Now, focus is shifting to the next steps. How can fundraisers secure longevity of these gifts? Build deeper relationships with digital donors? Reach new and unknown supporters?

When leveraged to their full potential, data provided by online wills are an ideal tool to help fundraisers tackle these challenges. Online wills are not solely a vehicle for increased bequest revenue, but also greater understanding of supporters, more strategic bequest programs, and improved forecasting capabilities.

They are also helping charities connect with new supporters who would have previously been beyond their reach. Small, local organisations are able to attract support from every corner of the country, while still operating well within their financial means.

When we look at the the continued adoption of online wills by non-profits, their popularity among consumers, and the growth of revenue pledged within them, it's clear online wills are in high-demand from every angle, and will continue to deliver incredible value.

If you are yet to integrate online wills into your bequest strategy, or want to learn about how your organisation could be better leveraging online wills, get in touch today. It's free to join and we're always happy to help.



# About us

EveryWill is an online will platform empowering people across Australia and New Zealand to make more informed decisions around estate planning.

Anyone is able to write a will for free, and pledge bequests to their favourite causes, without incurring unnecessary cost or complexity.

Affordable and transparent estate planning is now available to everyone - regardless of their income, estate size, or ability to visit a solicitor's office.

For the NFP sector, the impact is phenomenal. Through EveryWill alone, over \$1.6 billion has been pledged to hundreds of worthy causes since 2020.

However, the impact goes far beyond future revenue via gifts in online wills.

Partners of EveryWill are able to access a suite of industry-leading tools, allowing for advanced analysis and reporting across gifts, donor demographics, campaign success, and estimated revenue.

Fundraisers have the tools they need to make truly strategic decisions, win buy-in from senior leaders across their organisation, and build a strong pipeline of future revenue for their cause.

Currently, over 1,000 charities, NFPs and foundations partner with EveryWill to access these industry-changing assets.

If you'd like to join them, get in touch today. We create tailored solutions to suit organisations of every shape, size, and budget. No matter what your organisation looks like, we can help.

**We look forward to hearing from you.**



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SCAN ME



# Get in touch



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