

MEDIA RELEASE:

Leading campaign encourages Australians to 'Be the Spark' for this year's Include a Charity Week, to brighten tomorrow through a gift in their Will

Charity members, including **Juvenile Arthritis Foundation Australia (JAFA)** aim to ignite a nationwide conversation during Include a Charity Week about bequests and planned giving to promote lasting impact and change

Sydney, Australia – 2 Sep 2024: [Include a Charity Week](#) is a social change campaign promoting legacy giving and encouraging Australians to pledge a gift in their Will. Spearheaded by the Fundraising Institute of Australia, the campaign is aligned with international legacy weeks worldwide. It has a phenomenal impact on charities, non-profits, and the causes they work so hard to support.

Every year, through the initial week of September (2-8 September), JAFA alongside 100 charities nationwide unite for Include a Charity Week. This collective effort spotlights the significance of incorporating charitable gifts when writing a Will, while motivating individuals to establish their own Will.

The theme for this year, "**Be the Spark**", reinforces the idea of the continuing and inherent potential and future-proofing act of leaving a charitable gift in your Will. It is a wonderful, hopeful, and selfless gesture. The theme also underscores the notion that leaving a gift in your Will is a spark of generosity, illuminating the darkness that surrounds so many lives and which continues beyond our lifetime.

JAFA Founder and Director Associate Professor Ruth Colagiuri said making a pledge in a will was a great way to support the important work that charities do.

"JAFA works extremely hard to support and advocate for children and young people with juvenile arthritis and childhood Rheumatic diseases and their families. We welcome all forms of support for what we do including pledges in wills" she said.

"JAFA is pleased to be part of promoting a national conversation about the value of making a pledge when writing a will. It is a wonderful, selfless and hopeful gesture that could mean so much to the young people it can help."

Speaking on the initiative, Helen Beeby, Campaign Director, Include a Charity (IAC), says: "As humans, we are driven by the desire to leave a legacy—a meaningful imprint that continues beyond our lifetime, inspiring future generations. Including a gift in your Will signifies your dedication to causes that hold personal significance: whether it's advancing medical research, nurturing the arts, protecting animals, aiding vulnerable communities, or preserving the environment. Giving a gift in your Will in this way celebrates life and its possibilities, catalysing social change and charitable support."

During this year's event, Dave Smith, a distinguished expert in gift in Wills and legacy planning, and founder of Heaton Smith Australia, part of Heaton Smith Group, USA will lead a series of in-person and virtual events for fundraisers across Sydney, Perth, Adelaide, and Melbourne. These events will explore the future of gifts in Wills fundraising, analysing the impact of demographic shifts, technological advancements, and evolving marketing strategies on the sector. Through interactive workshops and informative presentations, Smith aims to steer charities and their programs toward the next phase of gifts in Wills fundraising, with a specific focus on engaging the upcoming generation of donors.



He stated, "I am honoured to engage with the Australian philanthropic community during Include a Charity Week, highlighting the transformative potential of gifts in Wills giving. This event is a pivotal opportunity to examine how strategic planning, and innovative charitable giving can ensure sustained support for vital causes. The inter-generational wealth transfer from the baby boomer and the silent generations presents unique philanthropic planning possibilities for donors and nonprofit organisations, alike. Together, we can aim to navigate the complexities of today's world and empower future generations to continue making a positive impact through their charitable legacies."

Australian charities participating in the campaign span diverse causes including medical research, education, animal welfare, environmental conservation, the arts, and more. Include a Charity and the FIA advocate for leaving a gift in one's Will, aiming to normalise this practice over time across a wider population, not just a select few.

For more information on Include a Charity Week, visit www.includeacharity.com.au

About Include a Charity

Established in 2011, Include a Charity Week is the annual campaign supported by nearly 100 charities across Australia to raise the profile of charitable gifts in Wills and provide an opportunity for supporter charities to convey their importance to the public. The campaign aligns with international legacy weeks across Europe.

Include a Charity is a collaboration of many of Australia's favourite charities, covering numerous causes, including health and medical research, humanitarian work, education, animal welfare, the environment, the arts and more. Under the umbrella of the Fundraising Institute of Australia, the goal of the Include a Charity campaign is to encourage more people to leave a gift in their Will, increasing the funds invested in the charitable sector and thereby increasing the positive impact these organisations have on our society. More information at www.includeacharity.com.au

About JAFA

The Juvenile Arthritis Foundation Australia (JAFA) is the primary organisation for children and young people with arthritis. JAFA is a registered charity, founded in 2019 by Professor Ruth Colagiuri AM in response to the urgent need for a national voice dedicated exclusively to addressing the needs of children and young people with juvenile arthritis and childhood rheumatic diseases and their families

About Juvenile Idiopathic Arthritis (JIA) and Childhood Rheumatic Diseases (CRD's)

JIA and CRDs are painful, incurable, inflammatory, autoimmune conditions affecting the joints, eyes and, in some cases, the skin, muscles and internal organs. JIA is estimated to affect some 6,000 to 10,000 Australian children aged 0-16 years and up to 30,000 children and young people aged 0-24 years and, if not diagnosed early and treated effectively, can cause permanent disability in the form of joint deformity and loss of vision. Other CRD's are less common but equally serious

To download video clips of children living with juvenile arthritis:

<https://www.youtube.com/watch?v=5X7xbnAM5f4>

Other key facts:

- The Australian government wants to double philanthropic giving by 2030 – see Productivity Commission report to government. Gifts in Wills (GiW) growth would make a massive impact to making that a reality. IAC has submitted to the PC report on how this could be achieved through improved estate processes and Gifts in Wills promotion.
- IAC Invests in research projects, such as the [Boomers & Beyond research with UK's Legacy Futures](#) released last November. This projects future forecasts and landscape of Australian Gifts in Wills development and giving levels. The future – with a greater proportion of child-free deceased and an aging population (more deaths) rapid growth is expected to be 2.3 X higher in 2040. Copies of report can be made available.
- IAC runs a campaign to influence estate planners and other legal professionals to ask the question on considering a gift in a Will during client consultations. This can have an enormous impact. 65% of those polled in our Campaign Effectiveness Surveys said they think solicitors should include this suggestion in their consultations. Of those polled, 23% polled said they would consider including a GiW, and 16% said 'definitely or probably' to leaving a GiW. If only 5% of those converted, it would add \$12 billion in gifts to charitable organisations.