

Legacy & In-Memory Fundraising Conference

Sept 25th 2025
12 – 4pm BST



ROOM 1

WELCOME 12:00

12:10 Year in Wills report: trends and insights – Stephen Rowland , Farewill

12:45 Legacies and loyalty: the impact of an excellent experience
– Kay Harrison, About Loyalty

13:15 B R E A K

13:30 Not Just A Pretty Proposition: Making legacy fundraising work harder,
not just look better – Holly Eggleston, Aha Agency

14:05 Policy and compliance: future focus, what do we need to know to plan
– Alex McDowell (remember a charity)

14:40 B R E A K

14:50 Legacy conversations for non-legacy fundraisers

15:25 Digital and legacies
– Fiona McGregor

15:55 C L O S I N G T H O U G H T S

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ROOM 2

WELCOME 12:00

12:10

Guiding Stars: an in-memory case study
– Charles Bloch and Vicky Fernbank, Guide Dogs

12:45

In-memory to legacy journeys
– Faye Anderson, Mind

13:15

B R E A K

13:30

Handling relationships and conversations with empathy

14:05

Innovating Legacy Acquisition: Testing New Growth Channels
– Katie Wimpenny, Dani Hernandez, Harriet King, Octopus Legacy

14:40

B R E A K

14:50

Case study: Marie Curie's Will Talk
– Pete Esuola-Grant, GOOD Agency and Marie Curie

15:25

To be announced

15:55

C L O S I N G T H O U G H T S

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