

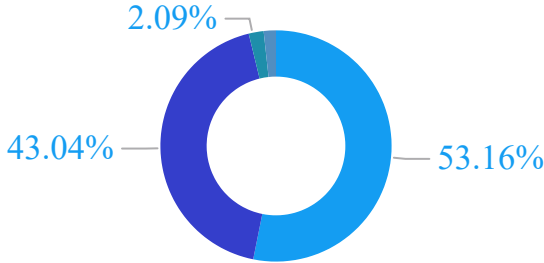
# Double the Love Campaign Report

England	International	Northern Ireland	Scotland	Wales
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2022	2023
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Donors	Amount Received	Amount%
10159	£2,946,799.58	100.00%
Average Amount	Amount (Min)	Amount (Max)
£290.07	£1.00	£500,000.00

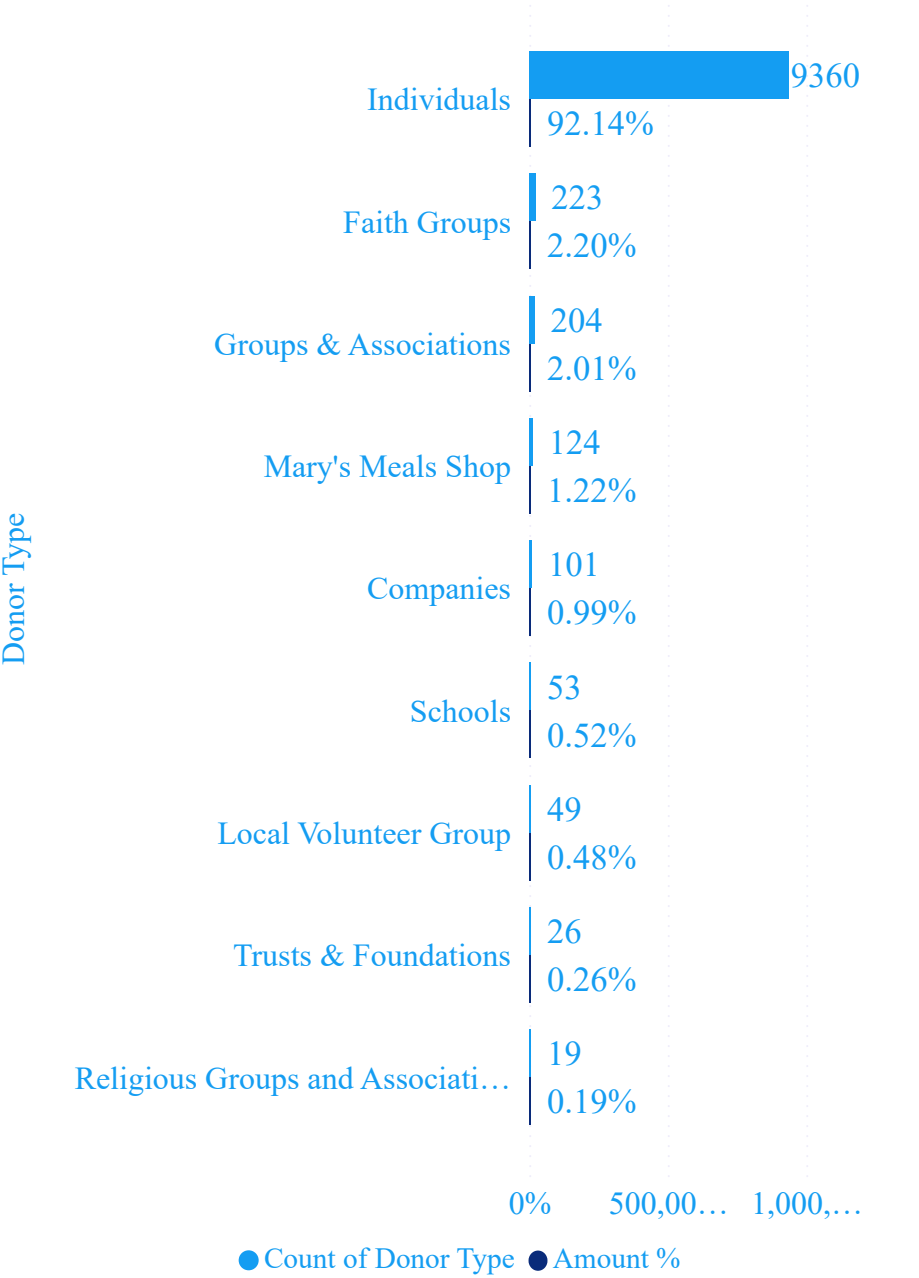
Total Amount by Donor location



Donation Growth Rate	Retention Rate
12.92%	5.37%

Web Donation	Count	%
Yes	4798	47.23%
No	5361	52.77%
Total	10159	100.00%

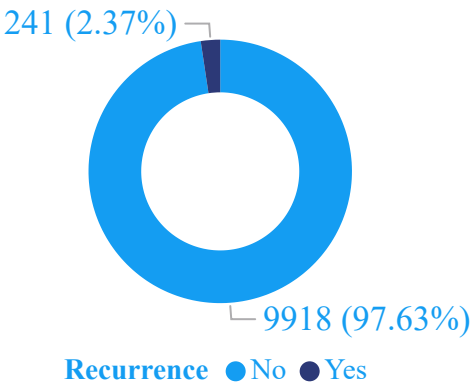
Donor Type and Share (%) of Amount Donated



Donation Source

Donation Source	Amount	Count	Donation%
Double the Love fundraising	£1,278,424.68	998	9.82%
Double the Love web page	£623,485.09	4542	44.71%
Appeal letter	£469,769.45	3161	31.12%
Sponsor a School projects	£171,855.15	227	2.23%
Fundraising Projects	£156,634.48	231	2.27%
Offline donation	£134,394.71	244	2.40%
Grants & Trusts	£52,976.00	2	0.02%
Gift cards	£28,539.54	475	4.68%
Volunteer talk	£20,310.47	150	1.48%
Media Appeal	£7,750.80	75	0.74%
Collection Boxes	£1,606.52	30	0.30%
Mary's Meals Leaflets	£982.69	22	0.22%
Mary's Meals Magazine	£70.00	2	0.02%
Total	£2,946,799.58	10159	100.00%

Recurrence



Amount Donated Per Campaign Week

