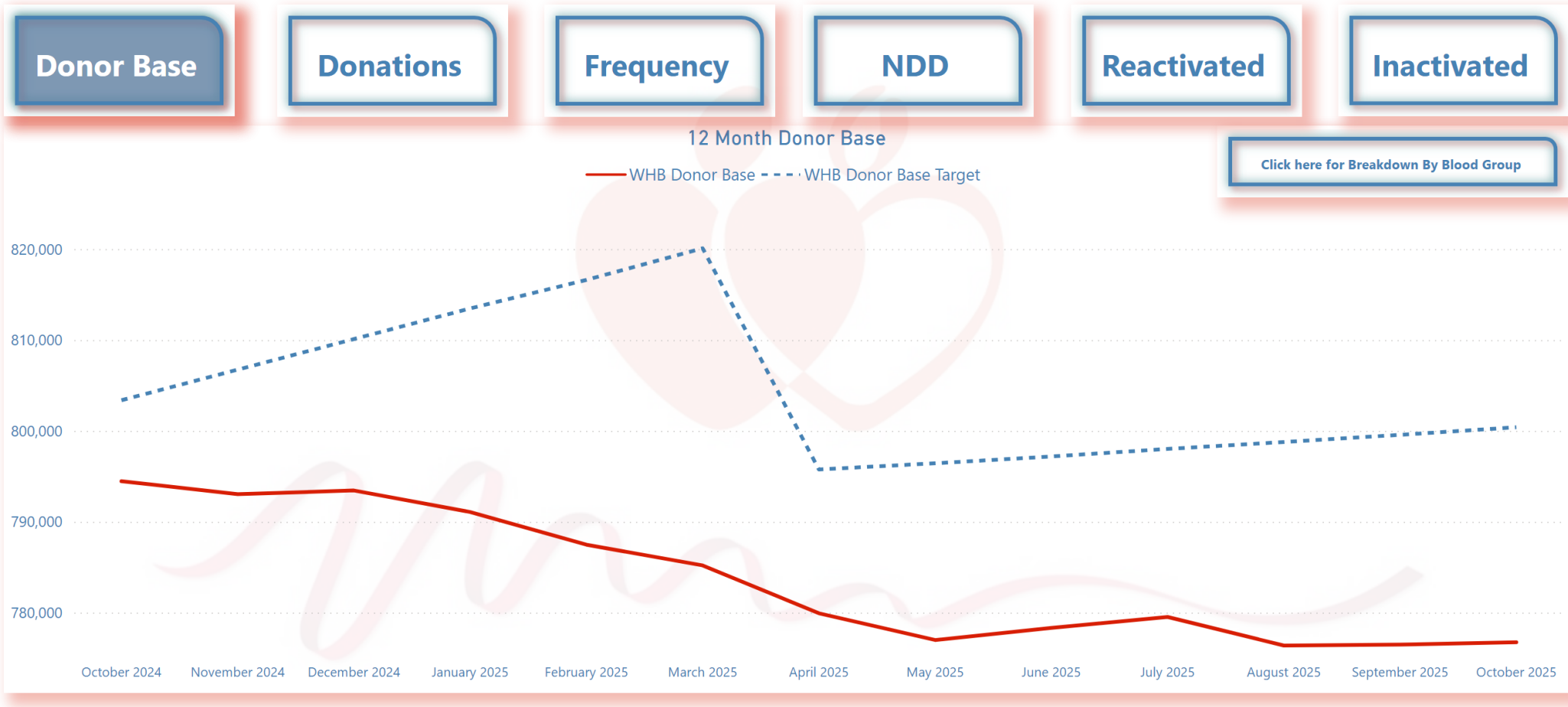


Donor base figures

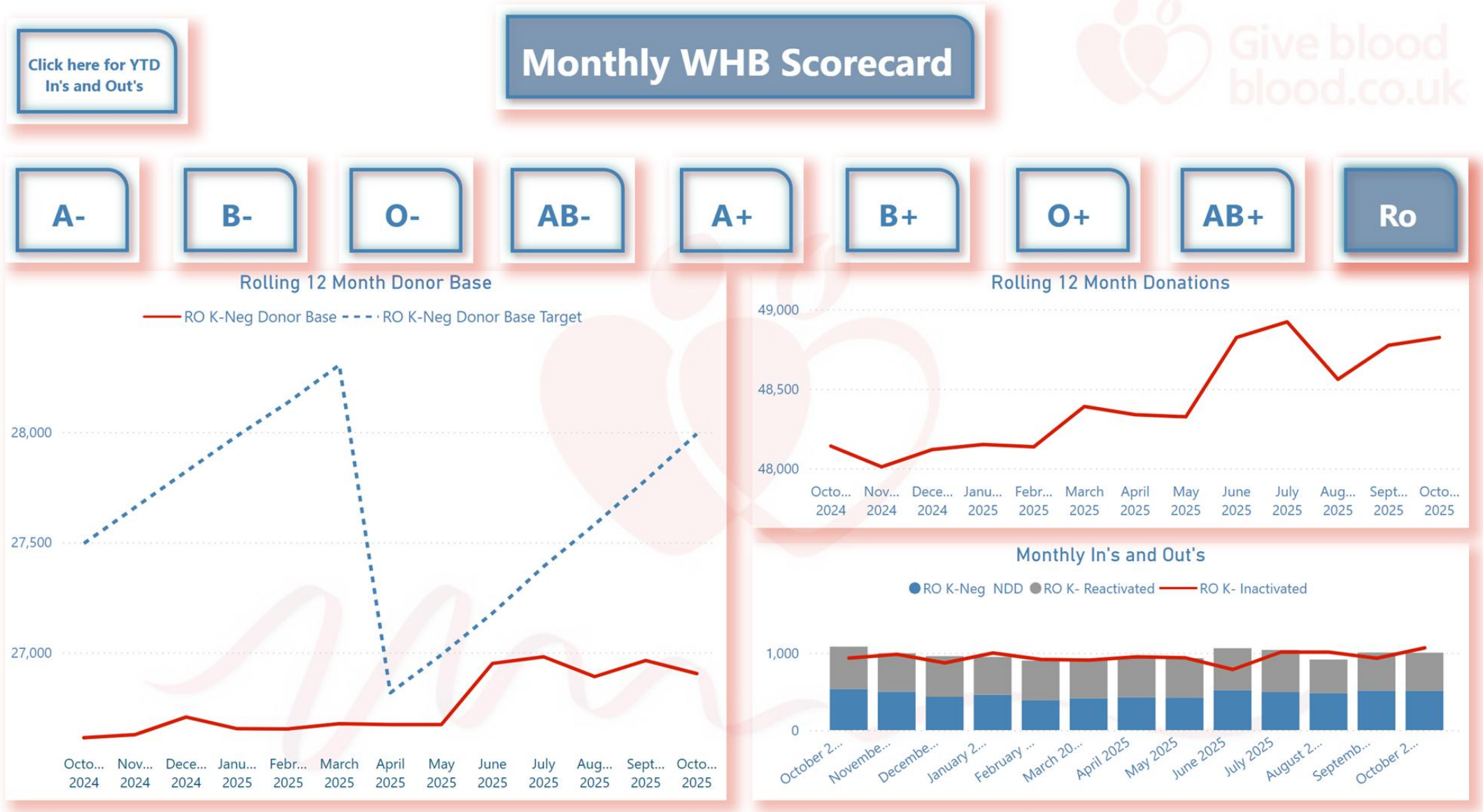
Monthly WHB donor base scorecard



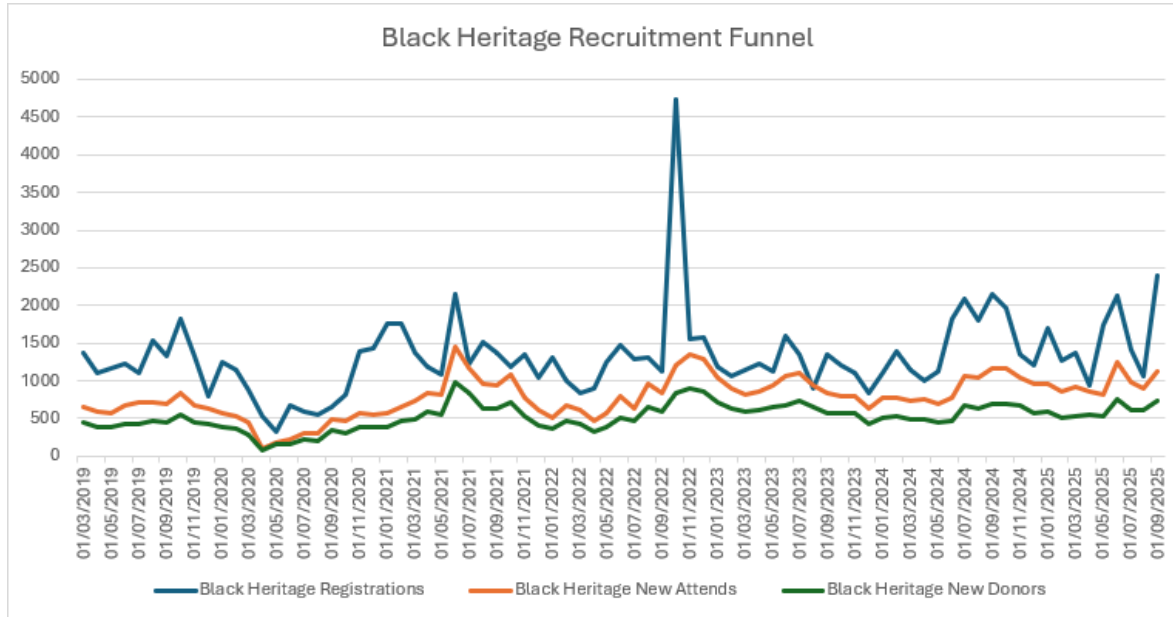
Monthly WHB Scorecard



Monthly WHB donor base scorecard – Ro blood group

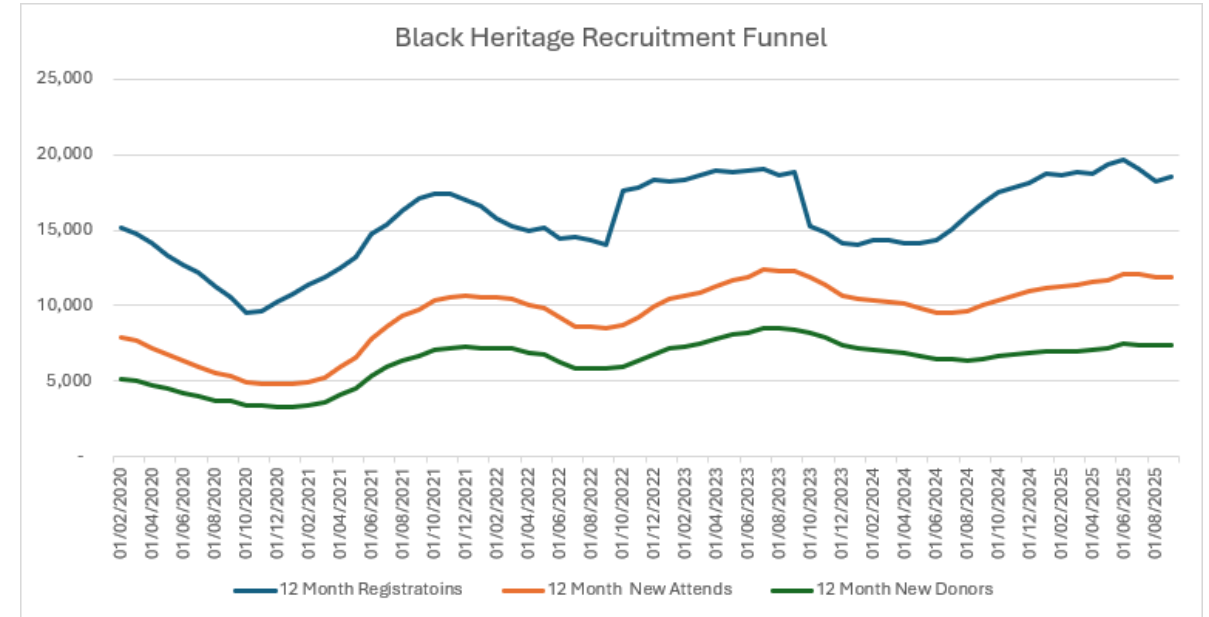


WHB - Black heritage recruitment funnel



Monthly registration, new attends and new donor view

Note: 2022 Amber alert coincided with Black History Month



12 month moving average showing upward trend in registrations but that is being suppressed by the losses to attendance and donation.

Monthly Plasma donor base scorecard

Monthly PFM Report

Panel
National



Donor Base

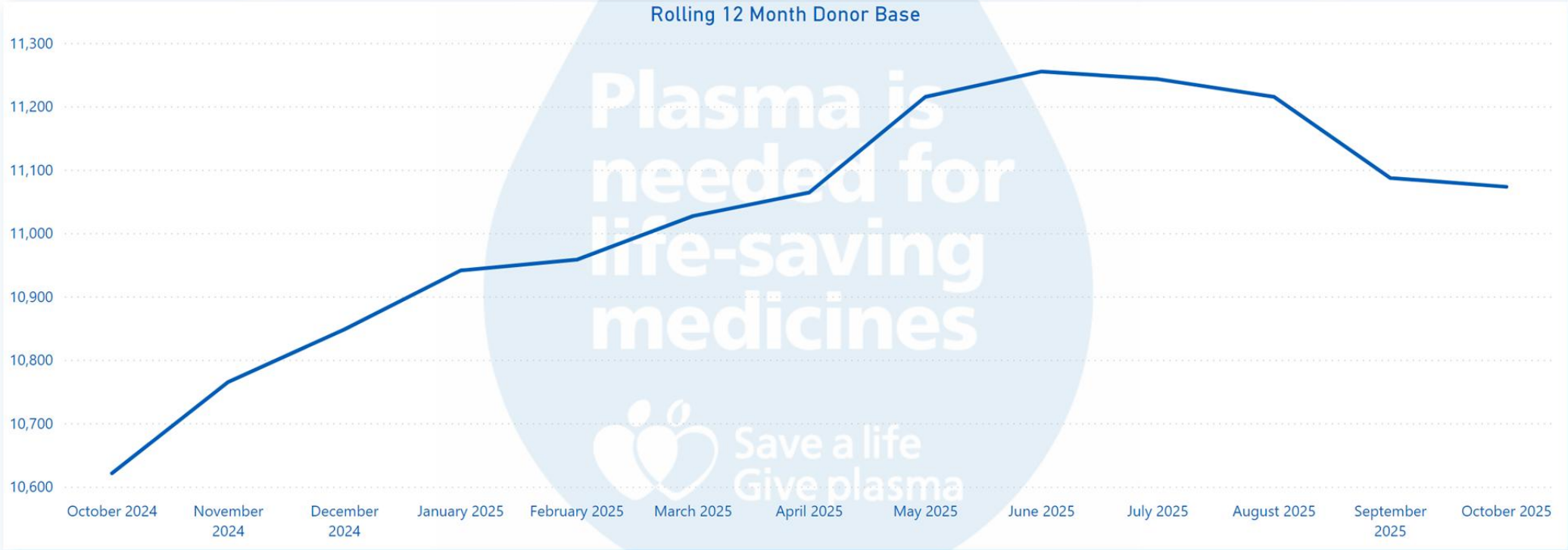
Donations

Frequency

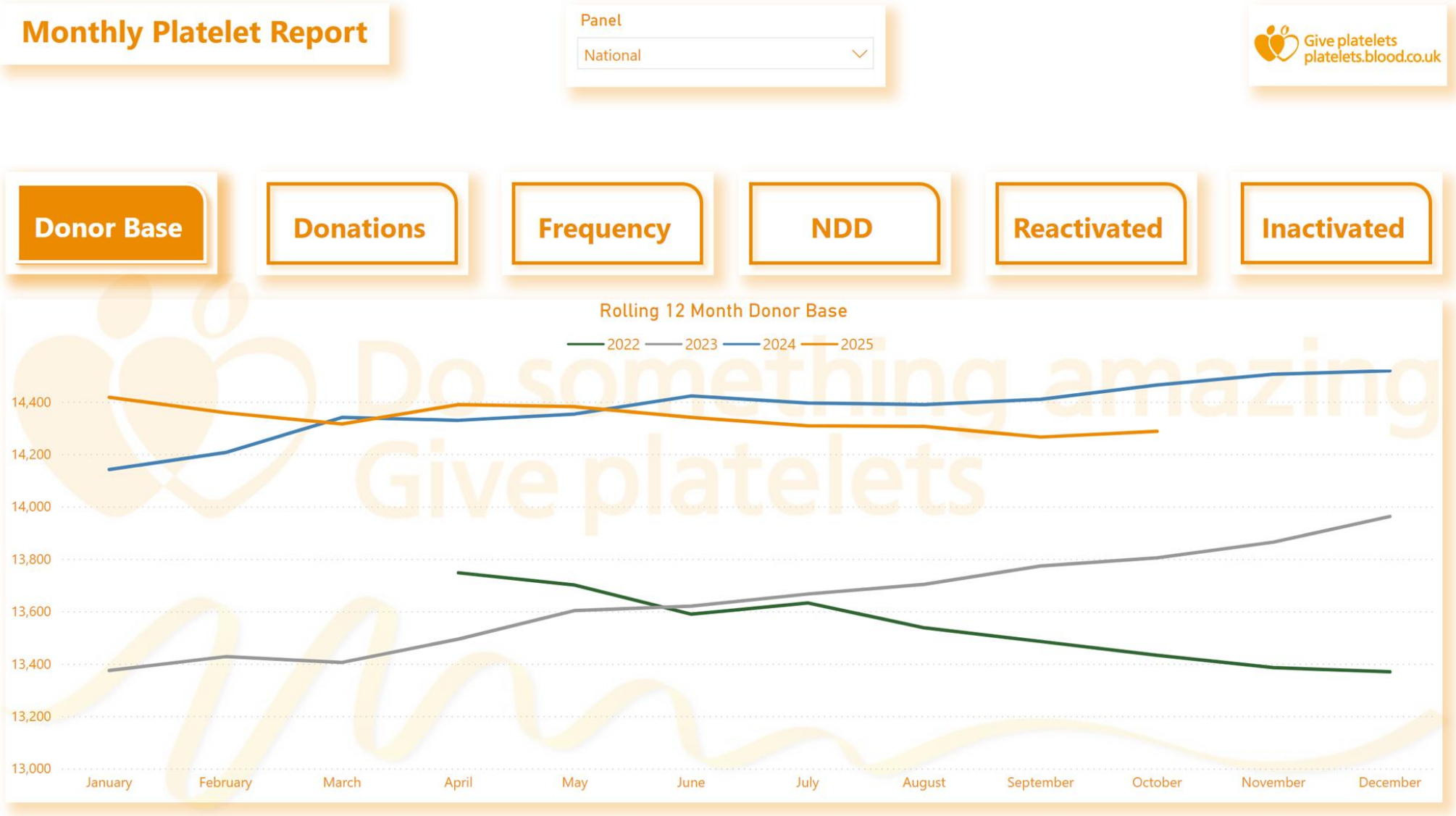
NDD

Reactivated

Inactivated

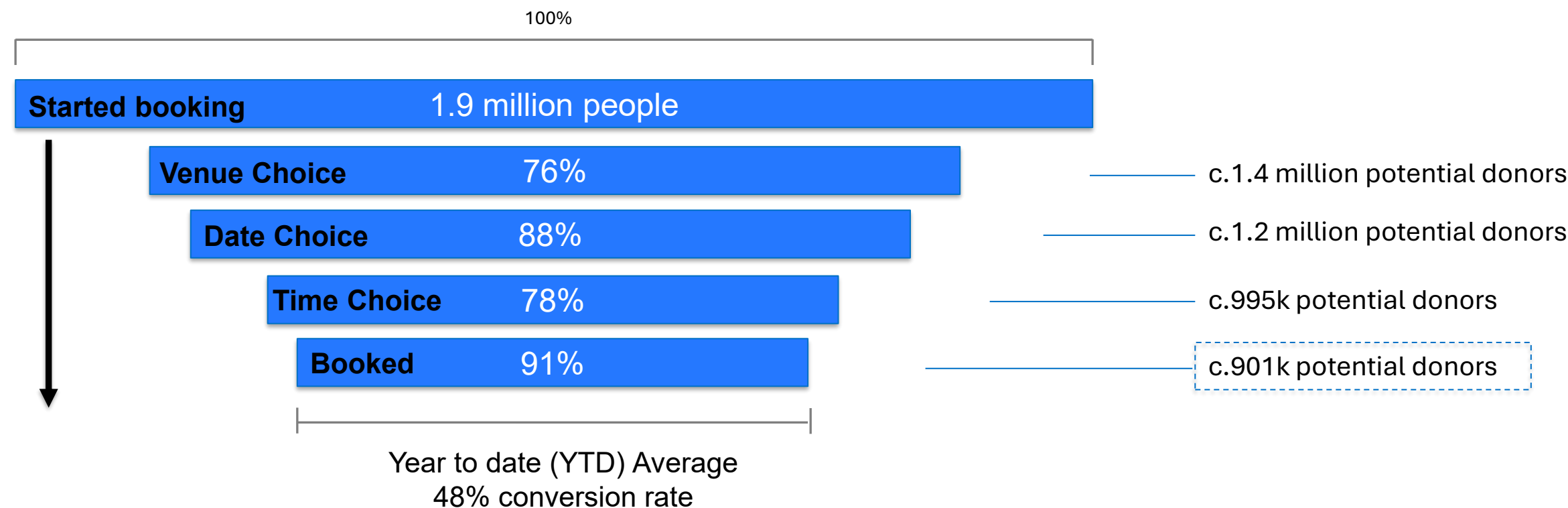


Monthly Platelets donor base scorecards



Booking funnel conversion

Booking funnel conversion – Fiscal YTD



Data is from GA4 and is therefore sampled due to Cookie Consent acceptance rates, the number of booked appointments will not match up to those seen in Pulse and as a result should be used for trend analysis only.

WHB donor attrition

Defining donor attrition

Donors are considered active if they last donated within the past 12* months

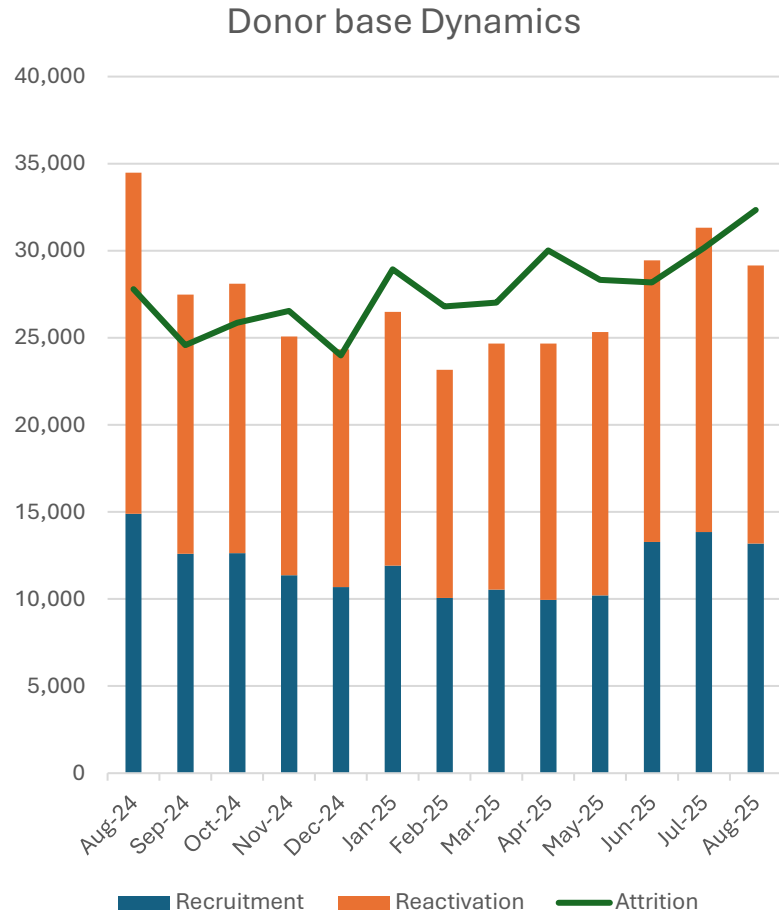
Attrition occurs, and a donor is classed as inactive, when they reach the first anniversary of their most recent donation

Reactivation occurs when an inactive donor returns and donates

Approximately 70% of donors donating return within 12 months (retained) whilst 30% do not (attrition) - though many will return at some point later than 12 months (reactivation)

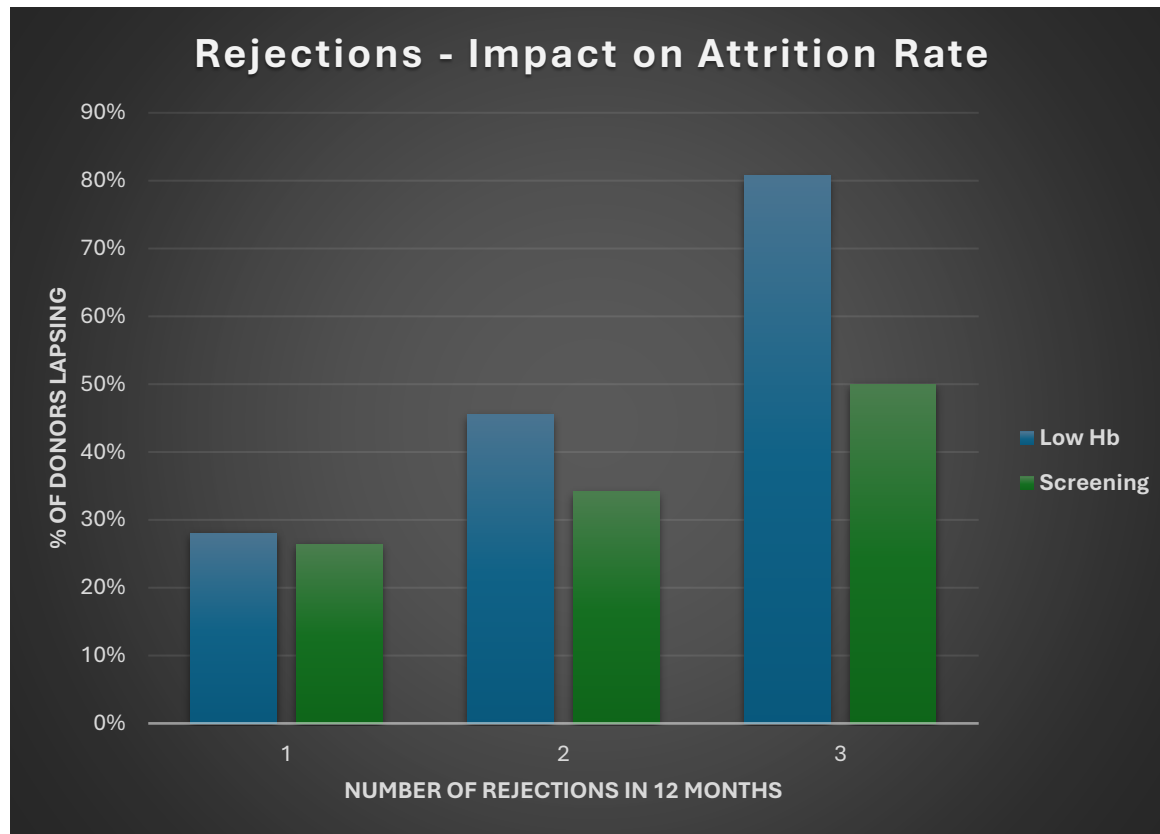
* Active is currently defined within a period of 12 months, but it is planned to change to a 24 month definition to reflect the significant donor activity that occurs post 12 months.

Attrition volume and pattern



- Attrition volume is typically between 25-30k per month (though has risen with the anniversary of our Amber alert intake).
- That is offset by reactivation of around 15k per month giving a net loss of ~13k per month (1.6% of active donor base size)
- Where recruitment plus reactivation exceeds attrition, the donor base grows (and vice versa).
- Expressed as a proportion of donors donating, roughly 30% do not return within 12 months. However, of those, many will return at some point later (reactivated) and net attrition (attrition minus reactivation) accounts for about 20% of the donor base size p.a.
- Donors becoming lapsed (attrition) are not necessarily entirely passive – 60% of them logged into the portal at least once after donating and 43% booked an appointment but nevertheless became lapsed.

Factors affecting attrition



- Rejection significantly increases attrition and the rate rises rapidly with the number of rejections. Those rejected once have a slightly above average attrition rate*. Two rejections doubles attrition and 3 rejections increases it three to four-fold.
- Low Hb rejections are more impactful than rejections at health screening, and those who were rejected 3 times for Low Hb in the 12 months following a successful donation suffered an attrition rate of 81%.

* Comparing those who were rejected with the overall average is a little misleading, as attendees are likely to have a lower attrition rate than the wider group which includes those who did not attend at all in the study period.