

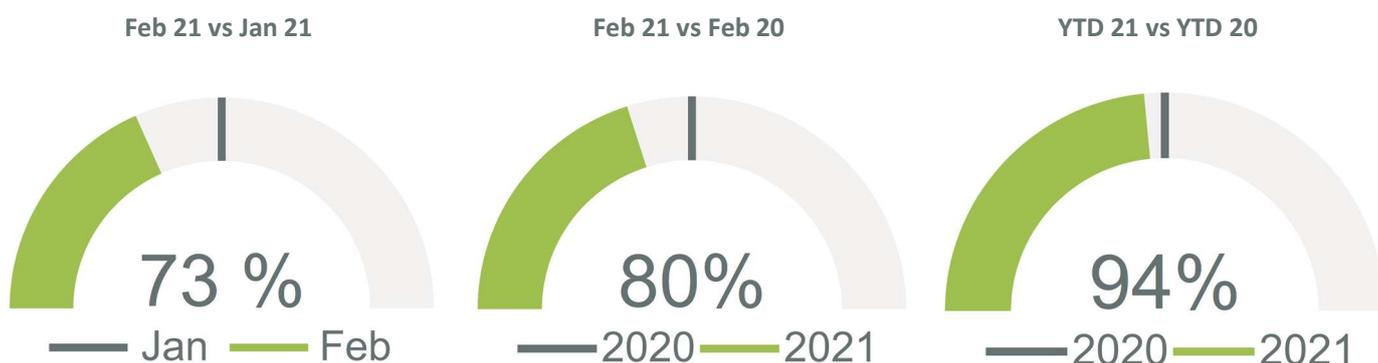
InsightHub State of the Sector Snapshot

February 2021



Wood for Trees' monthly 'State of the Sector Snapshot' report highlights the latest not-for-profit data trends, taken directly from **InsightHub** and our **Core Charity Data Model**. The charts below focus on three key areas; **Income**, **Contactability** and **Recruitment** to identify how they are tracking against previous periods and which products and channels are making the largest contributions to these movements. To find out more about any of the data presented below and how to get your team started with InsightHub please get in touch.

Income



Income By Month

Product	Vs last month
Trading	114 %
One-off Donation	97 %
Regular Giving	95 %
Community Fundraising	79 %
Other	73 %
Gaming	58 %
High Value Giving	18 %

Income By Year

Product	Vs last year
One-off Donation	191 %
Other	103 %
Regular Giving	83 %
Community Fundraising	44 %
Gaming	41 %
Trading	26 %
High Value Giving	24 %

Note: Legacy has been removed from income analysis due to the current delays in legacy processing

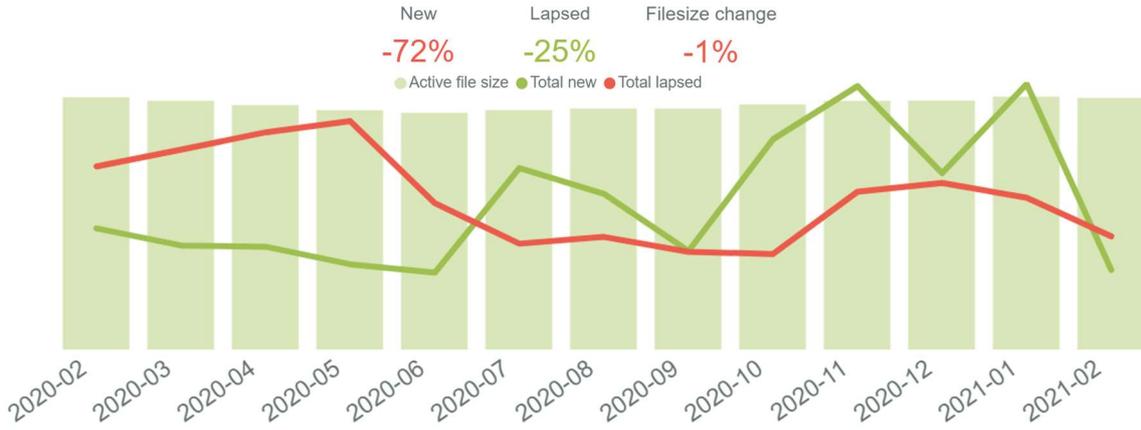
Contactability



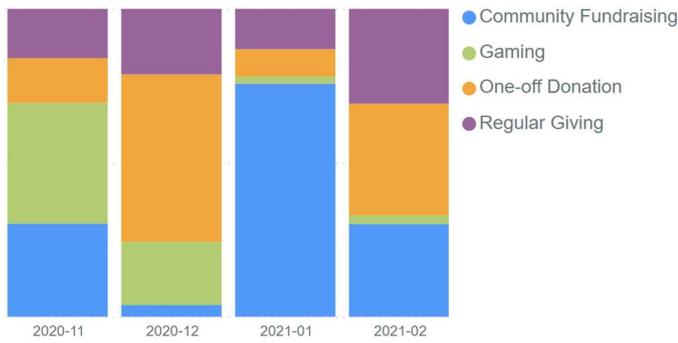
Wood for Trees • Acre House • 11/15 William Road • London • NW1 3ER
 getinfo@woodfortrees.net • www.woodfortrees.net • +44 (0)1225 636 280

WFT Global Ltd, part of Inc & Co, Registered in England & Wales Company No. 12734318

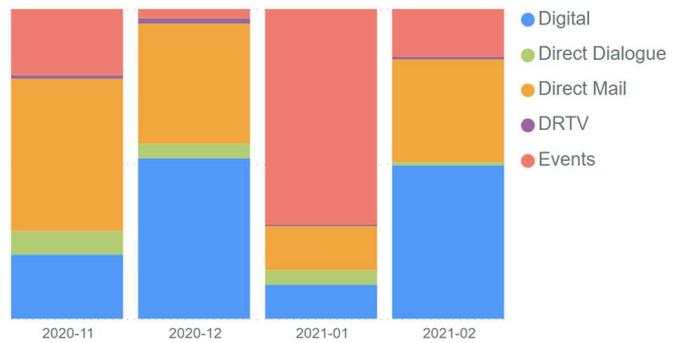
Recruitment



% Split By Product



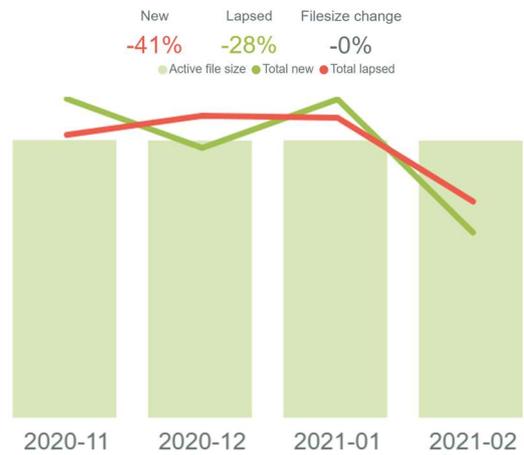
% Split By Channel



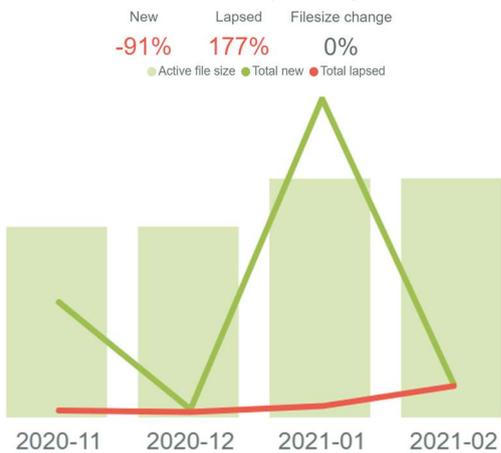
One Off Donations



Regular Giving



Community Giving



Gaming

