

InsightHub State of the Sector Snapshot

August 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**.

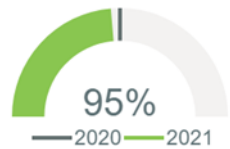
The charts below focus on three key areas; **Income**, **Contactability** and **Recruitment** to identify how they are tracking against previous periods and which products and channels are making the largest contributions to these movements. To find out more about any of the data presented below and how to get your team started with InsightHub please get in touch.

Income

Aug 21 vs July 21



Aug 21 vs Aug 20



YTD 21 vs YTD 20



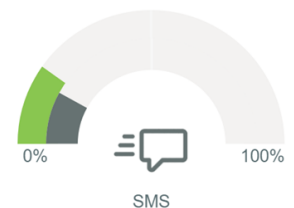
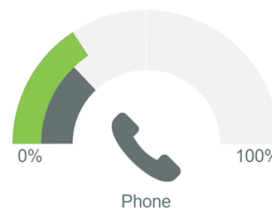
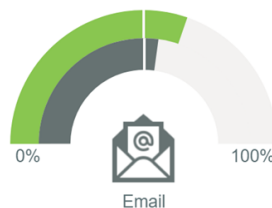
Income by Month

Product	Vs last month
Other	125 %
One-off Donation	123 %
Gaming	106 %
Trading	101 %
Regular Giving	97 %
In Memory	75 %
Community Fundraising	69 %
High Value Giving	22 %

Income by Year

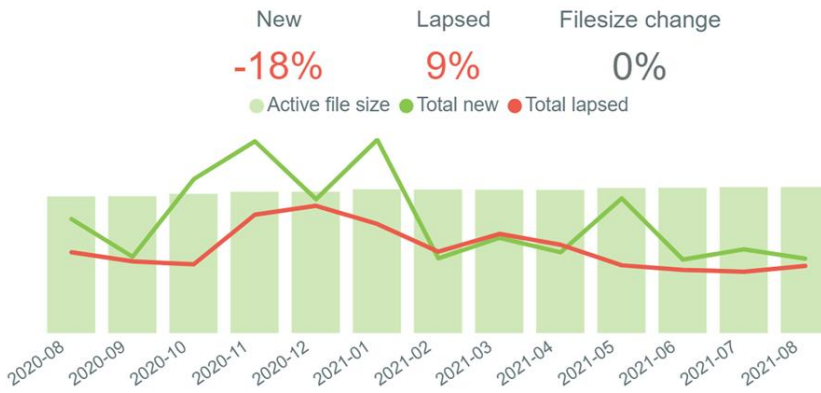
Product	Vs last year
One-off Donation	158 %
Other	128 %
In Memory	120 %
Regular Giving	100 %
Gaming	77 %
Community Fundraising	26 %
High Value Giving	18 %
Trading	12 %

Contactability

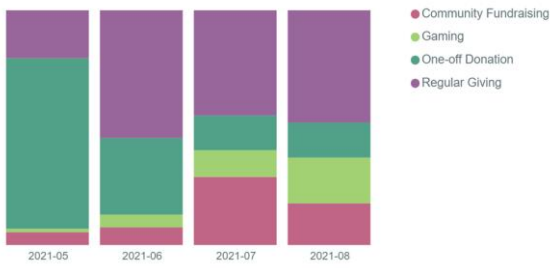


● Last month ● This month

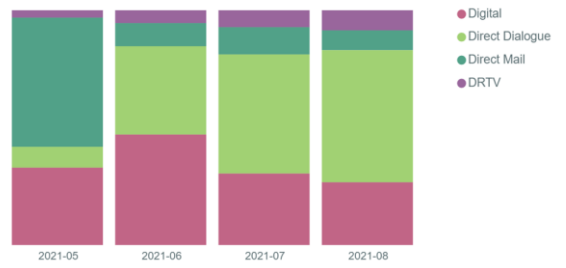
Recruitment



% Split By Product



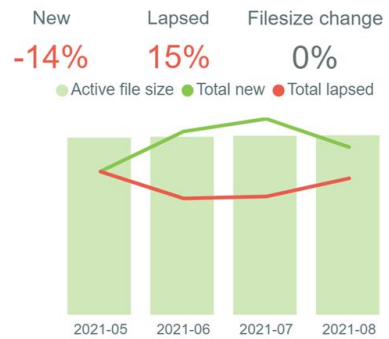
% Split By Channel



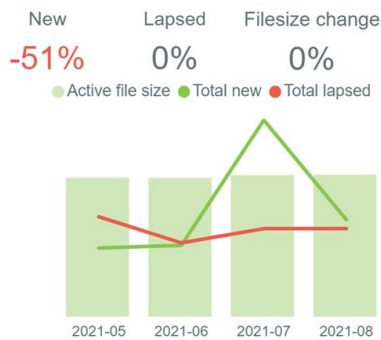
One Off Donations



Regular Giving



Community Giving



Gaming

