

# InsightHub State of the Sector Snapshot

October 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

Oct 21 vs Sept 21



Oct 21 vs Oct 20



YTD 21 vs YTD 20



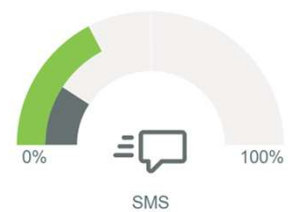
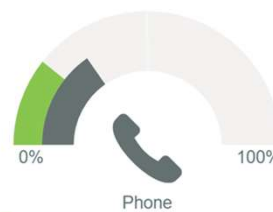
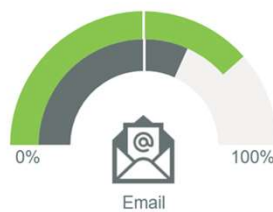
### Income by Month

Product	Vs last month
Trading	375 %
Other	126 %
Regular Giving	95 %
Gaming	93 %
One-off Donation	85 %
In Memory	84 %
Community Fundraising	55 %
High Value Giving	35 %

### Income by Year

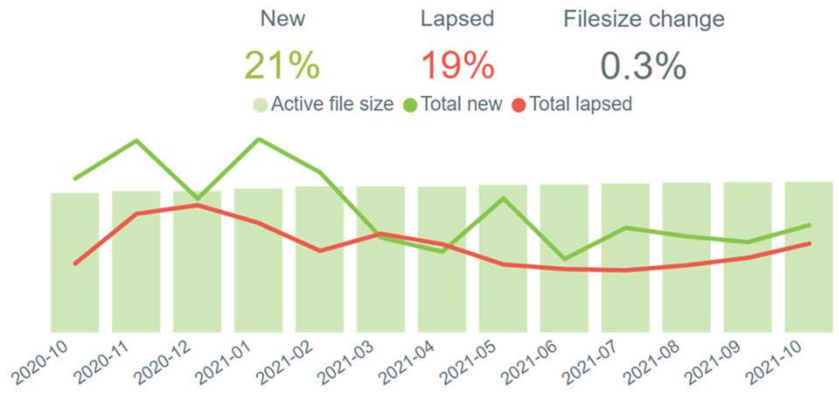
Product	Vs last year
Other	129 %
Regular Giving	97 %
Gaming	90 %
In Memory	78 %
One-off Donation	75 %
High Value Giving	56 %
Community Fundraising	50 %
Trading	44 %

## Contactability

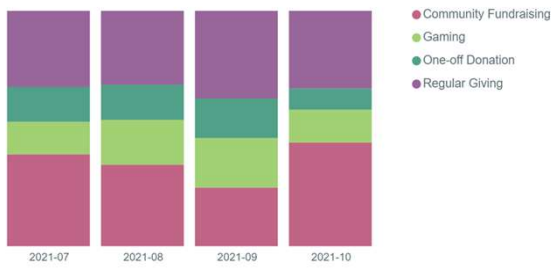


● Last month ● This month

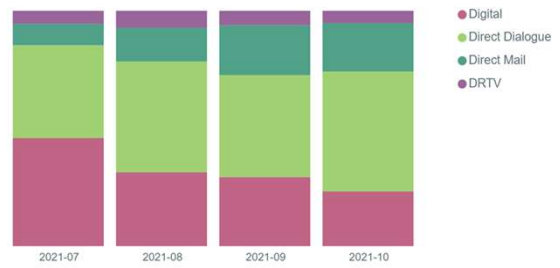
## Recruitment



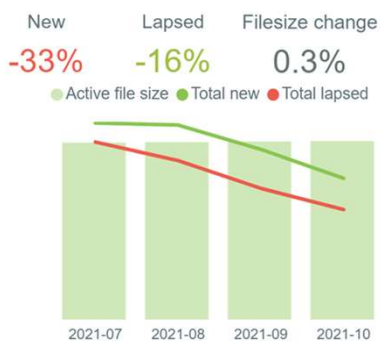
### % Split By Product



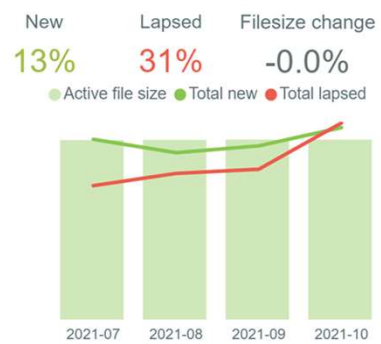
### % Split By Channel



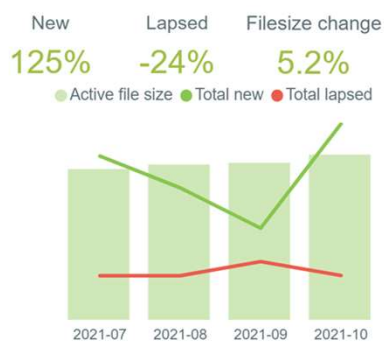
### One Off Donations



### Regular Giving



### Community Giving



### Gaming

