

InsightHub State of the Sector Snapshot

April 2022

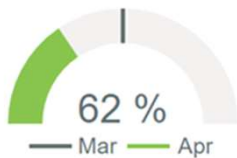


Wood for Trees' monthly 'State of the Sector Snapshot' report highlights the latest not-for-profit data trends, taken directly from **InsightHub** and our **Core Charity Data Model**.

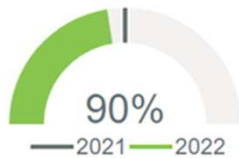
The charts below focus on three key areas; **Income**, **Contactability** and **Recruitment** to identify how they are tracking against previous periods and which products and channels are making the largest contributions to these movements. To find out more about any of the data presented below and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

Income

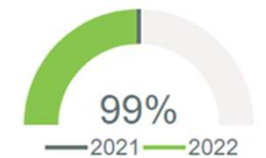
Mar 22 vs Apr 22



Apr 21 vs Apr 22



YTD 21 vs YTD 22



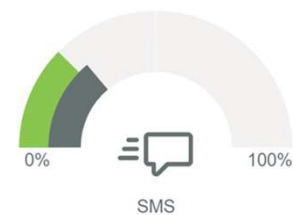
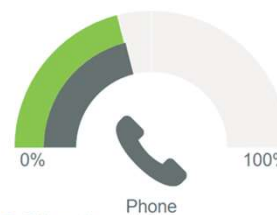
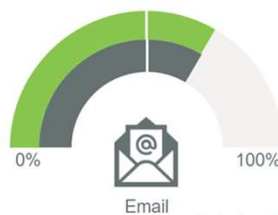
Income by Month

Product	Vs last month
Gaming	106 %
Regular Giving	95 %
Trading	91 %
In Memory	90 %
Other	55 %
One-off Donation	50 %
Community Fundraising	25 %
High Value Giving	17 %

Income by Year

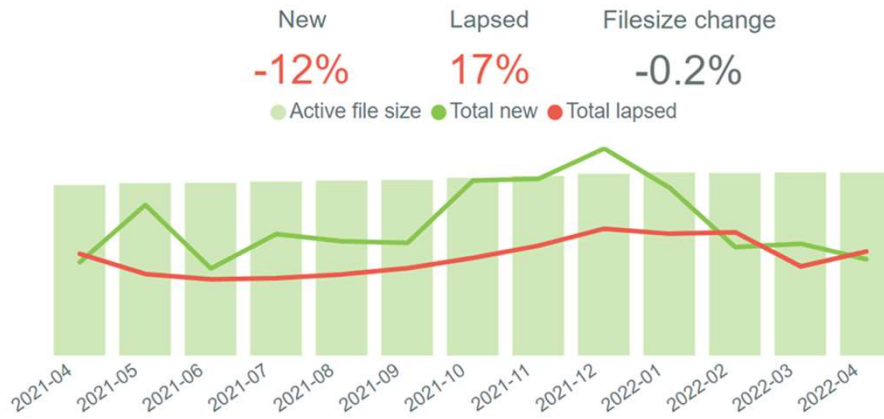
Product	Vs last year
Community Fundraising	109 %
Regular Giving	94 %
Other	93 %
Gaming	88 %
In Memory	84 %
High Value Giving	77 %
One-off Donation	77 %
Trading	48 %

Contactability

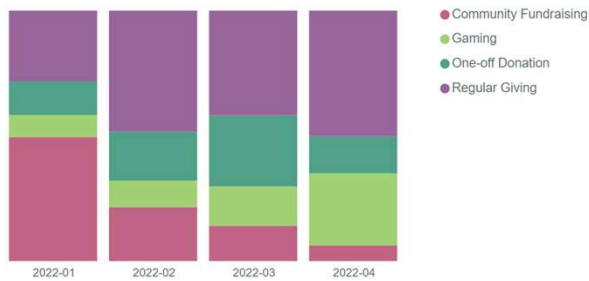


● Last month ● This month

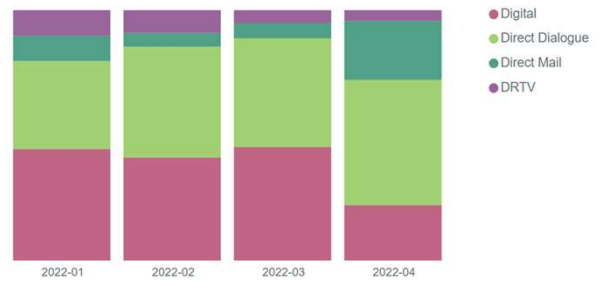
Recruitment



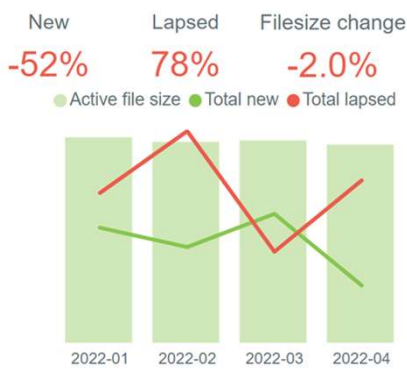
% Split By Product



% Split By Channel



One Off Donations



Regular Giving



Community Giving



Gaming

