

InsightHub State of the Sector Snapshot

July 2022

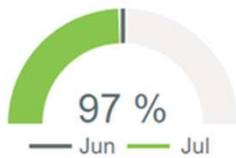


Wood for Trees' monthly 'State of the Sector Snapshot' report highlights the latest not-for-profit data trends, taken directly from **InsightHub** and our **Core Charity Data Model**.

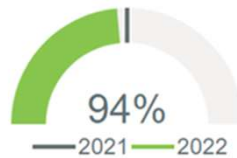
The charts below focus on three key areas; **Income**, **Contactability** and **Recruitment** to identify how they are tracking against previous periods and which products and channels are making the largest contributions to these movements. To find out more about any of the data presented below and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

Income

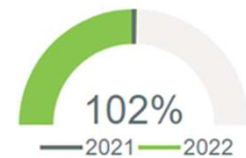
June 22 vs July 22



July 21 vs July 22



YTD 21 vs YTD 22



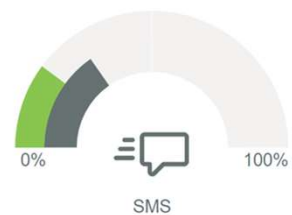
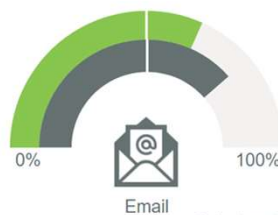
Income by Month

Product	Vs last month
High Value Giving	245 %
One-off Donation	113 %
Gaming	102 %
Trading	99 %
In Memory	88 %
Regular Giving	82 %
Other	70 %
Community Fundraising	60 %

Income by Year

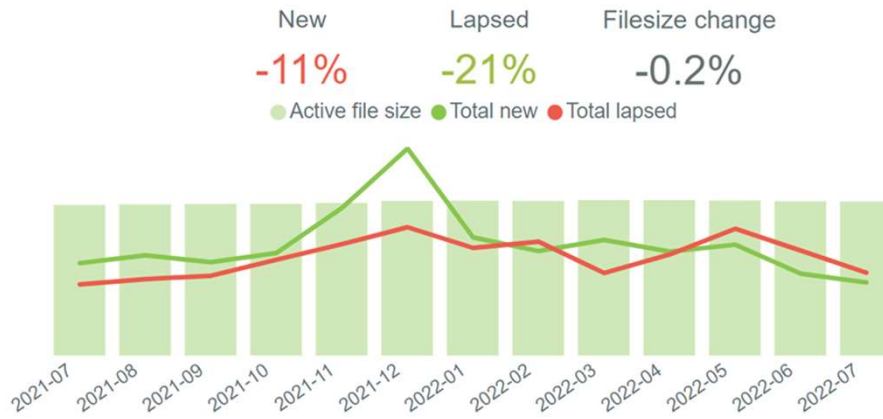
Product	Vs last year
High Value Giving	156 %
One-off Donation	122 %
Gaming	100 %
Other	87 %
Regular Giving	80 %
Trading	77 %
In Memory	75 %
Community Fundraising	62 %

Contactability

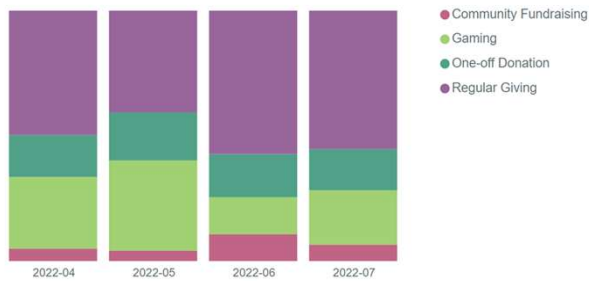


● Last month ● This month

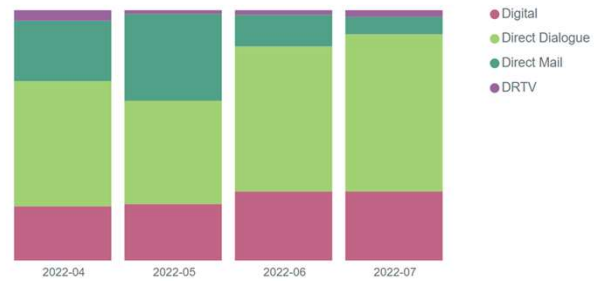
Recruitment



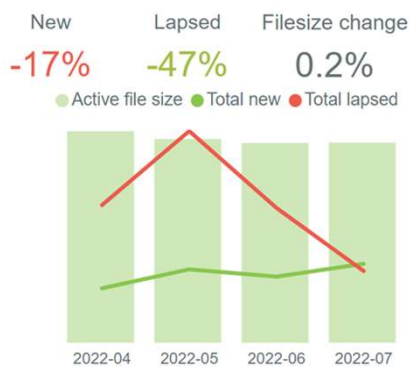
% Split By Product



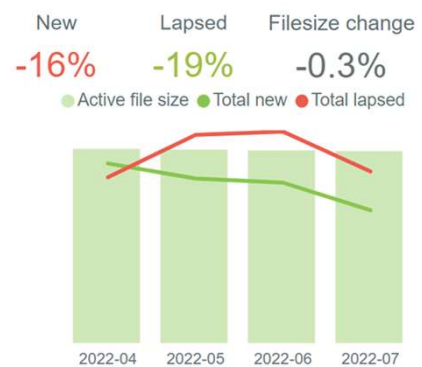
% Split By Channel



One Off Donations



Regular Giving



Community Giving



Gaming

