

InsightHub State of the Sector Snapshot

August 2022

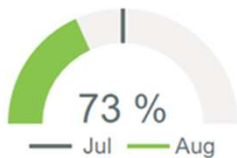


Wood for Trees' monthly 'State of the Sector Snapshot' report highlights the latest not-for-profit data trends, taken directly from **InsightHub** and our **Core Charity Data Model**.

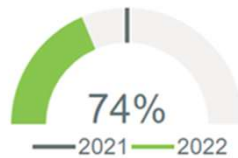
The charts below focus on three key areas; **Income**, **Contactability** and **Recruitment** to identify how they are tracking against previous periods and which products and channels are making the largest contributions to these movements. To find out more about any of the data presented below and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

Income

July 22 vs Aug 22



Aug 21 vs Aug 22



YTD 21 vs YTD 22



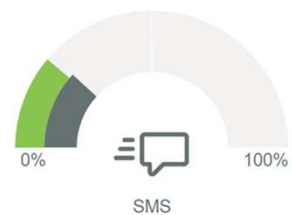
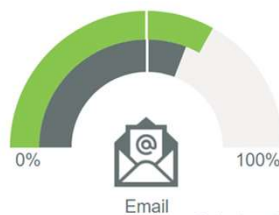
Income by Month

Product	Vs last month
Trading	840 %
Gaming	111 %
Regular Giving	88 %
Community Fundraising	84 %
In Memory	77 %
One-off Donation	76 %
Other	45 %
High Value Giving	8 %

Income by Year

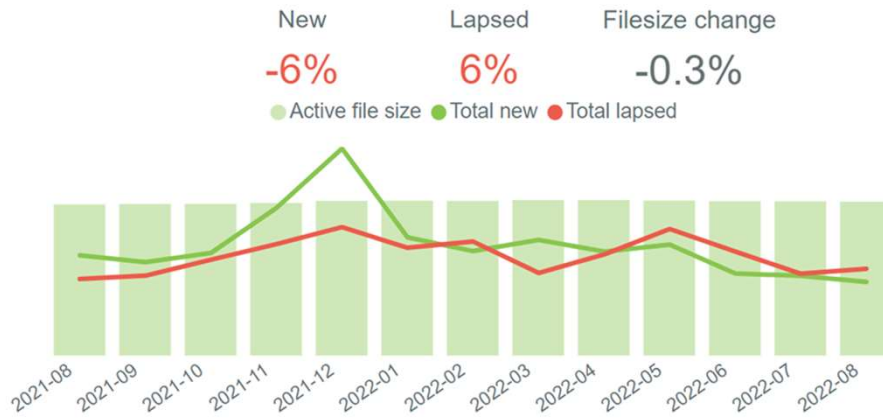
Product	Vs last year
Gaming	93 %
Regular Giving	84 %
One-off Donation	74 %
In Memory	59 %
Trading	51 %
Community Fundraising	49 %
High Value Giving	39 %
Other	31 %

Contactability

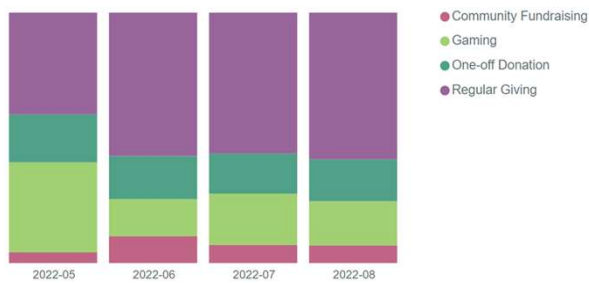


● Last month ● This month

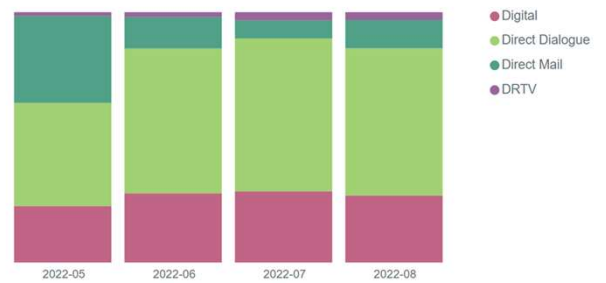
Recruitment



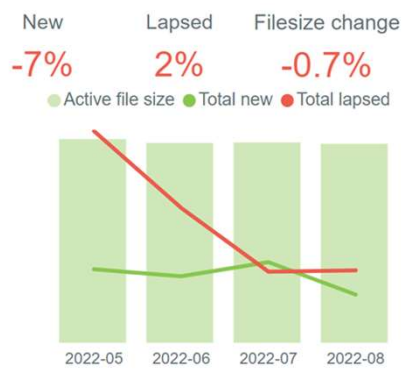
% Split By Product



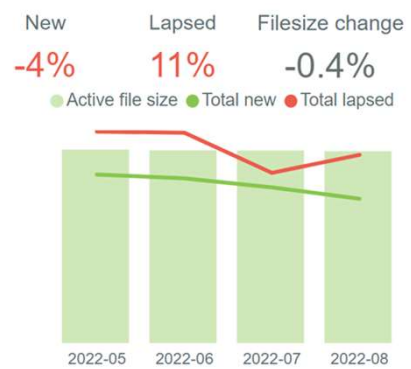
% Split By Channel



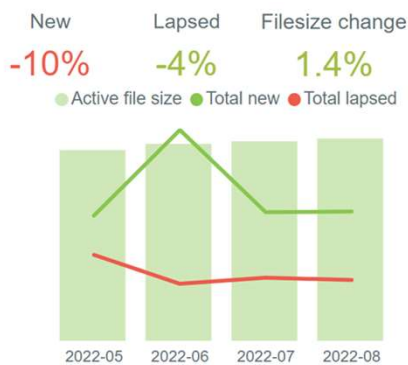
One Off Donations



Regular Giving



Community Giving



Gaming

