

InsightHub State of the Sector Snapshot

October 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**.

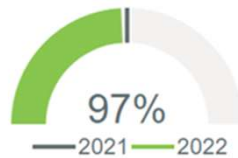
The charts below focus on three key areas; **Income**, **Contactability** and **Recruitment** to identify how they are tracking against previous periods and which products and channels are making the largest contributions to these movements. To find out more about any of the data presented below and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

Income

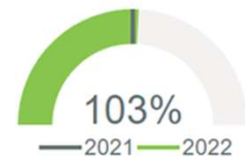
Sept 22 vs Oct 22



Oct 21 vs Oct 22



YTD 21 vs YTD 22



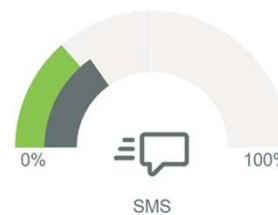
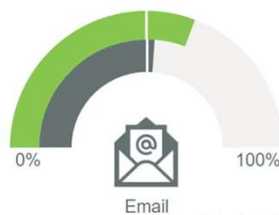
Income by Month

Product	Vs last month
Trading	254 %
High Value Giving	123 %
Community Fundraising	101 %
Other	101 %
Regular Giving	96 %
Gaming	88 %
One-off Donation	83 %
In Memory	69 %

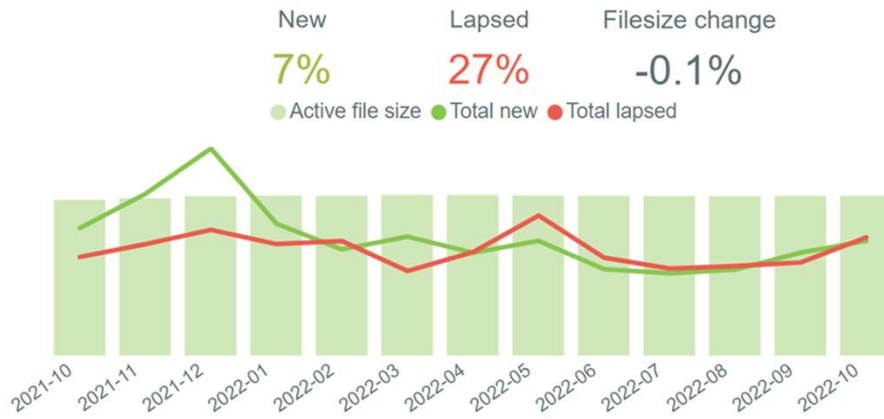
Income by Year

Product	Vs last year
High Value Giving	107 %
Regular Giving	86 %
Community Fundraising	81 %
Gaming	79 %
In Memory	72 %
Other	66 %
One-off Donation	64 %
Trading	40 %

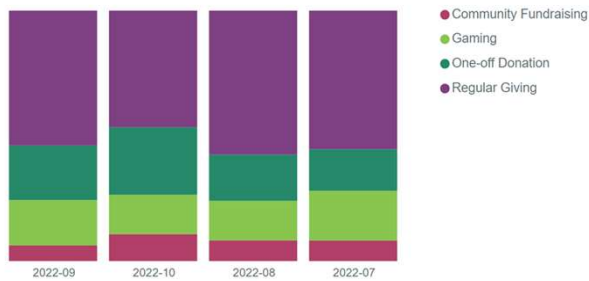
Contactability



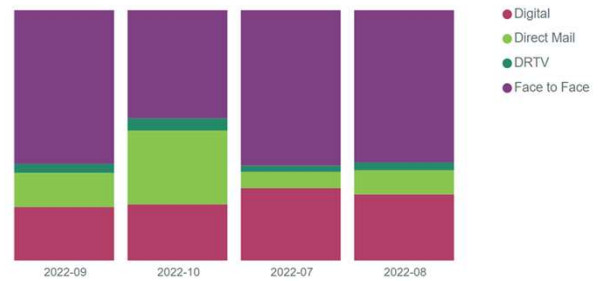
Recruitment



% Split By Product



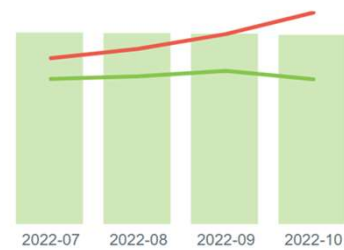
% Split By Channel



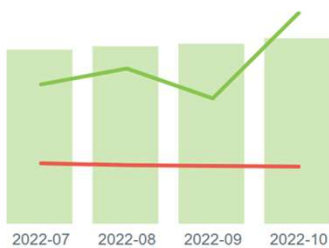
One Off Donations



Regular Giving



Community Giving



Gaming

