

InsightHub State of the Sector Snapshot

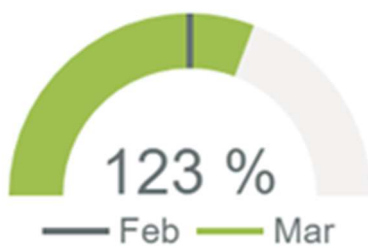
March 2021



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

Mar 21 vs Jan 21



Mar 21 vs Mar 20



YTD 21 vs YTD 20



Income By Month

Product	Vs Last Month
High Value Giving	272 %
Other	153 %
Trading	128 %
One-off Donation	100 %
Regular Giving	98 %
Gaming	89 %
Community Fundraising	31 %

Income By Year

Product	Vs Last Year
High Value Giving	255 %
One-off Donation	144 %
Other	130 %
Regular Giving	94 %
Gaming	79 %
Trading	71 %
Community Fundraising	57 %

Note: Legacy has been removed from income analysis due to the current delays in legacy processing

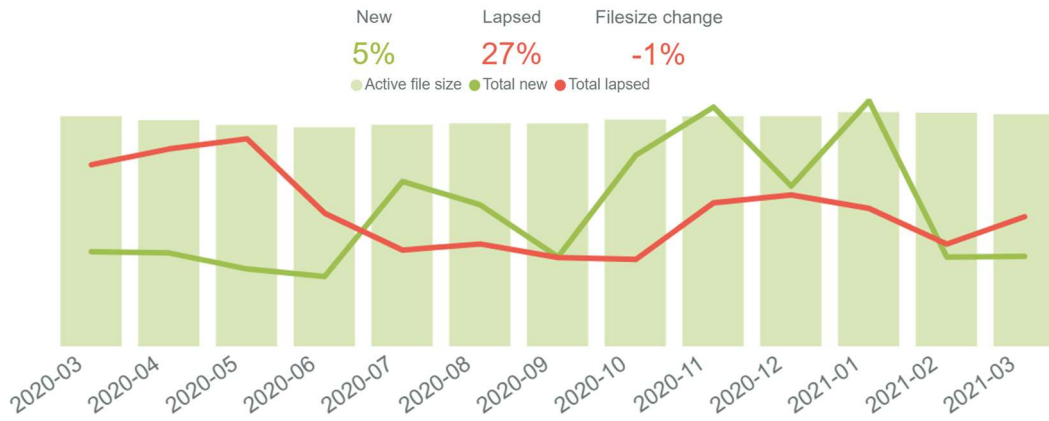
Contactability



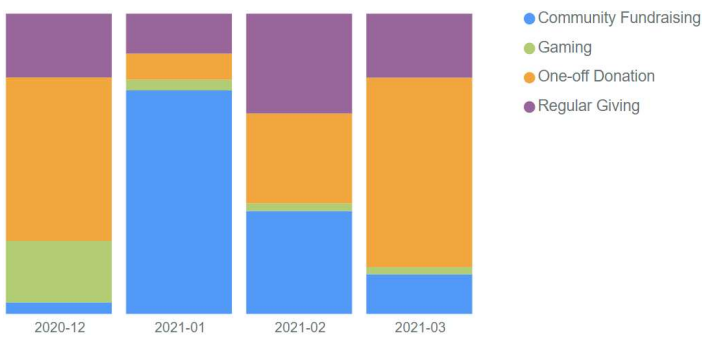
Wood for Trees • Acre House • 11/15 William Road • London • NW1 3ER
 getinfo@woodfortrees.net • www.woodfortrees.net • +44 (0)1225 636 280

WFT Global Ltd, part of Inc & Co, Registered in England & Wales Company No. 12734318

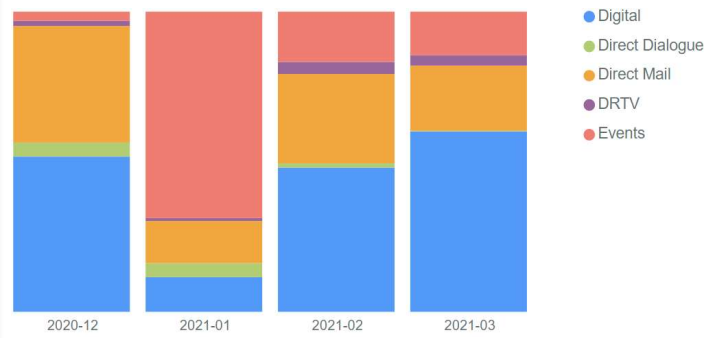
Recruitment



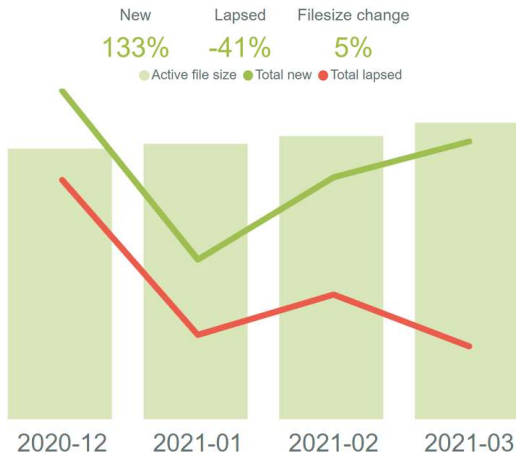
% Split By Product



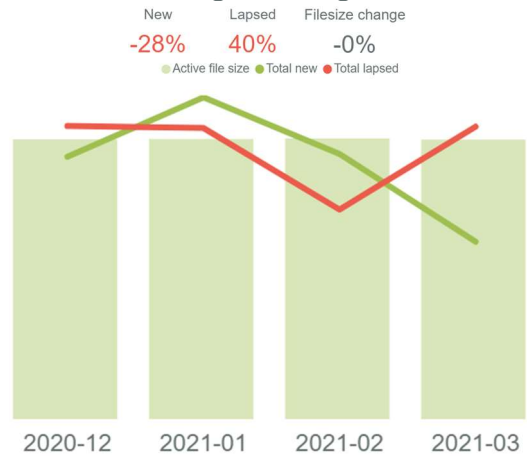
% Split By Channel



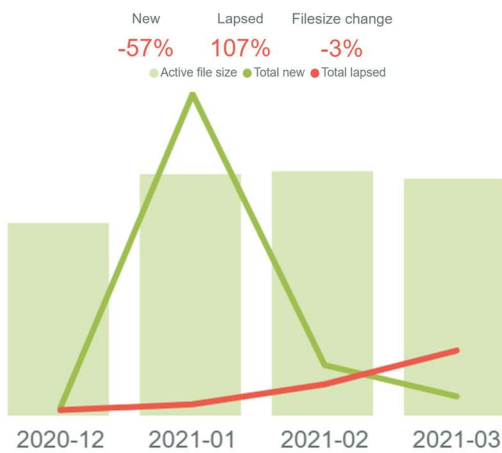
One Off Donations



Regular Giving



Community Giving



Gaming

