

InsightHub State of the Sector Snapshot

April 2021

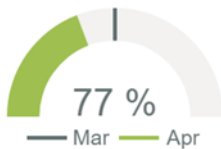


Wood for Trees' monthly 'State of the Sector Snapshot' report highlights the latest not-for-profit data trends, taken directly from **InsightHub** and our **Core Charity Data Model**.

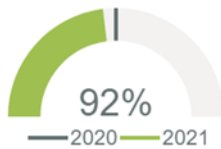
The charts below focus on three key areas; **Income**, **Contactability** and **Recruitment** to identify how they are tracking against previous periods and which products and channels are making the largest contributions to these movements. To find out more about any of the data presented below and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

Income

Apr 21 vs Mar 21



Apr 21 vs Apr 20



YTD 21 vs YTD 20



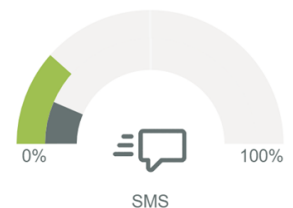
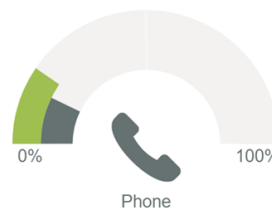
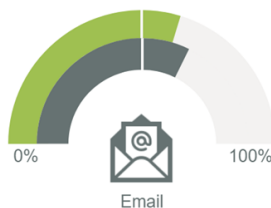
Income by Month

Product	Vs last month
Gaming	134 %
Other	83 %
Regular Giving	82 %
Community Fundraising	72 %
Trading	62 %
One-off Donation	46 %
High Value Giving	30 %

Income by Year

Product	Vs last year
High Value Giving	121 %
Other	117 %
Regular Giving	81 %
Gaming	79 %
One-off Donation	56 %
Trading	55 %
Community Fundraising	47 %

Contactability

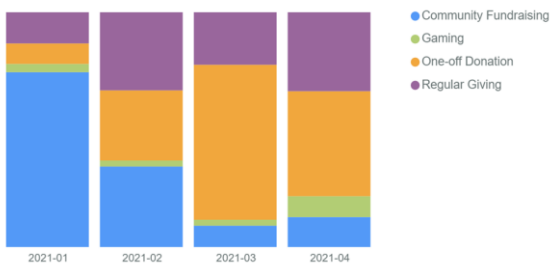


● Last month ● This month

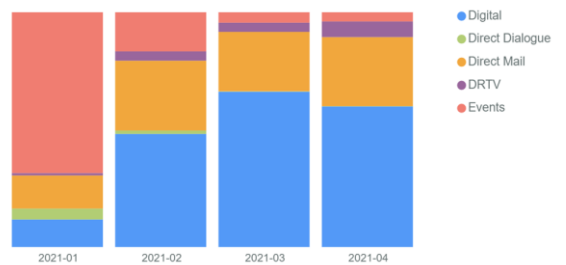
Recruitment



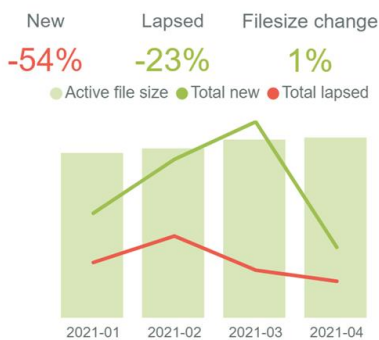
% Split By Product



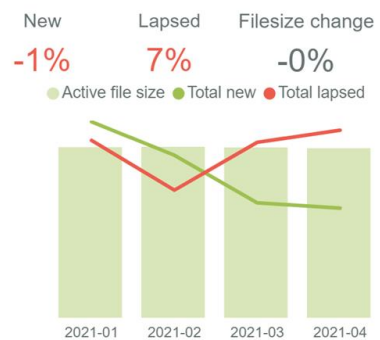
% Split By Channel



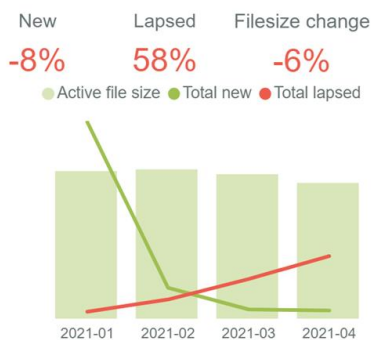
One Off Donations



Regular Giving



Community Giving



Gaming

