

# InsightHub State of the Sector Snapshot

June 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

June 21 vs May 21



June 21 vs June 20



YTD 21 vs YTD 20



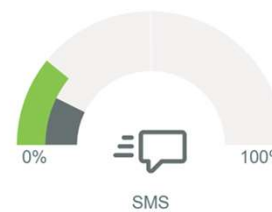
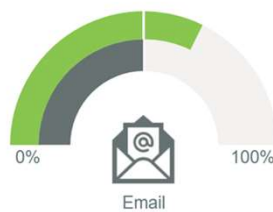
### Income by Month

Product	Vs last month
Other	159 %
Gaming	93 %
Trading	93 %
Regular Giving	91 %
In Memory	79 %
Community Fundraising	65 %
High Value Giving	65 %
One-off Donation	43 %

### Income by Year

Product	Vs last year
Other	200 %
Community Fundraising	153 %
Regular Giving	92 %
Gaming	91 %
In Memory	88 %
Trading	68 %
High Value Giving	59 %
One-off Donation	52 %

## Contactability

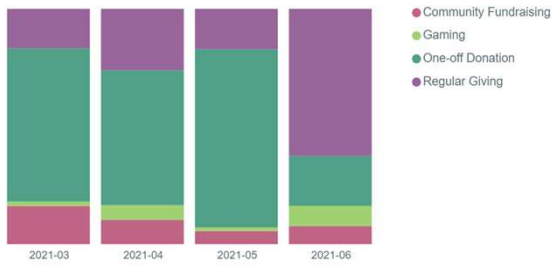


● Last month ● This month

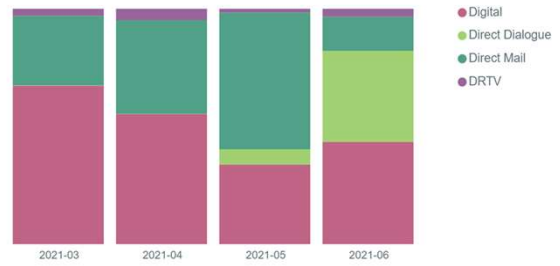
## Recruitment



### % Split By Product



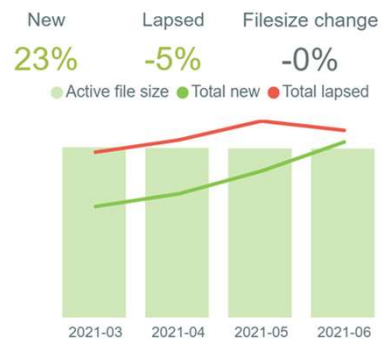
### % Split By Channel



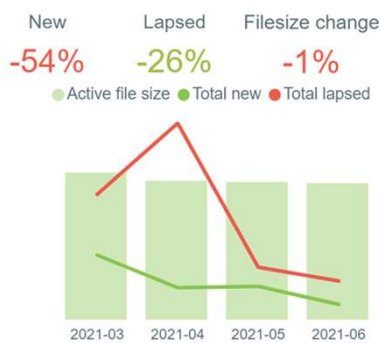
### One Off Donations



### Regular Giving



### Community Giving



### Gaming

