

InsightHub State of the Sector Snapshot

September 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

Sept 21 vs Aug 21



Sept 21 vs Sept 20



YTD 21 vs YTD 20



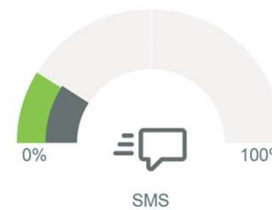
Income by Month

Product	Vs last month
Trading	1,054 %
High Value Giving	343 %
In Memory	105 %
Gaming	101 %
Other	88 %
Regular Giving	87 %
One-off Donation	74 %
Community Fundraising	67 %

Income by Year

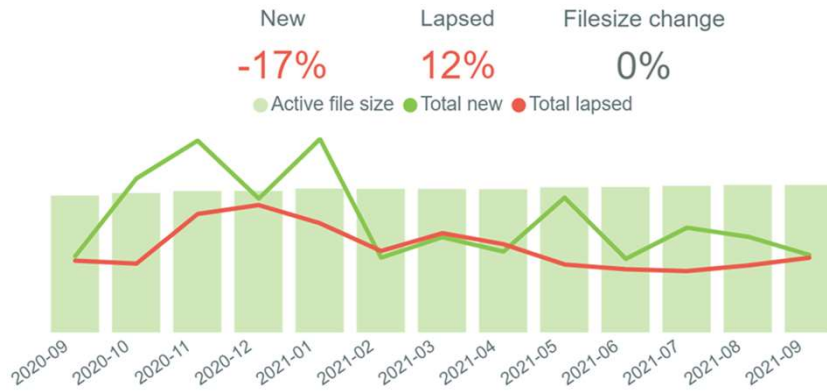
Product	Vs last year
High Value Giving	178 %
Other	113 %
In Memory	106 %
Gaming	102 %
Community Fundraising	102 %
One-off Donation	100 %
Regular Giving	89 %
Trading	38 %

Contactability

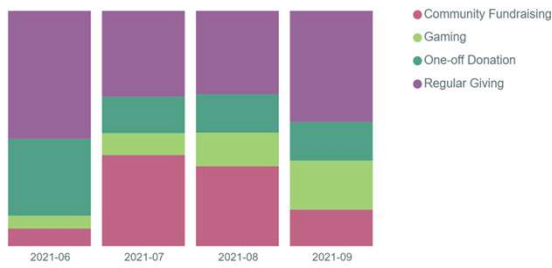


● Last month ● This month

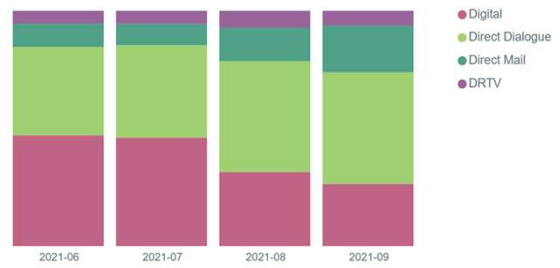
Recruitment



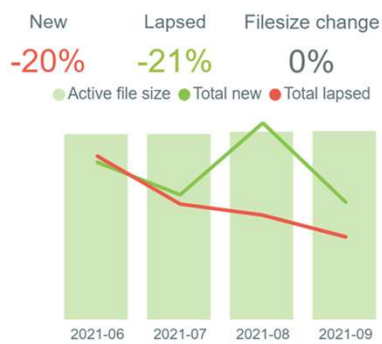
% Split By Product



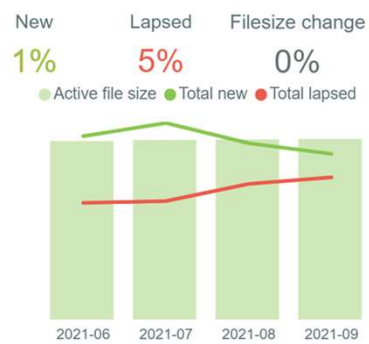
% Split By Channel



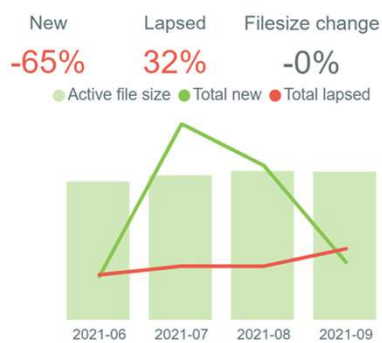
One Off Donations



Regular Giving



Community Giving



Gaming

