

# InsightHub State of the Sector Snapshot

February 2022

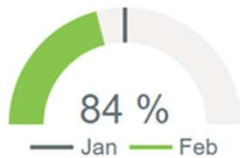


Wood for Trees' monthly 'State of the Sector Snapshot' report highlights the latest not-for-profit data trends, taken directly from **InsightHub** and our **Core Charity Data Model**.

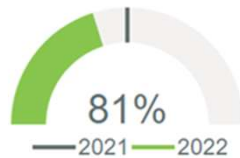
The charts below focus on three key areas; **Income**, **Contactability** and **Recruitment** to identify how they are tracking against previous periods and which products and channels are making the largest contributions to these movements. To find out more about any of the data presented below and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

## Income

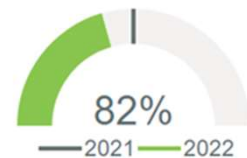
Jan 22 vs Feb 22



Feb 21 vs Feb 22



YTD 22 vs YTD 21



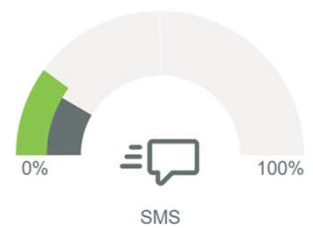
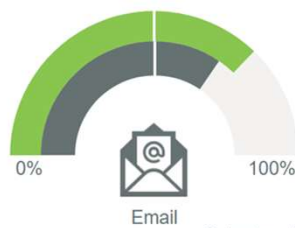
### Income by Month

Product	Vs last month
Gaming	99 %
Regular Giving	93 %
Other	92 %
Community Fundraising	89 %
In Memory	54 %
High Value Giving	51 %
One-off Donation	50 %
Trading	29 %

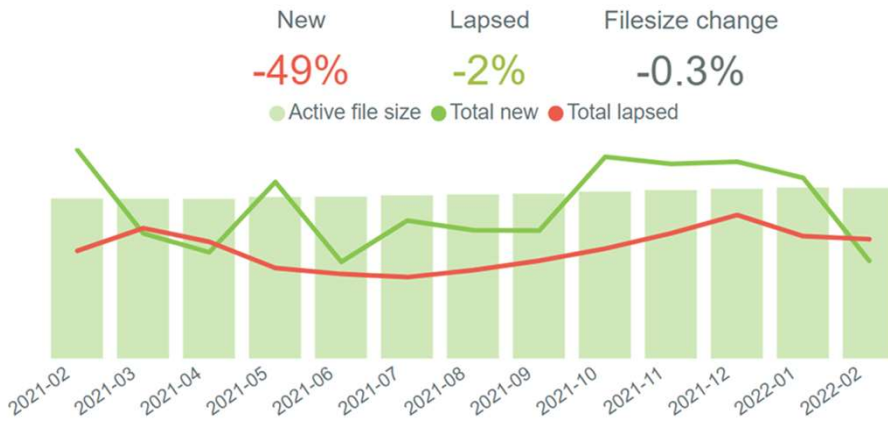
### Income by Year

Product	Vs last year
Regular Giving	95 %
Gaming	92 %
Other	83 %
High Value Giving	80 %
Community Fundraising	65 %
In Memory	56 %
One-off Donation	32 %
Trading	23 %

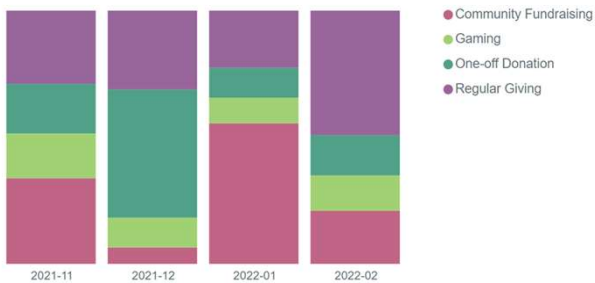
## Contactability



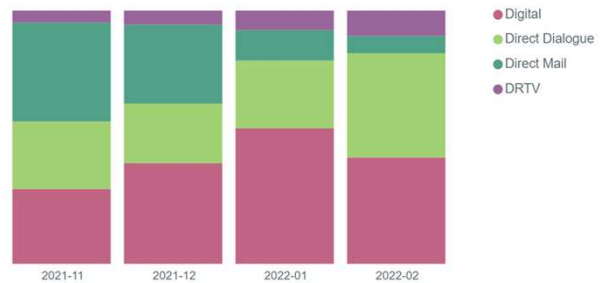
## Recruitment



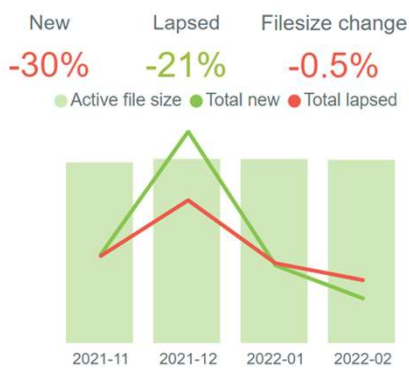
### % Split By Product



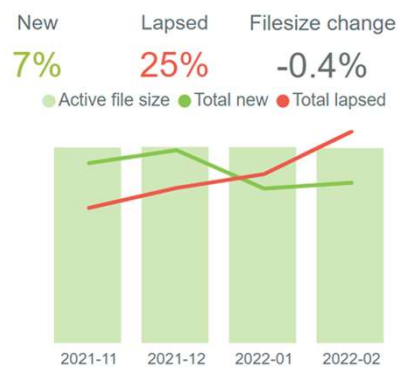
### % Split By Channel



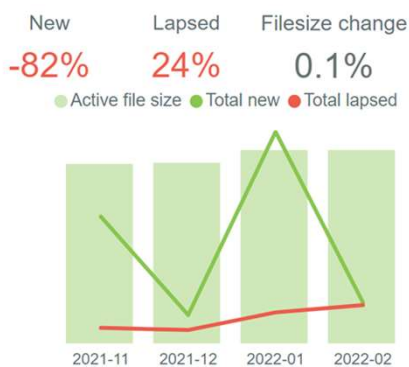
### One Off Donations



### Regular Giving



### Community Giving



### Gaming

