

# InsightHub State of the Sector Snapshot

January 2022

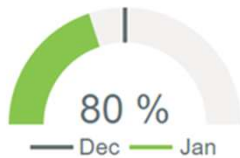


Wood for Trees' monthly 'State of the Sector Snapshot' report highlights the latest not-for-profit data trends, taken directly from **InsightHub** and our **Core Charity Data Model**.

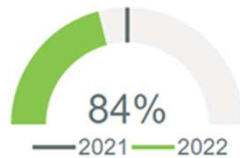
The charts below focus on three key areas; **Income**, **Contactability** and **Recruitment** to identify how they are tracking against previous periods and which products and channels are making the largest contributions to these movements. To find out more about any of the data presented below and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

## Income

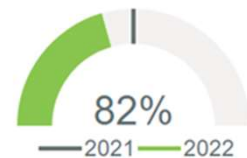
Dec 22 vs Jan 22



Jan 21 vs Jan 22



YTD 22 vs YTD 21



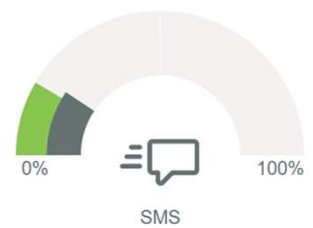
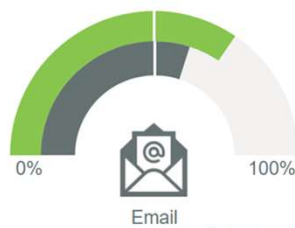
### Income by Month

Product	Vs last month
Gaming	100 %
In Memory	100 %
Regular Giving	99 %
Community Fundraising	98 %
Other	75 %
High Value Giving	56 %
One-off Donation	51 %
Trading	7 %

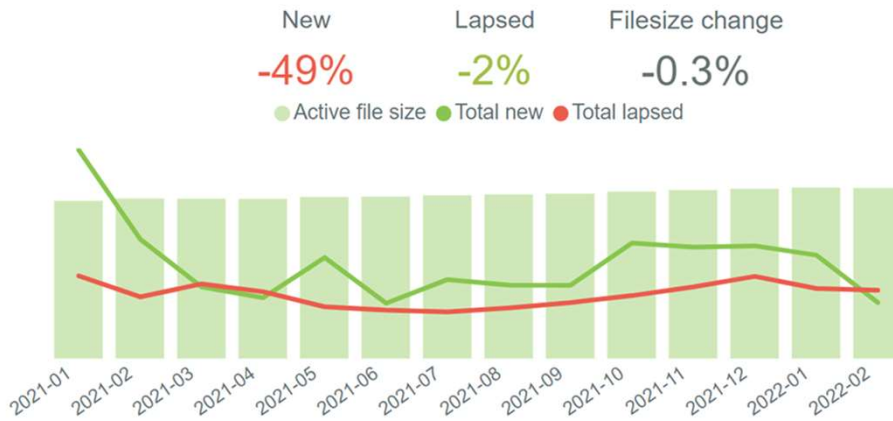
### Income by Year

Product	Vs last year
Other	103 %
Regular Giving	103 %
In Memory	102 %
Gaming	99 %
One-off Donation	73 %
High Value Giving	54 %
Trading	29 %
Community Fundraising	27 %

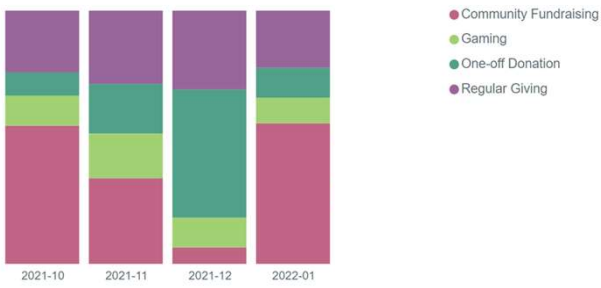
## Contactability



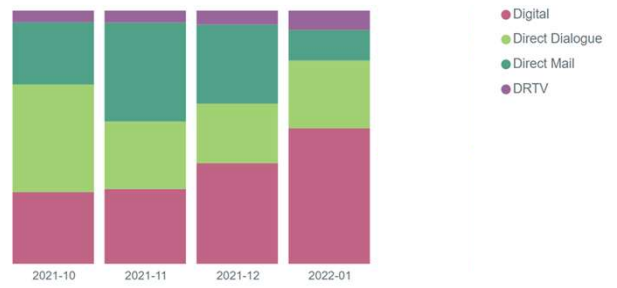
## Recruitment



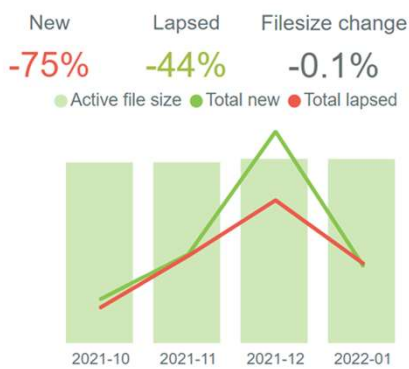
### % Split By Product



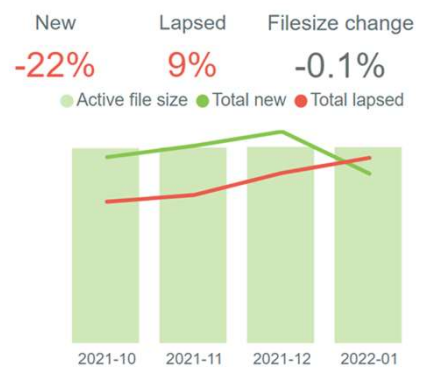
### % Split By Channel



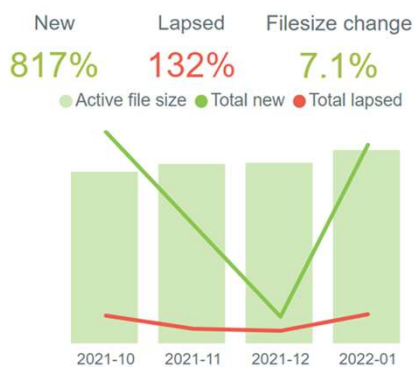
### One Off Donations



### Regular Giving



### Community Giving



### Gaming

