

InsightHub State of the Sector Snapshot

March 2022

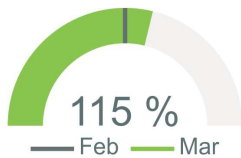


Wood for Trees' monthly 'State of the Sector Snapshot' report highlights the latest not-for-profit data trends, taken directly from **InsightHub** and our **Core Charity Data Model**.

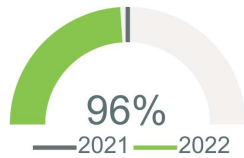
The charts below focus on three key areas; **Income**, **Contactability** and **Recruitment** to identify how they are tracking against previous periods and which products and channels are making the largest contributions to these movements. To find out more about any of the data presented below and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

Income

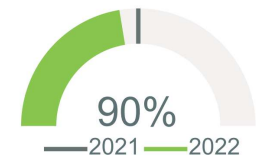
Feb 22 vs Mar 22



Mar 21 vs Mar 22



YTD 22 vs YTD 21



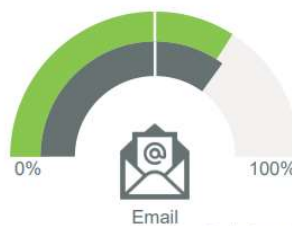
Income by Month

Product	Vs last month
High Value Giving	219 %
Community Fundraising	217 %
One-off Donation	146 %
Gaming	119 %
Other	115 %
In Memory	113 %
Trading	97 %
Regular Giving	91 %

Income by Year

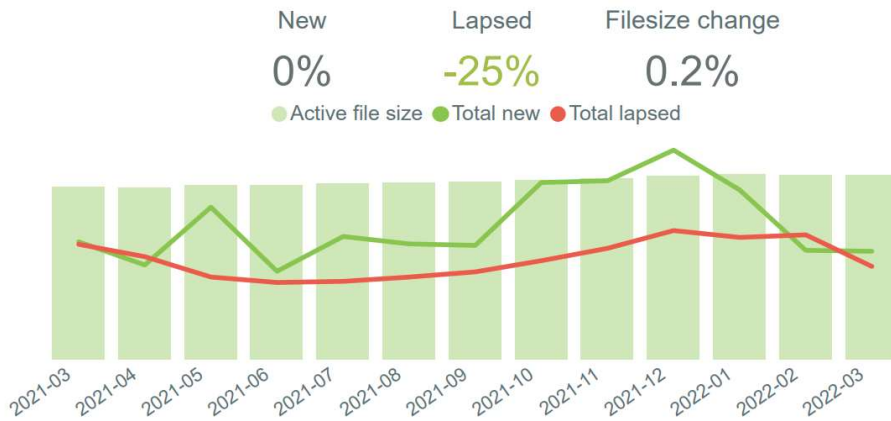
Product	Vs last year
Community Fundraising	201 %
Gaming	134 %
Other	131 %
Regular Giving	91 %
High Value Giving	72 %
In Memory	70 %
One-off Donation	68 %
Trading	31 %

Contactability

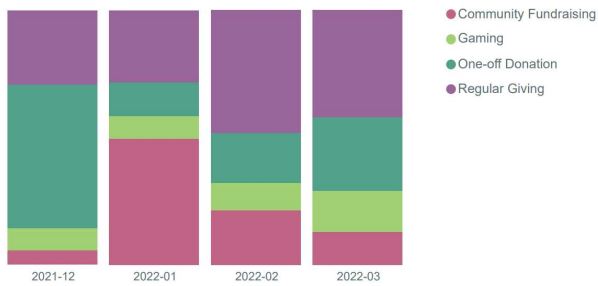


● Last month ● This month

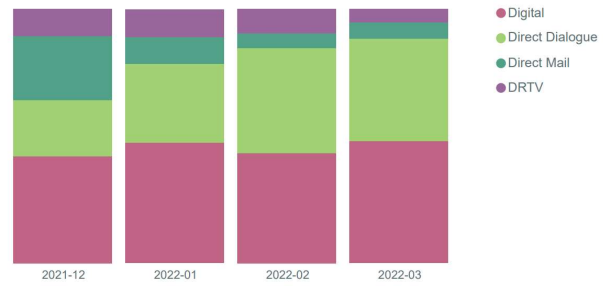
Recruitment



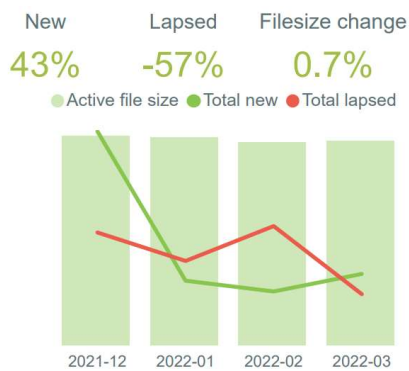
% Split By Product



% Split By Channel



One Off Donations



Regular Giving



Community Giving



Gaming

