

InsightHub State of the Sector Snapshot

June 2022

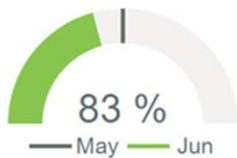


Wood for Trees' monthly 'State of the Sector Snapshot' report highlights the latest not-for-profit data trends, taken directly from **InsightHub** and our **Core Charity Data Model**.

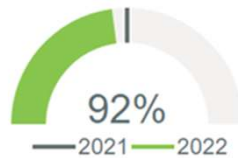
The charts below focus on three key areas; **Income**, **Contactability** and **Recruitment** to identify how they are tracking against previous periods and which products and channels are making the largest contributions to these movements. To find out more about any of the data presented below and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

Income

May 22 vs June 22



June 21 vs June 22



YTD 21 vs YTD 22



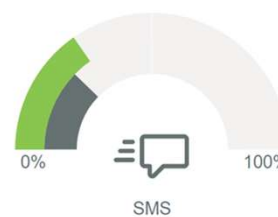
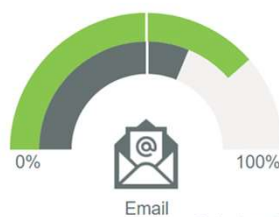
Income by Month

Product	Vs last month
One-off Donation	105 %
Regular Giving	100 %
Community Fundraising	98 %
Trading	97 %
Other	84 %
In Memory	75 %
Gaming	74 %
High Value Giving	35 %

Income by Year

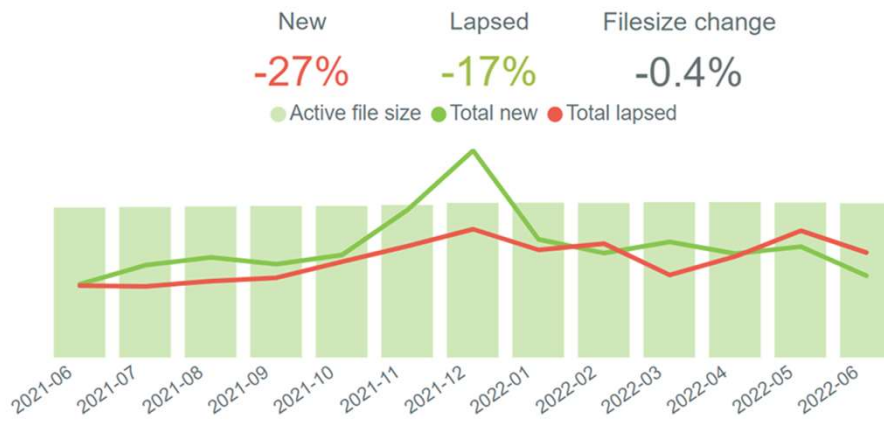
Product	Vs last year
Trading	105 %
Other	105 %
Gaming	103 %
Regular Giving	98 %
In Memory	81 %
Community Fundraising	78 %
One-off Donation	74 %
High Value Giving	59 %

Contactability

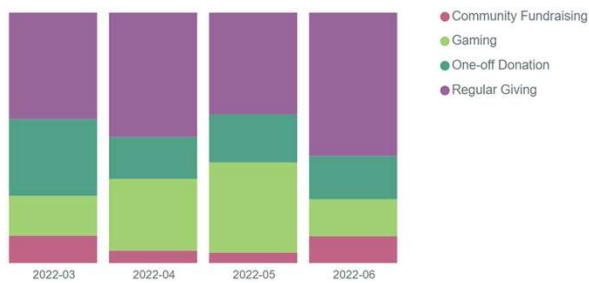


● Last month ● This month

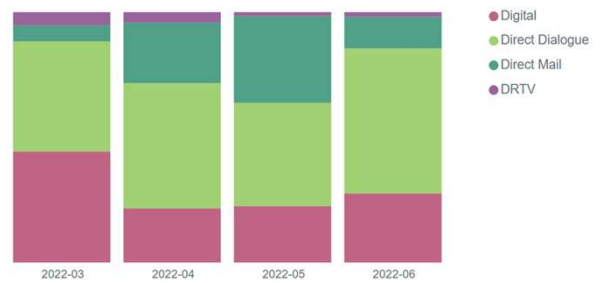
Recruitment



% Split By Product



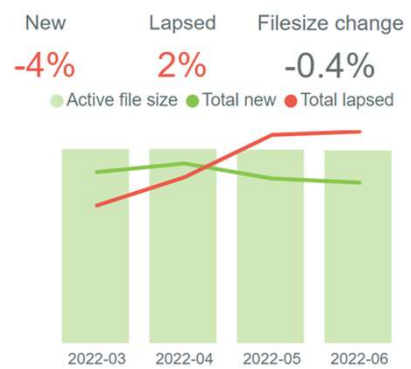
% Split By Channel



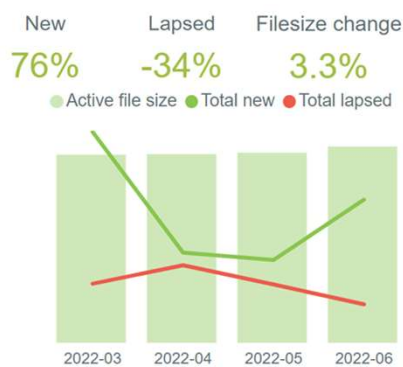
One Off Donations



Regular Giving



Community Giving



Gaming

