

# InsightHub State of the Sector Snapshot

September 2022

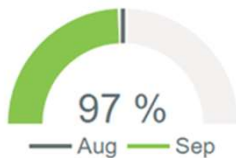


Wood for Trees' monthly 'State of the Sector Snapshot' report highlights the latest not-for-profit data trends, taken directly from **InsightHub** and our **Core Charity Data Model**.

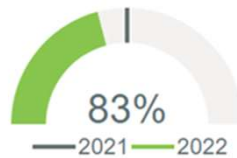
The charts below focus on three key areas; **Income**, **Contactability** and **Recruitment** to identify how they are tracking against previous periods and which products and channels are making the largest contributions to these movements. To find out more about any of the data presented below and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

## Income

Aug 22 vs Sept 22



Sept 21 vs Sept 22



YTD 21 vs YTD 22



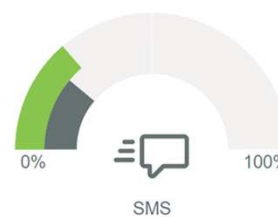
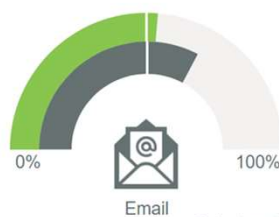
### Income by Month

Product	Vs last month
Trading	273 %
Community Fundraising	134 %
In Memory	122 %
High Value Giving	113 %
Gaming	101 %
Regular Giving	99 %
One-off Donation	71 %
Other	44 %

### Income by Year

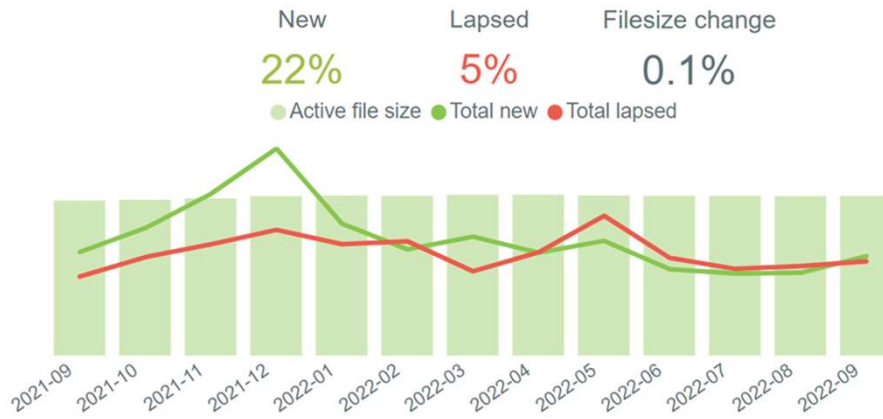
Product	Vs last year
High Value Giving	107 %
Regular Giving	86 %
Community Fundraising	81 %
Gaming	79 %
In Memory	72 %
Other	66 %
One-off Donation	64 %
Trading	40 %

## Contactability

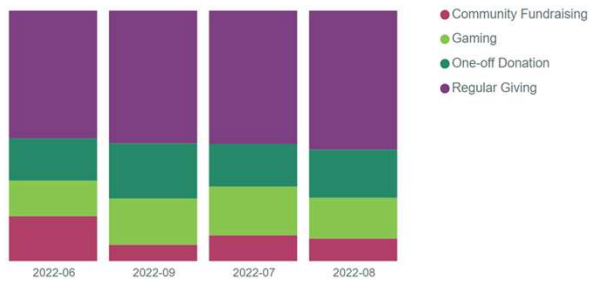


● Last month ● This month

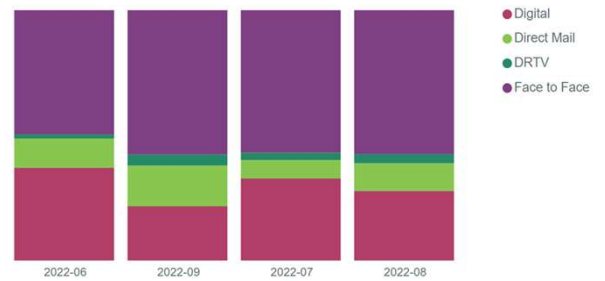
## Recruitment



### % Split By Product



### % Split By Channel



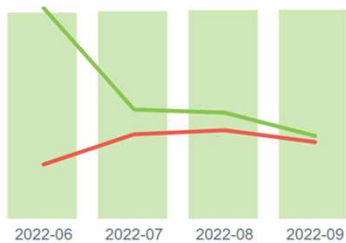
### One Off Donations



### Regular Giving



### Community Giving



### Gaming

