



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

MEMBERSHIP DEVELOPMENT

INSIDE / OUT

Give your child a new experience every month



Our time today..

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

What started it all

Goals

Creation of model(Strategy)

Results to date

What it is / What its not



Where
it began





**THIS IS HOW WE KNEW
WHERE EVERYBODY WAS**



Access
&
Opportunity

A photograph of a winding asphalt road with double yellow lines, curving through a dense forest. The trees are in full autumn foliage, with shades of yellow, orange, and green. The road is bordered by a stone wall on the right side. The overall scene is bright and scenic.

OUR JOURNEY

WHERE DO WE BEGIN?

Back to our MISSION....



Key Questions

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

- Can we be the Destination place for families ?
 - Can we provide richer and wider experiences for kids ?

How is your YMCA serving Kids and Families ?

CHALLENGE

Persona exercise

When is family swim

When is open gym

What programs do you have for 2/3 year olds ?

What programs are relevant for 5-8 year olds ?



Key Questions

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

- Do we have a strong enough **WHY?**
- **What** will we have to transition to do this ?
- **How** will we have to transition to do this ?
 - **Where and When**.....

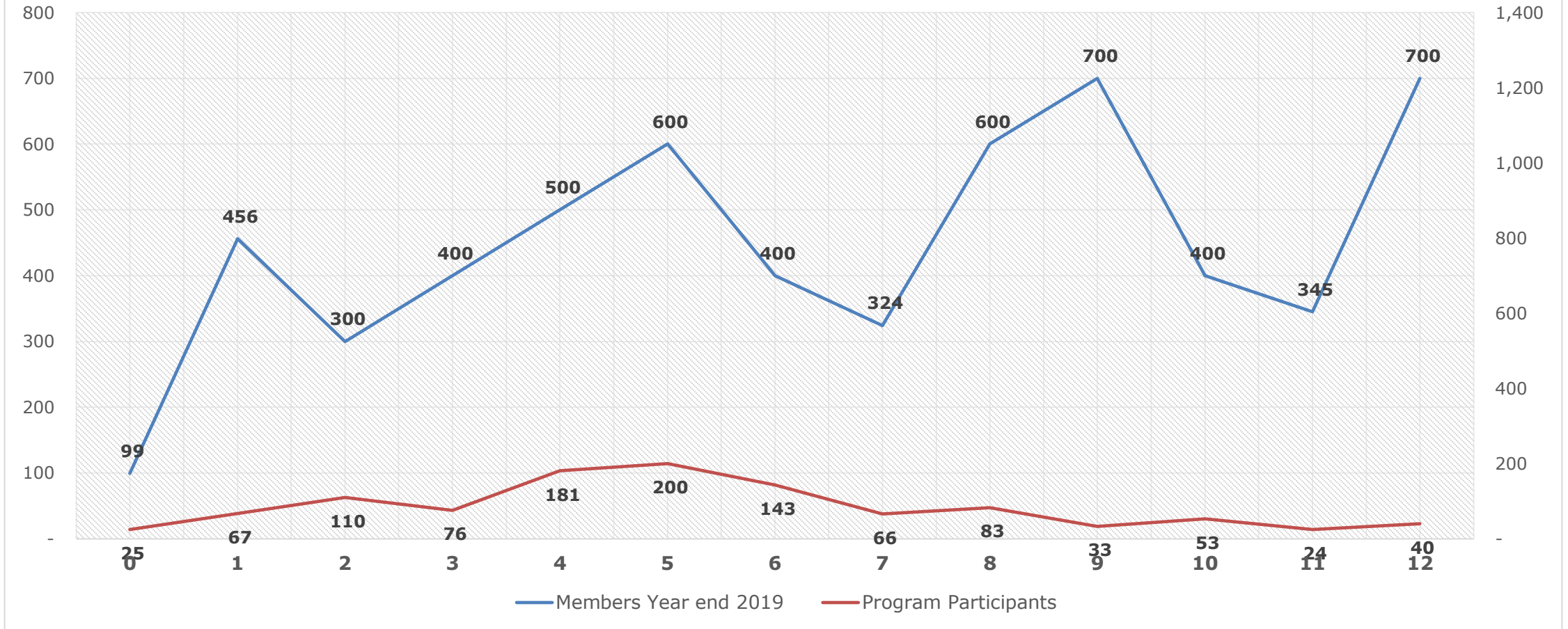


Key Outcomes

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

- **Increased Experiences for 0-8 yr olds
(program participation)**
- Increase Family Membership value (family membership Growth)
- Increase Family Satisfaction (retention)

Total Members using Program by Age 2018



Total Members

5824

Members in paid for program(s)

1101

Percent in paid programs (non-childcare)

19%



Key Outcomes

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

- Increased Experiences for 0-8 yr olds
(program participation)
- **Increase Family Membership value
(family membership Growth)**
- **Increase Family Satisfaction (retention)**



Key Outcomes

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Membership Units

Year	Total Units	Family Units	% Family
2017	6400	2100	33%

Retention

2017 – 66.08

Community Impact

25,000 members / 450,000 people in County = 6%

VOL 1, ISSUE 3



If we wanted
to be
successful –

Who is the
decision
maker ?



Model

What is mom looking for

Current Model	Mom Model
Limited program offerings	Experience based for kids – Variety and relevant
Session 6/7/8 week – gaps long sessions	More times to engage (12)- low risk intro
Department focused	ALL DEPT focused -
Price points different by programs	Affordability – easy to communicate
Not Family friendly	Family time drives key areas (pools/gyms)
Pay for all programs	Value added (especially for young families / parent and child classes)
One and done ?	Progressive (rec, academy, competitive)



Where did we focus1st

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
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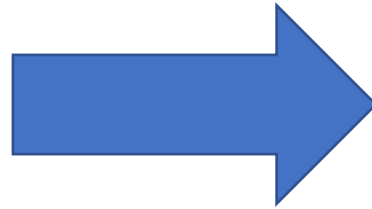
- Member 1st / Kids 1st schedules- open swim and open gym
- Increase parent / Child classes – Free and Fee
- Will go to monthly program model – more opportunities to engage
- Need to EXPAND programs for 0-8
- Pricing model FIXED at \$20/month
- “Control” Family time – easy to understand – create mastheads for mom
- Sign up for months in advance - Add schedule to pay
- Go back to program guide – easy to understand – Persona exercise – put yourself in staff and moms shoes
- Space – Find space, convert space, share space
- Current programs – What programs are not earning their square footage
- Preferred member registration
- Member rate – community rate



FROM

Providing Programs –
Very department
specific – pricing,
promo, positioning,
product

**Feels Final – I learned
to swim**

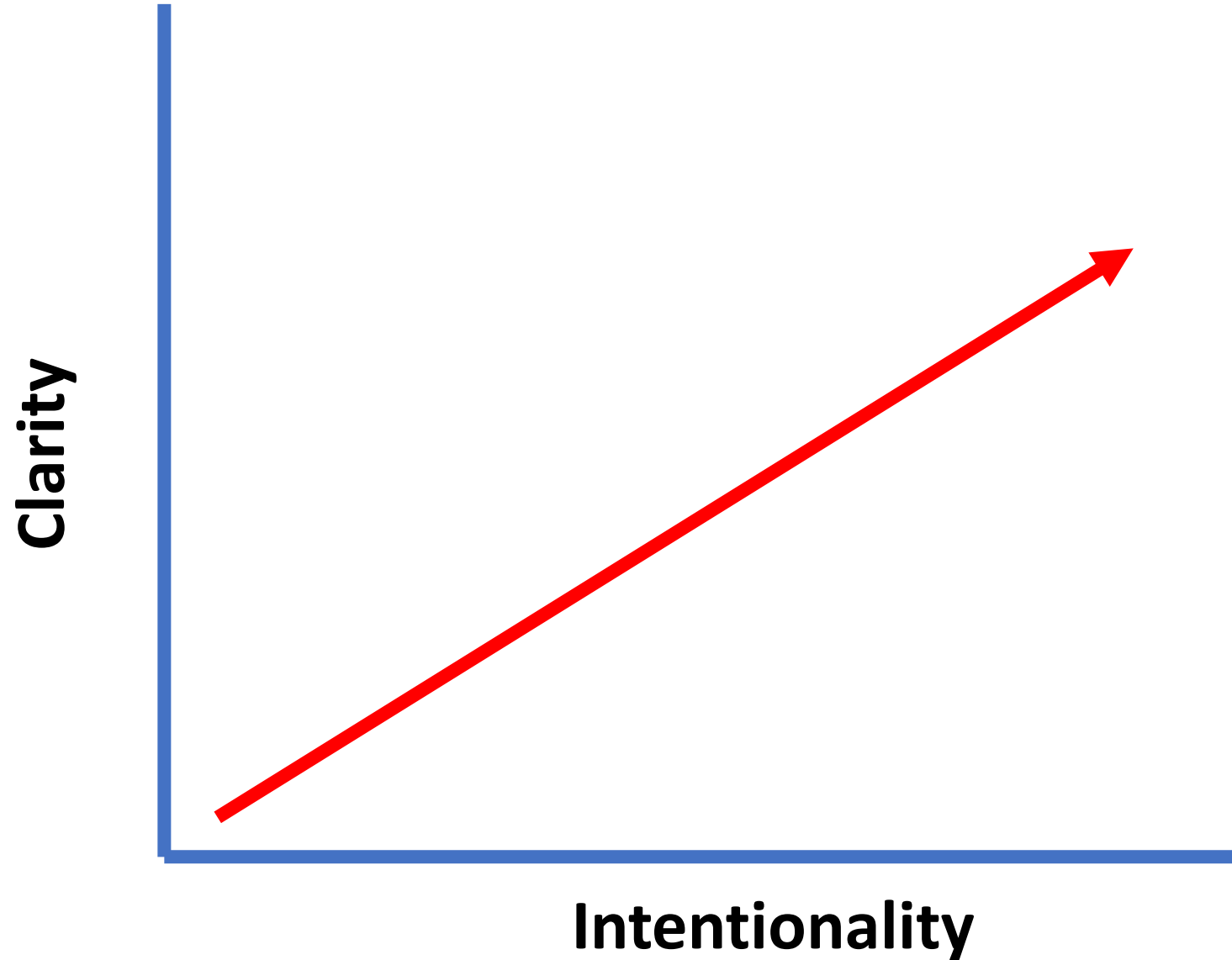


TO

Providing Experiences – We
all collectively do together
(the model is taken care of
– pricing, framework of
days offered per week,
marketing)

**Feels continual – What's
my next experience**

Family 1st / Kids' 1st Model



Space

Resources

Clear
Communication to
members, staff,
donors

Alignment of
language /
Messaging

Systematize –
consistent (The P's)



**EXPERIENCE NEW
OPPORTUNITIES**

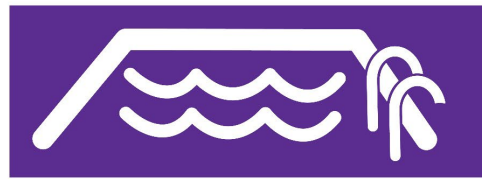
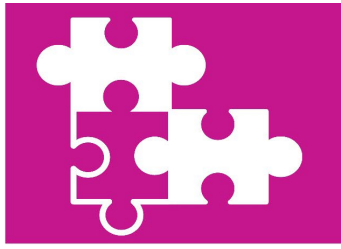
**How does this show up for our
Members everydayconsistently**



GIVE YOUR CHILD A NEW EXPERIENCE EACH MONTH!



crymca.org



GIVE YOUR CHILD A NEW EXPERIENCE EACH MONTH!



crymca.org

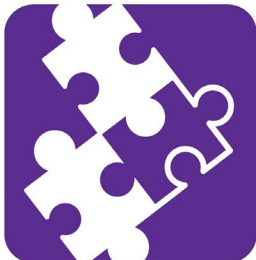
SIGN UP TODAY

Want to lock in your spot in programs for the entire session?

Available for classes is the ability to register for multiple sessions of a class during a brochure season.

- Register for months in a row like March, April and May
- Auto drafts by payment schedule

Questions? Visit the front desk. Registration can be done online at crymca.org or at the front desk.



MONTHLY EXAMPLES

FREE Sports FUNDamentals

Registration required

BRANCH	JANUARY	FEBRUARY	MARCH	APRIL	MAY
	Soccer	Basketball	T-Ball	Soccer	Basketball
Griffith					
Wednesday	5:30-6:00pm	5:30-6:00pm	5:30-6:00pm	5:30-6:00pm	5:30-6:00pm
	6:15-6:45pm	6:15-6:45pm	6:15-6:45pm	6:15-6:45pm	6:15-6:45pm
Hammond					
Tuesday	5-5:30pm	5-5:30pm	5-5:30pm	5-5:30pm	5-5:30pm
Thursday	5-5:30pm	5-5:30pm	5-5:30pm	5-5:30pm	5-5:30pm
	6-6:30pm	6-6:30pm	6-6:30pm	6-6:30pm	6-6:30pm
Saturday	9-9:30am	9-9:30am	9-9:30am	9-9:30am	9-9:30am
	9:30-10:00am	9:30-10:00am	9:30-10:00am	9:30-10:00am	9:30-10:00am
Southlake					
Monday	9:30-10:00am	9:30-10:00am	9:30-10:00am	9:30-10:00am	9:30-10:00am
	10-10:30am	10-10:30am	10-10:30am	10-10:30am	10-10:30am
Wednesday	9:30-10:00am	9:30-10:00am	9:30-10:00am	9:30-10:00am	9:30-10:00am
	10-10:30am	10-10:30am	10-10:30am	10-10:30am	10-10:30am
Friday	4-4:30pm	4-4:30pm	4-4:30pm	4-4:30pm	4-4:30pm
	4:30-5:00pm	4:30-5:00pm	4:30-5:00pm	4:30-5:00pm	4:30-5:00pm
Saturday	8:30-9:00am	8:30-9:00am	8:30-9:00am	8:30-9:00am	8:30-9:00am
	9-9:30am	9-9:30am	9-9:30am	9-9:30am	9-9:30am
	9:30-10:00am	9:30-10:00am	9:30-10:00am	9:30-10:00am	9:30-10:00am

NINJA

Baby Ninjas (Walkers-3 years) Baby Ninjas is the first step in creating confidence in young children! In an organized, yet playful structure, this parent and tot class is the perfect way to socialize your child, allow them to learn and understand what it means to follow instruction, and of course, get them moving! 30 minute class.

Location	Days	Time	Member	Guest
Griffith	Saturday	10:30am	\$25	\$50
Hammond	Monday	9:30am	\$25	\$50
	Monday	4:45pm	\$25	\$50
Hobart	Thursday	12:15pm	\$25	\$50
	Thursday	4:30pm	\$25	\$50
Scherverville	Tuesday	10:20am	\$45	\$90
	Wednesday	4:45pm	\$45	\$90
Southlake	Saturday	10:00am	\$45	\$90
	Monday	6:00pm	\$45	\$90
Whiting	Wednesday	11:30am	\$45	\$90
	Friday	9:15am	\$45	\$90
	Friday	5:00pm	\$45	\$90
	Saturday	9:00am	\$25	\$50

EXPERIENCE NEW OPPORTUNITIES

STEAM

SCIENCE, TECHNOLOGY, ENGINEERING, ART, MATH

Art Club

For students currently enrolled in K-5th grade, a session long art and design skills to create one of a kind take home projects. Parents do not need to stay for class but should be prompt at pick up.

Location	Days	Time	Member	Guest
Griffith	Wednesdays (K-5th)	6-6:45pm	\$20	\$40
Hammond	Tuesdays (K-5th)	5-5:45pm	\$20	\$40
Southlake	Mondays (K-2nd)	5-5:45pm	\$20	\$40
	Mondays (3rd-5th)	6-6:45pm	\$20	\$40
Whiting	Saturdays (K-5th)	12:30-1:15pm	\$20	\$40

Music Lessons | Hammond & Whiting

Have you ever wanted to learn how to play a musical instrument? We offer one-on-one and small group instruction to teach the basics, practice and have fun! All ages welcome.

Location	Days	Time	Member	Guest
Hammond Guitar Only	Saturdays (1x/week for 1 hour)	9:30-10:30am or 10:30-11:30am	\$20	\$40
Whiting	Saturdays (1x/week for 30 minutes)	Options from 9am-1pm (1-on-1)	\$10	\$20

Experimentation & Determination

For students currently enrolled in K-5th grade tackling real life STEAM. Given a problem at the start of each meeting, makers will use the materials on hand to solve that problem. All supplies included. Parents do not need to stay for class but should be prompt at pick up.

Location	Days	Time	Member	Guest
Southlake	Tuesdays (K-2nd)	5-5:45pm	\$32	\$66
	Tuesdays (3rd-5th)	6-6:45pm	\$32	\$66

Engineers Build Everything

For students currently enrolled in K-5th grade using blocks to build based on a weekly challenge. Themed monthly, makers will use blocks and design to rise to the challenge.

Location	Days	Time	Member	Guest
Southlake	Wednesdays (K-2nd)	5-5:45pm	\$32	\$66
	Wednesdays (3rd-5th)	6-6:45pm	\$32	\$66

To put Christian principles into practice through programs that build healthy spirit, mind and body for all.

MONTHLY EXAMPLES

Tynker

Explore coding with us! 45 minutes a week join us for proven curriculum that is the base for future coding success.

Location	Days	Time	Member	Guest
Southlake	Thursday (K-2nd)	5-5:45pm	\$32	\$66
	Thursday (3rd-5th)	6-6:45pm	\$32	\$66

Baking Series (Healthy Living Center)

Explore cooking with our Preschool and Parent Book and Cook series. Meeting once a week classes will read a book and explore the recipes that go with that book.

Little, Junior and Senior Bakers meet with an experienced culinary teacher to learn baking skills. Pricing includes all supplies needed and the recipe.

Location	Days	Time	Member	Guest
Southlake	Mini Bakers: Preschool (ages 3, 4, 5)	Mondays, 1-1:45pm	\$45	\$90
Southlake	Little Bakers: K-2nd	Mondays, 5-5:45pm	\$45	\$90
Southlake	Junior Bakers: 3rd-5th	Mondays, 6-6:45pm	\$45	\$90
Southlake	Sr Bakers: Middle School	Mondays, 7-7:45pm	\$45	\$90

Cooking Basics (Healthy Living Center)

Explore cooking with our experienced culinary teacher and cooking basics series.

Pricing includes all supplies needed and the recipe.

Location	Days	Time	Member	Guest
Southlake	Little Chef: K-2nd	Wednesdays, 5-5:45pm	\$45	\$90
Southlake	Junior Chef: 3rd-5th	Wednesdays, 6-6:45pm	\$45	\$90
Southlake	Senior Chef: Middle School	Wednesdays, 7-7:45pm	\$45	\$90

STEAM

Little Picassos For artists ages 3-5, a series of art and design projects to enhance skills. Art class can help your child grow and develop their creativity, fine motor skills, problem solving ability, communication skills, and much more. Plus, it's a great way to introduce your child to a life-long hobby or after school activity!

Location	Days	Time	Member	Guest
Hobart	Tuesday	4:30-5:00pm	\$25	\$50

Book & Cook (Ages 3-5) Explore cooking with our Preschool and Parent Book and Cook class. Meeting once a week, classes will read a book and explore a recipe that goes along with the story.

Location	Days	Time	Member	Guest
Hammond No heat recipes	Monday	Ages 3-7 5-5:45pm	\$35	\$70
Hobart No heat recipes	Thursday	Ages 3-7 5-5:30pm	\$35	\$70
Southlake Healthy Living Center	Monday OR Tuesday	1-2:00pm	\$57	\$114

Book and Craft

Parent & Child class that meets weekly to explore a craft related to that week's story. Class requires parents to participate with their child.

Location	Days	Time	Member	Guest
Southlake	Wednesday	1-1:45pm	\$25	\$50



Find classes for those 11 & up in the Middle and High School sections

SPORTS PERFORMANCE | PARISI

Scherville			
Program	Days	Times	Cost
Pee-Wee	Saturday	10-11:00am	Attend 1 time/week \$25 members; \$50 guests
Game Time	Saturday	9-10:00am	Attend 1 time/week \$25 members; \$50 guests
Jump Start	Monday	4:30-5:30pm	Attend 2 times/week \$45 members; \$90 guests
	Tuesday	6:30-7:30pm	
	Wednesday	4:30-5:30pm	
	Thursday	6:30-7:30pm	
	Saturday	11:00am-Noon	
Southlake			
Program	Days	Times	Cost
Pee-Wee	Tuesday	4:30-5:30pm	Attend 1 time/week \$25 members; \$50 guests
Jump Start	Monday	5:30-6:30pm	Attend 2 times/week \$45 members; \$90 guests
	Wednesday	5:30-6:30pm	
	Friday	5-6:00pm	
	Saturday	9-10:00am	

MONTHLY EXAMPLES

TOOHSCHOOL



STEAM Sampler
Steam Sampler is the best projects of the Steam programming classes. Each week will be a different focus, from science, engineering, arts and technology. This class is appropriate for children ages 5-12. All supplies are included.

Location	Days	Time	Member	Guest
Hammond	Wednesday	6-6:45pm	\$25	\$50
	Tuesday	5-5:45pm	\$25	\$50
Hobart	Tuesday	6-6:45pm	\$25	\$50
	Wednesday	4-4:45pm	\$25	\$50

Gymnastics Academy Based on the Women's Junior Olympic Gymnastics program, this year-round academy develops a gymnast's flexibility, conditioning and basic skills in Olympic events. Register with **Gymnastics director approval**—you will be placed in appropriate level by gymnastics director. Wear leotard, shorts (optional) and bare feet. 60 minute class.

Academy Level 1 (Ages 5 and up)

Location	Days	Time	Member	Guest
Schererville	Monday	5:30pm	\$40	\$80
	Thursday	6:15pm	\$40	\$80
	Saturday	11:00am	\$40	\$80
Southlake	Monday	5:00pm	\$40	\$80
	Wednesday	7:00pm	\$40	\$80
	Wednesday	4:00pm	\$40	\$80
Whiting	Saturday	9:00am	\$40	\$80
	Saturday	11:45am	\$40	\$80

Academy Level 2 (Ages 5 and up)

Location	Days	Time	Member	Guest
Southlake	Saturday	9:00am	\$40	\$80



Youth & Teen Boxing

Boxing has many key components to it. Students don't just put on gloves and start hitting things – as a martial arts sport, boxing requires physical and mental discipline and skill. Done safely, boxing will unleash the athletic potential of any student and much more. Youth boxers gain life skills that will continue to motivate them throughout their lives.

Location	Days	Time	Member
Southlake 10-12 years old	Monday & Wednesday	4:30-5:15pm	\$40
	Tuesday & Thursday	4:30-5:15pm	\$40
	Friday	4:30-5:15pm	\$30
	Saturday	11-11:45am	\$30
Southlake 13-15 years old	Monday & Wednesday	3:30-4:15pm	\$40
	Tuesday & Thursday	3:30-4:15pm	\$40
	Friday	3:30-4:15pm	\$30
	Saturday	10-10:45am	\$30

Advanced Ninjas (5-12 years) – INSTRUCTOR APPROVAL– Children learn a combination of flips, rolls jumps, and kicks. Strength and agility are tested through obstacle courses and various training techniques. A progressive level system evaluates and advances children in their skill & knowledge of core values. Children advance & learn at their own pace. Preparing for the Ninja Games. 45-minute class.

Location	Days	Time	Member	Guest
Southlake	Wednesday	7:00pm	\$45	\$90
	Friday	6:00pm	\$45	\$90
	Whiting	Tuesday	6:00pm	\$25



Book and Cook

Explore cooking with our Preschool and Parent Book and Cook series. Meeting once a week, classes will read a book and explore a recipe that goes with the story.

Location	Days	Time	Member	Guest
Hammond	Monday	Ages 3-7 5-5:45pm	\$35	\$70
	Wednesday	Ages 8-13 5-5:45pm	\$35	\$70
Hobart	Thursday	Ages 3-7 5-5:30pm	\$35	\$70

FAMILY ACTIVITIES

Join us for family activities at our locations! Check your local branch for full details and availability.

Location	Class	Days	Time
Hammond	Family Zumba	Saturday	10:30-11:15am
	Family Drumming	Check branch schedules for all options	
	Family Swim*	Check branch schedules for all options	
	Family Gym	Check branch schedules for all options	
Hobart	Family Drumming	Tuesday	5-5:30pm
	Family Fun Fridays in Pool*	Friday	6-8:00pm
	Family Swim*	Sunday	3:30-5:30pm
Schererville	Family Gym	Check branch schedules for all options	
	Family Swim*	Check branch schedules for all options	
	Family Gym	Check branch schedules for all options	
Southlake	Family Boxing	Sunday	11:00am-12:00pm
	Family Fun and Fitness	Sunday	1:30-2:15pm
	Family Sports Challenge	Saturday	1-2:00pm
		Sunday	1-2:00pm
Tri Hills	Open Play Turf Fields	Sunday	2-3:00pm
		Monday	5-7:00pm
	Family Swim*	Saturday	2-3:00pm
		Check branch schedules for all options	
Whiting	Family Gym	Check branch schedules for all options	
	Family Climb Days (April-May)	Saturdays	9:00am-12:00pm
Whiting	Family Swim*	Check branch schedules for all options	
	Family Gym	Check branch schedules for all options	
	Free Prayer	Tuesday	10:30am-12:00pm

*Aquatics class that is in the pool.

Family Fit Fun Workout

Location	Months	Days	Time	Member
Schererville	January March	Wednesday	5:30-6:30pm	\$25/ family



To put Christian principles into practice through programs that build healthy spirit, mind and body for all.

FAMILIES

Monthly Program Calendar

PROGRAM CALENDAR

January '23						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

February '23						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

March '23						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

April '23						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

May '23						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

- Program Session Last Day
- Program Session First Day
- Program Break for Leader Development
- Holiday, Building Hours may vary



Give your





Academy





OPEN POOL TIMES

Welcome to the Southlake Y Family Aquatics Center! During times that are not listed the YMCA will be conducting swim/dive lessons, aqua fitness classes, team swims etc. For information on aqua fitness classes and lessons please visit the aquatics schedule on the app.

FAMILY RECREATION POOL THROUGH JUNE 1	
SUNDAY	7:00-11:00 AM 1-5:30 PM Slide Open
MONDAY	5:00-8:00 AM 11:30-6:00 PM 4:30-6:00 PM Slide Open 7:30-9:30 PM Slide Open
TUESDAY	5:00-9:00 AM 12:00-5:00 PM 4:00-5:00 PM Slide Open 7:00-9:30 PM Slide Open
WEDNESDAY	5:00-8:00 AM 11:30-2:00 PM 2:30-4:00 PM 6:00-9:30 PM Slide Open
THURSDAY	5:00-9:00 AM 9:00-11:00 AM 1:00-2:00 PM 2:30-5:00 PM 7:00-9:30 PM Slide Open
FRIDAY	5:00-8:00 AM 11:30-9:30 PM 5:00-9:30 PM Slide Open
SATURDAY	7:00-9:00 AM 12:00-5:30 PM Slide Open

SLIDE OPEN TIMES	
M/W/F	5:00-9:30 PM
T/TH	7:00-9:30 PM
SA/SUN	12:00-5:30 PM

INDOOR WATER PLAY STRUCTURE	
M-F	8:00 AM-9:30 PM
SAT	11:30 AM-6:30 PM
SUN	7:00 AM-5:30 PM

LAP POOL THROUGH JUNE 1		
SUNDAY	7:00-9:00 AM 9:00-1:00 PM 1:00-5:30 PM	6 Lanes 3 Lanes 5 Lanes
MONDAY	5:00-9:00 AM 9:00-11:00 11:00-4:00 PM 4:00-7:00 PM 7:00-9:30 PM	6 Lanes 4 Lanes 5 Lanes 3 Lanes 5 Lanes
TUESDAY	5:00-9:00 AM 9:00-11:00 AM 11:00-4:00 PM 4:00-7:00 PM 7:00-9:30 PM	6 Lanes 4 Lanes 5 Lanes 3 Lanes 5 Lanes
WEDNESDAY	5:00-9:00 AM 9:00-11:00 AM 11:00-4:00 PM 4:00-7:00 PM 7:00-9:30 PM	6 Lanes 4 Lanes 5 Lanes 3 Lanes 5 Lanes
THURSDAY	5:00-9:00 AM 9:00-11:00 AM 11:00-4:00 PM 4:00-7:00 PM 7:00-9:30 PM	6 Lanes 4 Lanes 5 Lanes 3 Lanes 5 Lanes
FRIDAY	5:00-9:00 AM 9:00-11:00 AM 11:00-4:00 PM 4:00-7:00 PM 7:00-9:30 PM	6 Lanes 4 Lanes 5 Lanes 4 Lanes 5 Lanes
SATURDAY	7:00-9:00 AM 9:00-12:30 PM 12:30-5:30 PM	6 Lanes 3 Lanes 5 Lanes

SCHEDULE



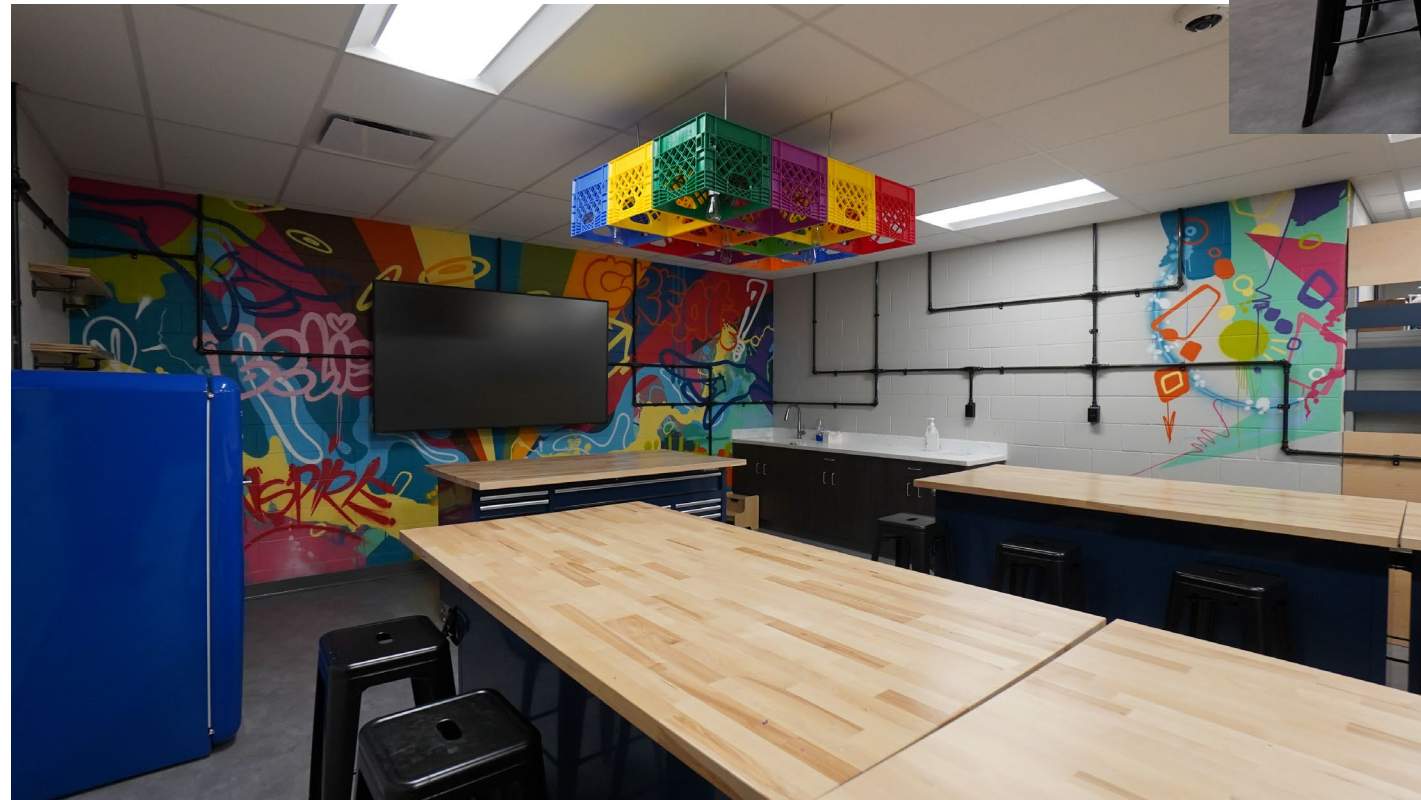
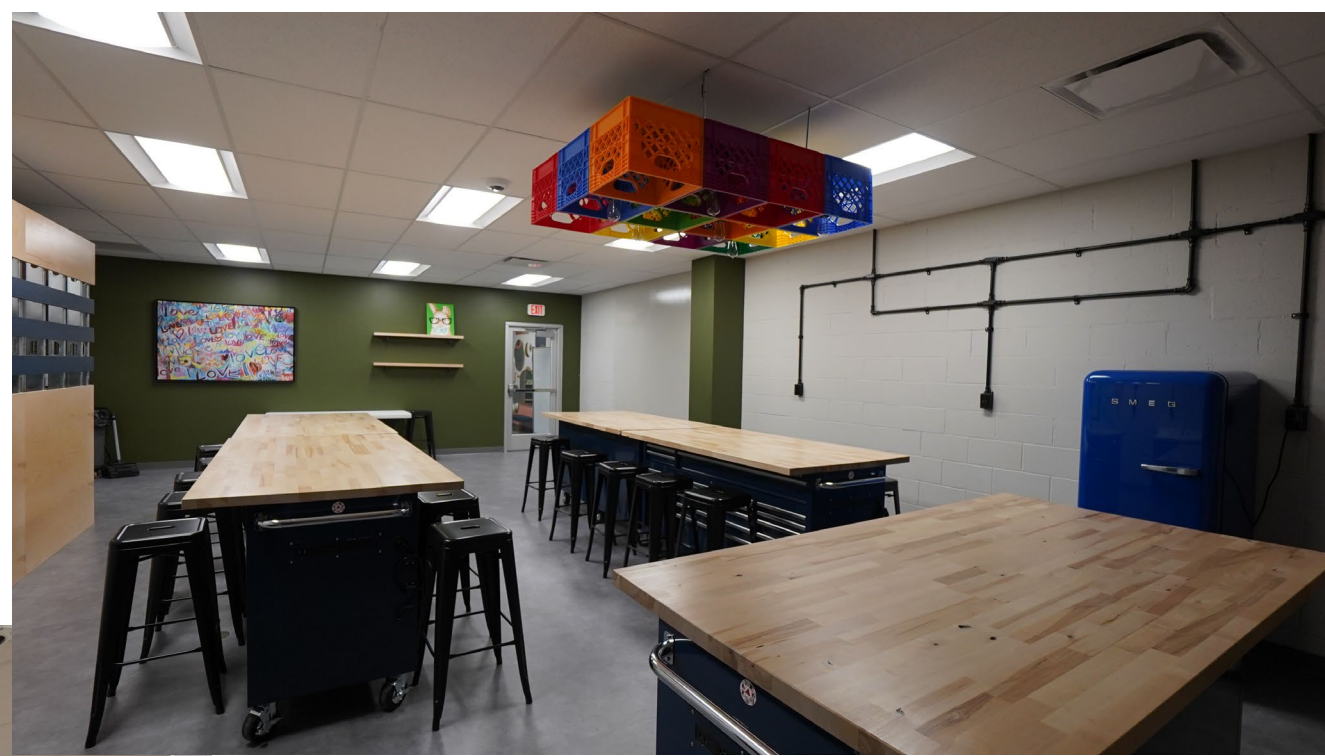
OPEN GYM TIMES

OPEN GYM SCHEDULE THROUGH JUNE 1						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Open Gym 7:00-11:00am CT 1&2	Open Gym 5:00-7:00am CT 1&2	Open Gym 5:00-9:00am CT 1&2	Open Gym 5:00-7:00am CT 1&2	Open Gym 5:00-9:00am CT 1&2	Open Gym 6:15-7:00am CT 1&2	Open Gym 7:00-8:00am CT 1&2
	Open Gym 8:00am-1:00pm CT 1&2	Open Gym 10:15-11:00am CT 1&2	Open Gym 8:00-11:00am CT 1&2	Open Gym 10:15-11:00am CT 1&2	Open Gym 8:00am-3:00pm CT 1&2	
Open Gym 1:00-5:30pm CT 1&2		Open Gym 12:30-1:00pm CT 1&2	Open Gym 12:30-4:15pm CT 1&2	Open Gym 12:30-1:00pm CT 1&2		Open Gym 2:00-6:00pm CT 1&2
	Open Gym 3:00-10:00pm CT 1 3-4:30 CT 2	Open Gym 3:00-10:00pm CT 1 3-4:30 CT 2		Open Gym 3:00-7:30pm CT 1 3-4:30 CT 2	Open Gym 3:00-4:00pm CT 1	
				Open Gym 6-7:30pm CT 2	Open Gym 4:00-10:00pm CT 1&2	
Open Gym 6:00-10:00pm CT 1	Open Gym 6:00-10:00pm CT 1&2	Open Gym 8:00-10:00pm CT 1&2				

REIMAGINE

Our current
spaces







**FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**





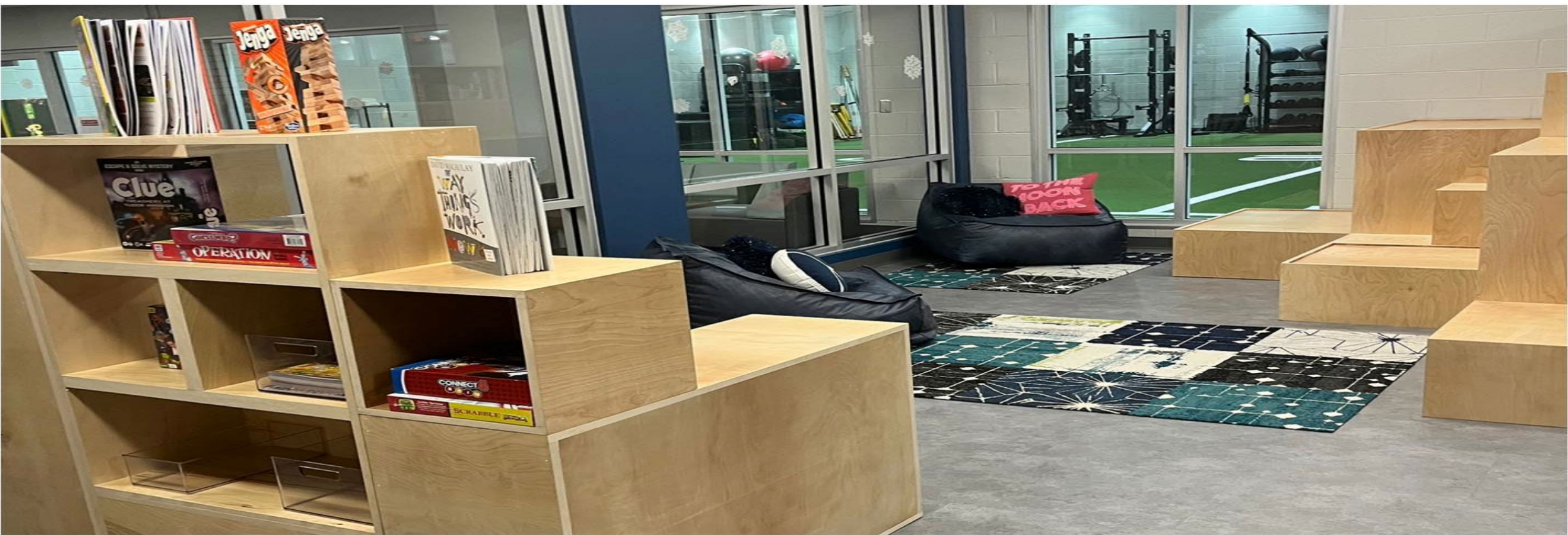
**FOR YOUTH DEVELOPMENT®
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A photograph of a winding asphalt road with double yellow lines, curving through a dense forest. The trees are in full autumn foliage, with shades of yellow, orange, and green. The road is bordered by a stone wall on the right side. A semi-transparent white banner is overlaid across the middle of the image, containing the text.

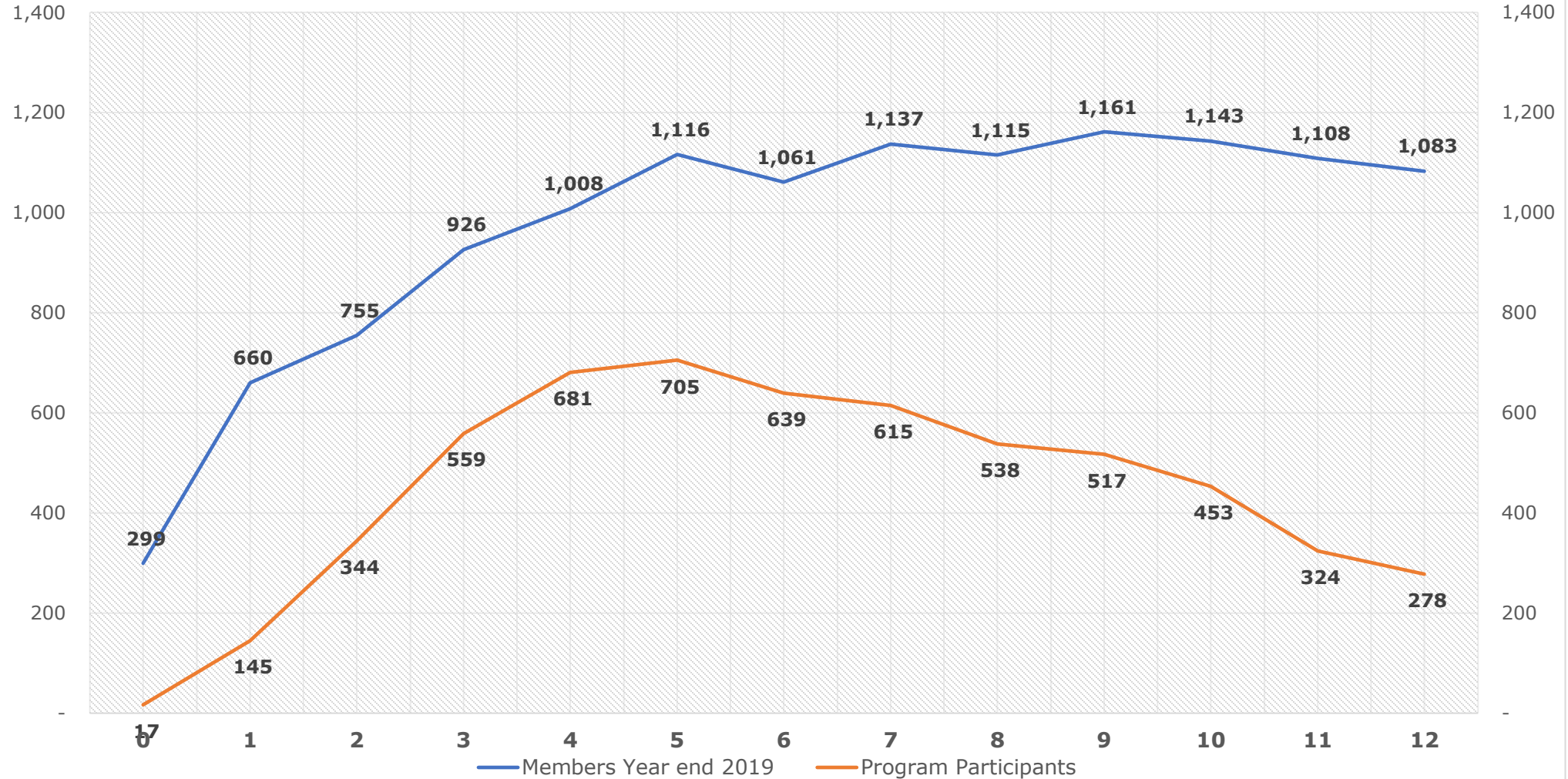
OUR JOURNEY

WRAP UP | SUCCESS IN THE DATA

MOM Report Card.....

How are we doing

Total Members using Program by Age 2019



Total Members

12,572

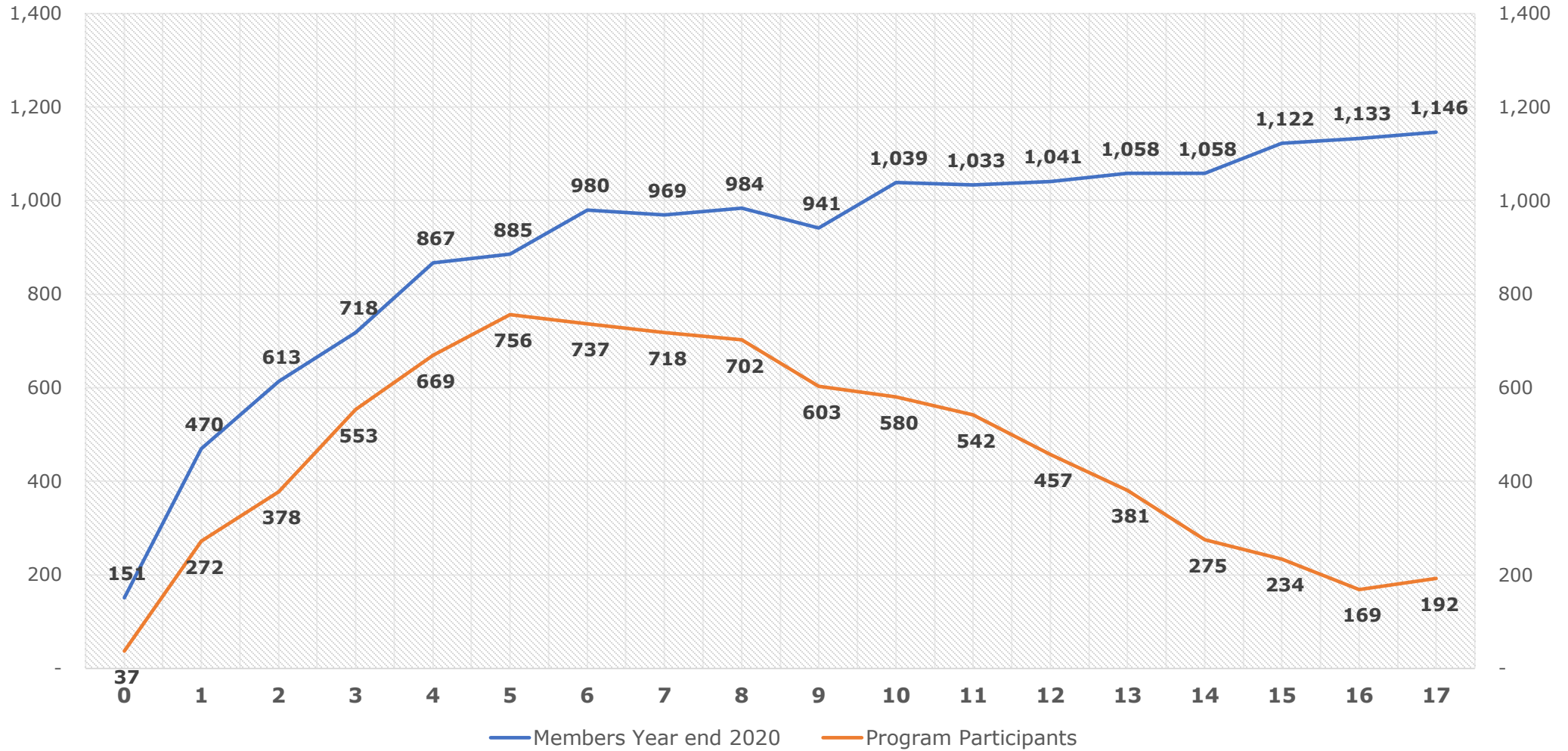
Members in paid for program(s)

5815

Percent in paid programs (non childcare)

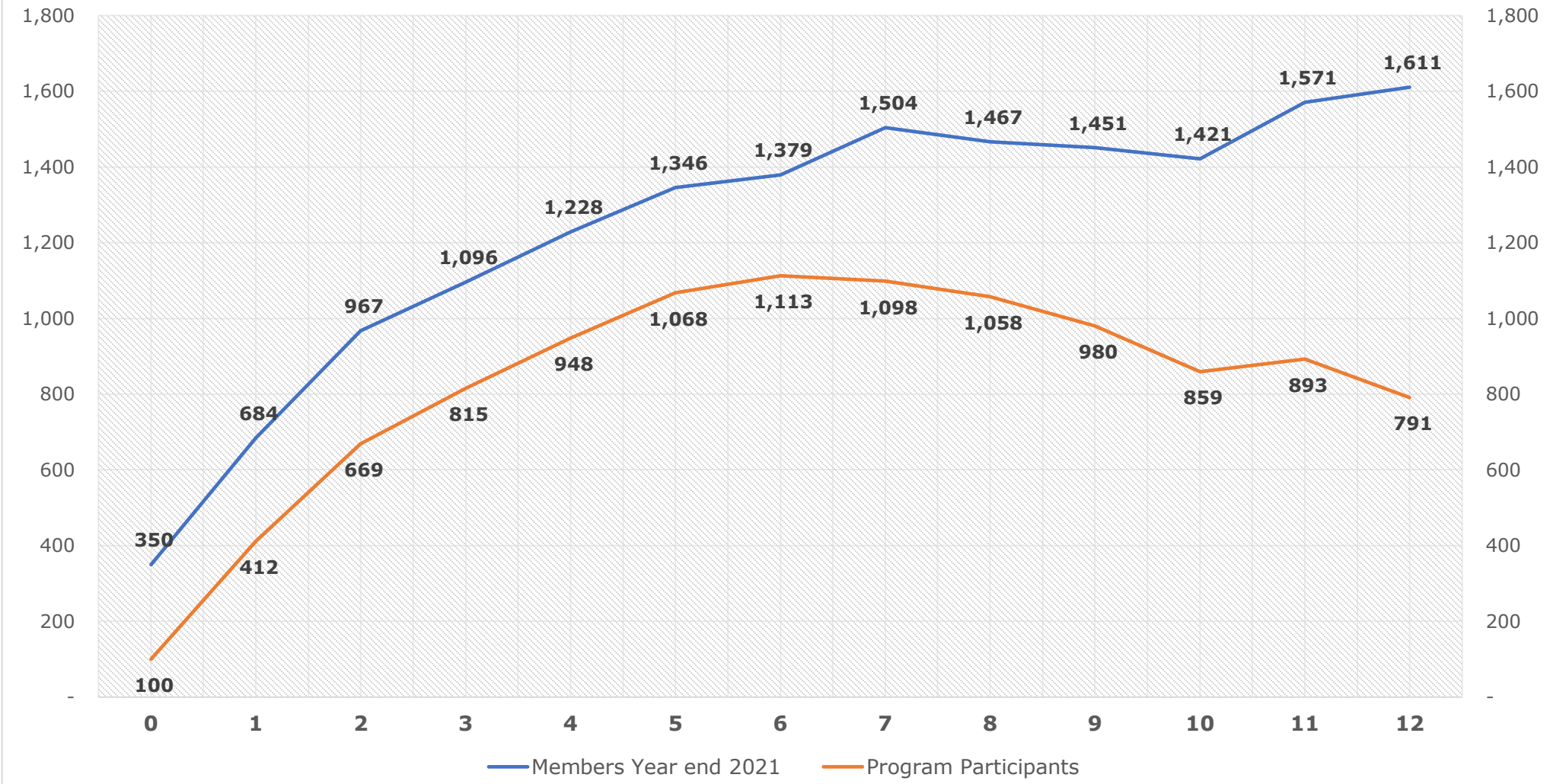
46 %

Total Members using Program by Age 2020



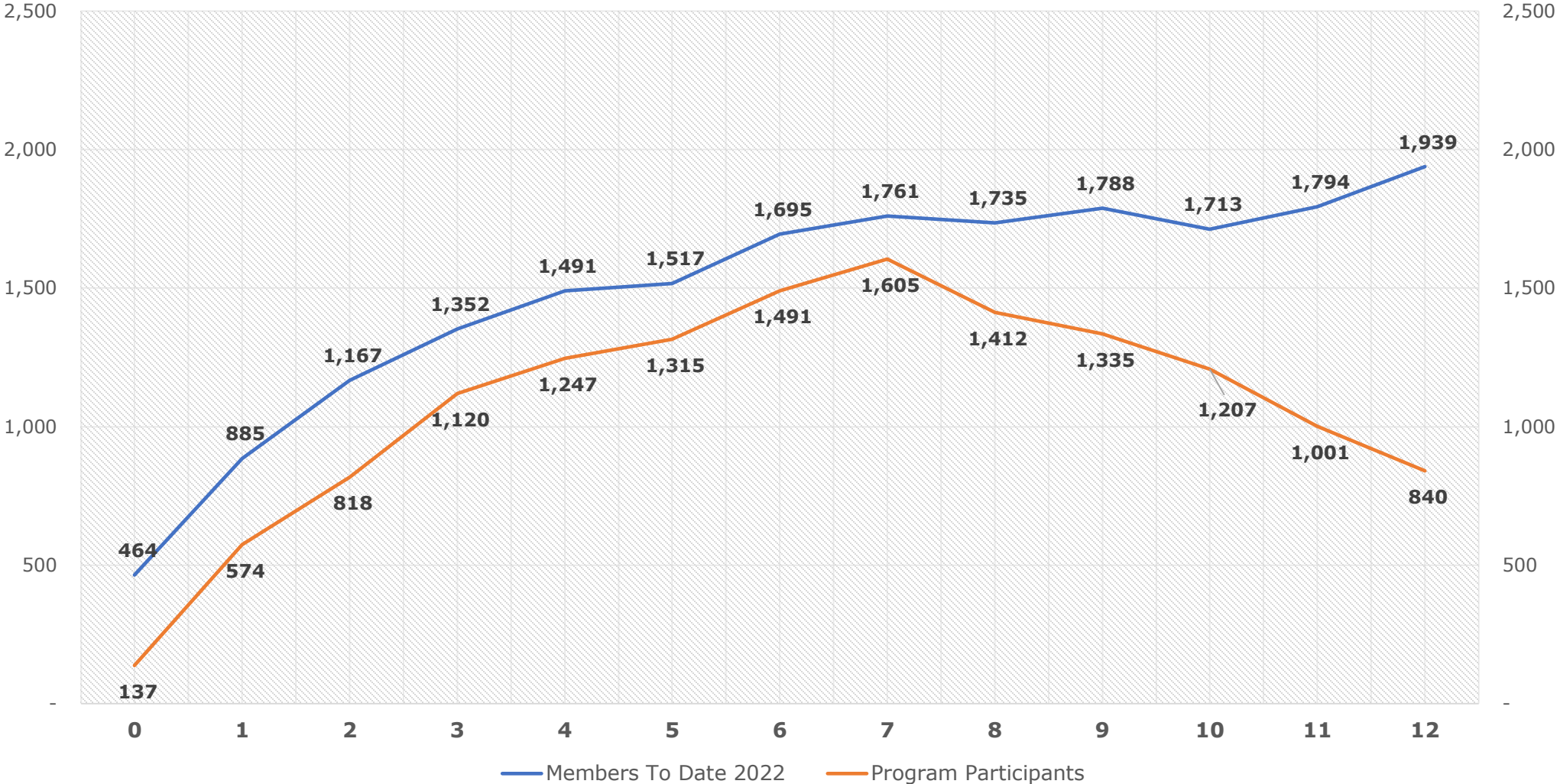
Total Members	16,208
Members in paid for program(s)	8255
Percent in paid programs (non-childcare)	51%

Total Members using Program by Age 2021



Total Members	16,075
Members in paid for program(s)	10,804
Percent in paid programs (non-childcare)	67%

Total Unduplicated Members using Program by Age 2022



Total Members	19,301
Members in paid for program(s)	14,102
Percent in paid programs (non-childcare)	73%

8. Please rate the following aspects and impacts of your experience at the YMCA.

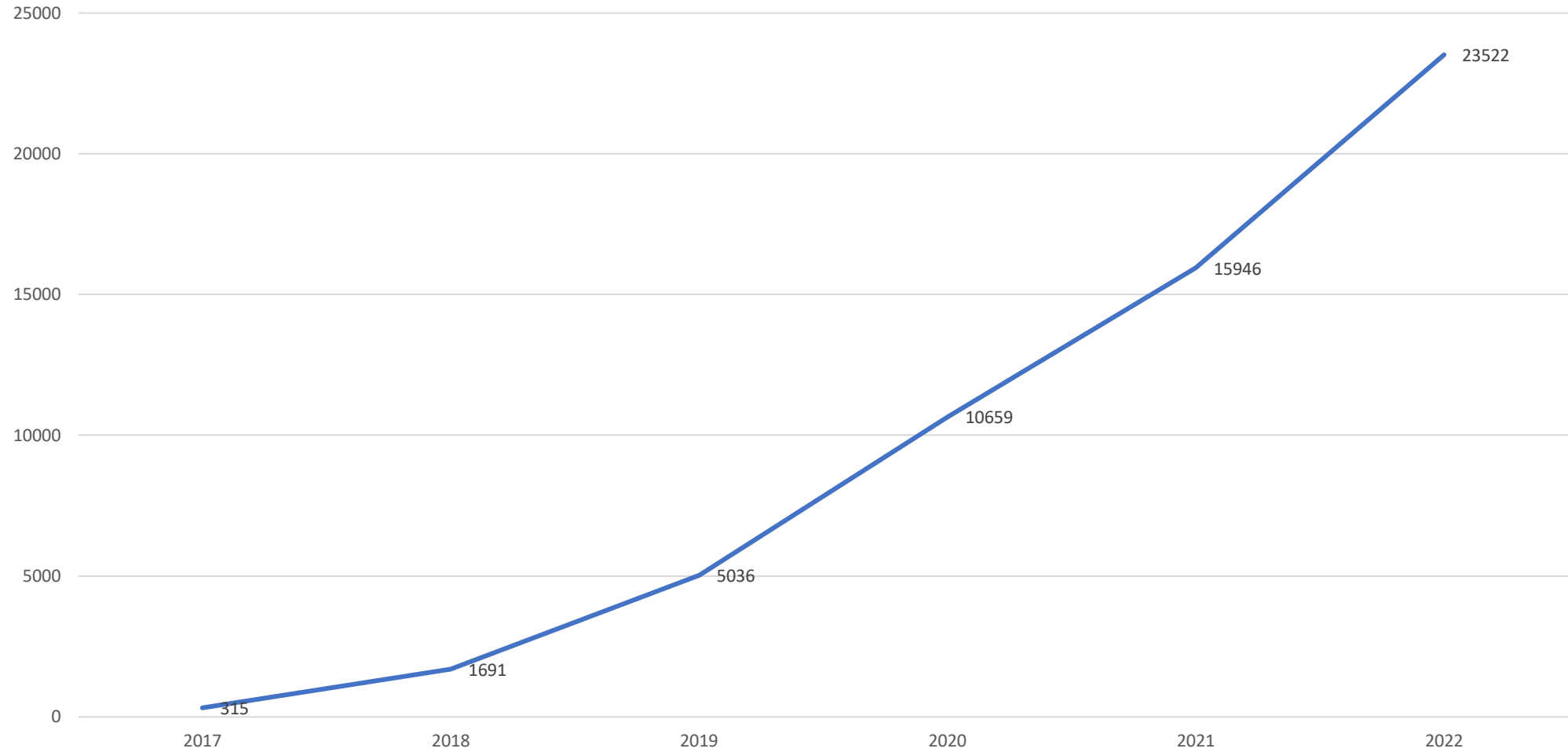
	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	Responses
I am stronger Count Row %	235 42.6%	166 30.1%	128 23.2%	9 1.6%	14 2.5%	552
I feel a sense of achievement Count Row %	256 46.4%	165 29.9%	105 19.0%	10 1.8%	16 2.9%	552
I feel a sense of belonging Count Row %	190 34.4%	129 23.3%	177 32.0%	24 4.3%	33 6.0%	553
I feel welcome Count Row %	298 53.8%	145 26.2%	66 11.9%	20 3.6%	25 4.5%	554
I have a more positive outlook Count Row %	221 40.3%	142 25.9%	154 28.1%	13 2.4%	18 3.3%	548
I have built positive relationships with others Count Row %	173 31.7%	124 22.7%	204 37.4%	20 3.7%	25 4.6%	546
I have increased my physically activity Count Row %	265 48.3%	173 31.5%	82 14.9%	13 2.4%	16 2.9%	549

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	Responses
I have participated in YMCA programs Count Row %	185 34.1%	109 20.1%	160 29.5%	42 7.7%	46 8.5%	542
My physical health has improved Count Row %	219 39.7%	185 33.6%	122 22.1%	12 2.2%	13 2.4%	551
The Y has been effective in strengthening community Count Row %	184 33.3%	119 21.6%	200 36.2%	26 4.7%	23 4.2%	552
The Y has been effective in strengthening my family Count Row %	127 23.3%	118 21.7%	237 43.6%	30 5.5%	32 5.9%	544
The Y's programs meet my specific needs Count Row %	191 35.2%	159 29.3%	123 22.7%	40 7.4%	30 5.5%	543
Totals Total Responses						554

YMCA Report Card.....

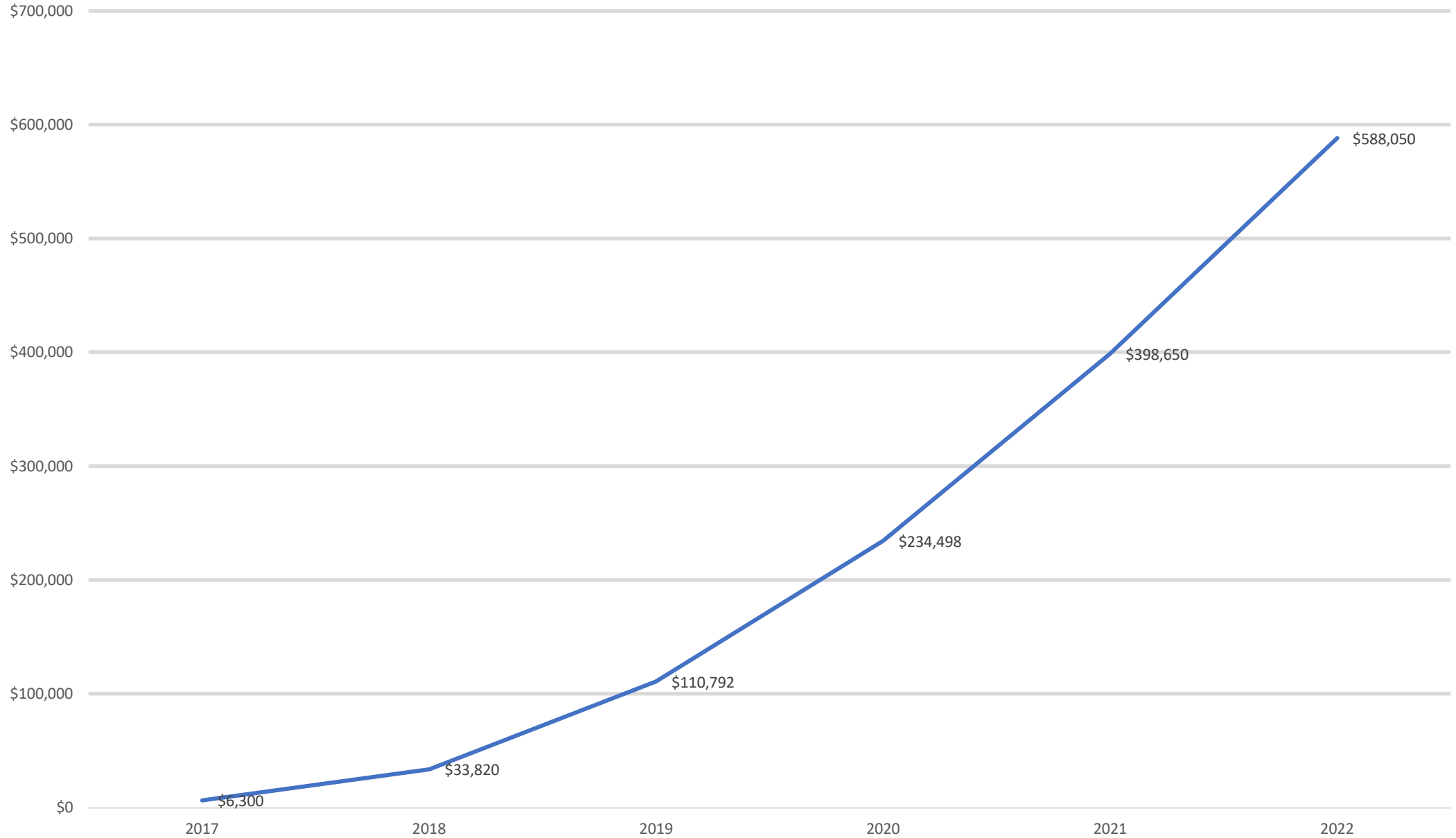
How are we doing

Program Registrations – Non aquatics, sports, childcare



— Program Registrations

Program income –non sports, aquatics, child care



Branch	2017	Feb 23	Growth	Percent growth
Griffith	695	1045	350	50%
Hammond	1731	5,538	3807	219%
Southlake	3499	14,139	10,640	304%
Whiting	1640	2596	956	58%
Schererville		7039	7039	
Hobart	1003	2100	1097	109%
Total	8,568	32,457	23,889	278%

Branch	2017	2022	Increase in Rev	% increase
Griffith	\$266,438	\$356,511	\$90,073	34%
Hammond	\$677,817	\$2,085,122	\$1,407,305	208%
Southlake	\$2,008,162	\$6,900,999	\$4,892,837	244%
Whiting	\$657,626	\$948,095	\$290,469	44%
Total	\$3,610,043	\$10,290,727	\$6,680,684	185%
Schererville		2,843,125		
Hobart		\$737,890		
Total	\$3,610,043	\$13,871,742	\$10,261,699	284%

Branch	2017	2022	Increase in Rev	% increase
Griffith	\$725,535	\$967,034	\$241,499	33%
Hammond	406,463	\$531,639	\$125,176	31%
Southlake	644,350	\$2,243,338	\$1,598,988	248%
Whiting	\$190,971	\$339,078	\$148,107	78%
Total	\$1,967,319	\$4,081,089	\$2,113,770	107%
Schererville		\$411,690		
Hobart		\$571,983		
Total	\$1,967,319	\$5,064,762	\$3,097,443	157%



Key Outcomes

FOR YOUTH DEVELOPMENT®
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FOR SOCIAL RESPONSIBILITY

Membership Units

<u>Year</u>	<u>Total Units</u>	<u>Family Units</u>	<u>% Family</u>
2017	6400	2100	33%
2022	30,108	18,647	62%

Retention -13 month

2017 – 66.08

2022 – 79.50%

Community Impact

2017 - $25,000 / 450,000 = 6\%$

2022 – $115,000 / 500,000 = 23\%$

Staff Leadership Report Card.....

How are we doing



Results by: All Participants



<u>ENGAGEMENT INDEX</u>		<u>ALL</u>
Q1. I have the materials and equipment I need to do my work right		4.0
Q2. I have the opportunity to do what I do best every day		3.7
Q3. I have received recognition and praise for doing good work in the last 3 months		4.0
Q4. My primary manager cares about me as a person		4.2
Q7. My professional development and growth is encouraged and supported		3.7
Q8. I have a close friend at work		3.9
Q9. My opinions are heard, understood, considered and responded to		3.9
Q10. I am well informed in a timely manner about things that impact me and my job		3.5
Q11. My primary manager gives me feedback and coaching on a monthly basis (or more often)		4.0
Q12. My unique needs and situation are cared for at work		3.8
Q13. I feel welcome at work		4.2
Q14. I feel valued at work		4.0
Q15. I feel physically and emotionally safe at work		4.1
Q16. I feel a sense of belonging and comfort here	53	3.9
Q18. I would recommend working here to friends and family		3.9
Total Engagement Index:		3.9

It's a mindset...It's a culture...It's a way of thinking.

**RE-VISIT
Mom's NEW
EXPERIENCE
WITH THE Y**



It is an everyday journey of getting better.

It's a mindset...It's a culture...It's a way of thinking.

Parting Thoughts

**No Framework looks
exactly the same**

Start with WHY...NOT HOW

It's a mindset...It's a culture...It's a way of thinking.

QUESTIONS ?