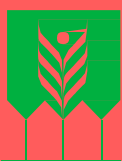


FEBRUARY 2024

PARTNERSHIP REPORT

MIDDLESEX CENTRE
YMCA



middlesex
centre



MIDDLESEX CENTRE YMCA

MEMBERS

Members YTD - 993 (January 16th, 2024)
Members on January 1st, 2023 - 736
Members on February 29th, 2020 - 1,092

BUILDING ACCESS

2019 YMCA Scans - 47,171
2020 YMCA Scans - 16,395
2021 YMCA Scans - 7,403
2022 YMCA Scans - 23,171
2023 YMCA Scans - 36,821

FINANCIAL ASSISTANCE

% of Memberships on Financial Assistance (2019) - 10.80%
% of Memberships on Financial Assistance (2020) - 13.20%
% of Memberships on Financial Assistance (2021) - 16.8%
% of Memberships on Financial Assistance (2022) - 13.9%
% of Memberships on Financial Assistance (2023) - 15.8%

MEMBER ENGAGEMENT SCORE

Net Promotor Score (Listen 360)

65%

(Average)

(2% increase YOY)



PROGRAMS

Summer Camp Registration/Available Spots

2019: 783 / 794 (98% full)

2020: 53 / 60 (88% full)

2021: 265 / 280 (95% full)

2022: 598 / 621 (96% full)

2023: 592 / 603 (98% full)

Returning Program for 2023

Karate

114 Participants

PARTNERSHIP REPORT



MIDDLESEX CENTRE YMCA

OPERATIONS UPDATES:

Introduction of New Membership Model

- ◆ Increased Rentals and partnerships with schools and social clubs
- ◆ Personal Training re-starting with new packages

Y@Home+

Live virtual group fitness classes

CURRENT HOURS

Monday-Friday

7:30am - 8:00pm

Saturday - Sunday

8:00am - 1:00pm

WALKING TRACK HOURS

Monday-Friday

11:00am - 1:00pm



Y STORY

I am excited to share my Y journey with you. It is a story I am extremely proud of and share with anyone who will humour me. I started my Y journey when I was 16 years old. I was hired by Bob Furlong, at the Bob Hayward branch, to be a part-time coach for youth gymnastics, dance and trampoline. I soon obtained by Bronze Medallion certification and began lifeguarding and teaching swimming lessons. I continued in the role for two years while I finished high school. My plan was to attend University to become a Phys Ed teacher. I continued to work part-time at the Y while at University and full-time during my school breaks. The year I finished my undergrad in Phys Ed, Bob asked me if I would be interested in a full-time position as a Youth and Preschool Supervisor. I jumped at the chance and became responsible for all of the Youth and Preschool programs as well as the day camp. These were some of the most joyous experiences of my career. Working with the youth, youth leaders and leaders in training had a significant impact upon me. In fact, the experience of working at the Bob Hayward Y lead me to explore a different aspect of the role. The children that were attending day camp often had social and emotional needs that required support outside of their recreational experience. This was, and still is, the beauty of the Y community. Everyone belongs and supports are available for any family to attend. I decided to return to school and became a Social Worker. I have been a Social Worker since that time and have returned to the Y as a member. I have enjoyed bringing my own children and now my grandchildren to programs. I currently attend the Komoka Branch and enjoy the Active Agers group fitness class as well as the cardio and strength training area. I am hoping to learn how to play Pickleball this winter. I recently submitted an application to become a volunteer and am eager to also become recertified to teach fitness classes, specifically, Active Agers and Group Active classes.

I live in Komoka and am self-employed. In my private practice, I offer clinical social work services to youth, adults and seniors in need of emotional and mental health support. I am also very aware of the need to take care of my own emotional, mental and physical health needs. The Y is the place I go to recharge. I love exercising in the early morning. It is the best way to start my day. The staff are so welcoming with a sunny smile every morning. Living in a small community is wonderful. I enjoy meeting new people and attending fitness classes with neighbors means I meet new friends. The small community feeling in Komoka is also part of the Y experience at the Middlesex Centre Branch. I feel like I belong. I am excited to give back to the Y community for the many wonderful experiences I have had over the years.