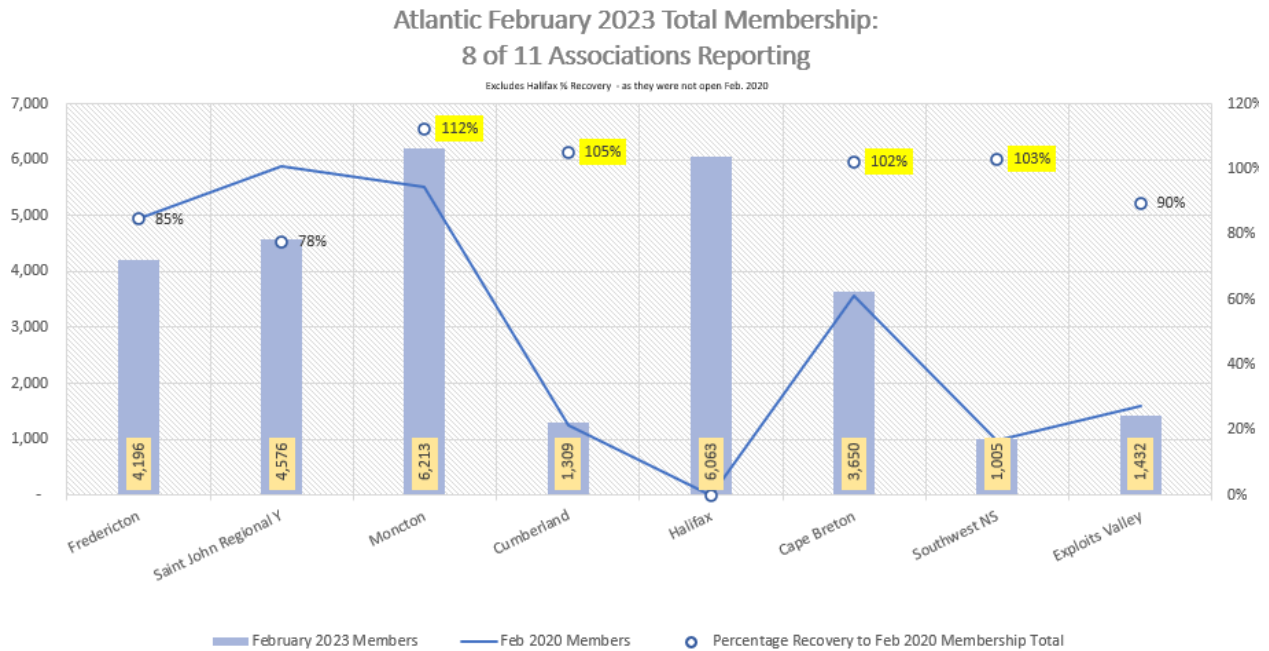


Our YMCA has had 105% membership recovery based on pre-pandemic membership numbers.

We are only 1 of 4 Y's in Atlantic Canada to have accomplished this and have the best recovery rate in Atlantic Canada when you consider we have not had a change in the size of our operations. The Moncton YMCA for example opened another YMCA branch during covid which impacts their membership recovery rate of 112%.

Since January we have increased our membership by 15% and it continues to grow!



This month we would like to celebrate the success of the YMCA of Cumberland in Nova Scotia.

In December 2022, the YMCA of Cumberland reviewed their membership offering. They made the decision to offer member-only swim lessons. As part of their roll out strategy, the Cumberland YMCA staff contacted all non-members participating in swim lessons to advise them of the change to an all-inclusive membership model.

The YMCA of Cumberland team did an excellent job of converting non-members to members. They've grown their membership by 15% since January 2023! Family memberships have increased since implementing this change, as families see value for fee and benefits to all family members.