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Revenue increased 48.9% compared to July due to an increase in childcare revenue

Active Units **-22.3%** Check-Ins **-64.5%** Gross Revenue **-32.9%**

% Change compared to August 2019

Revenue

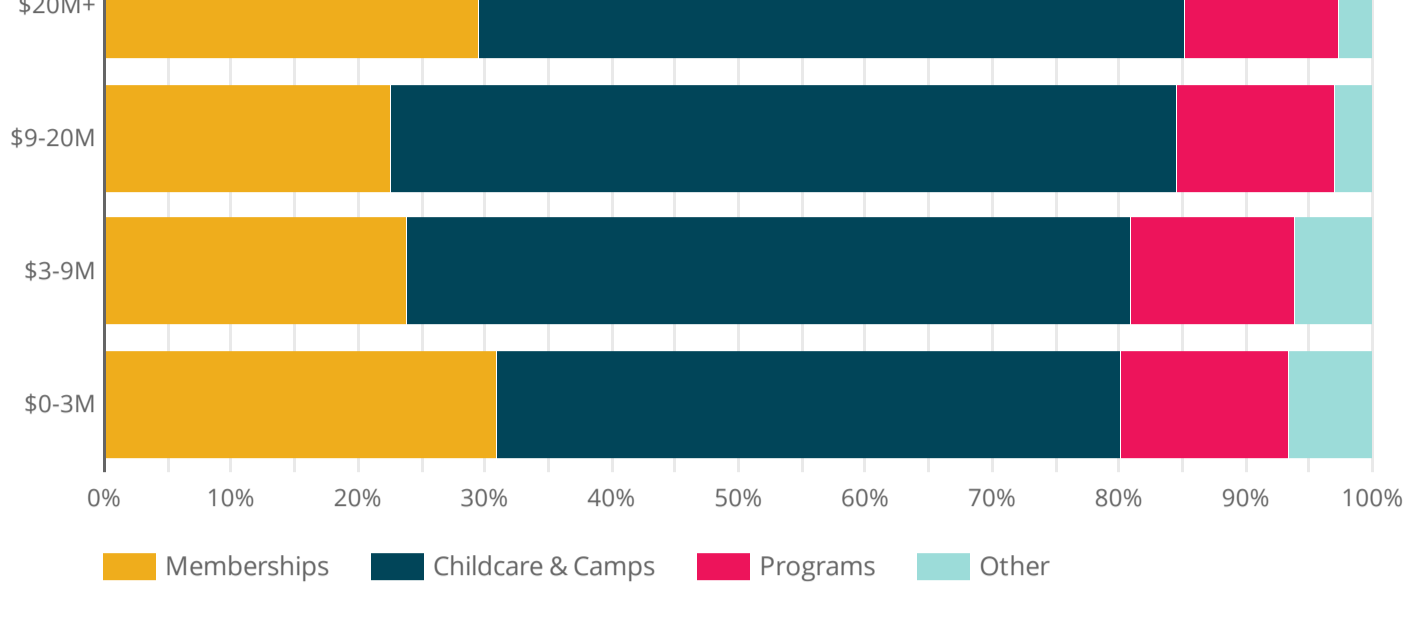
Gross Revenue

67.1%

Back to Normal for August

YMCAs, JCCs, and other organizations are still recovering at 67.1% of revenue compared to 2019. However, there was a 48.9% increase in revenue for August compared to the previous month due to higher childcare registrations as schools re-open across the country.

Revenue Composition by Revenue Size



Gross Revenue % Back to Normal By Revenue Size

Revenue Size	% Back to Normal
\$20M+	54.9%
\$9-20M	70.5%
\$3-9M	79.1%
\$0-3M	73.8%

Chargebacks are still significantly higher compared to 2019 baseline

The August chargeback percentage for YMCAs, JCCs, and other organizations was 0.25%, significantly higher than the 0.03-0.05% baseline. This number has decreased from the the shutdown average of 0.7%. However, the fact that this percentage is high shows that the nation is still recovering from the economic impact from the pandemic, and many members are still struggling.



Key Takeaways

While total revenue has improved month over month, membership revenue continues to decline with only 26.8% of total revenue sourced by membership in August, compared to 45.9% in July. On the flip side, childcare and camp revenue sources has increased to 56.1% of total revenue, jumping 20% from the first Insights and Impact report in June. This proves that YMCAs, JCCs, and community centers have been able to pivot their childcare offerings to serve the ever-changing needs of the community and find new revenue sources.

Check-Ins

Total Check-ins

35.5%

Back to Normal for August

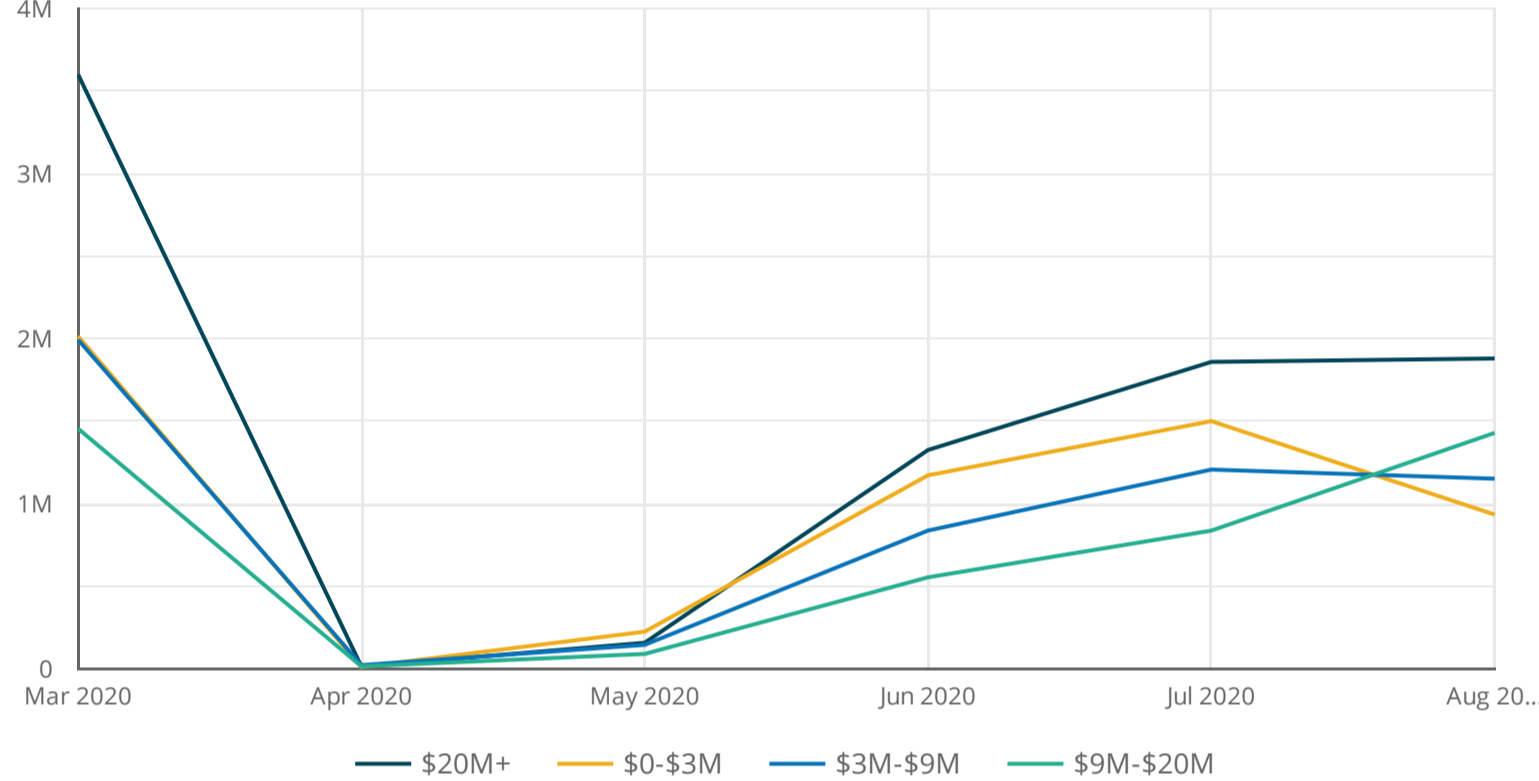
Member check-ins dip 16% in August compared to July as families start back at school.

Check-ins did dip in August compared to July. This was expected since historically, check-ins decrease slightly in August as families start back at school and schedules book up. Check-ins are still significantly down compared to last year due to COVID-19. However, there was an increase in percent back to normal from 31.1% in July to 35.5% in August compared to 2019.

Total Check-ins % Back to Normal By Revenue Size

Revenue Size	% Back to Normal
\$20M+	28.5%
\$9-20M	35.7%
\$3-9M	36.1%
\$0-3M	51.2%

Total Check-ins



Key Takeaways

While check-ins are down in August compared to July, COVID-19 isn't the only reason for this dip. This decrease is seasonal and expected. Interestingly, virtual check-ins did increase 30.1% compared to July. The virtual check-in options continue to help supplement lower check-in numbers as people slowly return, and also serve families juggling busier schedules with at-home options.

Membership

Active Units

77.7%

Back to Normal for August

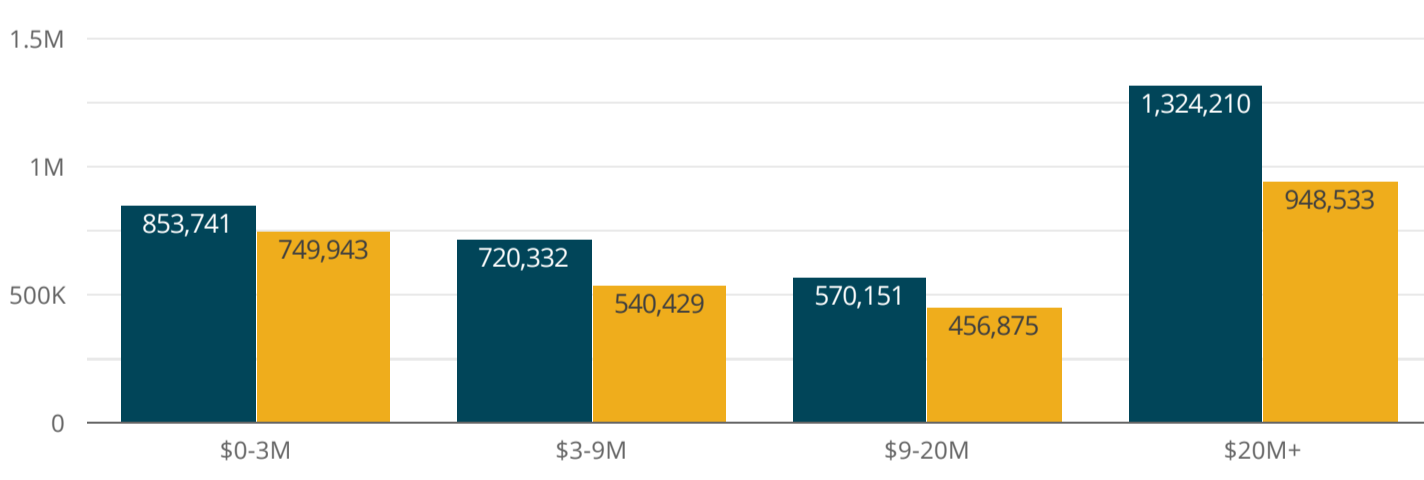
Active memberships decrease 3.3% in August compared to July.

While active memberships have dipped in August, we have also seen positive signs of recovery with 6.6% decrease in terminations compared to July. In all, a majority of members are remaining active with 77.7% of members active compared to August of last year.

Membership Percent Back to Normal by Revenue

Segment	Active Units	New Joins	Renewals	Holds	Terminations
\$20M+	71.6%	36.1%	55.1%	985.9%	112.6%
\$9-20M	80.1%	20.4%	50.7%	596.7%	110.1%
\$3-9M	75.0%	46.5%	46.4%	667.4%	100.7%
\$0-3M	87.8%	60.0%	50.0%	417.3%	97.2%

Active Unit Counts



Key Takeaways

Membership holds have been a major player in membership trends throughout COVID-19. Holds for YMCAs, JCCs, and other organizations are still 709.5% of holds compared to 2019. However, there has been a 13% decrease in August compared to July, showing that this trend is slowing across The Movement.

New joins have also increased 5.5% in August compared to July. This is great news as it shows that your associations and agencies continue to serve needs in your community and people are continuing to join, even if it is at a slower rate.

Registration

Childcare Registrations

99%

Back to Normal for August

Programs Registrations

67.4%

Back to Normal for August

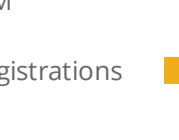
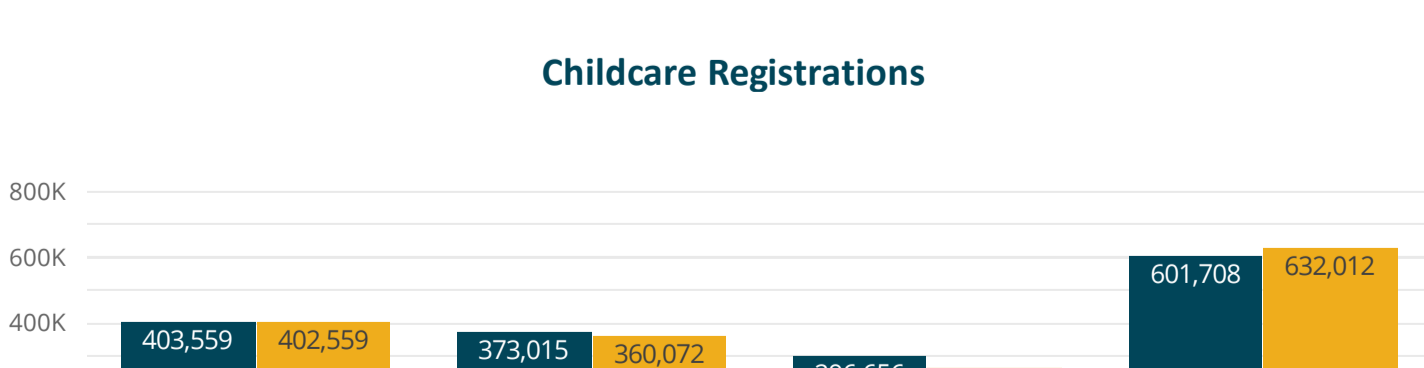
Childcare registrations show positive signs of recovery as organizations adapt to emerging community needs.

Childcare registrations have increased 145% in August compared to July and are at 99% of 2019 registrations. As schools re-open, YMCAs, JCCs, and other organizations have pivoted to expand their childcare offerings to support their school regulations and communities.

Total Registrations % Back to Normal By Revenue Size

Segment	Childcare & Camps	Programs
\$20M+	105.0%	59.0%
\$9-20M	88.9%	68.1%
\$3-9M	96.5%	70.8%
\$0-3M	99.8%	73.8%

Childcare Registrations



Key Takeaways

Childcare continues to be an essential source of revenue as organizations continue to recover from COVID-19. This shift in revenue composition as well as the increase in registrations month over month tells a great story of how nonprofits are able to adapt to emerging community needs. Program registrations also showed positive signs of recovery with a 29.2% increase in August compared to July. While still only 67.4% back to normal compared to 2019, registration numbers are increasing. To learn more about how your peers are re-imagining program offerings, [view this webinar](#) with Adam Shilling, Executive Director of Membership & Programs at YMCA of Greater Grand Rapids.