

April 8, 2020



Dear GLOW YMCA Member:

Just like every crisis before, we come together in the name of our humanity. And just like it's been for the last 130 years, our Y is here for good.

Thank you for your patience as we communicate the effects of this change. It's been a complicated time for everyone, and we appreciate you bearing with us. Your Y leadership staff has worked tirelessly the past few weeks responding to some of the most pressing needs of our community and narrowing our focus as permitted by state and national mandates. Since the GLOW YMCA started in 1889 in Batavia the Y has adapted and changed to meet community needs and strengthen the foundations of our community.

Here are some things that we are asking of our members and several things we are doing for our members and the communities we serve:

### **Help Us by Keeping your Membership Active!**

We need all hands on deck. Members who continue to pay their monthly membership dues are known as our "Sustaining Members" – because they are helping us be resilient during this chaotic time. We are asking you to stay with us. We understand that everyone is not in a position to do so and we need you to do what is best for your situation. Here are your options:

1. **Be a Sustaining Y Member at your full monthly rate:** Allow us to keep your monthly membership draft active. Your dues will be considered a contribution to the cause and be used to focus on sustaining YMCA operations and meeting community needs during this crisis period. If you choose to do this, no action is required on your part. We will continue to draft your membership and will provide you with documentation of your charitable gift at the end of this period. You can change your mind at any time should your situation change.
2. **Be a Sustaining Y Member at reduced monthly rate:** We know many people are scared and uncertain of your circumstances. If you are unable to be a full sustaining member, consider being a partial sustaining member. Contact your home Y Membership Director via email and we will be happy to make the adjustment that fits your current situation.
3. **Place Your Membership on Hold:** We know many people are scared and feeling the pressures of this situation. If you are unable to be a sustaining member by contributing your Y dues, place your membership on hold. We will discontinue your monthly membership draft and resume the draft when we reopen. There is no charge for putting your membership on hold during this shutdown period. You must contact your home Y Membership Director via email to put your membership on hold, and we will make the necessary changes.

### **We're in this Together**

Thank you for working with us to create a history that demonstrates how we came together and served those who needed us the most. Let us tell the story of the meaningful ways in which we responded. Let that be the story that is remembered.

Here are just a couple ways the GLOW YMCA is responding:

- **Emergency Child Care Services:** The Genesee County Y is providing childcare services for employees of hospitals and medical facilities, nursing homes, group homes, and First Responders. We are caring for their children so they can care for our community. Paying for childcare is a new expense for these

emergency workers, and we need to find ways to provide the financial assistance necessary so these critical care workers can continue their crucial work.

- Community Shepherding Program: We have already been piloting this over the past week with a select group of our members. The Shepherding Program is an organized effort to check in with our most vulnerable populations: seniors, people suffering from mental illness, families with unique challenges, people who are suffering financially, and children who are being left home alone. Neighbors helping Neighbors – more to come.
- Virtual Health Initiatives and Family Activities: We know the Y is an extension of your family, and we remain honored to serve you. While we can't serve you in-person, you can become part of the mobile fitness on demand app, a new virtual initiative. The interest link is available on our website, [www.glowymca.org](http://www.glowymca.org). We are also adding daily activities to our Facebook page and Website. Lastly if you do not have access to the web, we can offer you printed versions that we will mail to you directly.

### **Working Responsibly with Compassion**

We are working around the clock uncovering every stone to reduce expenses and minimize the extreme financial burden that this will cause our nonprofit organization. We are looking at how to finance the deficits we will face. Not unlike other organizations, we have had to make some very difficult decisions that affect the lives of our 250 employees. Our employees are our family, and we care deeply about the personal challenges this position will place on them.

We have the opportunity, right now, to decide what the future looks like. We want a future of generosity, social justice and equal access to critical resources. We are learning a lot in real-time, and we're adapting.

### **Remaining Resilient and Strong**

We can't thank you enough for your support and understanding. We're working on other ways we can support our community. We will continue to communicate with you through our website, Facebook, mobile app, direct emails, and even calls to members. (If you have not received previous emails, now is a good time to update your email address. Send an email to your home Y Membership Director.

Most importantly, this is not forever. We're standing by you during this trying time and ask that you stand by us as well. There's a bright future ahead, but the only way we will get there is together.

Yours in Health,



Rob Walker  
GLOW YMCA CEO

### **Membership Directors:**

Genesee County YMCA:	Joshua Bender	<a href="mailto:jbender@glowymca.org">jbender@glowymca.org</a>
Orleans County YMCA:	Jessica Leno	<a href="mailto:jleno@glowymca.org">jleno@glowymca.org</a>
Wyoming County YMCA:	Heather Davy	<a href="mailto:hdavy@glowymca.org">hdavy@glowymca.org</a>