

Dear CEOs:

These are unprecedented times. COVID-19 (coronavirus) is a global pandemic and a national emergency, and nobody is certain what the next days, weeks or months hold.

It's hard to imagine more difficult circumstances for operating a YMCA. We are a relationship organization. We bring people together – large numbers of them, from all backgrounds and circumstances – and create personal connections. Our proximity to people and communities is an organizational asset.

But the nature of this virus, and how it spreads, presents significant challenges to how we deliver our mission and strengthen community. What is the role of a YMCA at a time when people are being advised to keep their distance from each other?

As we all know, the answer to this question will vary by YMCA based on the conditions in the community it serves, though our commitment to individual and community health must be part of the decision-making process for every Y. We have an organizational responsibility to do everything in our power to prevent the spread of this virus.

More than 30 YMCAs already have closed their facilities or scaled back operations, closing their wellness areas and cancelling group-exercise classes but continuing to offer child care, meals programs and other non-fitness services, with guidance from local health officials. Still others remain open and are actively monitoring local conditions to inform their next steps. Regardless of where your YMCA is now, **I urge you to consider closing your facilities and explore alternative ways to meet community needs during this time, in partnership with health officials and other community leaders.** Even if there haven't been confirmed cases in your community, that doesn't mean COVID-19 isn't in your community. Health experts tell us that the virus is highly contagious and likely more widespread than the numbers suggest due to limited testing in our country thus far.

At the very least, you need to plan for closing. With COVID-19 forcing our federal, state and local governments to take drastic measures, this may be a decision that's made for you.

Additionally, I know many of you are wrestling with questions of liability, insurance coverage, financial modeling, unemployment, and virtual services and support, among other things. Y-USA is working around the clock to find answers and solutions, **coordinating with Alliance Partners.** We are

continually providing updated tools and resources to Alliances, which are your primary point of contact for COVID-19 support.

Here are some resources that are newly available or will be available next week:

- The [MOSSA Move virtual workout platform](#) is free for all YMCAs for the next 60 days. [Click here](#) to register your association. Once you do, you will receive a unique web address you can share with your members. This platform is compatible with IOS and Android systems and smart TVs. No long-term contract is required.
- Our partners at [501\(c\) Agencies Trust](#) have agreed to be a resource to Alliances regarding **human resources** issues. Work through your Alliance to access this expertise.
- Early next week, Y-USA will make available to Alliances new tools and guidance related to **financial modeling and insurance coverage**. We will work with Alliances to ensure they are prepared to support Ys in using these resources.
- Also next week, we expect to share details about another platform that will enable you to offer **Y programming virtually**.

You also can communicate specific needs related to COVID-19 to support.center@ymca.net. We will mobilize the Y's network to get you the support you seek.

Y-USA expects to provide updated tools and resources to Alliances on a **daily basis**. Additionally, we will email content from the Daily Roundup [on Link](#) directly to CEOs and COOs each day. We recognize CVOs are an important audience and plan to keep them updated as well. I will send this communication to all CVOs tomorrow afternoon.

These are unprecedented times. There could be no more challenging circumstances for running a YMCA. Like all of you, YMCA of the USA is working to understand how best we can be of service in this rapidly changing environment. But I want you to know that my team and I are with you and grateful for your leadership. Thanks to you and your YMCAs, our communities and our country will meet this challenge.

Sincerely,
Kevin

KEVIN WASHINGTON

President and CEO

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