



March 26, 2020

Dear Valued Y Member,

We deeply appreciate your understanding and patience as we navigate the challenging circumstances related to the Coronavirus. We are all operating in unknown territory right now, and we are working as quickly as we can to keep you updated and address your questions.

At the YMCA of Reading & Berks County, everything we do is guided by our commitment to support our community, and this is even more critical now. When you belong to the Y, you are not only a member of a health and wellness facility, you are a member of an organization dedicated to strengthening our community. In difficult times, the Y pivots in response to community needs, and finds ways to use our resources to offer solutions – and you can help.

#### **Stay with Us – Your YMCA Membership Choice**

Your membership helps support our efforts to meet the critical needs in our community during this pandemic. Examples of how the Y is helping includes critical care for children of healthcare workers, first responders, EMTs and police through a special waiver from the Department of Human Services, maintaining a home for the 150 men, women and women with children who would otherwise be homeless, maintaining and repairing our six branches, along with fulfilling required costs, such as utilities, insurance, disinfecting and deep cleaning measures in preparation for your return. While you are physically away from our branches, as instructed by the Governor (not our choice), we are continuing to provide virtual exercise classes, and resources and activities to keep you and your family healthy and active through social media.

Many of our members, participants, and staff need the Y during this sustained time of uncertainty, more than ever. There are growing needs related to mental health, health and wellness, and financial hardship. In response, we have established a **STAY WITH US CAMPAIGN**; a mission-driven pledge designed to provide:

- emergency support for essential expenses for our low-income members, staff and those currently on our financial assistance program.
- child care support for healthcare professionals in our communities.
- additional resources to support our most vulnerable populations including low income families for membership, camp, childcare and programs.
- YMCA sustainability

**We hope if you are able to continue your membership draft, you will. If you must place your membership on freeze, we understand and we remain here for you. And, if you are able to do more, we ask you to consider a donation to assist in keeping your Y strong and sustainable for another 162 years.**

As soon as the government allows, and with your continued support, we will reopen our facilities with a renewed spirit of gratitude for community, togetherness, and good health. Again, thank you for your continued words of encouragement and support. I know, together, we will get through this together!

We remain here for you,



Kim Johnson  
President & CEO

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## YOUR MEMBERSHIP OPTIONS

**Please complete your membership changes by noon on Thursday, April 15, 2020 in order for our staff to process your request.**

*After 12 PM on April 15, your membership will continue without disruption if your membership is automatic your regular scheduled membership fees will be drafted.*

### **Option 1. Maintain your membership - Continue supporting your Y and your community.**

By continuing your membership draft you help the Y to better support full-time staff, who remain working in critical functions and enable us to meet our required overhead costs, continue to support and add our online library, and to engage and support our pathway participants.

If you choose this option, you do not need to do anything but accept our heartfelt gratitude. Thank you.



### **Option 2. Freeze your membership**

We understand your decision and remain here for you. We look forward to seeing you back at the Y at a later date.

**[FREEZE](#)**

