



**FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY**

May 15, 2020

Our Loyal Members,

*We miss you!* On behalf of the staff I want to take this time to say thank you for being a member of the Greater Holyoke YMCA. We know you value us and that we must continue to be here to serve you. As a community not for profit it is our mission to provide you with programs and services focused on health and wellness for all physically, mentally and spiritually.

Times have changed and it is hard to imagine the future. This pandemic has impacted all our lives, some in very personal ways, and will forever alter health and safety practices. We are keenly aware that our Y must shift and respond appropriately.

Understand in these unprecedented times our number one goal is your health and safety. We are closely monitoring information from the Center for Disease Control, Governor Baker and the Department of Public Health. We are taking the most current information and developing an implementation plan that includes best practices in the areas of social distancing and healthy hygiene. Rest assured we will not reopen until we feel we can do so in a safe manner.

When we are open you will play an important role in keeping yourself and others safe. There will be new rules and expectations of everyone. We are in this together and we know we can count on you to aid us in implementing this "new norm" when you return.

Until we reopen, I want to reiterate that you are a key to our future. Most importantly:

**Thank you for being a member of the Greater Holyoke YMCA,  
Help Us by Keeping Your Membership Active, and  
Remember, We Are in this Together.**

We're standing by you during this difficult time and ask that you continue to stand by us as well.

With sincere gratitude,

Kathy Viens, CEO



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April 28, 2020

To Our Loyal Members,

**Thank you for being a member of the Greater Holyoke YMCA.**

Just like every crisis before, Ys come together in the name of humanity. And just like it's been for the last 144 years, the Y is here for good.

Thank you for your patience as we communicate the effects of this change. It has been a complicated time for everyone, and we appreciate you bearing with us. Right now, we're asking you to stick with us if you can.

**Help Us by Keeping an Active Membership**

We need your support. Members who continue to pay their monthly membership dues are helping us be resilient during this chaotic time. No action is required by you to remain a member.

If you need to change your membership status please reach out to us at the Y either through emailing [membership@holyokeymca.org](mailto:membership@holyokeymca.org) or calling 534-5631 x 104.

**We Are in this Together**

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

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

Kathy Viens, CEO



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April 3, 2020

To Our Loyal Members,

Our organization values you, your family and the community at large. We want people to be safe and stay well as we navigate this healthcare crisis. As you can imagine we miss seeing you and want to know you are doing well.

On Tuesday a video message was shared on Facebook. Below is the message shared.

*The Y just isn't the same without our members, program participants and volunteers. The parking lot is empty, the facility is quiet and most importantly the smiling faces we look so forward to seeing are not coming through our doors.*

*Even though you are not here, we are working to brighten the facility for when you return. During these challenging times we are doing what we can to support the community; specifically offering child care for essential workers in healthcare, emergency services and other vital services because it is the right thing to do.*

*Know that we cannot wait to see our Y open to all again and welcome you, the heart and soul of our organization. Until then please take care of yourself. Remember ...We are stronger together!*

For any questions about membership, please reach out to our membership staff via email at [membership@holyokeymca.org](mailto:membership@holyokeymca.org) (preferred) or via phone at 534-5631 ext. 102.

With gratitude,

A handwritten signature in cursive script that reads 'Kathy Viens'.

Kathy Viens, CEO



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March 23, 2020

To Our Loyal Members,

We would like to take a moment to express our gratitude to you for choosing to be a part of our YMCA family.

As members of our community, we care about you and your health and wellness. To support you during this time, we will provide access to resources that offer a variety of on line, on-demand work-outs and classes that can be done at home. You have already received information on Y360 Fitness, a platform that includes classes for youth and adults. We are working on adding other virtual classes that feature our staff. These workouts will enable you and your family to exercise together from home. To access Y360 go to our website at [www.holyokeymca.org](http://www.holyokeymca.org) then click on the Program title at the top left of the page and choose Health and Wellness.

Our Y is a community organization and we are here for all. We are proud to be serving as an "emergency child care center" for the children of essential workers as defined by the Commonwealth. These are the individuals who will care for the ill, keep us nourished and provide essential services to the communities we serve.

In uncertain times like these, we must be there for one another. The effects will be far reaching and, in response, we all need to think sensibly and empathetically. By following the latest trusted science and leading with our hearts, and we will reopen stronger than ever.

Naturally, we will put your membership on hold, but we ask that you, if you can, consider continuing to pay your membership fee so that we can use this revenue to maintain operations, staffing, and our facilities during this time of uncertainty. Our entire volunteer board has led with the pledge to keep their membership active over this period.

Even though we are not seeing you we are always thinking of you. While we are closed we are taking time to thoroughly clean and spruce up the facility. This is being done by the dedicated Y staff who have been serving you.

For any questions about membership, please reach out to our membership staff via email at [membership@holyokeymca.org](mailto:membership@holyokeymca.org) (preferred) or via phone at 534-5631 ext. 102.

Thank you for allowing us to take a moment to share with you information regarding what we are doing here at the Greater Holyoke YMCA. Thank you for your continued support.

With gratitude,

Steve Kravetz, President of the Y Board of Directors  
Kathy Viens, CEO

**GREATER HOLYOKE YMCA**  
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**UPDATE – March 16, 2020  
YMCA is CLOSED**

Dear YMCA Community,

While we know that many of you have appreciated our doors remaining open, it is in the best interest of our members and staff to close the facility. In the coming days we will continue on-going communications with our members as we learn more regarding our re-opening.

The Health Departments in each of the communities we serve are working diligently with the Massachusetts Department of Public Health (DPH) and the Centers of Disease Control and Prevention (CDC) to guide best practices at this time.

**The reason we are closing is based on their guidance and our growing community concerns around the COVID-19 virus. We will keep you up-to-date of plans for reopening.**

As a community service organization we are acutely aware of the potential economic impact of this virus worldwide. We are requesting that you continue to support our YMCA by keeping your membership active. Collectively our Y employs almost 150 staff and over 3000 members. By continuing your membership we are able to support these community members many, of who you interact with daily. We cannot do this without your help.

At the Greater Holyoke YMCA we are guided by the principle to help strengthen the foundations of community. Being socially responsible about what we do is one of those principles. We want to let you know we're thinking about all of you—our staff, our members, our program participants, our suppliers, and our community partners—as we work through the effects of the coronavirus.

Thank you for being a part of our YMCA family.

Kathleen Viens, CEO

**Message Update: March 15, 2020**

**YMCA Closed**

The Greater Holyoke YMCA is CLOSED for Operations effective immediately until further notice. Our childcare program will run on Monday to accommodate any family that has no other alternative.

Out of an abundance of caution and for the health of our community this decision has been made. During this time the Y will continue ongoing communications with you as we learn more information.

Thank you in advance for your understanding and support. We hope you understand the reason for this decision as we do our part to limit the spread of Covid-19.

Kathy Viens, CEO