



# CARING FOR OUR COMMUNITY



A SPECIAL EDITION NEWSLETTER FOR MEMBERS, VOLUNTEERS AND FRIENDS OF THE Y



In all 133 years, the Eugene Family YMCA has not had a year quite like 2020.

It's hard to imagine circumstances more difficult in which to respond than a global pandemic. Then, catastrophic wildfires, oppressive smoke and hazardous air quality created untold trauma for hundreds of thousands around us.

In its tried-and-true manner, **your Y adapted, pivoted and adjusted its programs and services** to best meet the needs of our community, particularly those people most affected by the upheaval around us.

In crisis mode ourselves, we opened the Y's doors for those evacuated from the devastating wildfires. Responding to cooped up members unable to leave their homes due to the air quality, Y fitness instructors added virtual classes to compensate for the ones that were scheduled to be outside.

**As the extent of our neighbors' losses became more apparent, the Y found new ways to stand beside anguished individuals and families:** by offering free child care and free 3-month memberships to those who lost their homes.

The wildfires raging in our backyard came just as school was slated to start. In preparing for youth development programs this fall, Y staff had already redesigned child care for full days and to support online learning from school districts. From March 16 and through the summer, staff honed rigorous COVID-19 health and safety protocols. So in keeping with the start of school, **the Y welcomed little ones** inside the Y's doors while adjusting their COVID-19 protocols to also include hazardous air quality restrictions.

None of this was easy, but it was critical work to ensure that our community recovers stronger than ever from COVID-19 and wildfire impacts.

**"Our programmatic response to coronavirus and swift actions after the disastrous wildfires is a microcosm of how an effective community functions."**

**—Eugene Family YMCA CEO Brian Steffen**

# “HOW IS THE YMCA DOING THIS YEAR?”



The last six months represent some of the most rapid changes in our YMCA's 133-year history. We are weathering a storm that shows few signs of quickly relenting.



I'm asked this a lot these days. It recognizes that **we are an organization that brings people together and fosters relationships** in light of a global pandemic that makes it necessary to keep people physically distanced.

Our budget relies heavily on memberships and enrollment in youth development programs. That revenue allows us to offer financial assistance for all of our services and also run free programs for the community.

COVID-19 severely limits our normal operations. In short, we are weathering a storm that shows few signs of quickly relenting.

Following a 12-week closure to members, we reopened in a significantly modified way. Our new COVID-19 practices and protocols make sense and are necessary to combat the virus. We take that mission very seriously. But they also mean additional staff are needed for cleaning and monitoring at the same time that fewer members can attend.

We know from member surveys that many will not return to the Y until a vaccine or treatments are safely in place. In fact, the **Y's membership has declined by as much as 37 percent.**

COVID-19 also creates new restrictions within our Youth programs: near-constant cleaning, maintaining smaller group sizes and locating spaces large enough to ensure physical distance. For the summer, it meant **an 80 percent reduction in typical enrollment**, at a time when it cost nearly the same amount to safely staff and operate the program.

Initiatives that would normally take months to plan and implement have been deployed in days. These include full-day child care with distance learning components, a kindergarten class, virtual group exercise classes, outdoor studio spaces and the establishment of a 14-member Diversity, Inclusion, and Global Engagement committee. We are doing all of this **as we continue to move forward in remarkable ways** on the fundraising and final design details for the new YMCA.

Even while acknowledging the difficult parts, the most common feelings I have are gratitude, hope and optimism. I marvel at the **transformative impact of the donors, foundations and partners** that have stepped forward in this storm to offer generosity and essential resources. I am inspired by the warmth, compassion, and selflessness of our members as they reach out to our staff and to one another.

As Oregonians, we know one thing with certainty: All rainstorms eventually lead to beauty. **What comes out of this time will be nothing short of stunning.**

Optimistically,

Brian Steffen  
CEO, Eugene Family YMCA

## SHIFTING TO SUPPORT ONLINE SCHOOL

Traditionally, fall marks the start of the YMCA's extensive after-school enrichment in 23 elementary schools across 3 districts. As Lane County's largest afterschool child care provider, your Y served **886 STUDENTS** last school year alone.

The start of this school year is distinctly different. Most striking is that programs run for the entire day. In afterschool care, staff usually provide a snack, homework help, a STEM activity and physical movement for students from about 3 p.m. until parent pick-up at about 6 p.m.

Youth Development leaders and **STAFF NOW PLAN FOR 10 HOURS OF ENRICHMENT** each day. The new full-day youth programs support school



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districts' Comprehensive Distance Learning—both synchronous and asynchronous. YMCA staff spend countless hours working to ensure they can meet the **SOCIAL-EMOTIONAL, PHYSICAL, EDUCATIONAL AND NUTRITIONAL NEEDS** of every student while also closely following strict COVID-19 rules.

Special attention to working families with incoming kindergartners produced a brand-new YMCA Pre-K Plus program. Not knowing if we could serve other school-age youth in local schools, your Y secured spaces in area churches.

“Even with the near-constant adjustments we've been making to respond safely and responsibly to a global pandemic, some things will never change: **OUR COMMITMENT TO FAMILIES** and to the social-emotional growth and physical activity needs of each child in our programs,” says Holly Kriz-Anderson, YMCA Youth Development Director. “Our Y kids always come first.”



# MEETING EXTRAORDINARY CHALLENGES WITH RESILIENCE

Your Y is needed now more than ever. Not in a traditional format, but redesigned, built from scratch and reinvented to **respond to the crises facing families, seniors, youth and young adults.**

Some of these services prove to be more difficult to deliver and ever-changing in response to rules and regulations made necessary by COVID-19. Resilient Y leaders and staff continue to **find ways to overcome these massive obstacles.**

There is hardship but it is countered with success in brand-new arenas and the **joy and gratitude from our members, child care families and community members** who have felt the impact of the Y's work.

Your **Health and Wellness team responded to COVID-19** by more than doubling the spaces used for in-person fitness classes and taking advantage of the great outdoors! Building an Outdoor Studio in an underused space between the Tennis Center and the main facility opened up yet another **opportunity for health-seekers.**

Your Y **launched virtual fitness** on March 17, just 4 days after our doors closed. Since then, online classes have upwards of 40 participants, far exceeding the capacity of the in-person studios.

**the Y**  
YMCA

**2019**  
GROUP EXERCISE

- YOGA ROOM
- MOVEMENT CENTER
- Y WALKING GROUP
- OUTDOOR STUDIO
- GROUP X IN GYM
- VIRTUAL HUB

**2020**  
GROUP EXERCISE SPACES INCREASE BY 250%

- GROUP X IN PARKING LOT

## HEALTH & WELLNESS



"The Y is community in every sense; it's not just a gym. I love seeing the work you all do, and I'm proud to be a part of it."  
—Y MEMBER

"It is the long history of humankind that those who learned to collaborate and improvise most effectively have prevailed." —CHARLES DARWIN

## YOUTH PROGRAMS

Your Y has operated as **Lane County's largest afterschool child care provider**, serving youth for 3 hours each day at 23 elementary schools in 3 school districts. The transition to full-day youth programs this fall means your Y offers care for children 10 hours a day—a **233 percent increase in hours of care per day per child** compared to 2019.



"Thank you so much for your willingness to put yourself out there every day during this health crisis to care for and provide fun, stimulation and consistency for our kids! My daughter loves the Y, its teachers, and her friends there. My appreciation and gratitude for all you do is immeasurable." —Y PARENT

## MEMBERSHIP

Our doors closed March 12 in response to COVID-19, and when we reopened, we **focused first and foremost on health and safety.** It meant fewer members in our building and a slow rollout of our traditional services and programs—with rules around physical distance, sanitization and limited occupancy in our spaces.



Compared to the previous year, 2020 has seen a \$400,000 decrease in membership revenue, which **supports financial assistance**, evidence-based wellness programs and mission-aligned services. Public support has helped to offset that impact.



"The Y is an amazing community resource and I feel super impressed by the organizations' ability to adapt during the time of COVID."  
—Y MEMBER

"Public support has been transformative," said Y CEO Brian Steffen. "The YMCA would not be able to serve our community so robustly without it."





# THINGS ARE A LITTLE DIFFERENT THIS YEAR WE'LL GET THROUGH IT— TOGETHER



COVID-19 has made your Y's mission to provide Opportunities for All more relevant than ever. In times of crisis, innumerable disparities grow, and the Eugene Family YMCA closes these gaps by ensuring that nobody is turned away due to an inability to pay.

Together, we can continue to **provide safe, affordable child care** so that parents do not have to choose between providing for their family and keeping their kids on track during online school.

Together, your Y can continue to be a place of restoration and connection while observing strict adherence to COVID-19 protocols. Even though routines and healthy habits have been a struggle over the past 6 months, **your Y has inspired and supported people of all ages to restore and sustain their health.**



**SUPPORT THE MOST VULNERABLE IN OUR COMMUNITY BY PROVIDING FINANCIAL ASSISTANCE**

Together, we can **support the most vulnerable in our community by providing financial assistance** to families for quality child care and to individuals, seniors and parents for health and wellness memberships.

This commitment requires the participation of those as eager as we are to **help everyone in our community grow healthy in spirit, mind and body.**

Join us in providing **OPPORTUNITIES FOR ALL** by donating to the Eugene Family YMCA.



## OPPORTUNITIES FOR ALL

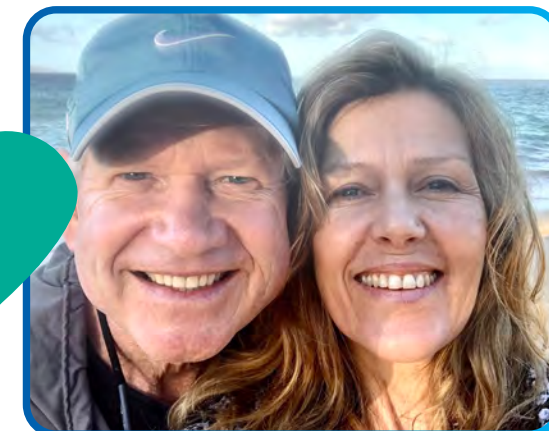


**CONNECTIONS** made among members in low-impact aerobics are so **STRONG** that even a global pandemic cannot break them!

**MEMBERS** continue to find safe ways to be together and **SUPPORT EACH OTHER.**

## WAYS TO GIVE

- **ONE-TIME OR MONTHLY RECURRING GIFTS:** Visit [eugeneymca.org/donate](http://eugeneymca.org/donate) or the Y's Welcome Center.
- **GIFTS OF STOCK:** Transferring your appreciated stock is easy and offers tax benefits. Contact Danielle Uhlhorn at 541.686.9622 or [danielle@eugeneymca.org](mailto:danielle@eugeneymca.org)
- **AMAZON SMILE:** Shop online at [smile.amazon.com](http://smile.amazon.com) or enable the feature on the Amazon app. A percentage of your purchases go to the Eugene Family YMCA.
- **RUN YOUR OWN SOCIAL MEDIA FUNDRAISER:** You can run your own Facebook and Instagram fundraiser benefiting your Y online!
- **BEQUESTS:** Designate the Y as a beneficiary of your estate by will, trust or other instrument as a specific sum or a percentage of your estate's residue.
- **CHARITABLE TRUSTS:** Transfer cash or property to a trust that makes a gift to the Y. You receive a charitable deduction for the gift; your family receives the remainder as a tax savings.
- **YMCA FUND AT THE OREGON COMMUNITY FOUNDATION:** Donate to our endowment for sustainable operations for generations to come.



"As fortunate investors in technology companies, Sylvie and I realize that giving highly appreciated securities instead of cash can be a very **EFFECTIVE AND TAX-EFFICIENT** way to support a charity. Contributing the securities directly to the charity increases the amount of your gift as well as your tax deduction. We are proud to have contributed in this way to support the Y!"  
— Y Member and Certified Financial Planner Scott Pope and his wife Sylvie



## KT TINDAL TO BE REMEMBERED AT THE NEW Y

Linda and JT Tindal, as well as their daughter Sevrina, will always grieve the loss of their 28-year-old son and brother, KT, in a tragic car accident in 2018. In the midst of picking up the pieces from his devastating death, they found a **beautiful way to honor his memory and spread love and goodwill:** a community golf tournament to raise money for local nonprofits. It was born from KT's love of sports and golf.

The Eugene Family YMCA is a place KT and his friends would spend their afternoons shooting hoops and working out.

This year's tournament in August raised enough money to dedicate a bench in memory of KT at the new YMCA facility, to be located on the corner of 24th and Hilyard.

Your Y looks forward to the day the bench is installed and **our community can continue to celebrate the life of KT and the generosity of the Tindals.**



## NEW Y MAKES HEADWAY DURING PANDEMIC

We are so excited to celebrate the generosity of our Capital Campaign donors. Just last month, **gifts totaling \$345,700 from foundations, as well as long-time Y supporters,** are advancing the Capital Campaign for a new Y:

- \$100,000 Sunderland Foundation
- \$100,000 Johan & Emel Mehlum
- \$100,000 Anonymous Y Member
- \$25,000 Christina & Marc Lund
- \$20,700 Union Pacific Foundation

On Friday, Oct. 2, our team at PIVOT Architecture met a key milestone: 50 percent completion of the construction documents for the new Y. The final **design includes a new splash pad in the**

**Aquatics Center; an indoor, circular track above the gym; and a dedicated cycle studio.** Updated renderings, project costs and fundraising progress will be announced in the coming months. **Many thanks** to all who have continued to advocate and support this project during this difficult year!

Leave a lasting legacy through a naming opportunity at the new building.

Contact **DANIELLE UHLHORN**  
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SPONSORING THE  
EUGENE FAMILY YMCA