



# MEETING THE MOMENT

2020 IMPACT REPORT



YMCA OF GREATER  
NEW YORK

Where there's a Y,  
there's a way.

## OUR MISSION

We're Here for All New Yorkers—to Empower Youth, Improve Health, and Strengthen Community.

## OUR VISION

Active, Engaged New Yorkers Building Stronger Communities.



# Y COMMUNITY,

As New York City's leading nonprofit community service and wellness organization, the YMCA of Greater New York provides all New Yorkers with the access and opportunities they need to improve their health and well-being, strengthen their communities, and reach their full potential.

While the last 18 months have been a time of great struggle and sacrifice for the Y and the communities we serve, it has demonstrated our collective resiliency, innovation, and strength. Our Y members, staff, and supporters were deeply impacted personally and professionally by the pandemic. We have all felt the effects of losing loved ones and not being able to be with friends or family for months, and many have struggled with the virus personally. As an organization, we endured great hardships, including laying off beloved staff and temporarily reducing services.

Yet, we responded with speed and urgency to support our communities in new ways, through expanded housing, emergency childcare, and remote learning for our young people. Our members continued to support us — participating in virtual classes, checking in with our staff, and supporting us through donations.

New York City's YMCA evolved our services to meet the needs of the moment: vaccinating New Yorkers, distributing food to our communities facing acute hunger, and running in-person day camps to allow parents to return to work. And, as we've phased in more membership services and programs, many members have returned with smiles and an eagerness to reconnect.

As we continue to rebuild, we look to the future with a deeper understanding of the critical role the Y plays in the communities we serve and the city we love. In the coming months, the YMCA of Greater New York will open a second new branch in the Bronx, launch a brand-new initiative to promote access, innovation, and advocacy, and continue to strengthen our equity, diversity, and inclusion efforts.

Thank you for all that you've done to help the Y and your neighbors get through this difficult time. We know that your love of the Y runs deep, and we thank you for your ongoing support.

With gratitude,

A handwritten signature in black ink that reads 'Sharon Greenberger'.

Sharon Greenberger  
President & CEO

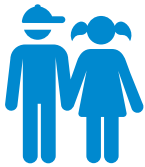




(middle left) Volunteers provide food and essential items to neighbors through the North Brooklyn Y Community Market. (bottom row) In January 2020, NBA superstar LeBron James surprised a gym full of Y teens at the Harlem YMCA. The event kicked off a partnership between the YMCA and Lyft to give young people increased access to bicycles around the City with free Citi Bike memberships.

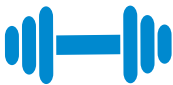


# THE PANDEMIC'S IMPACT ON NYC AND THE Y



**10,000**

students served through virtual Y programming



**658,000**

views of virtual health & wellness content



**1,389**

New Americans served through virtual learning workshops and legal services

## DEVASTATING COMMUNITY AND FINANCIAL TOLL

New York City was the first major epicenter of the COVID-19 pandemic in the U.S., and the virus has taken an unimaginable toll on the Y family and the communities we serve. Since February 2020, there have been more than 1.1 million cases, 124,000 hospitalizations, and 34,000 tragic deaths due to Covid-19 in our City. Without question, the devastating impact of this pandemic will be felt by New Yorkers for generations.

The Y was required to close all of our facilities to our members and communities for more than six months, which took a significant toll on our finances. The YMCA of Greater New York began 2020 with \$200 million in projected revenue and ended the year with revenue of just over \$100 million. The financial implications were far reaching. We had to lay off beloved employees, sell our overnight camp in upstate New York, and reduce many services during the year.

## ADAPTING OUR CORE COMMUNITY PROGRAMS

Before COVID struck, the YMCA was serving 500,000 New Yorkers annually. While our branches were closed for traditional member services, the Y leapt into action to adapt our program model to continue to deliver on our mission.

- **Empower Youth** – At the onset of the pandemic, the Y immediately activated virtual services to continue offering Y Afterschool to more than 7,000 children, including live virtual learning sessions and activities to keep kids physically active. The Y's early childhood program also adapted to provide daily services remotely to 370 Universal Pre-K and 3K students. As soon as the Y was permitted by city and state partners, we launched

back into in-person childcare services at our Universal Pre-K and school-based afterschool sites. We knew that ensuring kids and families had in-person childcare was critical to the city's ability to recover. Our teen programs, including Rowe Scholars, Leaders Club, and Teens Take the City, were among those severely impacted, given school closures. The Y found innovative ways to continue to serve teens in these programs remotely and in-person, most notably hosting virtual study groups and college counseling for high school seniors in the Rowe Scholars college access program. Finally, the Y hosted virtual camps in Summer 2020 before returning to in-person summer camps in 2021.

- **Improve Health** – The Y launched a brand-new virtual platform called YMCA@Home which enabled members to keep healthy and connected with daily offerings of live and recorded exercise classes with Y instructors. YMCA@Home was also made available at no cost to all New Yorkers throughout the pandemic. When conditions improved, the Y also began offering outdoor group exercise classes at 9 branches. In addition, the Y transitioned its counseling services to serve children, families, and community members through telehealth sessions out of our Staten Island facilities.
- **Strengthen Community** – Through the New Americans Initiative, the Y served more than 1,300 immigrants in 2020 through virtual counseling and case management assistance and online English for Speakers of Other Languages (ESOL) classes. The Y's senior services and programming also evolved to include virtual group exercise classes and social activities, as well as direct weekly outreach check-ins to seniors living without support networks.



“ Exercising at the Y is important, but so is seeing the people we’ve been isolated from: our fellow class participants, our trainer, and even the front-desk staff. It’s seeing these people and having these connections that will help to rebuild our community.”

- Long Island City YMCA Member

# THE Y RESPONDS

## A NEW MODEL FOR SERVICE

The pandemic tested New York City in countless ways, requiring the Y to innovate and evolve to meet the rapidly changing needs of New Yorkers. This was made possible by the resiliency and flexibility of YMCA employees, as well as the strong support and partnership of our city, state, and federal elected officials.

In addition to adapting our core community programs to continue to serve New Yorkers, the YMCA also identified and activated several new strategies to live out our mission.

The pandemic drove increases in homelessness, hunger, and economic hardship, while creating new challenges for New York families. The YMCA strengthened its role as a critical hub of support within New York by:

## EXPANDING THE SAFETY NET

- **Increase the Y's Temporary Housing Capacity:** Seven branches of the Y already provided transitional housing to New Yorkers experiencing homelessness. By repurposing branch space and entering into a new partnership with the Bowery Residents Committee, the Y grew the number of available beds to 1,200. The initiative freed up vital hospital beds at the height of the pandemic and provided residents with protective supplies, food, and social services.
- **Y Community Markets:** We launched "Y Community Markets" at three branches (Coney Island, Flatbush, and North Brooklyn) that provided free food and essential items to neighbors in need.

## EMPOWERING PARENTS & CAREGIVERS TO RETURN TO WORK

- **Emergency Childcare for Frontline Healthcare Workers:** Throughout the pandemic, the YMCA provided childcare for essential workers, partnering with Northwell Health, NewYork-Presbyterian, and Rockefeller University. The Y served more than 500 children, enabling their parents and caregivers to keep working while schools and childcare facilities were closed.
- **Learning Lab Initiative:** In partnership with the NYC Department of Education, the Y provided more than 4,300 students with a safe and stable remote learning environment at 23 sites across all five boroughs. The program was a lifeline for the many parents and caregivers who did not have the option to work from home and had been left without viable childcare options.

## STRENGTHENING COMMUNITIES ACROSS NYC

- **Vaccination Centers:** In direct response to the pandemic, three YMCA branches (Coney Island, Flatbush, and the newly opened Northeast Bronx Y) served as vaccination centers for community members. Collectively, these sites delivered more than 65,000 shots to New Yorkers. The Y also partnered with NewYork-Presbyterian to host a series of webinars to educate the public about the vaccine. The sessions were offered in seven different languages.
- **Educating New Yorkers about the Census and 2020 Election:** The Y launched two ambitious community engagement campaigns focused on educating community members about the importance of the Census and the 2020 election. Two Y branches served as Early Voting Sites, and six branches served as Election Day voting locations.



**12,000**

New Yorkers sheltered in expanded Y temporary housing



**200,000**

pounds of free food, toiletries, hygiene products, backpacks, and PPE distributed through Y Community Markets



**75,000**

New Yorkers educated about the 2020 census



“The Learning Labs were a godsend for our family. Our children were able to learn remotely with their teachers, while counselors were there to offer one-on-one help. I’m thankful every day that my children have a safe and supportive place to go and learn.”

- Learning Labs Parent



# THE TRANSFORMATIONAL POWER OF THE Y

As New York City emerges from the pandemic, we have deepened our understanding of the pivotal role that the Y plays in the communities we serve, and expanded our vision for the strategies the Y can employ to fulfill our mission. The Y is uniquely positioned in this moment to not only help to rebuild NYC from the wide-reaching effects of the pandemic, but also to shape healthier communities for generations to come.



**50,000**

Bronx residents will be served annually by the new Bronx branches



**\$100 M**

Investment in the two new Bronx branches



**60%**

of Y program participants identify as Black, Hispanic, Asian, Native American, or Multi-racial

## INVESTMENT IN THE BRONX

In Fall 2021, the YMCA completed construction on the two newest branches in New York City. The Northeast Bronx Y opened in September 2021, and La Central Y will open in early 2022. These two state-of-the-art facilities are designed to serve 50,000 Bronx residents and were made possible by the strength, vision, and partnership of local elected officials and passionate community advocates.

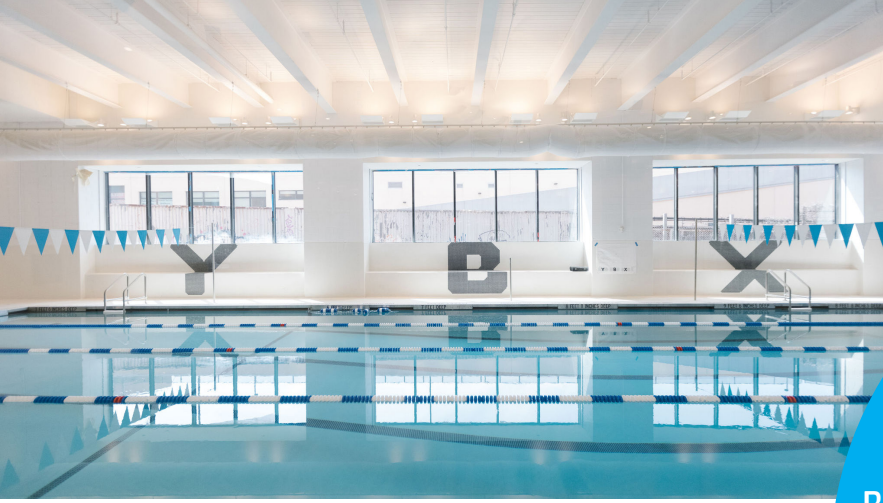
## ADVOCATING FOR EQUITY

In 2020, the Y launched our Equity, Diversity, and Inclusion (EDI) Committee as part of our pledge to take an active position in the fight for racial equity. Our staff and community members gathered for our March for Equity & Justice in August 2020, walking in solidarity from the Harlem Y to the West Side Y. In addition, we launched a series of Virtual Roundtable Discussions in 2021, bringing together subject matter experts for open discussions around how to address systemic racism in education, health care, housing, and the judicial system.

## ACCESS FOR ALL NEW YORKERS

To deepen the YMCA of Greater New York's commitment to serve ALL New Yorkers, we launched a bold, new initiative at the end of 2021: the Center for Access, Innovation, and Advocacy (CAIA). CAIA will leverage the YMCA's long-standing expertise in youth development, preventative health, and community engagement to serve even more New Yorkers in new and innovative ways. The first outcome of this new initiative is the Y's new Aquatic Center of Excellence (ACE), which will address New York City's lifeguard shortage and provide expanded opportunities for all New Yorkers who want to learn how to swim.





The vision, the dream,  
the need is now fully realized  
with the opening of the Northeast  
Bronx YMCA. I have no doubt that this  
branch will be a transformational force  
for good in our community, for many  
generations to come.

**- Alonzo de Castro**

Co-Chair, Northeast  
Bronx Community Coalition



# YMCA LOCATIONS

## BROOKLYN

1. Bedford-Stuyvesant YMCA
2. Coney Island YMCA
3. Dodge YMCA
4. Flatbush YMCA
5. Greenpoint YMCA
6. North Brooklyn YMCA
7. Park Slope Armory YMCA
8. Prospect Park YMCA

## MANHATTAN

9. Chinatown YMCA
10. Harlem YMCA
11. McBurney YMCA
12. Vanderbilt YMCA
13. West Side YMCA

## QUEENS

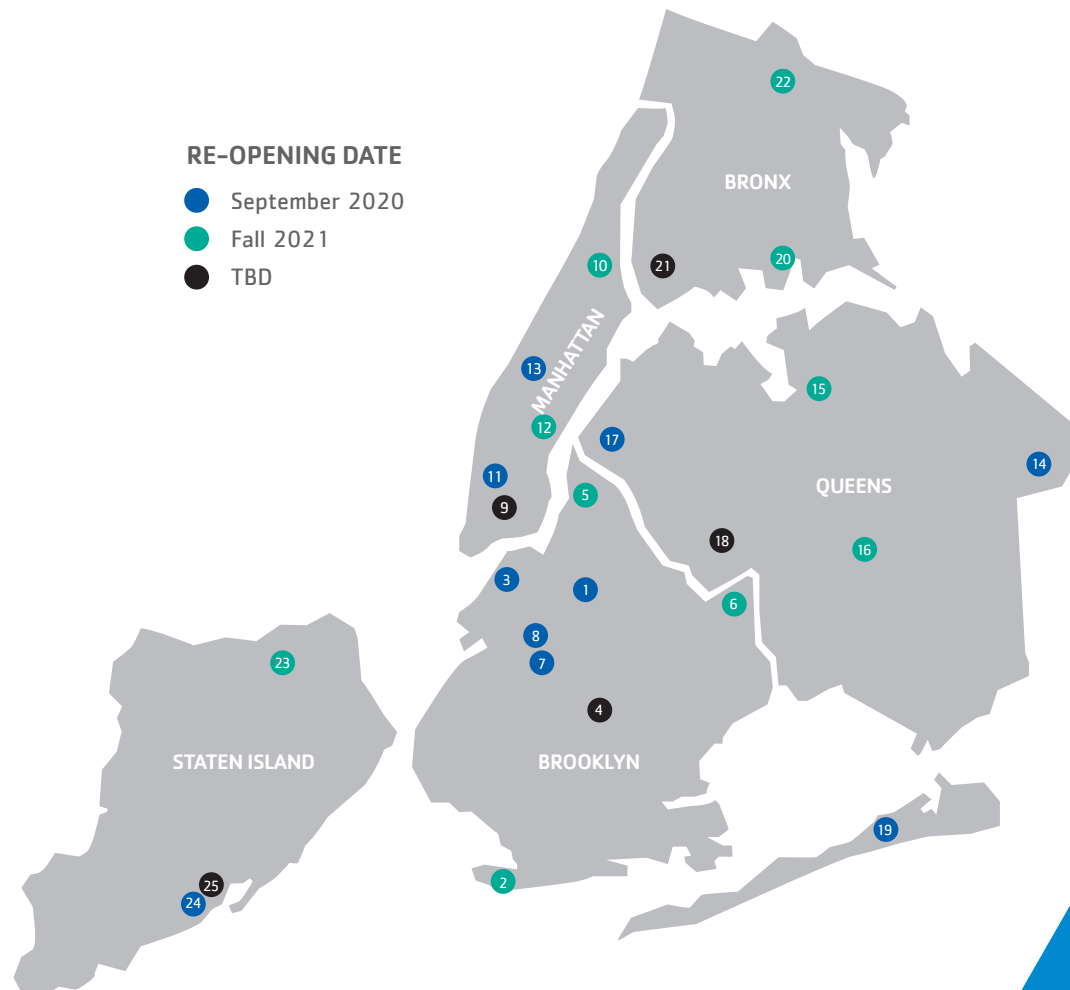
14. Cross Island YMCA
15. Flushing YMCA
16. Jamaica YMCA
17. Long Island City YMCA
18. Ridgewood YMCA
19. Rockaway YMCA

## BRONX

20. Castle Hill YMCA
21. La Central YMCA  
*(coming soon)*
22. Northeast Bronx YMCA

## STATEN ISLAND

23. Broadway YMCA
24. South Shore YMCA
25. Staten Island YMCA  
Counseling Service







“The YMCA is a place you can connect with people and complete your goals. I have a lot of friends here who hold me accountable – and that goes for many things – life goals, personal goals, everyday things – not just working out. That’s what’s so special about the Y; you can come here to accomplish anything.”

– Prospect Park YMCA Member



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