

# INVESTMENT CONNECTION

Community Development Investment & Lending Partnership

FEDERAL RESERVE BANK OF RICHMOND

Richmond | Baltimore | Charlotte

## Investment Connection Online Proposal

# Here. For Good.: Supporting Our Community Through COVID-19

Primary Contact	Abby Rogers
Title	Chief Advancement Officer
Email Address	<a href="mailto:rogera@ymcarichmond.org">rogera@ymcarichmond.org</a>
Phone	804-347-0481
Name of organization	YMCA of Greater Richmond
Mission statement	The YMCA of Greater Richmond's mission is to put Christian principles into practice through programs that build healthy spirit, body, and mind for all. We live out principles and practices that reflect good stewardship, integrity in quality programming, inclusion and outreach, values-based leadership, and the belief that all people have intrinsic value. Our programs and services provide opportunities for people of all ages and from all walks of life, promoting health equity, learning equity, and leadership equity in the Richmond area.
Overview of organization	Since 1854, the YMCA of Greater Richmond has been committed to community development, working with our neighbors to bring about transformational change together. Today, 200,000 children and adults engage with our programs each year through our branches and community sites in neighborhoods throughout the greater Richmond area. We provide \$7.3 million annually in financial assistance to children, families, and adults, so the Y remains open to all.
Website	<a href="http://www.ymcarichmond.org">www.ymcarichmond.org</a>
State where proposal is located	Virginia-Chesterfield, Goochland, Hanover, Henrico, Petersburg, Powhatan, Richmond City
Proposal title	<b>Here. For Good.: Supporting Our Community Through COVID-19</b>
Support request	<ul style="list-style-type: none"><li>• Investment/Grant</li></ul>
Requested amount	\$1,000,000
Other significant partners in the proposal	<ul style="list-style-type: none"><li>• City of Richmond</li><li>• Richmond Public Schools</li><li>• County of Chesterfield</li><li>• County of Henrico</li></ul>

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	<ul style="list-style-type: none"><li>• Virginia Alliance of YMCAs</li></ul>
Proposal narrative	<p>The needs in our community are urgent, as COVID-19 and closures and unavailability of community services affect families, seniors, and individuals. The YMCA is meeting unprecedented challenges, supporting basic needs, promoting health and wellbeing, addressing gaps in service, and strengthening our community. Investment now will greatly benefit the 200,000 people the Y serves and help mitigate a projected \$3.5 million budget gap.</p> <p><b>Childcare:</b> In March, Governor Northam ordered schools to remain closed for the rest of the school year and called on providers to offer emergency childcare for employees essential to health, safety, and basic needs. The YMCA pivoted its operations to provide full-day, extended-hour childcare for essential employees at five YMCAs, with strict adherence to DSS and CDC health/safety recommendations.</p> <p><b>Community Care:</b> The Y is responding to our community's need for coordination of resources and care.</p> <ul style="list-style-type: none"><li>• Healthy at Home – Families, seniors and other individuals stay active, engaged, and thriving as they engage virtually and connect with others through content focusing on spirit, mind, and body.</li><li>• With isolation as a leading cause of poor mental health and suicide, YMCA staff are virtually engaging with members and participants, particularly seniors, to ensure their needs are met and they remain connected.</li><li>• Blood collection – YMCA branches are collection sites for greatly-needed blood, in partnership with American Red Cross.</li><li>• The Y is a hub where people learn to access services, donate to other organizations, and volunteer. This includes posting resources on our website, meal distribution, serving as supply and food collection sites, and access to resources through Help1RVA.</li></ul> <p><b>Staff Care:</b> At the heart of all the YMCA does is our dedicated staff team. We need them today as we provide emergency services and later when our community rebuilds and our community returns to their Ys for connection and wellbeing.</p> <ul style="list-style-type: none"><li>• The need for emergency childcare for essential personnel will grow exponentially according to health system and government officials. A high-quality, trained staff that is ready to mobilize is essential as this crisis peaks.</li><li>• When more parents return to work and children remain out of school, the need for YMCA childcare will be higher than ever.</li><li>• When our Ys reopen, we know that our communities will quickly return to their Ys. They will be craving the connection and wellbeing, and the Y will be ready.</li></ul>
Issues addressed	<ul style="list-style-type: none"><li>• Community Services and Facilities</li></ul>

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	<ul style="list-style-type: none"> <li>• Disaster Relief</li> <li>• Stabilization and Sustainability</li> <li>• Child care / out-of-school time</li> <li>• Health and social needs navigation services</li> <li>• Community health &amp; senior wellness programming</li> </ul>
Geographic impact	<ul style="list-style-type: none"> <li>• County-wide</li> </ul>
Population served	<p>YMCA programs, services, and memberships are open to all. We proudly serve youth, families, and individuals of all incomes, ages, races, and backgrounds. Our programs promote equity by supporting underserved communities including low-to-moderate income children and families, isolated seniors, immigrants, and those with diverse abilities.</p> <p>An investment in the YMCA will support families and individuals through beneficial programs and services and meet critical need resulting from COVID-19.</p>
Population income	<p>YMCA Camp Hope emergency childcare programs serve essential employees, as defined by the Commonwealth of Virginia, consisting of:</p> <ul style="list-style-type: none"> <li>• Utility and sanitation workers</li> <li>• Healthcare providers</li> <li>• Child care providers for other essential personnel</li> <li>• Essential government employees including public health employees</li> <li>• Criminal justice personnel</li> <li>• Police, firefighters, and military</li> <li>• Employees who operate shelters or other essential service</li> <li>• Transportation workers</li> </ul> <p>Camp Hope families include a wide range of essential employees including custodial staff, food services employees, postal workers, law enforcement, nurses, and utility workers. In order to make these programs accessible to all essential personnel, the cost is kept to \$15 per day and financial assistance is offered to further reduce the cost.</p> <p>The YMCA does not retain income information on members and program participants outside of the Aging Strong senior wellness program. In Aging Strong, 82% have annual household incomes under \$25,000, and 39% of those are under \$10,000.</p> <p>Costs:</p> <ul style="list-style-type: none"> <li>• Camp Hope (emergency childcare for essential workers)</li> <li>• Cost is \$15/day</li> <li>• 40% receive financial assistance to reduce that amount</li> <li>• Seniors</li> <li>• Aging strong</li> <li>• Program is free</li> <li>• 100% of participants receive a full subsidy</li> <li>• Membership – reduced rates</li> </ul>

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	<ul style="list-style-type: none"> <li>• Cost is \$39 - \$47 per month</li> <li>• 25% receive financial assistance to reduce that amount</li> </ul>
<p>Anticipated outcomes or impact</p>	<p>Here. For Good. is supporting our community in critical ways during a difficult time. By providing emergency child care for essential workers, we aid these families while they do important work benefiting the health, safety, and welfare of the community. These workers are integral to health care, transportation, food service and other basic needs. Our region needs them at work, and in order to go to work, they need to know their children are safe and cared for in a high-quality environment that is accessible to all who need it.</p> <p>Remaining active and engaged during physical distancing is a challenge, and Healthy at Home is helping people across our region stay physically and mentally healthy at this challenging time.</p> <p>Our community’s needs are great, and the YMCA is mobilizing resources including staff, facilities, volunteers, and more to collaborate with other organizations and meet these needs. YMCA branches serve as collection sites for donations of food, supplies, and blood. YMCAs also serve as distribution locations, including for food for low-income residents. Help1RVA mitigates barriers to access by connecting vulnerable people with critical programs and services including medical services, housing, food, child care, legal aid, and more.</p> <p>Support is also critical to the continuation of all other YMCA programs and services as our community rebuilds:</p> <ul style="list-style-type: none"> <li>• Over 2,500 students and their families benefit from quality out-of-school time programs, which provide academic support, enrichment, and healthy nutrition/activity</li> <li>• Summer learning, in partnership with our local school systems, will be more critical now than ever before and we will work closely with our schools to determine what support is needed this summer</li> <li>• Teen leadership programs help develop the next generation of cause-driven community leaders and provide a positive outlet for youth</li> <li>• Aging Strong engages 500 seniors in improving their health and wellbeing while enjoying necessary socialization</li> </ul>
<p>Evaluation methods used to measure success</p>	<p>Careful program evaluation and continued improvement are essential to the success of the YMCA’s programs. A variety of evaluation methods support assessment of these programs’ effectiveness:</p> <ul style="list-style-type: none"> <li>• Daxko, our membership database, is used to track participation for all programs.</li> <li>• The Youth Program Quality Initiative (YPQI) is used to assess out-of-school time program quality. Through YPQI, our programs are evaluated on seven domains of quality. Based on the results, each site selects a domain on which to focus for the school year and tailors programming to the focus area.</li> </ul>

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	<ul style="list-style-type: none"><li>• The Survey of Academic Youth Outcomes (SAYO) testing instrument is used to evaluate students' social-emotional development through annual pre- and post-tests in out-of-school time programs.</li><li>• The YImpact survey uses pre- and post-tests to assess the social-emotional development of teens in YMCA leadership programs.</li><li>• Power Scholars Academy's outcomes are measured through assessments from the start of the program to understand each scholar's learning needs and inform learning plans, and post-program evaluations of students' math and reading skills.</li><li>• Aging Strong program outcomes are measured by the Senior Fitness Test (SFT), UCLA Loneliness Scale survey, and Participant Survey. Other wellness programs are measured utilizing best practices in community health.</li><li>• Daxko, our membership database, is used to track participation for all programs.</li></ul> <p>For all programs, results and outcomes are evaluated regularly and used to inform program implementation, as is feedback from program participants. Outcomes are disseminated to our partners and funders to show the significant impact of their support.</p>
Project timeframe. Is your request for an existing or new program?	Existing Program