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THE ALLIANCE OF MASSACHUSETTS YMCAS JOIN FORCES TO RAISE \$75,000 FOR Y STAFF HIT BY HURRICANES IN TEXAS, FLORIDA AND PUERTO RICO

Boston, MA - The Alliance of Massachusetts YMCAs responded to the recent hurricane disasters with one strong, collective voice. In just five days, all **30 of the YMCA Associations in Massachusetts met a combined goal to provide \$75,000** to Y staff members who were impacted by hurricanes Harvey, Irma and Hugo.

"People who work for the YMCA give tirelessly of themselves", said the Massachusetts Alliance of YMCAs Executive Director, Peter Doliber, "To imagine thousands of Y staff members trying to rebuild their lives while simultaneously trying to deliver on their local mission touched each and every heart of our Massachusetts YMCA CEOs."

The Alliance is represented by CEOs from each of the 30 YMCAs across the state and with several volunteers, serves the entire Commonwealth. **In Massachusetts, one out of every five residents is a member of a YMCA.**

"Yes, we all work hard to raise funds to meet our local needs, but this succession of natural disasters demanded more of each of us," said Stacie Peugh, CEO of the Cape Cod YMCA and Chairperson of the Massachusetts Alliance of YMCAs. "We have large and small Ys in Massachusetts, and I can honestly say that each Y stretched to give a meaningful contribution but more importantly, together, we amplified each other's efforts. We are always strongest when we pool our resources and work together to maximize our capacity to help."

Some of the initial funds were sent directly to YMCAs in Houston and Florida as well as Puerto Rico. The remainder will be sent via the Alliance to the relief efforts through the Y Retirement Fund, this month. This money was specifically raised to support Y staff who were affected and in need of help. The YMCA Retirement Fund continues to accept monetary donations to support affected staff.

"As the largest Y in Massachusetts, we felt we had an obligation to quickly act and did so with a lead gift on behalf of the Boston YMCA to our friends in Houston." Said James Morton, CEO and President of the Boston YMCA. "However, it wasn't until the call went out to all Y's in Massachusetts that we could do more together, that's when the magic really started to happen."

YMCA of the North Shore CEO Chris Lovasco, said "Through a coordinated effort, we determined that it would be more meaningful if we pulled together to show our collective commitment, raising the voice of every single YMCA in Massachusetts who wanted to participate. Not one of our Y's could contribute \$75,000 alone, but together we could do it. And we did! I'm so proud to be a part of this regional movement to help our colleagues and friends nationally."



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"As a smaller Y in Massachusetts, it is sometimes a struggle to meet our own local needs. This effort allowed us to raise and donate a small amount of funds toward a larger more impactful goal. Our entire Y felt so proud that our gift was a part of something much more meaningful." Said Kathy Viens of the Holyoke YMCA, "I'm glad to be a part of such a caring group of CEOs."

About the Y: *The Y is one of the nation's leading nonprofits strengthening communities through youth development, healthy living and social responsibility. Across the U.S., 2,700 Ys engage 22 million men, women and children – regardless of age, income or background – to nurture the potential of children and teens, improve the nation's health and well-being, and provide opportunities to give back and support neighbors. Anchored in more than 10,000 communities, the Y has the long-standing relationships and physical presence not just to promise, but to deliver, lasting personal and social change. ymca.net*

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