

# Name Change for Greater Valley YMCA To 'River Crossing YMCA'

By Zane Moore President/CEO

ALLENTOWN - Below is a copy of the email sent to Y members and program participants on June 27, 2024.

Dear YMCA Members and Friends,

I hope this email finds you and your family well and enjoying the start of summer. I am reaching out to share some news - the boards of Greater Valley YMCA and YMCA of Bucks and Hunterdon Counties have voted to become one YMCA. Beginning July 1, 2024, our two Ys will be the newly named River Crossing YMCA.

River Crossing YMCA is now a

- \$55+ million organization
- Over 2,000 employees
- 142,000 members and participants
- 12 membership branches
- \$12 million in community impact
- \$10 million in annual fundraising and grants

Members and participants across River Crossing YMCA have access to all branches and programs, including Y Wellness 24/7, our online one-stop platform for health and wellness at home or on the go, and the free, donor-supported, specialized YMCA Pathway programs. As our work together progresses, so will the expansion of benefits and opportunities for our members.

Our volunteer leaders and staff are committed to building upon the excellence of over 100 years of service to the community. With membership locations and child care centers throughout our service area, the Y is here to serve you and your family with a richer YMCA experience. This includes a greater variety of programs and services, as well as the ability to leverage the strengths of each organization to make an even bigger impact in our communities. Learn more about how we are stronger together by reading our Frequently Asked Questions (FAQ), found below.

If you have any questions not answered in our FAQ, please refer to the FAQ for contact information of the executive director or vice president of your home branch and they will be happy to answer any questions you may have.

I want to thank you for being such an important part of our YMCA. We are stronger together and as we continue to grow, we remain dedicated to strengthening our communities through membership and programs that foster youth development, healthy living and social responsibility for all.

Zane Moore  
President/CEO

## Frequently Asked Questions - River Crossing YMCA

Is there a new name for the combined association?

The official name of the combined organization is "River Crossing YMCA".

What branches are now included in River Crossing YMCA?

In Pennsylvania, River Crossing YMCA operates member branches in Doylestown, Fairless Hills, Newtown, Quakertown and Warminster in Bucks County; Bethlehem, Easton, Nazareth, and Pen Argyl (Slate Belt branch) in Northampton County; Allentown and Catasauqua (Suburban North branch) in Lehigh County; and the Deer Path branch in Flemington, NJ.

We also operate child care centers in Morrisville, New Britain and New Hope in Bucks County, as well as the Forks Education Center near the Easton branch in Northampton County. In New Jersey, the Y includes the Child Learning Center in Annandale and the YMCA Preschool in Milford. Outdoor camp properties include Camp Carr in Clinton Township, NJ and Holland Outdoor Center in Holland, PA.

Summer day camps, early childhood education and school age child care take place at Ybranches and schools throughout our service area.

What does this mean to my membership privileges?

As a member of a branch of River Crossing YMCA, you can use all of our branches as long as you utilize your "home" branch at least 50% of the time. This offers the convenience of location and provides expanded opportunities for programming. Additionally, as a member of River Crossing YMCA, you will be able to participate in programming at the member rate at all branch locations: Doylestown, Deer Path, Fairless Hills, Quakertown, Warminster, Newtown, Allentown (currently open for fitness and wellness classes only), Bethlehem, Easton, Nazareth, Slate Belt (Pen Argyl) and Suburban North (Catasaqua).

Will this change my membership?

Your membership and program experience will be enhanced through the coming together of the two Ys. We will leverage the talents of our staff to offer a wider variety of programming and more opportunities to engage in activities that positively impact your health and well-being. We are grateful for your involvement at our Y and look forward to continuing to help you and your family learn, grow and thrive.

Will the cost of membership go up?

We do not anticipate a membership fee increase based on the merging of Ys. Each year our staff and board evaluate and set membership fees based on the costs of operating our facilities, programs and increased value.

Will the uniqueness of my local branch be preserved?

As a Y, we take pride that our focus is on our local community. Each local Y will maintain its own unique branch feel and continue to serve the communities in which they are located.

Will this impact my charitable giving to the Y? We have a deep appreciation for all of our donors and supporters. Donations help our YMCA deliver programs, services and impact in each of our communities. As always, charitable contributions will be used as they were intended by our donors. Donations remain critical to supporting the Y's mission, which is needed now more than ever as many families in our community need the services the Y brings. Please continue to work with our staff and volunteers as you always have and reach out to Kate Cohen at [katecohen@gv-ymca.org](mailto:katecohen@gv-ymca.org) or Debbie Sontupe at [dsontupe@ymcabhc.org](mailto:dsontupe@ymcabhc.org) with any questions.

What if I have questions?

If you have any questions not answered in our FAQ, please reach out to the branch executive or regional VP of your local branch (see contact info below) and they will be happy to answer any questions you may have.

Lehigh Valley:

- Allentown branch: Jodi Perry, Executive Director, [jodiperry@gv-ymca.org](mailto:jodiperry@gv-ymca.org), (610) 351-9622
- Easton/Phillipsburg branch: Lori Metz, Executive Director, [lorimetz@gv-ymca.org](mailto:lorimetz@gv-ymca.org), (610) 258-6158
- Bethlehem branch: Tiffany Henning, Executive Director, [tiffanyhenning@gv-ymca.org](mailto:tiffanyhenning@gv-ymca.org), (610) 867-7588
- Suburban North branch: Melissa Brown, Executive Director, [melissabrown@gv-ymca.org](mailto:melissabrown@gv-ymca.org), (610) 264-5221
- Slate Belt branch: Jen DeLong, Executive Director, [jendelong@gv-ymca.org](mailto:jendelong@gv-ymca.org), (610) 881-4470
- Nazareth branch: Ryan Knepp, Executive Director, [ryanknepp@gv-ymca.org](mailto:ryanknepp@gv-ymca.org), (610) 759-3440

