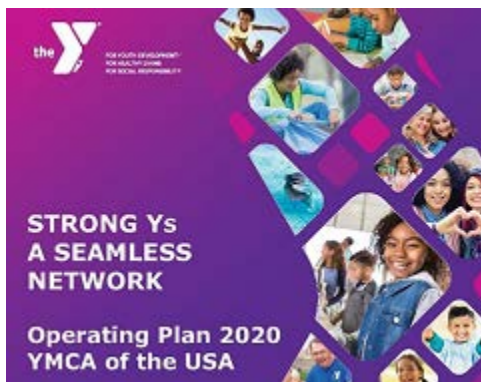


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Strengthening Ys and Positioning the Y as a Vital Community Asset

Each year, YMCA of the USA sets goals that help move all Ys closer to our shared, long-term vision -- our Commitment to America. In 2020, we're collaborating through the Y's network and focusing Y-USA's efforts and resources to **(1)** measurably strengthen Ys, and **(2)** position the Y as a vital community asset. [Visit this Link page](#) to learn how these goals ladder up to the Commitment to America, how to track their progress and how you and your Y can contribute to (and benefit from) this work.



Happy 1st Birthday, Link!

We've accomplished a lot together since the launch of Link – the Y's knowledge-sharing platform – one year ago. In fact, more than 51,000 active Link users have contributed their unique expertise and experience across the site and within the **50+ specialty communities**. Every single posted idea, question and resource has added value to the Y's network and our collective ability to strengthen communities. Watch [this short celebration video](#) to learn more about how Ys have used Link. If you're not on Link, don't miss out! [Get connected today.](#)



Advocating for Young People at World Economic Forum in Davos

By Kevin Washington, President/CEO, YMCA of the USA

"I had the privilege of representing the Y at the World Economic Forum (WEF) annual meeting in Davos, Switzerland, two weeks ago. This was my first time attending, and I came away from it optimistic about our global community's capacity and commitment to address our greatest global challenges. I also came away **immensely proud of the Y** and what our organization means to people around the world." [Read more.](#)

LEARN AND TAKE ACTION

Use the 2020 [National Toolkit and Special Events Calendar](#) and [Religious Holidays and Observances Calendar](#) to **align your Y's local engagement opportunities** with national observances, public-facing events and campaigns, and diverse faith holidays and traditions.

To celebrate **Black History Month** and affirm our "for all" mission, the Y's African American Resource Network encourages all Y staff to join its **#WeWearBlack** campaign on Friday, Feb. 28 to stand in unity against racism. [Learn more.](#)

A recent study revealed that the **Y brand is valued at \$8.9 billion**, making it one of the most valuable brands in the world! You play a critical role in promoting, protecting and stewarding our brand. [Learn more.](#)

Encourage volunteers and new and part-time staff to [subscribe](#). ©2020 YMCA of the USA

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