

Dear UpLift members,

For 14 years, 7 days a week, you all filled the gym and gave UpLift its heartbeat. You, our members, and our UpLift team, are the pulse creating this amazing place it has come to be. And I think we all know that it is far more than a gym that we come to work out at... it's a family. You are our family and we miss you tremendously!

At this time, it is looking like we won't be able to open until at least May 1. As hard as this has been, this shutdown is a good thing so we can reduce the number of people getting this virus and ultimately the number of deaths. This is the most important thing right now.

Now, to the realities of what the coronavirus pandemic could ultimately do to us as a business... We are doing everything we can to ensure UpLift will be here another 14 years and beyond. Our husbands can attest that Jill and I have been talking to each other and working on numbers and plans all day, every day. Right now, even with our doors closed, our lease and all our other expenses come due for April. We have applied for a small business emergency loan, but nothing is assured and this assistance is not intended to cover anywhere near the totals.

As the business owners, Jill and I do not qualify for unemployment... so the future of UpLift hangs on how long this government-mandated closure lasts. We are a small business that cannot survive much more than a month of being forced to remain shut down. We're "just big enough" that the numbers add up to something that our families simply cannot afford, if there's no money coming in.

Some of you are experiencing this same tension and financial hardship brought on by the unknown. Our hearts break for you, because we know how you feel!

This past week has been a roller coaster of emotions for us. We have struggled with the decision about April memberships. No matter how many times we crunched the numbers, the truth is that without your membership revenue, we have no way to pay our lease and other ongoing expenses, which are significant. We are asking for your support in paying your April membership so we can be there for you in May and many months—and years—to come!

We understand if your circumstances prevent you from paying your membership and you need to pause it. But if you have the means, from the bottom of our hearts, we appreciate you keeping your membership active.

On April 4, the dues will be withdrawn. If you do need to pause, please let us know by Thursday, April 2.

We are putting exciting plans in place for April and promise your continued membership will have the high value we always strive to give you! We will continue to provide you UpLifting social media posts, challenging workouts, healthy eating guidance, and all the support you are looking for. We want to be your fitness home. Now and forever!

This gym is a dream come true for us, and it is so hard to face the possibility of shutting it down for good. We don't want that to happen, and we hope that you don't want that, either.

UpLift gals, we will make it through this together.

We love you all!
Chris and Jill

