



The following letter was sent from Asbury CEO Doug Leidig to all associates.

March 27, 2020

Dear Associates,

Business as usual looks a lot different now than it did just a few weeks ago. We are in the midst of this pandemic, adapting to its reality daily, and while no one knows how long it will last, one thing is for sure: as an organization, we are stronger than ever.

The COVID-19 crisis is something most of us never could have imagined. Yet here we are, on the frontlines working with purpose and dedication to keep those we serve -- those who are most vulnerable to this virus -- safe. It takes an incredible amount of effort. There have been many difficult days already, and there will be many more. But no matter the circumstance, so many of you are going the extra mile to lighten and brighten the situation for residents and each other. Thank you for all you have done the past few weeks.

We have been facing a huge challenge that presents opportunities to think differently, and to serve and support differently. One thing that does not change is our collective focus on doing all the good we can. That's what makes us special here at Asbury. I hear so often that we are a family, and in tough times that bond becomes even tighter.

All this hard work comes with sacrifice. Please take a step back and focus on yourself and your family. Being your best means finding time to rejuvenate and recover and, sometimes, to seek assistance. [Health Advocate](#) has a [COVID-19 resource center here](#). Access it and find tips and options to speak with counselors.

Right now, we are all going about our sacred work in unique ways. That's why I am writing to you today. I want to let you know that I'm inspired by the mission-driven work you're doing. Barely an hour goes by when I'm not hearing about another innovative or heartwarming way in which you are overcoming challenges to best serve those who call our communities home.

We have associates connecting residents with their families through FaceTime, Skype and WhatsApp calls. Even though the wellness centers and pools cannot be filled with residents, we have teams leading fitness or meditation courses over livestreams and Facebook Live or YouTube. Some are recording video messages from the pastoral team to be shared with the community.

We've seen associates get creative in seeking well-wishers on Facebook for a resident's milestone birthday, or creating inter-generational opportunities with pen-pal-like programs with area children. At one community, when a live drum performance had to be canceled, residents instead created their own live music from their balconies using pots and pans. In support of each other, I know there are associates stepping up to fill shifts for screenings, and I'm hearing about ways community leaders are recharging teams with lunches, snacks and treats.

I could go on and on. And I want to. **I want to make sure we share the great work of associates each day, so I have a request.** Please share the inspiring work you're involved in, or tell us about a fellow associate or team for the work they're doing. Send a quick email to TellOurStory@Asbury.org, or share through the Associate App by tapping into the COVID-19 Updates section in Resources, then tapping the Tell Our Story link. Don't forget about [GEMs](#), too.

You have my admiration and respect. I come to work each morning energized by your efforts to minimize the risk of COVID-19, and to create opportunities for residents and families to engage in different ways. They place their faith in us to provide excellent care, and I thank you for fulfilling that expectation.

Sincerely,
Doug Leidig, President & CEO