
YOUTHWIRE

Impact Starts Here



**American
Red Cross**

Youth & Young Adults

Hearts in Action: Red Cross Volunteers Spread Kindness

FEBRUARY 2025

Latest from Youth Leaders



This February, we celebrate Diversity, Equity and Inclusion (DEI) Month, a time to recognize the strength that comes from embracing different backgrounds, perspectives and experiences. The Red Cross remains committed to fostering a welcoming and equitable environment where everyone feels valued. We also take this opportunity to honor the dedication of our incredible volunteers, whose efforts make a lasting impact in their communities. The National Youth Council extends its sincere gratitude for your hard work and support in building a more inclusive and empowered Red Cross community!

For those looking to develop professional skills, the National Youth Council is offering the **Professional Development Series** running from February through April, designed to help young volunteers build confidence, gain experience, and prepare for future leadership roles. Find these sessions on Volunteer Connection under My Shifts > Global Shifts > Youth and Young Adult Events.

As we approach **Red Cross Month in March**, the National Youth Council is preparing a series of live events to celebrate service and encourage deeper engagement. Since

Young Adult Volunteer Spotlight: Dianne Estevez Escalera



Dianne, Volunteer Recognition and Appreciation Lead and active volunteer with the American Red Cross Puerto Rico chapter

Dianne N. Estevez Escalera is a freshman in college studying to become a chemical engineer. Born and raised in San Juan, Puerto Rico, her passion for helping others led her to involvement as an active volunteer with the American Red Cross Puerto Rico chapter.

Dianne serves at the Puerto Rican headquarters as the Volunteer Recognition and Appreciation Lead, engaging in activities

1943, Red Cross Month has honored the power of volunteerism—now it's your time to be part of this legacy! Stay tuned for details on how to get involved.

With so many events and initiatives underway, right now is a perfect time to get involved, take on new challenges and make an impact. Whether through leadership, training, or community engagement, there's an opportunity for everyone to contribute and grow within the Red Cross. Join us in shaping a future that embraces diversity and strengthens communities!

#ImpactStartsHere Video Challenge

Submit By
March 14,
2025

IMPACT STARTS HERE
VIDEO CHALLENGE

American Red Cross Youth & Young Adults

TAKE ACTION!

CALLING ALL RED CROSS
YOUTH AND YOUNG ADULTS!

Here's your chance to shine a spotlight on the positive work you do as a volunteer!
Whether it's hosting a life-saving blood drive, supporting disaster relief efforts, or
launching a sustainability project, your story has the power to inspire others!

CONTEST DETAILS

- Submit a 45-60 seconds video demonstrating the positive impact in your community
- Limit 1 entry per Red Cross Club or Individual
- Winners will be selected based on average ratings and evaluations by a panel of judges

Visit <http://bit.ly/redcrossvideochallenge> for full details.

PRIZES

RED CROSS CLUBS	INDIVIDUAL
1st Place - \$750 towards Club event	1st Place - \$200 towards tickets for a local event
2nd Place - \$350 Red Cross Store Gift Card	2nd Place - \$75 Red Cross Store Gift Card
3rd Place - \$200 Red Cross Store Gift Card	3rd Place - \$50 Red Cross Store Gift Card

Join us in showcasing the remarkable difference you're making in your communities. The National Youth Council proudly presents the Spring 2025 'Impact Starts Here'

ranging from administrative work to promoting youth projects. Dianne's contributions led to her being recognized as the Volunteer of the Year in Puerto Rico. She most notably worked as a Lead Coordinator for the International Humanitarian Law Youth Action Campaign (IHL YAC) in 2023.

This Lead Coordinator role provided Dianne with the opportunity to educate volunteers of all ages and the greater community about humanitarian law violations during times of conflict. The significant impact this campaign had on her community was recognized nationally at the 2023 Annual IHL Summit in Washington, D.C. where she attended to share her success.

Most recently, she was invited to the Red Cross 2025 National Youth Camp in Puntarenas, Costa Rica, where she shared her experience as a volunteer with the American Red Cross and garnered newfound knowledge about the organizational impact internationally. Dianne experienced enriching cultural exchange, participated in leadership workshops, and challenged herself both physically and mentally. In the future, Dianne hopes to leverage these Red Cross experiences to create more impactful international opportunities for youth volunteers!

Do you know a volunteer who has gone above and beyond to make an impact in their

Video Challenge. We encourage you to create and share videos that highlight the positive changes you're leading in your communities. This contest seeks to inspire others and celebrate the efforts of young changemakers.

Submission Deadline: March 14, 2025

Voting Period: March 15 - March 24, 2025

Winners Announced: March 28, 2025

Contest Details & Eligibility

Now is your opportunity to showcase the incredible work you do as a volunteer by creating and sharing a video that highlights the impact you make in your community. Whether you're hosting a life-saving blood drive, supporting disaster relief efforts, or launching a sustainability project, your story has the power to inspire and motivate others!

- Open to youth and young adults aged 13-24 who are registered in Volunteer Connection. Participants can enter individually or as a club.
- There are two submission categories: Individual and Red Cross Club.
- Video must be 45-60 seconds in length and should demonstrate the impact of the individual or club's efforts.
- **Participants must upload their videos to [this designated platform](#) and include a brief description with submissions.**

Judging Criteria & Prizes

Winners will be selected based on a combination of average ratings and evaluations by a panel of judges.

Individual

1st Place - \$200 towards tickets for a local event*

community? Nominate them [here](#) so we can recognize their hard work.

Upcoming Events



Join us for February's Crash Course Call, where we'll explore Navin Narayan's legacy and contributions, connect with post scholarship recipients, and workshop your Navin Narayan Scholarship application materials!

- **Date:** February 25th
- **Time:** 7-8 PM (ET)
- **How to Sign Up:** Register on Volunteer Connection under My Shifts

2nd Place - \$75 Red Cross Store Gift Card
3rd Place - \$50 Red Cross Store Gift Card

Red Cross Club

1st Place - \$750 towards Club event*
2nd Place - \$350 Red Cross Store Gift Card
3rd Place - \$200 Red Cross Store Gift Card

For more information, check out [this website](#).

Red Cross Youth Storytelling Initiative



The Red Cross Youth Storytelling Initiative gives you an exciting opportunity as a Red Cross Youth (RCY) volunteer to share your impactful experiences and unique perspectives through the art of storytelling. This initiative aims to create a compelling collection of stories that will be showcased on various Red Cross online platforms, including local websites and national channels (National RCO, social channels, etc). This program not only offers you a platform to express yourself but also highlights your contributions to the community, inspiring the next generation of Red Crossers.

🎁 Giveaway: To add an element of excitement, all qualifying entries will receive a Red Cross baseball hat. 🎁

Why Participate:

> Global Shifts > Youth and Young Adult Events

A graphic titled "PROFESSIONAL DEVELOPMENT SERIES" with a red and white color scheme. It lists five events: "MARKETING YOUR RED CROSS EXPERIENCE" (Feb 04, 7-8 PM ET), "PUBLIC SPEAKING" (Mar 08, 7-8 PM ET), "NETWORKING & MAKING CONNECTIONS" (Mar 29, 5-6 PM ET), "RESUME BUILDING" (Apr 10, 7-8 PM ET), and "OPPORTUNITY SEEKING BASED ON PASSIONS" (Apr 22, 6-7 PM ET). It includes a "SIGN UP ON VOLUNTEER CONNECTION" button and a Red Cross logo. The bottom text reads "MY SHIFTS > GLOBAL SHIFTS > YOUTH AND YOUNG ADULT EVENTS".

The National Youth Council is hosting a series of workshop from February to April focused on professional development!

- **Public Speaking**
 - Date: March 8th
 - Time: 7-8 PM (ET)
- **Networking & Making Connections**
 - Date: March 29th
 - Time: 5-6 PM (ET)
- **Resume Building**
 - Date: April 10th
 - Time: 7-8 PM (ET)
- **Opportunity Seeking Based on Passions**
 - Date: April 22nd

1. Amplify Your Voice: This is a chance for you to amplify your voice and share your personal experiences as a Red Cross volunteer. Your story becomes a vital part of a larger conversation, allowing your voice to be heard and acknowledged on a broader platform. Several unique stories will be selected for publication on the Red Cross national platform, giving you the opportunity to be recognized on a larger scale.

2. Showcase Your Impact & Inspire Others: Highlight the meaningful work you have been a part of as a Red Cross Youth volunteer. Your story has the potential to serve as inspiration, influencing and encouraging others to join the Red Cross and contribute to the positive impact on future generations.

3. Personal and Professional Development: By putting your journey into words, you are refining valuable skills for the future. This process is a hands-on way to boost or polish skills that contribute to both personal and professional growth.

Selection Process: A panel consisting of members from the Volunteer Diversity & Youth Team and Digital Communications Team will carefully review and select stories for publication. The panel will prioritize stories that showcase unique experiences, are well-written, and appeal to a wide audience.

Notification: If your story has been chosen for publication, you will be notified via email. **Submission Guidelines:** Be sure to submit your story as an attachment through the provided [Wufoo](#) form, and we encourage the inclusion of photos to enrich the storytelling experience.

[SUBMIT YOUR STORY HERE](#)

Join us in making the Red Cross Youth Storytelling Initiative a success by contributing your unique perspective and being a voice for positive change. We look forward to reading your inspiring stories!

Donor Drive

- Time: 6-7 PM (ET)

Learn more and sign up now on Volunteer Connection under My Shifts > Global Shifts > Youth and Young Adult Events!

February Monthly Focus: Diversity, Equity, and Inclusion Month



of our volunteers, staff, and those we serve, we enhance our ability to deliver compassionate and culturally competent services.

Get involved this DEI Month by:

- Engaging in [EDGE Trainings](#) to expand your understanding of inclusivity and cultural competency.
- Leading a [Youth Diversity Pledge](#) session to spark meaningful conversations on identity and equity.
- Joining a Resource Group to connect with fellow volunteers and staff.



What is DonorDrive?

DonorDrive is a self-service, online platform that allows for online donation collection on a customizable and branded page.

How to Use It

- Give your Red Cross Club or Young Professionals fundraiser, contest or online fundraising support!
- Platform includes visuals to track progress and links to make a donation online.

Get Started!

- To set up your page, you will need to know:
 - Fundraising opportunity (event)
 - Fundraising goal
 - Line of service designation

Bookmark this link: [AmericanRedCross.DonorDrive.com](https://www.AmericanRedCross.DonorDrive.com)

- Select the type of campaign you want to create
- Click 'Create A Page' button and fill in info about your event
- Don't forget to customize!

Youth supporters can join fundraising efforts online by visiting the American Red Cross [peer-to-peer fundraising homepage](#). They can start their own campaigns, share personal stories, and fundraise for Red Cross causes special to them. For questions, contact p2pfundraising@redcross.org.

Navin Narayan College Scholarship

- Incorporating inclusive behaviors in your volunteer activities and daily interactions to help create a welcoming environment for all.

Expand Your Knowledge: American Heart Month



During National Heart Month, the American Red Cross emphasizes the importance of learning CPR and AED skills to help save lives in emergencies. With 43% of U.S. adults expressing interest in first aid training, many are motivated by a desire to protect their families and communities.

Get Trained & Be Prepared

Lifesaving training is available through the Red Cross in online, in-person, and blended courses to fit different learning needs. Training includes peer-to-peer learning, hands-on practice, and expert instruction to ensure participants feel confident in their skills.



The Navin Narayan College Scholarship will open again in **March**. This is an incredible opportunity for a dedicated high school senior to receive a one-time \$1,000 award in recognition of their academic excellence and commitment to service. Stay tuned for more updates.

Both a Rhodes Scholar and a Harvard graduate, Navin Narayan was a high achieving student as well as a dedicated, compassionate and innovative American Red Cross volunteer. Navin served many roles in the American Red Cross, including National Youth Council Chair. Tragically, at the age of 23, Navin succumbed to cancer.

For over 21 years, the National Youth Council has awarded this scholarship to a high school senior who exemplifies Navin's passion for volunteerism and public service. Applicants must demonstrate a strong connection to the Red Cross, academic achievement, and a commitment to continuing their involvement beyond high school.

Eligibility Requirements:

- Graduating high school in 2025
- Planning to attend a four-year college or university
- Have served a minimum of two years as an American

- At the heart of the Red Cross mission is a dedication to preventing and alleviating human suffering. We recognize that embracing diversity and promoting equity and inclusion are essential to serving our diverse communities. By valuing the unique perspectives and experiences Red Cross volunteer by date of application

Learn more and submit your application [here](#).

What is YouthWire?

Created by your National Youth Council, YouthWire is a monthly e-newsletter containing important Red Cross youth volunteer opportunities, stories and resources for youth, young adults and youth champions. We always want to highlight great stories and hear about what awesome things are happening in your region!

Let us know what's new for you!

Questions about youth volunteering with the American Red Cross? Email YouthInvolvement@redcross.org.

Get Social and Share!

Share YouthWire with your peers and invite them to [subscribe](#).

Log Your Hours on Volunteer Connection!

Make it count!

Remember to log your hours



Help us tell the story of youth & young adults' incredible impact by submitting a [spotlight form](#) today.

Need Volunteer Connection support? Check out these helpful [guides and video tutorials](#)!



If you no longer want to receive YouthWire, please click here to [unsubscribe](#).

