

# Centennial Connection



American Red Cross

100+ YEARS OF WATER SAFETY



## Openers

### Happy New Year! And Welcome to Our New(er) Centennial Campaign Programs

Happy New Year, everyone! Our Mission team is stepping into 2026 with energy, hope, and deep commitment to the work we're doing together.

We are excited to continue expanding the Centennial Campaign and to officially welcome our newest program community, the **City of Alvin, TX!**

We know they are going to hit the ground running.

As we wrap up our recap of 2025 with each of you and finalize our shared goals for 2026, it's been inspiring to see so many of you actively engaging across the multiple program areas included in your Centennial Addendums. Your dedication to building a true ecosystem of water safety in your communities is what brings this campaign to life.

Thank you for your continued collaboration, for keeping your reporting on track, and for your timely invoicing—it makes a real difference in how effectively we can support you.

We are incredibly proud of the work we're accomplishing together and look forward to helping you equip your communities with knowledge and skills that can save lives.

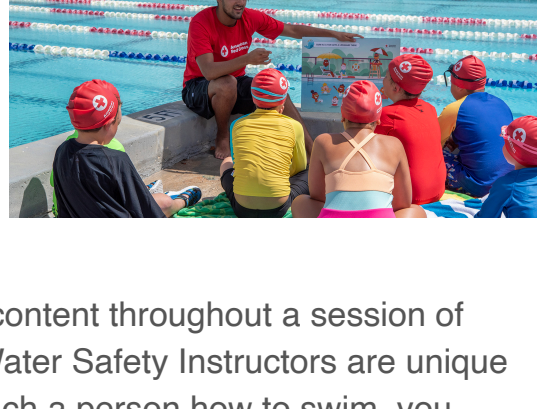
Thank you for being such an essential part of the Centennial Campaign!



## Operations

### Make a New Year's Resolution to Report Your Outreach

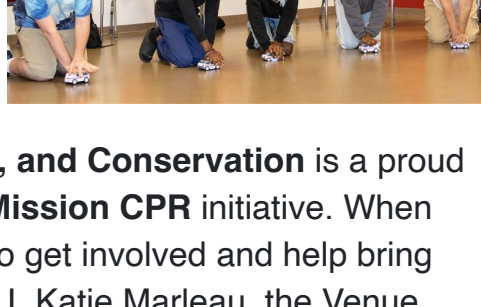
Did you know that you can report on your WHALE Tales activity even if it's embedded in your swim lessons? That's right! If you cover at least 30 minutes of WHALE Tales content throughout a session of swim lessons, it counts. Red Cross Water Safety Instructors are unique in the industry. While others might teach a person how to swim, you teach people how to be safe in, on and around the water, and we think you should get credit for that extra effort. If you're not sure how to report outreach, check out our how-to document on [redcross.org/centfacilities](https://redcross.org/centfacilities) or drop us a note and we can schedule some time to show you. Let's report some WHALE Tales!



## Spotlight On

### Empowering Youth to Save Lives: Mission CPR in Indian River County

Submitted by *Katie Marleau*



**Indian River County Parks, Recreation, and Conservation** is a proud participant in the **American Red Cross Mission CPR** initiative. When introduced to Mission CPR, I was eager to get involved and help bring this life-saving mission to our community. I, Katie Marleau, the Venue Manager of the Gifford Aquatic Center, along with Head Lifeguard Leilani Boom and Lifeguard, Oddy Vasquez, share a deep commitment to safety and to serving the people who live and play in our community.

On October 16th—World Restart a Heart Day—our safety team seized the opportunity to connect with local students at the Gifford Youth Achievement Center (GYAC), a non-profit dedicated to providing education and life-enhancing opportunities for school-aged children. Being part of the same complex has enabled us to cultivate a strong, collaborative partnership with GYAC, grounded in shared values of education, safety, and community service.

We recognized that the students could play a vital role in expanding CPR education throughout Indian River County. Their Youth Services Director enthusiastically supported our idea to train several high school students as hands-only CPR presenters. He agreed that this opportunity would benefit the students by enhancing their public-speaking skills, strengthening their résumés, and offering meaningful volunteer experiences for college applications. All while teaching others this life-saving skill!

Five students successfully completed the presenter training. In the new year, we plan to reconnect with them and provide mentorship as they teach their first hands-only CPR courses to younger students at GYAC. From there, we plan to support them in communicating with their high school principals to gain permission to expand their outreach within their schools. Our long-term goal is to create a pathway through which every high school student in Indian River County receives at least one opportunity to learn the life-saving skill of hands-only CPR and encouraging full CPR certification.

### Interested in learning more about how you and your team can engage in Mission CPR?

Scan this QR code and fill out the interest form, or contact our Mission CPR Program Manager, Adriana Higuera directly at [Adriana.Higuera@redcross.org](mailto:Adriana.Higuera@redcross.org).



## Resources

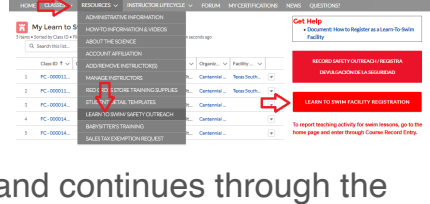
### New Resources for Centennial Campaign Providers

Good news everyone! I'm happy to report that we've added a new section to the [redcross.org/centfacilities](https://redcross.org/centfacilities) page. This new section, "How-to Resources," is a collection of guidance documents that we think are most relevant to Centennial Campaign Providers. Some match the documents that you find on RCLC, but others are unique to you, like the "Invoice Template," "How to Record Safety Outreach for Instructors," and "How to Split a Course Record Between Two Organizations." Check it out and let us know if there are any other job aids that you would like to include here.

Important Links for Your Facility:
<ul style="list-style-type: none"> <li>• Aquatics Centennial Logo</li> <li>• Photo Release Form</li> <li>• Using the Red Cross Brand (request use of name &amp; logo)</li> <li>• Learn-to-Swim Providers Registration Form</li> </ul>
How-to Resources:
<ul style="list-style-type: none"> <li>• Sample Invoice</li> <li>• Invoice template</li> <li>• How to Record Safety Outreach for Instructors</li> <li>• How to Manage Your Instructors</li> <li>• How to Report Swim Lessons Taught</li> <li>• Request Online Class User Guide for Online Only Classes</li> <li>• How to Register as a Learn to Swim Facility</li> </ul>
Centennial Connection Newsletters and Present
<ul style="list-style-type: none"> <li>• October/November 2025 Newsletter</li> <li>• September 2025 Connector Call</li> <li>• August 2025 Newsletter</li> <li>• July 2025 Newsletter</li> </ul>

### To Do: 2026 Learn-to-Swim Facility Enrollment

Learn-to-Swim Facility enrollment for 2026 opened at the beginning of December and continues through the coming year. Reach out to your sales rep or send us an e-mail at [centadmin@redcross.org](mailto:centadmin@redcross.org) if you have questions about this process and what is expected. Facilities covered by the campaign will be enrolled automatically, but if you have facilities that are not covered under your Centennial Addendum, we urge you to complete this task sooner rather than later. We will work with your sales rep to provide gentle reminders until it's done, so check this one off your to-do list and start planning your program for the coming year.



### Quick Links

#### Red Cross Learning Center Overview & Orientations for Instructors and Administrators

- Register Here: [Overview & Orientation Session](#)
- Register Here: [Setting Up & Delivering Classes](#)

#### Request Online Class

Request Online Class can be found on RCLC only if you are logged into your account and are an Administrator with Partner Portal Access. The red button for Request Online Course is on the righthand side.

- [Request Online Class](#)
- [Request Online Class Quick Reference Guide](#)



## Calendar

### Water Safety Instructor® Trainer Academies

Interested in attending an academy? Start by reviewing the [Instructor Trainer qualifications](#). If you meet the requirements, submit your [application](#). Approval usually takes about 1–2 weeks. Once approved, your eligibility to reserve a spot is valid for one year. Apply early—enrollment closes one month before the academy start date.

- **March 9-13:** Chicago, IL
- **April 13-17:** Lawrenceville, GA

If you have an Academy fee waiver as a part of your Centennial Addendum, please reach out. We can provide you with guidance to make sure that your waiver is applied before you must pay the registration fee.

### Visit Us at This Upcoming Conference

- **International Aquatics & Water Safety Conference and Exposition (formerly AOAP/NDPA), Colorado Springs, CO:** February 16-19, 2026

[Click here to manage communication preferences.](#)