

Centennial Connection



American Red Cross



Openers

We're energized and inspired by the impact we're making together! This work is bringing swim lessons, water safety education and advanced aquatics training to communities that need it most—making lifesaving skills more available, accessible and affordable every day.

Together, we are building momentum and strengthening a culture of water safety for generations to come. Here's a snapshot of what we accomplished in fiscal year 2026 (July - June), as reported through June 30:

- 116 Licensed Training Providers are now part of the Centennial Campaign.
- 29,484 sets of swim lessons were delivered, which is about 235,872 touchpoints!
- 6,176 parents and caregivers participated in water safety education and/or received CPR certification.
- 139 future lifeguards got their start through Junior Lifeguarding.
- 594 lifeguards and 344 Water Safety Instructors were trained and certified.
- 14,534 children participated in Longfellow's WHALE Tales.

Behind every number is a story—a child learning to swim, a parent feeling more confident, a new lifeguard ready to respond. Thank you for taking on the “extra” that comes with being a Centennial Campaign provider. Your commitment is helping create safer communities, and we're proud to be doing this important work alongside you.



Operations

How's it Going?

Congratulations, you made it through the 4th of July! For some of you, this is your first summer in the hot seat. For others, this is rinse and repeat. Wherever you are in your career journey, know that we appreciate all the hard work you do to help keep everyone safe as the summer gets going and we're cheering you on. Now that you're past the summer milestone holiday, take a deep breath and look around. How's it going? Here are some often overlooked resources available to you and your teams:

- Consider offering some professional development to one of your lead guards with a “Lifeguard Management” course.
- For your camp counselors, “Water Safety for Parents and Caregivers” can help them refocus on their responsibilities as a water watcher.
- Is there a community group that could benefit from WHALE Tales? Don't discount parents and even older students who might enjoy sharing their newfound love of the water with churches, community centers and other groups in your area.

If the Centennial Campaign can help you do more, let us know. We know you're busy, but we stand ready to support you however we can! Towards the end of the season, we'll reach out to remind you about course records and invoicing, but for now, just take a deep breath and appreciate all that you've accomplished.



Spotlight On

Provider Spotlight: City of New Braunfels Das Rec

Submitted by Rhayne Wilson

At Das Rec in New Braunfels, Texas, we take water safety very seriously since we live in and serve a community with two naturally occurring rivers and a world-famous water park, not to mention the outdoor pools at the Landa Park Aquatic Complex. Since starting the Centennial Campaign, we decided to revamp our water safety program within our swim lessons.



While all of our Water Safety Instructors include a water safety topic during every swim lesson session, we wanted to incorporate a more in-depth segment into each session. For our program, lessons end on Thursdays, so on the last Thursday of each session, the three instructors for each group will come together with their classes for that particular time frame and conduct a WHALE Tales segment using our new poster from the Centennial Program, along with a video from the Learning Center, followed by a brief discussion with the participants.

Afterward, the classes will separate and return to their individual instructors to proceed with their last-day activities and exit skills assessments. All participants will also receive their personal checklist, completion card, coloring page and crayons at the end of their lessons on the final day.

For our older participants and higher-level classes, we include a Red Cross swim cap in their last day “thank you” bag. We are hoping to enhance this program and make it the best it can be for the children and parents in our community while spreading the message that water safety is not only important but can also be fun and rewarding.



Resources

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 you 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.

- **August 17-54:** Sierra Vista, AZ
- **September 28-October 2:** Fontana, CA
- **October 19-23:** Plano, TX
- **November 9-13:** Carson City, NV

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.

Upcoming Conferences

- National Recreation and Park Association, Sept. 29 - Oct. 1, Philadelphia, PA
- World Waterpark Association Symposium & Trade Show, Oct. 6 - 9, Las Vegas, NV

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