

Centennial Connection



American Red Cross

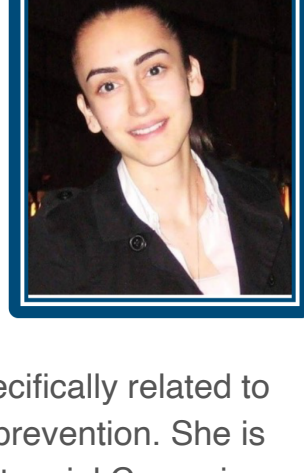


Openers

We are so thrilled to introduce our two new team members! We look forward to you getting to know Adriana and Adam and for all the great things to come because of the growth of this team.

Adriana Higuera has joined our Centennial Campaign team as the Aquatics & Survival Mission Program Manager. Adriana is transitioning over from her previous role as the First Aid/CPR/AED Educator and Development Specialist for Service Delivery, Training Services.

She holds a bachelor's degree in Sociology, Minor in Health Science from California State University, Fullerton. Adriana will help scale and execute the Training Services Mission initiatives, specifically related to out-of-hospital cardiac arrest survival and drowning prevention. She is looking forward to collaborating and serving our Centennial Campaign providers in support of the impact each of you make in your deserving communities.



Adam Bueling's first experience with the American Red Cross was swimming lessons when he was 7 years old in Great Falls, MT. That initial love of water stayed with him throughout his life. He spent 17 years in Chicago overseeing swimming pools, bathing beaches, waterparks, training services and after-school programs and community partnerships before moving to the Minneapolis area in late 2022 to be closer to family. He is a happy husband and father of a 6-year-old son and 3-year-old daughter and, when he's not teaching classes for the American Red Cross, he enjoys travel, optimizing spreadsheets, and experimenting in the kitchen. He looks forward to supporting the work of the Red Cross to offer high-quality, mission-focused training in the communities that need it most.



Welcome to Our New(er) Centennial Campaign Programs

The expansion to 100 Centennial Campaign programs continues. Welcome!

- Lake Havasu City, AZ
- Seattle Parks Aquatics, WA
- Board of County Commissioners of Brevard County, FL
- Metro Parks, TN
- City of San Diego, CA
- City of Temecula, CA
- Cosumnes Community Services District, CA
- City of Winter Haven, FL
- City of Beaumont, TX
- City of Myrtle Beach, SC
- Boys and Girls Club of the Muskegon Lakeshore, MI
- City of Arlington, TX



Operations

Submit Invoices to CentAdmin@redcross.org

Please remember to submit your Centennial Campaign invoices via email to CentAdmin@redcross.org. If someone else in your organization submits the invoices, please be sure to share this information with them.

Engage with Red Cross Training Services during National Water Safety Month and Beyond

Here at the American Red Cross, we believe in building relationships and connecting with our community. We see social media as a way for us to empower others to deliver vital services and knowledge that save lives. Connect with us on [Facebook](#) and [LinkedIn](#) to join a community of passionate people from all walks of life!

Social media activity related to water safety and drowning prevention will ramp up over the next few weeks and continue throughout the summer. We love to shine a light on our Centennial Campaign providers and the great work that you do. If you are willing to be highlighted, email Desli at desli.norcross@redcross.org

Testimonials about the New Longfellow's WHALE Tales Water Safety for Children Program

We hope you've had the opportunity to check out the new WHALE Tales program resources. We'd love to hear from you about the new resources and how they are supporting your drowning prevention efforts. These testimonials help spread the word to others. Please email Eliza at eliza.shaw3@redcross.org if you would like to share!



Resources

Giveaway: World's Largest Swimming Lesson 2024

Fill out this [form](#) to enter to win a registration to be a host location (retail value of \$89) for the World's Largest Swimming Lesson on June 20, 2024. Not registered yet? There's still time! Visit the World's Largest Swimming Lesson [landing page](#) to learn more and register for this year's event.



Spotlight On

Milwaukee Recreation's Amazing Expansion

Today, we're shining a spotlight on Centennial Campaign Provider Milwaukee Recreation. Their incredible journey in Wisconsin began a century ago, but their impact on our communities really took off in 2020 when they joined the Centennial Campaign. Teaming up with the local Red Cross chapter, they promoted \$5 swim classes in underserved areas, reaching out to elementary schools and sending postcards with a link to an exciting video clip. The response was overwhelming. What used to be just 20 patrons across four locations became a thriving community, with over 400 enrolled and all four sites filled to capacity.

The \$5 dollar swim was only the beginning. In 2023, MKE Rec transitioned the funding towards the existing program "Everyone Plays!" their Milwaukee Rec Scholarship Program. Instead of focusing on locations, they pivoted towards the individuals who could use their scholarship funds for any location.

"The true beauty is you can go anywhere you want, and you don't know what the kid next to you paid for the class, and no demographic data is given to the instructor. It paints a truer picture of what equity needs to look like in our greater community," says Manager of Citywide Programs, Nicole Jacobson.

Nicole's future plans for her program include expanding opportunities for pediatric CPR as well as working towards the greater goal of keeping families in swim lessons. "We still don't see the progression of children through the levels of the Learn-to-Swim program we would like to, and we need to resolve this issue. Swim lessons are not a one-time bucket list item. As children age and develop, they have different needs." For communities considering becoming part of the Centennial Campaign, Nicole has two words: "Do it."

By Desli Norcross, American Red Cross



Calendar

Water Safety Instructor Trainer Academies

- June 24–28:** Boston, MA (registration deadline May 24)
- July 17–19:** Carrollton, TX (registration deadline June 14)
- July 22–26:** Spokane, WA (registration deadline June 21)
- August 5–9:** Greensboro, NC (registration deadline July 5)
- August 12–16:** Eden Prairie, MN (registration deadline July 12)
- August 19–23:** Plainfield, IL (registration deadline July 19)
- August 26–30:** Strongsville, OH (registration deadline July 26)
- September 16–20:** Clearwater, FL (registration deadline August 16)
- September 23–27:** Lawrenceville, GA (registration deadline August 23)

Red Cross Learning Center Overview & Orientations for Instructors and Administrators

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

Dates To Be Aware Of

- National Pool Opening Day - April 27
- International Water Safety Day - May 15
- National Water Safety Month - May
- World's Largest Swimming Lesson - June 20
(Registration deadline for guarantee of wristbands, June 7)