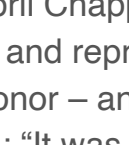


Centennial Connection



American Red Cross



Openers

We're thrilled to start this month's newsletter with a huge shout out to the team at the **Cincinnati Recreation Commission**, under the leadership of Ethan Hibbard and April Chappell. In the middle of the very busy summer, they hosted us and representatives of our highest-level Centennial Campaign donor – and they knocked it out of the park. In the words of the donor team: "It was a pleasure to witness all the great programming and partnership happening in Cincinnati to address the high drowning rates. Thank you so much for a meaningful experience. I left with sunburns, and it was worth it." Thank you, Ethan and April and the entire CRC team for your hospitality and for letting us show off your great programming!

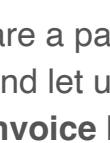
We're also pleased to share that there have been two special fundraising initiatives this summer to support this work that we're all doing together:

- This June, the Red Cross hosted a 15-Mile Swim Challenge on Facebook and Instagram. It had amazing results – in participation, social engagement and raising funds for the campaign: over \$219k was raised! Thanks to all of you who participated, engaged in the social chatter and/or donated to someone. It was great fun. We hope you'll join us next year!
- The Red Cross is currently one of two water safety partners for Leslie's Poolmart – a pool supply company. Customers can donate to the Centennial Campaign as they check out. This initiative is still underway, so let people in your world know that if they have pool needs, they can go to their local Leslie's Poolmart and donate to the cause!

Welcome to Our New(er) Centennial Campaign Programs

The expansion to 100 Centennial Campaign programs continues. This includes the renewal of existing programs. Whether a new program or continuing, we're glad you are part of the campaign!

- Tulsa Dream Center, Tulsa, Oklahoma
- Dillard University, New Orleans, Louisiana
- Huron-Clinton Metroparks, Southeastern Michigan
- Riviera Club Foundation, Indianapolis, Indiana



Operations

Tips and Tricks to Fast-track Your Invoices

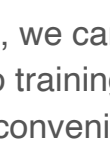
As the summer winds down and you start looking towards the fall, we expect that you have some classes to enter and invoices to submit. That's great! Here are some tips and tricks to make sure your invoices are ship-shape and ready to pay:

1. **Submit your course records.** Make sure your course records are submitted under your "Centennial - [Agency Name]" account. This may require you to add instructors from your main account, which you can do if you are a partner administrator. If you need help, please reach out and let us know. We are happy to assist you.
2. **Make sure your invoice has all the required information.** Invoices need to have the name of your agency, a phone number and e-mail address on the document for audit purposes, an invoice number for tracking purposes, and an explanation of the costs being billed. Something simple like "Learn to Swim Scholarships - August 2024" along with the number of scholarships and the cost per unit will help us to match the fees with the courses that you entered.
3. **Send your invoice to centadmin@redcross.org.** This mailbox is monitored by the full Centennial team, so we can start processing your invoices quickly once they are received.

We know you've got a lot on your plate and our goal is to make your invoicing process as smooth as possible.

Ready to Become an Instructor Trainer?

As you start thinking about how to up your game for your next season, one of your goals may be to add Instructor Trainers to your team. If that's the case, we want to remind you that you probably have some benefits available as a part of your Centennial Addendum or included in your Learn-to-Swim Facility Fees. To access this benefit, reach out to us at centadmin@redcross.org and let us know that you're starting the application process. Once your application is approved, we can work with you and the IT Applications team to apply the coupon code to your account to waive the enrollment fee. We just need to do that before you get enrolled, so let us know before you enroll. For more information about IT Academies or the application process, check out the IT Candidate's Page at [Red Cross Learning Center > Instructor Lifecycle > Instructor Trainer Candidates](#) and review the documents provided there.



Resources

Additional Red Cross Educational Resources Available

Over the last few years, the Red Cross has been working with the Centers for Disease Control and Prevention and the National Network of Public Health Institutes to examine barriers to – and to generate recommendations and strategies for – participation in swim lessons and water safety education for populations at a higher risk of drowning. Several phases of this work have focused on American Indian and Alaska Native (AI/AN) people. Their drowning death rates for those age 29 and younger are 2 times higher than the rates for White people. In natural water, they have the highest drowning death rates, with rates 2.7 times higher.

Due to this collaboration, we can provide additional Red Cross educational resources to training providers that have identified AI/AN population in close and convenient proximity to their aquatic facilities. If your organization either currently serves AI/AN children, teens or adults or is working to initiate or increase engagement in your aquatic programs, please complete the following webform to request these materials in support of your efforts.

To apply to receive available materials, please have one person from your organization complete [this webform](#) by 9/4/2024 midnight EST. We will do our best to distribute the available materials to all who submit a request, but supplies are limited.

Centennial Connector Call

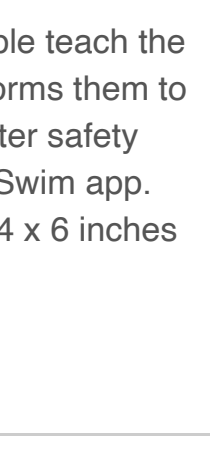
Join us for our next Centennial Connector Call on September 19th at 3PM EST.

[SIGN UP](#)

Marketing Updates

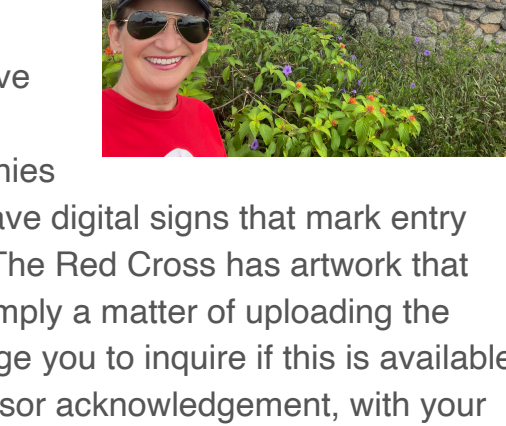
Longfellow's WHALE Tales Postcard: For General Public Use

This postcard has been created to inform parents and caregivers about Red Cross water safety resources. One side directs people to the redcross.org/watersafetyforkids website which includes certain elements of the WHALE Tales program to help people teach the children in their lives about water safety. The other side informs them to other free Red Cross resources to help strengthen their water safety knowledge, including web content, online courses and the Swim app. The postcards are set up for printing in two different sizes: 4 x 6 inches and 5 x 7 inches. They are available for download at redcross.org/centfacilities.



New Haitian Creole Language Resources

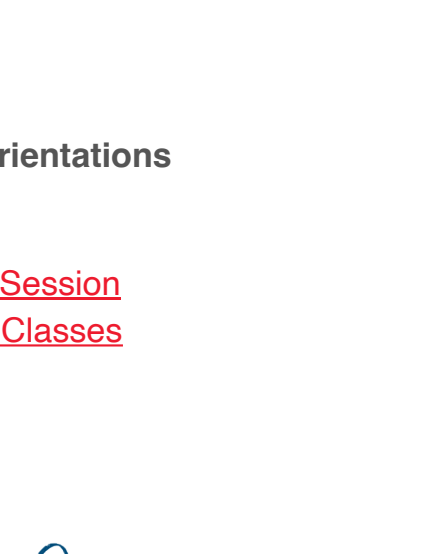
New material translations for the Circle of Drowning Prevention, Chain of Drowning Survival and Water Safety Tips!



Available on RedCross.org/Watersafety or download [here](#).

Digital Billboard and Sign Artwork Available

Digital billboards and signs are a great way to make people think about water safety. Many government agencies have digital banner space as part of agreements with billboard sign companies that are on their property. They also have digital signs that mark entry points to different parts of their cities. The Red Cross has artwork that can suit this purpose. For most, it is simply a matter of uploading the artwork into the carousel. We encourage you to inquire if this is available to you! Billboards have space for sponsor acknowledgement, with your organization being the sponsor. There is a set available that can be used year-round and another set specifically for May to bring attention to National Water Safety Month.

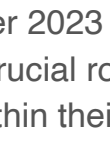


If interested in accessing these for use in your community, send us an email at centadmin@redcross.org.

Quick Links

Red Cross Learning Center Overview & Orientations for Instructors and Administrators

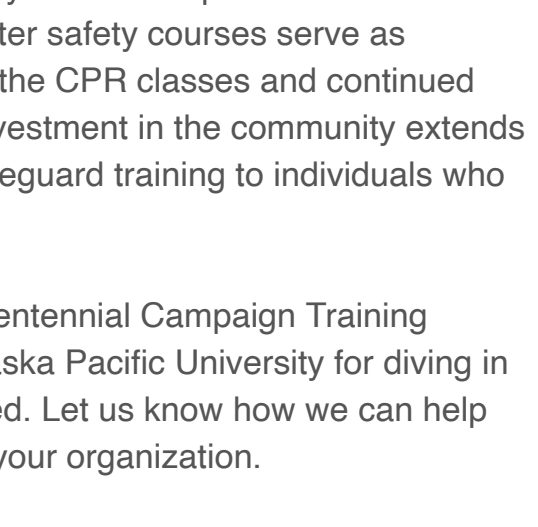
- Register Here: [Overview & Orientation Session](#)
- Register Here: [Setting Up & Delivering Classes](#)



Spotlight On

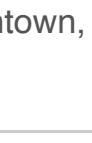
Alaska Pacific University

Are You Creating a Comprehensive Water Safety Ecosystem?



Alaska Pacific University became a Centennial Campaign Training Provider in November 2023 as part of the mission investment expansion. They are playing a crucial role in establishing a comprehensive water safety ecosystem within their community. APU is leveraging all available components of the Centennial Campaign. Alongside swim lessons, they actively promote water safety education through the free online courses, teach WHALE Tales, and have recently introduced pediatric CPR to their program offerings. The free online water safety courses serve as incentives for additional discounts on the CPR classes and continued swim lessons. Furthermore, APU's investment in the community extends to career opportunities by providing lifeguard training to individuals who might otherwise be unable to afford it.

Great work is being done by all our Centennial Campaign Training Providers – a special thank you to Alaska Pacific University for diving in to all the benefits that are being offered. Let us know how we can help you get started on something new at your organization.



Calendar

World Restart a Heart Day

Every year on October 16th, countries around the world come together to celebrate World Restart a Heart (WRAH) to raise awareness about cardiac arrest and the importance of bystander CPR and defibrillation in saving lives. How can you get involved? Let us know of any CPR activity at your facility scheduled on or around October 16th and post your activity on social media using the hashtag #WRAH.

Water Safety Instructor® Trainer Academies

Your approved Instructor Trainer application is valid for 1 year. The approval process takes an average of 1 to 2 weeks, so be sure to plan accordingly. Get your application in early and secure your enrollment. Enrollment closes 1 month prior to the academy, please make sure you plan in advance.

- October 7-11:** Pleasant Prairie, WI (registration deadline September 6)
- October 21-24:** McKinney, TX (registration deadline September 20)
- November 13-17:** Carson City, NV (registration deadline October 11)
- December 2-6:** Provo, UT (registration deadline November 1)
- December 16-20:** Morgantown, WV (registration deadline November 15)

Conferences Where Red Cross is Participating

Stop by and see us if you'll be there!

- October 8-9:** National Recreation and Park Association, Atlanta, GA
- October 8-11:** World Waterpark Association Annual Symposium and Tradeshow, Las Vegas, NV
- October 27 – November 1:** National Congress of American Indians Annual Convention and Marketplace, Las Vegas, NV
- February 3-6:** Association of Aquatics Professionals/National Water Safety Conference, St. Petersburg, FL

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