

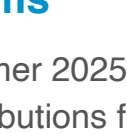
Centennial Connection



American Red Cross



August 2025



Openers

Thank You! And Welcome to Our New(er) Centennial Campaign Programs

It's hard to believe summer 2025 is already behind us! This season brought incredible contributions from you, our dedicated training providers. Thank you for your outstanding work and the impact you are making in your communities.

We're excited to welcome two new Centennial Campaign providers: the **City of Rockville, MD** and the **City of Rialto, CA**.

Here's a fun fact: both of these new providers are led by aquatics professionals who recently transitioned to these communities through career advancement. Recognizing the impact of the Centennial Campaign, they championed its launch in their new cities, ensuring its continued growth and success.

Welcome Back, Stephanie!

We are thrilled that Stephanie Darimont will be coming back from maternity leave near the end of this month. We sure have missed her and can't wait for her to get back in the groove!

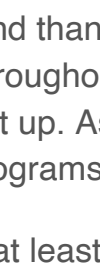
Supporting Year-Round Impact Through the Centennial Campaign

As the seasons shift, we recognize that while some of you may be winding down operations until next spring or summer, many of you continue to offer vital programming throughout the year. Your commitment to serving communities year-round is deeply appreciated—and we're here to support you every step of the way.

The Centennial Campaign is proud to help ensure that families facing financial challenges can still access your programs. We're also here to help strengthen your infrastructure by offering resources that prepare older youth and young adults for success in Lifeguarding and Water Safety Instructor® courses.

These courses are a key part of your Centennial Addendums, and we strongly encourage you to take full advantage of the scholarships, waived fees, and provided materials. These supports are designed to help you reach more individuals who may need a little extra help to participate—and to empower your programs to thrive.

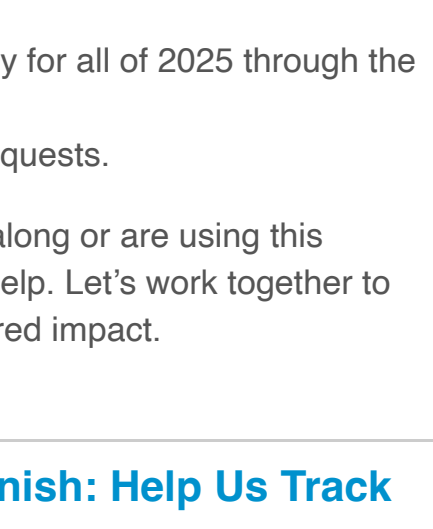
Thank you for all you do to make a difference. Let's keep building together.



Operations

Get Your Reporting Caught Up – We're Here to Support You!

With summer programming winding down, now is the perfect time to ensure your reporting and reimbursement requests are up to date. Our team is conducting a deep dive to better understand your teaching activity in relation to your Centennial Addendum—and your input is essential.



We want to recognize and thank those programs that have been consistently reporting throughout the year, as well as those who take this opportunity to get caught up. As a small token of appreciation, we'll be sending a surprise to programs that, by **September 15th**:

- Have reported on at least three key elements (e.g., swim lessons, lifeguarding or WSI training, WHALE Tales, CPR for Parents/Caregivers).
- Are fully up to date with teaching activity for all of 2025 through the end of August.
- Have submitted their reimbursement requests.

Whether you've been on top of reporting all along or are using this moment to get back on track, we're here to help. Let's work together to ensure every program is reflected in our shared impact.

Longfellow's WHALE Tales – Spanish: Help Us Track Its Impact

We've heard you loud and clear—many of you need more Spanish-language resources to better serve your communities with water safety and drowning prevention education. As you know, our inventory of Spanish materials has grown over the last year or so. This includes:

- The full Longfellow's WHALE Tales program.
- Spanish-language webpages and online water safety courses.
- A variety of posters, infographics, and flyers.

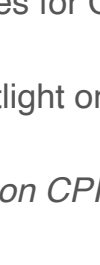
As part of our commitment to expanding access, the Red Cross actively tracks how these resources are being used—through course completions, webpage views, downloads, and especially WHALE Tales reporting.

Here's where we need your help: When you report your WHALE Tales activity, please **separate your English-language sessions from your Spanish-language sessions**. Do not combine them into one total. This distinction helps us understand where Spanish-language content is being used and where additional support may be needed.

Your accurate reporting directly informs future resource development and outreach strategies—thank you for helping us serve communities more effectively!

We are here to here to help.

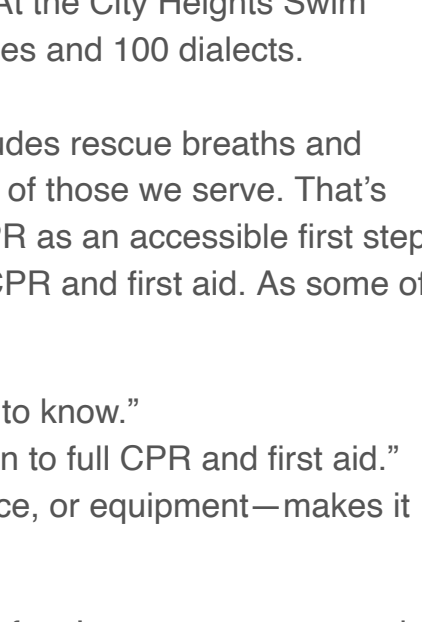
For both of the above topics, if there is anything at all we can help with, if you have any questions or suggestions, or if there is anything you'd like to share with us about challenges you're facing, please reach out to CentAdmin@RedCross.org.



Resources

Spanish-language "Swimming Lessons Offered Here" Posters!

We're excited to report that the Spanish-language versions of the "Swimming Lessons Offered Here" posters have arrived. Please send us an e-mail at CentAdmin@RedCross.org to let us know how many you need and the address to send them.



Quick Links

Red Cross Learning Center Overview & Orientation Courses for Instructors and Administrators

Register Here: [Overview & Orientation Session](#)

Register Here: [Setting Up & Delivering Classes](#)

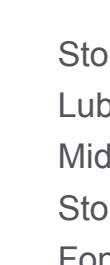
Request Online Class

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](#)



Spotlight On

Mission CPR Provider – City of San Diego Parks and Recreation Department – Aquatics Division

What is Mission CPR? Our Mission CPR initiative is dedicated to increasing access to bystander CPR training and raising awareness on the importance of bystander CPR during an out-of-hospital cardiac arrest (OHCA) event. These efforts are driven by a collaborative approach, working closely with community partners and advocates who share the same commitment to increasing bystander CPR response with the goal of improving survival rates for OHCA.

We'd like to shine a spotlight on the City of San Diego for engaging in our Mission CPR initiative!

- *Adriana Higuera, Mission CPR Program Manager*

The City of San Diego Parks and Recreation Department – Aquatics Division

Public is proud to participate in the Mission CPR initiative. With 15 public swimming pools spread across the City's 342 square miles, we serve a wide range of diverse communities. At the City Heights Swim Center alone, visitors speak over 50 languages and 100 dialects.

We understand that full CPR - CPR that includes rescue breaths and compressions - can feel intimidating to some of those we serve. That's why we're excited to support Hands-Only CPR as an accessible first step for our community members in learning full CPR and first aid. As some of our presenters have shared:

- "CPR is an important skill for everyone to know."
- "Hands-Only CPR is a great introduction to full CPR and first aid."
- "Its simplicity—requiring little prep, space, or equipment—makes it ideal for last-minute opportunities."

Our pool managers, lifeguards, and Water Safety Instructors are natural leaders and educators—many of whom began their careers as swim lesson participants themselves and are now giving back to their communities.

Currently, we have 8 certified Hands-Only CPR presenters. Our goal is to have at least 2 presenters per pool site, totaling 30 across the Aquatics Division. We're also exploring partnerships with other City departments such as Recreation Centers and Libraries, and we regularly host public school swim lessons. We aim to have CPR presenters participate in these collaborations and at community events and safety days throughout the city.

- *Tracy Simmons, Supervising Aquatic Recreation Specialist, City of San Diego Parks and Recreation Dept. - Aquatics Division*

Calendar

Aquatics 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. If you plan to use your Centennial Campaign-sponsored enrollment, please notify us at CentAdmin@RedCross.org as soon as your application is approved and before you register for an academy. Enrollment closes 1 month prior to the academy, so please make sure you plan in advance. For more information, visit redcrosslearningcenter.org/s/instructor-trainer-candidates.

2025

September 15-19	Stone Mountain, GA	WSIT
September 16-18	Lubbock, TX	LGIT—Currently full
September 22-26	Middletown, NY	WSIT
September 23-25	Stone Mountain, GA	LGIT—Currently full
October 6-10	Fontana, CA	WSIT
October 20-24	McKinney, TX	WSIT
October 21-23	McKinney, TX	LGIT
November 3-7	Ewa Beach, HI	WSIT—Currently full
November 4-6	Laurel, MD	LGIT
December 2-4	Provo, UT	LGIT

2026

January 6-8	Verona, WI	LGIT
February 17-19	Carson City, NV	LGIT
March 3-5	Chicago, IL	LGIT
March 9-13	Chicago, IL	WSIT
March 17-19	Oxford, OH	LGIT

Conferences Where Red Cross is Participating

NRPA Annual Conference, Orlando, FL: September 16-18, 2025

Safe Kids Prevention Convention (PrevCon), National Harbor, MD: October 15-17, 2025

World Waterpark Association, Las Vegas, NV: October 20-23, 2025

Citizen CPR Foundation, Phoenix, AZ: Dec. 2-3, 2025

National Association of EMS Physicians, Tampa, FL: January 26-31, 2026

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

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