

Centennial Connection



American Red Cross

100+ YEARS
OF WATER SAFETY



Openers

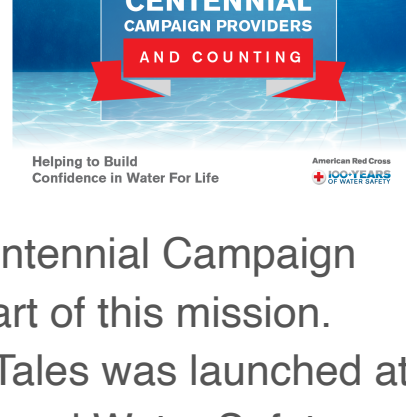
2025 is Off to a Great Start!

We hope your year is off to a fantastic start. We're excited about the incredible work we'll accomplish together in the coming months.

Here are some of our recent highlights:

- We've achieved our expansion goal of 100 Centennial Campaign programs! Thank you for being an essential part of this mission.
- The Spanish version of Longfellow's WHALE Tales was launched at the Association of Aquatics Professionals/National Water Safety conference in St. Pete Beach. We're monitoring the progress of both the English and Spanish programs and look forward to showcasing this work. Your organization could be next, so be sure to report your activity!
- The conference itself was a great success, featuring many informative, educational and motivational sessions. It was wonderful to see so many of you there, with several of you leading impactful sessions. The networking opportunities alone made it incredibly worthwhile.

We hope you're finding time to recharge during the colder months. Remember, we're here to help you plan and prepare for your busiest season. Feel free to reach out to us anytime!



Red Cross Aquatics in the News

Recreation Management recently highlighted the American Red Cross Aquatics Centennial Campaign in their February InService column. We're excited to spread the word about the incredible work being done by you, our Centennial providers in communities across the country. To read the article, click [here](#).

Important Connector Call

Our next Connector Call is ready for registration! Please use the link below to register for the meeting on March 13th at 3:00pm EST.

[Connector Call TEAMS Meeting March 2025](#)



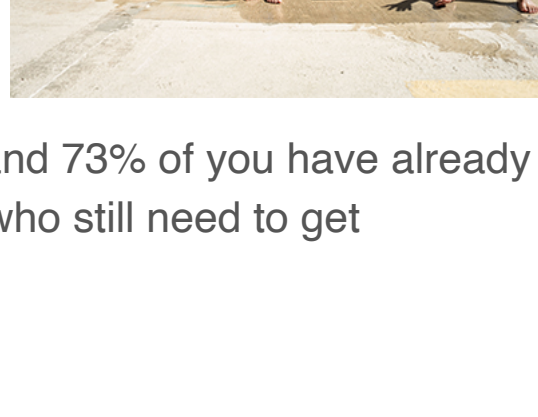
Operations

2024 Course Records and Invoicing

It's not too late! There's still time to submit your invoices for your 2024 courses. If you've never invoiced us before, check out the August 2024 newsletter for tips and tricks for invoicing. To find previous editions of our newsletter, head to redcross.org/centfacilities. We would love to wrap up all 2024 activities by the end of the month before everyone does the hard pivot to summer, so don't wait. Get it done today! Remember to submit your invoices to CentAdmin@redcross.org. If you're having issues with making any of this happen, please reach out to Adam.

2025 Learn-to-Swim Facility Registration

Good news everyone - Centennial Campaign Training Providers are ahead of the game when it comes to 2025 Learn-to-Swim Facility Registration. We are 49% ahead of where we were last year and 73% of you have already registered. If you're one of the 27 providers who still need to get registered, there's no better time than now.



If you are a Partner Portal Administrator:

1. Log in to the [Red Cross Learning Center](#).
2. Navigate to **Resources>Learn-to-Swim/Safety Outreach**.
3. From that page, you'll see a button for "Learn-to-Swim Facility Registration."

Quick Tip: Unlike other tasks that you do for the Centennial program, this one should be done on your main account. Reach out to your sales representative if you have questions.

Awareness and Recognition

Need help marketing your Centennial Campaign programs? Looking for some positive recognition to boost your program or staff morale this spring? We can assist!

Our team can connect you with your local American Red Cross chapter to help raise awareness of your programs in the community, such as through joint press releases. We also love highlighting community stories on our social media pages. If you're interested, please reach out to Stephanie and Connie.

In the coming months, we will recognize Centennial Campaign Training Providers who are fully utilizing the resources that help create a water safety ecosystem in their communities. This includes more than just swim lessons—maximizing your organization's potential as laid out in the Centennial Addendum that we jointly created. Examples include sending someone to an IT Academy, promoting and delivering water safety education then recording it in RCLC on your Centennial account, adding Junior Lifeguarding to your programming portfolio, and teaching CPR to parents and caregivers of children in your swim lessons.

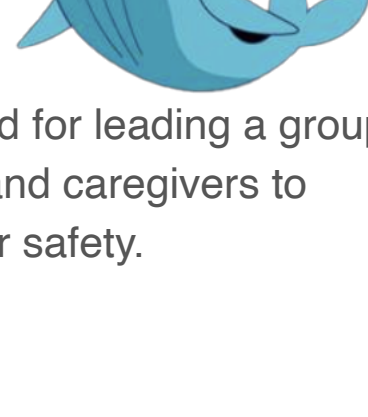


Resources

Quick Links

Longfellow's WHALE Tales – English and Spanish

We are thrilled that Longfellow's WHALE Tales is available in both English and Spanish. There are two different sets of web pages for each language - one that contains all the resources needed for leading a group of children, and another that is intended for parents and caregivers to support them in talking with their children about water safety.



For Leaders:

- redcross.org/WHALEtales
- cruzrojaamericana.org/WHALE-tales-espanol

For Parents and Caregivers:

- redcross.org/watersafetyforkids
- cruzrojaamericana.org/seguridad-acuatica-infantil

Great Red Cross Merchandise Available to Providers

Did you know you can shop for Red Cross apparel and other merchandise for you and your staff? Visit shoptheredcross and register for an account. You'll have access to polo shirts, t-shirts, sweatshirts, rash guards, hats, water bottles and more. Any order will be paid with your credit card and delivered directly to your address. Let us know what you think!

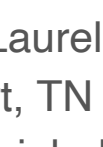
Red Cross Learning Center Overview & Orientations for Instructors and Administrators

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

Request Online Class

Request Online Class (ROC) 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. Use ROC to set up your Lifeguard Management, Water Safety for Parents and Caregivers classes and for all your other blended learning needs.

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



Calendar

Water Safety Instructor® Trainer Academies

Your approved Instructor Trainer application is valid for one year. The approval process takes an average of one to two weeks. Get your application in early to secure your enrollment. Enrollment closes one month prior to the academy, so please plan accordingly.

- **March 31- April 4:** Laurel, MD
- **April 7-11:** Kingsport, TN
- **April 28-May 2:** Raleigh, NC
- **May 5-9:** Littleton, CO
- **May 12-16:** Strongsville, OH
- **June 2-6:** Eden Prairie, MN
- **June 16-20:** Waterford, MI
- **November 3-7:** Ewa Beach, HI

Upcoming Conferences

- SHAPE America National Convention and Expo, Baltimore, MD (April 1-5)

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