

Centennial Connection



American Red Cross



Openers

Happy New Year! There is so much to be excited about as we kick off 2024. One of our resolutions is to ensure that you have knowledge of and access to Red Cross resources that can help make your aquatics programs as impactful as possible. Part of that effort is through this newsletter and the quarterly Connection Calls. We encourage you to read the newsletters and join the calls to stay up to date, ask questions and to learn from your fellow Centennial Campaign providers throughout the country. Be sure to send us email addresses of anyone in your organization that should get the newsletters or the meeting invitation directly from us.

We look forward to working with each of you to make a positive difference in your communities so that people of all ages can have confidence in water, for life.

Welcome to Our New(er) Centennial Campaign Programs

The expansion to 100 Centennial Campaign programs continues. Welcome!

- City of Reno, NV
- City of Wichita, KS
- County of Hawaii, HI
- Lake Havasu City, AZ
- Miami-Dade County Parks, Recreation and Open Spaces, FL
- City of West Palm Beach, FL

Operations

New Email Box for Submitting Invoices

A new email box has been set up for submitting your invoices: CentAdmin@redcross.org. This process improvement, which takes effect immediately, will aid in ensuring that it's clear when an invoice arrives and in timely processing. Please be sure to inform those in your organization with responsibility for submitting invoices of this change.

Need Guidance in Reporting Teaching Activity on Your Centennial "Child" Account?

A critical aspect to the success of the Centennial Campaign is accurate reporting of the courses that are delivered by each and every one of your organizations. Reporting the collective reach of all the different components of the campaign that help create "ecosystems of water safety" helps us continue to make the case for the need for – and the impact of – the campaign. This is information that we share with our leadership and our donors.

Upon completion of our end-of-year assessment of teaching activity, we discovered that some providers have not submitted any classes on their Centennial "child" account for the past 6 months. To help navigate this challenge, we will host "office hours" on Tuesday, January 16 from 3:00pm – 4:30pm EST. We will open a Teams call and be available during the time frame to offer guidance about enrolling in the annual Learn-to-Swim facility program or entering course records, check your account set up and answer questions. This will be a drop-in situation. There will not be a formal presentation. Especially for those who have not reported yet, we hope to see you there!

Join on your computer, mobile app or room device. [Click here to join the meeting.](#)

Meeting ID: 262 027 772 863; Passcode: mcSVvF

Spotlight On

Northern Lights YMCA is Seeing Success in Engaging Parents in Water Safety Outreach

Located on the beautiful coast of Lake Michigan, the Northern Lights YMCA is a lighthouse for those looking to teach their family water safety. Here in the great Upper peninsula, finding swim lessons is far and few in between. This is why the Centennial Campaign has been such a beacon of hope for our surrounding communities. The demand is high, but it has been difficult getting participation numbers back to where they were pre-covid. Offering free lessons to first and third grade students has targeted those who would benefit from water safety lessons and aided in reminding families what we have to offer and why these programs are so important.

To get parents involved in their students' learning, we send out a welcome email to all participants with reminders containing information about the program, the Orientation to Swim Lessons for Parents and Caregivers, a recommendation to download the American Red Cross Swim App, and sometimes information about future lessons offered. In addition to the email, we announce these topics on the first day of swimming lessons.

By Rudy Westerback, Aquatics Coordinator, Northern Lights YMCA

Calendar

Water Safety Instructor Trainer Academies

- **April 1–5:** Bainbridge Island, WA (registration deadline March 1)
- **April 15–19:** Lawrenceville, GA (registration deadline March 15)
- **May 6–10:** Littleton, CO (registration deadline April 5)
- **June 17–21:** Waterford, MI (registration deadline May 17)
- **June 24–28:** Boston, MA (registration deadline May 24)
- **July 22–26:** Spokane, WA (registration deadline June 21)
- **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 23–27:** Lawrenceville, GA (registration deadline August 23)
- **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)

Red Cross Learning Center Overview & Orientations for Instructors and Administrators

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

Conference and Tradeshow Schedule

National Water Safety Conference & Association of Aquatic Professionals Conference, February 12-15, 2024

We will be a part of multiple educational sessions and have exciting things to show at our booths in the exhibitor hall. Hope to see you there!

Reminders and Quick Links

[Access Customizable Recruitment Posters](#)

[Centennial Map](#)

[LTS Provider Map](#)

[Red Cross Overview Webinar Series](#)

[Photo and Info Release Form](#)

[Contact Connie Harvey](#)

[Contact Stephanie Darimont](#)