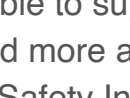


# Centennial Connection



## American Red Cross



## Openers

We are so proud to be able to support your work and help make swim lessons, water safety and more advanced aquatics training, including Lifeguarding and Water Safety Instructor® training available, accessible and affordable in your communities. Here is a snapshot of what we all accomplished together in fiscal year 2025 – which is July through June for the Red Cross – as reported through June 30.

- As of January, **100** Licensed Training Providers are now part of the Centennial Campaign.
- **23,847** individuals participated in swim lessons. When you do the average of what is counted as a swim lesson in our reporting system, that's about **191,000** touchpoints!
- **3,320** parents and caregivers participated in water safety education and/or received CPR certification.
- **71** future lifeguards got their start through Junior Lifeguarding.
- **457** lifeguards and **268** Water Safety Instructors or Basic Swim Instructors were trained and certified.

Thank you for taking on the “extra” that is required to be part of the Centennial Campaign and helping make your communities safer.



## Operations

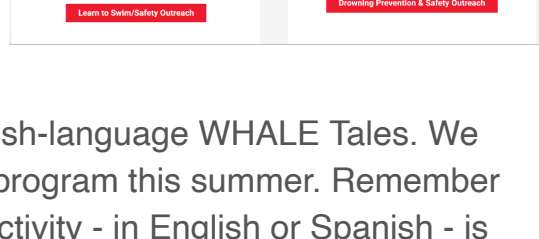
### Goals for Fiscal Year 2026

As you just saw, we had a great 2025, but we can do even better in 2026. Now is the time to start thinking outside the box and look at the other parts of your water safety ecosystem. Do you wish kids did a better job of following the rules? Roll out WHALE Tales! Are you frustrated that parents don't understand your swim lessons? Start a marketing push to get folks registered for “Orientation to Swim Lessons for Parents and Caregivers” (now updated and available in Spanish – more detail is provided below). Wishing you had more lifeguards? Rebuild your Junior Lifeguard program. Do you have a talented seasonal lifeguard who might be a good fit for your year-round team? Cross-train them as a CPR instructor so you can take advantage of those Pediatric CPR certifications in the off season. See an emerging leader on your swim lesson instructional team? Support them in becoming a Water Safety Instructor Trainer.

You're over the seasonal hump (hopefully), and you've got a couple more weeks before all your lifeguards disappear again, so now is the perfect time to catch your breath and start planning for the future. Reach out if you have questions about your agreement or if you have a neat opportunity that needs some extra love and support. We're here to help!

### “Commodore Longfellow, Reporting In”

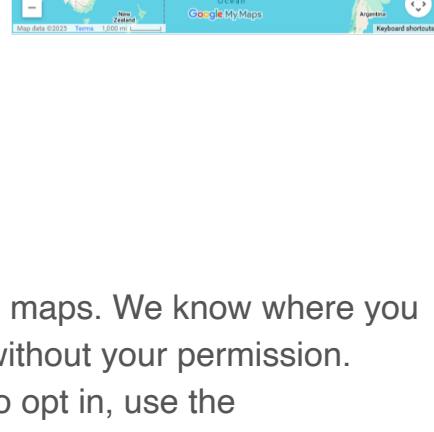
Shout out to our Centennial Provider in **Miami-Dade County** for being the first agency in the country to report the delivery of Spanish-language WHALE Tales. We know that many of you are using the program this summer. Remember that reporting of your WHALE Tales activity - in English or Spanish - is just as important to us as your swim lessons and other certification courses. It's also a great way to develop new leaders in your community, since one does not have to be a Red Cross instructor to deliver or report WHALE Tales. All the tools you need, including an easy-to-access reporting form, are available at [redcross.org/WHALETales](https://redcross.org/WHALETales) and [cruzrojaamericana.org/WHALE-tales-Espanol](https://cruzrojaamericana.org/WHALE-tales-Espanol).



### Where in the World is a Centennial Campaign Provider?

Alright, maybe some of you aren't old enough to get that joke (Carmen Sandiego?), but it's a fair question, and one that we get asked a lot. In response, we send people to our maps.

- [Learn-to-Swim Provider Map](#)
- [Centennial Campaign Map](#)



As Centennial providers, you belong on both maps. We know where you are, but others don't, and we can't add you without your permission. Double-check that you're represented and, to opt in, use the corresponding web form.

- [Learn-to-Swim Provider Map](#) - [web form](#)
- [Centennial Campaign Map](#) - [web form](#)

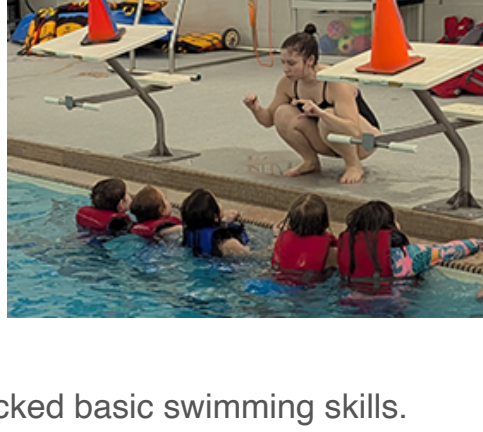
Note that there are differences between the two forms. The Centennial Campaign map plots agencies, while the Learn-to-Swim provider map allows you to list individual facilities where swim lessons are available. If your organization prefers not to appear on our provider maps, we would love to hear why – please send us a note at [CentAdmin@redcross.org](mailto:CentAdmin@redcross.org) to help us understand the rationale. Thank you!



## Spotlight On

### Making Waves in Muskegon Lakeshore!

We're thrilled to spotlight the **Boys & Girls Club of the Muskegon Lakeshore** in Michigan for launching its first swim lesson program in 2024. Despite being just 3 miles from Lake Michigan, many of the Club's youth had never been to the lake—and most lacked basic swimming skills. Aquatics Director Robin Dennany is working to change that.



Robin began by assessing every child's water competency. The results were eye-opening: only 2% of the youth had any basic swimming ability. But that gave her a stronger motivation. With passion and persistence, Robin and her team began teaching swim lessons to students from 1st through 12th grade. One of her proudest moments? Watching five young elementary swimmers gain enough confidence and skill to join their local swim team.

But the impact goes beyond the pool. Many students have fears or negative associations with water. Robin's team works hard to create a safe, supportive environment where kids feel empowered to try.

“I love seeing the bridge from ‘This isn't for me’ to ‘Okay, I'm willing to give this a try,’” Robin shared. “It shows they felt safe enough to grow.”

The ripple effect is real: even non-swimming staff are now signing up for swim lessons, inspired to lead by example. The Club recently hosted a Basic Water Rescue course for all staff! Looking ahead, Robin hopes to eventually launch a junior lifeguard program—further empowering youth with lifesaving skills.

Let's give a big round of applause to Robin and the Boys & Girls Club of the Muskegon Lakeshore for turning the tide on water safety in their community!



## Resources

### Now Available: Orientación sobre las clases de natación para padres y cuidadores r25-Spanish OL



Exciting news! Our free, online course, Orientation to Swim Lessons for Parents and Caregivers, is now available in Spanish. You can set up this free, online course - Orientación sobre las clases de natación para padres y cuidadores r25-Spanish OL – through the Request Online Classes process so the families that you serve can access it in their preferred language, either English or Spanish. As a reminder, below are instructions for setting up any of the free, online courses, which include:

- Orientation to Swim Lessons for Parents and Caregivers – English and Spanish
- Water Safety for Parents and Caregivers – English, Spanish and Haitian Creole
- Becoming an Ambassador for Water Safety - English

### 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](#)



## Calendar

### 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, so please make sure you plan in advance.

- **August 11-15:** Greensboro, NC
- **August 18-22:** Verona, WI
- **August 25-29:** Strongsville, OH
- **September 15-19:** Stone Mountain, GA
- **September 22-26:** Middletown, NY
- **October 6-10:** Fontana, CA
- **October 20-24:** McKinney, TX
- **November 3-7:** Ewa Beach, HI

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