

Centennial Connection



American Red Cross



Openers

It is fantastic to see that so many of your organizations are getting back to “normal” and providing pre-pandemic levels of lifesaving programming to your communities. The need is so great. You are a force for good in your communities! Thank you for trusting the Red Cross to be a part of your work.

The Centennial team is working to connect with all programs to make plans and set goals for the coming year. Your main representative can expect to hear from us between now and the end of the year to ensure that we are all set and ready to go in 2024.

Welcome to Our New(er) Centennial Campaign Programs

The expansion to 100 Centennial Campaign programs is well under way. Welcome – and in one case, welcome back - to these programs!

- Alaska Pacific University, Anchorage, AK
- YMCA of South Alabama, Mobile, AL

Operations

Are You Up to Date with Reporting and Invoicing?

With summer well behind us, it is time to be sure that reporting for your teaching activity is up to date and all invoices submitted. Remember that all your Centennial-related activity is to be reported through your Centennial "child" account. Once your reporting is up to date, submit your invoice via email to Connie.

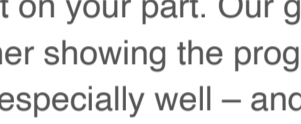
We request that all reporting and invoicing for summer and fall teaching activity be submitted by no later than November 30. Here are some reminders and tips for getting it right the first time:

- Report through the Course Record Entry portal and select your child account, which begins with "Centennial - ", followed by your organization’s main account name. If you do not see this option in your drop-down list of organizations, you are not associated with your Centennial account. Please reach out to us if this is the case and we’ll get you set up.
- When you report through the child account, the eligible courses that are part of your Centennial agreement have a \$0 dollar course fee. Be sure to consult your Centennial Addendum to ensure that you stay within the agreed upon number of fee-based courses, such as Lifeguarding, Water Safety Instructor® and Pediatric CPR/AED.
- Report ONLY your Centennial-related courses through the "Centennial - " account. Any fee-based courses that exceed the agreed-upon number must be reported on your main account. If the number of courses exceeds the agreed-upon number, it will be necessary to cancel those courses and resubmit on the main account.
- The invoice should not include the waived fees. Since the waived fees are covered through the special Centennial Price List, it is not necessary to include them in the invoice. If it is helpful to your organization to have it listed, it must be clear that no reimbursement is being requested for those fees.

If you have any questions or need to discuss, please reach out to Connie or Stephanie.

Let’s Shine a Light on Your Work!

Would you be willing to have your program featured on Red Cross Social Media channels? Our work together is so impactful, and it’s because of what each of you do in your communities. A member of our social media team would connect with you and prepare the post. To get started, click the button below and complete the form:



We also want to continue to highlight programs – or elements of your programs – in this newsletter and on our Centennial Connector calls. The purpose is two-fold:

- To celebrate your work.
- To share best practices so that others can consider and potentially enhance their programs and offerings.

This one takes a little effort on your part. Our goal is to spotlight different aspects of programs – either showing the program as a whole or a nugget of what is working especially well – and how you’re making that happen.

- For the newsletter, we request that you write a couple of paragraphs that highlight how the Centennial Campaign is helping your program. While not required, it is ideal to have a photo, too. A Red Cross photo release is required for everyone that is identifiable in the photo.
- For the Connector call, you would provide a couple slides that help tell your story. These will be integrated into our deck, and you will present them.

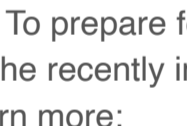
Please connect with Stephanie to get started! **Access the release form in the Reminders and Quick Links section.** Click on the Release Form button then scroll down to the last section on the webpage.

Resources

Plan to Attend the Next Centennial Connector Call: November 16 at 3PM EST

November 16th is our next Centennial Connector call. Join us to:

- Get your questions answered about Instructor Training academies.
- Hear from one of our Centennial Campaign programs about how they have built a successful CPR program that serves parents and caregivers of children in swim lessons.
- Learn how to use Request Online Classes tool. This will help get “credit” for these classes, such as the Water Safety for Parents and Caregivers, as part of your Centennial Campaign activities.
- Understand how you can use – and benefits of using - the Red Cross logo on the aquatic’s pages of your website.



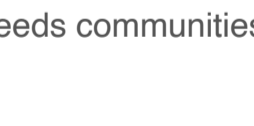
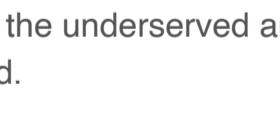
Sign Up for Red Cross E-Newsletters and Emails

The Red Cross provides multiple ways for you to stay on top of the latest Red Cross news and information related to program releases, delivering programs, resources, opportunities and more. This Connector newsletter focuses on Centennial-specific information – it will not repeat what is in other sources of information. Therefore, we encourage you to sign up for the newsletters and to opt in to receive direct emails.

- The SCAN is a monthly newsletter about all things aquatics. It features topics like program updates and information, including the 2024 Lifeguarding Program that is set to release in February, reminders, key dates, helpful tricks and tips, and more.
- iCONNECTION is for Red Cross instructors and instructor trainers. This monthly newsletter provides news and information on instructor updates and developments that are relevant to all who teach Red Cross programs regardless of area of specialty, such as requirements to maintain certification or new features of the Red Cross Learning Center.
- The Red Cross sends direct emails to stakeholders about important and timely information. The latest example is related to the upcoming retirement of the Direct Links platform. If you did not receive this email, you may have opted out of these types of emails. Check your settings to ensure you are opted in to receiving emails from the American Red Cross.

In case you didn’t get the email, you should be aware that it is retiring in January 2024. To prepare for this change, we encourage you to transition now to the recently introduced Request Online Class (ROC) tool. To learn more:

- Sign up for our Centennial Connector call on November 16
- Sign up for the special Red Cross Learning Center training, which has a link with dates in the Calendar section below.
- Go to the “How-To Information and Videos” section of RCLC for more detailed information.



Spotlight On

Where – and When – It’s Needed Most

"I had 2 amazing Pediatric CPR classes. I do not believe that I have not done this in the past. Once again, you have no idea how much this grant means to us."

In 2001 Robin and Chuck Taylor, my parents, built the Brigantine Aquatic Center from the ground up. A 5-lane, 25-yard facility on an island paradise, right off the coast of Atlantic City, NJ. Over the past 20 years Robin, myself, and our amazing staff have built a program from the ground up. Robin is a warrior for water safety and has been giving scholarships to the underserved and special needs communities since the pool opened.

Two years ago, Chuck passed away from leukemia and this year I was diagnosed with a rare brain disease. Robin was forced to pick up many roles at the pool, and swim lessons and scholarship opportunities were suffering, until the American Red Cross Centennial Campaign showed up in Brigantine. This gave us the push we needed to continue our water safety work in 2023, both financially and emotionally. Since we have been involved, we have been able to scholarship 150 additional children to our lesson program, we have added 6 WSI’s to staff, with more coming in the fall, and we have implemented a pediatric CPR program for our swim parents.

Our gratitude can never be expressed in words, but we are so thankful for the Centennial Campaign and are so proud to be part of this amazing effort put forth by the Red Cross.

~Sari Carroll

Calendar

Water Safety Instructor Trainer Academies

- **January 8–12, 2024:** McKinney, TX
Registration deadline - December 1, 2023
- **January 22–26, 2024:** Clearwater, FL
Registration deadline – December 22, 2023
- **February 14–18, 2024:** Carson City, NV
Registration deadline – February 16, 2024
- **March 18–22, 2024:** Laurel, MD
Registration deadline – January 16, 2024
- **April 1–5, 2024:** Bainbridge Island, WA
Registration deadline – March 1, 2024

Lifeguard Instructor Trainer Academies

- **January 9–12, 2024:** McKinney, TX
Registration deadline - December 1, 2023
- **January 16–19, 2024:** Clearwater, FL
Registration deadline – December 15, 2023

Red Cross Learning Center Overview & Web Series

The Red Cross webinar series provides sessions for instructors, training coordinators, and program administrators with an overview, live walk-through and tutorial of the Red Cross Learning Center as well as a question-and-answer session. To support customers with using the new Request Online Class tool before Direct Links retires, the team has added a new session offering starting November 2. Sign up for these free sessions in the link below.

[RCLC Overview Webinar Series \(2023\)](#)

Events, Conferences and Trade Shows

These are the events, conferences, and tradeshow that Centennial team members are participating in over the next few months. Let us know if you’ll be attending – we’d love to connect in person!

- **November 12–17:** National Congress of American Indians Annual Convention, New Orleans, LA
- **December 15–16:** Diversity in Aquatics HBCU Swim Meet and Water Safety Festival, Atlanta, GA
- **February 12–15:** National Water Safety Conference (NDPA) & Association of Aquatic Professionals Conference (AOAP), Reno, NV

Reminders and Quick Links

[Access Customizable Posters](#)

[Centennial Map](#)

[Red Cross Overview Webinar Series](#)

[Photo and Info Release Form](#)

[Contact Connie Harvey](#)

[Contact Stephanie Darimont](#)