



Streamlining the Adopt-A-Center Process



Background

Program Overview

- “Adopt-A-Center” connects high school Red Cross Clubs with local organizations for recurring volunteer work

Current Status

- 39 clubs in 5 Houston-area counties
- Only 6 clubs have adopted a center (all in Greater Houston)

Challenge: Expansion across 53 Texas Gulf Coast counties is limited by logistical barriers

Project Goals

Primary Goal

- Created a pre-evaluated list of centers to remove barriers for adoption

Specific Objectives:

1. Identified 2–3 vetted centers for each club in the Texas Gulf Coast region
2. Ensured centers meet safety, distance, and mission criteria
3. Provided students with clear tools and resources for outreach
4. Developed a scalable model for expansion beyond Greater Houston

End Vision: Increase youth engagement and expand Red Cross presence across all 53 counties





American
Red Cross

Why Adopt-A-Center?

- Children under 18 can't participate in disaster relief
 - Disaster relief bulk of RC volunteer work
- Adopt-A-Center allows them to participate in Red Cross mission
- Common center types aligned with mission: Food Bank, Senior Living, Daycare



Barriers to Adoption

Student Barriers

- Uncertainty in identifying mission-aligned centers
- Inexperience in professional outreach and communication

Parental/School Concerns

- Safety and transportation

Organizational Barriers

- Limited vetted center options
- No centralized system to track outreach or avoid duplication

Impact

- Slows adoption rate and limits community engagement opportunities

Criteria for Selecting Centers

Safety

- Crime Grade C– or higher (moderate or better)
- FEMA “Relatively Moderate” risk preferred

Proximity: Within 20-40 miles of the high school

Suitability: Assisted living, daycare, food bank, library, veteran support center

Mission Alignment: Consistent with Red Cross principles

Exclusions: High-risk facilities (detention centers, addiction centers, disaster relief sites during emergencies)

Our Approach

- Created a database containing the following information:
 - Current Club Name & Location
 - Potential Center Name, Address, Contact information, and Crime Grade & NRI level
- Constructed an interactive map that displays the potential centers and current clubs
- Designed a resource page to guide students through the Adopt-a-Center implementation process
- Developed a form for tracking student interest which includes the suggested centers that been adopted



65 views

Published 6 minutes ago



SHARE



High Schools and counties



All items



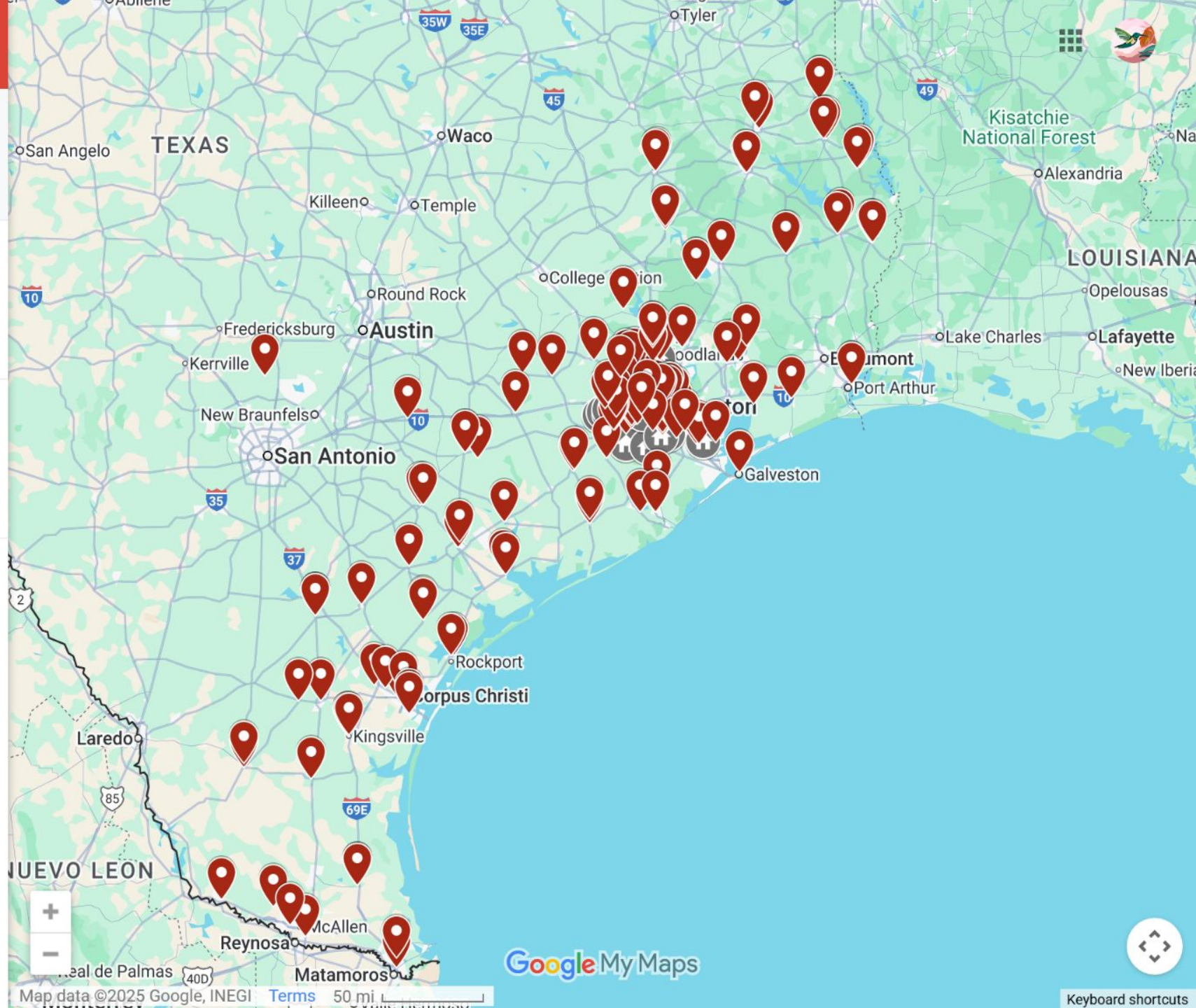
Interactive_Map_Hs_Centers (2)



All items



Made with Google My Maps



Google My Maps





Mark A. Chapman YMCA (Katy)

Address

1350 Main St, Katy, TX 77494

Latitude

29.77202

Longitude

-95.82478

Natural Hazard Risk

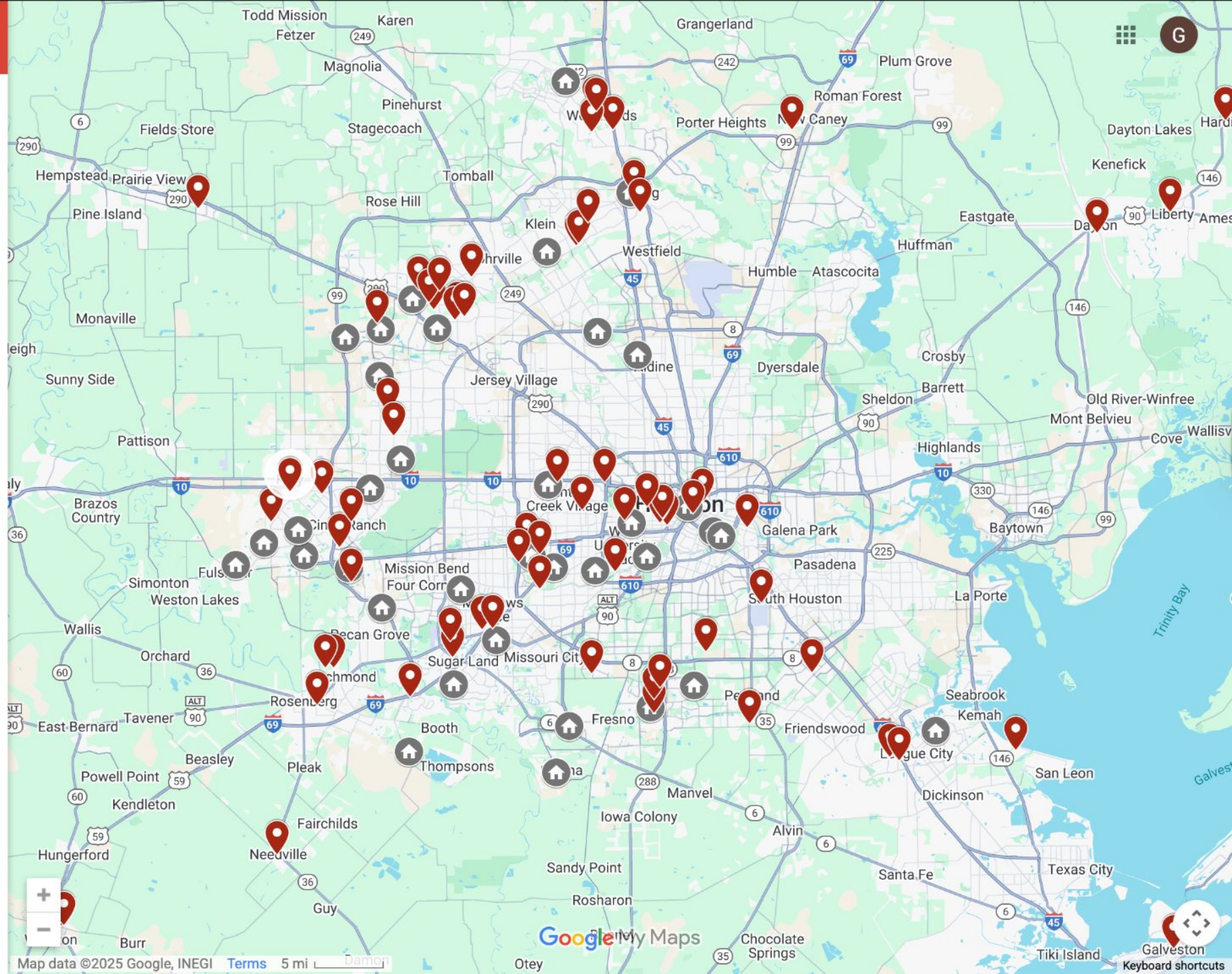
Relatively Moderate

Violent Crime per 1000

3

Type of Center

Community Center



← Mark A. Chapman YMCA (Katy) →

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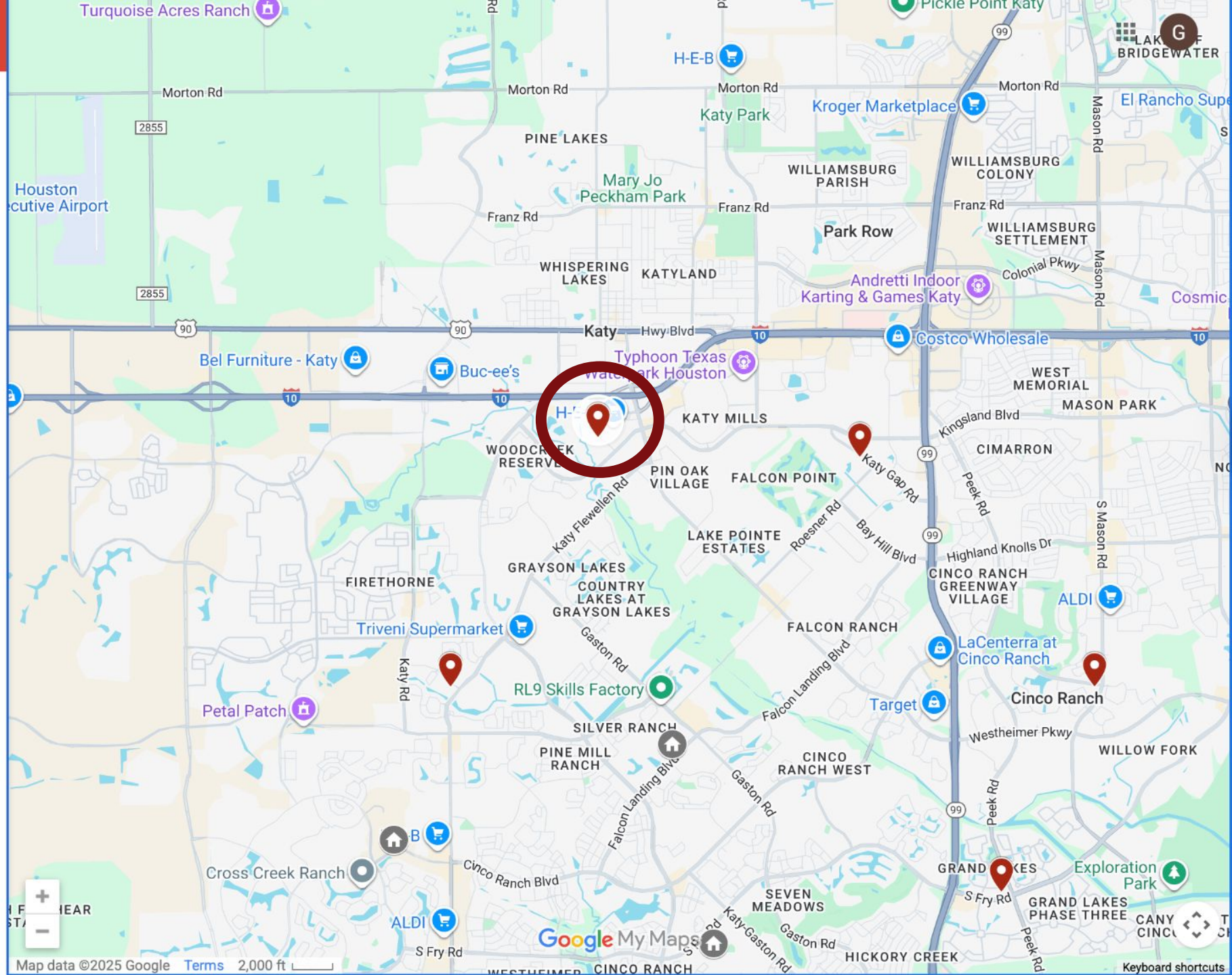
Relatively Moderate

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Type of Center

Community Center





Adopt-A-Center Resource Page

The go-to resource for implementing the Adopt-A-Center Program at your school!

What is the Adopt-A-Center Program?

The Adopt-A-Center program connects high school American Red Cross Clubs with local community organizations, such as food banks, senior living facilities, libraries, veteran support centers, and more. The purpose of this program is to provide



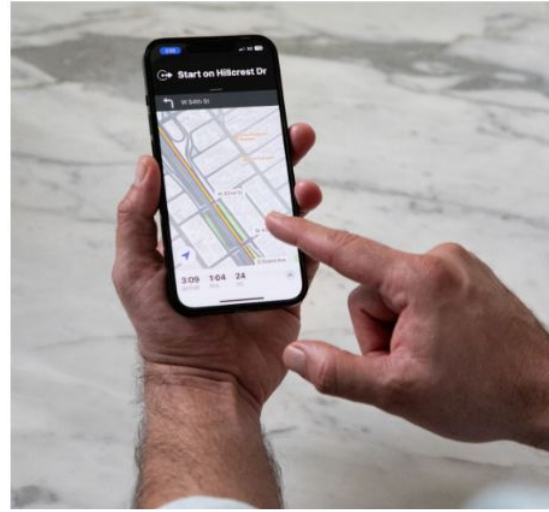
American Red Cross Club members a way to become more engaged in their local communities!



Ready to Adopt-A-Center?



What Makes a Good Center?



Find-A-Center Near You



Creating Connections



Let us know how you're doing! Fill out the forms below to provide us with your information and feedback.



Home

Center Requirements

✓ Find-A-Center

Establishing Contact

Let us know how you're doing! Fill out the forms below to provide us with your information and feedback.



Community Center Interest Submission

kaygallardo16@gmail.com [Switch account](#)



* Indicates required question

Email *

Your email

Student Name *

Your answer



Adopt-a-Center Outreach Tracker

kaygallardo16@gmail.com [Switch account](#)



* Indicates required question

Email *

Your email

Student Name *

Your answer



Establishing Contact



American Red Cross Youth & Young Adults

Home

Center Requirements

▼ Find-A-Center

Establishing Contact



You've selected a center, now it's time to reach out!

Below are some templates you can follow when establishing contact with the potential center:

1. Initial Phone Script – Front Desk



2. Phone or Email Script – Volunteer Coordinator / Director





Home

Center Requirements

✓ Find-A-Center

Establishing Contact



1. Initial Phone Script – Front Desk



Hi, my name is [Your Name], and I'm a student with [Your High School] Red Cross Club. I'm calling as part of a Red Cross program where we partner with local organizations for regular volunteer service. I was wondering if you could point me to the best person to speak with about establishing a volunteer partnership?

(If asked for more detail)

We're looking to connect with someone who handles volunteer coordination or community outreach—someone who would be able to talk about the possibility of students volunteering on a monthly basis.

Would you happen to know who that would be? And could I get their name, email, or phone number so I can follow up?

(If needed)

Just to clarify, we're not asking for a commitment—just looking to connect and share more info. Thank you so much for your help!

2. Phone or Email Script – Volunteer Coordinator / Director



Next Steps and Recommendations

- Launch (Sept-Oct): Training, Database rollout
- Early Implementation (Nov-Dec): Club Outreach
- Mid-Year Eval (Jan-Feb): Gather Feedback
- Expansion and Sustainability (Mar-Feb): Scale if viable





Conclusion

- Addresses Program Barriers
 - Lack of student knowledge, confidence
- Comprehensive Database Built
- Streamlined Contact Strategy
- Foundation for Expansion
- End Result: Greater Red Cross Awareness & Influence

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