



# Life Jacket Loaner Program Manual



*Produced under a grant from the Sport Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard.*

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*The following manual has been provided to assist you with establishing or maintaining a Life Jacket Loaner Station.*

A life jacket loaner program is defined as any group or individual that hosts and provides life jackets at life jacket loaner stations where members of the public can borrow them for free. Hosts help to build, maintain, inspect and operate life jacket loaner stations in their communities and along their local waterways. These hosts include groups such as America’s Boating Club, the U.S. Coast Guard Auxiliary, the U.S. Army Corps of Engineers, as well as state boating agencies, state and local parks, community and civic groups, libraries, marinas, first responders, law enforcement departments, municipal offices, schools, scouting groups, and Sea Tow® Franchises. Life jacket loaner stations can be located at marinas, boat ramps, fuel docks, state parks, waterfront offices, retail stores, law enforcement locations, fire departments, community centers, and libraries to ensure that they can be easily accessed by boaters.

Since 2008, the Sea Tow Foundation™ has distributed over 120,000 life jackets to local businesses and organizations across the country. As a result, 1,300+ life jacket loaner stations are currently in operation across all 50 states and the U.S. territories. Boaters may borrow the life jackets at no cost and are asked to return them when they are finished so that they are available for others to use. A map of current Sea Tow Foundation Life Jacket Loaner Stations can be found online at [www.boatingsafety.com/map](http://www.boatingsafety.com/map).

The Sea Tow Foundation purchases life jackets using grant funding from the Sport Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard. Life jackets are typically yellow with black screen-printing and are manufactured in sizes infant, child, youth, adult and adult XL for distribution by the Sea Tow Foundation. In addition, the grant funding is used to purchase loaner stand kits that are shipped to hosts to assemble to use at their station.

# LIFE JACKETS TERMS & CONDITIONS

## Sea Tow Foundation Life Jacket Loaner Program – AWARD OF LIFE JACKETS Terms & Conditions

Please take the time to read thoroughly as this includes details about the requirements to comply with the grant.

*By electronically signing the Terms and Conditions, your group agreed to:*

**1. Properly prepare the life jackets before use.** Sea Tow Foundation makes no representation as to the serviceability of the life jackets upon delivery to your group. Read and remove any attached pamphlets from each life jacket before adding them to the loaner station or providing them to be borrowed. Agree to follow all life jacket manufacturer requirements or recommendations and not to glue, sew, staple, iron-on, or attach anything to the life jackets that will void their warranty. Agree to use a permanent marker to write the name of your group and contact phone number or other identifying details anywhere on the life jackets for easy return.

**2. Monitor, inspect and count the life jackets on a regular basis during May-September.** Inspecting the life jackets includes looking for tears, broken straps or buckles or anything that would make it unserviceable. If any of the life jackets are damaged and/or unserviceable, you are obligated to immediately remove it from use. If you are uncertain about a life jacket's condition, you must remove it from use. It is your sole responsibility to act or appoint an appropriate individual on behalf of your group to do this task.

**3. Submit 3 monthly count reports between May-September for each station that uses grant-funded life jackets.**

Monthly Report 1: submit during the first month the new life jackets are being used.

Monthly Report 2: submit anytime between June and July.

Monthly Report 3: Submit anytime between August and September, or when the station closes for the season, whichever comes first.

Your Monthly Count Form link will be emailed to your group. You must submit using the online form, no other format will be accepted.

**4. Submit 1 final life jacket program report by October 1<sup>st</sup>.** This report asks for additional details about your entire life jacket loaner program and how the life jackets were used; whether there were any problems encountered; asks for a final inventory count of life jackets; and other pertinent information.

Your Final Program Report link will be emailed to your group. You must submit using the online form, no other format will be accepted.

**5. Submit a one-year life jacket program report by July 31<sup>st</sup> of the following summer.** This report asks for any updates since submitting the Final Program Report and other general questions. Your Final One-Year Program Report link will be emailed to your group. You must submit using the online form, no other format will be accepted.

**6. Submit\* photos of the life jacket loaner stand or station including all signage.** Upload with your Monthly Reports, Final Program Report, One-Year Program Report, or upload them using your smartphone to <https://www.dropbox.com/request/2sOwLhc5bvZ5PADA0tfw>. When uploading, please provide the name of your group and your name. If any photo includes people, a Model Release Form is required and can be found here <https://www.boatingsafety.com/page/model-release/>.

\*Permission and Rights Granted: By submitting a photo or photos, I agree that the Sea Tow Foundation and Sea Tow Services International, Inc. including its privities, licensees, franchisees and assigns, may use the photo(s) in any media (now or hereinafter created, including electronic) and for any purpose (except pornographic) including, advertising and/or trade purposes, promotion, marketing and packaging of any product or service, singly or in combination with any other text, graphics or images, and that the images may be cropped, altered or modified, all without recourse.

**7. Do NOT give away, list as prizes or incentives, sell, or exchange any grant-funded life jacket for other products or services including other life jackets.** All uses other than in the Life Jacket Loaner Program are strictly prohibited.

**8. Secure approval of the life jacket loaner stand placement, if required.** Approval may be required by the municipality, business owner, landowner, or department overseeing the location. Securing this approval is the responsibility of the group hosting the loaner stand, however guidance or supporting materials can be provided by the Sea Tow Foundation upon request.

**9. Make the Sea Tow Foundation grant-funded life jackets available for the general public to borrow at no charge.** Agree to provide a contact phone number and location information to be shared on the Sea Tow Foundation online map for the location of your loaner station(s).

**10. Accept any donated life jackets that are new or gently used and are in a serviceable condition.** These may be donated by individuals or businesses in your area to add to your inventory. They are to be inspected for serviceability prior to adding them to your loaner program. If any of the life jackets are damaged and/or unserviceable, immediately remove it from use.

**11. Contact the Sea Tow Foundation immediately if any life jacket is credited with saving a life.** Email details to [info@boatingsafety.com](mailto:info@boatingsafety.com) or call or text to 888-276-7691.

**12. Request approval to make any modifications to the Sea Tow Foundation signage or digital artwork.** This includes adding any additional information, including decals, images, host name, logos or similar onto existing signage. Email details to [info@boatingsafety.com](mailto:info@boatingsafety.com) or call 888-276-7691 to obtain approval.

**13. Notify the Sea Tow Foundation of any Primary Contact changes.**

**14. Notify the Sea Tow Foundation of any loaner station location changes or closures.**

**15. Notify the Sea Tow Foundation if your group closes your entire life jacket loaner program.** Agree to return all grant-funded life jackets, at your expense, to the Sea Tow Foundation as directed by the Sea Tow Foundation staff.

**16. Indemnification.** To the fullest extent permitted by law, your group shall indemnify, hold harmless, and defend Sea Tow Foundation, and its officers, directors, employees, agents, affiliates, successors, and permitted assigns (collectively, “Indemnified Party”) from and against any and all losses, damages, liabilities, deficiencies, claims, actions, judgments, settlements, interest, awards, penalties, fines, costs, or expenses of whatever kind, including, but not limited to, reasonable attorneys’ fees and costs that are incurred by Indemnified Party arising out of or related to any claim in connection with or referable to the Sea Tow Foundation’s Life Jacket Loaner Program.

#### **ADDITIONAL PROGRAM DETAILS**

The life jackets are valued at \$15 each. Loaner station signs are valued at \$80 each, but these numbers are subject to change due to fluctuating costs of materials. If your organization is required to report in-kind awards on taxes, these numbers are provided for that purpose. It should also be noted that no money has been or will be provided to any groups by the Sea Tow Foundation to purchase any Life Jacket Loaner Program materials.

All resources and information can be found on the Sea Tow Foundation Life Jacket Loaner Program webpage located at <https://www.boatingsafety.com/page/life-jacket-loaner-program>. This includes reporting forms and worksheets, Life Jacket Loaner Program Manual, Life Jacket Drive Manual, Promoting Your Life Jacket Program Resource Kit, Loaner Stand Designs and Building Plans, life jacket station online map, online store and much more.

If any life jacket is credited with saving a life, please contact [info@boatingsafety.com](mailto:info@boatingsafety.com) as soon as possible with the details or call 888-276-7691.

An updated PDF version of the Terms and Conditions document can be downloaded and printed at: [https://www.boatingsafety.com/page/Terms\\_and\\_Conditions](https://www.boatingsafety.com/page/Terms_and_Conditions)

# LOANER STAND KIT TERMS & CONDITIONS

## Sea Tow Foundation Life Jacket Loaner Program – AWARD OF LOANER STAND KIT Terms & Conditions

Please take the time to read thoroughly as this includes details about the requirements to comply with the grant.

*By electronically signing the Terms and Conditions, your group agreed to:*

- 1. Properly assemble the life jacket loaner stand before use.** Follow all the directions in the Sea Tow Foundation Loaner Stand Kit Assembly Instructions included with the stand.
- 2. Secure approval of the life jacket loaner stand placement, if required.** Approval may be required by the municipality, business owner, landowner, or department overseeing the location. Securing this approval is the responsibility of the group hosting the loaner stand, however guidance or supporting materials can be provided by the Sea Tow Foundation upon request.
- 3. Submit\* photos of the life jacket loaner stand at the approved location, including all signage.** Upload a photo using your smartphone to <https://www.dropbox.com/request/2sOWLhc5bvZ5PADA0tfw>. When uploading, please provide the name of your group and your name. If any photo includes people, a Model Release Form is required and can be found here <https://www.boatingsafety.com/page/model-release/>.  
\*Permission and Rights Granted: By submitting a photo or photos, I agree that the Sea Tow Foundation and Sea Tow Services International, Inc. including its privities, licensees, franchisees and assigns, may use the photo(s) in any media (now or hereinafter created, including electronic) and for any purpose (except pornographic) including, advertising and/or trade purposes, promotion, marketing and packaging of any product or service, singly or in combination with any other text, graphics or images, and that the images may be cropped, altered or modified, all without recourse.
- 4. Do NOT give away the grant-funded life jacket loaner stand.** You are prohibited from giving away, in whole or in part, listing as a prize or incentive, selling, or exchanging for other products or services, the loaner stand. All uses other than in this Life Jacket Loaner Program are strictly prohibited.
- 5. Make the Sea Tow Foundation grant-funded life jacket loaner stand available for the general public.** Agree to provide a contact phone number and location information to be shared on the Sea Tow Foundation online map for the location of your loaner stand.
- 6. Accept any donated life jackets that are new or gently used and are in a serviceable condition.** These may be donated by individuals or businesses in your area to add to your loaner stand. They are to be inspected for serviceability prior to adding them to your loaner program. If any of the life jackets are damaged and/or unserviceable, immediately remove them from use.

- 7. Request approval to make any modifications to the Sea Tow Foundation signage or digital artwork.** This includes adding any additional information, including decals, images, host name, logos or similar onto existing signage. Email details to [info@boatingsafety.com](mailto:info@boatingsafety.com) or call 888-276-7691 to obtain approval.
- 8. Notify the Sea Tow Foundation of any Primary Contact changes.**
- 9. Notify the Sea Tow Foundation of any loaner station location changes or closures.**
- 10. Notify the Sea Tow Foundation if your group closes your entire life jacket loaner program.**  
Agree to return the loaner stand and signage, at your expense, to the Sea Tow Foundation as directed by the Sea Tow Foundation staff.
- 11. Indemnification.** To the fullest extent permitted by law, your group shall indemnify, hold harmless, and defend Sea Tow Foundation, and its officers, directors, employees, agents, affiliates, successors, and permitted assigns (collectively, "Indemnified Party") from and against any and all losses, damages, liabilities, deficiencies, claims, actions, judgments, settlements, interest, awards, penalties, fines, costs, or expenses of whatever kind, including, but not limited to, reasonable attorneys' fees and costs that are incurred by Indemnified Party arising out of or related to any claim in connection with or referable to the Sea Tow Foundation's Life Jacket Loaner Program.

#### **ADDITIONAL PROGRAM DETAILS:**

The Loaner Stand Kit is valued at \$664. Loaner station signs are valued at \$80 each, but these numbers are subject to change due to fluctuating costs of materials. If your organization is required to report in-kind awards on taxes, these numbers are provided for that purpose. It should also be noted that no money has been or will be provided to any groups by the Sea Tow Foundation to purchase any Life Jacket Loaner Program materials.

All resources and information can be found on the Sea Tow Foundation Life Jacket Loaner Program webpage located at <https://www.boatingsafety.com/page/life-jacket-loaner-program>. This includes the Life Jacket Loaner Program Manual, Life Jacket Drive Manual, Promoting Your Life Jacket Program Resource Kit, Loaner Stand Designs and Building Plans, life jacket station online map, online store and much more.

If any life jacket is credited with saving a life, please contact [info@boatingsafety.com](mailto:info@boatingsafety.com) as soon as possible with the details or call 888-276-7691.

A PDF of the most current Terms and Conditions is available to download on the Sea Tow Foundation website at [https://www.boatingsafety.com/page/Terms\\_and\\_Conditions](https://www.boatingsafety.com/page/Terms_and_Conditions).

# REQUIRED REPORTING

The following reports are required for any year in which your group is awarded new grant-funded life jackets. Once all reports are submitted, your grant reporting requirements will be fulfilled.

Life jackets are part of the nationwide Sea Tow Foundation Life Jacket Loaner Program funded primarily by grants. To provide accurate reports to the funding agencies, it is critical that each loaner station's life jacket inventory to counted three times during the summer season, with a final report due at the end of the season.

## **Life Jacket Monthly Count Forms**

Every effort will be made to ship grant-funded life jackets to grant awardees by the end of May. If awarded, you are required to submit three monthly count reports by September for each station that uses grant-funded life jackets.

Monthly Report 1: Submit during the first month the new life jackets are in use.

Monthly Report 2: Submit anytime between June or July.

Monthly Report 3: Submit anytime between August and September, or when the station closes for the season, whichever comes first.

You will receive an email reminder and the link to the Monthly Report Form in May.

See the worksheet on the following page to assist in collecting the data.

## **Life Jacket Loaner Program Final Report**


A final report for your life jacket loaner program is due by October 1<sup>st</sup>. Only one final report is needed from your group which will ask general questions about the usage of the life jackets and end-of-season details for your whole Life Jacket Loaner Program. This will include whether there were any problems encountered, and it will ask for a final inventory count of life jackets, as well as other pertinent information. You will receive an email reminder and the link to the Final Program Report Form in September.

## **One-year Life Jacket Loaner Program Report**

A one-year follow-up report is due by the end of July during the following summer in which you received new grant-funded life jackets. This one-year Life Jacket Loaner Program Report asks for any updates and any additional details not collected in the previous year's final and monthly reports. It also asks for drowning statistics in your area and details on why you believe the drowning statistics may have increased or decreased. You will receive an email reminder and the link to the One-Year Program Report Form in June.

# MONTHLY REPORT WORKSHEET

The information collected using the worksheet will be needed when you submit the three required Monthly Reports online for each Sea Tow Foundation Life Jacket Loaner station that uses grant-funded life jackets. Download the Reporting Worksheet at [www.boatingsafety.com/page/life-jacket-loaner-program](http://www.boatingsafety.com/page/life-jacket-loaner-program) and pre-fill the top section of the form to make copies for use during station(s) inspections. Please note that the data must be submitted online.



## REPORTING WORKSHEET

*Pre-fill the top section of this worksheet and make copies for use during station inspections.  
Please submit the completed form here: <https://seatow.my.salesforce-sites.com/GrantReporting>*

Group ID Number (FMID-): \_\_\_\_\_  
Group Name: \_\_\_\_\_  
Name of Loaner Station: \_\_\_\_\_  
Date: \_\_\_\_\_ Person completing worksheet: \_\_\_\_\_

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**HOW MANY LIFE JACKETS DO YOU HAVE IN EACH SIZE?**  
Provide the number of yellow Sea Tow Foundation™ grant-funded life jackets available for this station.

Infant Jackets \_\_\_\_\_ Child Jackets \_\_\_\_\_ Youth Jackets \_\_\_\_\_ Adult Jackets \_\_\_\_\_ Adult XL Jackets \_\_\_\_\_

**HOW MANY PEOPLE USED THE LIFE JACKETS ON AVERAGE PER MONTH?**  
Approximately how many people used each size life jacket on average each month?

Infant Worn \_\_\_\_\_ Child Worn \_\_\_\_\_ Youth Worn \_\_\_\_\_ Adult Worn \_\_\_\_\_ Adult XL Worn \_\_\_\_\_


**HOW MANY LIFE JACKETS WERE REMOVED?**  
Approximately how many Sea Tow Foundation grant-funded yellow life jackets have either been lost, not returned, or were removed from this station due to damages since you last reported?

Infant Removed \_\_\_\_\_ Child Removed \_\_\_\_\_ Youth Removed \_\_\_\_\_ Adult Removed \_\_\_\_\_ Adult XL Removed \_\_\_\_\_

**HOW MANY LIFE JACKETS WERE DONATED?**  
How many serviceable life jackets have been donated to this station since the last time you reported?

Infant Donated \_\_\_\_\_ Child Donated \_\_\_\_\_ Youth Donated \_\_\_\_\_ Adult Donated \_\_\_\_\_ Adult XL Donated \_\_\_\_\_

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 **IS YOUR LOANER STATION LISTED CORRECTLY ON OUR ONLINE MAP?**  
*Scan the QR code or visit [www.boatingsafety.com/map](http://www.boatingsafety.com/map) to find the yellow pin for your loaner station to confirm the location. If any changes are needed, provide the corrected GPS coordinates and other information in the additional comments section when submitting your monthly report.*

Latitude (XXX.XXXXX): \_\_\_\_\_ Longitude (-XXX.XXXXX): \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Contact phone number for loaner station (will be listed on the map): \_\_\_\_\_  
Months station is open: \_\_\_\_\_

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**REQUIRED PHOTO OF YOUR LOANER STATION**  
*Upload up to two photos when submitting the report. Only one photo of each station needs to be submitted during the summer boating season to fulfill the reporting requirements. Please show the life jackets and include any signage. Do not include photos of people unless you have a model release form filled out. Additional photos or any news articles can be submitted using the Photo and News Article Submission Form: <https://www.boatingsafety.com/page/photo-submission-form>*

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# TIPS FOR SUCCESSFUL PROGRAMS

## **Community Relationships**

The key to a successful Life Jacket Loaner Program is involving as many stakeholders as possible. Building additional relationships will only enhance the program's impact. Each agency or organization offers unique contributions, so it's vital to host meetings and discussions with all parties throughout the program's duration.

Potential stakeholders should include any groups or individuals that would benefit from safer waterways, such as:

- Local boating agencies and organizations
- State or local parks
- Safe Kids USA
- U.S. Army Corps of Engineers
- U.S. Coast Guard Auxiliary
- America's Boating Clubs
- Non-profit organizations focused on water safety
- Civic groups (e.g., Lions Club, Moose Club)
- Scouting groups
- Local government officials (e.g., city council, mayor)
- Local businesses and business leaders
- Sea Tow© franchise locations close to you

The more diverse the group of stakeholders, the stronger and more effective the Life Jacket Loaner Program will be.

## **Associated Costs**

The Sea Tow Foundation cannot guarantee future grant funding for additional Loaner Stand Building Kits or life jackets. Therefore, it's important to plan for the ongoing costs of maintaining a Life Jacket Loaner Program, including:

- Printing signage
- Replacing worn or damaged life jackets
- Repairing or replacing loaner stands

Consider supplementing the in-kind award from the Sea Tow Foundation with sponsorships, donations, or community relationships to ensure the program's long-term success.

# BEST PRACTICES FOR ESTABLISHING A LIFE JACKET LOANER PROGRAM

## 1. Choose a location.

A loaner station should be in an area that is both easily accessible and highly visible. To determine the best location, research local drowning statistics and observe where boaters and other water enthusiasts frequent on their way to the water. Ensure you obtain any necessary approvals from business owners, organization representatives, or town councils before establishing the loaner stand. Consider these potential locations for your loaner stand:

- Marine stores
- Waterfront offices
- Fuel docks
- Boat ramps
- Boating safety camps
- Marine law enforcement stations
- Fire departments
- Libraries
- Community centers

To prevent loss and theft, place the loaner stand in a well-lit, visible area, ideally near a staffed location or a security camera. If life jackets are not being returned or theft becomes an issue, consider securing the life jackets and/or stand overnight to reduce risk.

## 2. Build your life jacket loaner stand.

If you received a grant-funded Sea Tow Foundation Loaner Stand Building Kit, use the Loaner Stand Assembly Instructions included with the kit to assemble. The Sea Tow Foundation loaner stand holds 8-12 life jackets in various sizes. If you are building your own loaner stand, the Sea Tow Foundation has developed a “Loaner Station Designs and Building Plans” Manual which includes a variety of design options and instructions to consider. Download at [www.boatingsafety.com/page/life-jacket-loaner-program](http://www.boatingsafety.com/page/life-jacket-loaner-program). Each loaner stand should be fully stocked with U.S. Coast Guard-approved life jackets in the following sizes: infant, child, youth, adult) and adult extra-large/oversize.

## 3. Prepare the life jackets for your station.

Compare the number of life jacket shipping boxes received with the quantity stated in your grant award letter. If any are missing or if you received incorrect sizes, contact [info@boatingsafety.com](mailto:info@boatingsafety.com) immediately. The life jackets provided by the Sea Tow Foundation are all U.S. Coast Guard-approved, vest-style life jackets. Follow the Life Jacket Inspection Checklist (on page 13) to ensure all life jackets are in serviceable condition. We strongly suggest you add your group’s name or phone number on the front, back or inside of the life jackets in permanent marker in the space provided. DO NOT sew, iron-on, pin or staple any items to the life jackets as this will void the warranty. Be sure to remove all the paperwork that is attached to the new life jackets before adding any to your station.

**4. Set up your station with the life jackets.**

Secure the life jackets to the stand to prevent them from falling or being blown away. Use the straps on each life jacket to wrap around the center pole or another support structure. Alternatively, fasten the strap to another life jacket that is already secured to the stand. As part of your grant award requirements, take a photo of the loaner station at the approved location, ensuring the stand and all signage are visible. Upload the photos to <https://www.dropbox.com/request/KBONtEEEsJSs2TQUZuv>, and include your group's name when naming the files.

**5. Create an inventory system.**

Keep an inventory of life jackets by marking each one to track their use and return as well as count how many have been donated to the station since your last visit or report. A helpful system is to number the life jackets by size and count, for example C-1, C-2, C-3, etc., for child size. Maintaining accurate records will help ensure you have the necessary data for the required monthly reports.

**6. Signage.**

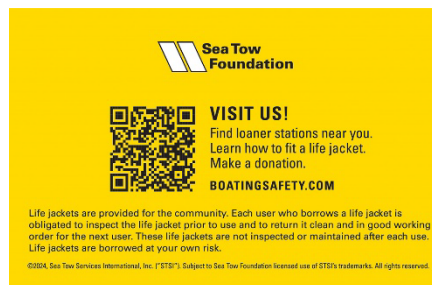
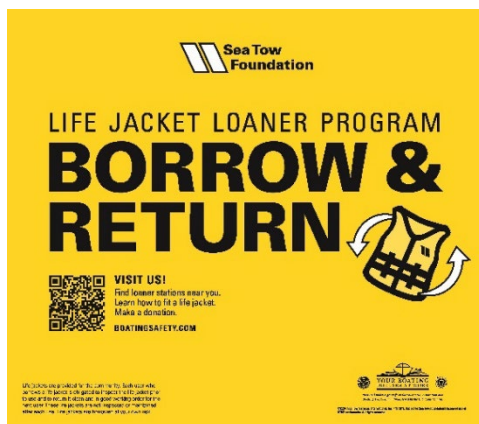
If you received a two-sided loaner station sign, place it on top of the loaner stand. If your signage is outdated, missing, or damaged, a limited number of replacement signs are available to order. You can also order or download the signage file and have it printed locally

If you wish to modify Sea Tow Foundation signage - such as adding logos, your host name, or other information - you must request approval. Please contact [info@boatingsafety.com](mailto:info@boatingsafety.com) before making any changes to existing signage or additional signage artwork.

Additional signage artwork is available for free download and QR code stickers to place on older versions of stands can be ordered from the online store at [www.boatingsafety.com/store](http://www.boatingsafety.com/store). To increase visibility, consider placing extra signs in the surrounding area to guide people to the life jacket loaner stand. All signage features a QR code linking to the Sea Tow Foundation website, which provides boating safety education, resources on properly fitting life jackets, a map of loaner stations, and more!

*Current 16w x 14h aluminum sign:*

*QR code stickers:*



## 7. **Loaning the life jackets.**

The loaner stand should function as a self-service station, relying on the honor system and making it easy for people to borrow and return life jackets. If life jackets are not returned or theft becomes an issue, consider relocating the stand to a more visible area - such as near a staffed location or a security camera. If relocation does not resolve the issue, you may need to remove the life jackets at night or lock them up overnight. Another option is to implement a sign-out system that is simple but may require an attendant overseeing the station.

## 8. **Restocking and inspecting all life jackets.**

The loaner stand and life jackets must be inspected monthly as part of the required reporting. Address any repairs needed to the station and restock any missing life jackets.

# REPLENISH YOUR INVENTORY BY HOSTING A LIFE JACKET DRIVE

Host a Life Jacket Drive to collect new and gently used life jackets to help restock an existing station or start a new one with community-donated life jackets. Hosting a Life jacket Drive is encouraged, as life jackets can be costly, and grant funding is not guaranteed each year.

Any collected life jackets that pass the Life Jacket Inspection Checklist and are deemed serviceable can be used in your program to help keep boaters safe on the water.

## **Life Jacket Drive Manual and Materials**

To support your efforts, the Sea Tow Foundation provides a program manual and support materials to help you successfully host a Life Jacket Drive. These resources include:

- Guidelines for inspecting and cleaning collected life jackets
- Tips on choosing the best collection locations
- Strategies for promoting your event
- A press release template
- Customizable poster artwork
- Collection box labels
- Waterproof stickers for donated life jackets

For more information and to download the Life Jacket Drive Manual, visit

[www.boatingsafety.com/lifejacketdrive](http://www.boatingsafety.com/lifejacketdrive)

If life jackets have been donated and added to the stand since your last visit, use the Life Jacket Inspection Checklist (shown on the opposite page) to ensure they are U.S. Coast Guard-approved and in serviceable condition. Mark each life jacket as a “loaner life jacket” and add your group’s contact information in permanent marker or apply the waterproof Loaner Life Jacket Stickers (photo on opposite page) to donated jackets. Order the stickers at [www.boatingsafety.com/store](http://www.boatingsafety.com/store) and you only need to cover shipping costs.

# Life Jacket Inspection Checklist



**STEP 1:**  
Check the label inside the life jacket to make sure it is U.S. Coast Guard approved. The label should be legible and clear.

**STEP 2:**  
Ensure all zippers, buckles, straps, and fasteners are intact and function properly.

**STEP 3:**  
Inspect that there are no rips, tears or mold on the life jacket.

**STEP 4:**  
Check that the life jacket's flotation foam is not damaged and that it floats when placed in water.

**STEP 5:**  
For inflatable life jackets, ensure the air bladder inflates fully and remains inflated without leaks. Submerge the inflated life jacket in water and check for air bubbles which indicate punctures.

When inspecting new or gently used donated life jackets, all of these steps need to be completed for the life jacket to be considered "serviceable condition" by the U.S. Coast Guard and can then be repurposed in the Sea Tow Foundation™ Life Jacket Loaner Program. If even one of these steps is not passed, DISCARD the life jacket and make sure it is not used by anyone.



SCAN TO LEARN MORE!  
[boatingsafety.com](http://boatingsafety.com)



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Waterproof stickers for life jackets:



# PROMOTING THE LIFE JACKET LOANER PROGRAM

The toolkit is designed to help you promote your grant-funded Life Jacket Loaner Station as a local effort, using media relations, social media, newsletter communications, and Sea Tow Foundation resources. Download a copy at <https://www.boatingsafety.com/page/life-jacket-loaner-program>.

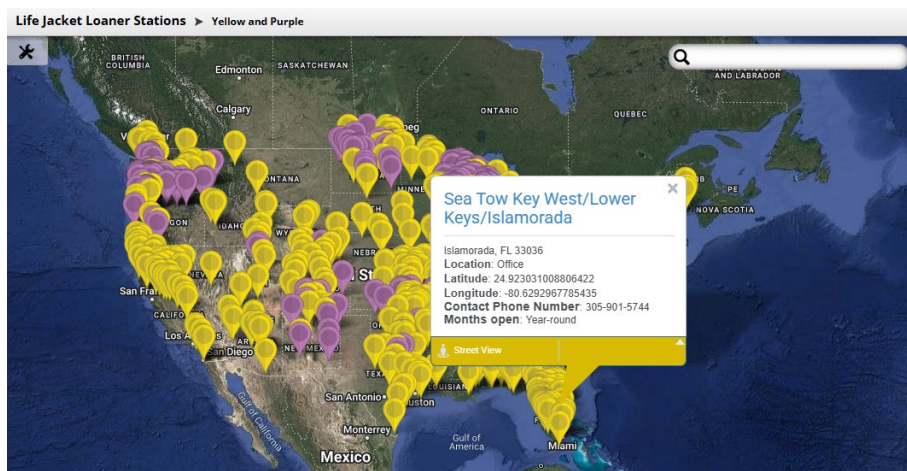


## LIFE JACKET LOANER STATION LOCATIONS

A map of nationwide Life Jacket Loaner Stations is available and allows users to find loaner stations across the country. It can be found at [www.boatingsafety.com/map](http://www.boatingsafety.com/map).

- **Yellow pins** indicate locations where host groups have Sea Tow Foundation grant-funded life jacket loaner stations, including GPS coordinates and contact information.
- **Purple pins** represent stations funded by other sources, shared voluntarily with the Sea Tow Foundation.

If your group has a loaner station that is not listed on the map, please use the Life Jacket Loaner Station Locations form on the map page to add your information.



# LIFE JACKET SPONSORSHIP

Businesses and organizations can work with the Sea Tow Foundation to order a custom supply of life jackets featuring their company logo and custom information.

- Design: Blue life jackets with white ink (pictured below)
- Minimum order: 250 life jackets in various sizes
- Custom signage with your logo can also be made

Details on the process can be found at [www.boatingsafety.com/page/LJLP\\_Sponsorship](http://www.boatingsafety.com/page/LJLP_Sponsorship)



# THE SEA TOW FOUNDATION LIFE JACKET CHALLENGE

The Sea Tow Foundation developed the Life Jacket Challenge to illustrate the importance of wearing a life jacket. It asked if people could put on a life jacket in less than 30 seconds! The information and supporting materials can be found at [www.boatingsafety.com/page/LifeJacketChallenge](http://www.boatingsafety.com/page/LifeJacketChallenge).







# ONLINE STORE

The Sea Tow Foundation online store offers a variety of free tools and resources for all our programs, including:

- Life Jacket Loaner Program
- Sober Skipper Campaign
- Flare Education and Disposal
- General Boating Safety Materials

Visit the online store at [www.boatingsafety.com/store](http://www.boatingsafety.com/store).

	<b>LIFE JACKET LOANER PROGRAM AND LIFE JACKET DRIVE</b> FREE materials include downloadable flyers and signage, waterproof stickers for life jackets, life jacket drive and return collection box labels, QR code stickers for signage, and life jacket buck slips. Items for purchase include a Loaner Stand Building Kit and loaner station signage.
	<b>SOBER SKIPPER PROGRAM MATERIALS</b> FREE materials include wristbands, display box, floating key chains, whistles and downloadable items including the Resource Kit and Take the Pledge flyer. Vinyl banners can be purchased.
	<b>FLARE EDUCATION AND DISPOSAL</b> FREE materials include a series of downloadable flyers, Flare Disposal Locations flyer, and toolkit.
	<b>BOATING SAFETY MATERIALS</b> FREE downloadable flyers including: Top 10 Boating Safety Tips, First Mate Checklist, 4 Steps to Fit a Life Jacket, Selfie Station Thought Bubbles, and Tow Bee Coloring Page.

# RESOURCE LINKS

All materials and links described in this Life Jacket Loaner Program Manual are available at: <https://www.boatingsafety.com/page/life-jacket-loaner-program>

- Grant Application and Notification List
- Reporting Forms and Worksheets
- Manuals and Program Information
- Life Jacket Loaner Station Locations and Online Map
- Where to Donate Life Jackets
- Tips on How to Fit a Life Jacket
- How to Host a Life Jacket Drive
- Sea Tow Foundation Life Jacket Challenge
- Promoting Your Life Jacket Loaner Program
- Life Jacket Loaner Program Sponsorship

## SEA TOW FOUNDATION SOCIAL MEDIA CHANNELS



[facebook.com/SeaTowFoundation](https://facebook.com/SeaTowFoundation)



[instagram.com/seatowfoundation/](https://instagram.com/seatowfoundation/)



[linkedin.com/company/seatowfoundation/](https://linkedin.com/company/seatowfoundation/)



[youtube.com/@SeaTowFoundation](https://youtube.com/@SeaTowFoundation)

### **About the Sea Tow Foundation™**

The Sea Tow Foundation – a 501(c)(3) nonprofit organization - was started in 2007 by Captain Joe Frohnhoefer, founder of Sea Tow Services International, after he witnessed too many preventable accidents and fatalities on the water. Through its flagship programs which include the Life Jacket Loaner Program, Sober Skipper Campaign, and the National Boating Safety Awards, the Sea Tow Foundation strives towards its vision of a world where boaters are safe and responsible. To learn more, visit [boatingsafety.com](https://boatingsafety.com).

### **Contact:**

If you have any questions regarding the contents of this manual, the Sea Tow Foundation Life Jacket Loaner Program, or if the life jackets are credited with saving a life, email [info@boatingsafety.com](mailto:info@boatingsafety.com) or call 888-276-7691.