



# 2023 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 program in your local area.

The Sea Tow Foundation has received grant funding from the Sport Fish Restoration & Boating Trust Fund, administered by the U.S. Coast Guard to expand our Life Jacket Loaner Program to non-profit organizations, municipalities, law enforcement, businesses, and boating agencies across the country. Since 2008, the Sea Tow Foundation has provided over 100,000 life jackets to boaters and water enthusiasts in our nationwide Life Jacket Loaner Program. A map of the 1,300+ life jacket loaner stations can be found on our website at [www.boatingsafety.com/map](http://www.boatingsafety.com/map).

By accepting life jackets from the Sea Tow Foundation, you are **strictly prohibited** from giving the life jackets away to people for prizes or incentives, selling the life jackets, or exchanging them for other products or services. The purpose of this grant project is to make these life jackets available to as many people as possible through a loaner program and this must be done free of charge. You may use them in educational programs or camps as well, but they must be made available to be borrowed by the participants, not kept after the fact.

Thank you for your efforts in helping to keep boaters safer on the water by providing these life jackets for boaters to borrow. **If any life jacket is credited with saving a life, please contact Kim Perry as soon as possible with the details. Email [kperry@seatow.com](mailto:kperry@seatow.com) or call 888-276-7691.**

## **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](http://boatingsafety.com).

## **About the Sea Tow Foundation staff:**

This project is overseen by Gail R. Kulp, Sea Tow Foundation's Executive Director and Kim Perry, Sea Tow Foundation's Program Coordinator. If you have any questions regarding the contents of this manual or the life jacket loaner program, please contact Kim at [kperry@seatow.com](mailto:kperry@seatow.com) or (631) 876-5085.

# What to do with the life jackets when they arrive

## **Prepare your life jackets for your stand or station.**

Compare the number of life jacket boxes delivered to the grant award letter and tracking information you received via email. Let us know ASAP if you are missing any or if you received the wrong sizes. Life jackets will be printed with the Sea Tow Foundation and US Coast Guard grant logos. If you'd like to add any additional information to help with maintaining the life jacket station, you may use a permanent marker. By writing your group's name or an abbreviation or phone number on the life jackets, they are more likely to be returned since they are obviously loaner life jackets. You are NOT allowed to paint, sew, iron-on or staple any items to the life jackets as this will void the warranty.

## **Create an inventory system.**

A helpful system other loaner station hosts have used is to number the life jackets using a permanent marker by their size: Child sizes can be marked C1, C2, C3 and Youth sizes can be marked Y1, Y2, etc. That way you can keep better track of them. This will help you in your monthly reports in knowing the quantity of life jackets that started on the stand. Monthly report forms are available online at [www.boatingsafety.com/life-jacket-count-form](http://www.boatingsafety.com/life-jacket-count-form).

## **Fill your stand with the life jackets.**

Remove all the paperwork that is attached to the life jackets and do not use clothing hangers or any other external items to hang the life jackets on the stand. If your loaner station is located outdoors, you will need to secure the life jackets to the stand so that they don't blow off. Do this by unbuckling one of the straps from each life jacket and wrapping it around the center pole or another supporting piece of the stand before clipping the strap back into the buckle. If the life jackets on the outer edge of the stand are too far away for the strap to reach, you can secure the strap to another life jacket that is already secured to the stand. Once set up, take a photo of the loaner station at the location it will used at, so that we can include the photos on our nationwide online map at [www.boatingsafety.com/map](http://www.boatingsafety.com/map). Take photos or video of you and your team setting up the loaner station too! Send all photos and/or videos to Kim Perry at [kperry@gmail.com](mailto:kperry@gmail.com) or text them to 631-876-5085. If you choose to post them to your organization's social media pages, please tag the Sea Tow Foundation (@SeaTowFoundation on Facebook and Instagram or @SeaTowFDN on Twitter).

# SECTION I

## **Best Practices for Developing an Effective Life Jacket Loaner Program**

### **1. Signage and Advertising**

The only way people are going to find a life jacket loaner program is through adequate signage and advertising regarding the availability of the life jacket loaner stand. The advertising does not need to be expensive, but there needs to be some way of alerting the public to the existence of the life jacket loaner program. A press kit is included to provide a press release template and talking points are also included for assistance in talking to members of the press about the importance of life jacket loaner programs.

If you were provided with a sign, it should be placed on the top of the loaner stand and additional signs can be printed from the free downloadable signage file located at [www.boatingsafety.com/store](http://www.boatingsafety.com/store). Place additional signs in the general vicinity to help point people in the direction of the life jacket loaner stand. This is especially important if the stand is not in plain sight or is located inside a building or behind a large structure. If people can't easily find the stand and the life jackets, they won't use it. And, if the loaner stand isn't getting used, it can't save lives on the water.

### **2. Educational Information**

New loaner stand signage now has a QR code to direct people directly to the [Sea Tow Foundation](http://SeaTowFoundation.org) website for any information. Other resources and materials can be found through the store at [www.boatingsafety.com/store](http://www.boatingsafety.com/store).

### **3. Number and type of life jackets on each life jacket loaner stand**

If you have received the loaner stand building kit from the Sea Tow Foundation, each stand should hold 8-12 life jackets. The life jackets provided by the Sea Tow Foundation are all comfortable, vest-style life jackets that are U.S. Coast Guard approved. If you utilize additional life jackets for your loaner program, please ensure that these are in "serviceable condition" and do not contain any rips, tears or broken zippers or buckles and that they are also U.S. Coast Guard approved. If additional life jackets are added to the stand from other sources, it is also important to write on the new life jackets with a permanent marker to show your group/organization name or initials as well as the fact that they are loaner life jackets. See the Life Jacket Drive section of this manual for additional information.

### **4. Sizes of life jackets available**

Each stand should contain U.S. Coast Guard-approved life jackets in infant (up to 30lbs), child (30-50lbs), youth (50-90lbs), adult (over 90lbs) and adult extra-large/oversize (over 90lbs) sizes. This allows for the life jackets to be properly sized to any person that needs

them. Having life jackets available in all sizes also encourages adults and teens to wear them even if the mandatory wear requirement doesn't apply to them in their state or region. If your stand is located in an area that sees more children than adults or vice-versa, the quantities of the sizes can vary as necessary.

**5. Construction of the life jacket loaner stand**

If you did not receive a loaner stand building kit and need to build your own the stand, construction should be sturdy and made of durable materials that will hold up to the weather as well as frequent use. To request the building plans manual, which includes a variety of design options, please email [kperry@seatow.com](mailto:kperry@seatow.com).

**6. Location of the life jacket loaner stand**

The life jacket loaner stand should be located in an area that is easily accessible to people and it should be placed in a highly visible area. If this is not possible, signage should be placed in visible areas that direct the public to the location of the loaner stand. In order to prevent the loss of life jackets, the life jacket loaner stand or the life jackets from the stand should be secured during night-time and off hours, if possible. If the life jackets are not being returned on a regular basis, even after restocking the stand, it may be necessary to relocate the stand to another place where there is a stronger perception of oversight.

**7. Distribution Process**

There should not be any burdens in place to dissuade a person from wanting to borrow a life jacket. A cumbersome process that involves filling out lengthy forms means having a dedicated employee or volunteer at each life jacket loaner stand and that is not feasible for most agencies/organizations. The life jacket loaner stand may be self-service using the honor system or the borrower may need to ask an attendant to borrow a life jacket, but the process should be transparent and simple. If relocating the stand doesn't prevent theft of the life jackets, you may need to have someone serve as an attendant to the stand and/or have people sign out the life jackets.

**8. Restock and Inspection**

The life jacket loaner station and life jackets should be inspected on a weekly basis. Any repairs to the stand should be made as soon as they are discovered and additional life jackets should be restocked, if they are available. A stand that is in disrepair or has a disorderly display will not help "sell" the life jacket loaner program.

# Additional steps to developing an effective Life Jacket Loaner Program

## **Step 1: Partnerships**

The most important part of a successful life jacket loaner program is to involve and include as many stakeholders as possible. You already have the advantage of being affiliated with the Sea Tow Foundation and the U.S. Coast Guard, but the more partnerships you can create, the better your life jacket loaner program can be. Each agency/organization brings something unique to the program and it is important to host meetings and discussions with everyone involved in the early planning stages as well as throughout the life of the program. Stakeholders can include any groups in the area that would benefit from safer waterways including those groups involved in boating as well as swimming. Possible partners include your state boating agency, state or local parks, Safe Kids USA organization, U.S. Army Corps of Engineers, U.S. Coast Guard Auxiliary, U.S. Power Squadrons, other non-profit organizations, civic groups like the Lions or Moose, scouting groups, etc.

## **Step 2: Find Funding**

Building a successful life jacket loaner program requires money. There is just no way around that fact. Although you have received the life jackets from the Sea Tow Foundation for free, there are other costs to consider when implementing a life jacket loaner program. Signage will need to be printed to help people find the loaner stand. In addition, the life jackets will eventually need to be replaced and the stands will either need to be repaired or replaced and that requires funding. The Sea Tow Foundation can't guarantee the availability of grant funds to assist with this in future years. Therefore, it is crucial to plan out all of the costs ahead of time and make plans for where the funding will come from. Failure to plan ahead for funding means that a new life jacket loaner program could be successful and prosperous in its first year and then disappear from the community in its second year due to lack of funding.

## **Step 3: Choose a Good Location**

A life jacket loaner stand will not be successful if the public cannot find it and use the life jackets. Choosing a location is important because the goal will be to have the loaner stand at this specific place for a long period of time. Conduct research on drowning statistics in the local area and observe where boaters and other water enthusiasts spend a lot of time on their way to the water. A marina store, waterfront office, fuel dock or boat ramp can all be a good location for a life jacket loaner stand, but these don't have to be the only options. Boating safety camps, marine law enforcement stations, fire departments, libraries, lifeguard stands, community centers as well as many other locations could be successful places to put a life jacket loaner stand. To prevent loss and theft, a loaner stand that is at least perceived to be under surveillance will see a higher rate of life jacket return, so consider a well-populated location where the life jackets and/or stand will have lots of people around it. An additional

safeguard would be that the life jackets and/or stand could be secured overnight, if that is possible.

After deciding on a number of potential locations, it is important to involve the business owners, organization representatives and town council in the decision of where to place the life jacket loaner stand. Although many businesses, organizations and towns welcome the addition of safety initiatives such as life jacket loaner programs, they may be some that require additional convincing.

#### **Step 4: Publicize the Life Jacket Loaner Station**

When the life jacket loaner stand has been built or placed at its location, host a press event to showcase the good work that your organization/agency has done. Stage a ribbon cutting ceremony and invite the local stakeholders, business owners, politicians, law enforcement officials and members of the press along with anyone else that may be interested. You can submit a press release to your local newspapers using the template provided in this manual. The Sea Tow Foundation can assist in getting your press release out to the local and national media. Simply send a copy of your press release to Kim Perry at [kperry@seatow.com](mailto:kperry@seatow.com).

# SECTION II

## Signage Print Files

Your group can download and print signage for your life jacket loaner stations. You can edit the file to add your logo or group name and print it at any size that works at the loaner stand location. You can download the sign at full size and resolution by going to our online store at [www.boatingsafety.com/store](http://www.boatingsafety.com/store). There are also other versions of signage available to purchase.

**Sea Tow Foundation**

LIFE JACKET LOANER PROGRAM  
**BORROW & RETURN**

**VISIT US!**  
Find loaner stations near you.  
Learn how to fit a life jacket.  
Make a donation.  
**BOATINGSAFETY.COM**

Life jackets are provided for the community. Each user who borrows a life jacket is obligated to inspect the life jacket prior to use and to return it clean and in good working order for the next user. These life jackets are not inspected or maintained after each use. Life jackets are borrowed at your own risk.

**YOUR BOATING DOLLARS AT WORK**  
Funded under a grant from the Sport Fish Administration and Boating Trust Fund, administered by the U.S. Coast Guard.

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# **SECTION III**

## **Required Monthly and Final Reports**

### **Life Jacket Monthly Count Form**

Sea Tow Foundation Life Jacket Loaner Stations are part of a nationwide program funded by grants and donations. In order to provide accurate reports to the funding agencies, it is critical for each loaner station's life jacket inventory to be counted at least once a month for a period of 5 months with a final report due at the end of that time period. Your monthly counts of life jackets are important because they tell us how many people are using the life jackets at each loaner station.

If your group received your life jackets in May 2023 you are required to start reporting immediately at the end of May 2023 through September 2023 with the final report due by October 15, 2023. Please submit one form for each loaner station that your group manages that uses life jackets funded by the 2023 grant. After you complete the 5 months, use this link for the Final Report which is due by October 15, 2023.

If your group received life jackets in September 2022 and May 2023, please reach out with any questions about your reporting requirements.

The Life Jacket Monthly Count Form can be found here:

<https://www.boatingsafety.com/page/life-jacket-count-form>

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

Each loaner program host needs to complete the final report which includes general questions about the usage of the life jackets in your entire program. Your counts of life jackets are important because they tell us how many people are using the life jackets in your area and what the needs are.

You will be asked general questions about your loaner program including all the loaner stations and will need to provide inventory counts of grant-funded life jackets as well as all other life jackets. Complete the Final Report after you have completed the 5 months of required monthly reports. All final reports are due by October 15, 2023.

The Final Report can be found here:

<https://www.boatingsafety.com/page/final-report>

**Be sure to print or save a copy of your Final Report to keep for your records.**

**Additional inspection information to help train staff and volunteers in what to look for and do when maintaining a life jacket loaner stand can be found listed below.**

### **Monthly Checklist**

*Please note that if you, your staff or volunteers are able to do so, it is most beneficial to visit each loaner station on a weekly basis, but you only need to report at the end of the month.*

\_\_\_\_ Make sure that there is no damage to the stand. If there is, see whether it can be repaired or whether the stand needs to be closed temporarily to prevent injuries.

\_\_\_\_ TOTAL INVENTORY COUNT FOR STATION: Please count the total number of life jackets in each size that you have including those on the stand as well as any you may have in storage for the station you are reporting on.

\_\_\_\_ WORN LIFE JACKETS: This estimated count tells us how many people used the life jackets during the month you are reporting for. Only count the yellow Sea Tow Foundation grant-funded life jackets that look like they have been used since you last visited or reported for this station. For example, if the life jackets are unbuckled, moved to a different part of the station, are piled at the bottom of the station, or show other signs of use, please count them as worn. Only count the life jackets worn at the loaner station you are reporting for. Tidy up and rehang the life jackets on the stand.

\_\_\_\_ REMOVED LIFE JACKETS: This count tells us the number of Sea Tow Foundation grant-funded yellow life jackets that have been lost or not returned or that have become damaged and need to be removed from the station since you last visited or reported. This includes broken straps and buckles, rips or tears in the fabric, or other issues. Dirt and mildew should be cleaned off the jackets and then the jackets should be replaced on the station. Only count the life jackets that have been removed from the loaner station that you are reporting for.

\_\_\_\_ DONATED LIFE JACKETS: People sometimes will donate life jackets by placing them on the stand or nearby on the ground. Please count any life jackets that have been donated from any other source since the last time you visited or reported. Be sure to inspect the life jackets to ensure that they are in usable condition and write LOANER LIFE JACKET on the back of the jacket with a black permanent marker to keep track of donated jackets. Only count the life jackets donated to the station that you are reporting for.

\_\_\_\_ Does the stand have at least one life jacket of each size available? If not, please restock.

\_\_\_\_ If the life jackets are dirty, these should be cleaned and replaced on the stand. Directions are available on the online count form for how to clean the life jackets and can also be found in the Life Jacket Drive manual found at [www.lifejacketdrive.org](http://www.lifejacketdrive.org).

\_\_\_\_ Are life jackets missing or not being returned to the stand on a recurring basis? If so, you may need to relocate the stand to an area with more oversight to prevent loss.

# **SECTION IV**

## **Tips to Promote Your Life Jacket Loaner Program and Press Release Template**

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

### **PRESS RELEASE TIPS FOR DISTRIBUTION**

A press release template\* is on the following two pages. You can use it to share how your organization is planning to announce your new Life Jacket Loaner Program or Station using these tips to personalize the press release for your location.

- Fill in the highlighted areas throughout the press release to fit your local area and organization.
- Include your organization logo at the top of the press release beside the Sea Tow Foundation logo.
- Provide a media contact name and contact information at the bottom of the press release.
- Fill in the “About” section with details about your organization and a link to the website.
- Copy and paste the entire edited press release within the body of an email. Don’t attach it to the email.
- Send to each local news reporter in a separate email. Depending on the size of the media, you may send to multiple contacts at the same location (i.e. sports editor, news editor, outdoor or boating editor, etc.)
- Offer your availability for interviews in the email.
- Provide your contact information on the release and in your email.
- Follow up via phone or email to confirm receipt and ask if the reporter has any questions, would like to schedule an interview, etc.

**For additional assistance in distributing your press release, please reach out to the Sea Tow Foundation at 888-276-7691 or [info@boatingsafety.com](mailto:info@boatingsafety.com)**

\*If you would prefer a copy of the press release template as a Word document, please email [kperry@seatow.com](mailto:kperry@seatow.com) with your request.

### Grant Provides Free Life Jackets to Local Boaters

*[Organization Name] to Launch Sea Tow Foundation Life Jacket Loaner Station in [City]*

**CITY, STATE** – *[Organization name]* – through a grant from boating safety nonprofit, the [Sea Tow Foundation](#) – has announced the opening of a new [Life Jacket Loaner Station](#), which will be available to *[body of water/overall region]* boaters starting in *[month of opening]*.

Located in *[specific location of station]*, the station will hold life jackets that local boaters may borrow and use, free of charge. Available in sizes ranging from infant to Adult XL, these life jackets should be worn by all boaters and water users to prevent drowning and keep everyone safe on the water.

“We’re excited to work with the Sea Tow Foundation to bring this Life Jacket Loaner Station to boaters in our area,” said *[organization person’s name], [job title]*. “This will help ensure boaters of all ages have enough properly fitting life jackets, which will go a long way toward keeping people safe while they’re out enjoying the beautiful *[body of water/overall region]* waters.”

Since 2008, the Sea Tow Foundation has distributed over 100,000 life jackets to local businesses and organizations across the country. Loaner stations are located in all 50 states as well as the District of Columbia, American Samoa and the Virgin Islands. These stations are placed in locations where boaters will have easy access to the life jackets, such as boat ramps, marinas, and parks. 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.

“The opening of this new Life Jacket Loaner Station in *[City]* will save lives, and we are proud to partner with *[Organization name]* to increase public access to life jackets,” said Gail R. Kulp, the Sea Tow Foundation’s Executive Director. “With such a strong boating culture, we know that these life jackets will keep people safe on the water for years to come, ensuring fun and lasting memories.”

For additional information on the Sea Tow Foundation and to locate a Life Jacket Loaner Station near you, please visit [www.boatingsafety.com](http://www.boatingsafety.com).

###

**Suggested social media post for [Facebook](#), [Instagram](#), [LinkedIn](#), and [Twitter](#):**

Heading out for a day of boating in [\[body of water/overall region\]](#)? Stop by the Sea Tow Foundation's Life Jacket Loaner Station hosted by [\[Organization name\]](#) at the [\[location of station\]](#) and borrow life jackets for all of your passengers! #SeaTowFoundation #LifeJackets.

**About 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 Industry 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](http://boatingsafety.com).*

**About [\[Organization name\]](#)**

*Add details about where you operate, your mission, what you do, website link, etc.*

*Add photo of your life jacket loaner station*

**Media Contact**

Colleen Gallagher

On behalf of Sea Tow Foundation

[cgallagher@onwrdupwrd.com](mailto:cgallagher@onwrdupwrd.com)

315.447.2331

# Section V

## Life Jacket Loaner Program Talking Points

A life jacket loaner program is defined as any organized activity that provides life jackets to members of the public on a free, borrowed basis. Life jacket loaner programs can be located at marinas, boat ramps, fuel docks, state parks, waterfront offices, retail stores, law enforcement locations, fire departments, community centers, and inside libraries.

The Sea Tow Foundation Life Jacket Loaner Program was started in 2008 and, since that time, over 100,000 life jackets have been made available to boaters for free thanks in large part to corporate sponsorships, donations and grant funding from the Sport Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard. The Sea Tow Foundation has over 1,300 life jacket loaner stations in place across 50 states and 3 territories thanks to our loaner station hosts throughout the country.

The loaner station hosts help to build, maintain, inspect and operate life jacket loaner stations across the country. Some of these hosts include the U.S. Power Squadrons (now known as America's Boating Club), U.S. Coast Guard Auxiliary, U.S. Army Corps of Engineers, state boating agencies, state and local parks, Safe Kids, YMCAs, libraries, marinas, first responders, law enforcement departments, municipal offices, schools, scouting groups, and Sea Tow Captains.

A map of current Sea Tow Foundation life jacket loaner station locations can be found online at [www.boatingsafety.com/map](http://www.boatingsafety.com/map).

Additional Talking Points:

- Life jackets save lives, but only if they are worn.
- There are many different styles and options for life jackets ensuring that a comfortable life jacket is available for any boating activity.
- Life jackets must be approved by the U.S. Coast Guard for use in the U.S.
- Each year, an average of 3,710 people drown in the U.S. and over 1,373 of those are infants through 24 year olds. *(source: Centers for Disease Control)*
- Last year, 3 out of 4 people drowned in fatal boating accidents and 85% of the drowning victims were not wearing a life jacket. *(source: U.S. Coast Guard)*
- Last year, 3 out of every 4 drowning victims were boating in a vessel less than 21 feet in length. *(source: U.S. Coast Guard)*
- Drowning can be easily prevented by providing life jackets and encouraging boaters and swimmers to wear them.
- Adults can drown in less than a minute; children in as few as twenty seconds. Drowning is a silent event and can be easily missed by those nearby.

- Many people who drown never expected to end up in the water. Even experienced swimmers can quickly get into trouble.
- When accidents happen, life jackets provide time for successful rescues. Accidents happen. They don't have to be fatal if you are already wearing your life jacket because there isn't time to find one and put one on in an emergency.
- Most boaters do not plan on falling overboard, and when they do, it is too late. Putting on a life jacket when you need it is like trying to put on a seat belt just before a crash.
- Life jackets are essential to safe water recreation.
- Providing loaner life jackets for free to the public ensures everyone's safety.
- Life jackets should be properly sized for the person wearing them. An adult life jacket is not appropriate for a child. The label in the life jacket indicates the size by chest measurement and weight capacity. To find out if a life jacket fits correctly, have the child lift their arms above their head and lift the life jacket by the shoulders. If it goes above the child's chin, the straps should be tightened, or the next size down should be used.
- Life jackets must be free of rips and tears with working buckles and zippers to be used.

#### **Sources:**

"Leading Causes of Death Reports, 1999-2019" Centers for Disease Control and Prevention. Available online at <https://wisqars.cdc.gov/fatal-leading>

"Recreational Boating Statistics" U.S. Coast Guard Office of Boating Safety. Available online at <https://uscgboating.org/library/accident-statistics/Recreational-Boating-Statistics-2020-Revised.pdf>

"The 'Wear It' campaign". National Safe Boating Council. <http://www.safeboatingcampaign.com>

# **SECTION VI**

## **Organize a Life Jacket Drive**

The purpose of the Life Jacket Drive is to collect new and gently used life jackets from boaters that no longer need them or have outgrown them. The drive can help a Life Jacket Loaner Station host restock an existing station or start an entirely new station with the donated life jackets that are collected from the community. Life jackets are expensive and grant funding is not guaranteed each year, so the Life Jacket Drive is one way to help you keep your program running throughout the year.

### **Life Jacket Drive Materials**

The Sea Tow Foundation has developed a program manual and materials to help you collect life jackets from your community. These include a press release template, a customizable poster and label stickers that can be placed on collection boxes in your local area. All of the life jackets that you collect can be kept in your community to help boaters stay safe on the water, so start today with these materials to host a Life Jacket Drive!

For all the information, resources and materials go to: [www.lifejacketdrive.org](http://www.lifejacketdrive.org)

**If you have any questions regarding the contents of this manual or the life jacket loaner program, please contact Kim at [kperry@seatow.com](mailto:kperry@seatow.com) or (631) 876-5085.**