

# Kids Don't Float Life Jackets Do



## Life Jacket Loaner Program Sponsorship Information





# Kid's Don't Float!

## Saving Lives, One Life Jacket at a Time

"Kids Don't Float, Life Jackets Do!" is a community-driven initiative by the NCH Safe & Healthy Children's Coalition to prevent drowning by providing free access to life jackets at popular water sites across Collier County.

### Our Mission

To prevent drowning - the leading cause of death for children ages 1-4 in Collier County - by providing free access to U.S. Coast Guard-approved life jackets at popular beaches, lakes and parks. This program promotes water safety and education, especially for children and families.

### Program History

In June 2013, tragedy struck Collier County when a two-year-old child was found floating face down in the water at Sugden Regional Park - just five minutes without adult supervision led to a life-altering event. This heartbreaking incident could have been prevented with a simple, life-saving tool: a life jacket.

In response, the NCH Safe & Healthy Children's Coalition launched the "Kids Don't Float - Give Them Something That Does" life jacket loaner program, inspired by a successful initiative from Homer, Alaska. Originally created to combat high drowning rates in Kachemak Bay, the program has since expanded statewide in Alaska, supported by a powerful coalition of public agencies, tribal organizations, private businesses, and volunteers.



## Program Highlights

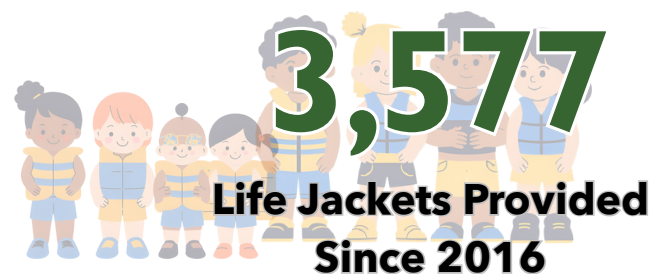
- 18 Loaner Stations strategically placed in Collier County beaches and parks.
- Weekly inspections by U.S. Coast Guard Auxiliary Flotillas 93, 95, and 96.
- Life jackets are available in multiple sizes for children and adults.
- Monthly maintenance ensures safety, cleanliness, and readiness.
- Encourages proper fitting and usage of life jackets during water activities.

***Families can borrow and return life jackets at no cost, adding a vital layer of protection.***



## Life Jacket Loaner Station Locations

Barefoot Beach, Barefoot Beach Preserve - Lots 2 and 3, Bluebill Beach, Clam Pass Beach, Delnor-Wiggins Pass State Park - Lots 1 and 3, North Gulf Shore Beach, Lowdermilk Beach Park, Marco Beach Access - Maple Ave, Naples Pier, Resident's Beach Marco, South Beach Marco - Winterberry Dr. and Swallow Ave, Sugden Regional Park, Tigertail Beach North and South, Vanderbilt Beach



## Why It Matters

This program is more than a convenience - it's a life-saving initiative. Life jackets are a proven tool in drowning prevention, especially when combined with supervision and swim education. By making them accessible, we empower families to stay safe around the water.

In addition, the program is a vital part of the Layers of Protection approach endorsed by water safety experts. These layers include active supervision, using barriers & alarms, emergency preparedness, swim education, water safety awareness, and wearing a life jacket.

Wearing a life jacket is especially critical in open water environments like beaches, lakes, and rivers. Life jackets are not a substitute for active supervision - but they are a crucial backup when other layers fail. They provide flotation support for weak or non-swimmers and reduce the risk of drowning during unexpected incidents.

By making life jackets free and accessible, we help families implement this essential layer of protection.



**Use Barriers  
& Alarms**



**Supervision**



**Learn to Swim**



**Know How to  
Respond**

## Partner Organizations

This program thrives thanks to the dedication of our partners. These include local health departments, municipalities, community centers, and businesses that provide funding, resources, and support. These partnerships have been instrumental in expanding the program's reach and ensuring its sustainability, allowing important water safety resources to be accessible.





# Sponsorship Opportunities

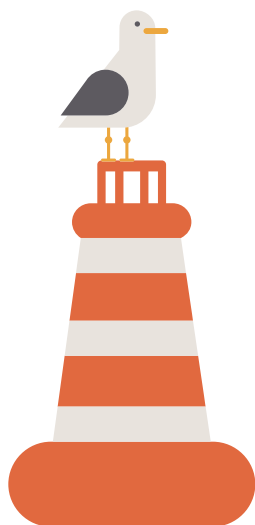
## Gulf Guardian \$5,000

- Premium logo placement on life jacket stand signage
- Monthly spotlight on Coalition website and social media
- Recognition in annual impact report
- Plaque of appreciation for display
- Invitation to speak or be recognized at water safety events
- Custom banner at sponsored stand



## Wave Maker \$3,000

- Logo or name on life jacket stand signage
- Recognition on Coalition website and social media
- Recognition in annual impact report
- Mention in Coalition newsletter
- Certificate of appreciation
- Group recognition at community events



## Buoy Builder \$1,000

- Name listed on life jacket stand signage
- Social media shout-out
- Recognition on Coalition website
- Certificate of appreciation



## Anchor Ally \$500

- Name listed on Coalition website
- Social media thank-you post
- Digital badge for sponsor's website or email signature

## Ripple Partner \$100

- Name included in annual sponsor thank-you post
- Digital certificate of appreciation
- Optional listing on Coalition website (supporter section)





# Intent to Sponsor

## Please Complete the Following Information

Company: \_\_\_\_\_

(as you wish it to appear in published materials)

Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Web Address: \_\_\_\_\_

### Sponsorship Opportunities

- ☐ Gulf Guardian \$ 5,000 Level
- ☐ Wave Maker \$3,000 Level
- ☐ Buoy Builder \$1,000 Level
- ☐ Anchor Ally \$500 Level
- ☐ Ripple Partner \$100 Level
- ☐ Other \$ \_\_\_\_\_

### Method of Payment (Check or Credit Card)

Make checks payable to: NCH Safe & Healthy Children's Coalition c/o NCH

Mailing Address: ATTN: Theresa Hansen, 1100 Immokalee Road, Naples, FL, 34110

For Credit Cards visit [NCHmd.org/donate](http://NCHmd.org/donate). Please select "Safe & Healthy Children's Coalition" under the designation selection and write "Life Jacket Loaner Program" in the comments section.

Contact [safehealthychildren@nchmd.org](mailto:safehealthychildren@nchmd.org) or call 239-624-4033 with any questions.



# Who We Are

## Working to Keep Collier County Safe & Healthy

Recognizing that a coordinated approach will have a greater impact on preventing and improving children's accidental injuries, health and safety issues, over 50 child-serving non-profit and government services agency providers joined efforts to create the NCH Safe & Healthy Children's Coalition of Collier County.

The Coalition provides a conduit for coordinating individuals, agencies and business to address the major issues adversely impacting Collier County children.

We are data driven and collaborate with key partners like the District Twenty Medical Examiner and Florida Department of Health in Collier County to prioritize injury and health related areas. The three leading issues we focus on are drowning, SUIDS/Other sleep-related infant deaths, and childhood obesity.

### Mission

To facilitate and implement programs to combat childhood obesity, prevent childhood drowning, and reduce SIDS.

### Vision

To improve the health outcomes and prevent injuries among children 0-18 years of age within Collier County.

### Contact Us

239-624-4033

[safehealthychildren@nchmd.org](mailto:safehealthychildren@nchmd.org)

### Visit Us Online

[safehealthychildren.org](http://safehealthychildren.org)

### Social Media

[Facebook.com/safehealthychildrencolliercounty](https://Facebook.com/safehealthychildrencolliercounty)

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