



# Kids Don't Float!

Give Them  
Something That Does!



**COLLIER COUNTY LIFE JACKET LOANER PROGRAM**



## 2014 Sponsorship Opportunities

THE DROWNING PREVENTION MISSION OF THE NCH SAFE AND HEALTHY CHILDREN'S COALITION IS TO ACHIEVE AND SUSTAIN A ZERO DROWNING RATE FOR CHILDREN IN COLLIER COUNTY. THIS AMBITIOUS AND COOPERATIVE PROGRAM WILL PROVIDE ANOTHER LAYER OF PROTECTION AGAINST DROWNING, THE LEADING KILLER OF CHILDREN ONE-TO FOUR-YEARS OF AGE IN COLLIER COUNTY.

# Why this program is needed in Collier!



In June 2013 a two year old was found floating face down in the water At Sugden Regional Park. A mere five minutes had elapsed without adult supervision. Had this child been wearing a life jacket, it would not have been a life altering event. The NCH Safe & Health Children's Coalition reacted to this child's death by organizing a life jacket loaner program entitled "Kids Don't Float — Give Them Something That Does." The goal of the program is to make donated life jackets available at popular beach/lake sites for children and adults to borrow and return. In the true spirit of Coalition building, the life jacket loaner program has brought together numerous individuals, organizations and businesses including County

Commissioner Donna Fiala, the Collier County Parks & Recreation Department, City of Naples, Marine Industry Board, West Marine, U.S. Coast Guard Auxiliary, Galati Yacht Sales, Marine Industries Association of Collier County and 21st Century Oncology. The local U.S. Coast Guard Auxiliaries – Flotillas 93, 95 and 96 – have offered to check the integrity of the life jackets displayed in their respective jurisdictions.

## History of the Program



"Kids Don't Float" has been done with great success in Lake Jacksonville, Texas and in many parts of Alaska.

The "Kids Don't Float — Give Them Something That Does" program was conceived and developed in Homer, Alaska through a State grant, to respond to the high drowning incidence of children in the Kachemak Bay. This program was named after a very successful program in New York called "Kids Can't Fly." Which drastically reduced injuries and deaths due to children falling from open windows.

The program was adapted for statewide use in 1997, and is currently sponsored by a coalition of the Alaska Department of Health and Social Services, U.S. Coast Guard, Alaska Safe Kids, the Office of Boating Safety, Alaska Native Tribal organizations, private businesses and community volunteers.

To date the Alaska Kids Don't Float loaner board program has been implemented in 249 communities with 627 loaner boards functioning throughout the state...with that... 24 young lives have been saved due to a donned PFD from a loaner board.

# Initial Locations in Collier County

The life jacket loaner stations will initially be placed at 5 lake/beach locations: Sugden Park, Clam Pass, Vanderbilt Beach, South Marco Island and Tigertail Beaches. There will be 20 life jackets per station with four adult sizes, four (10–18 years), five (5–10 years), and seven for children 5 and under. The Coalition eventually hopes to expand the availability of the loaner life jacket program throughout Collier County and the City of Naples.

On January 1st, 2014 an article about our "Kids Don't Float – Give Them Something that Does" program was featured in the Set Anchor section of the Naples Daily News



Pictured left to right:

Tom Vizioli, U.S. Coast Guard Auxiliary, Flotilla 96 Wiggins Pass, Collier County Commissioner Donna Fiala, Rick Garby, Collier County Parks and Recreation, Mercedes Puentes, City of Naples – River Park Community Center, Kelly Sprigg, Galati Yacht Sales, Paula DiGrigoli, NCH Safe & Healthy Children's Coalition

# Yearly Sponsorship Commitment Form

## Sponsorship Levels

### \$2,500 or Greater

The names/logos of program donors will be inscribed and recognized on the signs as station sponsors on the Coalition's website and social media (Facebook, Twitter, and Youtube) and e-mail announcements reaching over 2,000 fans and followers.

### \$2,500 or Less

The names of donors will be recognized on the Coalition's website and social media (Facebook, Twitter, and Youtube) and e-mail announcements reaching over 2,000 fans and followers.

The program will have a televised launch on Wednesday, February 5th at noon at Sugden Park where many community leaders and media outlets will be in attendance.

Please fill out the following information if you are interested to become a sponsor:

Name/Company: \_\_\_\_\_

(as you wish it to appear in published materials)

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

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

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

Web address: \_\_\_\_\_

I plan to donate: \_\_\_\_\_

Please make checks payable to :

Safe & Healthy Children's Coalition of Collier County c/o NCH Healthcare System  
and mail to: 1008 Goodlette Road, N. Suite 100. Naples, FL 34102

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name as it appears on card: \_\_\_\_\_

Signature: \_\_\_\_\_

Bill my credit card  Visa  Mastercard  Discover  AmEx

Donations can be made through the Coalition's website at [www.SafeHealthyChildren.org](http://www.SafeHealthyChildren.org)

**\*Donations are tax deductible!**

For additional information please contact  
Paula DiGrigoli (239) 537-3436 or  
by e-mail at [info@safehealthychildren.org](mailto:info@safehealthychildren.org)

OUR FEDERAL TAX IDENTIFICATION NUMBER IS 59-2314655. THE NCH HEALTHCARE SYSTEM IS A 501(c)(3) TAX-EXEMPT HOSPITAL, IRS SECTION 170(B)(2)(III) FOR BOTH FEDERAL AND STATE TAX PURPOSES. A COPY OF OUR OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE FLORIDA DIVISION OF CONSUMER SERVICES BY CALLING TOLL FREE 1-800-435-7352 WITHIN THE STATE (CH1470). REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATE.

