



Jetty
ROCK FOUNDATION

THE MISSION OF THE JETTY ROCK FOUNDATION IS TO PROTECT OUR OCEANS AND WATERWAYS, AND SUPPORT THOSE WHO BUILD THEIR LIVES AROUND THEM.

JETTY'S EARLY GIVING



Jetty began selling coastal lifestyle apparel in 2003. It was a dream for five high school friends to design, produce, market and sell surf-branded clothing inspired by their East Coast (NJ) roots.



In 2005, the company donated \$1,000 toward Hurricane Katrina Relief. A few years later, a small event at a miniature golf course entitled Putt for a Nut was executed to help a friend in need who was battling testicular cancer. Community involvement and philanthropy became pillars of the Jetty brand very early on.

SIGNIFICANT FUNDRAISING EVENTS HOSTED BY JETTY



In 2009, Jetty created another event entitled Brain Games and raised \$10,000 for a friend battling a brain tumor.



In the same year, the Jetty Coquina Jam was formed. The all-female, bracket style surf contest quickly became an annual event raising funds for female cancer patients.

HURRICANE SANDY & JETTY'S UNITE + REBUILD INITIATIVE



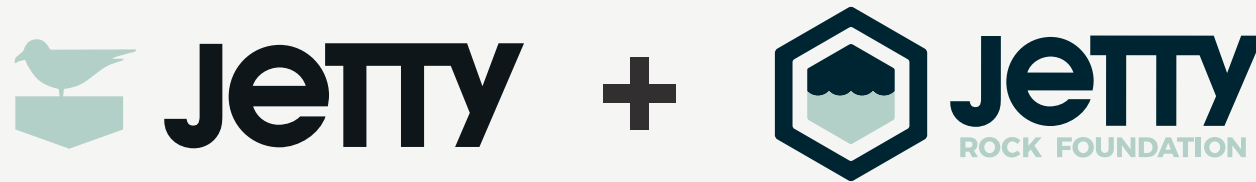
In 2012, Hurricane Sandy devastated the Northeast and left Jetty's hometown of Long Beach Island as well as many other neighboring coastal communities in ruins. With business at a standstill for so many, Jetty made use of its screen printing operation by designing and printing a Unite + Rebuild shirt. The shirt became the symbol of a spirited initiative which raised funds for individuals, businesses and first responders affected by the historic superstorm.

the
JETTY ROCK
foundation

Jetty donated in excess of \$374,000 in 2012 and 2013. The massive jump in fundraising and giving prompted the formation of the Jetty Rock Foundation which became an approved 501(C)3 charitable organization in July of 2014.

We documented our effort! Check out Landfall: The Eyes of Sandy *here*.

HOW JETTY & THE JETTY ROCK FOUNDATION COEXIST



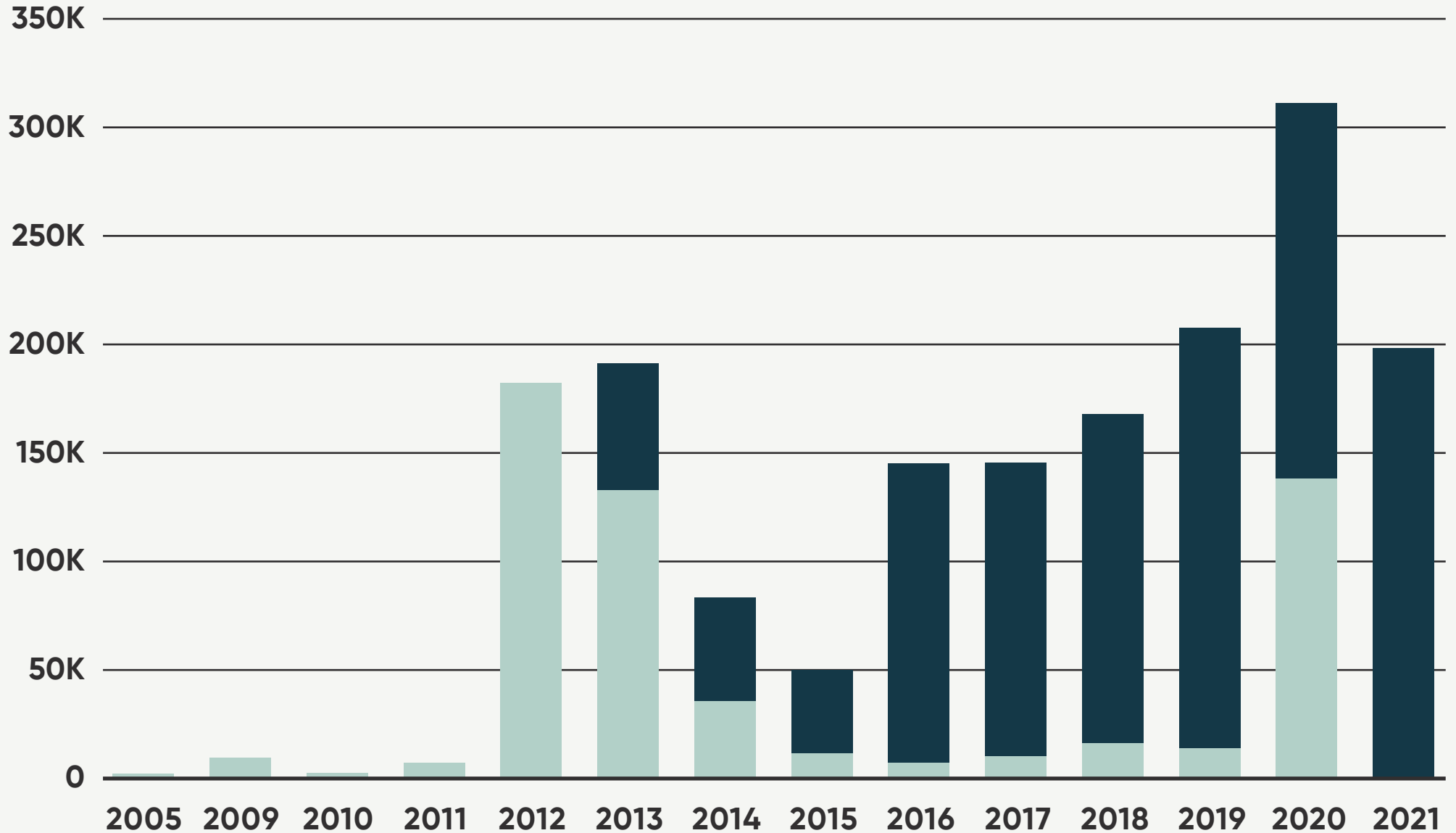
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- After the Unite + Rebuild initiative, the Jetty Rock Foundation became Jetty’s legal channel for fundraising and giving. Jetty continues to design and market the fundraising events, using their built in fan base to draw donations.
 - Jetty has absorbed much of the overhead throughout the years, maximizing profits for the Foundation to dole out. Jetty’s partners and staff have volunteered countless hours because they believe that “doing good is good business”.
 - After several years of significant giving via the JRF, Jetty’s own nationwide growth has called for the Foundation to be pulled in the same direction. The decision to scale the Foundation aims to keep Jetty’s charitable pillars intact, increase giving and maintain both entities contributions to Jetty’s Certified B-Corp status.

GIVING OVER THE YEARS



Annual Donations By Jetty & JRF

JETTY JRF



**Our donations can be classified into (3) buckets:
Community & Education, Environmental and Storm Relief**

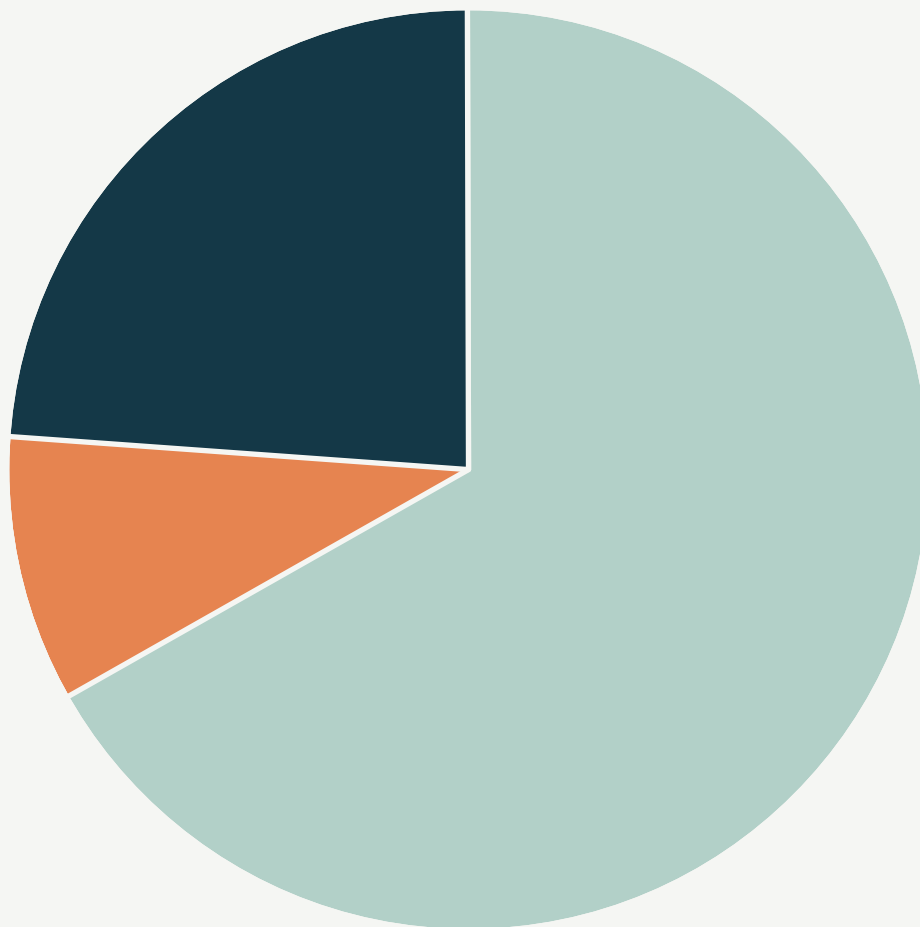


Chart as of 2021

67%



Community & Education

24%



Storm Relief

9%



Environmental

Despite being classified into only (1) bucket, many donations may fit into multiple buckets.

Example: A donation of \$5,000 to an individual in need on 7/24/13 was classified as “Storm Relief” since it was due to and in the wake of Hurricane Sandy, however, it could have also fit the Community & Education bucket.

COMMUNITY & EDUCATION



- These donations are primarily made to individuals and businesses in need.
- We have created and executed many events/initiatives which focus on a single individual, family or cause.

Some of the larger Community & Education donations include:



Southern Regional Education Foundation
School-wide departmental donations
\$35,925 (2015 - 2017)



Coquina Jam
Females battling cancer
\$297,510.57 (2009 - 2021)



Too Inspired to be Tired
Individual with brain cancer
\$31,707.77 (2018)



Arctic Outreach
In honor of Mallory McBrien; Cancer
\$231,070.83 (2016 - 2021)



Raised Glasses Initiative
COVID response for LBI, NJ bars
\$48,200 (2020)



Butchy Bash
Individual with ALS
\$15,000 (2021)



Rising Tides Initiative
COVID response for Jetty retail partners
\$90,431.90 (2020)



Additional fundraising initiatives for:
Pat Harrington / P\$TRONG
& **Tim's Tribe**



- These donations are reactionary to natural disasters.
- Our Unite + Rebuild initiative responded to Hurricane Sandy and was the reason for forming the nonprofit.

Some of our larger Storm Relief donations include:



Unite + Rebuild
Hurricane Sandy relief
\$374,000 (2012 - 2013)



Rum-raiser
Hurricanes Harvey, Irma & Maria relief
\$23,440.75 (2017)



The Carolinas
Hurricane Florence relief
\$10,000 (2018)



- The environment is our primary focus as we strive to fulfill the main part of our mission: *to protect our oceans and waterways.*



- The oyster has become our “hero” as it filters water, can be recycled and can be used in various restoration projects.



- We co-founded the first municipal-run oyster recycling program in NJ (Long Beach Township; FollowTheShell.com).



- The State of New Jersey asked for our guidance and partnered in creating the Atlantic City Shell Recycling Program.

We will continue to vet existing recycling and restoration projects nationwide with the intent of supporting these projects financially (as well as helping to create new ones).

Why are oysters so important?



- One adult oyster can filter up to 50 gallons of water per day.
- Oyster shells can be removed from the waste stream and recycled.
- Shells can be used to create manmade oyster reefs which promote natural setting oysters (more oysters = more water filtering) as well as improved habitat for other marine life.
- Shells can also be used to create living shorelines which help prevent erosion and storm surge.

Check out our Oyster Recycling animated video [here](#) for a fun explanation.

Check out our documentary, *The Oyster Farmers* for further history, education and a call to action.

THE OYSTER CYCLE



HOW DO WE USE DONOR FUNDS?



We strive to meet the 80/20 rule:

80% of all incoming revenue is translated into donations.

The remaining 20% is used for operational expenses (OpEx).



80%

Donations to:

- clean water / storm surge / erosion
- people in need / aquaculture
- storm relief (rainy day fund)
- education (sea level rise, coastal resiliency)

20%

OpEx

How can your donation help our environment and coastal waters?

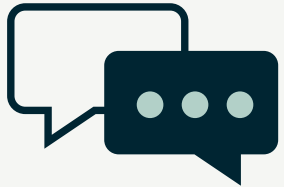
\$1.00 Donation:

= 18 adult oysters back in the bay

X 50 gallons of water filtered per oyster

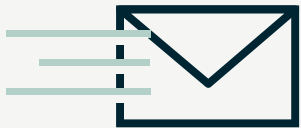
= 900 gallons of water filtered in *One Day!*

WAYS TO DONATE



TEXT TO DONATE

Text JettyRock to 41444



DONATE BY MAIL

Send a check to:

Jetty Rock Foundation
509 N. Main St., Unit #3
Manahawkin, NJ 08050



DONATE VIA WEB

JettyRockFoundation.org



MONTHLY RECURRING DONATION

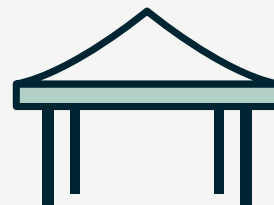
Text JettyRock to 41444



PLANNED GIVING



BOARD OF TRUSTEES



EVENT SPONSORSHIP

Follow us on social for the latest events



@JettyRockFoundation

CONTACT INFORMATION



Please contact us to arrange a meeting to discuss how you can help support our Jetty Rock Foundation.



info@jettyrockfoundation.org

Jetty Rock Foundation
509 N. Main St., Unit #3 • Manahawkin, NJ 08050

Federal Tax ID # 46-2932152

Certified



Corporation



JETTY
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