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Jetty Unite + Rebuild: Hurricane Florence relief effort for The Carolinas

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Jetty, the outdoor lifestyle apparel brand, has been through historic flooding first hand. When Superstorm Sandy devastated the Northeast in October of 2012, the company all but shut down and transformed into a screen printing operation solely based on printing their now famous "Unite + Rebuild" Sandy Relief t-shirts. Those tees helped raise hundreds of thousands of dollars which were pumped back into the community to get families, friends and businesses back on their feet. Their experience prompted the formation of a nonprofit arm, the Jetty Rock Foundation, which has operated side by side with the brand ever since. Today, Jetty and its 501(C)3 are approaching the \$1 million mark for donated funds.

It was an easy decision to launch their current relief effort to help The Carolinas, but they took a week to reflect on what they had learned from Sandy. Last year, they took in goods for Hurricanes Harvey, Irma and Maria and ran a pop-up event that raised an additional \$20,000+, all of which was sent to the affected areas. Current intel from Jetty's retailers, ambassadors and sales reps proved that Hurricane Florence has caused widespread flooding and devastation. Although the national news might be preoccupied with other, trivial topics, Jetty remains focused on helping their Southern neighbors, a region that has been incredibly supportive of the brand and inherent to its growth.

Jetty is offering a concise program with (3) ways for you to contribute to the effort:

1. Buy "The Carolinas" Unite + Rebuild tee - 100% of the proceeds from these sales will be sent South.
2. Buy any garment from Jetty's "Florence Collection" - Jetty has offered to donate an additional \$5 per item purchased from this special collection (the items are marked on Jettylife.com).
3. Text-to-Donate - Simply text "thecarolinas" (case-sensitive) to 41444 - 100% of these funds will be sent South.

So where will the money go? The Jetty Rock Foundation takes pride in riding Jetty's coattails. In other words, Jetty uses its brand reach, existing tools and marketing avenues to raise funds and spread awareness. The Jetty Rock Foundation has no paid directors and keeps overhead to a minimum. As they learned during Sandy, red tape must be cut and a healthy percentage of incoming funds will be sent DIRECTLY to those in need. Jetty's vast East Coast network has provided the intel, and with your assistance, donations will be sent to help businesses, families and friends in The Carolinas who are in need.