

West Marine Will Host BlueFuture “Month of Giving” in December

All proceeds will help get more kids on and around the water through BlueFuture program

Watsonville, Calif., November 28, 2017 – On Friday, Dec. 1, West Marine will kick off its annual Month of Giving to support its nonprofit BlueFuture program. During this four-week fundraiser, customers can make donations to BlueFuture by purchasing “Give Joy” gift tags in store that will be placed on display throughout the month. Donations will be accepted in any amount at store locations and can also be made online at westmarine.com/bluefuture.

All proceeds from the Month of Giving will benefit BlueFuture and its grants program, which distributes tens of thousands of dollars annually to dozens of nonprofit organizations that are dedicated to getting kids on the water through boating, fishing, paddling and the marine sciences.

“We’re hoping that this year’s Month of Giving will allow us to expand our grants program in 2018,” says Laura Barry, West Marine’s Director of Communications. “We’re continuing to receive increasing numbers of grant applications; this year receiving more than 300 of them from coast to coast. We’re determined to broaden our reach so we can include even more organizations, and provide more children with access to the water.”

BlueFuture’s grants are much-needed. Community-based programs have few resources, yet they are essential at the local grassroots level. This is particularly true when it comes to getting young people in underserved, at-risk communities out on the water — learning hands-on skills, engaging with marine sciences and sustainability practices, and acquiring job and life skills.

Each grant is \$1,500, and it’s unrestricted. That means West Marine lets the grant recipient determine how the funding should be used.

“No one understands the needs of a community better than those who live and work in that community,” Barry explains. “We’re thrilled to learn how our grant funding is making a difference in children’s lives. That’s why it’s so important to encourage everyone, from our associates and vendors to our customers and friends, to support the Month of Giving in December. Together, we can make a difference — and share with children everywhere the unique joy that only time on and around the water can bring.”

BlueFuture is a donor-advised fund set up through the Community Foundation of Santa Cruz County, and all donations are fully tax-deductible. During the 2017 Month of Giving, donations can be made at checkout in a West Marine store or online. To learn more about BlueFuture, visit westmarine.com/BlueFuture.