

‘A Worthy Cause that is Raising Funds for Veterans’

VFW Post 6964 in Brigantine, New Jersey, partners with a local Polar Bear Plunge fundraiser to help aid homeless veterans

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VFW Post 6964 has been an integral part of the success of the Brigantine Polar Bear Plunge – a 501(c) (3) nonprofit that organizes an annual “plunge” into the Atlantic Ocean on New Year’s Day. The event raises funding for Fisher House, an A+ Military Charity that “provides a home away from home for service members, veterans and families.”

Over the past 25 years, the event has raised more than \$1.1 million for Fisher House. The first plunge started on a bet between two friends with a challenge to run into the frigid waters of the Atlantic on New Year’s Day. From there, it grew into a huge event, with a crowd of several thousand bystanders watching as more than 1,000 hearty souls charge into the water as the “last salute cannons” fire off a round at the stroke of noon.

For several years, the volunteers who organized the event have braved mother nature and set up a pop-up tent in front of a local hardware store to sell apparel every weekend. To help the volunteers, VFW Post 6964 Commander Mario Perrucci offered its meeting room to them so the shirt sales could be held inside, away from the frigid December winds. Each weekend, volunteers work at the sale in the comfort of the Post.

Five years ago, VFW Post 6964 became the host to the sale of Polar Bear Wear, commemorative tees and hooded sweatshirts with hundreds of the names of supporters who make a sponsorship donation printed on them.

Post 6964 continued its generosity toward the organization by being a \$2,500 sponsor. This has helped boost the success of the sales to nearly \$80,000 each year.

“We are proud partners with the Polar Bear Plunge,” Perrucci said. “It is a worthy cause that is raising funds for veterans and their families.”

NATIONAL HEADQUARTERS

406 W. 34th Street
Kansas City, MO 64111

Office 816.756.3390
Fax 816.968.1157

WASHINGTON OFFICE

200 Maryland Ave., N.E.
Washington, D.C. 20002

Office 202.543.2239
Fax 202.543.6719

info@vfw.org
www.vfw.org

The support of the Post is not limited to just the Polar Bear Plunge. Celebrating its 65th anniversary last February, the Post's list of veteran's causes, charitable endeavors and community service projects continues to grow. The Post has adopted the National Guard's 177th Fighter Wing and holds welcome home receptions for troops returning home after deployment.

Its support also includes sponsoring local JROTC high school units, the elementary school's Patriot's Pen program and the area high school's Voice of Democracy essay contest.

It also has outreach projects supporting local children's sports programs, as well as the city's fire department, EMTs and police department.

The support of the Polar Bear Plunge and the long list of charitable endeavors resulted in VFW Post 6964 being recognized as an All-American Post for the years 2022 to 2024.

This article is featured in the 2026 January/February issue of [VFW magazine](#), and was written by Emmett Turner. Turner is a member of VFW Post 6964 in Brigantine, New Jersey.