

## **Nonprofit Organization Grants:**

Coast Guard Office of Auxiliary and Boating Safety  
Recreational Boating Safety

Federal Grant Title: National Non-Profit Organization Grant Program  
Federal Agency: United States Coast Guard  
Funding Opportunity Number: DHS-USCG-2020-001  
Type of Funding: Cooperative Agreement  
CFDA Numbers: 97.012  
CFDA Descriptions: Boating Safety Financial Assistance

Grantee: American Whitewater (AWW)  
Grant Number: 3320FAN112004  
Grant Title: American Whitewater's Basic Whitewater Safety Films Project  
Period of Performance: 1 year grant

Award Amount: \$60,000.00

### **Summary:**

Too many accidents occur when canoeists, kayakers, rafters, and other paddlers encounter unexpected hazards that they are unprepared to deal with. Many of these accidents are preventable with proper safety training and skills. Our proposed project will educate thousands of paddlers with a range of abilities in current whitewater safety concepts and techniques. This project aims to create concise, compelling, and informational short safety films. American Whitewater will make these films available to paddlers and other potential river users through our partners and wide network of river safety stakeholder distribution channels.

**Problem We Seek to Address:** Recreational boaters, especially novices and beginners, are not always exposed to whitewater safety ideas and skills, putting them at a greater risk of death or injury. Accidents can happen in any difficulty of whitewater, and paddlers new and old alike are often unaware of, and untrained in, best practices including river running techniques, basic rescue skills and tools, identifying potential hazards, and common rescue situations encountered.

**Proposed Solution:** As recognized experts in whitewater safety and publisher of the Whitewater Safety Code, American Whitewater has contributed valuable safety tools, analysis and discussions to the whitewater community for over 60 years. Our organization proposes to utilize its experience and long history of providing safe boating information by using funding from the National Nonprofit Organization Grant Program to develop and disseminate two short films covering basic whitewater safety concepts and skills. These films will be entry level oriented, but will apply specifically to whitewater river running, and will be full of cinematic and compelling

images aimed at inspiring paddlers to 1) familiarize themselves with the basic skills necessary for safe whitewater boating, and, 2) encourage boaters to continue to practice and develop their rescue skills with their peer group and through licensed rescue courses.

Outcome: Using compelling and exciting cinematography to draw whitewater river users in, these films will inspire the current and next generation of boaters to become competent in Swiftwater rescue and to recognize the importance of practicing, developing, and improving these skills throughout their paddling careers, making them safer on the water, and making their paddling partners safer as well. Thanks to this project, countless novice, beginner, and intermediate paddlers will be exposed to, and educated in basic safety concepts for whitewater river running, likely resulting in fewer paddling-related deaths and injuries.

Evaluation: American Whitewater will evaluate the effectiveness of these short whitewater safety films by quantifying their reach across online video players (AW Website, YouTube, Vimeo, etc.) and various social media channels (Facebook, Instagram, etc.), and by measuring their adoption by river related agencies, organizations and industries across the nation

<https://www.americanwhitewater.org/>