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-2019-001
Type of Funding: Cooperative Agreement
CFDA Numbers: 97.012
CFDA Descriptions: Boating Safety Financial Assistance

Grantee: Water Sports Foundation
Grant Number: 3319FAN119233
Grant Title: Retailer Targeted Boating & Paddling Safety Awareness
Award Amount: $75,000.00

Synopsis:

Through the boating industry trade media, this project will inform millions of new boaters and existing boaters about the inherent risks associated with boating. Its unique proposition will persuade trade members, specifically retailers and liveries to adopt more safe boating behaviors and to share those safe boating behaviors with their customers and clients – the boating public. Lastly, through consistent regular messaging, this project will remind boating industry’s retailers of those safer boating behaviors while encouraging them to continue sharing them with their customers.