

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-2016-001
Type of Funding:	Cooperative Agreement
CFDA Numbers:	97.012
CFDA Descriptions:	Boating Safety Financial Assistance

Grantee: National Safe Boating Council
Grant Number: 3316FAN160214
Grant Title: Read the Label
Award Amount: \$75,000.00

Synopsis:

The National Safe Boating Council (NSBC) will develop and conduct a year-round safe boating campaign to educate boaters on the new life jacket standards. The NSBC will leverage already established methods and distribution channels as well as work with the Recreational Boating Safety community and contracted public relations firm to ensure targeting and distribution of media resources to key television, radio, and print networks.