

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-2015-001
Type of Funding: Cooperative Agreement
CFDA Numbers: 97.012
CFDA Descriptions: Boating Safety Financial Assistance

Grantee: American Canoe Association (ACA)
Grant Number: 3315FAN150203
Grant Title: National Safe Boating Campaign: Creative Outreach- Safe Paddling Web TV Series

Award Amount: \$150,000.00

Synopsis:

The major focus of the National Safe Boating Campaign: Creative Outreach- Safe Paddling Web TV Series grant project is to modify the behavior of all boaters with special focus on paddlers being responsible for their safety and the safety of those accompanying them and understanding the consequences of irresponsible behavior on the water. The Safe Paddling WebTV Series will target the paddlesport boating segment at a grassroots level and focus on three separate audiences - recreational kayakers, stand up paddleboarders, and kayak fishers. The Safe Paddling WebTV Series will consist of 36 videos that will be distributed to a broad audience through social media and grassroots outreach.