

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: National Safe Boating Council  
Grant Number: 3315FAN150206  
Grant Title: Wear It! A 2016 North American Safe Boating Campaign  
Award Amount: \$425,000.00

Synopsis: The North American Safe Boating Campaign (Wear It!) will focus on changing recreational boater's behaviors by increasing life jacket wear and provide education and awareness of style and function options by building upon the solid foundation of approaches now used in the Wear It! campaign. The Wear It! Campaign will utilize a variety of efforts including, but not limited to: advertising on both a national and local level through media, grassroots efforts, and less traditional approaches; collaborative partnerships to further introduce the campaign in both the professional world (including commercial, retail, and other organizations) and directly to recreational boaters; through one-on-one and face-to-face interactions with the boating community; and with a targeted approach to boating families using tools of social media. The National Safe Boating Council will continue to provide resources to boating partners to further saturate the Wear It! campaign and its messages to reduce the number of recreational boating fatalities and accidents.