

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: Water Sports Foundation (WSF)
Grant Number: 3315FAN150219
Grant Title: - Increasing the Awareness of Safe Boating Practice

Award Amount: \$825,000.00

Synopsis:

Increasing Awareness of Safe Boating Practices grant project is designed to heighten public awareness of safe boating practices through the use of traditional media and non-traditional/new/ social media. The grant addresses the U.S. Coast Guard's Strategic Plan; specifically Objective II entitled Boating Safety Outreach. The grant uses leading boating media publishers to distribute safe boating messages that include videos, banner ads, print ads, and articles to boaters through affinity publications and their related digital media. In addition to its own safety messages, the grant also promotes the safety messages of eight boating safety organizations such as ABYC, ACA, NSBC and NASBLA - a program that's called Cross Pollination.