

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: Water Sports Foundation (WSF)

Grant Number: 3316FAN160231

Grant Title: Increasing the Awareness of Paddle Sports Safety

Award Amount: \$150,000.00

Synopsis:

The Increasing Awareness of Paddle Sports Safety grant project is a national year-round safe boating public awareness outreach campaign designed to heighten public awareness of paddle sports safety through the use of traditional media and non-traditional/new/social media. 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 organic safety messages, the grant also works to promote the safety messages of other boating safety organizations.