

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-2021-001
Type of Funding:	Cooperative Agreement
CFDA Numbers:	97.012
CFDA Descriptions:	Boating Safety Financial Assistance

Grantee: Safe Kids Worldwide
Grant Number: 3321FAN201119
Grant Title: Safe Kids Worldwide-USCG Water Safety Education and Outreach Project
Period of Performance: 1 year grant

Award Amount: \$75,000.00

Summary:

Safe Kids Worldwide (Safe Kids) seeks funding from the U.S. Coast Guard (USCG) in the amount of \$75,000 to support the efforts of the organization and its coalition network around water safety education. In partnership with USCG, we intend to support new and existing coalition programs to address open water and boating safety at the community level through a competitive Safe Kids Coalition Grant Program (subaward program) for up to 10 coalitions across the U.S. With these coalitions, we will educate families and raise awareness about reducing the risk of open water-related injuries and death, influence changes in caregivers' knowledge and behavior as it relates to safe open water and boating practices and build capacity and strengthen community-level efforts to address open water safety.

https://www.safekids.org/safetytips/field_risks/boating/field_type/tip



Life LOOKS GOOD ON YOU,

SO DON'T LOSE IT IN THE RIVER.

ALWAYS WEAR A LIFE JACKET IN THE WATER.

LA VIDA TE LUCE MUY BIEN,
NO LA PIERDAS EN EL RÍO.
USA SIEMPRE EL CHALECO
SALVAVIDAS EN EL AGUA.

Жизнь хороша,
не потеряй ее в реке.
Всегда носи спасательный
жилет в воде.

生命在你身上如此美丽，
不要让河流夺去你的生命。
在水里游玩务必穿上救生衣。



LifeLooksGoodOnYou.org

ADULT SIZES -
BORROW AND RETURN



TALLAS DE ADULTO - PARA TOMAR
PRESTADO Y DEVOLVER

ВЗРОСЛЫЕ РАЗМЕРЫ -
ОДОЛЖИ И ВЕРНИ

成年人尺寸：借用和归还

SACRAMENTO

Safe Kids Worldwide and The United States Coast Guard (USCG) Final Programmatic Report (July 1, 2021 – September 30, 2022)

With the support of the United States Coast Guard (USCG), Safe Kids Worldwide (Safe Kids) and 10 of its coalition members from 10 states worked to educate families and raise awareness to reduce open water and boating-related drowning incidents. Together, the aim was to influence families' knowledge and behavior related to open water and boating safety and strengthen community-level interventions to address this issue. This final report provides a summary of activities for the grant period between July 1, 2022 – September 30, 2022.

U.S. Grant Program Development

The primary activity that Safe Kids conducted through this partnership was managing a competitive open water and boating safety Safe Kids Coalition Grant Program for 10 coalitions from our U.S. network. The grant program supported both new and existing Safe Kids coalition-led community-based programs addressing open water and boating safety. In accordance with the activities outlined in our proposal to USCG, the Safe Kids team developed the Grant Request for Proposal (RFP) and Guidelines for the *2021 – 2022 Open Water and Boating Safety Grant*. The final RFP can be found in *Appendix A*; however, key priorities are outlined below.

Grantees were responsible for the following deliverables:

- Organizing and conducting educational sessions, with a goal of reaching at least 150 individuals (parents/caregivers and children ages 5-19 years old) during the grant period with direct open water and boating safety education. When feasible, coalitions were encouraged to administer a minimum of 50 evaluation surveys to parents/caregivers attending educational sessions to assess knowledge and awareness of open water and boating safety.
- Choosing between one of two supplemental program activities: hosting a minimum of four open water and boating safety community events to raise awareness or participating in activities related to life jacket loaner stations (e.g., establishing new station(s), maintenance of existing station(s)).

Partnership and Grant Opportunity Announcement

In August 2021 we announced our new partnership with USCG through Kaleidoscope, our internal newsletter. This newsletter was circulated to approximately 950 individuals, including local and state-level Safe Kids coalitions and global partners. In September 2021, the grant RFP and application were released to the network through our September newsletter and a direct email sent to eligible U.S. local and state-level coalition coordinators. The application was open from September 1 to October 15, 2021.

Application Review Process and Scoring Criteria

Along with the release of the RFP to the Safe Kids network, the Safe Kids team also developed and finalized the internal process for reviewing grant applications and the criteria used to assess and score



the grant applications. A committee of Safe Kids team members representing our Programs, Research and Network departments was selected to participate in the application review process. Upon selection, the team of reviewers was briefed on the grant requirements, application questions and scoring criteria. The team of reviewers were well-equipped to compete the application reviews on time once the application submission window closes.

Program Webinar and Resources

To kick off the coalition grant planning period, we held a webinar for the Safe Kids U.S. Network on January 20, 2022. The webinar was open to all coalitions, not just the ten coalitions participating in the grant program. The purpose of the webinar was to provide an overview of current data trends related to open water and boating-related drowning issues, share available Safe Kids program and communications resources and answer questions about the grant program expectations.

The Safe Kids Team prepared tools and resources that would be used by the coalitions during grant implementation. The following are resources that were included as a part of the grant toolkit:

- Talking points for educators with key educational messages covering topics related to open water and boating safety, such as life jacket use, safe boating practices, parent supervision, and other tips for parents/caregivers and children.
- [Open Water Safety Checklist](#) (English/Spanish) – resource featuring open water safety tips for parents and caregivers.
- [How to Fit a Life Jacket Video](#) – resource demonstrating proper life jacket fit.
- [Life Jacket Fit Bag Tag](#) – resource that features information on how to fit and wear a life jacket.
- [Water Watcher Card](#) (English/Spanish) – resource serves as a physical reminder for parents and caregivers who are designated as water watchers to supervise children in and around open water and other recreational water areas.
- [A Parent’s Guide to Child Safety](#) (English/Spanish) – resource featuring multiple child safety topics, including water safety for children.
- [How to Choose the Right Life Jacket](#) (USCG Guide) – resource featuring information on how to choose and fit life jackets properly.
- [National Safe Boating Council Resources](#) – Assortment of boating safety resources and information

Grant Program Implementation

Safe Kids awarded grants to 10 coalitions in 10 different states. Below is a full list of grantees.

State	City	Coalition Name
CA	Sacramento	Safe Kids Sacramento
GA	Columbus	Safe Kids Columbus
MI	Muskegon	Safe Kids West Michigan
NC	Statesville	Safe Kids Iredell County



ND	Fargo	Safe Kids Fargo Moorhead
NY	Olean	Safe Kids Southern Tier
OK	Tulsa	Safe Kids Tulsa Area
OR	Portland	Safe Kids Portland Metro
TX	Austin	Safe Kids Austin
WI	Milwaukee	Safe Kids Southeast Wisconsin

Safe Kids coalitions participating in the grant program kicked off their activities in March 2022. Over the implementation period, the 10 grantees conducted 441 grant activities and reached 58,101 caregivers and children. Additionally, they distributed 17,576 educational materials and 822 life jackets. Below shows the program reach for the full grant cycle.

Reach through the Water and Boating Safety Program: July 1, 2021 – September 30, 2022	
Number of educational sessions held	401
Number of community events held	40
Number of parents and caregivers reached	58,101
Number of children reached	35,543
Number of educational materials distributed	17,576
Number of life jackets distributed	822

Our coalitions worked with a variety of local stakeholders in their communities to implement their programming. Together, the 10 coalitions worked with 70 different community partner organizations, which ranged from schools, public health departments, non-profit organizations, local news networks, local YMCAs, local Chambers of Commerce, Children’s Hospitals, police departments and the US Army Corps of Engineers. These partners played different roles but were all important in ensuring effective implementation of program activities. For example, partners assisted with facilitating connections with other local organizations, planning educational events, creating life jacket loaner station signage/boards, providing additional funding support, providing volunteers providing giveaway items for events, providing translation services.

This grant provided coalitions with additional resources to assist them in engaging families with water safety education in low-resource communities. Examples of successes reported by coalitions in engaging these families are listed below:

- Hosting an event in a more rural county where the coalition was able to distribute life jackets to low-resource families who do not have ready access to life jackets and educational programs that are available in the city.
- Doing paid media and flyer distribution to advocacy groups and community partnerships serving historically marginalized and underserved populations.



- Supporting and collaborating with the fishing and kayaking events in their community that targeted middle schoolers.
- Working directly with a refugee resettlement organization that allowed the coalition to reach refugee families.
- Hosting online training and in-person training in partnership with the local YMCA to reach children from historically marginalized and underserved communities.

Coalitions promoted their activities through social media and some of them were able to engage with local news outlets to gain coverage of their activities. Below are examples of some of the coverage that was received. activities.

Safe Kids Austin

- [Fox Austin](#)
- [Fox Austin](#)
- [Fox Austin](#)
- [Univision](#) (Spanish)
- Video created by the Expedition School - [YouTube](#)

Safe Kids Columbus

- [News3](#)
- [WRBL](#)

Community Impact Stories

Safe Kids Southern Tier New York

Safe Kids Southern Tier New York (SKSTNY) held its Virtual Open Water and Boating Safety Training in August 2022. The training was free to all participants and a free U.S. Coast Guard approved life jacket was provided to all trainees under 18 years of age. This opportunity was helpful for families from historically marginalized and underserved communities throughout the catchment area that may not have had the funds to purchase personal floatation devices or to pay for educational classes. Additionally, SKSTNY presented its open water and boating safety training to the Friendship School Districts Swim Lesson students at the Olean Family YMCA. During this session, they were able to educate and provide 43 children with a U.S. Coast Guard approved life jacket.



SKSTNY also participated in two community picnics and a WIC Breastfeeding Awareness event to provide information on water safety including open water and boating safety. The coalition received the following feedback from a participant. “Life jackets can be so expensive so maybe people in our community don’t use them. It’s great to see an organization thinking of opportunities for families to learn water and boating safety while providing free life jackets.” This highlights the importance of providing information and resources to historically marginalized and underserved communities.

Safe Kids Columbus

In July 2022, Safe Kids Columbus installed its seventh loaner station at Blanton Creek in Georgia. They also distributed 85 life jackets through its loaner stations. Additionally, their River Safety Committee met on July 18th and the mayor asked the Committee to provide an update on open water safety in the area to the city council. The Committee meeting was recorded and televised on YouTube and the local government channel. The Committee proceeded to update the Georgia City City Council on July 26th and that presentation was also made available on YouTube.



Safe Kids Columbus installed a new Life Jacket Loaner Station in July at Blanton Creek



Presentation to Georgia City Council

Safe Kids Austin

Safe Kids Austin hosted a community event in the parking lot of Treehouse Pediatrics in Round Rock, TX on May 14, 2022. The event involved various child-focused groups who were sharing information and materials with patients of the practice. The coalition shared information on water safety including open water and boating safety, medicine safety, car seat safety and more. They also held an event on Memorial Day at The Expedition School on May 30, 2022. There was a table with Travis County Parks and Wildlife near the boat ramp of Lady Bird Lake. They also helped ensure people had life jackets and shared additional information with families with children including water watcher cards and books on water safety from their partner Colin's Hope. During one event, a parent shared that she was a foster parent and she was taking additional copies of the information on water safety to share with her fellow foster parents.





Safe Kids Austin (TX) hosts Summer Safety Fest in the city of Kyle. The event provided open water and boating safety information to families as well as life jackets, in addition to other summer safety topics.

Safe Kids Fargo-Moorhead

During a community event hosted by Safe Kids Fargo-Moorhead, two grandparents stopped by with their granddaughter and picked up all the educational materials on water safety. The grandparents shared they were going to the local lakes for the Fourth of July and wanted to refresh their knowledge on open water and boating safety. They said it had been a long time since they raised their own kids, and they knew things have probably changed since they had little ones at home.

Safe Kids Fargo-Moorhead had the opportunity to represent Sanford Children's Hospital at the Downtown Fargo Street Fair. The fair was an excellent awareness raising opportunity as many different population groups and communities gathered throughout the weekend. The coalition was able to interact with thousands of people, educating them on open water and boating safety and providing coloring sheets with water safety information to the children.



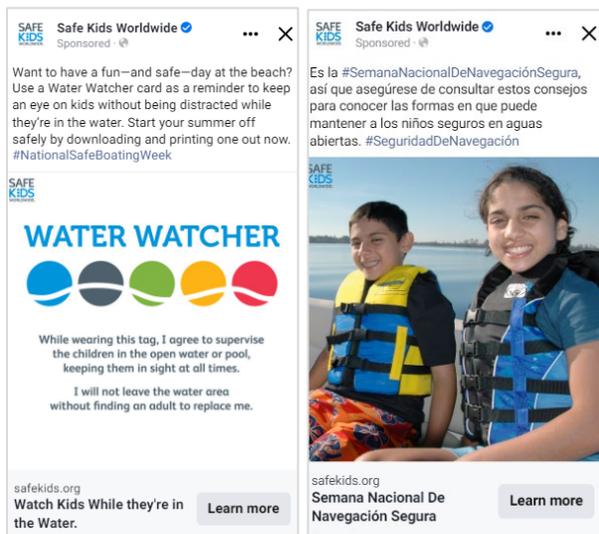
Safe Kids Fargo-Moorhead partners with coalition member, Fargo Police Department, to provide an open water and boating safety educational session at a local lake.



National Awareness Campaign

Safe Kids conducted a national social media campaign on Facebook and Instagram during National Safe Boating Week, May 21 – 27, 2022. Overall, the campaign garnered 1,494,056 impressions with an 0.6% engagement rate, 8,976 post engagements and 1,182 clicks to visit the website for additional safety information¹.

The campaign also reached 503,166 individuals with more than 95% of them on Facebook. The target audience with the highest engagement across platforms was parents of children ages 3-17; while Spanish-speaking parents of children 3-17 drove a higher engagement rate.



The ads with the most impressions and engagements were “Water Watcher” for parents of children ages 3-17 and “Open Water Checklist” for Spanish-speaking parents of children ages 3-17.

Parents of children ages 3-17: “Water Watcher”

- Impressions: 617,203
- Engagements: 2,942
- Engagement Rate: 0.48%

Parents of children ages 3-17: “Open Water Checklist”

- Impressions: 1,214
- Engagements: 80
- Engagement Rate: 6.58%

Based on the performance of this campaign, recommendations for future campaigns include:

- Continuing to use content and assets that encourage users to like, comment, save or share to encourage engagement, including adding video assets of 15 seconds or less.
-
- Setting up future campaigns to specifically monitor the performance of ads targeted at Spanish-speaking parents to determine the best audience strategy.

¹ Campaign Results Glossary:

- *Reach: The number of people who saw an ad at least once.*
- *Impressions: The number of times an ad was displayed on screen.*
- *Engagements: The total number of likes, comments, saves and shares on an ad post.*
- *Engagement rate: Engagements divided by impressions.*



- Monitor the performance of Spanish-speaking parents in future campaigns to determine the best audience strategy.

SAFE KIDS **Safe Kids Worldwide** ✓
May 21 at 5:00 AM · 🌐

It's #NationalSafeBoatingWeek, so be sure to check out our website for ways you can keep kids safe as you set sail this summer. #BoatingSafety
<https://www.safekids.org/tip/boating-safety-tips>



Appendix A: 2021 – 2022 Open Water and Boating Safety Grant RFP and Guidelines

In partnership with the U.S. Coast Guard (USCG), Safe Kids Worldwide (SKW) will support community-level educational and awareness-raising activities to address open water and boating safety through a competitive grant opportunity for Safe Kids coalitions in the U.S.

Up to 10 coalitions will be eligible for grants of \$4,000 each to educate families and raise awareness about reducing the risk of open water and boating-related injuries and fatalities. Due to the unknown duration of the COVID-19 pandemic, local outreach activities may be implemented through a hybrid approach involving both in-person and virtual educational sessions, and a variety of broader community events in accordance with local public health and safety guidelines.

Coalition Grant Program

SKW will provide up to **10 grants of \$4,000 each** and digital resources to coalitions whose outreach efforts include educating parents, caregivers and children about open water safety and boating safety.

The **primary focus** of the grant program is to:

- Educate families and raise awareness about open water and boating-related drowning risks and ways to reduce them;
- Influence changes in parents and caregivers' knowledge related to safe open water and boating practices; and
- Engage partners to enhance the impact of outreach efforts and share key messages.

The **target audience** of the grant program is:

- Parents and caregivers of children under age 19;
- Children ages 5-19; and
- Where appropriate, coalitions will be encouraged to implement strategies to reach underserved communities who may experience an increased risk of drowning.

A. Grant Eligibility

A U.S. coalition will be eligible to apply for this grant opportunity if:

- It is a coalition in good standing by fulfilling Safe Kids network obligations, implementing previous deliverables for SKW grants successfully, submitting previous grant reports consistently and in a timely manner.
- It agrees to fulfill all grant requirements outlined in the Open Water and Boating Safety Grant Request for Proposal (RFP) and Grant Guidelines related to educational outreach, awareness raising activities, target reach, distribution of resources, partner outreach and reporting.
- It completes each component of the grant application demonstrating need in the



community and the network member's ability to fulfill the grant requirements.

- It has a current W-9 on file with SKW. Please contact Daphne Greenlee, dgreenlee@safekids.org, if you have questions or need confirmation.

Grant applications will collect information related to community need, program implementation and evaluation plans, local partnership opportunities and proposed budget. A successful application will include the following:

- A community needs assessment, demonstrating the coalition's knowledge of the burden of drowning-related injuries and fatalities (particularly pertaining to open water and boating activities) in its community, target audiences of interest and gaps in current coalition programming and/or community gaps relating to lack of access to open water and boating safety education;
- An implementation plan outlining the coalition's plans to fulfill the grant requirements, how the grant will help address the identified gaps noted in the community needs assessment and target reach for program activities;
- An overview of existing and potential local partners and how these partnerships provide opportunities to strengthen open water and boating safety program activities, which may include collaborating with open water and boating safety partners in areas where no such activities are available or expanding existing boating and open water safety partner networks to include local coalition audiences; and open water and boating
- A proposed budget that supports the coalition's implementation plan and aligns with the provided budget guidelines. **Note:** Proposed budgets should include dollar amounts and a list of items included in each expense category.

Applications will be evaluated extensively based on the above criteria. Please note that significant attention to the community needs assessment and implementation plan. Due to the competitive nature of this grant, coalitions who successfully demonstrate a high need for grant resources and outline a detailed implementation plan to address the open water and boating safety needs in their communities will be prioritized.

B. Grant Agreement Process

To receive federal grant funds, all organizations selected for funding must:

- Register to obtain a **DUNS** number, a unique entity identifier the federal government uses to track federal funds
- Have an active registration with the **System for Award Management (SAM.gov)**

While organizations are not required to have a DUNS or SAM registration at the time of application, applicants are strongly encouraged to initiate the free registration process while the application is under review in order to avoid delays receiving grant funds.

Upon initial grant award notification, coalitions selected for funding must submit a completed



Subrecipient Award Form, including the organization DUNS and SAM.gov details, to subs@childrensnational.org. Once organization details are confirmed, drafted grant agreements will be issued as fixed amount subawards. Execution of all subaward agreements is anticipated by December 2021. Please contact Nahir Svadbik at subs@childrensnational.org for any questions or for assistance obtaining a DUNS or registering in SAM.gov.

C. Tentative Grant Timeline

- **Grant Opportunity Announced:** September 1, 2021
- **Applications Due:** October 15, 2021
- **Initial Grant Award Notification:** Week of November 1, 2021
- **Subrecipient Award Form Due:** November 15, 2021
- **Finalize Subaward Agreements with Safe Kids Coalitions:** November 15, 2021 – December 10, 2021
- **Execution of Subaward Agreements (Formal Award Notification):** December 2021
- **Grant Planning Period:** January 2022 – March 2022
- **Grant Implementation:** March 1, 2022 – August 31, 2022
- **Coalition Webinar:** January 2022
- **Safe Kids National Campaign Launch:** May 2022
- **Monthly Activity Reports Due:** At the end of each month throughout the grant period
- **Final Grant Report Due:** September 3, 2022

Coalition Responsibilities

If awarded the open water safety grant, the coalition will be responsible for the deliverables outlined below.

D. Educational Outreach

1. Organize and conduct **educational sessions** with a goal of reaching at least **150 individuals** with direct education during the grant period. Educational sessions include direct education to captive audiences such as classes, workshops, meetings, grand rounds, parent groups, one-on-one interactions (e.g., bedside counseling) and home visits. **Note:** Both in-person and virtual educational sessions must meet the requirements for educational sessions. Coalitions should ensure in-person activities comply with Center for Disease Control (CDC), local and coalition lead agency COVID-19 guidelines.
 - When possible, coalitions will administer evaluation surveys to parents and caregivers participating in educational sessions to assess knowledge and awareness of open water and boating safety. The goal is to administer a **minimum of 50 surveys** throughout the grant period. **Note:** These surveys will be developed and provided by SKW.
 - Utilize open water and boating safety educational resources to reach parents, caregivers and partners.



2. Program activities must include key educational messages in alignment with open watersafety recommendations as well as boating safety recommendations from USCG. These required key messages must address different critical elements of open water safety as it relates to:
 - Water safety around open water, including boating safety; and
 - Proper knowledge of different types of USCG-approved life jackets and their use.

3. Program activities may also include education on other relevant open water safety messages. Increasing water safety practices requires multiple layers of protection and therefore the following open water safety topics may be addressed during educationalsessions in addition to boating safety:
 - Supervision (Water Watcher, avoiding distractions);
 - Water competency (swim lessons, survival skills, knowledge of risks of open water environments); and
 - Responding to an emergency.

E. Supplemental Program Activity (Choose One Option)

In addition to direct educational outreach, coalitions will be required to choose between two supplemental program activities: hosting or participating in four open water/boating safety community events or activities related to life jacket loaner stations (e.g., establishing a new station, maintenance of an existing station). Further details about the requirements for each of these options are outlined below.

1. Supplemental Activity Option 1: Open Water and Boating Safety Community Events

Coalitions choosing this option will be required to **host a minimum of four open water and boating safety community events** during the grant period. These events will vary based on local coalitions capacity and COVID-19 safety guidelines and may involve activities such as such as health and safety fairs, community safety days and water safety events at recreational sites and with retailers. **Note:** Boating safety is a topic that **must be covered** during the events.

2. Supplemental Activity Option 2: Life Jacket Loaner Station Activity

Coalitions choosing to participate in the life jacket loaner board activity will be responsible for establishing a new loaner station or maintaining existing loanerstation(s) in their community. This may include:

- Constructing a new life jacket loaner station at an open water recreational location, with activities such as purchasing construction materials, stocking lifejackets or promotion of the new station;
- Maintenance tasks such as replacing damaged life jackets or loaner station materials;
- Updating signage and on-site educational messaging; and



- Assessing impact of existing life jacket loaner station (e.g., life jacket use, drowning data comparisons at loaner station sites vs. non-sites).

F. Targeted Outreach to High-Risk/Low-Resource Populations

1. Coalitions are strongly encouraged to target educational activities in high-risk, low- resource communities through the grant program. Specific populations may vary by community and be determined by multiple factors. This may include, but is not limited to, populations such as:
 2. Low-income communities;
 - Refugee and/or immigrant communities;
 - Native American/American Indian communities;
 - Multi-lingual communities and/or English language learners;
 - Rural or frontier communities; and
 - Families living near open bodies of water or with access to open bodies of water.
 3. Coalitions’ understanding of relevant high-risk/low-resource populations and capacity to reach them will be assessed through the grant application. Activities to focus efforts on families and communities with the potential to greatly benefit from open water and boating safety education may include, but are not limited to:
 - Partnering with organizations that serve high-risk, low-resource communities (e.g., local non-profits, Department of Social Services (DSS), community youth programs, local open water safety and boating safety organizations) to organize educational sessions for the families they serve;
 - Training staff members or volunteers for organizations serving high-risk and low-resource communities to deliver open water and boating safety education to the families they serve (e.g., Train-the-Trainer);
 - Distributing open water and boating safety resources and/or safety devices (e.g., life jackets, and water watcher cards) to families.

G. Distribution of Resources

Coalitions will use the provided electronic toolkit of Safe Kids educational materials during their grant activities, as appropriate. Other evidence-informed open water and boating safety resources from programs such as Kids Don’t Float, Skipper Club or other state-specific Department of Natural Resources (DNR), Army Corps of Engineers or USCG educational guides are also appropriate to use as part of educational activities. Coalitions may also distribute safety resources such as USCG-approved life jackets to families during educational sessions and community events.

Safe Kids currently has the following educational materials available for to share with families on the [Network Members Resource Center](#).

- Open Water Safety Checklist – resource featuring open water safety tips for parents
-



- and caregivers;
- How to Fit a Life Jacket Video – resource demonstrating proper life jacket fit; and
- Life Jacket Fit Bag Tag – resource that features information on how to fit and wear a life jacket.
- Water Watcher Card – resource serves as a physical reminder for parents and caregivers who are designated as water watchers to supervise children in and around open water and other recreational water areas.
- A Parent’s Guide to Child Safety – resource featuring multiple child safety topics, including water safety for children.

H. Reporting

1. Submit an activity report at the end of each month throughout the grant period.
2. Submit a final grant report by **September 3, 2022**.
3. Reports will summarize grant activities, families/individuals reached, distribution of materials, local media and partner outreach, stories from partners and the community and general feedback.
4. Submit at least 5 photos to coalitionengagement@safekids.org demonstrating delivery of educational sessions/events, family/community engagement and other related interactions.

I. Budget Guidelines

Grant funding for this program is designed to support open water and boating safety educational and awareness outreach activities outlined above. As such, coalitions awarded this grant will be expected to allocate grant funding towards items that directly contribute to the coalition’s program activities and fulfilling the grant requirements. Grant funding may be used for the following expense categories:

- **Printing/Translation of Educational Materials.** Printing copies of the educational resources or translation of these materials into a language not provided by SKW or water safety partners such as USCG.
- **Participant Incentives.** Resources provided to families to generate interest in attending educational sessions and events such as safety devices (e.g., life jackets; water watcher cards).
- **Staffing/Mileage Expenses.** Costs to provide staffing for grant activities or mileage associated with travel to/from open water and boating safety educational sessions and community events. **Note:** Grant fund allocations for staffing/mileage expenses should not exceed more than 25% of the overall grant budget.
- **Online Education Platforms.** Costs associated with subscription or account fees for online platforms such as Zoom, WebEx, etc., to host online educational sessions.
- **Shipping Educational Materials/Safety Devices.** Expenses for mailing any printed educational materials and/or safety devices (e.g., life jackets) to participants of educational



sessions during the pandemic.

- **Paid Media/Advertising.** Paid promotion of open water and boating safety messages, educational sessions and/or community events through social and traditional media platforms.

Safe Kids Worldwide Responsibilities

SKW will provide:

- A toolkit of digital resources, including an evaluation survey for educational sessions, as well as a grant check of **\$4,000** to support open water and boating safety grant activities outlined in the RFP.
- Reporting tools on the [Program Management Tool \(PMT\)](#) for submission of monthly grant activity reports and a final grant report.
- A coalition webinar in January 2022 to give an overview of grant expectations and available resources. Specific registration details to come soon.
- Ongoing technical assistance throughout the grant period.

For any questions related to the grant deliverables or application, please contact **Ashley Hunt** at ahunt@safekids.org.

