

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: Sea Tow Foundation
Grant Number: 3321FAN201121
Grant Title: Sea Tow Foundation Sober Skipper Campaign
Period of Performance: 1 year grant

Award Amount: \$150,000.00

Summary:

The Sea Tow Foundation seeks grant assistance from the Sport Fish Restoration and Boating Trust Fund administered by the U.S. Coast Guard to continue its successful, proactive effort to prevent boating under the influence known as the Sober Skipper Program.

A Sober Skipper is defined as a non-alcohol drinking, non-drug-taking, qualified boat operator who is responsible for the safe operation of the boat and the safety of all of the passengers. The Sober Skipper Campaign's target audience consists primarily of boaters who are males ranging in age from 26-55 who operate an open motorboat that is 16-26 feet in length and mainly go out on the weekends. These men are the high-risk boating audience, and the Sober Skipper Campaign message aims to change their behavior and thus, to decrease the number of Boating Under the Influence (BUI) accidents and fatalities.

The Sober Skipper Campaign, located in 55 of the 56 states and territories, generated 88 million impressions valued at over \$6.16 million in the 2018-2019 grant which is force multiplier and return on investment for the US Coast Guard because it is 51 times higher than the funding provided in that grant cycle. The Sea Tow Foundation has received grant funds from 2015 to 2020 to promote this positive education and awareness efforts at a grassroots level to eliminate boating under the influence (BUI) by changing the behavior of boaters in a "proactive" rather than "reactive" way.

<https://www.boatingsafety.com/page/sober-skipper-program>