

## **Nonprofit Organization Grants:**

Coast Guard Office of Auxiliary and Boating Safety  
Recreational Boating Safety

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|-----------------------------|--|
| Federal Grant Title:        | National Non-Profit Organization Grant Program |
| Federal Agency:             | United States Coast Guard                      |
| Funding Opportunity Number: | DHS-USCG-2019-001                              |
| Type of Funding:            | Cooperative Agreement                          |
| CFDA Numbers:               | 97.012   |
| CFDA Descriptions:          | Boating Safety Financial Assistance            |

Grantee: Water Sports Foundation  
Grant Number: 3319FAN119233  
Grant Title: Retailer Targeted Boating & Paddling Safety Awareness

Award Amount: \$75,000.00

### **Synopsis:**

Through the boating industry trade media, this project will inform millions of new boaters and existing boaters about the inherent risks associated with boating. Its unique proposition will persuade trade members, specifically retailers and liveries to adopt more safe boating behaviors and to share those safe boating behaviors with their customers and clients – the boating public. Lastly, through consistent regular messaging, this project will remind boating industry's retailers of those safer boating behaviors while encouraging them to continue sharing them with their customers.