

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-2022-001
Type of Funding:	Cooperative Agreement
CFDA Numbers:	97.012
CFDA Descriptions:	Boating Safety Financial Assistance

Grantee: National Safe Boating Council (NSBC)
Grant Number: 70Z02322MO0005085
Grant Title: Waves of Hope
Period of Performance: 1 year grant

Award Amount: \$90,000.00

Summary:

As boating accidents and injuries have increased over the last year due in part to increasing boating participation during the COVID-19 pandemic, Waves of Hope, a coalition of families and friends working together to prevent boating and water tragedies, has never been more critical. The National Safe Boating Council, Inc. (NSBC) proposes to expand the Waves of Hope coalition to provide a platform for survivors, families, and partners to collectively take action, share their stories, and educate others on the importance of responsible boating to save lives.

The NSBC will take a consultative approach supporting the local outreach efforts of the Waves of Hope coalition and influencer network through a variety of outreach and marketing efforts, so they can serve as boating safety advocates in their local communities. Resources will be available via a centralized location on the Waves of Hope website, including talking points, family stories, fact sheets, and other educational materials. The NSBC will also be available to work directly with Waves of Hope coalition members about specific and customized ways they can reach local boaters and other families in their communities with the appropriate safety messages. Waves of Hope coalition members can apply to become a family influencer to receive additional resources for grassroots outreach efforts.

While year-round boating safety campaigns impact boater behavior, the use of personal experiences through storytelling can be used to tap into human emotion to form a deep connection with the audience toward achieving a desired result. Waves of Hope gives a voice to families to remember loved ones lost or injured in a boating or water tragedy while sharing their experience with the boating public in hopes it prevents future tragedies. That one moment that

changed their families forever could have been prevented with a life jacket, a propeller guard, an attentive boat operator, an engine cut-off switch, or an informed adult. Through the collective power of a network of influencers and boating safety advocates, Waves of Hope can ensure a safe, enjoyable experience for the boating public and a cultural shift toward boating safety.

<https://www.safeboatingcouncil.org/>