

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: Sea Tow Foundation
Grant Number: 70Z02322MO0005088
Grant Title: Life Jacket Loaner Program and Conference
Period of Performance: 3 year grant

Award Amount: \$350,000.00

Summary:

The Sea Tow Foundation was awarded a grant from the Sport Fish Restoration and Boating Trust Fund administered by the U.S. Coast Guard to continue their successful life jacket loaner program that has been steadily growing over the last 14 years and currently includes over 930 life jacket loaner stands located in 47 states with the additional 3 states left to be added in the summer of 2022. The goals of this part of the three-year grant are to 1) support new life jacket loaner stations and restock existing stations maintained by those in the Recreational Boating Safety (RBS) community including; boating agencies, non-profit organizations, municipalities, state parks, and businesses; 2) continue to hold Life Jacket Drive events to collect new and gently used life jackets from boaters; and 3) develop a marketing and advertising campaign to promote life jacket wear by high risk audiences as well as help them find loaner stations through the online map of locations.

In addition to continuing the life jacket loaner program, the Sea Tow Foundation will continue to update its nationwide database of life jacket loaner stations and will move the information into a customer relationship management (CRM) database for better tracking and administration. As this database now has 1,277 locations and is expected to grow even more based on current rates of application for loaner stations, it is critical to be able to store the data and be able to access it in a more secure way and provide more comprehensive analytics.

Finally, the Sea Tow Foundation will host a virtual conference for life jacket loaner station hosts to attend and learn better ways to build awareness and educate their local boating communities about the importance of wearing life jackets, especially for those deemed high risk.

This three-year grant project focuses on the following Areas of Interest outlined in the NOFO:

- Area of Interest 2: Outreach, Marketing and Year-Round Safe Boating Campaign Projects
- Area of Interest 8: Outreach and Awareness Symposium

This three-year grant project will directly address the following initiatives within the National RBS 2017-2021 Strategic Plan:

Course of Action 2: Advance campaigns that target adoption of positive boater behaviors.

#5 – Design a targeted life jacket campaign for boaters in high-risk populations.

Course of Action 5: Adopt comprehensive regulatory reform.

#15 – Promote jacket wear for high-risk boaters.

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