



Boat U.S. Foundation *for Boating Safety & Clean Water*

ANNUAL REPORT

2008



FROM THE PRESIDENT

Every year the time seems to go by faster and faster. Why is that? I'm told our lives are too busy but when you love what you do, when your mission is to save lives – well, you just take it in stride!

Each year we aim to reach more and more boaters with our safety and environmental messages and programs. After all, that's why we're here. That's what we do. But what kind of impact are we making? Are we making a difference?

The Foundation has a long history of developing programs that bring boating safety and environmental resources directly to boaters. Our programs give boaters the tools to be safe, smart and clean while out on the water. We help them do this effectively and economically because we believe boating education should be free and easy to access.

We strive to make an impact on boater's lives because we hear from them every day. They ask, where can I find a boating course? How can I get a life jacket for my granddaughter this weekend? What do I do with my used fishing line? How many flares do I need on my boat? We hear their calls for help and we have responded with free access to courses, life jackets, environmental programs, grant money and more.



Photo: Roy Julien

As you read through this report, I think you will agree that our programs are reaching boaters on the coasts, rivers, bays and streams and that we are making an important impact on boaters' lives. This report visually illustrates where and how we touch the lives of boaters and communities around the country. The reports and maps are static but the programs are alive. They live through the stories of the lives saved, extra money for community programs, cleaner rivers and streams and a boater's pride in knowing how to properly handle his boat.

All of these programs rely on donations, volunteers and exceptional partners lending their precious time and dollars and last but certainly not least a dedicated staff.

I hope you enjoy reading through this report. I also hope you will take advantage of our programs and provide support when you can. We have more work ahead of us and together we can make a difference.

W. Ruth Wood

HOW YOU CAN HELP

Boaters who care about safety and the marine environment are core supporters of the Foundation and help keep these programs afloat. To learn more about our programs or to get involved, please visit BoatUS.com/Foundation.

Order lighthouse-themed personal checks and support the Foundation. To order, visit our website, or look for "The Check Gallery" insert in your Sunday newspaper.

Sign up for a Bank of America BoatU.S. credit card and get double rewards points on marine purchases, plus, with each new card, the Foundation receives a donation!

Order nautical-themed holiday cards through the Foundation's website. These great designs can be personalized from your family, organization or boating group.

Honor a friend. Do you know someone who lives and breathes boating? Make a donation that will celebrate their passion. It's a wonderful way to honor a friend, remember a loved one or commemorate a special occasion.

Donate to the Life Jacket Loaner Program for Kids! Your donation of \$10 will buy one new child's life jacket and \$250 will fund a new loaner site. Visit our website to donate or designate a gift to the Foundation on your BoatU.S. membership renewal.

Planned giving. Consider making a larger gift that could offer you a greater tax advantage. To discuss planned giving options please contact Pamela K. Misener, Financial Consultant, Wachovia Securities, at 1-800-992-8699 or Pamela.Misener@wachoviasec.com.



GRASSROOTS GRANTS

More than one million dollars has been awarded through the Grassroots Grants programs since 1997.

CLEAN WATER GRANTS

With invasive species challenges making headlines and impacting boaters across the country, for 2008, the Clean Water grants program focused on projects that educate boaters about invasive species in their local area and how to prevent spreading invasives from one waterway to another. This effort was an expansion of our invasive species activities conducted in partnership with the Izaak Walton League of America.

In 2008 we surpassed the \$250,000 milestone since the start of the Clean Water Grants program. We received 70 applications and funded 19

projects. Projects included high profile billboards enroute to popular boating destinations, signage and brochures targeted to address locally specific invasive species.

BOATING SAFETY GRANTS

For the 2008 grant cycle, 126 applications were received from 34 states plus the U.S. Virgin Islands. Twenty groups from 15 states were awarded grants up to \$4,000 for projects aimed at spreading boating safety messages about the importance of life jackets.

Projects that were funded for 2008 included the construction of a PWC simulator that was used to promote safe PWC operation at local events; and the implementation of a poster contest at local schools to promote life jacket use.

The Foundation has awarded over \$800,000 in grant funds to promote local boating safety projects since the inception of the program.

In July 2008, the Foundation awarded the Grant Excellence Award and an additional \$1000 to The Safe Kids Greater Toledo of Toledo, Ohio for their 2007 grant project - a PSA promoting life jacket use that was aired on local movie theater screens throughout the summer.



From Top: Poster Contest Entry from Boating Safety Grant project; Map of all Grassroots Grants awarded since 1997 (Red-Boating Safety, Blue-Clean Water); Billboard funded by 2008 Clean Water Grant.

INVASIVE SPECIES

From late 2007 through October 2008, the Foundation partnered with the Izaak Walton League of America on their “Clean Boats Campaign.” The program provides practical tips on cleaning boats and preventing the spread of invasive species. The Foundation helped to drive boaters to the campaign’s website throughout 2008 to take the “Clean Boats Challenge,” an educational quiz with attractive prizes. The program also featured radio and print PSAs and other outreach events and materials.

The BoatU.S. Foundation was listed as a program sponsor and our logo was included on all print materials. The Izaak Walton League is in the process of evaluating the success

of the campaign and making recommendations for continued efforts.

In addition to our work with the Izaak Walton League, which primarily targeted the Great Lakes and inland areas, we worked closely with the California Department of Boating and Waterways to serve as a resource as they confronted challenges, including numerous waterway closures as a result of threat of spread of zebra and quagga mussels. Foundation staff reviewed California’s educational materials and cleaning guidelines. We will continue to reach out to officials in California and other states to look for common sense solutions to these problems.



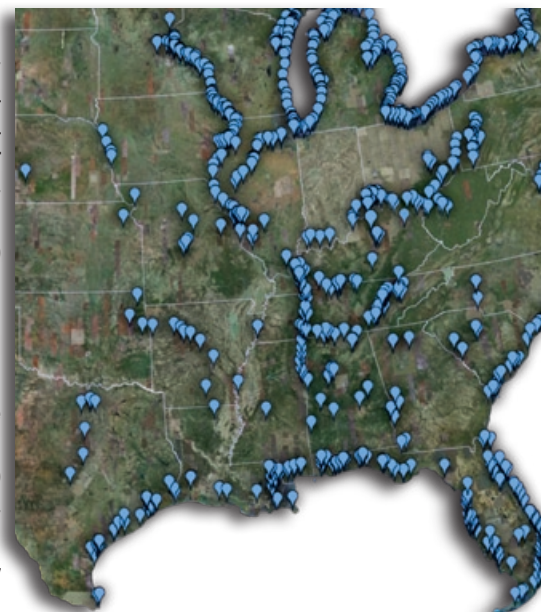
Poster from the Izaak Walton League's “Clean Boats Campaign.”

HELP STOP THE DROPS

For 2008, the Help Stop the Drops program focused on the inland areas of the Mississippi, Ohio, and Tenn-Tom Rivers, sending out over 400 kits to fuel docks listed in *Quimby's Cruising Guide*. The kits include educational materials for fuel docks including signs, pump magnets, decals, brochures, and a No Spill vent collection device. This effort brings the total number of Help Stop the Drops kits distributed to nearly 1,500 nationwide in the last three years.

The Help Stop the Drops program also engaged BoatU.S. members in our efforts to prevent fuel spills.

We had heard of much interest in a simple device called a Fuel Whistle as an aid to alert a boater when their tank was near capacity, yet this device was difficult for most boaters to locate. Foundation staff purchased 50 vent whistles and offered them to members willing to install and report on their effectiveness. This promotion was announced in the BoatU.S. member E-Line e-newsletter and received an overwhelming response. The 50 whistles were mailed to members and we will survey them in the summer of 2009 to see how they perform.



Map shows the Mississippi, Ohio and Tenn-Tom Rivers that were sent kits in 2008 as well as sites on the Great Lakes and Gulf Coast that received kits in prior years.

FOUNDATION FINDINGS #45 and #46

Each year the Foundation tests boating equipment in real-world situations and provides the results in the consumer education series Foundation Findings. The Foundation took on two new Foundation Findings in 2008. The Foundation was able to reach more boaters than ever through expanded media offerings on the testing of boarding ladders and visual distress signal studies. Published in the March and November issues of the BoatUS Magazine, respectively, the studies reached more than 600,000 boaters and were also accompanied by expanded web coverage including pictures and video.

Using video and photographs, Foundation staff documented the challenges of boarding small boats from the water with the help of ten volunteers and three different test boats. The visual distress signals testing focused on proper technique for activating a flare. Between the two tests, 21 videos were produced and are hosted by YouTube where we are able to see that they have been viewed more than 22,000 times. In addition to the magazine, the website with videos and photos allows the Foundation to provide boaters with a vicarious experience of a product, such as a flare, in a way that they would not be possible with photos and text alone.

In addition to publishing our findings on boarding ladders, we took the results with us to the annual International Boating and Water Safety Summit in April of 2008. We were invited to present highlights of the testing to the audience and attendees of the Summit in San Diego, California. Foundation staff shared knowledge and techniques with more than 400 boating and water safety professionals. The unique hands-on demo required volunteers to don a life vest, dive into the pool and attempt to re-board a typical jon-boat. The results astonished the audience, especially those that never tried or witnessed a re-boarding attempt from the water. It was clear that a fully clothed adult, even in the sheltered water of a swimming pool, had great difficulty with a task that many people take for granted. Audience members took home a greater appreciation for the need to always wear a PFD, have a plan for re-boarding and to boat with a buddy.



From Top: Flares testing - red handheld flare at night; red handheld flare during the day; Boarding Ladders - presenting boarding ladders findings in San Diego at the Safety Summit; Summit attendees trying out the ladders for themselves.



LIFE JACKET LOANER PROGRAM

In 2008, the Foundation added 100 new sites to the Life Jacket Loaner Program. Thirty-six sites were awarded in early 2008 through a partnership with the U.S. Army Corp of Engineers. The additional 62 sites were awarded through TowBoatU.S. partners, government agencies and the application process completed in the fall.

Based on feedback from current sites, new sites awarded in 2008 were also sent adult life jackets to meet the needs of older children. We also created a new Life Jacket Loaner site locator map that is available on our website as well as the Member Services Locator at BoatUS.com.

To further educate the boating public, we launched two videos on our website explaining the importance of the Life Jacket Loaner program and demonstrating how to properly fit a life jacket on a child.



Clockwise from above left: Photo submitted by parent, Erik Amato; Photo submitted by loaner site, USACE - Dale Hollow Lake; Map of all current Life Jacket Loaner sites.

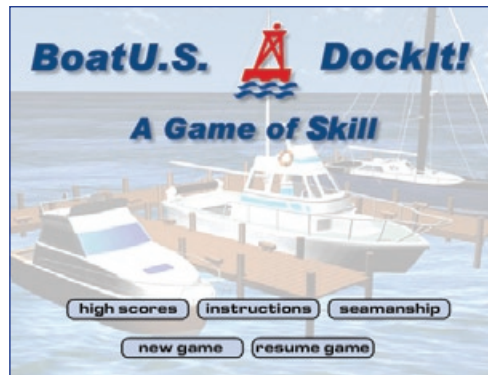


BOATING SIMULATION GRANT

With a grant from the Seaworthy Insurance Group awarded in 2007, Foundation staff got to work right away on projects to build more interactive learning tools and facilitate the comprehension of new boating topics and concepts.

First, an overhauled “Boaters Toolbox” was launched with an updated

look and feel. The Toolbox puts all the essential materials that boaters need in one place – from Tips on Green Boating to a great new Boating Safety Study Guide, the Toolbox is a great primer or refresher for new and experienced boaters alike.



A second goal for 2008 was to create a two-dimensional docking game that simulated common approaches to docking a recreational boat. With the look and feel of a video game, the boat shudders when you hit bottom, sinks when you hit the

dock, and awards you with a round of applause when you are successful. Also included in the game are practical docking tips to help you reduce damage and avoid injury. A second game featuring nautical rules of the road will be launched in the summer of 2009.



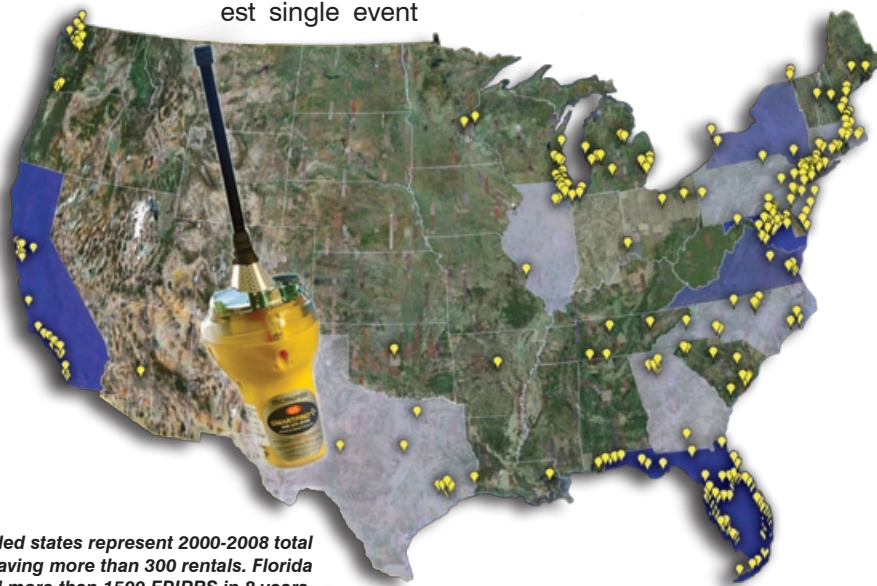
EPIRB RENTAL PROGRAM

More than five hundred boaters made the choice to rent an EPIRB from the Foundation in 2008. Of those, two renters found themselves in the precarious position of having to activate their rental EPIRBs. By making the choice to rent an EPIRB they were able to save themselves and their seven total crewmembers. In one incident it was only a matter of minutes before a Coast Guard cutter was visible on the horizon.

The Foundation added fifty new GPS enabled EPIRB to our inventory. Seventy of these McMurdo Smartfind Plus GPS EPIRBs were used by boaters participating in the

100th running of the Chicago to Mackinac Race. This was our largest single event

participation since the program's inception in 1997.



Map of nearly 500 EPIRB rentals in 2008. Shaded states represent 2000-2008 total orders of more than 100, with the darkest having more than 300 rentals. Florida boaters rented more than 1500 EPIRBs in 8 years.

SPORTSMAN'S FORUM

The Foundation received funding to promote boating safety to sportsmen—for the tenth year in a row. Starting in 2007, grant funds were to be spent primarily on anglers, and specifically, anglers in the Sacramento Delta region. Results of the 'Wear it!' Campaign for 2007 were nothing short of spectacular, with life jacket wear rates more than doubling to nearly 12% for adults! In 2008, California saw another significant rise in life jacket wear, to nearly 19%. Because of the success, efforts were expanded to include Tennessee for 2008. Efforts were again aimed at anglers, and the Foundation retained several key anglers as spokesmen including O'Neill Williams, Bill Dance, Ronnie Kovach, Kent Brown and Sep Hen-

drickson. The Foundation strategy is to get anglers in life jackets by having professionals set the example. In addition to having well

known anglers promote life jacket wear, the Foundation has also donated several hundred inflatable life jackets to tournament anglers.

Other efforts that we've continued have been the sponsorship of major TV shows such as *Outdoors Americana*, *Fishing and Hunting*



Texas, *O'Neil Outside*, *Fishing Ventures*, and we've also continued to sponsor the *National Collegiate Bass Championship*. The sponsorship of the Championship has led to additional opportunities with partners such as *Cabela's*, *Ranger Boats* and the *Bass Federation*.

Above: Wear It California! kick-off event, Stockton, CA, May 2008 with the Wear It team and professional anglers supporting the campaign.

ENVIRONMENTAL LEADERSHIP AWARD

The 2008 Environmental Leadership Award was presented to a well known face in the boating safety community, especially in his native state of California. Russ Robinson was nominated along with 30 other candidates for the award. Russ has been a long time boating advocate in California working tirelessly on issues ranging from invasive species, to waterfront restoration, and the challenges of abandoned vessels.

In addition to selecting Russ as the recipient of the 2008 Environmental Leadership Award winner, the committee also selected 10 recipients for Environmental Leadership

Commendations. These individuals and groups have also made great contributions to the health of the waterways that boaters enjoy. They include:

- Chris Wilke: Seattle, WA
- Eric Olson: Seattle, WA
- Vivian Matuk: San Francisco, CA
- Robert Butler: San Diego, CA
- Scott Hopkins: Marco Island, FL
- Peter Hall: Gloucester, Point, VA
- Clyde Ford: Bellingham, WA
- Island County Beach Watchers: Coupeville, WA
- The Kaskaskia Mariners Association: Marissa, IL
- Friends of Barren River Lake: Glasgow, KY



Russ Robinson, Recipient of 2008 Environmental Leadership Award.

REEL IN AND RECYCLE

The Reel In and Recycle monofilament fishing line recycling program supported by a grant from the National Fish and Wildlife Foundation and the National Oceanic and Atmospheric Administration reached hundreds of fishing, boating and other community groups in 2008. Volunteers built 400 bins in May and the Foundation distributed them to partnering groups around the country. The bins were then placed in active fishing locations at the water's edge to make it easy for anglers to recycle used fishing line. We have distributed a total of 750 bins to locations across the country in the past two years.

To generate interest and solicit applications for volunteers in the field to erect, monitor and maintain the recycling bins, the Foundation created a video explaining the program and the importance of partnerships.

Due to the increased demand and interest on behalf of many groups, the Foundation developed a second video on how to construct a monofilament recycling bin using common materials found at hardware or plumbing supply stores. Finally, an online reporting program has been created for volunteers to record the amount a line collected from their bins so the reach and success of the program can be gauged more precisely.

In the fall of 2008, the BoatU.S. Foundation was notified by the National Fish and Wildlife Foundation that the program will continue to be funded for an additional three years, through 2011.



*Top: Photos from bin construction and installed monofilament bin.
Right: Map displays shipping locations for monofilament recycling bins. (Marks may represent up to 40 individual bins.)*

ONLINE RESOURCES

BOATING SAFETY COURSE

In July of 2008, the Foundation's online course received a facelift to update the look as well as make it easier for students to navigate the course. Instructions were simplified to 3 steps and the home page was reorganized for a smoother flow into the course itself. State education requirements were also made easier for students to understand.

More than 50,000 boaters took the online course in 2008.

COURSELINE ONLINE

In late 2008, the Courseline was rebuilt to make it easier for course

providers to list their courses and for students to find exactly what they need. The Courseline Online continues to be a popular resource for boaters looking for a classroom course in their area. Many states direct student inquiries to our site exclusively. With the new system, students can search by zip code, state/city and the specific course type they need such as NASBLA or state-approved courses, advanced boating or navigation courses, among others. More than 70,000 boaters searched for courses through the Courseline in 2008.



Boat Speed Limits:

Boat speed limits are required by law for certain areas and conditions. The factors with international orange markings and flags below will indicate regulation areas such as boat restricted areas and no-wake zones. You are responsible for just water. Other Virginia laws that may be used apply to its waters. You must always operate your boat in a safe and responsible manner. Always wear a proper life jacket and never load a boat with passengers or cargo beyond its safe carrying capacity.

- In Virginia, "no-wake" speed is defined as the slowest possible speed required to maintain steerage and headway.
- A "slow speed" is a speed less than the maximum at which the operator can take proper and effective action to avoid collision and stop within a distance appropriate to the prevailing circumstances and conditions.
- Operators should "Slowen Speed" or reduce speed to avoid endangering persons or property in the event of the man-overboard while under way.

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Special Activities Restrictions and Considerations:

Many states regulate certain water sport activities such as waterskiing, drag and tubing from a motor. For the safety of yourself and others who may be in the water, you should learn and abide by these special Virginia laws.

Special Activities, Restrictions & Requirements:

- All boats towing a water skier(s) or other persons on towed devices MUST have one of the following:
 - Persons being towed must be wearing a USCG approved PFD or,
 - They must sit on a cushion in the boat in addition to the operator who is in the position to observe the progress of the skier.
- Towing and towing devices must only take place between one-half hour sunset sunrise to one hour after sunset.
- When engaged in towed water sports, operators on waters used for boating, waterskiing, tubing, or other water sports must display a red flag with white diagonal stripe to indicate skier's bow, and no tow at all over 200 feet. The boat when this flag is displayed, waterskiers engaged in diving activity and are restricted in their ability to maneuver, must not get a tow while with flag.

"This website has opened up many doors to boating for me and my family."
- Dwayne, Florida

"The course is beautifully and thoughtfully laid out and I was easily able to blend the New knowledge with my Old skills. What a truly painless process you have made this for me and many others." - Paul, Washington

STAFF INVOLVEMENT

The BoatU.S. Foundation is dedicated to making boating safer and cleaner for future generations. To that end, our staff serve on committees and in leadership roles for organizations throughout recreational boating, including:

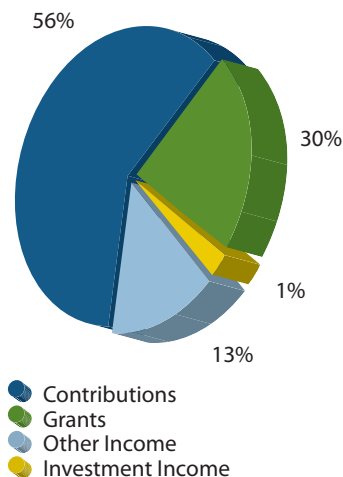
- National Safe Boating Council (NSBC)
- United States Power Squadron (USPS)
- United States Coast Guard (USCG)
- United States Coast Guard Auxiliary (USCGA)
- National Association of State Boating Law Administrators (NASBLA)
- NASBLA Waterways Management Committee
- NASBLA Education & Awareness Committee
- NASBLA Boats & Associated Equipment Committee
- NASBLA Accident Reporting and Analysis Committee
- Chesapeake Bay Observing System Steering Committee
- Maryland Clean Marinas Program Advisory Board
- Ohio Clean Marinas Program Advisory Board
- Pacific Oil Spill Education Task Force
- Transportation Research Board's Marine Environmental Committee
- American Boat and Yacht Council (ABYC) Product Interface Committee



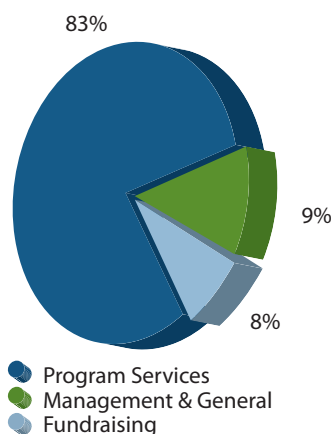
BoatU.S. Foundation for Boating Safety & Clean Water staff, 2008

FINANCIALS

Support & Revenues



Expenses



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 Past President of BoatU.S.
 Past Editor of Cruising World Magazine
 Retired VP, RIS Paper Co.
 VP, T. Rowe Price Associates
 CEO, Putnam-Ross Consulting
 President, BoatU.S. Foundation

SUPPORT & REVENUES

	2008
Contributions	\$1,001,917
Federal Grants	537,047
Other Income (Royalties, Non-Federal Grants, Program income)	228,362
Investment Income	28,569
Unrealized gain (loss) on long term investments	(180,710)

Total Revenues and Gains:

1,615,188

EXPENSES & LOSSES

2008

Program Services

Courseline	52,246
Reference Resource Center	58,057
Brochures & Publications	100,763
Online Course	74,314
Conferences & Seminars	67,150
Foundation Findings	76,829
Website	59,354
Life Jacket Loaner Program for Kids	67,635
EPIRB Rental	123,596
Sportsman's Forum	434,632
DSC Tutorial & Spanish Boat Handling Decal	57,643
Clean Water Grants	82,627
Boating Safety Grants	65,278
General Education & Research	51,248
Clean Fueling Programs	19,274
Marine Debris	86,653
Simulator	87,670
Other Programs	17,356

Total Program Services

\$1,582,325

Support Services

Management and General	161,253
Fundraising	159,910

Total Expenses

\$1,903,488

Increase (Decrease) in Net Assets

(288,300)

Net Assets at beginning of the year

743,629

Net Assets at the end of the year

\$455,329

A copy of the audited financial statements and IRS 990 tax return are available through our Annapolis, Md and Alexandria, Va offices.

Safe • Smart • Clean

Our Mission

The BoatU.S. Foundation is a national 501(c)(3) nonprofit organization dedicated to promoting safe and environmentally sensitive boating. Our goal is to be a leader in boating safety and environmental education and outreach, with the purpose of reducing accidents and fatalities, increasing stewardship of our waterways and keeping boating a safe and enjoyable pastime.