



# Boat U.S. Foundation

for Boating Safety & Clean Water



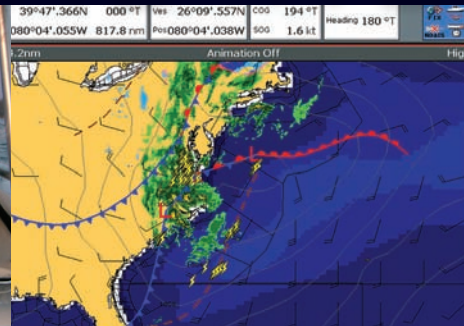
2010



# FOUNDATION



# ANNUAL REPORT



# FROM THE PRESIDENT

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**H**aving read over the accomplishments of the Foundation for 2010, I'm amazed at the growth we continue to have with our key programs, especially when I look back and see how our projects have changed and evolved over the years. Several of our programs date from the 80's, many more from the mid 90's. While the name of the program remains the same, the way we work on the projects and certainly the way we provide our programs to boaters is quite different today than it was even a few years ago.



One of the constants in the Foundation is change—our extremely talented and dedicated staff is devoted to finding the best and most innovative ways to deliver our messages to the boating public. We've gone from using the telephone and mail, to using the Internet, Facebook and other contemporary methods of engaging boaters.

Another constant is the continued support of BoatU.S. members, without which the Foundation simply wouldn't be able to function as we do today. The broad-based support that we receive from literally hundreds of thousands of members is not just a testament to the good work of the Foundation, it is a testament to the belief in safe and clean boating that is held by BoatU.S. members.

Thanks for your support,



# OUR STAFF

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Tony Bird



Lynne O'Hearn



Susan Shingledecker



Alanna Keating



Ted Sensenbrenner

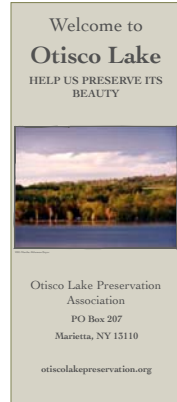
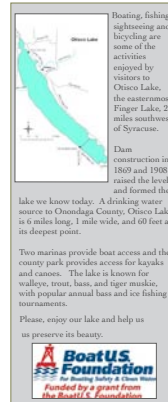


Amanda Suttles

# GRASSROOTS GRANTS

In an effort to increase efficiency and keep our program current, the Foundation revamped the Boating Safety and Clean

Water grant programs in 2010. Instead of two programs with different application periods, the Foundation combined the two to create the Grassroots Grants Program. With one application, grant applicants can now submit ideas for both safety and environmental projects. With the new program, the Foundation received almost 150 applications and awarded 11 grants totaling almost \$31,000. Projects include creating an in-



terative website and display on catch and release practices as well as a brochure on engine cut off switches.



## CCA MID COAST CRABTRAP & WATERWAY CLEANUP

Do you fish or boat in the area between Port Orange and the Mosquito Lagoon? Do you see abandoned crab traps & trash on the shoreline but don't know what to do about it? Well, here's your solution.....Thanks to a grant from the Boat U.S. Foundation, the Mid Coast Chapter of the Coastal Conservation Association Florida is having a crab trap and waterway cleanup.

**When: August 28<sup>th</sup> 7:00 am to 12:00 pm**

**Where: Down The Hatch Ponce Inlet, FL**

*First 100 to check in at Down the Hatch get an event T-shirt and goodie bag from Bass Pro Shops*

For registration packets and more information go to [http://ccaflorida.org/chapters/mid\\_coast.html](http://ccaflorida.org/chapters/mid_coast.html)

**Special thanks to the following :**



**Boat U.S. Foundation**  
for Boating Safety & Clean Water  
*Funded by a grant from the Boat U.S. Foundation*



**Hell's Bay Boatworks**



**DOWN THE HATCH SEAFOOD COMPANY**  
Est. 1975



**Bass Pro Shops**  
Orlando



**COSTA**





Friends of the Cobbossee Watershed (left), Otisco Lake Preservation Association (above right) Coastal Conservation Association Mid Coast Florida (below)



# FOUNDATION FINDINGS

## FINDINGS #48 - WE SEE THE LIGHT

The Foundation first evaluated navigation lights in the 1990's. But today, a whole new variety of navigation lights are now on the market – namely Light Emitting Diode (LED) lights, so the Foundation reprised the original nav lights study this year to see how these new lights stack up. On a clear night, Foun-

dation staff outfitted a test boat to compare traditional incandescent light fixtures with newer products available today that promised more light, greater efficiency and less glare.

On top of those claims, LED lights also draw less electrical current and have bulbs that last longer—making them ideal for boating ap-

plications. Although their greater expense was a drawback the LED fixtures were a favorite of Foundation staff in all applications.



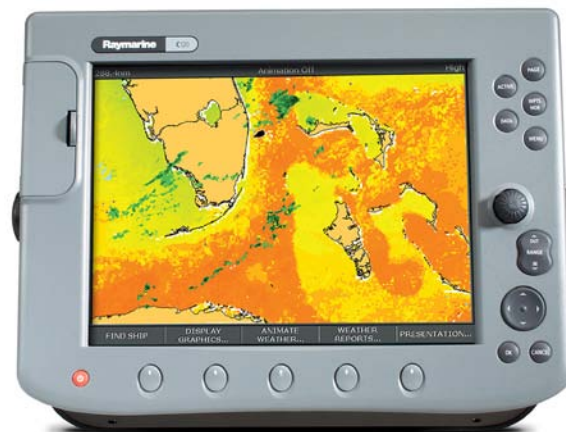
Navigation lights at night while boating (above left) and light meter reading of tested light in the lab (right).

## FINDINGS #49 - WEATHER TO GO

Getting weather on the go is now easier thanks to new technology like smart phones, broadband wireless Internet and on board navigation devices with satellite options. Boaters can download apps or sign up for services that offer a variety of safety and weather information. Foundation staff identified a number of options that offer everything

from simple text forecasts to others that provide real-time information in great detail. Some applications were easy and intuitive to use while others were much more complex. Boaters should consider what type of boating they plan on doing first. An inland boater might be looking for a simple weather and fishing forecast, while a coastal cruiser might make use of a service that provides more detail overlaid on their existing chart plotter. Smartphones and other electronic devices are changing rapidly and getting better with each new release so there are new choices every day. Some applications we tested

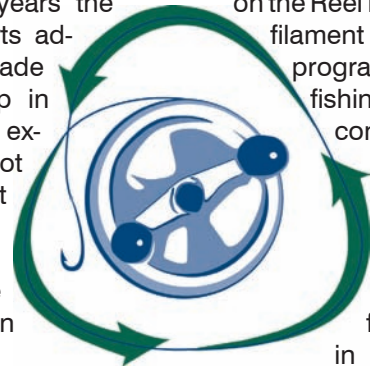
have hefty annual fees, while others, like NOAA's mobile.weather.gov site offered great information at no charge.



MarineCast Mobile Wather App (left) and Raymarine C120 Chartplotter (right) were two of the devices we tested.

# REEL IN AND RECYCLE

In the last three years the Foundation's efforts addressing man made debris that ends up in our waterways has expanded to cover not just monofilament fishing line but also, cigarette litter at marinas and more broadly working on waterway cleanups. In 2010 we continued our work



on the Reel In and Recycle monofilament fishing line recycling program. We mailed out fishing line recycling bins constructed in late 2009 and completed the purchase of materials for bins funded by the Brunswick Public Foundation for 300+ inland bins in addition to the bins funded by NOAA for coastal areas.

The Foundation expanded our partnership with West Marine by incorporating all West Marine stores with line respooling into our online data tracking tool. West Marine provided the Foundation with 12 \$100 gift certificates for use as an incentive for the bin hosts in the Reel In and Recycle program.

# BOATING SIMULATION

In April, Foundation staff had the distinguished honor of presenting the BoatU.S. boating simulator at the annual International Boating and Water Safety Summit in Daytona Beach, Florida. Over 500 attendees were treated to a behind the wheel demonstration with commentary. Maneuvering the vessel, interpreting aids to navigation, and understanding navigation rules



were emphasized. Conference attendees were also invited to stop by the Foundation's booth in the exhibition hall to try the simulator first hand.

The simulator and other games created by the Foundation drew the attention of notable organizations who expressed interest in working with the Foundation.

# CIGARETTE LITTER PREVENTION



This year marked the second year in our national partnership with Keep America Beautiful (KAB), a national litter prevention organization. KAB, with funding from Altria Phillip Morris runs a nationwide cigarette litter prevention program. This program is aimed at helping communities reduce the amount of cigarette litter. Together KAB and the BoatU.S. Foundation partnered with 40 marinas around the country to address cigarette litter. The marinas were

provided with \$500 to purchase ash receptacles, and 300 portable ashtrays to distribute to boaters. The response to this program has been tremendous with on average a more than 50% reduction in the amount of cigarette litter at participating marinas. Marina management stated that they would not have been able to undertake the initiative in absence of the program and that they felt it made a great impact.

# CLEAN BOATING & SPILL RESPONSE

In 2010 the BoatU.S. Foundation was awarded two grants from the National Fish and Wildlife Foundation. The first grant is to work with marinas on spill response and prevention. This will take the form of an online course, using the Foundation's online course platform. The second grant will allow for the development of a Clean Boating online course. Similar to our popular boating safety online course, the clean boating course will have state

specific sections that will allow the Foundation to add information on state-specific regulations and local ecosystems. Both of these projects while New Jersey-specific have the potential for national replication. These courses will be developed in 2011 and 2012.

Clean fueling practices (right)



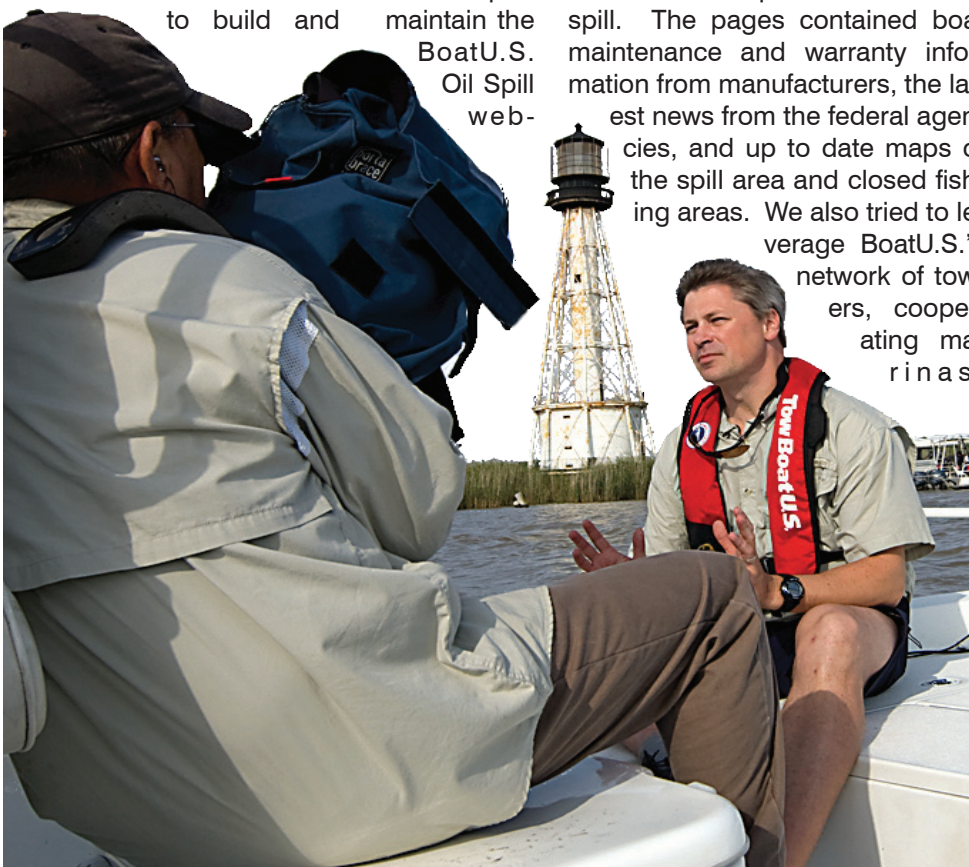
# OIL SPILL RESOURCES

Working with numerous departments at BoatU.S., Foundation staff helped to build and maintain the BoatU.S. Oil Spill web-

pages, designed to serve as the main resource of recreational boaters on the Deepwater Horizon oil spill. The pages contained boat maintenance and warranty information from manufacturers, the latest news from the federal agencies, and up to date maps of the spill area and closed fishing areas. We also tried to leverage BoatU.S.'s network of towers, cooperating marinas,

and members in the Gulf Region to provide updates on the conditions on the ground. This site was referenced widely in the boating community as the go-to location for information pertaining to recreational boaters.

As the widespread impacts of the spill became known, the Foundation worked with our partners at Carreco Media to develop a unique outreach tool. As a result of these efforts, BoatU.S. sponsored a television series "The Gulf Today and Tomorrow" that featured 13 episodes on how the spill was impacting residents and the boating and fishing community in the Gulf. BoatU.S. Foundation, and BoatU.S. Angler staff made significant technical contributions to the series.



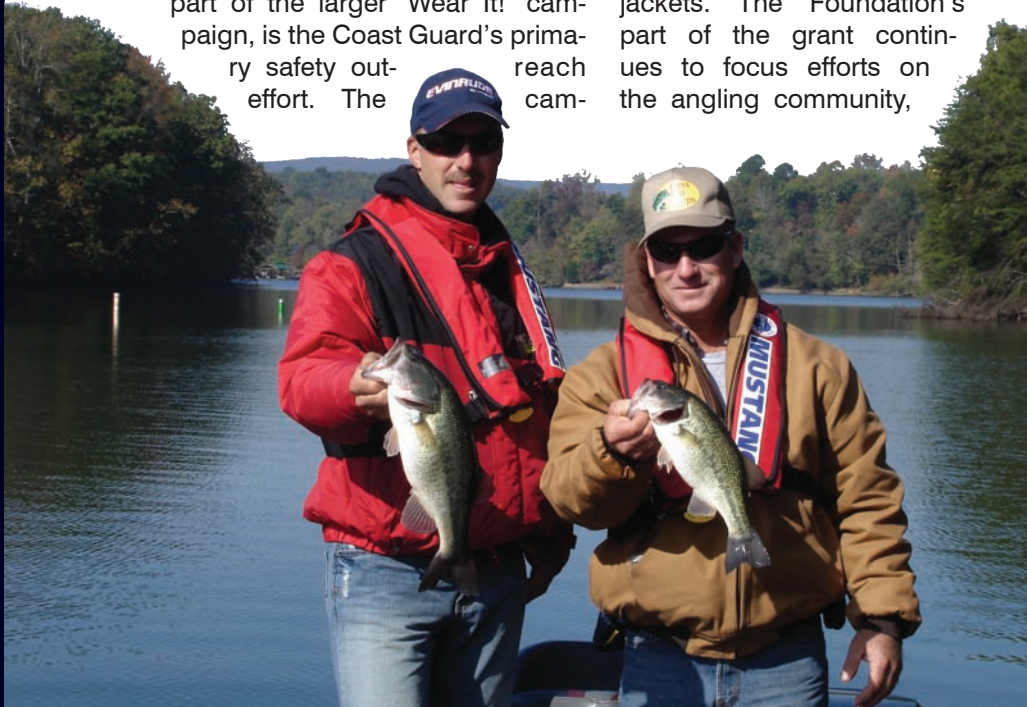
Chris Edmonston, Foundation President, in the Gulf during the BP Oil Spill.

## SPORTSMAN'S FORUM

The Foundation continued to receive funding for the Sportsman's Forum, now in its twelfth year. The grant, which is part of the larger 'Wear It!' campaign, is the Coast Guard's primary safety outreach effort. The

campaign, which is designed to reach boaters in at-risk populations such as trailer-boaters and anglers, promotes the voluntary wear of life jackets. The Foundation's part of the grant continues to focus efforts on the angling community,

working extensively with professional anglers. In 2010, the Foundation's partnership with the Professional Anglers Association (PAA) expanded the 'Fish With a Pro' contest. PAA touring pros have volunteered to take anglers who participate in the Wear It! campaign out for a day of fishing. This gives the PAA and its pro members good publicity, it helps promote boating safety, and it is very cost effective. The Foundation continues to support collegiate angling, and sponsored the Collegiate Bass Fishing Championship once again. The original tournament had forty teams from 21 schools. The 2010 edition had over 140 teams—collegiate fishing continues to grow in number of anglers and popularity. This sponsorship, along with efforts geared towards high schools, gives the Foundation a way to reach younger anglers with safety information at a time when they are most open to learning.



Above: Tennessee Fish with a Pro winner Andy Jones (right) with pro-angler Any Morgan (left).

## ENVIRONMENTAL LEADERSHIP AWARD

The 2010 BoatU.S. Foundation Environmental Leadership Award was presented to Vivian Matuk from the California Department of Boating and Waterways and the California Coastal Commission. Vivian isn't one to shy away from the tough environmental issues facing California boaters. For ten years she has helped boaters, anglers and sailors keep these waterways clean by developing innovative recycling programs, reducing the sources of pollution and training volunteers through California's innovative dockwalkers program. She spearheaded the 'Keep the Delta Clean Program' and looked for solutions to the environ-

mental issues that frustrate many boaters, such as what to do with old, expired flares or the absorbent pads used to soak up engine oil, for which she developed an innovative exchange program. She is also the golden state angler's best friend, overseeing 40 BoatU.S. Foundation fishing line recycling bins. The award recognizes those who have made a significant impact ad-

vancing clean boating and educating boaters about how they can minimize their environmental impacts. Additionally, two others individuals received Environmental Commendations: David White of NY Sea Grant for his "Discover Clean and Safe Boating Education Campaign"; and April Price of Treasure Coast, FL for her coordination of the Treasure Coast Waterway Cleanup that covers over 125 miles of waterways in Florida.



Vivian Matuk, recipient of the 2010 Environmental Leadership Award



# LIFE JACKET LOANER PROGRAM

The Foundation currently has over 500 life jacket loaner sites in all 50 states and DC who loan jackets over 90,000 times a year. In 2010, the Foundation continued to expand a partnership with the U.S. Army Corp of Engineers by providing new kits to

several lakes in the South Atlantic Division and by providing additional supplies to current sites. New loaner kits include twelve jackets ranging in size from infant to youth,

signage and an inventory log. Replenishments that are sent out allow for loaner sites to maintain the program as materials wear out. A survey was also sent to all sites to solicit feedback on the program and to provide sites with additional supplies needed to continue the program.

*Photo of Amanda Suttles helping Conor Keating with his loaner life jacket, photo by Kaitlyn Burgess.*



## HOW YOU CAN HELP

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**B**oaters 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](http://BoatUS.com/Foundation).

- 1.) Donate online – Donating online has never been easier. Using our secure donation website, you can make a donation in any amount and even honor a friend, remember a loved one, or commemorate a special occasion. Better yet, make it a recurring gift.
- 2.) Visit the Giving Marketplace – Through this new nautical storefront you can purchase everything from nautically themed holiday and note cards, photo albums and calendars, and even mugs, t-shirts, hats and pins, customized to your liking.
- 3.) Donate your boat, car, truck or RV – Boat owners can now donate their boat or vehicle to the BoatU.S. Foundation to help promote safe and clean boating. Through a new partnership, the Foundation can accept donations from almost anywhere in the country.

To learn more about how you can support the Foundation visit [BoatUS.com/Foundation](http://BoatUS.com/Foundation)

## STAFF INVOLVEMENT

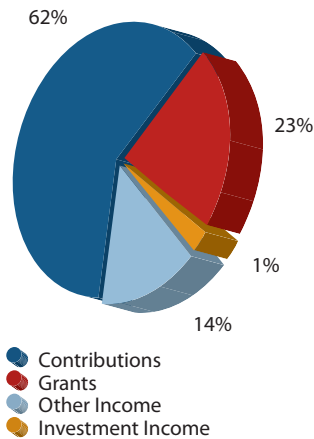
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The BoatU.S. Foundation is dedicated to making boating safer and cleaner for future generations. To that end, our staff works in partnership with recreational boating and environmental organizations throughout the country including:

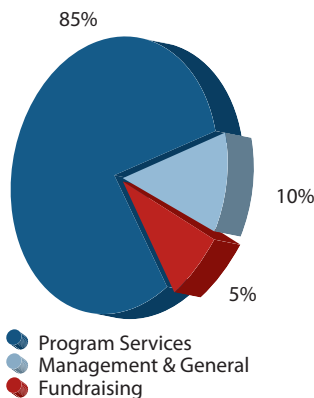
American Boat and Yacht Council (ABYC) Product Interface Committee  
Keep America Beautiful  
Maryland Clean Marinas Program Advisory Board  
National Safe Boating Council (NSBC)  
National Association of State Boating Law Administrators (NASBLA)  
NASBLA Accident Reporting and Analysis Committee  
NASBLA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

# FINANCIALS

## SUPPORT & REVENUES



## EXPENSES



## SUPPORT & REVENUES

	2010
Contributions	\$1,109,145
Federal Grants	421,056
Other Income (Royalties, Non-Federal Grants, Program income)	247,351
Investment Income	15,815
Unrealized gain (loss) on long term investments	42,592
<b>Total Revenues and Gains:</b>	<b>1,835,959</b>

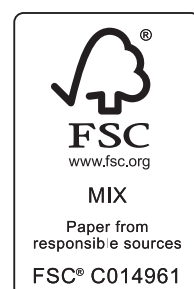
## EXPENSES & LOSSES

	2010
<b>Program Services</b>	
Courseline	29,176
Spanish Boat Handling Decal	15,979
Brochures & Publications	45,085
Online Course	177,066
Conferences & Seminars	71,037
Foundation Findings	25,470
Website	45,385
Life Jacket Loaner Program for Kids	44,219
EPIRB Rental	98,593
Sportsman's Forum	415,292
Federal Requirements - USCG Grant	6,269
Grassroots Grants	84,928
General Education & Research	100,780
Clean Fueling Programs	14,459
Marine Debris	74,578
Other Programs	19,493
<b>Total Program Services</b>	<b>\$1,339,481</b>
<b>Management and General</b>	<b>152,174</b>
<b>Fundraising</b>	<b>74,467</b>
<b>Total Expenses</b>	<b>\$1,566,122</b>
Increase (Decrease) in Net Assets	271,997
Net Assets at beginning of the year	624,217
Net Assets at the end of the year	894,054

# BOARD OF TRUSTEES

**Bill Oakerson**, Chair  
**Richard Schwartz**, Vice Chair  
**Bernadette Bernon**, Trustee  
**Jim Ellis**, Trustee  
**Ronald Peterson**, Trustee  
**Ruth Wood**, Trustee  
**Richard Moreland**, Trustee  
*Chair Audit & Finance Committee*  
**Robert Putnam**, Trustee  
*Vice Chair, Audit & Finance Committee*  
**Chris Edmonston**

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



## Our Mission

The BoatU.S. Foundation for Boating Safety and Clean water is an innovative leader promoting safe, clean and responsible boating. The foundation provides educational outreach directly to boaters, and supports partner organizations nationwide. With millions of boaters on the water, our aim is to reduce accidents and fatalities, increase stewardship of our waterways and keep boating a safe and enjoyable pastime.

The BoatU.S. Foundation is a national 501(c)(3) nonprofit organization. Our work is primarily funded by grants and individual donations.



**Safe • Smart • Clean**

