



# **Boat U.S. Foundation**

*for Boating Safety & Clean Water*

# Annual Report

# 2011



## FROM THE PRESIDENT



A mosaic, like our annual report cover image, is defined as a picture made of smaller, usually colorful pieces. This is how we usually sum up the Foundation. We are a nonprofit filled with smaller pieces working together to make a big picture impact – that is to make boating better. Foundation programs are all unique and have separate voices and experiences and are a complete picture on their own, yet when we step back and look at the programs together, something new forms—something larger than the programs are individually. Everyone at the Foundation works to keep their own identity while keeping the Foundation itself adapting and adjusting to an ever-changing economic climate, trends in the boating industry, new technology and partnership opportunities.

While the specific programs have changed over the years, the basic mission of the Foundation is the same as ever. This year we explored new ways of using social media to directly involve the boating public in our programs such as the selection of Grassroots Grants. We also looked at new developments in life jackets with our Foundation Findings life jacket test and our Life Jacket Design Competition. Our history of providing valuable services to boaters has opened the door to partnership opportunities- and our use of new technologies gives us a platform to create exciting collaborative online education efforts with groups like the Offshore Sailing School. This and many other new partnership opportunities have encouraged us to invest more of our time and resources pursuing and promoting this new endeavor.

This development will help to keep new educational programs in focus here at the Foundation and will also add a new dimension to the great programs we continue to provide. These programs, such as our EPIRB rental, Life Jacket Loaner, and clean boating programs are the core of the Foundation and will only grow in coming years. As always, individual donations from boaters form the core of our support and demonstrate a continued commitment to safe and clean boating held by hundreds of thousands of BoatU.S. members and donors nationwide. We hope that as you read through this summation of our accomplishments and programs that you will consider supporting our work with a donation.

## OUR STAFF





# BOATING SAFETY COURSE



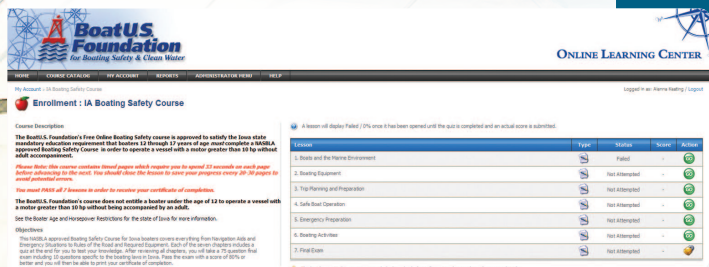
In 2011 The Foundation's online boating safety course had its busiest year in history. On June 29th, we had a record 435 students logged in at once and reached 100,000 student registrations in our new system on August 25 - just 54 weeks after the initial launch. Now approved in 33 states and offered in 48 plus the District of Columbia, the course is more popular than ever before. We wrapped up the year having educated more than 700,000 students online since 1997 and expect to hit ¾ million mid-summer 2012.

This year we also began improving service to the states by automating student reports thus enabling large states, like Florida, to send out education cards much more quickly and easily.

*I know technology. My experience with your online learning center tech support staff could not have been better. In fact it is exceptional. The best I have encountered. Your people are just the best. Thought you would want to know.*

- Dr. Frank Lee

President, National Center for Technology Advancement



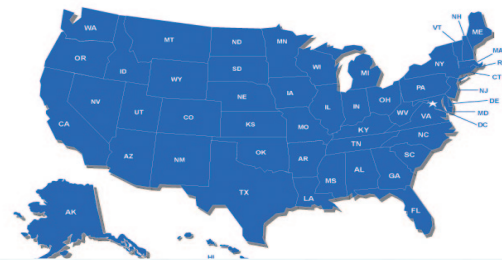
Home | BoatU.S. Foundation | FAQs | Comments

Welcome to the new BoatU.S. Foundation Online Learning Center. Our free, interactive, non-proctored course and exam has been approved by the National Association of Boating Law Administrators (NASBLA) and is recognized by the U.S. Coast Guard as exceeding the minimum requirements for the National Recreational Boating Safety Program. Individual states may charge additional fees for their officially recognized boating cards.

Check with your state's boating authorities for specific information on local boating license laws and boating safety certification requirements. This course covers a broad range of topics that are appropriate for all boaters - power, sail and PWC. You will be able to print your BoatU.S. Foundation certificate upon successful completion of this NASBLA approved course. Or, if you choose, BoatU.S. Foundation can print a paper copy of your certificate and mail it to you for a fee of \$5.

This course is not approved in all states, click on your state below to read more about your state's boating education requirements and your course options. If you took the course prior to August 9, 2010 and need to reprint your certificate, [click here](#).

To get started, click on your state below:



*I really appreciate the quality course in boating safety you offer. As a member of the U.S. Coast Guard Auxiliary, I find your course better than any offered online. I do truly value the time and effort your organization has put into the online course, and at no cost! You are a great asset to the general public.*

- Jon W.



## SPORTSMAN'S FORUM

The Foundation is wrapping up the Sportsman's Forum, now in its twelfth year. With continued changes in the Coast Guard's overall outreach strategy, our grant, along with the Coast Guard's Wear It campaign have undergone changes—with great reductions in the funding levels of these programs. The Sportsman's Forum efforts are essentially being rolled into the Wear It campaign with the Foundation providing consulting support. All efforts are aimed at increasing voluntary wear rate of life jackets.



After 12 years of working on outreach to the fishing community, many lasting relationships were formed. The Foundation continues to work extensively with professional and youth anglers. In 2011, we continued our partnership with the Professional Anglers Association (PAA) to promote safe boating. One of the ongoing efforts has been the 'Fish With a Pro' contest. PAA touring pros have volunteered for the past three years 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.

## LIFE JACKET DESIGN COMPETITION

The Foundation partnered with Underwriter's Laboratory to once again offer the Life Jacket Design Competition. This time, entrants were required to have a working prototype of their design and were required to submit a video of the prototype in action for the judges to review. The contest, which was open to professional designers as well as amateurs, received 35 entries from around the world. Entries came from Norway, Canada, Malaysia, Egypt and Australia, as well as the United States.

This year the Foundation also included a Facebook voting component to the competition. The judges chose the best 15 videos to post on Facebook for the public to vote on. Voting ran for three weeks and garnered nearly 1500 votes and 1800 comments on the videos. We received over 800 new likes during the voting period and almost 5 times as many post views as normal.

The top 3 finalists were flown to the International Boating and Water Safety Summit in Savannah, Ga. to demonstrate their prototypes to the conference attendees in a local pool. The judges cast the final votes that afternoon and the winner, Float Tech, was announced at the banquet that evening.

Float Tech received \$5,000 for their Sea-Tee design. Second place went to The Directors Bureau, which is a creative consulting company that works in the film industry and third place went to the design team of Josh Jankowski and Nathan Karabon - who are high school seniors at St. Thomas More High School in Milwaukee, Wisconsin.





# LEARN TO SAIL COURSE

**T**his year we partnered with Offshore Sailing School to create a second online course to add to our Online Learning Center. Offshore Sailing School has been combining standard ‘book learning’ with hands-on training for sailors since 1964.

The Foundation has adapted content generated from the Colgates’ Fast Track To Sailing book and has created visual aids including videos, photos and animations. After completing the online portion of the course in the comfort of their own home, students who’ve booked the Learn to Sail course will have the opportunity to apply what they’ve learned out on the water in a Colgate 26 at one of the Offshore Sailing School’s seven locations. By allowing the students to complete the classroom portion of their Learn to Sail course in advance, the Offshore Sailing School will be able to get students out on the water even faster.



*Since I founded Offshore Sailing School, a classroom session before each lesson has been the secret of our success. The ‘whys’ of sailing need to be explained, not just the ‘hows’. Thanks to BoatUS Foundation, we will have an online ‘classroom’ session that will enhance and streamline the educational process.*

**- Steve Colgate  
Founder, Offshore Sailing School**





# LIFE JACKET LOANER PROGRAM

**W**e continued to increase the reach of the Life Jacket Loaner Program in 2011 by offering applications to waterfront and boating organizations across the country and have awarded over 40 new sites. The Foundation also expanded our partnership with the US Army Corp of Engineers by awarding additional locations and replenishing supplies to current sites in the Southeast Division. We worked with our Towing companies by allowing them to sponsor sites at their offices and at partner marinas in their area. There are currently over 530 loaner sites in all 50 states and DC that loan out jackets over 140,000 times each year.

*I take advantage of the program at Bayshore Marina regularly. And I love telling others about it. It seems anyone I tell about it, is surprised they are there and they can borrow them for free.*

**- Joan V.**





# REEL IN AND RECYCLE

**W**e had an active year for the fishing line recycling program. In April, the Foundation led two bin construction events building over 700 bins for distribution around the country. The first event featured volunteers from all departments around BoatU.S. headquarters. Our second bin build coincided with Earth Day, so we invited NOAA leadership, including NOAA Administrator Dr. Jane Lubchenco to BoatUS Headquarters to roll up their sleeves and be a part of the Reel In and Recycle program first hand. This event provided NOAA leadership an overview of the many ways that BoatUS uses NOAA services and products.



Additionally in 2011 the Foundation contracted with Responsive Management to conduct a telephone survey of anglers regarding fishing line recycling. The results of this survey were encouraging and will help shape the Foundation's future efforts in this area.

**I think this a really awesome program from a conservation standpoint and am very excited to be able to do our part to help the watershed and environment in our area.**

**- Jack Cahn,  
President, TBF Michigan**





# GRASSROOTS GRANTS

**T**he big news for the Grassroots Grants program in 2011 was the addition of a public voting feature to the application process. This year we received 71 applications and the Grant Committee chose 17 projects to move on to the public voting phase. Each application's summary was

posted on our Facebook page and website for voting along with photos and videos provided by the applicants. In the month-long voting process, we received over 21,000 votes and the voting page was visited over 33,000 times. Applicants, as well as the Foundation, promoted the grant voting on webpages, Facebook, message boards and in local publications. In the month of voting the number of "likes" increased by 400%, post views increased by 1400% and the average daily visits for the voting page was 1014 unique visitors. Of the 17 applications posted, the 10 projects with the most votes were funded. The grant project with the most votes was a kids activity booklet on boating and water safety from USCGA Flotilla 8CR-1-19 with 4,215.

ROW BOATS ARE A LOT OF FUN AND THEY ARE GOOD FOR EXERCISING TOO. LIKE ANY SMALL BOAT ON THE WATER, BE SURE YOU HAVE YOUR LIFE VEST ON AND ADJUSTED PROPERLY.



"Rowing is good exercise and sometimes I get to see the dolphins playing near the shore. I always wear my life vest."

***I cannot begin to tell you how excited we were to follow the voting process. Each day we watched our voting numbers climb and climb and climb. You could have heard the cheers all across the country from California to Maine and from Florida to Michigan.***

**-Harry Swezey  
USCGA 8CR-1-19**

# EPIRB RENTAL PROGRAM

**I**n 2011, the BoatUS Foundation EPIRB rental program rented to nearly 300 boaters, for a total of 4,330 days. Boaters are showing us they prefer our newer GPS enabled units which are 4 times more popular than the less expensive EPIRBs. This year, we had two activations of rental units. An offshore power boater headed to the Bahamas and a sailboat owner returning from Nantucket relied on our units and the search and rescue personnel of the US Coast Guard that came to their aid. In both situations, conditions deteriorated quickly and each renter was grateful for the units that ultimately aided their survival.



***We made landfall at New Bern, NC yesterday evening, Yeah! The EPIRB provided a much needed peace of mind for all aboard. As always, thanks to BoatUS Foundation!***

**- Bill W.**



# FOUNDATION FINDINGS

## Foundation Findings #50

For Foundation Findings #50, staff selected a wide variety of life jackets that were activity specific, including paddling, sailing, fishing and water sports. We examined traditional USCG approved jackets as well as flotation devices that meet European standards. What we found was that flotation panels and adjustments for proper fit were strategically and sensibly placed to maximize comfort and performance. Some European devices scored surprisingly well among testers, even though they are not Coast Guard approved. Some of the devices were harder to don than others, but once buckled up most provided a secure fit, were comfortable to wear, and performed better than expected in the water. In March, we presented our findings at the International Boating and Water Safety Summit in Savannah, Ga.



## Foundation Findings Celebrates 50!

In October, we celebrated the “50th Foundation Findings Milestone” by publishing some of the best “lessons learned” over the course of many years testing boating safety and clean-water related products. In our BoatU.S. Magazine article titled “The Test of Time” we took a trip down memory lane that reminded us and our faithful followers of all the good work we have accomplished over more than two decades conducting life-saving and other important real-world tests on products and techniques.

For more than two decades, the BoatU.S. Foundation for Boating Safety And Clean Water has conducted real-world tests on products and techniques

HERE ARE 22 VALUABLE FINDINGS TO KEEP YOU SAFER ON THE WATER

BY CHRIS EDMONSTON

OCTOBER | NOVEMBER 2011 BoatU.S. Magazine | 55



# CIGARETTE LITTER PREVENTION

This year marked the third year of our partnership with Keep America Beautiful (KAB), a national litter prevention organization, on the Cigarette Litter Prevention Program. With financial assistance from KAB we helped over 40 marinas reduce the amount of cigarette litter found at their property. Each participating marina starts out by conducting a pre-scan to determine how many cigarettes are on their grounds and where the key problem areas are located. Then, with the help of a \$500 grant, they purchase ash receptacles and install them around the marina. Each marina is also given sample signage and 100 portable ashtrays to distribute to their boaters. Six to eight weeks after installing the ash receptacles, marinas conduct a follow up scan to recount the number of cigarette butts. Consistently marinas participating in our program have had some of the highest percentages of litter reduction in the country. A new procedure this year will require all marinas to conduct a sustainability scan one year later to see



*The increased awareness has not only reduced the number of discarded cigarette butts but has also made our fuel dock a safer environment.*

**- John Bentley,**

**Hilton Head Harbor RV Resort and Marina**

# FEDERAL REQUIREMENTS GRANTS

In 2009 the Foundation was awarded a grant to digitize the Federal Requirements handbook. Traditionally, the USCG only prints a limited amount of handbooks each year and demand far exceeds supply. Our grant is designed to create a digital version that is available in a wide array of electronic formats—such as on the web, as a download, as a mobile phone application or on a disk.

In addition, our version has interactive features along the lines of the successful DSC Tutorial we produced several years ago. People can, as an example, enter in the length of their boat and get a display of all required equipment. Currently, that information is spread over several pages of the handbook.

## Federal Requirements & Safety Tips Tutorial

*Grant Proposal submitted to the U.S. Coast Guard*



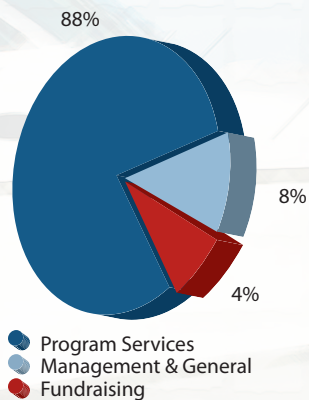
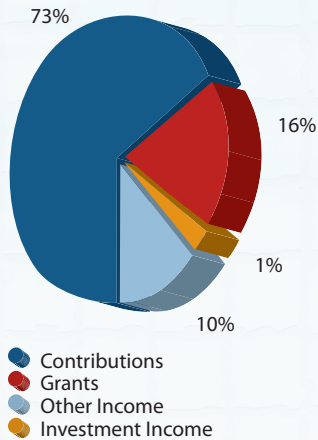
BoatU.S. Foundation  
880 South Pickett Street  
Alexandria, VA 22304

January 30, 2009



# FINANCIALS

## SUPPORT & REVENUES



### SUPPORT & REVENUES

Contributions	\$1,090,480
Federal Grants	246,221
Other Income (Royalties, Non-Federal Grants, Program income)	147,837
Investment Income	10,912
Unrealized gain (loss) on long term investments	634

Total Revenues and Gains: 1,496,084

### EXPENSES & LOSSES

2011

#### Program Services

Courseline	13,274
Safety Publications	37,517
Colgate Course	69,502
Online Course	169,826
Conferences & Seminars	82,084
Foundation Findings	49,259
Website	54,358
Life Jacket Loaner Program for Kids	31,433
EPIRB Rental	76,770
Sportsman's Forum	288,883
Federal Requirements - USCG Grant	20,181
Grassroots Grants	76,419
General Education & Research	76,229
Clean Fueling Programs	10,965
Marine Debris	126,358
Other Programs	32,224

Total Program Services \$1,215,282

#### Management and General Fundraising

110,180  
64,622

Total Expenses \$1,390,084

Increase (Decrease) in Net Assets 106,000

Net Assets at beginning of the year 1,098,707

Net Assets at the end of the year 1,204,707

## BOARD OF TRUSTEES

**Bill Oakerson**, Chair

President and CEO of Boat America Corporation

**Richard Schwartz**, Vice Chair

Founder of BoatU.S.

**Jim Ellis**, Trustee

Past President of BoatU.S.

**Bernadette Bernon**, Trustee

Past Editor of Cruising World Magazine

**Ronald Peterson**, Trustee

Retired VP, RIS Paper Co.

**Ruth Wood**, Trustee

Past President, BoatU.S. Foundation

**Richard Moreland**, Trustee

VP, T. Rowe Price Associates

*Chair Audit & Finance Committee*

**Robert Putnam**, Trustee

CEO, Putnam-Ross Consulting

*Vice Chair, Audit & Finance Committee*

**Chris Edmonston**

President, BoatU.S. Foundation



