



As noted in our last annual report, sales and participation in outdoor recreation and recreational boating increased during the pandemic. We too saw an increase in demand for non-profit Foundation programs, especially online resources like our free online boating course, which certified nearly a quarter million new boaters in 2021.

In 2022, the nation continued to emerge from pandemic restrictions, freeing up people to pursue other activities to which they were previously accustomed. This seemingly negatively affected the spike in boating interest which was confirmed by statistics showing a decline in boat sales and registrations for 2022. However, on the plus side, overall recreational boating accidents and fatalities declined too.

As a non-profit, we had to pivot like so many during this time. We spent the last two years working from home which required us to invest in new and innovative technology. Yet, despite a measurable drop in our online course registrations, which fuels our fundraising, we experienced growth in other programs such as our emergency beacon rental program and on-water-training.

Funding remains a focus for us and for so many other non-profits, which is why we've identified some new sources for future donations and grants. With this writing, we are pleased to report that in October 2022, the BoatUS Foundation submitted a proposal to the National Oceanic and Atmospheric Administration (NOAA) for a multi-million dollar grant to address abandoned and derelict vessels (ADV) and pilot solutions for recycling common boating related debris such as plastics and fiberglass.

This year was like no other and we hope next year is like no other too. When we release our 2023 Annual Report, we hope to announce good news regarding the major funding opportunity presented by NOAA. For more specifics on this grant and how it fits squarely with our boating safety and environmental mission, please read on. We hope you enjoy reading our annual report.

J. Ted Sensenbrenner
Director of Development



OUR MISSION



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

ANNUAL HIGHLIGHTS



RENTALS - BoatUS Foundation rents EPIRB and PLB (emergency beacons)
62 EPIRBs and 82 PLBs were rented to adventure enthusiasts



LJLP - Life Jacket Loaner Program for Kids offers peace of mind
Over 600 sites maintained and jackets loaned 146,000 times



FREE BOATING COURSE – A total of 208,246 students enrolled in our self-paced online boating safety course which is Coast Guard recognized



BOAT DONATIONS – Some eligible boats are used for on-water training
44 boats donated and 35 sold, largest boat was 74' in length



MONOFILAMENT – Fishing line collection and recycling bins offered
Shipped 203 signs & 1,563 decal sets sent to volunteers nationwide



ON-WATER TRAINING SITES – our first partner-site on West Coast opens
23 partner locations & 2,300+ students enrolled from coast to coast



FOUNDATION FINDINGS – Reusable Covers vs. Shrink Wrap
14 reusable covers saved 320lbs of shrink wrap from going to the landfill

FOUNDATION FINDINGS



We've Got You Covered. Foundation Findings is our grassroots investigative series which takes an objective look at certain product categories to help boaters make informed decisions. This year's published Foundation Findings #60 report (September 2022) featured reusable winter boat covers as an alternative to traditional shrink wrapping. When BoatUS Members were polled, 90% of shrink-wrappers said they believe it protects their boats well, and 50% like the convenience. However, this one-time use plastic has an uncertain outcome at the end of the storage season, and usually ends up in our landfills. So the Foundation staff purchased a variety of reusable boat covers, installed them on various boats and reported on findings after a typical season of falling leaves, wind and rain, and winter ice. Read the full Foundation Findings and article, here: <https://www.boatus.com/expert-advice/expert-advice-archive/2022/september/what-you-need-to-know-about-boat-covers-for-winter-storage>.

BOARD INVOLVEMENT



25 Years In the Making. We're often asked how we come up with ideas for Foundation Findings. The simple answer is we look for products that can positively affect the boater's experience and make their time on the water and overall ownership safer and more enjoyable. Topic ideas usually come from boaters who collaborate with staff. But for 2023, the selected topic came about as an idea suggested by a BoatUS Foundation Board Member who noted that 2023 was the year marking the 25th anniversary for Coast Guard approval of the inflatable life jacket.

Twenty-five years ago, the BoatUS Foundation was instrumental in testing and leading discussions which led to inflatable life jacket approval and its more common use on boats today. Over those years, the Foundation has reported on product developments and advancements. With this encouragement from the board and their participation, we took a closer look at new inflatable life jackets and how they've changed for the better over the years. Look for the complete results of Foundation Findings #61 coming in 2023.



SPREADING AWARENESS



Website traffic and visits to our virtual classrooms are nice, but sometimes we have public service announcements that are just so important, we've got to get this critical information out to the public, even the Spanish speaking public. To do that we use traditional means like radio, TV and print media. Here are a few that hit high notes with publications, broadcasters, social media and influencers.

Check Yours Today - New Fire Extinguisher Regulations: <https://www.boatus.com/news-room/release/boatus-new-us-coast-guard-fire-extinguisher-r>

Read it in Spanish - Semana Nacional de Navegacion Segura: <https://www.boatus.com/news-room/release/semana-nacional-de-navegacion-segura-mayo-21->

Take our Quiz – Do you Know How to Register Your Beacon?: <https://www.boatus.com/news-room/release/boatus-foundation-tests-your-emergency-beacon>

NOAA GRANT FUNDING



High Hopes Are Afloat. For several years, BoatUS Foundation has been working with partner organizations to remove abandoned and derelict vessels and educating boaters and the public on these issues. In early 2022, the National Oceanic and Atmospheric Administration (NOAA) announced an expanded funding opportunity to further address abandoned and derelict vessels (ADVs) as well as other large-scale marine debris. This opened up the possibility for BoatUS Foundation to offer grant opportunities through partnerships in order to remove ADVs, to educate the public and to work with partners and jump-start conversations about the disposal issues of common boating related debris like fiberglass.

BoatUS Foundation is uniquely positioned to launch an important project like this because of our previous experience in working on ADV removal and our extensive relationships with federal, state, and local governments. New and existing partners in the boating industry, environmental sector and educational sector will be instrumental for success too. In October 2022, after many months of diligent work, BoatUS Foundation officially submitted a proposal for the project: "ADVs: Leveraging Strategic Partnerships for Removal, Disposal, Prevention, and Education". BoatUS Foundation received nearly 70 letters of support from state governments and municipalities to private enterprise and landowners and other stakeholders, underscoring the importance and confidence in BoatUS Foundation to engage in this work. We eagerly look forward to hearing NOAAs decision, hopefully in early 2023.

SERVING THE AIS COMMISSION



In early 2022, the Aquatic Invasive Species Commission (AIS Commission) was established by key members of the outdoor recreation industry, including BoatUS Foundation, to help stop and reverse the introduction and spread of AIS in the United States. The AIS Commission is comprised of a diverse group including leading scientists, conservationists, anglers, tribal leaders, boaters, business leaders, and policy experts.

BoatU.S. Foundation staff served on both the steering committee of the Commission and as Commissioners. Over the course of several months, the AIS Commissioners conducted a series of listening sessions and meetings, during which they received input from experts, including state and federal agency personnel, leading scientists, congressional staff and members, and representatives from the fishing industry on various topics. Commissioners are working to develop a more comprehensive AIS report which will be available sometime in 2023. The recommendations from this report will aim to address major AIS challenges we face in the United States.

AIS Commission: Process & Meetings

The AIS Commission received input from and engaged in dialogue with key stakeholders, federal and state decision makers, and leading experts. The purpose of this collaborative process was intended to assess the current threat from AIS, explore gaps in public policy and funding, and offer recommendations for how AIS can be addressed more effectively at the federal, state, tribal, and regional levels.



Working Sessions to Receive Expert Testimony

Final AIS Report



Recommendations



Science



Anglers & Boaters



Federal Law & Policy



State Tribal & Regional Collaboration

ON-WATER TRAINING



Social Distancing No More. Social distancing appears to be in our wake as boating safety classes open back up and people learn essential on-water boat handling skills at one of our partner training locations. According to the US Coast Guard Office of Boating Safety, boaters who seek formal instruction are far less likely to be involved in a serious boating accident. To meet that challenge, our program strives to make quality and consistent boat handling instruction accessible and raise the level of training available.



On-water training is possible because of our dedicated partners. Since the start, we've worked with professionals and licensed Coast Guard captains around the country. This year we were able to formalize our first partnership on the west coast in San Diego, CA. We continue to expand our partner network and are actively seeking new locations. To date, more than 2,000 students have completed at least one of the behind-the-wheel training modules and the media has been busy promoting it too. More than 100 million media impressions have helped with awareness as it sheds light on this new and exciting approach to boating education.



ONLINE BOATING SAFETY COURSE



Our Google Reviews Add Up. This year fewer students enrolled in our free online boating safety course than the previous year. The 18% decrease in enrollments brings us back in line with course volume prior to the pandemic. Unfortunately with course enrollment down, so were donations from this source. In response, our communications team deployed an email journey to encourage course-taker participation and completion.

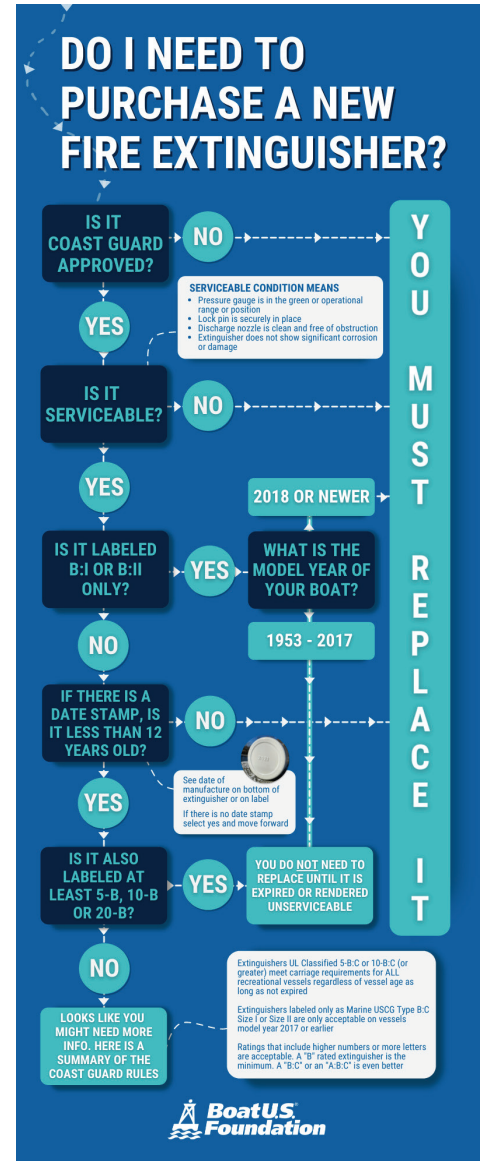
This year, an evolving online learning environment kept us constantly evaluating how to deliver top-notch service. Privacy and data collection top our list of priorities which require complex student sign-in features and data encryption. Password resets, duplicate enrollments, and browsing on multiple devices are a few of the issues students and staff encounter. Our design team is actively outlining our next generation online course and adding more self-help features with the goals of improving customer interface, customer completions, and overall customer satisfaction. A new course platform is targeted for launch in 2024.

Check out this 5-Star Google Review: "I put off taking this course for a long time. I'm 82 years old and online learning is not something I was accustomed to. The information was presented clearly and the periodic quizzes gave me confidence as I progressed through the course."

SOCIAL MEDIA



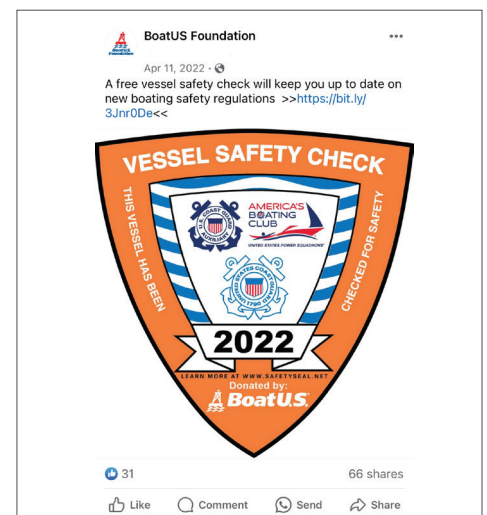
Putting Out Fires. When information needs to be disseminated widely and quickly, we often turn to social media. For example, when the Coast Guard updated the requirements pertaining to onetime-use disposable fire extinguishers, BoatUS Foundation worked with the Office of Boating Safety to distill the information in an easy to understand format. Staff artists at the Foundation developed a flow chart to help boaters understand the new requirements and to take action regarding the new law. Our flow chart and table outlining the new requirement was the most widely shared topic in 2022. We also received a record number of requests to borrow and print the information found in the infographics so it could be distributed far and wide. Promoting Vessel Safety Checks (VSCs), which is a free dockside inspection given by volunteers of the US Coast Guard Auxiliary and the United States Power Squadrons, proved to be another important topic that resonated with boaters. These inspections ensure regulatory compliance of onboard safety equipment, including compliance with the new fire extinguisher regulations.



VESSEL LENGTH AND FIRE EXTINGUISHER TYPE TABLE

VESSEL LENGTH	NO FIXED SYSTEM	WITH APPROVED FIXED SYSTEMS
LESS THAN 26'	ONE 5-B OR ONE 10-B	0
26' TO LESS THAN 40'	TWO 5-B OR TWO 10-B OR ONE 20-B	ONE 5-B OR ONE 10-B
40' TO 65'	THREE 5-B OR THREE 10-B OR ONE 20-B AND ONE 5-B OR ONE 10-B	TWO 5-B OR TWO 10-B OR ONE 20-B

RATINGS THAT INCLUDE HIGHER NUMBERS OR MORE LETTERS ARE ACCEPTABLE. A "B" RATED EXTINGUISHER IS THE MINIMUM. A "B:C" OR AN "A:B:C" IS EVEN BETTER.



BOAT DONATIONS



Keep on Truckin'! This year we updated our boat donation advertisement to reflect our need for a low-mileage truck or hauler to assist us with the transportation of boats. Recognizing that delivery costs to move boats from the donor's location to a service yard or brokerage facility adds up quickly, and in some cases can be done by staff members or volunteers, we put out a call for suitable vehicle donations. If you have a potential lead or other ideas on how we can lower delivery and transportation costs, please contact us or our boat donations partner.



EPIRB AND PLB RENTALS



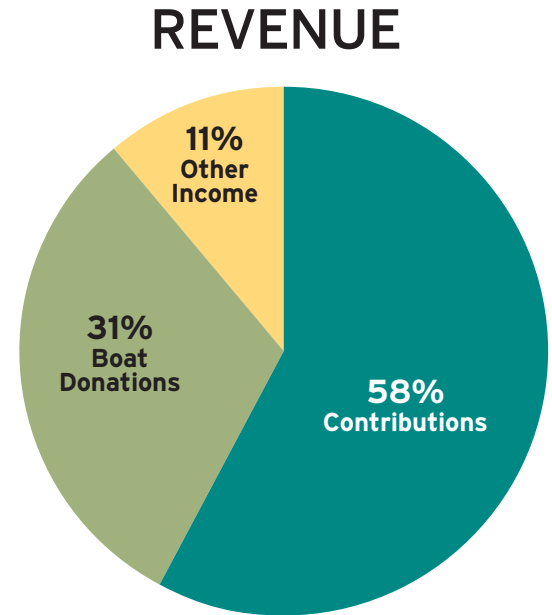
Going Off Grid. 1995, the BoatUS Foundation has rented emergency beacons to boaters and other outdoor enthusiasts who may find themselves off-grid and out of communication range. To date there have been 29 emergency activations by renters who found themselves in absolute peril. Because of the peace-of-mind provided by this satellite-based program we are often contacted by adventurers of all types requesting a rental unit. This summer, Harvard University rented every unit we had available for one week to accompany students and their leaders as part of their first year outdoor orientation and education program (FOP). Participants spent their time hiking and canoeing the wilderness of Maine, New Hampshire and Vermont. This major rental, outside of our traditional offshore-boater client base, highlights the value of our service.



FINANCIALS

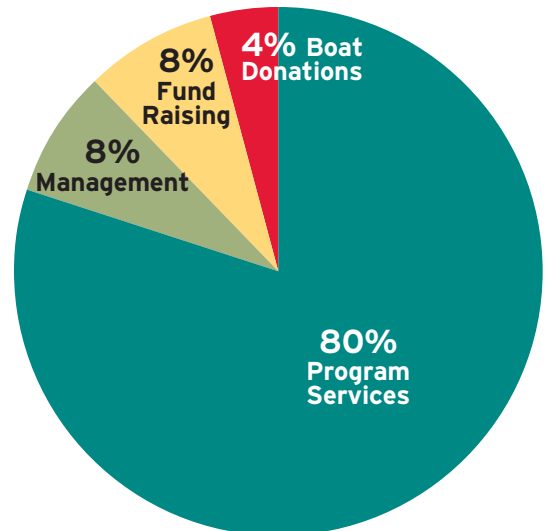


REVENUE	2022
Contributions	\$ 1,764,944
Federal Grants	\$ -
Other Income (Royalties and Program Income)	\$ 935,087
Boat Donations	\$ 342,691
Investment Income	\$ 44,331
Unrealized Gain (Loss) on Investments	\$ (167,605)
Total Support, Revenues and Gains	\$ 2,919,448



EXPENSES	2022
Program Services	\$ 2,875,571
Management and General	\$ 283,527
Fundraising	\$ 270,292
Boat Donation Expenses	\$ 161,490
Total Expenses	\$ 3,590,880
Net Assets at Beginning of	\$ 2,252,241
Year Net Assets at End of Year	\$ 1,580,809
Change in Net Assets	\$ (671,432)

EXPENSES



PROGRAM EXPENSES	2022
Brochure Print & Distribution	\$ 32,959
Conferences & Seminars	\$ 95,263
Course Development	\$ 9,180
Emergency Beacon Rental	\$ 55,175
Fishing Gear Recycling	\$ 1,589
Foundation Findings	\$ 20,375
General Boater Education	\$ 445,705
Grassroots Grants	\$ 29,021
Sportsmans Forum	\$ 39,145
Life Jacket Loaner Program	\$ 76,352
Marine Debris	\$ 37,141
On Water Training	\$ 606,791
Online Course	\$ 1,281,521
Other Programs (individually less than \$5,000 each)	\$ 1,779
US Coast Guard Auxiliary	\$ 7,064
US Power Squadron	\$ 18,940
Website	\$ 117,571
Total	\$ 2,875,571

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[About the Foundation](#)

The BoatUS Foundation for Boating Safety and Clean Water is an innovative leader promoting safe, clean and responsible boating