





In late 2023, we received some outstanding news: We learned we were to be awarded \$10M from the Marine Debris Program, which is part of the National Oceanic and Atmospheric Administration's (NOAA) larger mission to address marine debris, namely abandoned and derelict vessels (ADV's). We paused, if only for a minute, to let it sink in. This was the largest single grant BoatU.S. Foundation has ever received. At the time of this writing, as we reflect on 2024 and look back at our work, it still feels like a fresh and significant "win!"

So, who are these winners?



The winners are anyone and everyone who recreates on, in, or around the water. They are paddlers, boaters, and those who harvest from the water, both recreationally and commercially. Communities, waterfront property owners, swimmers, and beachgoers, as well as visitors and tourists to coastal waterfront towns, are winners, too. Our clean water mission has never looked so robust. After all, we are the BoatU.S. Foundation for Boating Safety & Clean Water.

Our first year working on the ADV grant project in 2024 was focused and intent. It began with active listening. The feedback we received from stakeholders, including that from underserved communities, helped us to better understand the issues, challenges, and concerns. Work on creating a national ADV database to track and assist in ongoing efforts and a virtual conference to share disposal and recycling solutions, which are all part of our grant deliverables, will be firsts. You can learn more about the exciting things to come in the sections on Tackling ADVs, Pinpointing the Problem, and Turning the Tide.

This year was also a win for our boating safety mission. We received a grant from the U.S. Coast Guard Office of Recreational Boating Safety to promote taking a safe boating course. Our new Educated Boater Campaign encourages boaters, whether operator or passenger, to get certified in safe boat operation.

As a final win, we welcomed our new president, Heather Loughheed, to her first full year at the helm of the Foundation. She supported our ideas, encouraged our work, gave us the latitude to explore, and cleared the path to success. Like a lighthouse, her beam keeps us on course.

We invite you to read our entire Annual Report, including introducing our newest team members, to get a true picture of the work we love and the love we have for our work. Thank you for your ongoing support.

J. Ted Sensenbrenner
Director of Development

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 funded primarily by grants and individual donations.

PROGRAM HIGHLIGHTS



RENTALS – The total times EPIRBs and PLBs were rented since the program started is 9,623 rentals, giving tens of thousands of boaters peace-of-mind.



LJLP – The Foundation has loaned out kid-sized life jackets more than a million times over the past 30 years at one of the more than 550 loaner stations nationwide.



FREE BOATING COURSE – A total of 261,675 students enrolled in our self-paced online boating safety course, which is Coast Guard-recognized and NASBLA-approved.



BOAT DONATIONS – If lined up end-to-end, all the boats donated to the Foundation this year equals a total of 1,013 feet, with the average length of 29.8 feet.



ABANDONED & DERELICT VESSELS – When the Foundation announced that vessel removal grant funding was available, we initially received 97 letters of intent totaling a requested \$44M to address the issue.



ON-WATER TRAINING SITES – There are 23 national training partners that offer a structured hands-on curriculum taught by licensed Coast Guard captains.



TIDE CHANGE – BoatU.S. Foundation announces it will host a first-ever virtual conference on ADVs and marine related waste. Thirty speakers and 200-300 attendees are expected.

OUR TEAM IS GROWING



The Foundation welcomed three new crew members to the Foundation in 2024, each with uniquely different backgrounds and skill sets. We're so glad you're part of our team.

Alison Trimble, Director of Operations (April 2024) "What I like most about my job is supporting a worthy mission of educating boaters as to how to be good stewards of our environment and contributing to the programs that keep our waterways safe and clean."

Michael Moore, Program Administrator (April 2024) "I thoroughly believe in the Foundation's overall mission and enjoy the work, especially the work involving ADVs. The team is small, but it functions on a grand scale. It's been a rewarding opportunity."

Zainab Shaikh, Applications System Analyst (June 2024) "I work behind the scenes to support the technology and data that help keep our programs running smoothly. It gives me a good feeling to know that tracking statistics helps the team move programs forward."



**Alison Trimble,
Director of Operations**



**Michael Moore,
Program Administrator**



**Zainab Shaikh,
Applications System Analyst**

ADV PROGRESS



Tackling Abandoned and Derelict Vessels



In September 2023, the Foundation was awarded a four-year, \$10 million grant from NOAA's (National Oceanic and Atmospheric Administration) Marine Debris Program to improve U.S. coastal and marine waters affected by abandoned and derelict vessels (ADVs) by facilitating removal and prevention activities across the country. The three primary components of the grant focus are location identification and tracking, vessel re-

moval, and hosting a national conference focused on the sustainable disposal of ADVs and other boating-related marine debris.

Approximately \$7.5 million is earmarked for a one-stop-shop competitive grant program to seek out and complete marine debris removal projects on our nation's coasts, Great Lakes, Freely Associated States, and U.S. Territories. In June we made our first announcement seeking qualified, diverse, and experienced organizations to submit letters of intent to apply for future grant funding to clean up local waterways.

While organizations, both public and private, were making their case for funding, the Foundation put out a call for volunteers to make up a diverse panel of peer reviewers to evaluate proposals. Individuals with backgrounds in marine debris management, the boating industry, education, nonprofits, government agencies, marketing and outreach, grant management, financial analysis, project evaluation, impact assessment, as well as legal or regulatory fields were encouraged to apply. Project selection will be made in 2025.



PRESS ROOM:

BoatU.S. Foundation Opens Grant Program for \$7.5M to Remove ADVs — Organizations are invited to apply for grant funding to clean up local waterways, 6/8/2024

BoatU.S. Foundation: Call for Volunteer Reviewers for New Grant Program to Remove ADVs — Individuals with diverse backgrounds encouraged to apply, 8/28/2024

ADV PROGRESS, CON'T



Pinpointing the Problem

As part of the overall ADV project, the Foundation is creating a new national ADV database in partnership with NOAA to track these environmental and navigational hazards and help facilitate removal. In October, we launched an online form to gather input from concerned citizens as well as state agencies, law enforcement, and environmental and boating groups to help determine and prioritize the type of information that needs to be included in the ADV database. The feedback form is just one of several methods that will be used to gather input on this project.

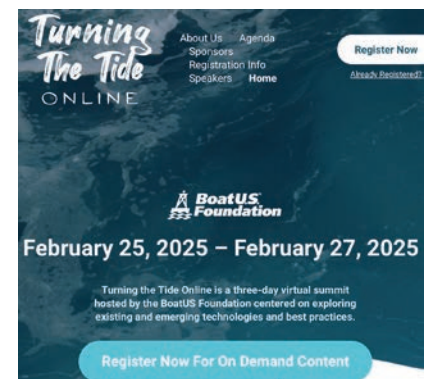
When it is launched, the ADV database is expected to not only pinpoint the locations of ADVs but also improve tracking their removal while providing a clearer picture of the extent of the problem across the country. Input will also help the Foundation to seek new ideas for how it may be better utilized and to make it widely accessible to communities, organizations, and governments that may benefit from the information. A database launch is targeted for 2025.

PRESS ROOM:

BoatU.S. Foundation Invites Public to Share Ideas for New Database to Report ADVs – Database to pinpoint ADV locations and track removal, 10/29/2024

Turning the Tide

BoatU.S. Foundation announced it will host a first-ever virtual summit in February 2025 with a focus on seeking and sharing responsible and sustainable disposal practices of boating-related waste. Planning for the event began in early in 2024 with a call for presenters. As part of the conference, the Foundation is encouraging dialog and idea exchange with the goal to join boaters, recyclers, marine professionals, and waste management experts to find solutions and revolutionize best practices for responsible, sustainable disposal of vessels and other marine related debris.



Nearly 30 presenters from a variety of backgrounds are expected to take part. There will be a nominal charge for the event with a discount for nonprofit and government employees, and an even greater discount for students. Registration will include access to session recordings and presentation materials. An in-person conference is planned for 2026.

PRESS ROOM:

Registration Opens for 'Turning the Tide Online' Summit Regarding Boating Industry-Generated Waste – Environmentalist and surfer Shaun Tomson is keynote, 12/11/2024

ONLINE BOATING SAFETY COURSE



Promoting the Foundation's FREE educational resources has been part of our mission from day one. Our most popular resource is our online boating safety certification course, which meets the boating education requirements for 37 states. It takes significant staff resources to keep it running and to maintain our approval with NASBLA, the National Association of State Boating Law Administrators.

This year, our course was approved by the Pennsylvania Fish & Boat Commission as meeting its state requirements — a win for Pennsylvania boaters. More than 300,000 boats are registered in the Keystone State and many more will recreate on the state's waterways. Nearby, New York boaters also have the option to take a state-approved course through BoatU.S. Foundation. A state law enacted in 2019 called "Brianna's Law", named after a young girl who perished in a tragic boating accident, requires all motorboat operators, regardless of age, to complete a boating safety course approved by the state. New York is one of the few states that has an option for certified boaters to elect to have their state-issued driver's license marked with a special anchor symbol indicating proof of course completion.

The Foundation's course catalog grew again in July 2024 with the Florida Boat Rental Course. Each year, roughly 140 million people vacation in Florida, which is also the state with the greatest number of boat rentals. Now, vacationers heading to Florida and planning to rent a boat or a personal watercraft have an easy and low-cost way to earn their temporary safety certificate required by almost every rental agency and livery.

PRESS ROOM:

What 222,000 Boaters Got Wrong — Test your knowledge; Take a BoatUS Foundation online boating course this winter, 1/10/2024

Free Online Course Meets Brianna's Law Requirement for New York Boaters — Mandatory boating safety education deadline looms, 3/18/2024

BoatU.S. Foundation Offers New 90-Day Temporary Boating Certification Course for Renters — Nonprofit leader in boating safety makes renting easier, 7/30/2024

Pennsylvania Boaters Now Have Low-Cost Safety Course from BoatUS Foundation — Approved by Pennsylvania Fish & Boat Commission and NASBLA, 12/3/2024

ON-WATER TRAINING



On-water training is an excellent way to expand a student's understanding of the mechanics, handling, and seamanship required to operate a boat. The Foundation's online boating safety course covers these topics with diagrams and animations. However, hands-on training gives those students who wish to experience a convenient and affordable opportunity to learn.

To offer on-water training, BoatU.S. Foundation partnered with 23 locations where students are taught under the watchful eye of a U.S. Coast Guard-licensed instructor. Lessons are typically taught aboard boats 19- to 24 feet with a single outboard engine, and they follow a three-hour National Safe Boating Council modular curriculum. Classes are limited to four people to maximize time at the helm. There are four modules; Intro to Boating, Close Quarters Boating and Precision Docking, Open Water, and Advanced Open Water.

PRESS ROOM:

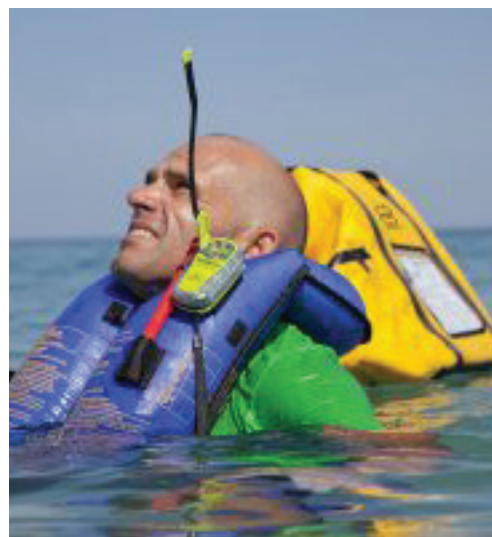
Try Boating or Hone Your Boat Handling Skills with On-Water Powerboat Training — Courses for beginners and experienced operators build confidence, 07/02/2024



EMERGENCY BEACON RENTAL



Every day at the Foundation is #406 Day! Each year, #406 Day serves to raise awareness about the benefits and responsibilities of having an Emergency Position Indicating Radio Beacon (EPIRB) or a Personal Locator Beacon (PLB) while boating when out of VHF or cellphone range. Every April 6, we remind boaters of the importance of this life-saving technology that relies on the beacon frequency of 406Mhz. With the push of a button, a boater can summon help. Rescuers will know the location of the emergency and a description of the vessel as well as emergency contact information. BoatU.S. Foundation has rented out emergency beacons since 1994. This year, the Foundation rented PLBs a total of 115 times and EPIRBs 86.



FUN FACT: The farthest point of travel for one of our rented PLBs this year was to a paddler who made a three-week trek across Glacier Bay, Alaska.

PRESS ROOM:

How Long Do You Really Need an EPIRB? For some boaters, it's 10 days according to BoatUS Foundation beacon rental program statistics, 3/25/2024



LIFE JACKET LOANER PROGRAM



The BoatU.S. Foundation teamed up with the boating app DECKEE to pilot a program to make it easier to borrow a child-sized life jacket for temporary use, such as a day or weekend, with the goal of increasing life jacket wear and boating safety.

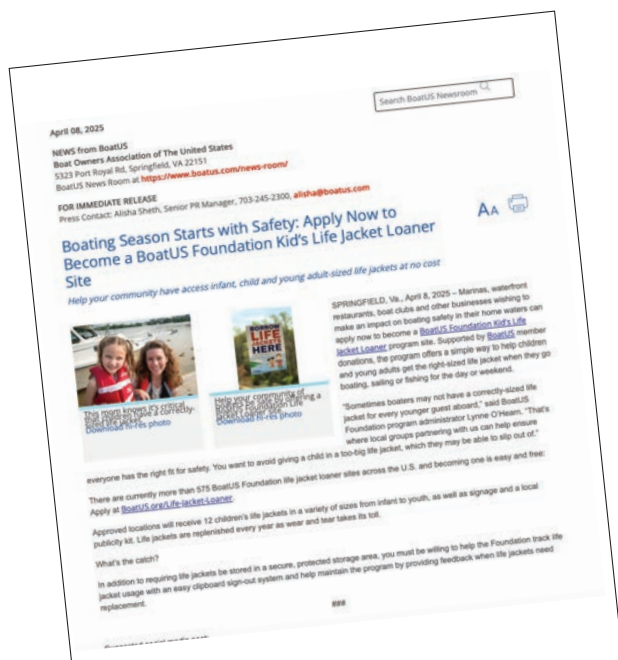
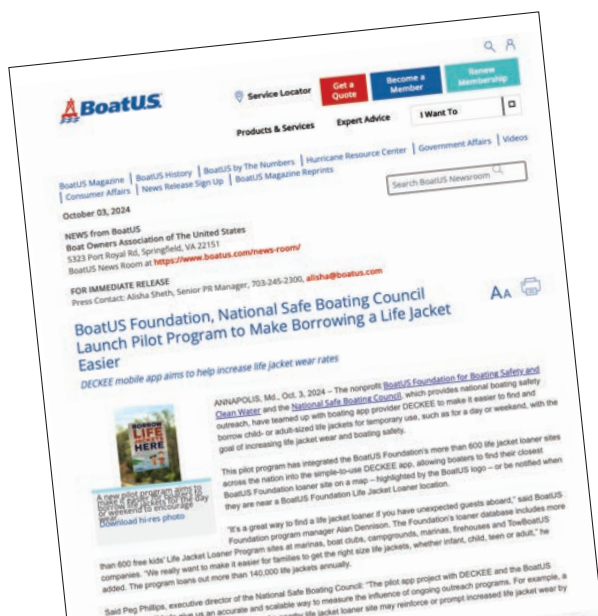
This pilot program integrated the BoatU.S. Foundation's more than 550 life jacket loaner sites across the nation into the simple-to-use DECKEE app, allowing boaters to find their closest BoatU.S. Foundation loaner site on a map – highlighted by the BoatUS logo – or be notified when they are near a BoatU.S. Foundation Life Jacket Loaner location.

At present, the Foundation's program loans out more than 140,000 life jackets annually. In December, the Foundation sought to grow the program further and put out a call for more marinas, waterfront businesses, and civic and first responder organizations wishing to have an impact on boating safety in their home waters to apply to become Life Jacket Loaner Program sites.

PRESS ROOM:

BoatU.S. Foundation Launches Pilot Program to Make Borrowing a Life Jacket Easier — DECKEE mobile app aims to help increase life jacket wear rates, 10/2/2024

Help Save a Child's Life: Apply to Become a Life Jacket Loaner Site — Program seeks new locations that lends infants, child, and youth life jackets to the public, 10/22/2024



COAST GUARD GRANTS



In an effort to diversify funding sources, the Foundation assembled a team to respond to the U.S. Department of Homeland Security (DHS) Notice of Funding Opportunity (NOFO) of the Recreational Boating Safety (RBS) Grant Program. In early 2024, we brainstormed opportunities that we believed could contribute in a meaningful and significant way to support the mission of the National RBS Program.

The focus of our grant effort was to appeal to the primary initiative of the RBS Coast Guard Strategic Plan: to positively influence recreational boater behavior, thereby reducing the loss of life, personal injury, and property damage. The maximum award for any single project was \$250,000, and the appropriation authority and funds are allocated from the Sport Fish Restoration Act.

In September, we learned our proposal to launch a nationwide education and marketing program to educate boaters on safety and best practices to ensure responsible recreational boating was selected by the grant review committee and awarded \$175,000. The short name for our project is the "Educated Boater Campaign". The goal is to encourage boaters to seek boating education opportunities to increase safety knowledge and meet state education requirements. The grant will allow the Foundation to create a campaign theme and new content in the form of three microcourses and launch a robust digital ad campaign.

In November, we kicked off the Educated Boater Campaign by outlining our strategy. By December we selected and contracted with a social science and marketing firm to assist in our ongoing efforts.



HELPING FELLOW FOUNDATIONS



In May 2024, we received a message from the Double Angel Foundation asking what BoatU.S. Foundation could do to help spread the word about the dangers of carbon monoxide poisoning. The Double Angel Foundation was started by the parents of Dillon and Logan Dixey, brothers who died while swimming off a houseboat in 2000. The parents turned grief into a mission to educate people about the dangers of the colorless and odorless gas that cruelly took their sons' lives.

The nonprofit has reached out to almost anyone who would listen, including the Coast Guard, Congress, boat manufacturers, and marinas. Their efforts are paying off: Boat manufacturers now place warning labels in conspicuous places, there are new emissions standards for boat engines, and boaters are more aware of the often deadly dangers. Due to industry changes, the annual fatality rate from CO poisoning on boats or drowning after CO exposure has drastically decreased from nearly 100 fatalities and more than 375 nonfatal poisonings a year two decades ago to nearly zero fatalities and only a handful of poisonings reported each year.



In response to the outreach by Double Angel Foundation, we worked with our colleagues at BoatU.S. Magazine to commission and publish an article on the dangers of carbon monoxide in the June/July BoatU.S. Foundation column. “What You Can’t See Can Hurt You” reminded readers of the ever-present danger of CO, described common signs and symptoms, and outlined best methods for prevention.

Visit DoubleAngel.org to learn more about the mission of Double Angel Foundation, which has many similarities to that of the BoatU.S. Foundation.

CELEBRATING EARTH DAY



More than two-thirds of the Earth's surface is covered with water, so it's only fitting the BoatU.S. Foundation for Boating Safety & Clean Water has a message for boaters to connect with Mother Earth. This year, we reminded our followers that boats new or old and 26 feet or greater must have written trash overboard and oil discharge placards "prominently posted." The signs outline what can be thrown overboard and what can't. A third waste management placard about how garbage is to be collected and stored aboard is required for boats 40-feet or greater.



The placards are U.S. Coast Guard-compliant and meet MARPOL requirements in regard to size and materials.

They may also meet state anti-littering laws for local waters. Not having the placards displayed on required vessels could result in civil penalties. All three of these decals are available for just \$5 each (or \$13 for the set of three) from the BoatU.S. Foundation website and is another way the Foundation is demonstrating its leadership in environmental issues.

PRESS ROOM:

On Earth Day, Does Your Boat "Say" What it's Supposed To?

***BoatU.S. Foundation offers required trash, oil
and waste placards for only \$5, 4/16/2024***

April 16, 2024

NEWS from BoatUS
Boat Owners Association of The United States
3323 Port Royal Rd, Springfield, VA 22151
BoatUS News Room at <https://www.boatus.com/news-room/>

FOR IMMEDIATE RELEASE
Press Contact: Alisha Sheth, Senior PR Manager, 703-245-2300, alisha@boatus.com

On Earth Day, Does Your Boat "Say" What it's Supposed To?

BoatUS Foundation offers required trash, oil, waste placard decals for just \$5



ANNAPOLIS, MD, April 16, 2024 - Every new boat comes adorned with a plethora of warning labels for just about everything from obvious hazards to what a low piston should be used for. With Earth Day coming up April 22, did you know there are labels that can help remind you and your guests to keep our waters clean and ensure you are on the right side of the law?



Boats new or old and 26 feet or greater must have written trash overboard and oil discharge placards "prominently posted" to remind you and your crew what can be thrown overboard and what can't. A third waste management placard about how garbage is to be collected and stored aboard is required for boats 40-feet or greater. All three are available for just \$5 each (or \$13 for the set of 3) from the BoatUS Foundation for Boating Safety and Clean Water for at [BoatUSFoundation.boatus.com/ecommerce](https://www.boatus.com/ecommerce). Shipping is included, and purchases support the boating nonprofit's mission to support clean waters.

"These placard decals can be the reminder you and your crew need when out on the water or working on your boat," said BoatUS Foundation director of boating safety Ted Sensenbrenner. "Having them aboard in locations where they will be seen says a lot about how you treat the environment."

The Foundation placards are U.S. Coast Guard-compliant and meet MARPOL requirements in regard to size and materials. They may also meet state anti-littering laws for local waters. Not having the placards displayed on required vessels could result in civil penalties.

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BoatUS Foundation

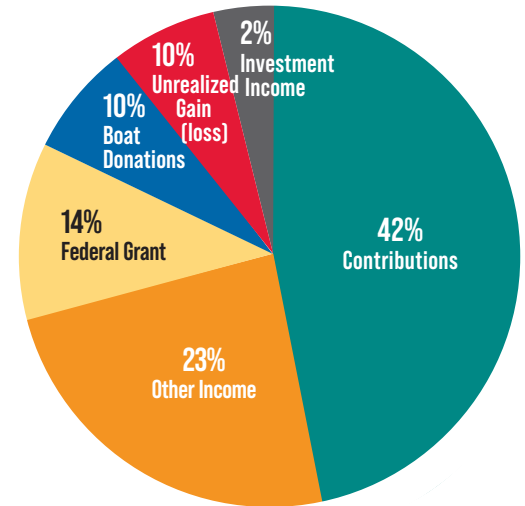
2024 FINANCIALS



REVENUE

Contributions	\$ 1,727,655
Federal Grants	\$ 561,709
Other Income (Royalties and Program Income)	\$ 930,257
Boat Donations	\$ 398,982
Investment Income	\$ 78,952
Unrealized Gain (Loss) on Investments	\$ 399,542
Total Support, Revenues and Gains	\$ 4,099,121

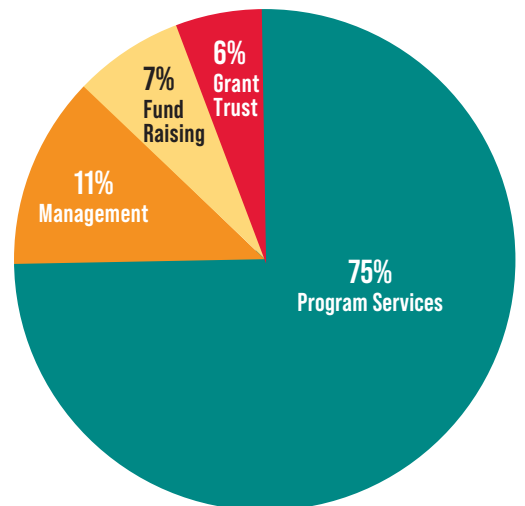
REVENUE



EXPENSES

Program Services	\$ 3,143,385
Management and General	\$ 420,976
Fundraising	\$ 284,466
Total Expenses	\$ 3,848,827
Net Assets at Beginning of	\$ 717,631
Year Net Assets at End of Year	\$ 967,925
Change in Net Assets	\$ 250,294

EXPENSES



PROGRAM EXPENSES

Conferences and Seminars	\$ 3,718
Course Development	\$ 1,251
Emergency Beacon Rental	\$ 28,641
Foundation Findings	\$ 1,619
General Boater Education	\$ 72,999
Grassroots Grants	\$ 1,381
Life Jacket Loaner Program	\$ 8,044
On Water Training	\$ 179,923
Online Course	\$ 458,922
Other Programs	\$ 267,170
US Coast Guard Auxiliary	\$ 2,672
US Power Squadron	\$ 10,373
NOAA Marine Debris Program	\$ 240,516
Total Program Expenses	\$ 1,277,229

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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