

Nonprofit Organization Grants:

Coast Guard Office of Auxiliary and Boating Safety
Recreational Boating Safety

Federal Grant Title:	National Non-Profit Organization Grant Program
Federal Agency:	United States Coast Guard
Funding Opportunity Number:	DHS-USCG-2023-001
Type of Funding:	Cooperative Agreement
CFDA Numbers:	97.012
CFDA Descriptions:	Boating Safety Financial Assistance

Grantee: Sea Tow Foundation
Grant Number: 70Z02323MO0001523
Grant Title: Heading to Zero with the Sober Skipper Campaign
Period of Performance: 1 year grant

Award Amount: \$201,623.00

Summary:

The Sea Tow Foundation seeks grant assistance from the Sport Fish Restoration and Boating Trust Fund administered by the U.S. Coast Guard to continue to promote the Sober Skipper Campaign to larger markets across the country while continuing its successful, proactive message to eliminate Boating Under the Influence accidents and fatalities. The Sea Tow Foundation has received grant funds from 2015 through 2023 which has resulted in a 20.4% decrease in the number of boating deaths, 22.4% decrease in the number of accidents and a whopping 40.3% decrease in the number of injuries related to alcohol use during that time frame. This exemplifies how the Sober Skipper Campaign is making a difference and saving lives.

The Sober Skipper Campaign's target audience is made up of the most-frequent BUI offenders - namely men between the ages of 24-56 who use a trailered open motorboat that is between 14-26 feet in length and go boating primarily on the weekends.

This grant project will continue to utilize photos, videos, social media messaging, outreach through public relations, and other grassroots efforts to promote the Sober Skipper Campaign message in an effort that has been coined "Heading to Zero" which has nautical meaning with a real-world goal of getting to zero boating accidents, deaths and injuries caused by alcohol. After all, BUI is 100% preventable and the Sober Skipper Campaign aims to eliminate BUI accidents and deaths.

<https://www.boatingsafety.com/>