



 **Boat U.S.  
Foundation**  
*for Boating Safety & Clean Water*

# ANNUAL REPORT

# 2006



# A MESSAGE FROM THE PRESIDENT



First of all, I can't believe the BoatU.S. Foundation celebrated its 25th Anniversary last year! For me, the last 23 years can only be described as a creative and rewarding journey. I didn't take this journey alone. Many great Foundation teams pulled together to build partnerships and programs that have contributed to a quarter-century of successes.

The challenge, then as it is today, is to find new ways to get boating safety tools and messages out to boaters and educators. Over the last 25 years, we have pioneered many groundbreaking projects to do just that.

Our first project, the Toll-Free CourseLine made information about local boating safety courses available to everyone nationwide, a significant accomplishment in the days before the Internet.

Our Grassroots Grants program was the first of its kind to put dollars directly into the hands of local organizations who address safety and clean water issues that affect boating in their communities.

The Life Jacket Loaner Program for Kids addressed a particularly important need by providing life jackets for kids who might otherwise be wearing one that is the wrong size.

Our Help Stop the Drops clean fueling program began as a pilot project in the Gulf States and in 10 years has grown into a nationwide campaign providing unique tools to help marinas and boaters prevent small fuel spills.

I could go on but I think you get the picture. Our strategy has always been to make it as easy as possible for boaters to get the tools they need to safely and responsibly enjoy their time on the water.

Over the years, the Foundation has been fortunate to receive generous support from BoatU.S. members and others to fund our programs. I am grateful to all who have contributed and supported the Foundation. And if you are wondering whether we are making a difference here is a simple fact you should know:

In 1981, with nine million registered boats, the number of fatalities was a dismal 1,208.

Today, with over 13 million registered boats the number of fatalities is around the 700 mark – nearly cut in half!

We're making a difference but we still have more work to do. With your continued support, we will keep doing our best to reach boaters with safe and clean boating messages for another 25 years, and beyond!

*Ruth Wood*

# 1981



*BoatU.S. Foundation for Boating Safety  
established as a national 501(c)(3) non-profit  
organization*







# RESOURCE LIBRARY

After 25 years, the first programs that launched the BoatU.S. Foundation into the lives of boaters nationwide are still going strong. The first of these, the Boating Resource Library, now boasts a collection numbering over 25,000 books, magazines and videos. To keep pace with changing technology, now boaters can find answers to many of their boating questions in the Boater's Toolbox, our online resource for all things related to boating. Check it out at [www.boatus.com/foundation/toolbox/](http://www.boatus.com/foundation/toolbox/)

# COURSELINE

What began in 1984 as the "800 Project" has evolved into a nationwide database of boating safety courses that boaters can access 24 hours a day, 7 days a week from anywhere in the world via the CourseLine Online website ([www.boatus.com/foundation/courseline/](http://www.boatus.com/foundation/courseline/)). Each year, more states pass mandatory education laws, some requiring that students take a classroom-based course, including a proctored exam. The CourseLine allows boaters to locate a nearby class by simply entering their zip code. Course providers, both public and private, can also log in to update their course offerings. And boaters can still call the 800 number – 1-800-336-BOAT (2628) Monday through Friday, during regular business hours to get assistance finding a class. **In 22 years we have served over 1.3 million boaters' requests for courses.**



# BROCHURES

The Brochure Program is one of the first Foundation programs that put boating safety information directly into the hands of the boaters. As its popularity has grown, boating safety groups such as the US Power Squadrons, Coast Guard Auxiliary and state and local educators have become a vital link in distributing these brochures. This network reaches to the distant corners of every state, as well as Puerto Rico. **To date, over 25 million pieces have been distributed in classrooms, at boat shows and to the general boating public at events across the country** covering topics such as clean fueling, pumpouts, rules of the road, cold weather boating and life jackets. All of the Foundation's brochures are also available for download on our website – [www.boatus.com/foundation/brochure/](http://www.boatus.com/foundation/brochure/).

*Resource library created to house thousands of volumes of nautical literature collected since 1966*

*"800 Project" launched to connect boaters with safety courses in their area, now called CourseLine*

*Began distribution of Free boating safety literature to volunteer groups across the nation*

1982

1983

1984

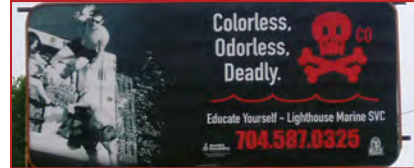
1985

1986



# FOUNDATION FINDINGS

In eighteen years we have conducted consumer product testing and research for 42 Foundation Findings reports, and in the Summer of 2006 Foundation staff hit the water once again. For Foundation Findings #42 we tested engine kill switches. Comparing existing wired models to the new wireless models on the market, we wanted to see how they worked on our 22-foot center console. Not only did they all stop the engine successfully, but we also found that the new wireless technology could extend protection to everyone onboard. Depending on the type of boating preferred, there are different models and levels of complexity available to help boaters stay safe when out on the water. Visit [www.boatus.com/foundation/findings](http://www.boatus.com/foundation/findings) for the full report.



# GRASSROOTS GRANTS

Since 1989, the BoatU.S. Foundation has been awarding grants to local boating safety organizations across the nation. Nine years later the Clean Water Grants program was established to address environmental issues that boaters face in their hometowns. Leveraging these grant awards with the volunteer labor of dedicated organizations across the country, the Foundation is able to help educate a greater number of boaters about safe boating techniques and environmental issues that affect them locally. In 2006, the Foundation awarded a record \$100,000 in grant funding to local boating safety and environmental groups. **The Foundation has awarded nearly \$1 million in boating safety and clean water grants over the past 17 years.** For a comprehensive history on the projects we've funded over the years, visit our webpage at [www.boatus.com/foundation/](http://www.boatus.com/foundation/) and click on Boating Safety Grants or Clean Water Grants.

## BOATING SAFETY GRANTS

The Foundation, through the Boating Safety Grants program, makes available \$50,000 every year to local nonprofit boating organizations. In 2006, of the 100 applications received, 25 groups were awarded grants of up to \$4,000 each to develop boating safety programs specifically addressing issues in their boating area. These groups worked hard to educate boaters through projects such as local radio advertisements promoting boating safety courses, boating safety brochure kiosks, and a multi-state boating law guide.

## CLEAN WATER GRANTS

The Clean Water Grants program had over 60 applications and selected 18 groups from 13 states in 2006 to receive \$50,000 in grants. These projects help educate boaters about topics such as invasive species, pumpout stations and local marine life through various methods. One group produced tide tables booklets including 17 pages of environmental information and tips on cleaner boating. Another group promoted marine debris awareness through the development of a website and organizing clean-up events for their kayaking club.

*Grassroots Grants program awarded \$25,000 for Boating Safety Grants in its first year*

*Developed "Tackle Box" brochure packet aimed at boating sportsmen such as anglers and hunters*

*"Foundation Findings" series began with testing of fire extinguishers and PWCs*

*Milestone: Distributed over 10 million boating safety brochures nationwide in only 6 years*

1987

1988

1989

1990

1991







# ONLINE BOATING SAFETY COURSE

In 2006, the Online Boating Safety Course saw a complete revision of course content—both in study topics and questions, as part of the triennial National Association of State Boating Law Administrators (NASBLA) review process. New materials were added, such as a section on paddle sports, and most other sections were enhanced to bring the latest information to nearly 45,000 students that take this free course each year.

The Course continues to gain popularity with new and seasoned boaters alike as it offers students the opportunity to browse dozens of topics on boating issues from basic boat preparation to legal requirements of boat operation as well as rules of the road. As a bonus, most boat insurers recognize the fact that educated boaters are safer operators, and offer a premium discount for course completion. **In 10 years of operation, over 500,000 people have registered to take the nation's first free online boating safety course.** To take the course yourself, log on to [www.boatus.org/onlinecourse](http://www.boatus.org/onlinecourse).

# EPIRB PROGRAM

The EPIRB rental program passed several milestones in 2006. **Since 1997, the Foundation has rented its units 5,000 times with 21 activations and 49 lives were saved because of using a BoatU.S. Foundation EPIRB.** During 2006, there were 3 activations and 9 lives were saved because a Foundation EPIRB was onboard. In January of 2006, two rowers participating in a transatlantic competition capsized over 1,000 miles east of Cuba. The U.S. Coast Guard search and rescue team was dispatched and a tall ship was redirected over 120 miles to make the save. After eight hours of waiting on the upside down rowing shell the tall ship arrived and took them on as crew until they reached their next port.

Activated during an emergency situation, an EPIRB sends out a mayday signal via satellite to rescue authorities notifying them of the vessels description and location. In cooperation with BoatU.S. Emergency Dispatch the Foundation provides this life-saving service to any boaters making an offshore passage. Reservations can be made online at [www.boatus.com/foundation/epirb](http://www.boatus.com/foundation/epirb), or by calling 1-888-66-EPIRB.

*Clean Water Trust launched the "Help Stop the Drops" clean fueling program in Gulf Coast states*

*Completed extensive study on inflatable PFDs leading the way for Coast Guard approval of inflatables*

*EPIRB Rental Program began to make costly rescue equipment available for any offshore voyage*

*BoatU.S. Clean Water Trust created to help educate boaters about cleaner boating*

*The Foundation launched the first free Online Boating Safety Course*

1992

1993

1994

1995

1996



# HELP STOP THE DROPS

The "Help Stop the Drops" clean fueling campaign encourages boaters to fuel up cleanly and safely, and helps boaters and marinas learn practical ways to prevent small fuel spills. In 2006, the Foundation worked to expand our traditional methods of outreach by collaborating with fuel docks and proactively seeking articles and public service announcements in local and regional boating publications. As a result, the program's exposure grew and increased traffic to [www.helpstopthedrops.com](http://www.helpstopthedrops.com). Many marinas that were not previously aware of the program were able to request signage and other materials from the web site. **These requests, combined with previous mailings, bring the total number of marinas provided with Help Stop the Drops materials to nearly 1000 marinas in the ten years since it began.** In late 2006, the Foundation began evaluation efforts to obtain feedback on the materials provided to fuel docks. This information will allow for further program and message refinement.

# LIFE JACKET LOANER PROGRAM

Aimed at helping boaters get kids into appropriately sized life jackets, the Life Jacket Loaner Program began distributing kits to sites across the nation in 1998. It's a great program for parents with small children who quickly outgrow their life jackets or for boaters who don't usually have kids aboard. Instead of squeezing kids into jackets that are too small or resorting to one that's too big, a Life Jacket Loaner site will lend families a properly-sized life jacket for a day or two at no cost.

The Life Jacket Loaner Program continued to grow in 2006 with the addition of 45 new sites. We now have over 300 sites in 48 states plus the District of Columbia. Each year our jackets are loaned out over 50,000 times!



*The BoatU.S. Clean Water Trust awarded the First Clean Water grants*

*Sportsman's Forum created to reach anglers and hunters with boating safety education*

*Life Jacket Loaner Program distributed the first life jackets to sites across the U.S.*

*The BoatU.S. Clean Water Trust merged with the BoatU.S. Foundation for Boating Safety*

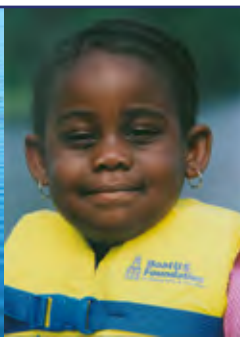
1997

1998

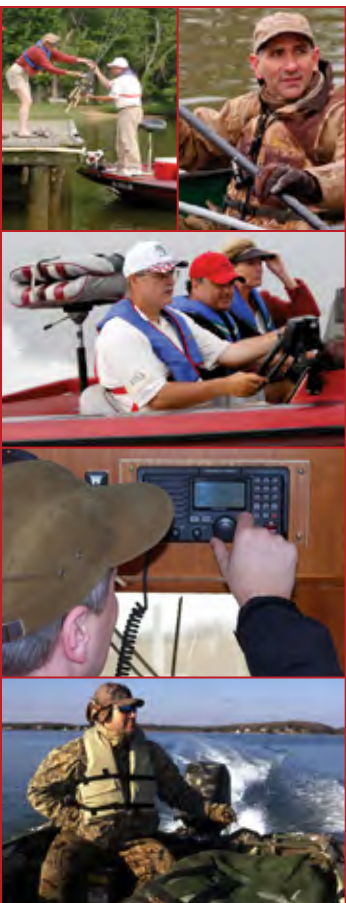
1999

2000

2001







# USCG GRANTS

In the last 25 years, the Foundation has been awarded numerous grants from the U.S. Coast Guard funding innovative projects and programs that have changed the face of boating safety. From investigative studies on inflatable life jackets and accident report data to the EPIRB Rental program and safety brochures, the Foundation has developed a strong partnership with the U.S. Coast Guard. In 2006, Coast Guard grants funded two important projects.

## DSC TUTORIAL

The "Can You Hear Me?" DSC Radio Tutorial was developed as an interactive tool teaching boaters about new DSC radio technology and how it can help keep them safer on the water. The tutorial covers a range of related topics including: the necessity of a VHF Radio on board your boat; the Coast Guard's new Rescue 21 search and rescue program and how it works; what DSC is and how it benefits boaters; and VHF/DSC radio installation and use. The tutorial also includes an interactive VHF radio simulator to give boaters a hands-on look at how easy it is to use a VHF/DSC radio. **The "Can You Hear Me?" DSC Tutorial, just released on our website in 2006, has received widespread attention with nearly 2,000 visits in its first month online and thousands more since.**

## SPORTSMAN'S FORUM

Originating from a Coast Guard grant first awarded in 1999, in just seven years the Sportsman's Forum program has distributed over 250,000 fish and waterfowl ID booklets and produced TV shows with boating safety messages reaching over 1 million American households. While the goal of the Coast Guard's Sportsman's Forum grant has always been to bring boating safety information to America's sporting population and to stress the importance of wearing life jackets, the program changed course in 2006 to meet the changing needs of America's boaters. The Foundation has traditionally worked using a national strategy but is now working in partnership with the Coast Guard, the California Department of Boating and Waterways and the National Safe Boating Council to promote life jacket use in the Sacramento Delta region of California. This is a test program to see if using a variety of targeted messages aimed at different user groups simultaneously can increase life jacket use. For more information on the program, please visit the campaign website at [www.WearItCalifornia.com](http://www.WearItCalifornia.com).

The BoatU.S. Foundation is dedicated to making boating safer and cleaner. To that end, our staff serve on committees and in leadership roles for organizations throughout recreational boating, including:

- National Safe Boating Council (NSBC)
- United States Power Squadron (USPS)
- United States Coast Guard (USCG)
- United States Coast Guard Auxiliary (USCGA)
- National Association of State Boating Law Administrators (NASBLA)
- NASBLA Waterways Management Committee
- NASBLA Education Committee
- NASBLA Boats and Associated Equipment Committee

- NASBLA Marketing and Outreach Committee
- Chesapeake Bay Observing System Steering Committee
- Maryland Clean Marinas Program Advisory Board
- Ohio Clean Marinas Program Advisory Board
- Pacific Oil Spill Education Task Force
- Transportation Research Board's Marine Environmental Committee
- Boating Accident Investigation Reporting and Analysis Committee
- American Boat and Yacht Council (ABYC) Product Interface Committee

*Foundation received NASBLA Public Service Award for Life Jacket Loaner Program*

*Developed Environmental Leadership Award*

*Launched The Boater's Toolbox, a web-based learning tool for safety and environmental topics*

*"Can You Hear Me Now" online DSC radio tutorial and simulator went live on the Internet*

2002

2003

2004

2005

2006



Boat owners who care about safety and the marine environment are core supporters of the Foundation and help to keep these programs afloat. To learn even more about our programs, or to get involved, please visit [www.boatus.com/foundation](http://www.boatus.com/foundation).

#### Donate!

Make a tax-deductible donation! Send your gift directly or, if you're a member of BoatU.S., designate a gift to the Foundation when you renew your membership.

#### Honor a Friend

Do you know someone who lives and breathes boating? Make a donation that will celebrate their passion. It's a wonderful way to remember a friend or loved one, or commemorate a special occasion.

#### Holiday Cards

Order nautical-themed holiday cards through the Foundation! These great designs can be personalized from your family, organization, or boating group.

# HOW YOU CAN HELP



#### Lighthouse Checks

Order lighthouse-themed personal checks and support the Foundation. To order, visit our website, or look for "The Check Gallery" insert in your Sunday paper!

#### BoatU.S. Credit Card

Sign up for a Bank of America BoatU.S. credit card and get a 3% credit rebate on BoatU.S. purchases, plus, with each new card, the Foundation receives a donation!

#### Planned Giving

Consider making a larger gift that could offer you a greater tax advantage. To discuss planned giving options, please contact Pamela K. Misener, Financial Consultant, A.G. Edwards & Sons, Inc. at 1-800-247-8602 or at [Pamela.Misener@agedwards.com](mailto:Pamela.Misener@agedwards.com).

To learn more, visit

[www.boatus.com/foundation/donate.htm](http://www.boatus.com/foundation/donate.htm)

# FINANCIALS

## STATEMENT OF ACTIVITIES AND CHANGE OF NET ASSETS

### YEAR ENDED DECEMBER 31, 2006

#### SUPPORT AND REVENUES

|   | 2006               | 2005               |
|---|--------------------|--------------------|
| Contributions   | \$1,015,528        | \$964,220          |
| Federal Grants  | 218,950            | 262,699            |
| Other Income (Royalties, in-kind contributions, program income) | 304,393            | 281,313            |
| Investment Income   | 53,693             | 30,514             |
| Unrealized gain (loss) on long term Investments                 | 10,794             | (813)              |
| <b>Total unrestricted revenues and gains:</b>                   | <b>\$1,603,658</b> | <b>\$1,537,933</b> |

#### EXPENSES AND LOSSES

##### Program Services

|                                     | 2006               | 2005               |
|-------------------------------------|--------------------|--------------------|
| Courseline                          | \$77,824           | \$72,880           |
| Reference Resource Center           | 59,041             | 73,419             |
| Brochures and Publications          | 62,597             | 168,832            |
| Online Course                       | 114,462            | 89,734             |
| Conferences and Seminars            | 81,568             | 72,167             |
| Foundation Findings                 | 34,608             | 51,007             |
| Website                             | 42,597             | 40,494             |
| Life Jacket Loaner Program for Kids | 43,470             | 54,683             |
| EPIRB Rental                        | 96,087             | 117,974            |
| Sportsman's Forum and DSC Tutorial  | 249,067            | 272,760            |
| Clean Water Grants                  | 82,368             | 63,429             |
| Boating Safety Grants               | 85,939             | 86,048             |
| General Education & Research        | 121,631            | 29,141             |
| Clean Fueling Programs              | 73,030             | 95,480             |
| Crew Overboard                      | 1,000              | 18,155             |
| Other Programs                      | 19,011             | 37,757             |
| <b>Total Program Services</b>       | <b>\$1,244,300</b> | <b>\$1,343,960</b> |

##### Support Services

|                        |                    |                    |
|------------------------|--------------------|--------------------|
| Management and General | 159,602            | 166,148            |
| Fundraising            | 130,085            | 119,978            |
| <b>Total Expenses</b>  | <b>\$1,533,987</b> | <b>\$1,630,086</b> |

|                                     |           |           |
|-------------------------------------|-----------|-----------|
| Increase (Decrease) in Net Assets   | 69,671    | (92,153)  |
| Net Assets at beginning of the year | 622,649   | 714,802   |
| Net Assets at the end of the year   | \$692,320 | \$622,649 |

#### Headquarters

880 S. Pickett Street  
Alexandria, VA 22304

800-245-2628

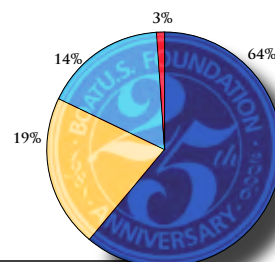
#### Annapolis Office

147 Old Solomons Island Rd, Suite 513  
Annapolis, MD 21401

[www.boatus.com/foundation](http://www.boatus.com/foundation)

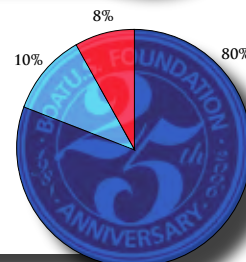
## SUPPORT & REVENUES

- ◆ Contributions
- ◆ Other Income
- ◆ Grants
- ◆ Investment Income



## EXPENSES

- ◆ Program Services
- ◆ Management & General
- ◆ Fundraising



A copy of the audited financial statements and IRS 990 tax return are available through our offices in Annapolis, MD, or Alexandria, VA.

# OUR MISSION

The BoatU.S. Foundation is a national 501(c)(3) nonprofit organization dedicated to promoting safe and environmentally-sensitive boating. Our goal is to be a leader in boating safety and environmental education and outreach, with the purpose of reducing accidents and fatalities, increasing stewardship of our waterways, and keeping boating a safe, accessible, and enjoyable pastime.



Photos front cover - clockwise from top left:

In 1999, Foundation staff helped out with Foundation Findings #32 Alcohol and Boating; Life Jacket Design competition judges pose with entry prototypes in 2006; EPIRB testing for Foundation Findings #39 in 2004; Ready for a day on the water in a life jacket from our Loaner Program for Kids(2002); Foundation staff testing DSC VHF radios in 2006; Testing canine life jackets in 2000 for Foundation Findings #33; In 2006, Foundation Staff checks for properly ventilation to reduce CO exposure while working down below; Foundation Staff testing bilge socks in 2001 for Foundation Findings #34; a hunter and his dog in life jackets encouraging sportsman to be safe on the water in 2004; In 2002, a Wisconsin group used Teens Afloat life jackets while introducing at-risk kids to boating and fishing; crew of Southern Breeze, rescued in 2003 with a Foundation EPIRB; a Wisconsin conservation group used their 2005 Clean Water grant to build outdoor information boards with clean boating tips; These adventurers carried a BoatU.S. EPIRB on their trip to the South Pole in 2003; This Long Island Sound group used their 2002 Clean Water Grant to conduct a trash pick-up on their local waterway; The St. Mary's River Project used their 2003 Clean Water Grant to print and post signs about local environmental issues; In 2003, students from Echo Hill Outdoor School learn about aquatic life with life jackets from the Teens Afloat program; Foundation staff helps out with testing FRS Radios in 2002 for Foundation Findings #36.