



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

ANNUAL REPORT 2009

FROM THE PRESIDENT

2009 was a tough year for just about everyone. While boaters may not have ventured as far from their docks as in years past, boaters still found the time to enjoy the boating life. And that's the way it should be. Boating takes us away from the stress of everyday life.

The Foundation staff didn't take a break due to the slow economy either. In fact, we were as busy as ever. Below are a few highlights.

Making child sized life jackets available for kids didn't get a furlough. We added 30 new loaner sites in 2009, expanding the program to all 50 states with over 500 total active sites.

The EPIRB rental program shipped out more than 460 emergency beacons last year and every boater who rented one of our EPIRBs for an offshore trip made it back safely to port.



We did take some time away from our desks last year. With the help of 22 volunteers we built and shipped out 400 fishing line recycling bins. We also got out on the water and filmed dozens of videos showing boaters how to use a fire extinguisher, how to clean a boat without harming the environment, and how to fuel a boat safely - to name a few.

We also continued to award grants to local groups to support boating safety and clean boating initiatives. We didn't have as much money as in years past, but issues important to us didn't go away because the economy was suffering. The reality is local communities needed

the money more than ever to help with safety and environmental issues.

Many thanks to our members and donors who supported us. I know many of you had to tighten your belts too, but many of you also opened your wallets. Your support not only helped us stay afloat but helped us help boaters. Now that I think about it - 2009 was a great year!

W. Ruth Wood

OUR STAFF



Chris Edmonston



David Carter



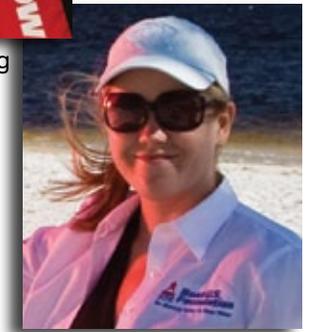
Alanna Keating



Ted Sensenbrenner



Susan Shingledecker



Amanda Suttles

GRASSROOTS GRANTS

More than one million dollars has been awarded through the Grassroots Grants programs since 1997.

Clean Water Grants

This year, the Foundation received 92 applications from 33 states and the District of Columbia for the Clean Water Grant program. Grants were awarded to ten organizations in eight states and DC.

To gauge the concerns of boaters and find out the current hot topics, there was no focus topic for this year's grant cycle. Grants were awarded for a variety of topics including marine debris, invasive species, pumpout and boat cleaning. Projects included the production of personal monofilament recycling bins for distribution, the creation of billboards to help prevent the spread of invasive species and the

creation of a "Boater's Bundle" that included 3 brochures on different clean boating topics and an absorbent pad.

Boating Safety Grants

For the 2009 grant cycle, 67 applications were received from 27 states. Grants were awarded to nine groups from nine states.

The focus topic for the 2009 cycle was positive messaging that encourages boaters to avoid drinking while boating. Some of the projects that received funding for 2009 included production of a TV program and PSA on alcohol and boating safety and creation of a "Boat Sober NYC" campaign.



SEADRIFT
SAIL AND YACHT
C L U B



BoatU.S.
Foundation
for Boating Safety & Clean Water

Funded by a grant from
the BoatU.S. Foundation

MONOFILAMENT Recovery & Recycle

www.ssandyc.org

mrrp.tamu.edu

www.boatus.com/foundation/monofilament

Please empty this can into one of the collection bins located around the area. Recycling bin locations may be found on any of the above websites, or by calling 361-552-9747.

Thanks for helping keep our waterways clear of monofilament line.

Sea Grant
Texas



Deity
DESIGN
DeityDesign.net

Grant Projects From Top: Boat Sober New York campaign poster by Going Coastal New York; Mini monofilament recycling container label produced by Sea Grant Texas.

ONLINE LEARNING CENTER

"I love the coursework, thank you for making it available to me."
- Denwood F.

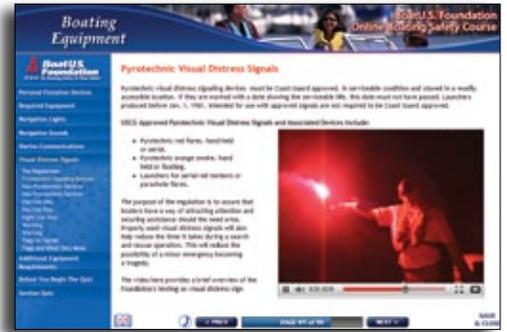


In 2009 the Foundation embarked on a project to rebuild the Online Boating Safety Course using a completely new platform and rede-

signed content. The new platform is more flexible and easier to update and will also allow us to expand our online course offerings to include advanced boating courses and new kinds of online training. Incorporating video, more animations and interactive exercises, the new course is better than ever and ready to welcome tens of thousands of new users from across the country in 2010.

The new course was submitted to NASBLA for reapproval in October and will be launched as the new BoatU.S. Foundation Online Learning Center in mid 2010 following approval from NASBLA and the states. And the best part - it's still absolutely free.

We will also be able to offer a course



in all 50 states with the new system, awarding official certificates for only those states that are approved and a generic proof of completion for states that don't approve the course, further reducing the barriers to gaining this valuable knowledge about boating safety.

CIGARETTE LITTER PREVENTION Program For Marinas

In partnership with Keep America Beautiful, the Foundation offered \$500 grants to over 30 marinas across the country to implement cigarette litter prevention programs. Cigarette litter at marinas is especially harmful as it can easily find its way into waterways. Keep America Beautiful provided each participating marina with 300 portable ashtrays for use on boats and funding to help cover the cost of ash receptacles and educational signage. Foundation staff worked with the marinas to help them conduct preliminary assessments of the cigarette litter challenges at their marinas prior to implementing the program, as well as follow up assessments to measure the effectiveness of the project.

On average marinas participating in the program saw a 75% reduction in the amount of cigarette litter. As a result of the program most marinas have seen significant reductions in the amount of litter and many have indicated that they will continue to expand the efforts with their own resources.



FOUNDATION FINDINGS

The umbrella of the Foundation Findings series allows us to test and stay on top of critical issues that will keep boating safe and environmentally friendly. In 2009, the Foundation embarked on three diverse Foundation Findings projects. In January, Foundation staff and BoatU.S. volunteers braved the cold to test the functionality of Coast Guard approved portable fire extinguishers. In April, Foundation staff conducted hands-on demonstrations of the 2008 Flares Findings for the attendees of the International Boating and Waterway Safety Summit (IBWSS). In May, we tested the environmental claims and efficacy of boat soaps.

Findings #46 – Fire Extinguishers

Updating the very first Foundation Findings (originally performed in 1984) on portable fire extinguishers allowed us to expand our reach to boaters through the use of online video and our website. Seven new videos were added to our online resources addressing topics like how to fight a fire effectively on your boat and the three basic types of fires. In addition to reviewing the various products, this test gave us a platform to present the basic procedures of using of a fire extinguisher properly in the May issue of the BoatU.S. Magazine.



Findings #47 – Green Cleaners

We examined “green” boat soaps to see if the soaps lived up to their environmental claims, and if truly green, would they still clean well. Foundation staff put 20 boat soaps to the test sending one set of cleaners off to a university laboratory for toxicology analysis and performing our hands-on cleaning effectiveness tests with a second set. In the lab, the cleaners were tested for their toxicity and biodegradability. For the cleaning effectiveness tests, we applied each of the 20 cleaners to test boats to compare how each product performed. Overall, the environmentally friendly cleaners performed well cleaning the test boats; this is good news for boaters and our waterways. However, product labels can be confusing for consumers. Some products we tested were labeled “environmentally friendly” but were among the most toxic cleaners, and some of the least toxic products we found made no environmental claims on the labels. Similarly, the degradation of products labeled biodegradable ranged from 100 percent to less than five percent after four weeks.



From Top: Fire extinguisher testing; A line-up of the 10 fire extinguishers we tested; Green Cleaners testing - Our dirtiest boat targeted by one of the most concentrated cleaners; the 20 cleaners we tested on our dirty boats and in the lab.

LIFE JACKET LOANER PROGRAM

In 2009, the Foundation continued to develop a partnership with the U.S. Army Corp of Engineers by awarding 20 additional life jacket loaner sites at lakes in Alabama, Georgia, Florida, Mississippi, North Carolina, South Carolina and Virginia. The Foundation also awarded life jacket loaner sites to 10 TowBoatU.S. towers. To promote the program and obtain pictures of kids in loaner life jackets, the Foundation launched a photo contest through the new Life Jacket Loaner Facebook page. The best photos were used to make a 2010 calendar that was made available for purchase through the Foundation's website. Proceeds from the calendar will be used to help support the program.



Photos of kids in loaner life jackets submitted by parents, Above left and right - Kevin Naze; Below - Erik Amato; Left - Noni Carr, Vessel Assist Portland.



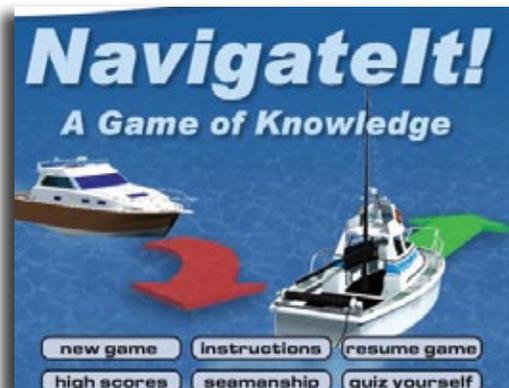
BOATING SIMULATION GRANT

Building on the success of the Foundation's first educational game, DockIt!, in the spring of 2009 the Foundation released a second game, Navigatelt! Like its predecessor, Navigatelt! uses the arrow keys on your computer's keyboard to maneuver your boat to avoid common obstacles encountered while boating. With an emphasis on Rules of the Road and learning Aids

to Navigation, it became an instant hit after it was first showcased at the annual NASBLA conference in Corpus Christi, Texas in the fall of 2009.

The Foundation also continued work on the Boating Simulator, an online tool that provides the user with a 3D experience navigating vessel traffic and other obstacles while using all available tools including a virtual chart, compass and binoculars.

The Foundation was asked to demonstrate these interactive online education tools at the 2010 International Boating and Water Safety Summit.



EPIRB RENTAL PROGRAM

"Thank you so much!!! I really appreciate the opportunity to rent the EPIRB!! If we had to buy one, we would not be traveling with it. Your company is a blessing! Thank you!!!" -The Sharkey Family

63 lives saved to date!

The EPIRB Rental Program shipped out more than 460 emergency beacons in 2009 and every boater who rented one of our EPIRBs for an offshore trip returned back to port safely. In the spring, the



GPIRB photo by Kaitlyn Burgess

program was improved with new user-friendly rental software. This new program allows users to save their information and removes the burden of faxing a signed contract when placing an order online. Foundation staff also benefit from the new software with more efficient billing, shipping and inventory processes. This new program also allows the Foundation to rent multiple types of products, currently EPIRBs and GPIRBs, so customers now have their choice of products to keep themselves and their crew safe while at sea.

SPORTSMAN'S FORUM

The Foundation again received funding for the Sportsman's Forum, now in its eleventh year. Efforts are centered on partnering with the Coast Guard's 'Wear It!' campaign, which was designed to reach boaters in the specific boating areas of the Sacramento Delta and lakes around Nashville, Tennessee. All efforts are aimed at increasing the voluntary wear rate for life jackets. In both areas, increases have been seen, with preliminary results from California showing that 26% of boaters were wearing life jackets during the campaign period – which is a huge increase over the previous years, and higher than in other states.

As part of the grant, the Foundation continues to focus efforts on the angling community, working extensive-

ly with professional anglers. In 2009, a partnership was formed with the Professional Anglers Association (PAA) to promote safe boating. One of the outcomes has been the 'Fish With a Pro' contest. PAA touring pros have volunteered 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. The Foundation continues to support collegiate angling, and sponsored the Collegiate Bass Fishing Championship once again. The original tournament had forty teams from 21 schools. The 2009 edition had 123 teams from 81 schools—collegiate fishing has exploded over the past few years, with



the Championship evolving from one event to a five-event series. This gives the Foundation a way to reach younger anglers with safety information at a time when they are most open to learning.

Above: Tennessee Fish with A Pro winner Andy Jones (right) with pro-angler Any Morgan (left).

ENVIRONMENTAL LEADERSHIP AWARD

The Foundation received over 30 nominations for the 2009 BoatU.S. Foundation Environmental Leadership Award. The award recognizes individuals and organizations who have made a significant positive impact on the environment, contributed towards solving an environmentally challenging aspect of boating or boat maintenance, helped others understand the importance of clean boating, enthusiastically promoted clean boating and engaged others in their efforts. This year's recipients were professional anglers Gary Klein of Weatherford, Texas, and Tim Horton of Florence, Alabama. They organized a waterway cleanup in advance of the

2008 Professional Anglers Association (PAA) Corporate Cup on Pickwick Lake, Tennessee. The award

was presented to them at the 40th Bassmaster Classic on Lay Lake in Alabama.



Gary Klein (left) and Tim Horton (2nd from right) Recipients of 2009 Environmental Leadership Award along with Mike Pellerin of BoatU.S. Angler who presented the award at the Bassmaster Classic in Birmingham, Alabama.

REEL IN AND RECYCLE

In February 2009, the Reel In and Recycle national fishing line recycling program was awarded an additional \$160,000 grant from the National Fish and Wildlife Foundation and NOAA's Marine Debris program to continue the program through 2011. In addition to this federal grant, the Foundation received \$15,000 from the Brunswick Public Foundation to construct monofilament bins for inland areas and to expand the outreach activities promoting the program.

In July, Foundation staff with the help of volunteers from BoatU.S. headquarters constructed 400 recycling bins that were shipped to local groups in coastal areas around the country. This shipment brings the total number of bins built by the program to nearly 1,200. This year Foundation staff also launched a data reporting website that allows bin-hosts to report the amount of line collected and recycled from each site. This site will allow the Foundation to quantify the benefits of this program over time.



From Top: Monofilament line trapped in a marsh area (photo by Kaitlyn Burgess); volunteers hard at work building 400 new bins at the last construction day, in July of 2009.

FLARE TESTS ENLIGHTENING For Boating Safety Summit Attendees

With the assistance of a USCG cutter stationed in the water off the hotel beach in Panama City, FL, Foundation staff demonstrated a variety of daytime and nighttime visual distress signals for attendees of the 2009 International Boating and Water Safety Summit. Summit attendees also had an opportunity to fire over 300 flares themselves, including handheld, meteor and parachute flares at breakout sessions hosted by the Foundation. Even among boating safety professionals, this hands-on experience provided many new insights. Many testers noted that they had never thought about including a pair of gloves in their emergency signaling kit, but, that as a result of the Foundation's demonstration at the Sum-

mit, they would be sure to keep a pair stored with their flares.

While many boating safety professionals were aware of the difference between USCG-approved and SOLAS flares, there were several comments on just how dramatic that difference really is when the two are compared side-by-side. The audience also showed great interest in the non-pyrotechnic devices, especially given the absence of expiration dates and disposal challenges.



Summit Attendees fired off more than 300 visual distress signals over the course of three days.

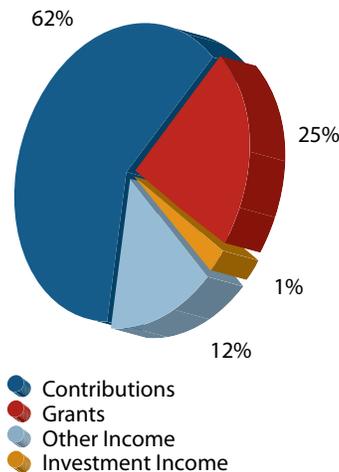
STAFF INVOLVEMENT

The BoatU.S. Foundation is dedicated to making boating safer and cleaner for future generations. To that end, our staff works in partnership with 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 & Awareness Committee
- NASBLA Boats & Associated Equipment Committee
- NASBLA Accident Reporting and Analysis 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
- American Boat and Yacht Council (ABYC) Product Interface Committee

FINANCIALS

SUPPORT & REVENUES



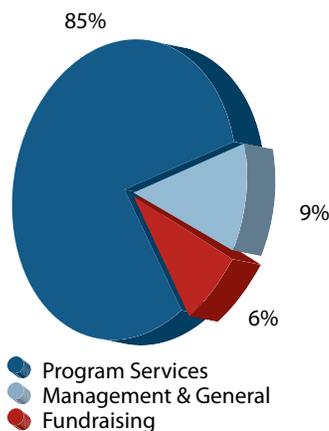
SUPPORT & REVENUES

| | 2009 |
|--|------------------|
| Contributions | \$991,609 |
| Federal Grants | 405,725 |
| Other Income (Royalties, Non-Federal Grants, Program income) | 198,002 |
| Investment Income | 17,493 |
| Unrealized gain (loss) on long term investments | 108,750 |
| Total Revenues and Gains: | 1,712,763 |

EXPENSES & LOSSES

| | 2009 |
|-------------------------------------|--------------------|
| Program Services | |
| Courseline | 52,836 |
| Reference Resource Center | 21,157 |
| Brochures & Publications | 43,917 |
| Online Course | 207,231 |
| Conferences & Seminars | 57,729 |
| Foundation Findings | 63,475 |
| Website | 79,159 |
| Life Jacket Loaner Program for Kids | 35,629 |
| EPIRB Rental | 109,500 |
| Sportsman's Forum | 343,225 |
| Clean Water Grants | 55,713 |
| Boating Safety Grants | 36,935 |
| General Education & Research | 62,763 |
| Clean Fueling Programs | 14,533 |
| Marine Debris | 105,335 |
| Other Programs | 28,090 |
| Total Program Services | \$1,317,227 |
| Management and General | 142,260 |
| Fundraising | 84,388 |
| Total Expenses | \$1,543,875 |
| Increase (Decrease) in Net Assets | 172,179 |
| Net Assets at beginning of the year | 455,329 |
| Net Assets at the end of the year | 624,217 |

EXPENSES



A copy of the audited financial statements and IRS 990 tax return are available through our Annapolis, Md and Alexandria, Va offices.

BOARD OF TRUSTEES

Bill Oakerson, Chair
Richard Schwartz, Vice Chair
Jim Ellis, Trustee
Bernadette Bernon, Trustee
Ronald Peterson, Trustee
Richard Moreland, Trustee
Chair Audit & Finance Committee
Robert Putnam, Trustee
Vice Chair, Audit & Finance Committee
Ruth Wood

President and CEO of Boat America Corporation
 Founder of BoatU.S.
 Past President of BoatU.S.
 Past Editor of Cruising World Magazine
 Retired VP, RIS Paper Co.
 VP, T. Rowe Price Associates

 CEO, Putnam-Ross Consulting

 President, BoatU.S. Foundation

Cover photos by Kaitlyn Burgess

HOW YOU CAN HELP

Boaters who care about safety and the marine environment are core supporters of the Foundation and help keep these programs afloat. To learn more about our programs or to get involved, please visit BoatUS.com/Foundation.

- 1.) **Donate online** – Donating online has never been easier. Using our secure donation website, you can make a donation in any amount and even honor a friend, remember a loved one, or commemorate a special occasion. Better yet, make it a recurring gift.
- 2.) **Visit the Giving Marketplace** – Through this new nautical storefront you can purchase everything from nautically themed holiday and note cards, photo albums and calendars, and even mugs, t-shirts, hats and pins, customized to your liking.
- 3.) **Donate your boat, car, truck or RV** – Boat owners can now donate their boat or vehicle to the BoatU.S. Foundation to help promote safe and clean boating. Through a new partnership, the Foundation can accept donations from almost anywhere in the country.

To learn more about how you can support the Foundation visit BoatUS.com/Foundation

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 primarily funded by grants and individual donations.

880 South Pickett Street, Alexandria, VA 22304 — 147 Old Solomons Island Road, Ste 513, Annapolis, MD 21401