NATIONAL SAFE BOATING COUNCIL

2026 ANNUAL REPORT

SAFEBOATINGCOUNCIL.ORG

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CHAIR COMMENTS

As I reflect on 2026, I am grateful for the people who bring the National Safe Boating Council's mission to life. Our members, partners, instructors, volunteers, and staff share a commitment that reaches far beyond any single program: helping every boater return home safely. It is an honor to serve as chairman of an organization whose strength comes from turning that shared purpose into meaningful action.

This year, the NSBC continued to make boating safety education more accessible, practical, and relevant. The Safe Boating Campaign equipped partners with resources to bring safety messages into their communities, while Boat on Course expanded opportunities to learn and apply the Navigation Rules through new videos and quizzes. Our educational outreach on Level 50 buoyancy aids helped boaters and educators better understand an evolving life jacket marketplace.



Through Waves of Hope, families and survivors reminded us why this work matters. Their willingness to share their experiences brings a powerful personal connection to boating safety education. Their stories strengthen our resolve and help turn awareness into action one conversation, one community, and one safer decision at a time.

Partnership remains central to our progress. Collaboration with the U.S. Coast Guard, state agencies, industry leaders, and community organizations allows us to combine expertise, extend our reach, and respond to the changing needs of recreational boaters. The International Boating and Water Safety Summit continued to provide an important forum for exchanging ideas and strengthening those connections.

Looking ahead to 2027, we have a special opportunity to honor our progress while setting our sights on the future. As we prepare for the 30th International Boating and Water Safety Summit, our theme "30 Years: One Mission. The Next 30." reflects both the enduring purpose of our work and the possibilities ahead.

On behalf of the NSBC Board of Directors, thank you for the time, knowledge, resources, and heart you contribute to the NSBC. Every instructor who builds a boater's confidence, every partner who shares a safety message, and every advocate who encourages someone to wear a life jacket helps to advance our mission. I look forward to continuing this work together.

With gratitude,
Grant Brown

TRAINING

The National Safe Boating Council and our team of instructors continued to meet the high demand for on-water powerboat instruction. We help cultivate a safer recreational boater experience by training responsible boaters through our two courses that meet the American National Standard for on-water power skills.

- **NSBC Instructor Certification:** Instructor candidates must be pre-approved by the NSBC. Upon completion of the three-day on-water training, instructor certifications are issued. All current NSBC instructors may opt-in to the national database and may teach the Boat Control On-Water Training curriculum.
- **Boat Control On-Water Training:** This curriculum can be taught to recreational boaters, marine patrol, or marine first responders by a NSBC Instructor. The course has four modules; each module is three hours of on-water instruction. A certificate of completion can be awarded for each module, but this is not an instructor certification course.

The NSBC training program continued to grow with first responders on marine patrol, boat clubs, rental agencies, and recreational boaters seeking on-water training. Learn more about NSBC on-water training at **www.safeboatingcouncil.org/training**.

NSBC PROGRAM UPDATES

SAFE BOATING CAMPAIGN

"Adventure Ready" guided the 2026 Safe Boating Campaign, connecting enjoyment on the water with practical preparation and responsible boating. The NSBC distributed more than 367,773 educational resources and welcomed 200 new partners. Reported NSBC and campaign social media activity generated approximately 2.28 million impressions and more than 511,000 video views. A record 14 national and regional media placements supported National Safe Boating Week, while updated toolkits and new photography and video equipped partners to share consistent safety messages. The campaign was also supported and emulated by partners in Australia, Brazil, Canada, Japan, Mexico, and New Zealand. Learn more at **www.SafeBoatingCampaign.com**.

INTERNATIONAL BOATING & WATER SAFETY SUMMIT

The 2026 International Boating and Water Safety Summit (IBWSS) brought together approximately 655 attendees from five countries on May 7–8, 2026. Working closely with the U.S. Coast Guard, the NSBC transitioned to a free, virtual conference format on a compressed timeline, preserving access for partners facing travel restrictions. Under the theme "Advancing Boating Safety Through Data, Design, and Policy Integrity," 39 subject matter experts presented 11 educational sessions. With a production hub at ABYC headquarters and technical support from OpenExchange, the Summit delivered a seamless viewer experience. Thank you to the U.S. Coast Guard for making this conference possible. Learn more at **www.IBWSS.org**.

BOAT ON COURSE

Boat on Course expanded its free educational library with 15 new Navigation Rules videos, training sessions, and accompanying quizzes. Filmed with licensed captains, educators, and industry partners, the series demonstrates practical navigation decisions, including safe speed, lookout, crossing situations, collision avoidance, and more. The new educational series helps novice and experienced boaters strengthen their navigation knowledge. Watch the series, quiz yourself, and learn more at **www.BoatonCourse.com**

LEVEL 50 BUOYANCY AID CAMPAIGN

The NSBC completed a new educational toolkit to help boaters and safety partners understand Level 50 buoyancy aids as products began entering the market. Working with manufacturers, technical experts, and boating safety organizations, staff developed approved educational materials, photography, video, and ready-to-use partner communications. The new educational toolkit can. be used to encourage informed equipment choices and consistent public education as additional devices become available. Learn more at **www.SafeBoatingCampaign.com**

WAVES OF HOPE

Guided by "Every Life Has a Story — Protect Yours," Waves of Hope supported 13 family influencers in transforming personal experiences into community boating safety education. Families delivered boater training, reached students and community members, maintained life jacket loaner stations, implemented comprehensive marketing campaigns, and strengthened local partnerships. Through storytelling, digital collaborations, and ongoing peer support, these advocates extended boating safety messages through trusted community relationships. Learn more at **www.WavesOfHopeBoating.org.**

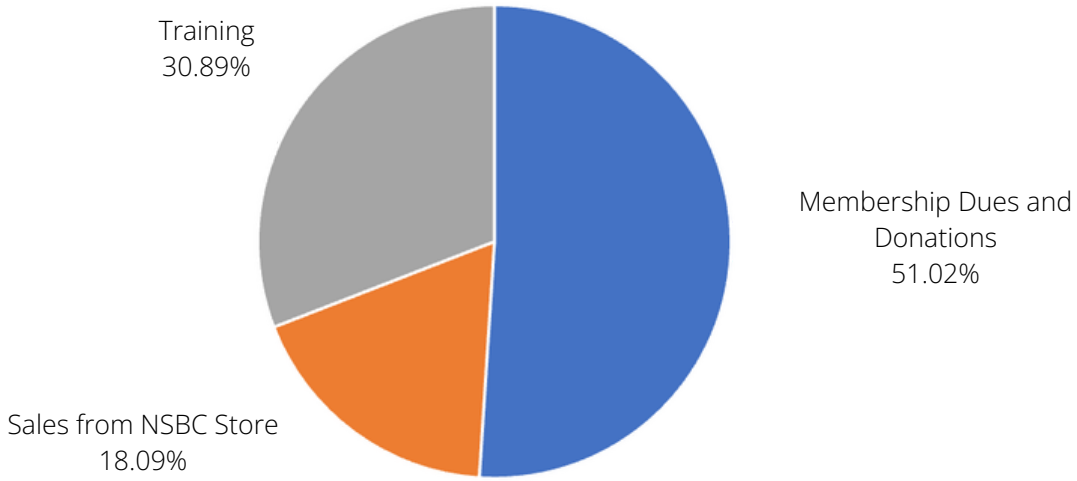
MEMBERSHIP SNAPSHOT

Admiral Club: 56
Mariner Club: 16
Crew Club: 56
Instructors: 535
Ambassador Club: 87

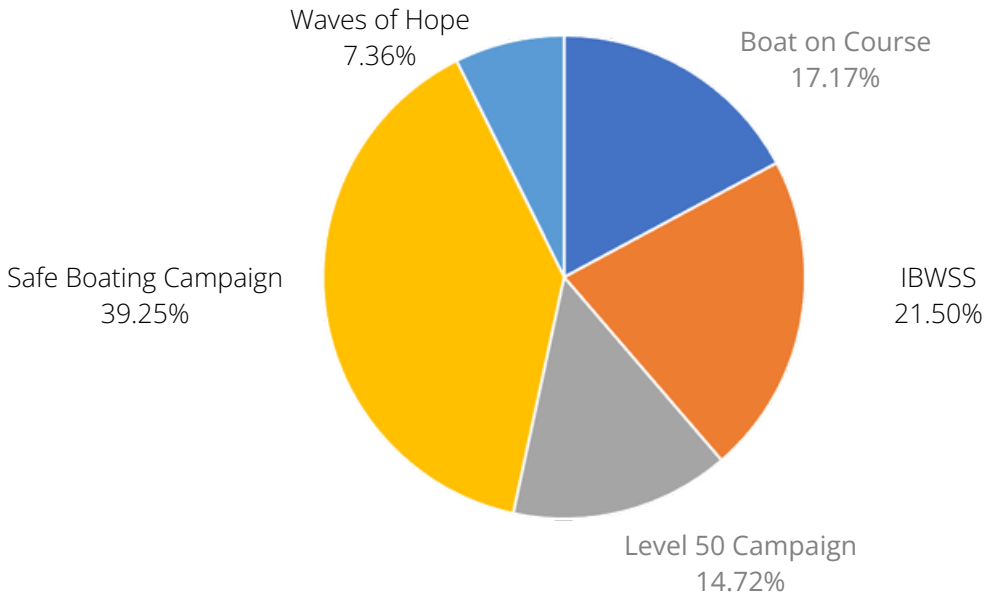
FREE RESOURCES

Total boxes shipped: 1,000+
Individual resources: 367,773+

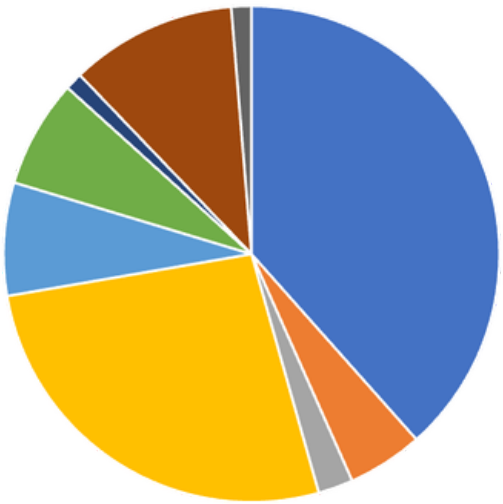
2026 OPERATIONS INCOME



2026 U.S. COAST GUARD GRANT INCOME



2026 EXPENSES



Personnel
38.42%

Conference and Travel
7.37%

Advertising, PR, Contract Services
26.66%

Office, Audit, Accounting
10.86%

Website and Printing
7.04%

Fringe
4.92%

Programs and Training
2.28%

Legal, Licensing Fees, Insurance
1.14%

Cost of Goods Sold
1.31%

ADMIRAL CLUB MEMBERS

- AceBoater
- ACR Electronics, Inc.
- America's Boating Club
- Annapolis School of Seamanship
- Arizona Game & Fish Department
- At the Helm Training
- Athletic Brewing
- The Boat Boss
- Boat Fix
- Boat Safe and Live
- BoatU.S. Foundation
- Brian and Nathan Keese Water Safety Foundation
- Bridge Marina, Inc.
- Brookfield Renewable N.A.
- Brunswick
- Carefree Boat Club
- Central Florida Boating Association
- Chapman School of Seamanship
- Citimarine Store
- CLIX Fueling Solutions
- CoastKey
- Colorado Parks & Wildlife
- Deckee
- FB Marine Group
- Fell Marine
- Full Throttle Water Sports
- Garmin
- Kalkomey
- Lucy Fernandez Foundation
- The LV Project
- Marine Minute
- Marshall & Sterling
- Maximum Inflation
- Mustang Survival
- National Marine Manufacturers Association
- Onyx
- Orion
- Paddlesports Trade Coalition
- Pinellas County
- Primus Yachts
- The Qualified Captain
- Recademics
- Rescue One
- Resqme
- Rolyan
- Safe Lakes
- Sealite
- Sirius Signal
- U.S. Coast Guard Auxiliary
- Virginia Department of Wildlife Resources
- Walsh Marine
- West Marine
- Water Sports Industry Association

MARINER CLUB MEMBERS

- American Samoa Government
- Ashleigh Iserman Boating Safety Foundation
- Boat History Report
- Boatsman's.com
- Boating Lake Mead
- Brunswick Boat Group
- Captain's Preferred Products
- Dok Lite
- Kawasaki
- Lake Powell Resorts & Marinas
- Mercury Marine
- Marine Retailers Association of the Americas
- Pure South Fishing, LLC
- Sensorcon
- Susquehanna Marine Services
- Twiggy the Water Skiing Squirrel

EXECUTIVE BOARD OF DIRECTORS

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