

**WORLD
SALMON
COUNCIL**

*To educate, engage and empower local communities
in wild salmon sustainability*



2013 ANNUAL REPORT

Jim Martin (World Salmon Council Board Member) educates teachers and volunteers at a Salmon Watch summer training session.



Salmon Watch is an innovative program that brings together people from all walks of life and many diverse interest groups for the common goal of educating our youth and helping revitalize salmon populations and habitat.

Governor John Kitzhaber, State of Oregon

WORLD SALMON COUNCIL

World Salmon Council, a 501(c)(3) Oregon nonprofit organization, was founded in 2012 to revitalize and expand the Salmon Watch environmental education program in the Pacific Northwest after it was discontinued by The Freshwater Trust in 2010 due to a shift in organizational mission. Our mission is to educate, engage and empower local communities in wild salmon sustainability. In World Salmon Council's second year of existence, we are pleased to report a very successful 2013 organizational year.

World Salmon Council is poised to become a significant voice for promoting wild salmon conservation and healthy watersheds, and inspiring a life-long stewardship ethic in young people.

Joe Whitworth, President, The Freshwater Trust

Ian Chane, US Army Corps of Engineers fish biologist, educates students about salmon biology at Eagle Creek in the Columbia Gorge.



OUR 2013 ORGANIZATIONAL ACCOMPLISHMENTS

- Received our official 501(c)(3) tax-exempt status from the Internal Revenue Service.
- Secured the legal rights to the Salmon Watch program and written endorsement from The Freshwater Trust thanks to the pro bono legal assistance of the Bullivant Houser Bailey law firm.
- Recruited six new World Salmon Council Board members.
- Recruited an Advisory Board with expertise in wild salmon sustainability, environmental education, and organizational development.
- Hired our first paid Executive Director, Lizanne Saunders (founding President of World Salmon Council and Salmon Watch founder).
- Created Fundraising, Public Relations, Training, and Finance committees to support the work of World Salmon Council and Salmon Watch.
- Enlisted the pro bono services of ISITE Design to create and launch our website online at www.worldsalmoncouncil.org.

I am firmly convinced that if the Pacific Northwest is to save our wild salmon heritage, it will be because the younger generations lead us.

Jim Myron, Retired Natural Resource Adviser to former Oregon State Governor Ted Kulongoski



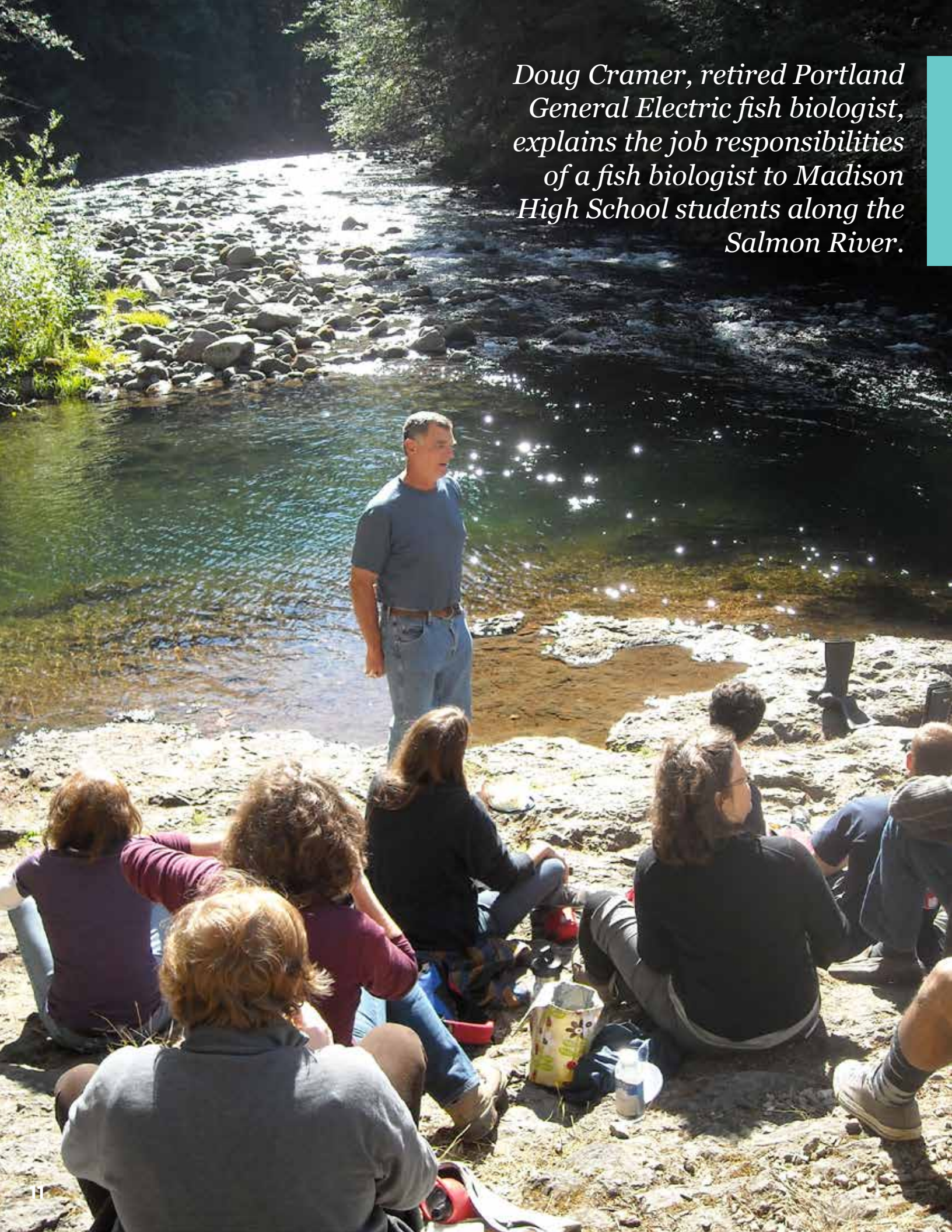


OUR 2013 SALMON WATCH ACCOMPLISHMENTS

- Recruited two local, community-based, steering committees to help guide and implement the Salmon Watch program in Portland and the mid-Columbia Gorge.
- Enlisted 30 teachers, more than 900 students, and dozens of parents from middle and high schools in the greater Portland metro and mid-Columbia Gorge areas to participate in Salmon Watch 2013.
- Recruited more than 90 volunteers and agency experts to teach students on Salmon Watch field trips.
- In addition to our partners, we recruited representatives from the following organizations to participate in Salmon Watch this year: Bonneville Power Administration, Northwest Power & Conservation Council, US Geological Survey, US Army Corps of Engineers, National Marine Fisheries Service, Johnson Creek Watershed Council, METRO, R2 Resource Consultants, EnerNOC, OSU Extension Service, Apex, The Freshwater Trust, Upper Nehalem Watershed Council, Wasco County Soil & Water Conservation District, Oregon State Parks, Columbia Gorge Ecology Institute, Bureau of Indian Affairs, Pacificorp, Cascade Outreach Institute, David Evans & Associates, ERM-West, Natural Resource Conservation Service, Trout Unlimited Tualatin Chapter and others.
- Conducted three all-day summer training sessions and educated more than 50 new teachers, volunteers and agency experts about wild salmon sustainability, enabling them to be more effective outdoor educators and salmon advocates.
- Distributed educational materials and tools to teachers, students and other participants to educate them about wild salmon sustainability.
- Executed 29 field trips on the following streams: Salmon River, Zig Zag River, Eagle Creek (in the Columbia Gorge), Eagle Creek (at Eagle Fern Park), Herman Creek, Viento Creek, Little White Salmon River, and Humbug Creek.
- As part of Salmon Watch, participating teachers and students are organizing this school year community service projects to benefit wild salmon and watersheds. These will include projects such as a hands-on stream restoration on Indian Creek, an organic community garden, educating younger kids about salmon and watersheds and much more.



Doug Cramer, retired Portland General Electric fish biologist, explains the job responsibilities of a fish biologist to Madison High School students along the Salmon River.



2013 PARTICIPATING SCHOOLS

Portland metro area schools included Lent, Creston, George Middle, Franklin High, Madison High, Grant High, Twality Middle, Centennial High, Winterhaven, DaVinci Arts Middle, Sunnyside Environmental, Riverdale High, Portland Waldorf High, Beaverton Health & Science, Beaverton High, Liberty High, and Forest Grove High.

Mid-Columbia Gorge hub schools included The Dalles Middle, Hood River Middle, Hood River Valley High and Horizon Christian.

Salmon Watch has been a very unique and meaningful educational experience for these children who rarely get out of their own neighborhoods.

*Laurie McDowell, 6th Grade Science Teacher
Lent School (Portland)*



Terry Turner, World Salmon Council Board Member and Salmon Watch Volunteer, helps students identify aquatic insects at Eagle Creek in the Columbia Gorge.

WORLD SALMON COUNCIL BOARD MEMBERS

(AS OF DECEMBER 2013)

Lizanne Saunders, Executive Director

Sally Lewis, President and Fundraising Committee Chair

Michael Knapp, Vice President

Elizabeth Wright, Secretary

Terry Turner, Treasurer and Finance Committee Chair

Jim Martin, Training Committee Co-Chair

Mary Lou Soscia, Public Relations Committee

Yoshini Gunawardena, Public Relations Committee Chair

Holly Vetrone, Finance Committee

Joe Kelly, Curriculum Committee Chair

Our special thanks to **Cherie Kinnersley** and **Mark Sanchez** for their contribution on the board of directors.

SALMON WATCH ADVISORY BOARD

Bill Bradbury, Council Chair, Northwest Power & Conservation Council

Megan Kleibacker, Watershed Education Program Associate, OSU Extension Service

Judy Li, Retired Professor, Oregon State University Dept. of Fisheries & Wildlife

Jim Myron, Retired Natural Resource Staff Adviser to Former Governor Kulongoski

Geoff Pampush, Development Director Peregrine Fund and Former Executive Director,
Oregon Trout

Guido Rahr, President & CEO, Wild Salmon Center

Deb Scrivens, Environmental Educator, METRO

Tom Wolf, Oregon Council Chair, Trout Unlimited

SALMON WATCH 2013

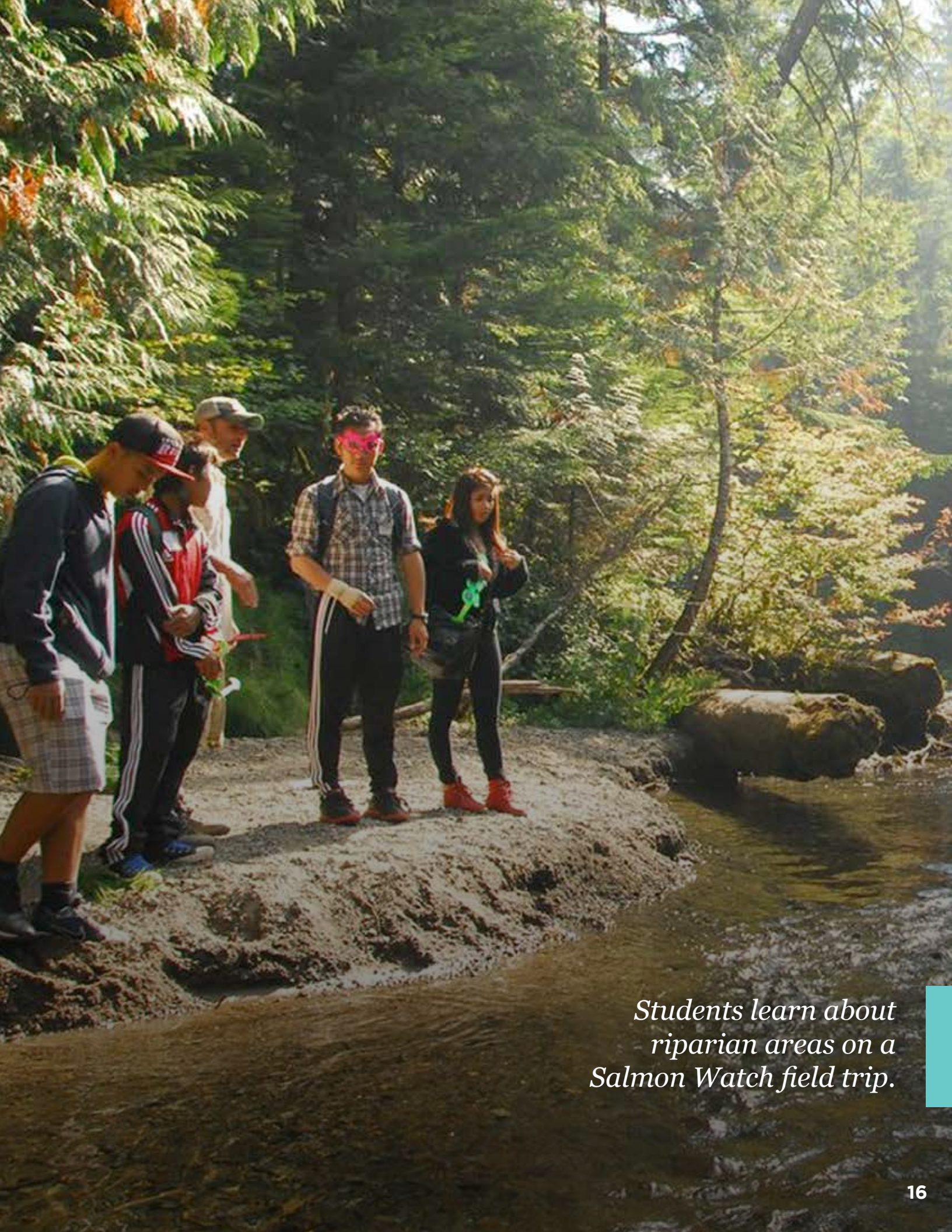
STEERING COMMITTEE MEMBERS

PORTLAND METRO HUB

- **Ian Chane**, US Army Corps of Engineers
Fisheries Biologist
- **Maya Fuller**, Bureau of Land Management
Outreach Specialist
- **Coleen Swihart**, Beaverton Health and
Science School Science Teacher
- **Brad Goehring**, US Forest Service Mt.
Hood National Forest Fisheries Program
Manager
- **Jana Grote**, US Fish and Wildlife Service
Fisheries Supervisor
- **Keith Hatch**, Bureau of Indian Affairs
Fisheries Biologist
- **Walt Hollands**, Grant High School Science
Teacher
- **Steven Jones**, Concordia University
Graduate Student
- **Jim Martin**, Portland State University
Center for Science Education professor
(retired)
- **Laurie McDowell**, Lent School Science
Teacher
- **Tom Murtagh**, Oregon Department of Fish
and Wildlife District Fisheries Biologist
- **Marvin Pemberton**, Milwaukie High
School Science Teacher (retired)
- **Stephen Phillips**, Pacific States Marine
Fisheries Commission Senior Program
Manager
- **Lizanne Saunders**, World Salmon Council
Executive Director
- **Karl Weist**, Northwest Power and
Conservation Council Fish and Policy Analyst

MID-COLUMBIA GORGE HUB

- **Cheri Anderson**, US Fish & Wildlife
Service Information and Education Specialist
- **Sue Baker**, US Forest Service Regional
Conservation Education Coordinator
- **Brett Carré**, US Forest Service Wildlife and
Fisheries Biologist
- **Bob Cordie**, US Army Corps of Engineers
Fisheries Biologist
- **Tony Faast**, Cascade Outreach Institute
Director
- **Rod French**, Oregon Department of Fish
and Wildlife District Fish Biologist
- **Joe Kelly**, Hood River Valley High School
Science Teacher
- **Paul Landau**, Land Surveyor
- **Rick Martinson**, Pacific States Marine
Fisheries Commission Project Leader
- **Andrew Perrault**, Gorge Fly Shop sales
representative
- **Linda Prendergast**, Pacificorp Principal
Aquatic Scientist
- **Lizanne Saunders**, World Salmon Council
Executive Director
- **Bill Weiler**, Fish & Wildlife Consultant



Students learn about riparian areas on a Salmon Watch field trip.

OUR 2013 SALMON WATCH PARTNERS

We would like to thank the following partner organizations that provided scientific expertise, staff/volunteer time, in-kind resources and/or funds to the 2013 Salmon Watch program: Bureau of Land Management, U.S. Forest Service, Pacific States Marine Fisheries Commission, Portland General Electric Co., U.S. Fish & Wildlife Service, Oregon Department of Fish & Wildlife, and Trout Unlimited Clackamas Chapter.

ADDITIONAL 2013 FUNDERS

In addition to our partners, we would like to thank once again the following organizations that provided generous financial (cash and in-kind) support to World Salmon Council in 2013: The Freshwater Trust, Mountaineers Foundation, Juan Young Trust, Jackson Foundation, Rose Tucker Charitable Trust, Oregon Community Foundation (advised fund), American Pacific Mortgage Corp., The Outdoor Project, Bullivant Houser Bailey law firm, ISITE Design, Dick's Sporting Goods, Starbucks, Grand Central Bakery, and Inner Active Communications. We would also like to thank the numerous individuals who made tax-deductible charitable gifts to World Salmon Council in 2013.

Over the past two decades, we have seen firsthand the positive educational benefits that Salmon Watch has provided to teachers, students, other program participants and communities throughout Oregon...We are very committed to the revitalization and continued success of this special education program.

*Jim Capurso, Regional Fisheries Biologist,
Pacific Northwest Region, U.S. Forest Service*

WORLD SALMON COUNCIL BALANCE SHEET SUMMARY

(AS OF DECEMBER 31, 2013)

ASSETS

Current Assets

Checking/Savings	\$13,045
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Federal Funds Available for use	\$8,000
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Equipment	\$1,939
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Total Current Assets	\$22,984
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TOTAL ASSETS	\$22,984
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LIABILITIES & EQUITY

Equity	\$22,984
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TOTAL LIABILITIES & EQUITY	\$22,984
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WORLD SALMON COUNCIL NET INCOME SUMMARY

(AS OF DECEMBER 31, 2013)

Ordinary Income/Expense

INCOME

Total Foundation Grants	\$11,619
Total Board Donations	\$2,410
Total Corporate Contributions	\$12,950
Total Individual Contributions	\$685
Total Direct Public Support	\$27,664
Total Govt Agency Cont. & Grants	\$8,000
Total Non Profit Contributions	\$14,500
Total Special Events Income	\$648
Total Teacher Fees	\$775
Total Income	\$51,587

EXPENSE

Total Bank Fees	\$91
License and Regulatory Fees	\$60
Equipment	\$2,229
Field Trip Expenses	\$8,173
Postage, Mailing Service	\$78
Website Expenses	\$198
Insurance - Liability, D and O	\$1,949
CC/Paypal trans fees	\$9
Payroll Expenses	
Wages	\$16,112
Payroll Taxes	\$3,063
Other Costs	\$3,400
Total Expense	\$35,362
Net Ordinary Income	\$16,225


Net Income	\$16,225
Surplus from 2012	\$4,820

When I saw [the salmon] battling the current of the mighty stream to get home and spawn, I felt inspired. If such small creatures can swim against a raging stream, I think I too could do so much and reach my goals too. Salmon Watch was a wonderful experience. I would definitely recommend going to all my friends!

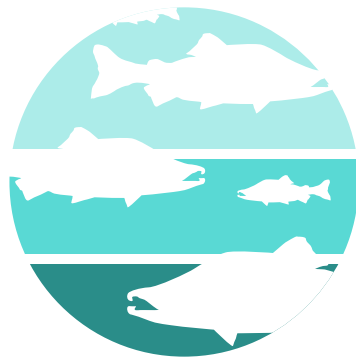
Helen Rossmiller, Winterhaven School Student







World Salmon Council would like to express our gratitude to the many teachers, volunteers, agency experts, students, and parent chaperones who made Salmon Watch 2013 possible this year. Thank you for your dedication to educating our children, conserving wild salmon and enhancing watershed health. It is always a pleasure working with you. We look forward to another great Salmon Watch year in 2014!



WORLD SALMON COUNCIL

For more information, please contact

Lizanne Saunders

Executive Director, World Salmon Council

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