



2024

Annual Report.



As the year wraps up we are proud of all the accomplishments the World Salmon Council has made and all the people who have helped make these happen.

From exciting field trips to new curriculum development, we are growing in new and exciting ways.

3,285

Individuals engaged in programming

41

Field trips, outreach events, and classrooms visits



Land Acknowledgement

The World Salmon Council created this land acknowledgment poem to connect our field trips and activities with the people who have ancestral and cultural ties to salmon and the land where the field trips take place. We begin each field trip with this poem to honor the relationships that the people of this place have with the land.

We stand here together
 With the robins hopping around,
 The large leaf maples rustling in the wind,
 And the river calling to us with gurgling hellos



We are here as guests. The salmon have invited us.

We are invited to watch, learn, and steward Salmon.

We are here to learn what Indigenous people have known since time immemorial: salmon are, REALLY IMPORTANT

Since time immemorial the Multnomah, Clackamas, and Chinook Peoples tribes celebrate salmon through the First Fish celebration. They remember the salmon, the salmon will feed their people, and salmon will swim back every year.

The land we stand on with its deep cut valleys and towering ridges is home to ancestral members of many nations.

We give thanks to all the nations that steward this place including:

The Confederated Tribes of Grand Ronde, The Confederated Tribes of Siletz Indians, Confederated Tribes of the Warm Springs, The Confederated Tribes of the Umatilla Indian Reservation, The Nez Perce, The Yakama Nations, and The Cowlitz Tribe, and all those not yet presently recognized.



Where the salmon are we recognize and honor the ongoing spiritual relationship between the land, plants, animals, and people Indigenous to this place we now call Oregon.



Work Done This Year



New Invasive Species Curriculum

The World Salmon Council is excited to announce the successful completion and first-year pilot of the Invasive Species Curriculum. This initiative was developed in collaboration with the U.S. Forest Service, Oregon and Washington Departments of Fish and Wildlife, Oregon State University, and the Bureau of Land Management.

As part of this project, we enhanced all four of our learning stations with new materials focused on invasive species. These updates explore the impacts of invasive species on salmon ecosystems and present recent data trends on key species such as invasive mudsnails, quagga and zebra mussels, knotweed, invasive blackberry, scotch broom, english ivy, flowering rush, water primrose, invasive milfoil, and northern pike.

To support the curriculum, we revamped volunteer training sessions, introducing these new materials and piloting an equity and diversity lens for the first time.



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Work Done This Year



Redeveloped Fall Training

Volunteer training this year incorporated reflection and identity as central themes throughout the training days to support our staff and volunteers in providing actively antiracist and anticolonial programming. This included implementing a Land Acknowledgment poem as well as activities that encouraged participants to consider how their identities shape their connections to and experiences in outdoor spaces.

The identity-focused activities aligned with trauma-informed teaching practices and best practices for working with diverse groups of people. In our ongoing effort to improve, we are excited to use program feedback to refine how we implement our training programs. Survey feedback from training evaluations highlighted the significance of the new identity-centered aspects, with 75% of respondents indicating that "Accessibility and Identities" was the most important part of the training.

During the training sessions, World Salmon Council (WSC) staff also received verbal feedback and suggestions for improving the Land Acknowledgment poem and curriculum. Staff thoughtfully incorporated this feedback, adapting materials prior to the start of the field trip season.

"I think [accessibility and Identities] is very important. It looks like a majority of the SW volunteers (aside from the Blueprint folks) are older white folks. I believe that it is important to understand that they will be working with diverse students from diverse communities and will need to know how to engage with them appropriately."

-2024 Volunteer



Field Trips in 2024

This year, Salmon Watch hosted **32 field trips** for **804 students** from **16 schools**, including **9** new schools to the program.

Spring Highlights

Two classes debuted our new Invasive Species Curriculum with a day of hands-on learning in local parks. Students explored salmon biology, riparian ecology, water quality, and invasive species, and participated in a restoration activity to deepen their connection to the environment and stewardship.

Fall Adventures

This fall, Salmon Watch hosted 30 field trips, welcoming 688 students to Eagle Creek, Daybreak, and Salmon River. Students witnessed the remarkable lifecycle of spawning salmon and learned about their essential role in healthy ecosystems.

At our four learning stations, now enhanced with invasive species content, students gained hands-on knowledge and experiences. Pre and post-trip surveys highlight the program's significant impact, inspiring the next generation of environmental stewards.



Students Served

- 56% students of color
- 70% from low-income backgrounds
- 12% students with disabilities
- 16% English language learners

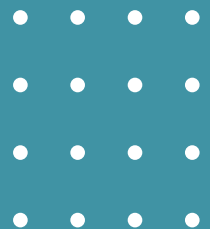
Field Trip Discoveries

Self-reported data showed a **5.4% increase** in students feeling their voice mattered in advocating for environmental protection. Additionally, there was a **65% increase** in students strongly agreeing they knew how to take action for the environment after attending the Salmon Watch field trip.

When analyzing content knowledge, survey results revealed significant gains across all Salmon Watch stations:

- 18% increase in Riparian Ecosystems
- 26% increase in Macroinvertebrates
- 26% increase in Salmon Biology
- 20% increase in Water Quality

These results reflect the program's ability to foster environmental awareness, knowledge, and actionable skills in students, highlighting the importance of hands-on learning in shaping future environmental advocates.





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2024 Annual Report



Outreach and Education

In 2024, the WSC hosted seven outreach events, **engaging a total of 1,654 members of the public.** These events demonstrated our commitment to fostering environmental awareness and education across diverse communities.

Noche de Ciencia (Winter) WSC participated in this STEM-focused event for Hispanic youth and families, aimed at increasing access to and awareness of STEM careers.

Celebrating Water Event by Clackamas County Water Education Team & Children's Clean Water Festival (Spring) WSC connected with 882 students at this event, providing engaging activities and lessons on the importance of clean water for salmon and ecosystems.

Watershed Discovery Day & Oregon's Juneteenth Festival (Summer) In June, we reached a combined total of 226 participants at these two events, emphasizing the connections between watershed health, community, and cultural significance.

Mississippi Street Fair (Summer) In July, WSC joined the vibrant Portland community at the Mississippi Street Fair, interacting with 327 individuals and sharing insights about salmon conservation and watershed stewardship.

Partnership with People of Color Outdoors (Fall) As the year concluded, WSC partnered with People of Color Outdoors to lead 12 adults and 2 children on a day of salmon spawning observation and place-based education, combining environmental learning with community connection

Volunteers and Training

Volunteers were essential in achieving our goal of hosting 30 field trips this season. Here's how their dedication and training contributed to our success:

Volunteer Recruitment and Training: We recruited and trained 30 volunteers to teach the new invasive species curriculum. Three in-person training sessions, totaling 135 hours, provided volunteers with hands-on experience and comprehensive guidance to lead youth through the story of salmon and the non-local beings that impact their habitats.

Virtual Training Pilot Program: To increase accessibility, we introduced a virtual training program, including WSC videos for each learning station. This allowed us to train an additional six volunteers unable to attend in-person sessions.

Teacher Info Night: We hosted a teacher information session, with 18 of 24 teachers attending. Feedback from the virtual session was overwhelmingly positive, with 100% of attendees finding it beneficial in preparing for their field trips.

Through the combined efforts of volunteers and staff, we were able to deliver impactful educational experiences, reach new audiences, and strengthen our community connections.

Student Educators

Thank You to The Blueprint Foundation

Our deep and long standing relationships are what make the work that we do possible and we could not complete it without the help of our student educators from the Blueprint Foundation. This year, the Blueprint Foundation supported us in leading a total of 4 full field trip days with 8 of their student educators including two new educators who took on the role of teaching salmon biology! With the help of Blueprint mentors and staff we were able to leverage the help and support of a total of 11 Blueprint student educators across two different field sites.



Membership Program



We are excited to share about our new membership community!

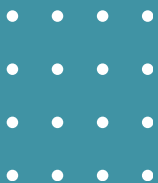
You can join the WSC as a member and give a monthly donation. Memberships have varying levels and every bit has an impact on the students we serve. Your partnership allows us to connect students and adults with nature and continue to ignite and empower community engagement.

Interested in becoming a member or donating to the World Salmon Council?

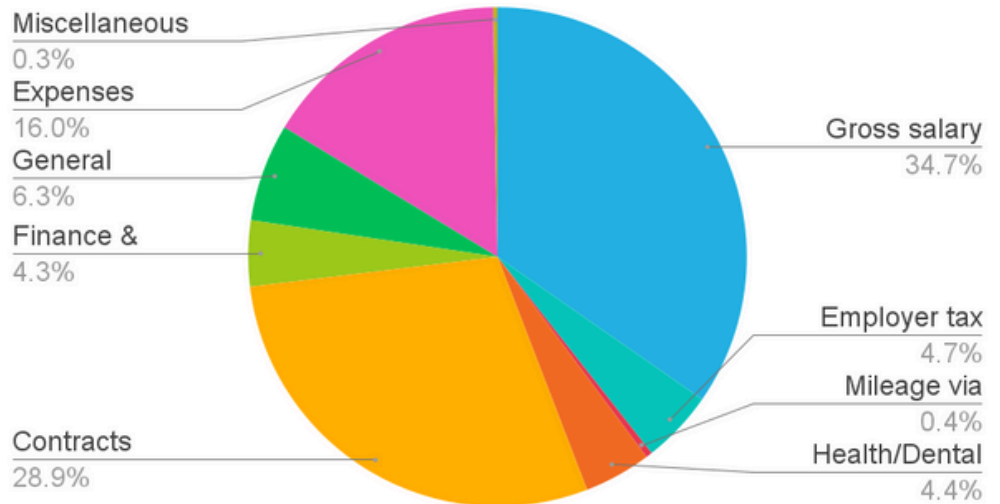
Go to our website at www.worldsalmoncouncil.org and click on donate to get started today!

Budget and Funding

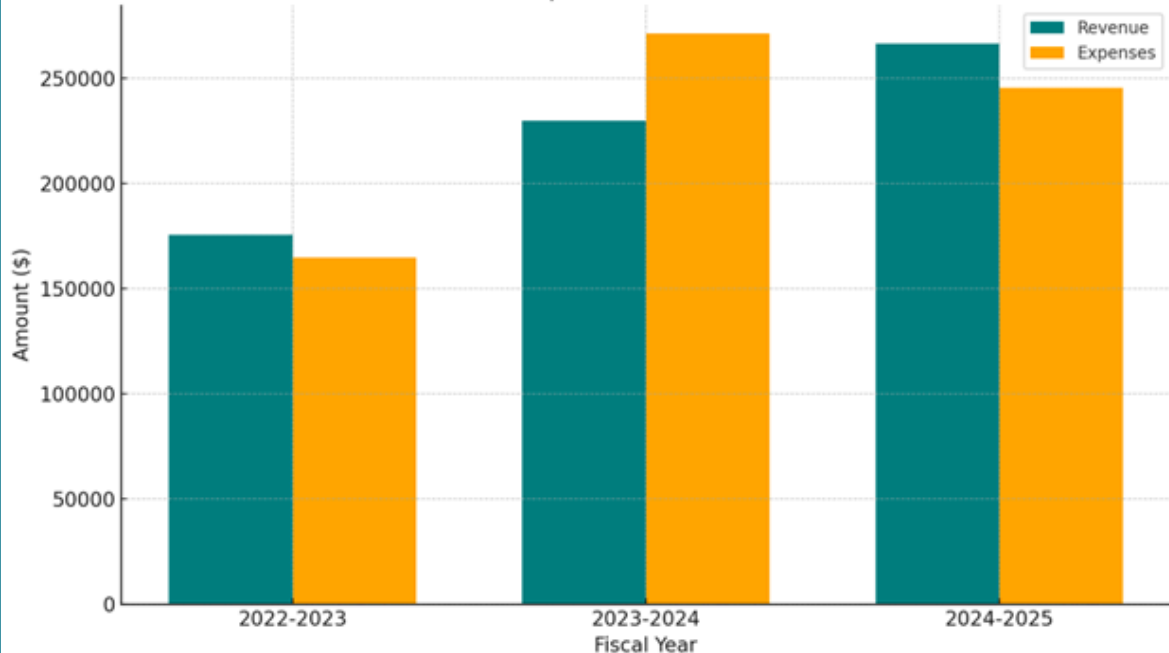
We are excited to share our growth as an organization, with a significantly expanded budget. Over the past two years, we've made substantial progress and are on track to stabilize at this level in the 2024-2025 fiscal year. Below is the breakdown of our 2024-2025 budget.



World Salmon Council Budget Breakdown FY



Revenue and Expenses Over Three Fiscal Years





Partner Acknowledgements



We extend our heartfelt thanks to the following partners and funders for their invaluable support in making our programs possible

- U.S. Forest Service:** For partnering at our Eagle Creek location and advising on invasive species materials.
- Wildwood:** For providing field trip locations.
- The Blueprint Foundation:** For joining our student educator program
- People of Color Outdoors:** For collaborating on Salmon Watch experiences.
- Johnson Creek Watershed Council:** For partnering on field trips and outreach events.
- ERM Foundation:** For funding and bringing out experienced volunteers.

Additional Funders:

- U.S. Forest Service
- Clackamas Water Environmental Services: For supporting field trips in their district.
- East Multnomah Soil and Conservation District
- Autzen Foundation
- Reser Family Foundation
- PGE
- Backcountry Hunters and Anglers
- Summer Lea Hillman Foundation
- Environmental Services City of Portland
- Clark Skamania Flyfishers
- Lush Cosmetics
- Northwest Natural
- Oregon Conservation and Recreation Fund
- Mills Davis Foundation
- Juan Young Foundation
- Pacific States Marine Fisheries Commission
- Oregon Department of Fish and Wildlife
- Bureau of Land Management





2025



Priorities

Our priorities for the upcoming year focus on **expanding and enriching our classroom curriculum**. This includes developing new lessons for classroom visits, facilitated by both staff and volunteers, to better engage and inspire students. As part of our **commitment to decolonial environmental education**, we are initiating the development of a culturally relevant curriculum that amplifies the present-day voices and experiences of Indigenous communities in the Columbia and Willamette River Basin. These communities' histories and futures are intrinsically tied to the **health and abundance of Pacific salmon populations**.

We are excited to **deepen relationships with Indigenous partners** as we undertake this work, critically reflecting on our approach to ensure our materials honor and accurately convey the cultures, histories, and scientific knowledge of the nations whose ancestral lands shape the spaces where we teach. Centering the students we serve, **we aim to further our mission through thoughtful, inclusive, and impactful curriculum development**.



We are honored to have you as a part of our community and excited to continue to involve you in our programming. We wish you and yours the best of holidays and the coming new year.

Sincerely,
Matt Little, Makayla Simmer, Emily Jones,
Kelley Brent, and the Board of Directors

