



Funds Distribution Report

Recipient Organization:
Long Live the Kings

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Organization's General Goals:
We partner with a breadth of stakeholders, at multiple scales...to bring salmon home for the long run. We are implementing solutions to rebuild salmon and steelhead populations in Hood Canal and Puget Sound, unraveling the mystery of low salmon survival in the Salish Sea, advancing science and retooling management throughout the Pacific Northwest.

Date of Award:	Level:
2020 Q4	\$2,501 to \$5,000

For more information, please read the attached report from Long Live the Kings.

8802 27th Ave NE
Tulalip, WA 98271
TulalipCares.org

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The Survive the Sound (STS) education campaign (<https://survivethesound.org>), which includes educational content for both in-person and remote learning, provided an important tool for hundreds of Puget Sound educators as they embraced hybrid learning models over the last year. The Tulalip Tribes helped make this work possible by supporting the staff time, web development, and core operational costs needed to complete the campaign. We are incredibly grateful for your continued partnership and hope you enjoy this opportunity to learn about the impact of your generous investment.

Milestones

- STS's student educational toolkit reached an **estimated 813 educators who reported serving 31,000+ students**, an 82% increase over 2020!
- **STS's public facing fish race reached an all-time high with 21,000+ public participant signups.**
- Participants donated generously, **raising over \$45,000 to support Long Live the Kings' (LLTK) salmon recovery work.**



One of hundreds of fun steelhead designs drawn by students participating in STS 2021.

Challenges

- While this year's number of participating educators represented a significant rebound over 2020, **it does not represent a full return to pre-covid participation levels.** In response, LLTK is setting more modest growth expectations for next year's campaign year as we expect slower growth until the school system returns to normalcy. LLTK is also investing in new accessibility and career focused content which we believe will spur increased participation in 2022.

Impact

STS's post-campaign participant surveys identified the following impacts on pro-salmon behavior:

- 79% used a 4/5 rating or higher confirming STS provided a deeper understanding of the issues faced by out-migrating steelhead
- 36.5% agreed they were more likely to donate or volunteer for wild salmon recovery.
- 58.9% were more likely to pursue actions in their day-to-day life to decrease the problems facing salmon & steelhead.

In addition, educators from our pre-campaign trainings provided glowing feedback with comments like:

- This training was so thorough and well organized. I am new to 4th grade this year and despite the challenges of distance/hybrid learning, I am thrilled to incorporate Survive the Sound into our learning this year!
- I am so excited!!!! Thank you so much this was great information AND thank you so much for building the Seesaw activities. I am so busy creating so much stuff it is HARD to build everything.

Thank You

STS and the impact it delivers for students, educators, and public would not be possible without generous partners like the Tulalip Tribes. Thank you for making this work possible, and if you have any questions about STS or would like to talk more about the campaign, please let us know.