



# Funds Distribution Report

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**Recipient Organization:**  
**Long Live the Kings**

**Address:**  
1326 5th Ave #450  
Seattle, WA 98101

**Contact:**  
(206) 382-9555  
<https://lltk.org>

**Organization's General Goals:**

Since our founding in 1986, Long Live the Kings has worked to restore wild salmon and steelhead and to support sustainable fishing. Our programs—combining on-the-ground fieldwork with scientific innovation and broad partnerships—help decision-makers advance salmon recovery while balancing the needs of fish and people.

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<b>Date of Award:</b>	<b>Level:</b>
2019 Q3	\$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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# LONG LIVE THE KINGS



*Survive the Sound 2020 – Post Campaign Report*

*Prepared for the Tulalip Tribes*

*CODE: Q3 2019 14.2*

*URL: <https://lltk.org/>*

***Mission***

*Restoring wild steelhead and salmon,  
supporting sustainable fishing in the Pacific  
Northwest, since 1986.*

***Survive the Sound***

*Educating students and the public  
through an annual free (and fun!)  
online fish race.*

1. Educate the public about the pressures and problems facing salmon recovery.
  - Reach 7,500 participants with 25% being educators.

**20,352 people signed up for Survive the Sound**, but only ~2% were educators. Educators faced many challenges shifting to remote learning and we received feedback that they were overwhelmed with resources. Improvements to our educational materials, made possible by gifts like yours, made it easier for parents to participate in Survive the Sound with their children, but they likely did not identify themselves as educators, signing up their kids and themselves. **About 50% of signups were people under 13 years of age.** Overall, we believe we accomplish this goal considering the challenged posed by COVID-19.



2. Ensure participants understand the urgency to act and take additional steps to help recover salmon and steelhead.
  - Greater than 65% of participants report behavior changes after participating.

**83% of respondents reported that they are more likely to take action to save salmon** - change actions in their day-to-day lives, talk to their children about the importance of salmon, volunteer or donate, and/or contact an elected official about the importance of salmon recovery.



3. Maintain a sustainable funding model.
  - Donations, grants, and sponsorships meet or exceed the cost of the campaign.

The 2020 campaign received \$107,253 in grants, sponsorship, and donations from private individuals such as you. Survive the Sound participants also donated an **additional \$49,000** to save salmon and steelhead! We are humbled by this outpouring of support during these tough times!





- “Thank you to you and everyone at Long Live the Kings who continue to work so hard to make Survive the Sound available and accessible to young students. For some, the experience ignites a spark of curiosity and concern that lingers long after the race is over. It's amazing to me that we get to have a glimpse into the science and technology that scientists are using to investigate and solve the problems faced by steelhead and salmon.”  
- Mr. Wallace, 2nd grade teacher at Lockwood Elementary
- Caleb, an inquisitive 7-year-old decided to find out why his fish died firsthand. Watch [the video](#) his mom helped him create.
- “We are loving your program! What an engaging way to teach about salmon!”  
- Alex King, Nanaimo Ladysmith Public Schools, British Columbia
- “Why IS the Hood Canal Bridge such a barrier to the migrating fish? My fish lost several days, seemingly unable to get past the bridge ... almost like it was an impenetrable barrier. Is there only one tiny area where they can pass under the bridge? btw ... this is a fascinating experience, and I appreciate the opportunity to be a part of this ...”  
- Michele V., Survive the Sound participant
- “Thanks for the fun activity for us all to engage with during our at home educating of our children!”  
- Tracy Tackett, Green Stormwater Infrastructure Expansion Manager, Seattle Public Utilities



*Dear Marilyn,*

*I grew up in the Pacific Northwest spending days enjoying the Skagit River – fishing, exploring, and learning. I joined the team at Long Live the Kings because I wanted to protect the things that helped define my sense of place and identity. What better way to do this than to protect salmon, icons of the PNW.*

*For me, Survive the Sound is a way I can help people grow their own sense of attachment to this beautiful place we all call home. Over the past 4 years, I've worked with an amazing team of peers and volunteers and watched the program grow. Its success was threatened this year and the support of Tulalip Tribes helped to make it into one of the best years ever.*

*Please accept my deep appreciation for your continued partnership.*

*All the best,*



*Lucas Hall*

*Survive the Sound's Senior Project Manager*