



Funds Distribution Report

Recipient Organization:
Washington Conservation Action Education Fund

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Seattle, WA 98101

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<https://wcactionef.org>

Organization's General Goals:
Washington Conservation Action Education Fund cares deeply about the land, air, water, and communities that sustain us as well as fairness in our political system. These principles remain core to the ethos of our work. As we envision a future that carries these principles forward, we seek to protect people and nature as one given what makes Washington state unlike any other is our magnificent natural environment.

Date of Award: 2024 Q1
Level: \$2,501 to \$5,000

For more information, please read the attached report from Washington Conservation Action Education Fund.

8802 27th Ave NE
Tulalip, WA 98271

TulalipCares.org

Q1 2024 14.2 Report

Washington Conservation Action Education Fund (WCA Education Fund) thanks the Tulalip Tribes Charitable Fund for its generous support of our public education and engagement efforts through the We Are Puget Sound campaign. Washington Conservation Action Education Fund is the new name for Washington Environmental Council.

Progress Toward Outcomes | We Are Puget Sound Campaign

In partnership with Braided River, we engaged thousands of people through the We Are Puget Sound campaign and exhibit in 2024. This campaign and exhibit represent a key aspect of our public education and engagement efforts. Together, they help foster the next generation of advocates working to protect Puget Sound, and grow our membership base, who continue to engage in future efforts to connect with decision makers and support Puget Sound restoration.

The traveling photography exhibit contains a collection of stories spanning the Salish Sea that provoke change and foster an individual connection with the ecosystem we are part of. It presents 19 striking images from the book *We Are Puget Sound: Discovering and Recovering the Salish Sea* (Braided River, 2019). The book features more than 20 regional photographers and showcases the many individuals working to find meaningful solutions to protect Puget Sound's waters, wildlife, and the human health and economic prosperity this region supports.

In October 2024, we celebrated the fifth anniversary of our We Are Puget Sound book and campaign—launched in October 2019. Over five years, we've made significant progress to help people in the Salish Sea region see a role for themselves in Puget Sound protection. As of this year, the exhibit has reached over 519,000 people through in-person and virtual events, activities, and programming. Adding in media coverage and mentions, we estimate that the We Are Puget Sound campaign has reached over 4.8 million people.

Exhibit Locations and Reach

In 2024, We Are Puget Sound continued its successful partnership with Community Marine Centers of the Salish Sea—a coalition of eight regional marine centers. These exhibits reached thousands of people through presentations, social media, and earned media.

While located at the SEA Discovery Center in Poulsbo, the exhibit reached 3,878 adults and 2,191 kids through 160 events. The interactive Act Now portion of the exhibit drove 753 personal pledges to take action to protect Puget Sound—representing a 12% engagement rate at this location!



While housed at Harbor Wild Watch Marine Life Center in Gig Harbor between May and December 2024, the exhibit reached 11,016 visitors. The interactive Act Now portion of the exhibit drove 1,151 personal pledges to take action to protect Puget Sound. That means over 10% of visitors committed to taking one of ten actions, including writing a personal reflection on physical cards that stack on the exhibit wall.



We Are Puget Sound Campaign Storytelling

Key outcomes from our efforts alongside Braided River to promote the We Are Puget Sound book, campaign, and exhibit in 2024 include:

- Reaching 1,270 followers on Instagram. Our best-performing post was a Tribute to the Orca reel with 2,447 views, 141 likes, 19 shares, 13 saves, and 151 accounts engaged. The reel showcased the 7-minute film we helped produce: [All Our Relations—Tribute to the Orca](#).
- Reaching 33,300 users, engaging 2,000 users, and driving over 750 reactions and comments on Facebook.
- Attracting 2,000 unique visitors to the [We Are Puget Sound website](#) over the last year.
- Reaching an audience of roughly 540 cruise guests. Brian Walsh, contributing photographer to *We Are Puget Sound* book, spent another summer cruising the Salish Sea on week-long cruises by American Cruise Lines. Brian served as a docent on six cruises, where each day he gave a Salish Sea presentation to passengers that incorporated the We Are Puget Sound campaign.
- Hosting a Tik Tok Live episode that connected with 2,200 viewers. This was a first for the We Are Puget Sound campaign thanks to the Marine Life Center's Tik Tok channel, which offers a large following, including internationally.
- Collaborating with Gig Harbor Wine Company to bring three dozen attendees together for a fun and educational We Are Puget Sound trivia night.

