



# Funds Distribution Report

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**Recipient Organization:**  
**Washington Conservation Action Education Fund**

**Address:**  
1417 4th Ave, Ste 800  
Seattle, WA 98101

**Contact:**  
(206) 631-2600  
<https://wcactionef.org>

**Organization's General Goals:**  
Our mission is to develop, advocate, and defend policies that ensure environmental progress and justice by centering and amplifying the voices of the most impacted communities. We fight for clean air, clean water, healthy forests, democracy and voting rights, and environmental justice.

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<b>Date of Award:</b>	<b>Level:</b>
2025 Q1	\$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**

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## Q1 2025 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 and Orca Action Month.

### 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 2025. 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. As of this year, the exhibit has reached over half a million 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 5 million people.

#### Exhibit Reach and Storytelling

After six full years, the We Are Puget Sound traveling photography exhibit and personal impact campaign is as strong and relevant as it was in 2020 when WCA Education Fund launched the book and campaign alongside Braided River.

In 2025, the We Are Puget Sound photography exhibit continued to raise public awareness of Salish Sea wildlife and the threats to their survival. The exhibit engaged people in concrete actions to support orca and salmon protection and recovery—reaching thousands of people in the region and building connections between communities and the Salish Sea. Foss Waterway Seaport provided a well-aligned location for the exhibit, juxtaposing it with hands-on displays, a wooden boat shop, educational programs, and a functional dock. The museum offers free admission to the public.

Our team hosted an exhibit opening community event that drew dozens of people to the maritime museum and participated in two of their signature events with an interactive outreach booth. At one of those events, Ciders and Sails, we joined the community to celebrate Pacific Northwest craft cider and Tacoma’s maritime legacy.

We also hosted a We Are Puget Sound and Tacoma history trivia evening with partners Braided River and Foss Waterway Seaport. The event brought together a highly engaged and active group of 25 people who we personally and meaningfully connected with, and who all acted for clean water during the event.

The specific action we supported community members in taking in 2025 involved signing and sending dozens of postcards to the Tacoma City Council to support clean water protections in Commencement Bay. The exhibit location was strategic, to align with WCA Education Fund’s broader organizational goals, calling on local leaders to invest in upgraded sewage treatment technology.

In 2025, the We Are Puget Sound campaign achieved the following outcomes:

- Reached 4,600 museum visitors while the exhibit was at the Foss Waterway Seaport Museum in Tacoma.



- Developed over a dozen promotional materials (including several emails, social media posts, custom flyers and graphics, and community presentations) to grow awareness of the exhibit in Tacoma. Our best-performing post featured an interview with WCA Education Fund staff on CBS News, which reached 3,417 unique plays, 2,204 accounts, 143 likes, and 35 shares.
- Promoted the exhibit through Foss Waterway Seaport social media channels, which reached 6,415 people and drove 327 likes, 1,243 interactions, 2,078 views, 19 comments, 32 shares, and 33 link clicks.
- Connected 2,100 visitors to the We Are Puget Sound campaign website and reached thousands of people through social media campaigns.
- Drove 75 commitments to act to protect the Salish Sea from local community members through We Are Puget Sound exhibit action pledge.
- Reached over 500 cruise guests as 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, and each day he gave a Salish Sea presentation that incorporated the We Are Puget Sound campaign.

## Progress Toward Outcomes | Orca Action Month

June is Orca Action Month in Washington, Oregon, and British Columbia. Alongside Indigenous communities, nonprofit partners, and faith communities, WCA Education Fund leverages this dedicated month to elevate visibility around the plight of endangered Southern Resident orcas. Events and engagement opportunities call for urgent and meaningful action on their behalf.

With support from Tulalip Tribe and in partnership with the Orca Salmon Alliance, WCA Education Fund engaged thousands of people in Orca Action Month events and community connection opportunities in 2025. This year's theme was *Threads of Life: Connecting Orcas, People, and the Future We Share*. The theme drew attention to how Southern Resident orcas connect us—geographically, culturally, ecologically, and spiritually.

A Majestic Matriarchy was the central event during Orca Action Month 2025. Se'Si'Le, in collaboration with Indigenous leaders and supported by partners including WCA Education Fund, hosted this **unique Indigenous-centered public event to inspire a more profound understanding of the ancient and holistic relationalities between the Sk'aliCh'elh (Southern Resident orcas), scha'enexw (the Salmon People), the spirit in the waters (Tsi'Uid), and the lifeways of Native Nations in our bioregion.**





**A Majestic Matriarchy: Honoring the Southern Resident Orcas**

**All Our Relations**

**June 14, 2025**

**St Joseph Parish  
Seattle, WA  
6:30-8:30 pm**

Netel Hot  
A Salmon Meal Gathering  
at 5:00pm

Artwork by  
Jason LeClair

**Learn more and reserve your ticket today!**

[tinyurl.com/MajesticMatriarchy](https://tinyurl.com/MajesticMatriarchy)

**Se'Si'Le**

You're invited to witness *A Majestic Matriarchy*. The event is being held during the 19th annual celebration of Orca Action Month and will focus on Indigenous women to comfort, celebrate, and bring attention to our Southern Resident orca relatives. Native peoples have a deep affinity with the matriarchal lifeway of our majestic Resident relatives who rely on the older females for stability, especially in times of crisis. A grave crisis is now upon them and their existence is imperiled.

Join us to listen, learn, and be inspired by Indigenous women leaders.

This powerful event elevated and honored the voices of Indigenous women, sharing their truths, speaking on behalf of Sk'aliCh'elh and scha'enexw, for sacred balance (xaalh) and for our sacred obligation (Xa xalh Xechnging) to our Caretaker: the Creation. The event highlighted for 210 attendees how Southern Resident orcas' survival, like the survival of Indigenous lifeways, depends upon scha'enexw (the Salmon People).

Other Orca Action Month events are listed below.

We hosted an interactive outreach table during the Orca Celebration at Finn River Cidery in Chimacum on June 1, helping to kick off the month of events and celebrations with engaging community activities and education. Over 200 people from the surrounding communities attended and 25 people signed up for our email list.



An online community education webinar on June 10 drew 112 attendees to hear from presenters from The Center for Whale Research, Orca Behavior Institute, The Whales Initiative at Ocean Wise, and Sea Doc society.

Orca Fest on June 21 at the KEXP Gathering Space in Seattle featured local musicians and over





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150 attendees gathered in community and celebration of the Salish Sea. During this event, 25 people signed up for our email list.

Coordination and planning conducted across organizations involved in the Orca Salmon Alliance was central to the success of this effort. Together, we reached thousands of people in the region across community events and digital outreach channels. Orca Action Month continues to enable event participants to better understand how we can protect Southern residents throughout Oregon, Washington, and British Columbia. Events, art, community connections, and digital campaigns demonstrate how we can all do our part as stewards of the Salish Sea's incredible biodiversity.