



# Funds Distribution Report

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**Recipient Organization:**  
**Washington Environmental Council**

**Address:**  
1402 Third Ave, Suite 1400  
Seattle, WA 98101

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

**Organization's General Goals:**  
To bring the environmental community together through the Environmental Priorities Coalition. Each year, over 20 groups that make up the Coalition select up to four issues to advance in the state legislature. Thanks to our focused power, we have been able to achieve groundbreaking solutions – from promoting clean cars and greener buildings to setting responsible limits on climate pollution to eliminating dangerous toxins in children's products.

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<b>Date of Award:</b>	<b>Level:</b>
2019 Q2	\$2,501 to \$5,000

For more information, please read the attached report from Washington Environmental Council.

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

Disclaimer: This report may be a summary of content provided by the recipient, not always complete quoted material.

## Report to Tulalip Tribes Charitable Contributions: Q2 2019 14.2

Washington Environmental Council thanks Tulalip Tribes Charitable Contributions for your support of Orca Month 2020 – a month long series of events celebrating the Southern Resident killer whale.

### Events and Participation

Due to the COVID-19 pandemic, our plan for Orca Month 2020 shifted to a fully virtual event series in June, and some complementary activities in fall related to Orca Recovery Day. We successfully raised awareness and engaged community members in learning about the threats to the survival of our Southern Resident orcas as well as Chinook salmon, and what we can do to help protect and recover them. We held a 30 virtual events throughout June and October, reaching nearly 1,500 people. Events included:

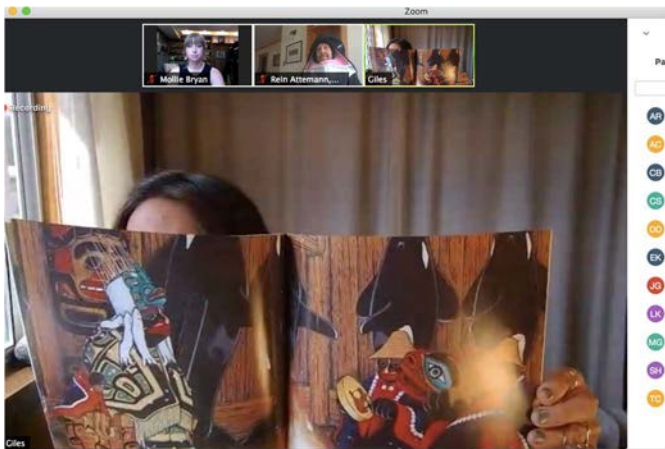
- 6 orca-related webinars, with event videos posted online after live broadcast. Our total event video views on social media reached 17,000 during the month of June.
- Promoted and delivered Orca Conservation Kits
- Orca Month Book Club
- Virtual Cleanups
- 2 live concerts by Dana Lyons
- We Are Puget Sound poster contest with King County Library that drew over 40 submissions
- Weekly Orca Story Time readings for kids



Above: Poster contest winner

Left: Screenshots from Orca Story Time on Zoom

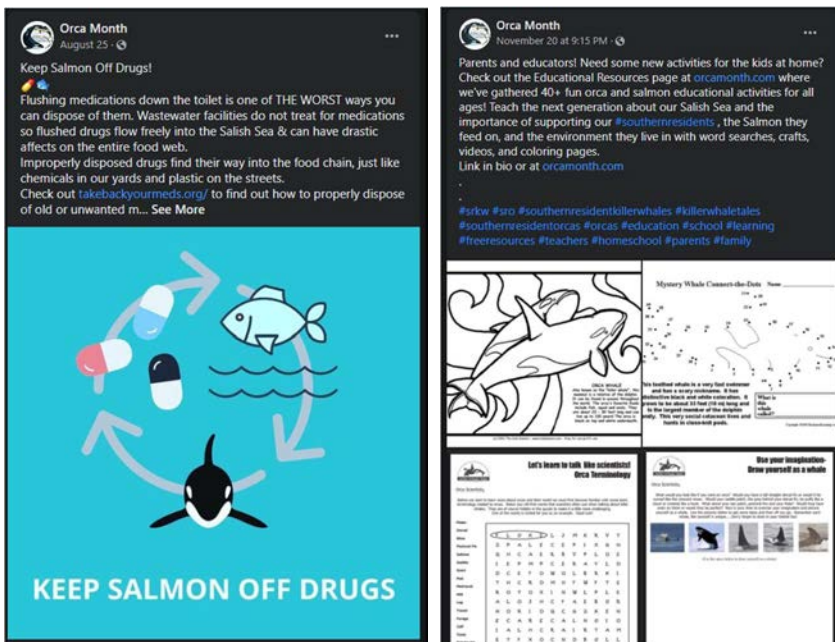
Below: Sample ad promoting online educational resources



We carried out four additional events in October for Orca Recovery Day, including a Salmon Talk! Youth event, a restoration/litter pickup event, and two beach cleanups (*pictured below*), with a total of 57 volunteers participating.



Finally, we have been making overall design and user interface improvements to the Orca Month website including a hearty Educational Resources page with over 40 free resources, as well as adapting educational curriculum targeting grades 6-9 that focuses on the threats to orca survival and what actions people can take to help, and making it available to teachers.



One of the greatest successes of the project was our ability to build connections through social media. We generated 900 new Likes on our Facebook page and over 1,000 new followers on Instagram. Our 270 posts over the course of the year had an estimated reach of 2,000,000 compared to 1,251,600 in 2019. *Left: Sample Facebook posts.*

The greatest challenge of this project was adapting our event series to be fully virtual. Over the past several years of Orca Month we have developed many engaging, fun, community-building activities that have always taken place in person, and it was disappointing for our team and community to have to cancel all of our face-to-face activities. However,

we are pleased with the results given the circumstances, as we raised our social media presence and engagement. Looking ahead to next year, we are preparing for the possibility of another fully virtual Orca Month in 2021, or at least a hybrid in-person/virtual event series, depending on the status of the COVID vaccine.