

MEETING THE MOMENT FOR SALMON



2025 **IMPACT
REPORT**



**PACIFIC SALMON
FOUNDATION**



Cover and inside cover photos: Chelsea Pope



**PACIFIC SALMON
FOUNDATION**

2025 IMPACT REPORT

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A MESSAGE FROM THE CEO



Photo: Kotawân Media

Today, Pacific salmon face widespread declines and complex challenges. Still, they keep coming back.

2025 gave us reasons to be hopeful. Nearly 10 million sockeye returned to the Fraser River — three times the forecast — while in the Upper Columbia, two sockeye completed their first adult return in nearly a century, a milestone for the Indigenous-led Bringing the Salmon Home Initiative.

Released in 2025, the Pacific Salmon Foundation's (PSF) second State of Salmon report found that two-thirds of Pacific salmon in British Columbia and the Yukon are in long-term decline, signalling that we've reached a tipping point.

Here's how PSF is responding.

Through science, action, and influence, PSF is meeting the moment for salmon, helping struggling populations recover while ensuring stable populations remain resilient into the future.

Science drives everything we do. In 2025, our teams spent hundreds of days in the field and lab researching factors affecting salmon survival to guide future action. PSF also expanded one of the most comprehensive and trusted sources of salmon data — the Pacific Salmon Explorer — which now covers all major Pacific salmon-bearing regions in Canada.

We have also turned science into action. In 2025, we awarded a record-breaking \$3.2 million in grants to community-led salmon conservation

and climate emergency relief projects, with 42 per cent led, co-led, or partnered with Indigenous groups. These projects restored habitat and helped prevent salmon die-offs, reinforcing the lasting impact of conservation investments.

Throughout the year, we ensured salmon remained a public priority. Our engagement efforts helped secure government commitments to future funding for salmon conservation, convened more than 200 salmon leaders around our State of Salmon report, and reached millions worldwide through Wild Salmon Day.

Our partners, supporters, donors, and volunteers are the backbone of PSF. Their care, commitment, and passion are a powerful reminder that together, we can make a difference. In 2025, more than 1,000 new donors joined our community — a milestone that reflects the growing momentum behind our shared mission. Your passion and support enable our organization to make a big impact.

There is still much work ahead. Yet salmon can beat the odds, and the people working to help them remain deeply committed to the cause. Together, we will continue advancing salmon recovery through the collective action that has defined PSF for decades.

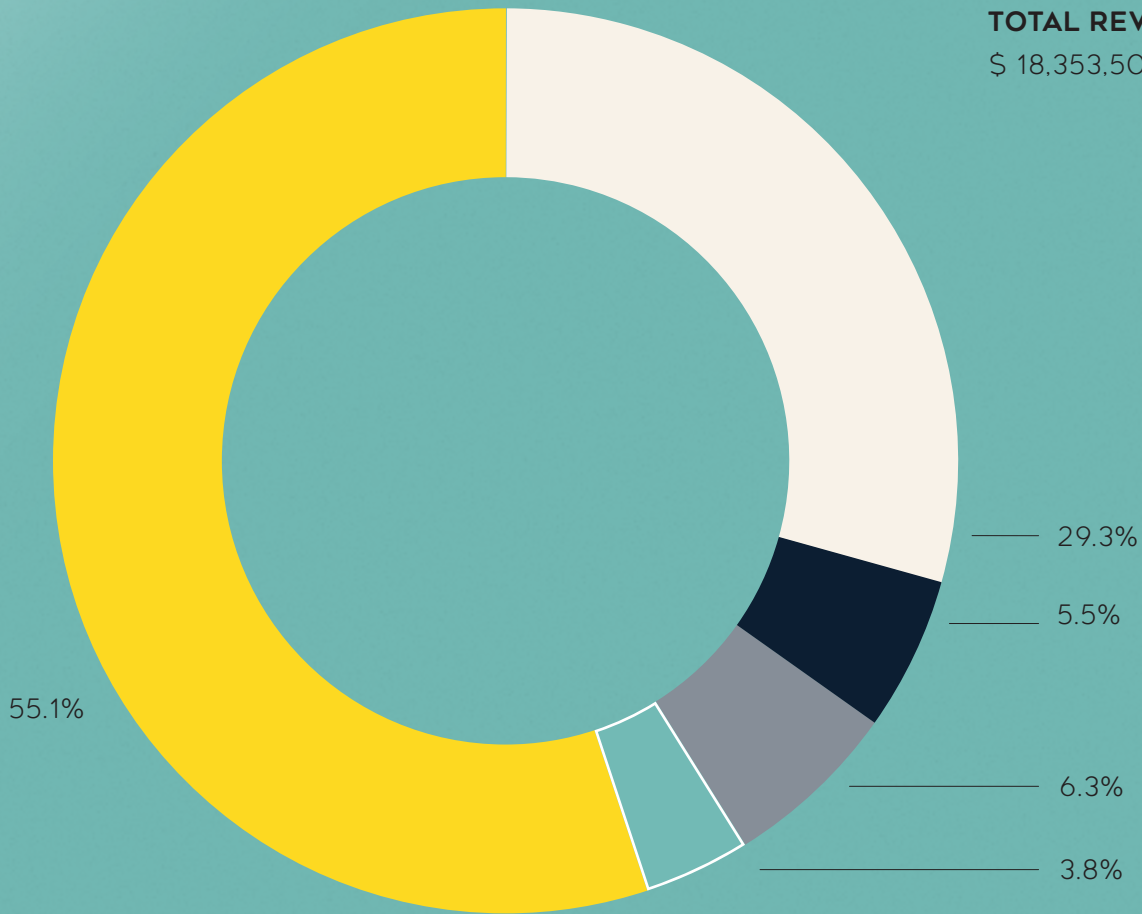
— Michael Meneer, CEO and President, Pacific Salmon Foundation

STATEMENT OF OPERATIONS

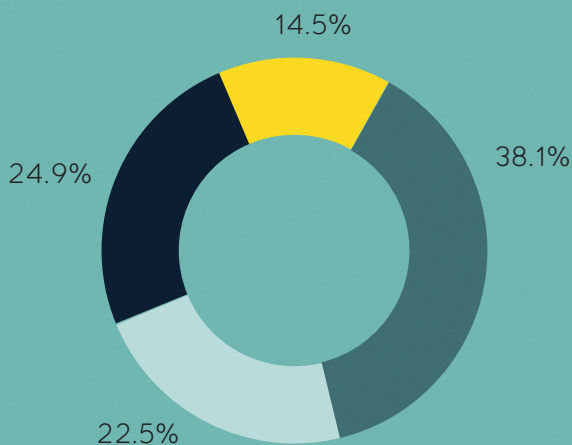
YEAR END, DECEMBER 31, 2025

TOTAL REVENUE

\$ 18,353,504



- **55.1%** Government contributions **\$10,120,504**
- **29.3%** Corporate and individual contributions **\$5,371,879**
- **5.5%** Fundraising events revenue **\$1,004,217**
- **6.3%** Program management fees **\$1,163,759**
- **3.8%** Interest income and other **\$693,145**



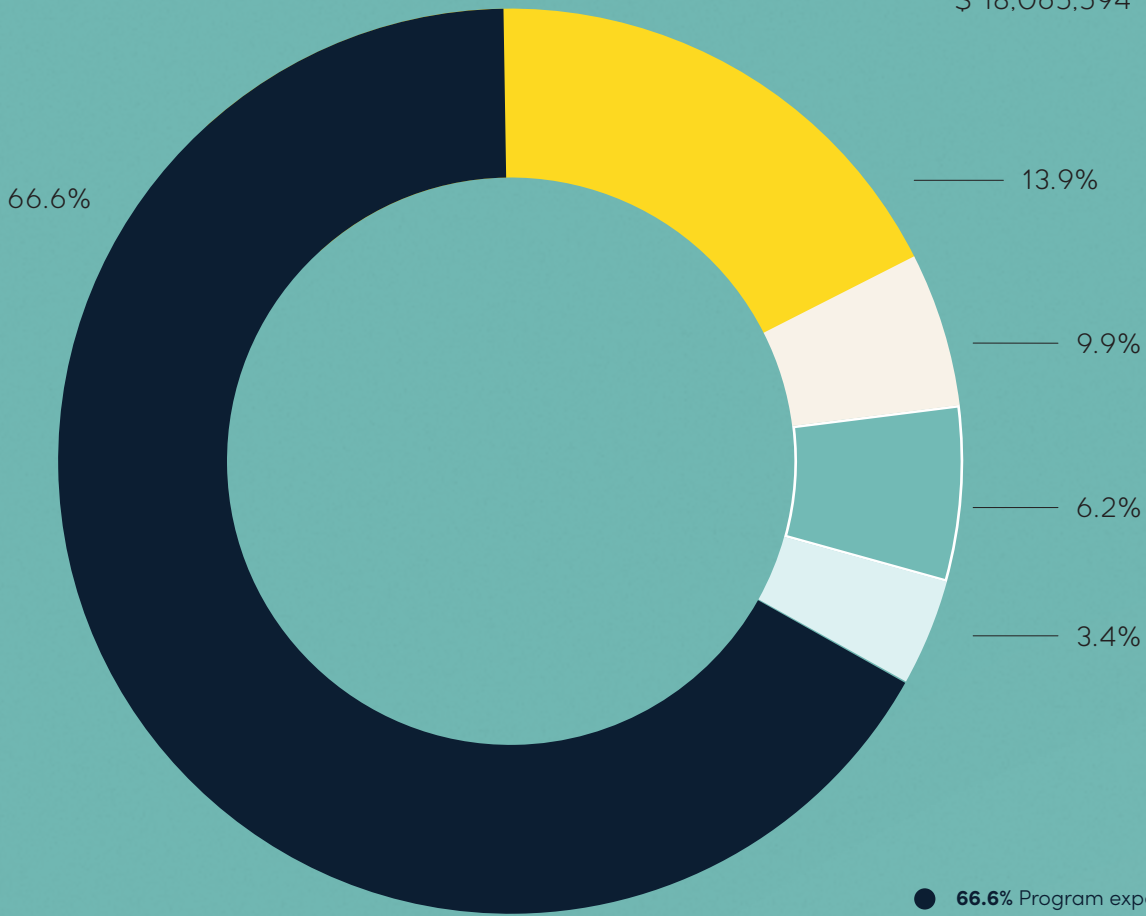
DONATIONS

\$ 5,371,878

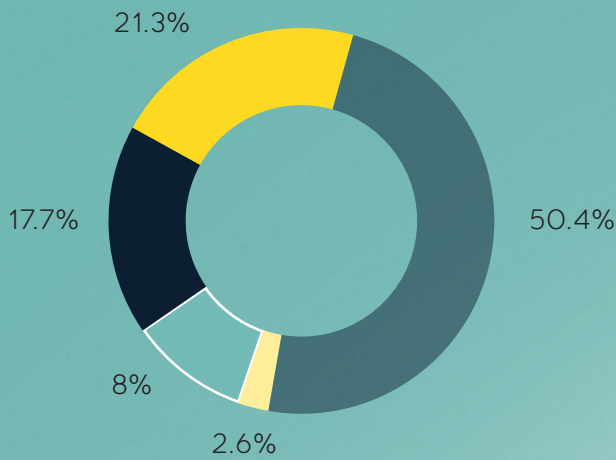
- **38.1%** Pacific Salmon Endowment Fund Society **\$2,047,149**
- **22.5%** Corporations **\$1,209,248**
- **24.9%** Non-governmental organizations **\$1,334,711**
- **14.5%** Individual contributions **\$780,770**

EXPENSES

\$ 18,065,594



- **66.6%** Program expenditure and other partnership projects **\$12,037,820**
- **9.9%** CSP project awards **\$1,779,057**
- **13.9%** Capacity development **\$2,507,638**
- **3.4%** Fundraising events costs **\$621,491**
- **6.2%** General, administrative and artist awards **\$1,119,588**




PROGRAM EXPENSES

\$ 12,037,820

- **21.3%** Climate Adaptation Program **\$2,568,756**
- **8%** Rivers inlet and other Programs **\$962,636**
- **17.7%** Salmon Watersheds Program **\$2,133,119**
- **50.4%** Marine Science Program **\$6,061,210**
- **2.6%** Recovery Program **\$312,099**

SCIENCE

LEADING RESEARCH AND DATA
TO DRIVE SALMON RECOVERY



Researching salmon to better understand factors affecting their survival.

Photo: Brandon Deepwell

MONITORING JUVENILE SALMON BEFORE AND AFTER FISH FARMS

In 2025, the Pacific Salmon Foundation (PSF) launched multi-year monitoring of wild juvenile salmon in the Discovery Islands – an archipelago east of Campbell River and a key migratory corridor for Fraser River salmon.

Between 2020 and 2021, open-net pen Atlantic salmon farms were phased out of the region. PSF is continuing monitoring efforts previously led by the Hakai Institute and other researchers, ensuring critical data collection continues as wild salmon adjust to the removal of farms.

Earlier research, initiated more than a decade ago in response to concerns about fish farm impacts, found that detection rates of *Tenacibaculum maritimum*, a bacterium amplified by Atlantic salmon farms in B.C. that can harm wild salmon, peaked in juvenile Fraser sockeye as they migrated through the Discovery Islands.

Building on this existing research, PSF is now tracking juvenile salmon in a post-fish farm environment. Starting in spring 2025, researchers sampled fish for pathogens, counted sea lice, and assessed environmental conditions as salmon migrated past now-inactive farm sites.

Between May and July, researchers sampled 2,995 fish across 32 locations. Sockeye, chum, and pink salmon made up most of the samples, along with smaller numbers of Chinook and coho.

NEXT STEPS

THIS FIELDWORK IS PLANNED TO CONTINUE ANNUALLY, CREATING A ROBUST 'BEFORE-AND-AFTER' DATA-SET ON THE IMPACTS OF FISH FARMS ON WILD PACIFIC SALMON.

This work is co-led by PSF and the University of Toronto, with critical support from Rain-coast Research Society and funding from the Natural Sciences and Engineering Research Council of Canada. Special thanks to the North Family Foundation.

2025 IMPACT REPORT



Sampling wild juvenile salmon in the Discovery Islands, a key migratory corridor for Fraser River salmon.

Photo: Chelsea Pope

IMPACT

OPEN-NET PENS ARE SET TO BE BANNED IN BRITISH COLUMBIA BY 2029, FOLLOWING MORE THAN A DECADE OF RESEARCH LED BY PSF AND OTHERS AND DOZENS OF PEER-REVIEWED STUDIES LINKING ATLANTIC SALMON FARMS TO RISKS FOR WILD PACIFIC SALMON.

HUNGRY FOR HERRING

Sampling a young Chinook during its first winter at sea – the most challenging time to study salmon.

As a young salmon, reaching the ocean is only the beginning of a long journey ahead.

After migrating from freshwater to the ocean, juvenile salmon must quickly adapt to a new environment while finding enough food to grow and survive. They also face additional pressures, including warming waters, limited food, and exposure to pathogens from aquaculture. Together, these cumulative impacts can contribute to early marine mortality.

Since 2020, the Pacific Salmon Foundation (PSF), the BC Conservation Foundation, First Nations, and academic partners have been investigating when, where, and why young salmon are dying in the Strait of Georgia.

A major focus of the research has been on investigating food limitation and stress.

To better understand what salmon are eating, and whether they are getting enough food, researchers are collecting tissue samples to test for signs of food deprivation, analyzing stomach contents, and studying interactions between juvenile salmon and herring.

A PSF research team studying herring and salmon interactions tagged juvenile salmon during the summer to better understand when and where salmon overlap with herring populations. In the summer of 2025, they analyzed the stomach contents of 1,404 juvenile Chinook and coho salmon, finding juvenile herring in 262 fish.

PACIFIC SALMON FOUNDATION

This work connects with PSF's Bottlenecks research program, which studies young Chinook salmon during their first winter at sea – exploring what they eat and whether they face starvation or stress. In 2025, the Bottlenecks team collected 161 gill biopsies to assess starvation and other stressors, and analyzed the stomach contents of 442 Chinook salmon, finding herring in 77 of them.

Early results suggest that herring may play an important role in helping young salmon survive, as salmon that consumed herring had fuller stomachs than those feeding on other prey. Furthermore, changes in herring migration patterns, spawning areas, and overall abundance could directly affect food availability for salmon.

NEXT STEPS

ONGOING ANALYSES WILL CONTINUE TO UNCOVER VITAL INFORMATION ABOUT THE FOOD WEB THAT SUPPORTS PACIFIC SALMON AND THE CUMULATIVE IMPACTS THAT INFLUENCE SURVIVAL.

The British Columbia Salmon Restoration and Innovation Fund – a joint program from the Government of Canada and Province of British Columbia – supported this work.



SOLVING THE PINNIPED PUZZLE

Seals and sea lions, collectively known as pinnipeds, are agile predators in coastal ecosystems and have long been thought to influence salmon survival. Yet little is known about how seals and sea lions use B.C.'s rivers and estuaries. Without detailed, river-specific data, their true impacts on salmon remain unknown.

To help address these knowledge gaps, First Nations on Vancouver Island, Pacific Salmon Foundation (PSF), and BC Conservation Foundation partnered to monitor seal and sea lion presence and behaviours in key salmon habitats.

Using a combination of shore-based surveys, wildlife cameras, sonar, and drones, the team tracked pinniped movement into freshwater systems at three rivers along the east coast of Vancouver Island: the Cowichan, Nanaimo, and Campbell Rivers.

In 2025, partners conducted 697 visual surveys in the lower rivers and counted 906 pinnipeds. Using drones, they completed an additional 106 surveys in the estuaries, counting 2,453 pinnipeds, while wildlife cameras in the lower rivers captured 203 pinnipeds. Early findings indicate a strong correlation between the timing of adult salmon returns and pinniped presence in lower rivers and estuaries.

Through this work, partners have developed a framework for long-term monitoring that can deepen understanding of pinniped activity, including timing, frequency, and overlap with salmon during critical life stages.

NEXT STEPS

FUTURE EFFORTS WILL FOCUS ON ADAPTING THIS FRAMEWORK TO THE NEEDS OF INDIVIDUAL COMMUNITIES TO SUPPORT INDIGENOUS-LED STEWARDSHIP AND INFORM EVIDENCE-BASED MANAGEMENT DECISIONS.

The British Columbia Salmon Restoration and Innovation Fund supported this project.

LOCAL PARTNERS

- COWICHAN TRIBES
- SNUNEYMUXW FIRST NATION
- A-TLEGAY FISHERIES SOCIETY, INCLUDING WEI WAI KUM, WE WAI KAI, K'ÓMOKS, TLOWITSIS, AND KWIAKAH FIRST NATIONS
- WEI WAI KUM FIRST NATION
- WE WAI KAI FIRST NATION

NEW DATA-DRIVEN INSIGHTS ON YUKON SALMON



Photo: Peter Mather

In the Yukon, home to some of the longest salmon migrations on Earth, assessments released by the Pacific Salmon Foundation (PSF) found that 80 per cent of salmon populations are struggling.

The Yukon was the final Pacific salmon-bearing region in Canada to be added to PSF's Pacific Salmon Explorer. Its addition marked a major milestone in a decade-long effort to compile key salmon and habitat information into one accessible platform.

PSF's assessments found that 16 of the Yukon River basin's 20 salmon Conservation Units (CUs) are struggling, while the remaining four are considered data deficient. All Chinook and chum with sufficient data were assessed as having either poor or fair biological status, highlighting the scale of the crisis facing Yukon salmon.

The Explorer also assesses habitat pressures. In the Yukon River basin, PSF found relatively low habitat pressures, yet mining remained a high-risk factor for habitat degradation in some areas. For example, more than 40 per cent of spawning grounds for North Yukon and Stewart chum, and about a third for Northern Yukon Chinook, were found to be 'highly threatened' by mining.

Ongoing salmon declines – first Chinook, and more recently chum – have sharpened the collective focus on recovery efforts. Current measures include a seven-year moratorium on Chinook harvests in the mainstem Yukon and Canadian tributaries, along with closures of fall chum fisheries in recent years.

NEXT STEPS

THE PACIFIC SALMON EXPLORER'S YUKON ASSESSMENTS WILL HELP INFORM ONGOING REBUILDING EFFORTS. PSF CONTINUES TO UPDATE THE EXPLORER AS NEW DATA BECOMES AVAILABLE.

Learn more at: salmonexplorer.ca

IMPACT

DATA FROM PSF'S PACIFIC SALMON EXPLORER HAS:

INFORMED THE YUKON RIVER CHINOOK REBUILDING PLAN

HELPED IDENTIFY OCEAN WISE B.C. SUSTAINABLE SALMON FISHERY RECOMMENDATIONS

SUPPORTED SPECIES ASSESSMENTS FOR THE COMMITTEE ON THE STATUS OF ENDANGERED WILDLIFE IN CANADA (COSEWIC)

ACTION

ACCELERATING THE ACTIONS THAT
MATTER MOST FOR SALMON



Creating 200 metres of high-quality spawning habitat.

Photo: Brandon Deepwell

Improving spawning habitat on Vancouver Island to help threatened Chinook.



“
People from all over the world come here to fish, so restoring salmon habitat and protecting our streams is really good news.

—Chief Jerry Jack, Mowachaht/
Muchalaht First Nation

\$1.3 MILLION SALMON HABITAT RESTORATION EFFORT ON VANCOUVER ISLAND

A threatened population of Chinook salmon is already benefitting from major restoration work in the Nootka Sound region of Vancouver Island.

The Pacific Salmon Foundation (PSF) invested \$560,000 toward a \$1.3 million effort to improve spawning habitat at the outflow area of Muchalat Lake, about 90 kilometres west of Campbell River.

Co-led by Nootka Sound Watershed Society, Ecofish Research, a Trinity Consultants Canada team, and Mowachaht/Muchalaht First Nation, the project restored 200 metres of high-quality spawning habitat. The once pristine habitat had been damaged by historic logging and climate pressures over many years.

Construction ended in September, and the results came in quickly. Within one month, hundreds of salmon were already spawning in the restored channel. The newly restored channel is expected to support an additional 1,000 to 2,000 spawning Chinook salmon annually.

Special thanks to the RBC Foundation and Steelhead Lager.

NEXT STEPS

RESTORATION WILL CONTINUE IN 2026, FOCUSING ON PROTECTING THE SPAWNING CHANNEL FROM EXTREME DROUGHT AND HEAVY RAINS TO HELP MAINTAIN STABLE WATER LEVELS.

200 METERS

of valuable Chinook salmon spawning habitat restored

COMMUNITY-LED CONSERVATION ELEVATED THROUGH 160+ PROJECTS

Sq'ewqel (Seabird Island Band) was unable to harvest Chinook salmon from Maria Slough near Agassiz in the Lower Fraser River watershed for years.

In 2024, that changed. Thanks to renewed restoration efforts in spawning channels maintained by Sq'ewqel and Fisheries and Oceans Canada (DFO), the community could once again harvest a small number of Chinook.

These channels doubled salmon habitat availability decades ago, but over time, they began to deteriorate. In 2025, the Pacific Salmon Foundation (PSF) provided a \$112,384 Community Salmon Program grant to further improve habitat and restore flows disrupted by recurring drought conditions and aging infrastructure.

PSF's grant helped the team install seven rock weirs and 12 large woody debris structures, improving water retention. Local crews also removed invasive reed canary grass plants across an 845-square-metre area in 2025, and planted 680 native plants, which will help shade and shelter salmon for years to come.

More than 500 salmon were sighted using the new habitat during the following spawning season.

PSF stewards funds from the Salmon Conservation Stamp on behalf of DFO, alongside generous donations, to support hundreds of community-led projects through the Community Salmon Program.

Special thanks to AltaGas, Enbridge, Mosaic Forest Management, Swiss Water Decaffeinated Coffee Inc., Trans Mountain, The Wolrige Foundation, and Yun Wright in memory of Bob Wright. The Province of B.C. also supports the Community Salmon Program.

Photo: Chloë Fraser

BY THE NUMBERS

PSF COMMUNITY SALMON PROGRAM

\$2 MILLION
In funding approved

161
projects

\$7.39

from each Salmon Conservation Stamp is invested in community stewardship



Monitoring conditions in the Cowichan River to inform real-time actions.

Photo: B. Hetschko

PREVENTING DROUGHT DISASTER

In the Cowichan River on Vancouver Island, more than 80,000 fish died in the summer of 2023. Severe drought drove up water temperatures, reduced flows, and altered water chemistry.

Recognizing that drought is becoming more frequent, local partners came together to prevent another catastrophic fish die-off through coordinated monitoring, real-time data sharing, and rapid response actions.

With a \$20,000 grant from the Pacific Salmon Foundation's Climate Emergency Fund in 2025 – building on a previous \$80,000 PSF grant – the Cowichan Watershed Board, Cowichan Tribes, the Cowichan Valley Regional District, provincial and federal governments, and other partners mobilized a collaborative drought response strategy.

Together, partners monitored key river conditions, including temperature, dissolved oxygen, pH, and water flows, and met weekly to assess risks and adapt management strategies.

In 2025, when river conditions approached similar levels seen during the 2023 die-off, emergency response measures were activated. These included reducing wastewater effluent inputs to limit rapid algae growth, conserving lake water to maintain summer base flows, and closing fisheries early to reduce stress on salmon populations, all of which helped prevent another fish die-off.

NEXT STEPS

THE COWICHAN RIVER'S COLLABORATIVE DROUGHT RESPONSE EFFORTS WILL CONTINUE TO GUIDE SCIENCE-BASED SALMON CONSERVATION DECISIONS IN THE FACE OF CLIMATE CHANGE.

Special thanks to the British Columbia Salmon Restoration and Innovation Fund and climate response partners – the First Nations Fisheries Council of B.C., Fisheries and Oceans Canada, and Province of B.C.

BY THE NUMBERS

PSF'S CLIMATE EMERGENCY FUND IN 2025

\$1,165,551

Granted – the highest annual funding amount on record

28
projects

124
partners

INFLUENCE

SHAPING POLICY AND FUNDING DECISIONS
WITH SCIENTIFIC EXPERTISE

PSF's State of Salmon report is the go-to source on how salmon in B.C. and the Yukon are doing.



Photo: Brandon Deepwell

STATE OF SALMON

Building off the inaugural State of Salmon report in 2024, the Pacific Salmon Foundation (PSF) released its second version in 2025 – finding that two-thirds of Pacific salmon populations in British Columbia and the Yukon are below their long-term average abundances.

The State of Salmon report is the go-to source for high-level information on how all species of Pacific salmon and steelhead are doing in B.C. and the Yukon. The data-driven overview guides PSF's work, both on the ground and behind the scenes, to strengthen resilience and advance recovery of salmon populations for generations to come.

SUMMARY OF KEY FINDINGS

1. Although some regional salmon populations show signs of recovery, two-thirds remain below their long-term average.
2. Increasing numbers of sockeye and Chinook are bringing renewed hope for some salmon-dependent communities and ecosystems.
3. Pink salmon are proving their resilience, returning in large numbers across many regions.
4. While most salmon species seem to be struggling in northern and central regions, data gaps make it hard to know just how serious and widespread the declines are.

NEXT STEPS

PSF WILL UPDATE THE STATE OF SALMON ANNUALLY WITH THE BEST AVAILABLE DATA. FUTURE EDITIONS WILL REPORT ON THE FACTORS IMPACTING SALMON ABUNDANCE AND WAYS FORWARD TO SUPPORT SALMON RECOVERY.

Visit: stateofsalmon.ca

Special thanks to the Province of B.C. and Sitka Foundation for supporting the State of Salmon 2025 Report.



Photo: Eiko Jones

IMPACT

MORE THAN **200 SALMON LEADERS** ATTENDED PSF'S STATE OF SALMON WEBINAR.

STATE OF SALMON PRESENTATIONS WERE DELIVERED TO **KEY STAKEHOLDERS**, INCLUDING DECISION MAKERS AND THE RECREATIONAL FISHING SECTOR.

PSF'S STATE OF SALMON REPORT IS CONSIDERED THE **GO-TO SOURCE FOR NEWS OUTLETS** - RANGING FROM CBC TO THE TIMES COLONIST - HELPING THE GENERAL PUBLIC UNDERSTAND THE URGENT STATE OF PACIFIC SALMON

2/3

Of salmon populations in B.C. and the Yukon are in long-term decline.

WILD SALMON DAY

Wild Salmon Day – initially launched in British Columbia in 2019 as a celebration of the vital cultural and ecological significance of salmon – crossed international borders for the first time in 2025.

Groups from both coasts and beyond, including the Pacific Salmon Foundation (PSF), First Nations Fisheries Council of B.C., Atlantic Salmon Trust (U.K.), and Atlantic Salmon Federation (Atlantic Canada), formed a new coalition to build global momentum for wild salmon recovery.

Together, the cross-border collective launched a new website, symbol, and social media campaign and declaration calling for urgent action to recover wild salmon and their habitats.

Uptake for Wild Salmon Day also exploded regionally. The Province of British Columbia and the Yukon both officially proclaimed June 1 as Wild Salmon Day, as well as several municipalities, including Vancouver, Squamish, Surrey, Nanaimo, Victoria, Port Alberni, and Prince Rupert.

NEXT STEPS

WILD SALMON DAY IS CELEBRATED INTERNATIONALLY ON JUNE 1 EACH YEAR, AIMED AT RAISING AWARENESS OF WILD SALMON IN BOTH THE PACIFIC AND ATLANTIC..



”

Wild Salmon Day began as a B.C.-led initiative to raise awareness, and it's great to have our Atlantic partners join us in this important work. Wild salmon know no borders, and I'm happy to see this recognition spread across Canada and the world.

—Hon. Randene Neill, B.C. Minister of Water, Land and Resource Stewardship

Photo: Tavish Campbell

WILD SALMON DAY BY THE NUMBERS

3,000+

VISITORS TO
[WILDSALMONDAY.COM](https://wildsalmonday.com)
FROM 44 COUNTRIES,
INCLUDING CANADA, NORWAY,
IRELAND, AND SWEDEN.

254

SIGNATURES
COLLECTED FOR
THE WILD SALMON
DECLARATION

600

SOCIAL MEDIA
MENTIONS

3.1

MILLION
PEOPLE REACHED
DIGITALLY



CHAMPIONING SALMON AT EVERY LEVEL

Hon. Randene Neill, MLA of Powell River–Sunshine Coast and Minister of Water, Land, and Resource Stewardship, visited PSF and grantee Sargeant Bay Society at a salmon monitoring site on the Sunshine Coast.

While leading research and restoration in the field and the lab, the Pacific Salmon Foundation (PSF) also worked behind the scenes to show up for salmon at the highest levels.

Through meaningful engagements with federal and provincial governments, PSF advanced key priorities for wild salmon, including renewed investments in salmon conservation, the development of a B.C.-specific framework for salmon recovery, and continued progress toward the federal commitment to remove open-net pen salmon farms from B.C. waters by 2029.

PSF also engaged with key representatives during the 2025 federal election campaign, helping secure expanded funding for Pacific salmon conservation in the Liberal platform.

As the 2029 ban on open-net pen salmon farms in B.C. approaches, PSF played an active role in the federal aquaculture transition process. PSF submitted input to the Government of Canada emphasizing that prioritizing wild salmon will depend on a strong definition of ‘closed containment’ – one that prevents waste, viruses, and bacteria from entering the marine environment.



Wade Grant, MP of Vancouver Quadra and Parliamentary Secretary to the Minister of Environment and Climate Change, joined PSF on a boat tour of the Lower Fraser River.

Special thanks to Hon. Joanne Thompson, Fisheries Minister, and Hon. Randene Neill, Minister of Water, Land, and Resource Stewardship, for their continued collaboration on advancing salmon conservation.

IMPACT

HELPED INFLUENCE THE LIBERAL FEDERAL ELECTION PLATFORM TO INCLUDE EXPANDED FUNDING FOR PACIFIC SALMON CONSERVATION

PARTICIPATED IN THE FEDERAL AQUACULTURE TRANSITION PROCESS WHILE CONTINUING TO PROVIDE SCIENTIFIC EVIDENCE ON THE IMPACTS OF OPEN-NET PEN SALMON FARMS ON WILD SALMON

ENGAGED WITH MPS AND MLAS FROM ALL PARTIES TO RAISE THE PROFILE OF THE IMPORTANCE OF SUSTAINED INVESTMENTS IN SALMON CONSERVATION.

WITH GRATITUDE

The Pacific Salmon Foundation's (PSF) progress in science, action, and influence is only possible thanks to you – our partners, donors, and supporters who have championed PSF's mission for decades.

Special thanks to:

- Each individual who donated in support of PSF's work
- 1,063 new donors, including individuals, companies, and foundations
- Hundreds of sponsors and supporters who raised funds at PSF events
- Hundreds of individuals who celebrated Wild Salmon Day
- Province of British Columbia
- Fisheries and Oceans Canada
- Pacific Salmon Endowment Fund Society

DONOR SPOTLIGHTS:



DUNCAN KIRKPATRICK

Based in Victoria, Duncan Kirkpatrick has donated monthly to PSF since 2015. Originally from the Prairies, he has been salmon fishing for more than four decades, and has shared his passion for fishing with his family and peers.

"In my view, the Pacific Salmon Foundation is the lead agency when it comes to salmon sustainability," says Kirkpatrick.

"My four- and six-year-old grandsons have had the chance to experience salmon fishing over the past two years. When they ask, 'Papa, can we go fishing again this summer?' I hope I can keep saying yes for years to come."



GEOFF AND SUSAN BURNS

Geoff and Susan Burns first connected with PSF at the 2014 Vancouver Gala. Nearly a decade later, they deepened their commitment through a multi-year pledge. Geoff, who spent his career in the Canadian mining industry, went on an annual salmon fishing trip to Haida Gwaii with friends for 15 years. Over time, he witnessed declining salmon populations firsthand and the related negative impacts on wildlife and ecosystems that depend on them.

"The state of salmon is an incredibly important issue for our province," says Geoff Burns.

"Susan and I are fortunate to have the opportunity to give back to organizations like PSF that are dedicated to protecting a cornerstone species of British Columbia. PSF's targeted programs and research advance conservation efforts in ways that go far beyond what government can do alone."



PACIFIC SALMON FOUNDATION

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Photo: Fernando Lessa