PACIFIC SALMON FOUNDATION

HELP US PREPARE SALMON HABITATS FOR CLIMATE EXTREMES AND DOUBLE YOUR IMPACT.

As another year draws to a close, the Pacific Salmon Foundation's (PSF) latest State of Salmon report reminds us both of the incredible resilience of wild Pacific salmon and the vital impact of our shared work. This year, your support has fueled extraordinary progress: filling critical data gaps, shaping targeted recovery plans, and actioning major restoration projects from coastal regions to watersheds. We've seen hopeful signs of what's possible when we give nature a helping hand, with regional bright spots like thriving southern coho and resilient sockeye returns proving that recovery efforts can make a difference.

Yet, that progress is colliding with an intensifying climate reality. With 'super' El Niño conditions in the forecast, extreme weather events like flooding, droughts, and rising water temperatures are an escalating threat. With half of all regional populations still in decline, Pacific salmon are acutely vulnerable to these pressures, making your continued support more critical than ever.

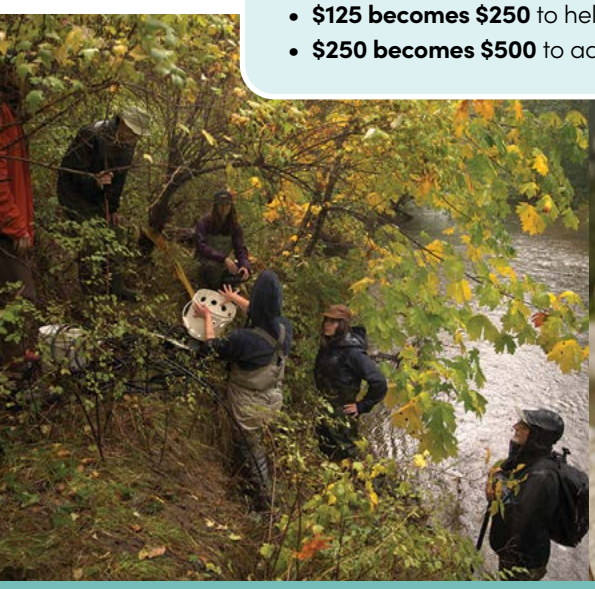
As we confront these challenges, our core belief remains unshakable: **if we create the conditions for salmon resilience, there is every reason to believe they can flourish again.**

Wild salmon are remarkably resilient when given a healthy environment, but they cannot do it alone. **That is why PSF is moving beyond reactive crisis management toward proactive, long-term salmon recovery.** We cannot stop extreme weather, but we can strengthen watersheds before disaster strikes.

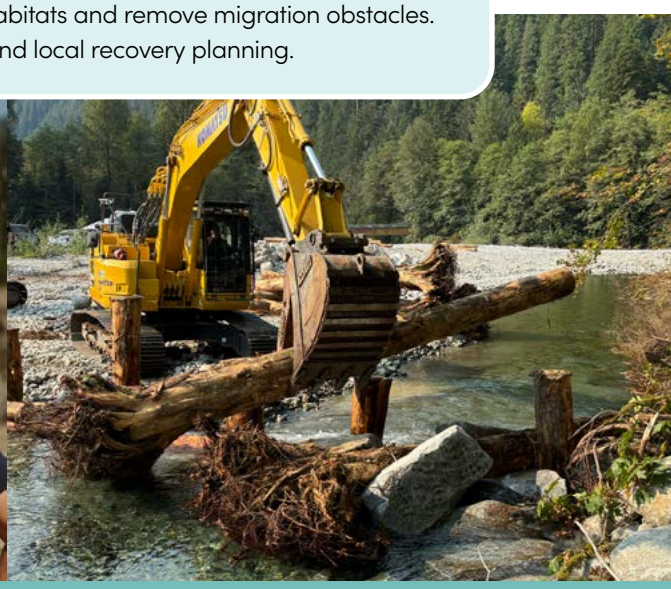
To help make this vital work possible, we have incredible news: **Your year-end donation will be matched dollar-for-dollar! PSF Emeritus Board Member Bob Gayton** believes so deeply in safeguarding wild salmon against mounting climate pressures that he is matching **year-end giving up to $100,000.**

This means your support goes twice as far right now to help us build climate-resilient habitats. **Will you make a matched gift today?**

- **$50 becomes $100** to equip community partners with critical monitoring tools.
- **$125 becomes $250** to help restore degraded watershed habitats and remove migration obstacles.
- **$250 becomes $500** to advance groundbreaking science and local recovery planning.







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PSF is addressing the most urgent threats facing salmon through our Climate Emergency Fund. PSF lead the creation of the Salmon Emergency Action Support (SEAS) working group—a collaborative partnership between the First Nations Fisheries Council of B.C., the Province of B.C., Fisheries and Oceans Canada (DFO), and PSF. Crucially, SEAS is connecting with communities year-round to identify vulnerable river systems and salmon populations.

With the generous support of PSF donors, SEAS can allocate rapid funding when salmon and their habitats are in distress from climate events such as drought or flooding. These are just a couple of examples of the impact of this approach in action:



Indian River: In 2023, severe drought dried up a 100-metre stretch of the river, trapping hundreds of thousands of returning pink salmon. PSF rapidly funded an emergency response with the Tsleil-Waututh Nation and DFO to restore water flow, allowing over 18,000 adult pinks to reach their spawning grounds. Following up on that immediate fix, PSF invested an additional $100,000 this spring to install engineered log jams that stabilize eroding banks, create cool deep-pool refuges, and protect against future channel disconnection.



Tsolum River: When 2023 drought conditions in the Comox Valley pushed water temperatures to dangerous highs and critically depleted oxygen levels, PSF funded the Tsolum River Restoration Society to deploy emergency aerators and safely relocate vulnerable juvenile coho to cooler refuges. To future-proof this habitat, PSF granted a further $18,000 this spring to plant native willows along bare gravel bars. This nature-based solution can stabilize the riverbank, provide essential shade, and protect ten kilometers of habitat for local Chinook, chum, coho, pink, and steelhead populations.

These practical, forward-looking solutions are only possible with a strong community behind us. **Will you join us and double your impact for wild salmon this year-end?**

As a loyal supporter, your dollars have an immediate and long-term impact on the future of wild salmon and their habitats. Wild Pacific salmon have shown us time and again how resilient they are in the face of adversity. Your gift of $25, $50, $125, $250 or even more can help create the conditions for them to thrive for generations to come.

Thank you for your steadfast support. Wishing you and your loved ones a wonderful holiday season!

Warm regards,



Jason Hwang
Chief Program Officer & Vice President, Salmon
Pacific Salmon Foundation

P.S. Don't miss the opportunity to double your gift! Every contribution before December 31st will be matched dollar-for-dollar up to $100,000 by Bob Gayton, giving wild salmon the strongest possible start in the year ahead.