

# Pacific Salmon Foundation

Established in 1987



**“Fishing for the Future”**

**2011 SFI CONFERENCE and BIG SPLASH FUNDRAISER**

**Brian Riddell, PSF, 604-664-7664**



**Our Mission...** through communities  
and leadership ...



...bringing them back stream by stream.

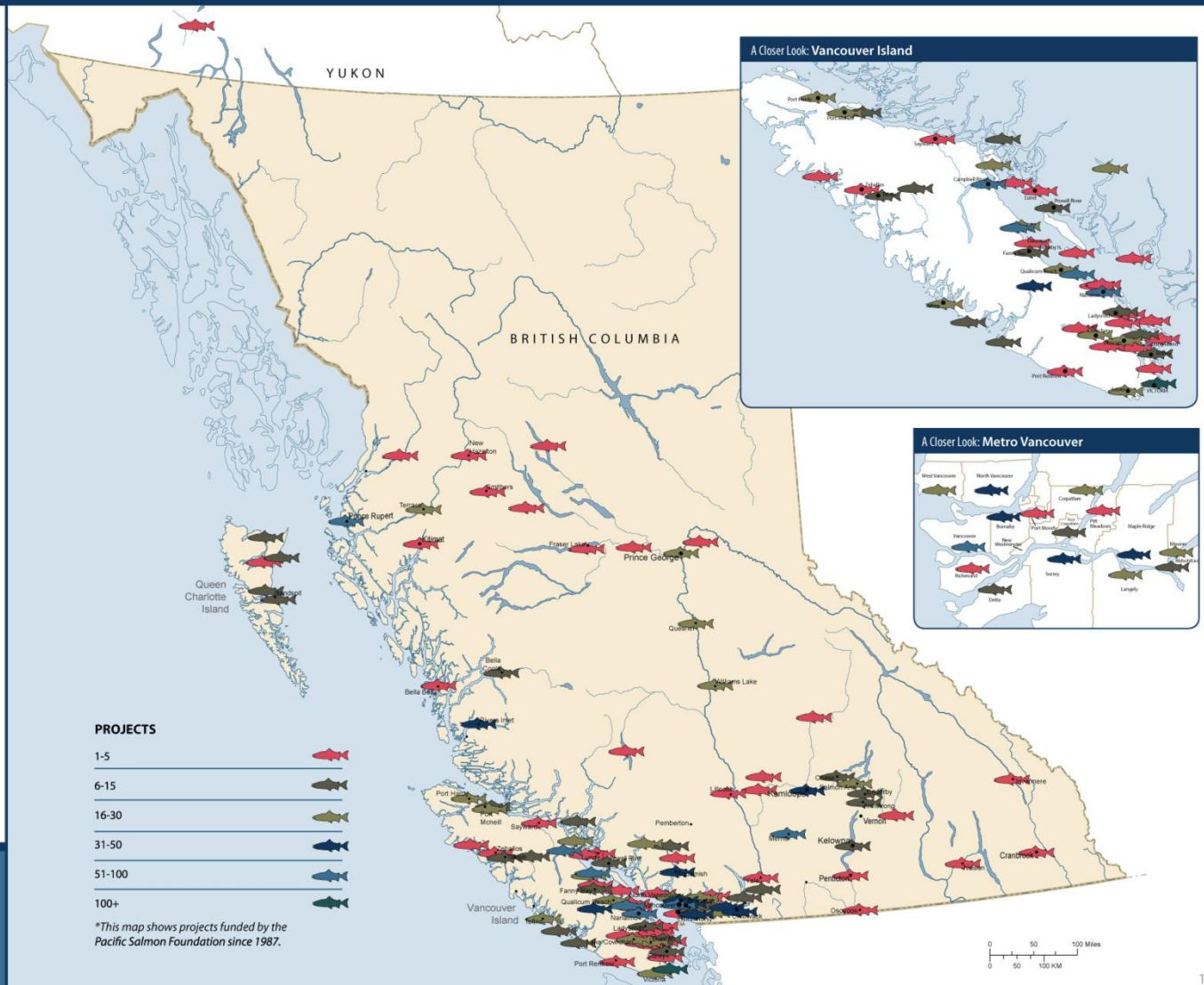
# Independent, non-advocacy organization that protects, conserves and rebuilds wild Pacific salmon populations in British Columbia and the Yukon



Thank You

Donations to the Pacific Salmon Foundation support projects that address salmon restoration and regeneration across the province. The individuals and organizations listed above have made cumulative donations of \$100,000 or more to the Foundation.  
 \* Donated to the Pacific Salmon Conservation Foundation

## MAP OF FOUNDATION-FUNDED COMMUNITY PROJECTS



# Government Support History



## Wouldn't be a PSF without past government support

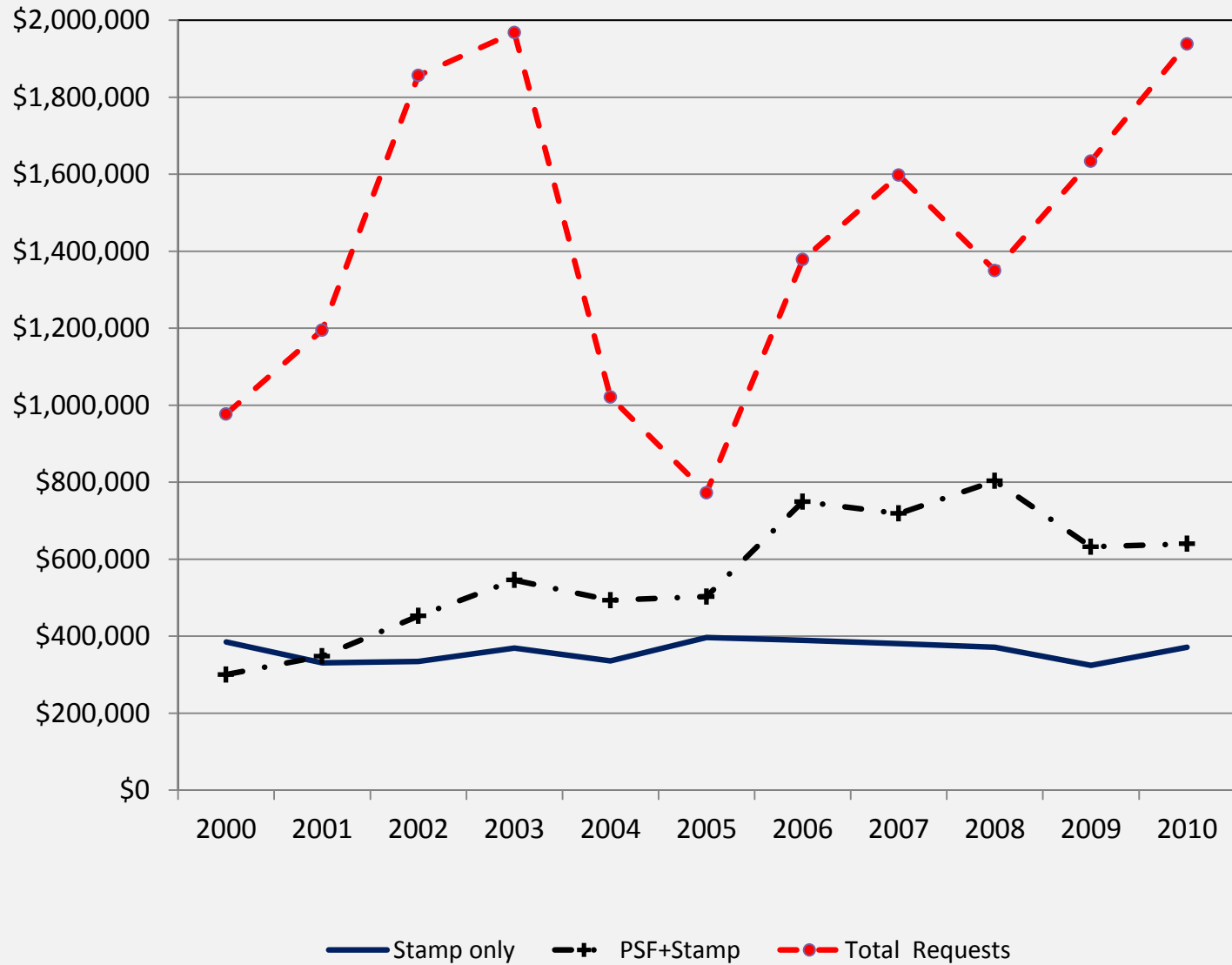
- \$6.1 million since 1990 through recreational fisheries Conservation Stamp to ~1,300 community salmon projects
- \$10 million investment in Fraser Salmon and Watersheds Program to 318 projects to benefit wild Pacific salmon and watersheds (2006-2011); & 2010 Canada Action Plan
- \$12.2M from BC Living Rivers Fund (total fund \$22M) invested in FSWP (2006-2011).

2011 Winner, Artist Curtis Atwater

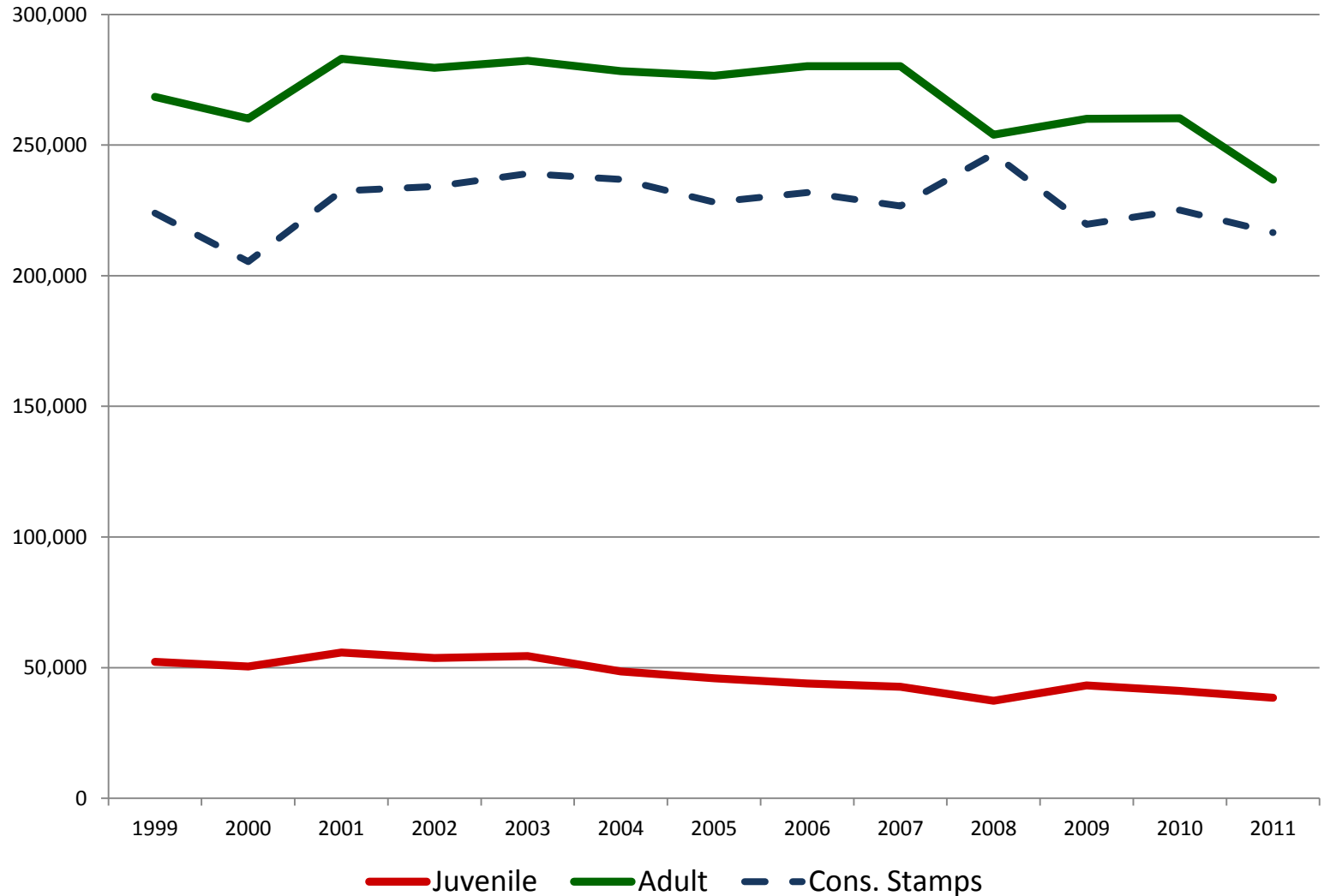


But how much of the income from the Conservation Stamp goes back into salmon?

# Community Salmon Program funding since 2000 ...



# Recent sales of Adult and Juvenile licenses and the Salmon Cons. Stamp (number of individual sales, NOT \$\$ values)



## ***PSF \$\$ situation:***

- Projecting a ***significant increase in unmet needs*** for community salmon programs in 2012 and 2013.
- Private and corporate donations for salmon compete against numerous other social programs, medical research, education needs.
- *PSF supports increased government spending for:*
  - Core assessment and management responsibilities
  - Sustain habitat protection and enforcement
  - Maintain key infrastructure (ships, labs, ...)
  - Marine science and international collaborations

**PSF proposal to increase value of Salmon Conservation stamp ...  
but all net revenue remains in BC and Yukon for salmon!**

## Conservation Stamp income could ...

- Meet Community salmon Program need (habitat and enhancement projects) including marine near-shore.
- Support coast-wide catch monitoring and sampling (SFI / DFO)
- Recover the Pacific Salmon Endowment Fund (currently ~\$24M) for future investment in salmon programs
- Provide core funding for a Strait of Georgia project to restore Chinook and coho salmon production (PSF proposal?)
- Environmental investment fund (e.g., a truly independent salmon advisory board, contribute to land procurement, independent research, public dialogues, etc.)

The Challenges for implementing this opportunity for salmon:

1. PSF has the financial agreement with TB and DFO ... accountability through PSF.
2. These funds are not simply to support PSF! We suggest a joint Board to manage funds and planning.
3. Be inclusive and involve key organizations ... Who are they? 'Champions as spoke people'

**Bottom line: We all need to be in this together.**

# Summary

- 1. The outlook for funding in the next two to three years is poor ... as salmon stewards and users, we are increasingly responsible!**
- 2. We need to be unified on this proposal but the added funds are for direct investment in the resource (all net increase in \$\$ returns to BC).**
- 3. What can be done with any net increase depends on the amount of the \$\$ increase and how the increase is proportioned across licenses.**
- 4. PSF will manage the funds, but use of the funds would be determined by a management board.**
- 5. *These funds will not support the operation of PSF but PSF could participate in programs approved by the Board.***
- 6. We also agree that recreational fishing interests should not be the only supporters of salmon restoration and production ... PSF will continue to raise funds and advocate for wild Pacific salmon.**

EXAMPLE ONLY: Conservation stamp income, 250,000 stamps per year @ \$20.00 per stamp, net value = \$15.00 per stamp.

1. Federal funds returned \$5/stamp = \$1,250,000
2. Pacific salmon endowment fund \$3/stamp = \$750,000
3. Community Salmon Program \$3/stamp = \$750,000
4. Recreational fisheries program (SFI) \$3/stamp = \$750,000
5. Replacement of FBI \$2/stamp = \$500,000
6. Strait of Georgia monitoring \$2/stamp = \$500,000
7. Environmental Management fund \$2/stamp = \$500,000

***Annual income = \$5,000,000 + return  
on investment in PSEF***

*Thanks for the invitation!*



Photo credit:  
Brad Durvin and Bobby Moniz , VIU