



## Community Connection

The Community Conservation Fund aims to protect and conserve the health and resiliency of fish populations in the Skeena Watershed through the development of collaborative partnerships.

This program:

- Works towards creating a mutually beneficial relationship between the Wilderness and Fish Guiding Communities and SkeenaWild
- Provides financial support for SkeenaWild to improve fisheries management and protect salmon and steelhead habitat
- Creates awareness of SkeenaWild's work and educational opportunities for local businesses and clients contributing to the program



# community conservation FUND

*keeping our ties to wild salmon & steelhead strong*

## *partners in conservation*

We are a fish nation and together we have a valuable and unified voice. From halting fish farm expansion on the north and central coast to a permanent ban on oil and gas development at the headwaters of the Skeena, Nass and Stikine Rivers, our collective ties to this irreplaceable resource help give wild fish a chance to survive increasing environmental pressures.

## *help us help you*

We understand the issues you face as a guide or outfitter and how much you value this resource. We want to enhance the culture of conservation across the Northwest region and work together on a path toward locally supported salmon conservation and environmental protection.

As SkeenaWild's major funding support for fisheries reform and habitat protection phases out, we need your help now more than ever. In partnership, we can keep our sport fishing and wilderness guiding economies strong.

### ***Chad Black***

Operations Manager, Nicholas Dean Outdoors

**"We recognize just how important healthy steelhead and salmon returns are, which is why we've allocated time and resources to the Community Conservation Fund. The program has proven successful for both Nicholas Dean Outdoors and SkeenaWild. After all, it's these wilderness values and access to the outdoors that keep so many people in the region; it was certainly what brought me here."**

## *accomplishments*

Since our inception, SkeenaWild has been working hard to implement the progressive Wild Salmon Policy. Approved by the government of Canada in 2005, this policy could protect the abundance and diversity of salmon, and the benefits these fish provide to ecosystems and human well-being.

In 2009, our work resulted in significant reductions in non-selective, mixed-stock commercial fisheries, helping protect and rebuild non-target species, such as Steelhead and weak stocks of Sockeye and Chum.

In early 2014, SkeenaWild with the support and collaboration from First Nations were able to stop DFO from dramatically increasing harvest rates in the mixed-stock ocean fisheries.

Currently, SkeenaWild is working with Lake Babine Nation to provide technical support that will inform provincial water treatment plans for decommissioned mine pits in Babine Lake. We're also explaining how the proposed Morrison Lake copper-gold mine could impact salmonids.



## *how it works*

Participants embed a conservation fee in the total cost of the client's trip. This fee is presented to the client as a donation to SkeenaWild on their behalf. The value of this fee is determined by each business or organization.

SkeenaWild provides postcards for your clients to better understand the importance of the Community Conservation Fund and to keep as a souvenir.

At year-end, the total sum of the fees collected are donated to SkeenaWild and allocated to the Community Conservation Fund. A charitable tax receipt for the matching amount is issued to the business.

## *additional benefits*

### **Your business will also receive:**

A cedar, salmon-shaped plaque hand carved by Terrace-based artist Rod Brown, which recognizes the contribution of your business towards community conservation

Public recognition of your commitment to conservation through our e-newsletter, social media channels and SkeenaWild.org

SkeenaWild shirts, hoodies, stickers, hats, watershed maps and posters to give away to your clients

Engaging and informative SkeenaWild brochures for your lodges

Presentations to your staff and/or clientele on local conservation issues and our work (subject matter can be tailored to your audience)

In-person meetings to explore further how we can assist you with your conservation concerns



photo: Derek Flynn



photo: Graeme Pole



photo: Jeremy Koreski



photo: Brandon Broderick



## *our commitment*

Wild salmon and steelhead are a thread of shared experience that runs through our communities. We place salmon and steelhead at the heart of all we do – for the wellbeing of our environment, ourselves, our kids and our future.

Since 2007 we've been working to protect and rebuild salmon and steelhead runs so that we all can continue to receive the benefits that these fish provide. We are currently the only Skeena-based conservation organization working on harvest reform to rebuild depressed salmonid populations, help improve fisheries management and implement the Federal Wild Salmon Policy.

**For more information visit [www.skeenawild.org](http://www.skeenawild.org)**



photo: Lida MacLellan

**Get Involved. Your support helps the Skeena Watershed prosper.**

*Proud Non-Profit Member of:*



## **SkeenaWild Conservation Trust**

4505 Greig Ave

Terrace, BC

V8G 1M6

t: 250-638-0998

e: [info@skeenawild.org](mailto:info@skeenawild.org)

w: [skeenawild.org](http://skeenawild.org)

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