



PROMOTING STEWARDSHIP OF WHALES AND THE SALISH SEA ECOSYSTEM THROUGH EDUCATION AND RESEARCH

November 2021

Dear Friends,



Foraging for Fish

photo taken by Jenny

Thank you from The Whale Museum! We are so grateful for you and the support you have given us this past year. Your partnership in this critical work is significant.

For over four decades, The Whale Museum has worked to provide education and outreach in an effort to build understanding and connection to the Southern Resident orcas. **The hope is that people are inspired by the majesty of the orcas, developing an empathetic and compassionate response to actively work to help them survive and thrive.** But it isn't just about the orcas ... it is also about their home, the Salish Sea and Pacific Ocean. It's about all marine and terrestrial ecosystems. For the orcas to fully recover, they need a recovered ecosystem and healthy food chain. All ecosystems connect. So no matter where we live, we can help the Southern Resident orcas by being active stewards of our local environment.

The United Nations has declared 2021-2030 The Ocean Decade, recognizing that **“the ocean holds the keys to an equitable and sustainable planet.”** Let's amplify this effort to gain international attention, support and action for healthy, sustainable oceans for our Southern Resident orcas as well as all of us.

Our Southern Resident orcas are awe-inspiring and touch many lives. The whales are individuals, with distinct personalities and stories, spending their entire lives with their community. For the orcas to recover, they need to be able to raise healthy calves which requires abundant salmon runs, cleaner waters and quieter seas. We all have a responsibility to do all we can to help them not just survive but thrive. **The most important thing we do is connect people to our magnificent orcas by telling their stories and inviting all to join us.**

The orcas, like the oceans, have always drawn us in ... both are mysterious and energizing. In return for this great gift, what can we give back? We can use our voices to reach out on their behalf! **The Whale Museum continues to engage people, in-person and through virtual platforms, every day, year-round.** The whales need all of us to join forces to work together. We are asking for your continued support to help fund our efforts to promote compassionate stewardship of the whales and their ecosystem through education and research.

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As a partner with The Whale Museum, you have shown you care for the orcas by your support of our mission. The Whale Museum has many programs that work directly on behalf of the whales and other marine life in the Salish Sea ecosystem. Our efforts include: the Museum Exhibit Hall, educating visitors and students year-round; Education programs, connecting people with orcas through tours, activities and presentations; Soundwatch, helping boaters and kayakers “Be Whale Wise”; the Stranding Network, aiding injured marine mammals and gathering information about the health of the Salish Sea; and the SeaSound hydrophone, letting us tune in to the underwater sounds and the webcam, giving us a view to the sights and sounds of the sea around Lime Kiln Lighthouse (link to both at <http://seasound.org>).

In 2022, we will continue all these efforts and more! Join us in these endeavors. **If you are able to make a year-end contribution, please donate today.** There are many ways to contribute. Make a general contribution which will be put to good use through our education and research programs. Support a specific program or activity of the Museum. Adopt an orca, giving yourself or a loved one the chance to get to know the orcas. Shop in our store – our unique items will please whale lovers of any age.

Thank you for your continued support. **We appreciate you.** Let’s take advantage of this time where the world’s attention is turning to the mysteries of the ocean. With your help, the work we do on behalf of the orcas and the Salish Sea will be more impactful. Peace and blessings to you and yours from all your friends at The Whale Museum.

Sincerely,



Jenny L. Atkinson
Executive Director

Please use the enclosed card and return envelope to share your special gift with us. Any amount you contribute will help. If you prefer to designate a specific program(s) or item, below is a list of possibilities. The list is also posted on our website and will be updated regularly (<http://whalemuseum.org/pages/sponsorship-opportunities>).

Specific Needs:

- Pandemic Gap: While the Exhibit Hall is re-opened, we are operating at reduced hours. This continues to have an impact not just on in-person stewardship efforts but on raising much needed funds. We are reliant on visitors to help us reach our goals. The gap in 2021 to date is \$75,000.
- Research Publications: We have additional research publications in the works; each costs about \$3,500 to process and get published. Our goal is to publish at least one each year. \$3,500.
- SeaSound Expansion, Upgrade & Maintenance: \$28,450. The hydrophones & webcam stream live on the internet (<http://SeaSound.org>). Maintenance dives and hardware upgrades are needed to keep the hydrophones and webcam going (5 dives at approximately \$450 each; \$1,200 equipment upgrades). An expansion hydrophone site would cost \$26,500 to get it in place and streaming.

Additional Programs/Departments:

- Exhibit Hall & Gallery (typically open year-round) – seeking monthly sponsors at \$500 each
- Education (includes virtual programs for general public and schools)
- Soundwatch (educating boaters and kayakers year-round, busiest period is May-Sept.)
- Research (primarily focused on acoustics and sightings)
- Marine Mammal Stranding Network (operates year-round, busiest period is June-Sept.)