



# Start Your Journey

Supporting wild Atlantic salmon restoration  
to achieve your environmental goals





## Why support wild salmon restoration?

Wild Atlantic salmon are essential for our ecosystems, for communities and for our shared natural and cultural heritage. Sadly, their numbers have crashed and the species is now listed as endangered in Great Britain. They are both a keystone and indicator species - critical to the overall structure and functioning of their ecosystem while reporting back to us on the health and condition of the environments in which they live, traversing freshwater river systems, coastal waters and the open ocean during their incredible life journey. They only need simple ingredients if they are to thrive once again - **cold, clean water**.

In the face of the twin crisis of climate change and biodiversity loss, wild Atlantic salmon restoration offers your organisation a powerful focal point through which to channel your energies, directing your philanthropic and ESG activity towards a hugely meaningful cause. If we can deliver cold, clean water for wild Atlantic salmon, the benefits will also be felt by the wider environment and local communities. By supporting the Atlantic Salmon Trust you'll be taking positive action for a species which sits at the heart of a healthy environment.

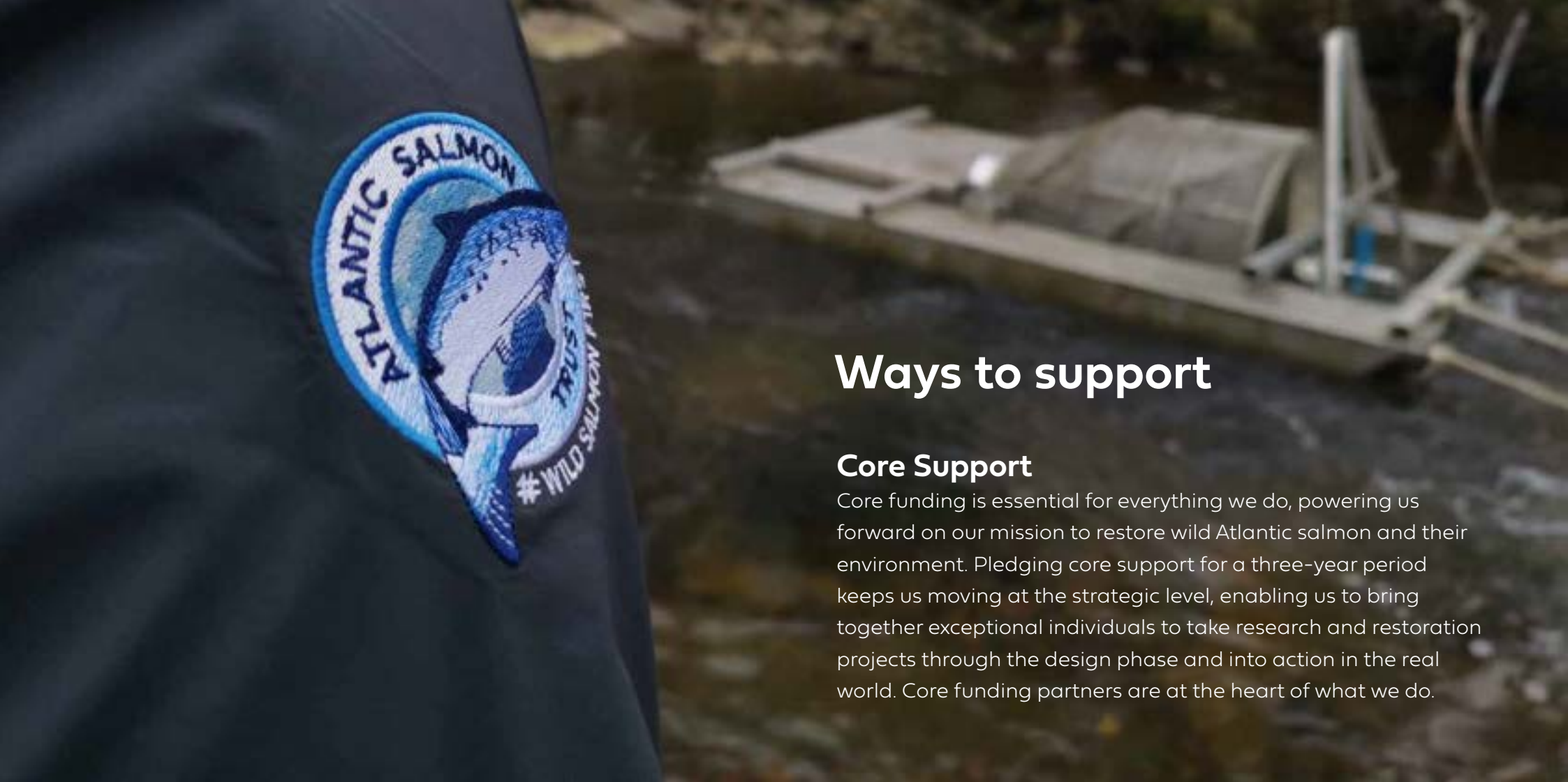
## Who we are and what we do

The Atlantic Salmon Trust is the UK's foremost evidence-led wild salmon conservation charity with a decades-long international reputation for delivering cutting-edge research and restoration programmes.

Our research work seeks to identify and understand the causes for wild salmon decline, channelling this into scientific outputs which can positively influence management and policy. By putting science into action, we also work in partnership with local organisations across the UK to design and deliver large-scale restoration programmes in river catchments, using wild salmon recovery to achieve wider climate and biodiversity goals.







# Ways to support

## Core Support

Core funding is essential for everything we do, powering us forward on our mission to restore wild Atlantic salmon and their environment. Pledging core support for a three-year period keeps us moving at the strategic level, enabling us to bring together exceptional individuals to take research and restoration projects through the design phase and into action in the real world. Core funding partners are at the heart of what we do.



## Event Sponsorship

Fundraising and awareness events are a fantastic way to support our work and an opportunity for your team to be there in person helping to spread the message. Each year we run a programme of events which includes golf days, clay pigeon shooting, film screenings, conferences and more – a great way to showcase your organisation to highly engaged audiences and an opportunity for your team to play an active part in our story.

## Donate to our Auction

Our annual fundraising auction provides a vital boost to our funding each autumn. If you have an item or an experience you'd like to donate to the cause, we'd love to hear from you. You'll receive brand visibility in our digital auction catalogue which is sent to thousands of subscribers on our database.







## What we give back

### A Personalised Partnership Approach

Our team will work with you to ensure that our partnership supports your philanthropic, environmental and ESG strategy goals, with regular updates on how your support is helping, presentations to inspire your team, and opportunities to visit and volunteer on our projects. That might mean helping to survey fish populations, planting native trees, or simply visiting us on-site to enjoy an inspiring day in the great outdoors.

You'll also have the opportunity to attend key events and conferences, receive brand visibility on our website and digital auction catalogue, a way to communicate to thousands of supporters on our email database, as well as a presence in our widely distributed printed material.

### Get in touch

If you're inspired to get behind us on our mission to restore wild Atlantic salmon and their environment, we'd love to hear from you.

To discuss sponsorship and support options, please email our Corporate Ambassador, Mark Cockburn, at [mark.cockburn@atlanticsalmontrust.org](mailto:mark.cockburn@atlanticsalmontrust.org)

## Our Partners







**[atlanticsalmontrust.org](http://atlanticsalmontrust.org)**

Company registered in England: Reg No. 904293  
Registered Charity No. England 252742 & Scotland SCO 37902