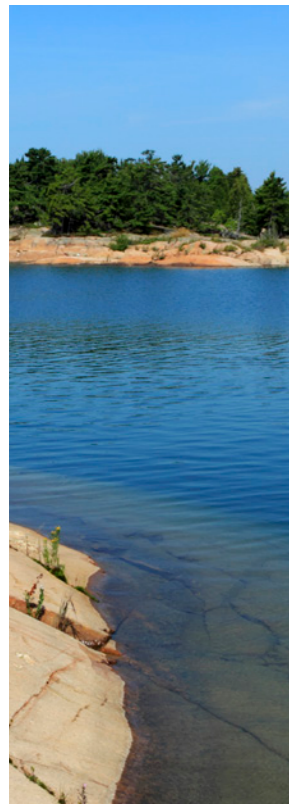


BRINGING FOCUS TO OUR SCIENTIFIC AND EDUCATIONAL WORK

If we could use one word to sum up GBF's activities in 2015, it would be "resolve". We generated new solutions to our pillars of interest on water levels, water quality and ecosystems, expanded our outreach to increase awareness of our activities, and added clarity and focus to guide our work in the years ahead.

ADVANCING GBF PRIORITIES

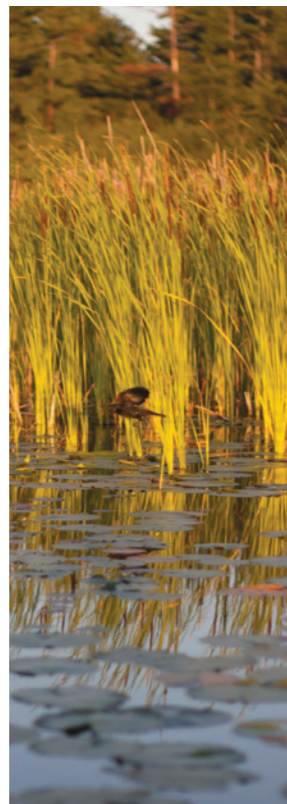
Significant effort was made this year to ensure GBF's work truly reflects the entire Bay community. Among the priority projects we undertook was an engineering options study to recommend climate resilient structural solutions for managing water levels within the Great Lakes - St. Lawrence River System, ongoing work on a standardized water quality protocol to support consistent data collection to help inform water research and government decision-making, and a community mobilization initiative to help eradicate invasive Phragmites which are threatening our precious coastal wetlands. Initiatives like these demonstrate how our investments are truly making a difference in protecting life as we know it on the Bay.



Water Levels



Water Quality



Ecosystems

STRENGTHENING OUR FUTURE

Working together with our Board, we developed a new strategic plan to help prioritize our work and guide our decision-making over the next three years. We updated our vision and mission statements and identified seven strategic priorities and associated projects to help move our work forward. Among these is a commitment to clarify our role within the GB-5 in response to feedback from stakeholders, and to extend awareness of GBF's work through enhanced communication.

One of our top priorities is to educate people about water issues, climate change and threats to Georgian Bay and the Great Lakes. We have already taken steps on the latter by adding a full-time communications role to our team, updating our website, and enhancing our social media presence. This has further expanded GBF's outreach and influence as indicated by the 10 per cent increase in new donors who, in addition to current donors, contributed close to \$500,000 in donations this year.

GBF ended 2015 with a modest financial deficit. This was a carefully planned shortfall that allowed us to invest in the engineering options study and to further expand communications and education. These are responsible investments that will result in long-term benefits for the Bay and lay a strong foundation for our work in 2016 and beyond.

The following organizations are known as the GB-5:

- Eastern Georgian Bay Stewardship Council
- Georgian Bay Association
- Georgian Bay Biosphere Reserve
- Georgian Bay Forever
- Georgian Bay Land Trust

Find out about their roles at www.georgianbayassociation.com/gb5/

ACKNOWLEDGING OUR PARTNERS

Our work would not be possible without the support of our many partners, donors, and community volunteers who share our passion for keeping the Bay's waters and ecosystems healthy and thriving. A special note of congratulations to our valued partner, the Georgian Bay Association, as it gets set to mark its milestone 100th Anniversary on the Bay. We also extend heartfelt thanks to former Board Chair, Brenda Drinkwalter, who worked tirelessly during her two-year term to advance our mandate and raise GBF's profile, and retiring Board member Hugh McLelland, who served on the GBF Board for many years.

With some exciting new projects on the horizon in 2016, we hope you will join us and support us in the year ahead to protect Georgian Bay's waters so that future generations can enjoy them as we do today.



Peter Singer
Board Chair



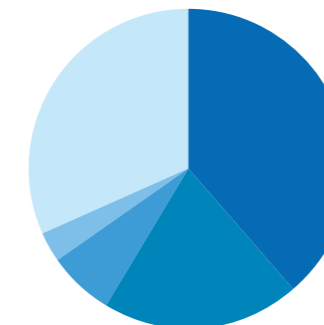
David Sweetnam
Executive Director

To learn more about GBF's work to protect the Bay, visit www.gbf.org.

REVENUES & EXPENDITURES

For the year ended December 31, 2015.

Revenues	2015	2014
Donations and Grants	\$495,720	\$505,897
Expenditures		
Water Levels Programs	\$228,773	\$182,051
Communications & Education Programs	\$118,694	\$83,651
Ecosystems Programs	\$38,203	\$26,721
Water Quality Programs	\$19,384	\$24,548
Total Programs	\$405,054	\$316,971
Total Operating	\$185,669	\$156,900
Total Expenditures	\$590,723	\$473,871
(Deficiency) Excess of Revenues Over Expenditures	(\$95,003)	\$32,026



2015 Expenditures

- Water Levels Programs
- Communications & Education Programs
- Ecosystems Programs
- Water Quality Programs
- Operating Expenditures

Costs vs. Revenue

Fundraising costs are 18¢ to every dollar of revenue.



- Fundraising costs
- Revenue

FINANCIAL POSITION

	2015	2014
Current Assets	\$648,396	\$582,673
Equipment	\$24,115	\$26,912
Total Assets	\$672,511	\$609,585
Liabilities	\$202,205	\$44,276
Net Assets	\$470,306	\$565,309

For the complete report, visit www.gbf.org/annual-report-2015

SUMMARY OF 2015 ACCOMPLISHMENTS

WATER LEVELS

Exploring Structural Solutions to Manage Extreme Water Levels

GBF retained the services of AECOM, a highly respected global engineering firm, to assess and recommend contemporary, climate resilient structural options to mitigate plausible future extreme water levels of Lake Michigan-Huron and Georgian Bay. Left untended, water level extremes could have serious long-term economic and ecological repercussions for the Bay.

Understanding the Impact of Declining Water Levels

In Phase 2 of our partnership with the NASA DEVELOP Program we learned that satellite imagery captured between May 1987 and June 2013 showed a net loss of 3.8 per cent to the Bay's coastal wetlands. As water levels rise and fall beyond historic levels, it could have serious consequences for plants, waterfowl and wildlife that depend on healthy, thriving wetlands to survive.

WATER QUALITY

Standardizing a Water Quality Protocol

GBF continued its two-year partnership with the Georgian Bay Biosphere Reserve and other key partners to harmonize water testing protocols across the Bay. Tracking water quality data in a more consistent manner will better inform water quality research and government decision-making and allow for scientific comparisons between regions.

ECOSYSTEMS

Mobilizing Communities to Eliminate Invasive Species

Following 2014's highly successful pilot project to eradicate invasive Phragmites in Eastern Georgian Bay, GBF expanded its reach in 2015 to 16 communities from Collingwood to the North Channel. We educated, trained and mobilized teams of volunteer "phragbusters" who took the first steps to eliminate this serious threat to our ecosystems.

Identifying Ecosystem 'Hot Spots'

Building on work we started with the University of Guelph in 2012, we continued to use sophisticated DNA bar coding to expand an aquatic biodiversity library of all living organisms and species in the Bay. This work will help monitor the impact of changes to the ecosystem and identify hot spots in need of protection, while also contributing to a global biodiversity catalogue.

Seeking New Habitats for the Survival of Declining Fish Species

With Walleye, Lake Sturgeon and Sucker species on the decline in certain areas of Eastern Georgian Bay, GBF is partnering on the Eastern Georgian Bay Stewardship Council's 32-month survey of eight tributaries within the Parry Sound District to assess the suitability of the tributaries as healthy habitats for these species.

For more details on these projects, visit www.gbf.org/annual-report-2015

Georgian Bay Forever Circle 2015

Our new recognition program for our generous GBF Circle donors launched in the spring of 2015 and recognizes, in perpetuity, donors who have reached a lifetime giving level of \$15,000 or more. Circle members share our quest to ensure that Georgian Bay remains drinkable, swimmable and fishable for generations to come. **To learn more please contact David Sweetnam, Executive Director, at 905-880-4945 ext. 1.**

PROTECTOR | \$250,000+

Great Lakes Basin Conservancy, Inc.
RBC Foundation

DEFENDER | \$100,000 - \$249,999

The CSL Group Inc.
Doug and Ruth Grant
Husky Injection Molding Systems Ltd.
Jackman Foundation
The McLean Foundation
The Schad Foundation

GUARDIAN | \$50,000 - \$99,999

Echo Foundation
The Geoff Hyland Family
The Langar Foundation
The Judy and Wilmot
Matthews Foundation
Marye McCaig
Anthony Munk and Amie Rocket Munk
Robin and Robert Ogilvie
The W. Garfield Weston Foundation
Bruce Power

HERO | \$25,000 - \$49,999

Brian and Janey Chapman
The Catherine and Fredrik
Eaton Foundation
Peter Hatcher and Family
Robert Hay and Family
Michael and Jacquie Green
John Honderich
Ernest Howard
Roger Jones and Joanne Muther-Jones
Peter and Margie Kelk
The Harold A. Kopas Family Foundation
Lloyd's Register Canada Ltd.
Ruth Mandel - WHO GIVES Fund
Mason Family Foundation
The McDonald Family
Michael McCain
Hugh and Sylvia McLelland
Jeffrey Orr and Suzanne Legge
Francie and John Pepper

John and Penny Pepperell
The Ruby Family
William and Meredith Saunderson
Peter and Cathie Singer
Larry Smith
Sterling Marine Fuels
Philip and Eli Taylor
Jan Ruby and Mary Thomson
John and Josie Watson
The Michael Young Family Foundation

PATRON | \$15,000 - \$24,999

Algoma Central Corporation
David and Shelagh Blenkarn
Derek and Nancy Bowen
Tony and Janet Burt
The Carrick Family
James and Erica Curtis
Phillip Deck and Kimberley Bozak
Fednav Limited
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Gail and Tim Regan
Margot Roberts and David Williamson
David Roffey and Karen Walsh
Jennifer Rogers
Robert and Valerie Thompson
Cameron Wardlaw
Michael Wenben and Virginia Froman
Sandy Wood and Don Darroch

For a complete list of our 2015 supporters, please visit our website at: www.gbf.org/annual-report-2015

Donate today at gbf.org or call us at 905-880-4945 ext. 3

GEORGIAN BAY
FOREVER



OURS TO PROTECT TODAY—
YOURS TO ENJOY, FOREVER



Annual Report 2015 Summary

georgianbayforever.org