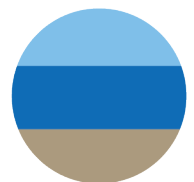




ANNUAL REPORT | 2022

GEORGIAN BAY
FOREVER



A Message from the Chair and Executive Director

The year 2022 was the year of “getting back to normal”, which signaled the lifting of most remaining COVID-19 pandemic restrictions, and meant that travelling became easier, people could once again gather in groups, schools could open to outside educators, field trips resumed, and masks were no longer mandatory.

It also meant that our critical water protection projects and programs could once again be conducted to their fullest extent, ensuring the exceedance of goals and deliverables.

In 2022, we continued to see vast amounts of individuals, couples, and families flock to cottages, beaches, campsites, parks, and other outdoor spaces to partake of the health and wellness that nature and water provide. Every element of the great outdoors has become an integral and critical part of the health and well-being of humankind. Those who live, love, work, and play on the Bay, can attest that the water is and will forever be good for the soul.

Georgian Bay Forever is a small and mighty science-based organization filled with passionate full-timers, not volunteers, thanks to our supporters. And because of this, we’re able to conduct research, engage in actionable activities, and fight for the health of the Bay, every single day, with a single-minded vision. Our small staff of six is made up of scientists, researchers, and Phrag and plastic-fighters who, year over year, work tirelessly to give the Bay time - time to renew, revitalize, and rejuvenate.

Time was dedicated to keeping harmful pollutants out of our water through our Diversion 2.0 project utilizing Seabins and Gutter Bins in partnership with select municipalities and businesses. We installed over 300 washing machine filters in Southern Georgian Bay area households and conducted a vast number of shoreline cleanups and waste characterizations; we also recruited proactive businesses to join the

Plastic Free Georgian Bay group. We engaged in safeguarding habitat and wetland health by removing *Phragmites* and continuing to train and partner with other groups around the Bay in an effort to protect these unique coastal spaces.

Time and effort were given to analyzing water levels reports, digesting new research, speaking about the devastating effects of climate change on our water and ecosystems, and sharing the importance of building resiliency into the future for all coastal properties.

But we can only provide that time thanks to the overwhelming and loyal generosity of our donors, supporters, and partners from around the entirety of the Bay. We have seen growth in giving from residents and seasonal visitors from all corners of Georgian Bay. We called for action and shared our need for support and the response was, again, deafening! Our “family members” rallied behind us and helped to make 2022 the second-best year on record. We continue to be truly grateful to our heroes – our generous donors, strategic partners, dedicated board and committee members, and passionate community volunteers.

Georgian Bay water and wetlands are integral to every facet of Georgian Bay life – ours and our aquatic friends. Thank you for your efforts to protect what matters most – Georgian Bay. . . forever!



Terry Clark,
Board Chair



David Sweetnam,
Executive Director

Accomplishments in 2022

Preserving the Bay's ecosystems and natural water filtration systems

Diverting microplastics/fibres from entering the Bay



In 2022, our Divert & Capture expansion into The Town of Collingwood was completed. Three hundred and four lint-capturing devices were installed on household washing machine effluent pipes in volunteer homes around the coast of Nottawasaga Bay. These volunteers diverted 32 kgs of microfibre “gunk”. Our team also hosted 36 shoreline cleanups and supported an additional 26 which were volunteer led. All of this was only possible thanks to the crucial help of 265 volunteers. Together, 964 kgs of litter was removed.

As part of our Diversion 2.0 project, we supported our technology partners in their quest to continue diverting plastics and other harmful materials from our water with

the use of Seabins, Gutter Bins and Trash Traps. In approximately five months, our team collected 379 kgs and conducted 46 waste characterizations. By far, the most littered item was cigarette butts.

Plastics Free Georgian Bay gained momentum and the interest of many businesses who want to become greener and provide consumers with better alternatives.

With our partners, The Nottawasaga Valley Conservation Authority, our educational programming, including Lessons in a Backpack and Yellow Fish Road, saw 966 youth and children educated about threats to our water quality and wetlands.



Protecting the Bay's coastal wetlands from invasive *Phragmites*

GBF mapped 968 sites and cut 270 sites. Since 2021, GBF has moved 516 sites into the eradicated and/or monitoring stage and placed an additional 104 in the control phase. This year, over 38,000 kgs of *Phragmites* was removed by cutting and utilizing mechanical methods. For the second year, our Save Matchedash Bay project, in partnership with MTM Conservation Association and Severn Sound Environmental Association, has yielded effective results in *Phragmites* removal as well as adding additional statistics to the species-at-risk assessment for the area.

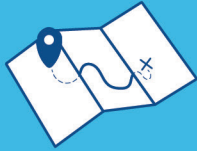
Utilizing technology to improve water quality

This year, Georgian Bay Forever began testing out what we believe to be the first fully electric engine used on the Bay in a working capacity. The Torqeedo Cruise. The Torqeedo produced far fewer carbon emissions, had good thrust capabilities on the water, and was nearly silent, allowing our students to travel through critical wetlands and other sensitive environments with little-to-no disturbance to the native wildlife. We are still in the testing stage and will be sharing recommendations with the motor manufacturer as well as boating manufacturers in order to make electric motors a more viable option over traditional gas-powered engines.



6

Community
Cuts



968

Stands
Mapped



786

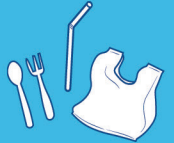
Stands in
the Control
Stage

270
Stands Cut
by GBF

.....
Zero
Phragmites
Regrowth
for 516
Stands

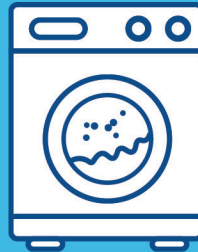
36 Shoreline Cleanups
Hosted by GBF

964.19 lbs
Litter
Removed



71,370 m
Shoreline Cleaned

Approximately **32 kg's** of gunk
diverted from Georgian Bay,
thanks to **304 volunteers** who
installed microfibre filters on
their washing machines.



1,996
Hours of
volunteer time
donated - worth
\$39,920



Over **378 kgs** of debris
diverted using **8 seabins**
and **8 gutter bins** with
the help of **7 partners**



15,942
People educated
through community
events, workshops,
or focused
communication



Cumulative (Over Ten Years)

| | |
|---------|------------------------------|
| 516 | Phragmites Stands Eradicated |
| 2,178 | Georgian Bay Water Guardians |
| 235,900 | Kgs of Phrag Removed |
| 915 | Hours of In-Kind Support |
| 64 | New Partnerships |

Social Media Followers

From Jan 1 - Dec 31 2022

2,532
Up 22%

1,088
Up 7%

3,177
Up 8%

TRAINED
968 Community Guardians
Online or Through Citizen
Science Activities

HIRED
8 Summer Students as Phrag
and Pollution Fighters

NEW Website, Blog,
Newsletter Design



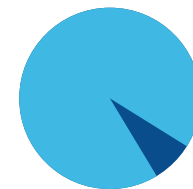
WHERE YOUR MONEY GOES - % FUNDS

| Revenue Source | Amount | % |
|--|------------------|-------------|
| Government Grant support | \$292,844 | 27.5% |
| Grants | \$168,600 | 16% |
| Miscellaneous income, Interest, Wage Subsidies and events income | \$1,434 | .5% |
| Individuals | \$581,891 | 55% |
| Foundations | \$11,387 | .5% |
| Corporations | \$10,000 | .5% |
| Total | 1,065,929 | 100% |

| Expenditures | Dollar | % |
|--|--------------------|-----|
| Water Levels | \$50,707 | 4% |
| Communication and Education | \$86,161 | 8% |
| Ecosystems/Wetlands | \$162,681 | 14% |
| Water Quality Program | \$551,942 | 50% |
| Total Program Expenses | \$851,491 | |
| Administration | \$140,633 | 13% |
| Fundraising | \$119,532 | 11% |
| Total Operating Expenses | \$260,165 | |
| Total Operating Expenditures | \$1,111,656 | |
| (Deficiency) Excess of Revenue over Expenditures | (\$45,727) | |

Cost vs. Revenue

Fundraising cost are \$.11 on the dollar



Fundraising cost are \$.11 on the dollar

Financial Position

| | |
|---------------------|------------------|
| Current Assets | \$632,481 |
| Equipment | \$119,118 |
| Total Assets | \$751,605 |
| Liabilities | \$49,460 |
| Net Assets | \$697,145 |

Please visit gbf.org/annual-report-2022 to view the entire Annual Report, complete donor list and audited financial statements.

Georgian Bay Forever's Fundraising Strategy

The year 2022 marked the second year of our strategic plan, and for the second year in a row we have seen a huge growth in revenue supporting our efforts to ensure the organizations' priorities are met. GBF acknowledges and appreciates that our current fundraising focus has been successful, and the team will continue to ensure a multi-faceted and integrated approach.

Thus, we will focus once again on engaging individuals, corporations, foundations, and municipalities in the development of innovative funding projects that help achieve lasting environmental and conservation results while also meeting our supporters' giving priorities.

In 2022, 55 % of our support came from concerned and committed individuals; 2% from family foundations; 16% from grant submissions; .5% from aligned corporations; 27.5% from government; and the remaining 1% from our marina and small business supporters and miscellaneous event income.

How Fundraising Dollars are Invested

Our Board of Directors, Fund Development Committee, volunteers, and staff continue to work together diligently to ensure responsible, efficient, and effective spending of every donor dollar invested in our projects.

Transparency is important to our organization so that donors have confidence in our ability to be good stewards of their support, knowing that their return on investment is high. We continue to work collaboratively to ensure our collective goals for water protection are realized.



Our US friends and neighbours have once again shown their generosity and commitment to protecting the water. Their contributions were significant, and they remained wholly supportive of our research projects and of ensuring our success.

As always, we offer our heartfelt thanks to these donors for their ongoing belief in our efforts to protect the waters and keep Georgian Bay healthy and thriving for all.

Our Fundraising and Outreach Initiatives Have Been, and Will Remain Focussed on:

- Strengthening our relationships with donors, funders, and friends, and solidifying their belief in the mission to keep Georgian Bay's water and ecosystems healthy and thriving for all.
- Sharing the need for sustainable long-term giving and providing information on support options such as leaving a gift in their will as well as three-to-five-year pledges.
- Raising funds to ensure that the diversion and study of pollutants and plastics remains a high priority research project.
- Continuing our Phragbusting program and encouraging support for the eradication of invasive Phragmites from communities all around the Bay.
- Expanding our fundraising efforts by engaging U.S. donors and continuing to share options for giving.
- Raising funds to deploy and maintain the Autonomous Underwater Vehicle, the Remote Operated Vehicle, and newly acquired drone.
- Ensuring our educational program has enough funding to reach our objective of changing behaviours and ensuring that concerned community and seasonal residents are informed and knowledgeable about the threats to our water, wetlands, and habitats.
- Improving the communication of critical project results in order to ensure our supporters, partners, and other collaborating organizations see the value and impact of their giving.
- Continuing to source funding for internal-capacity-building to add to our team of amazing and committed staff members so that we can expand our research, education, and action activities.
- Ensuring our research, education, and efforts around the threats to our water, including water level fluctuations, climate change impacts, and the need for shoreline-resiliency-investments remains a part of our narrative when developing plans to protect the water.



Georgian Bay Forever Supporters 2022

GBF is grateful to all of you, our donors and sponsors who make all that we do to protect the waters of Georgian Bay possible. More than 80% of your contributions go directly to one of our many research and educational projects involving water levels management, water quality, and protecting the ecosystems of Georgian Bay.

\$50,000+

Environment and Climate Change Canada -
EcoAction

Douglas & Ruth Grant
RBC Foundation

\$25,000 – \$49,999

Great Lakes Basin Conservancy, Inc.
Great Lakes Local Action Fund

Anonymous
The Watt Family

\$5,000 – \$24,000

Anonymous
Jennifer Ivey Bannock
The Blenkarn Family Charitable Gift Fund
Canada Summer Jobs
The Carrick Family
Wayne/Coleman Family Fund
James & Erica Curtis
Michael R. Douglas
EGBI - c/o Ganawenim Meshkiki
Great Lakes Plastic Cleanup
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\$2,500 – \$4,999

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Honoring our loyal supporters for their cumulative donations of \$15,000 or more from January 1, 2022 to March 31, 2023

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John and Phyllis Lill

Lorraine and Donald Lawson
Lush Cosmetics
Dougal and Barbara Macdonald
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Paul and Martha McLean
Hugh and Ada Morris
Christopher Pfaff
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David Roffey and Karen Walsh
Jennifer Rogers
Michael and Sonja Stewart
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Will and Sydney Tiviluk
Janet Walker
Larry and Judy Ward
Cameron Wardlaw
Michael Wenban and Virginia
Froman
Sandy Wood and Don Darroch



LEGACIES ARE FOREVER

Individuals listed below have had gifts made in their memory or honour.

2022 In Memory

Geoffrey Armstrong
Mary Jane Holmes Baillie
Sarah Ben
Patricia Burns
Attilia Fiorini
Peter Hatcher
George Heintzman
Jack Hogarth
John Honderich
John Andrew McKee
George Merson
Ada & Hugh Morris
Tony Ormsby
Howard Phorson
Kurt Schneider
Janet Scott
Mike Trudeau
Helle Tupholme
John Vernon
Rick Warll
Walter & Stella Yusko

2022 In Honour

Tim Beattie
Rickey Belman
Marc Campbell
Julie Coleman & Mark Wayne
Marc Cooper
Chris Galberg
Rob Harris
Jeff Thompson & Aysia Garbe
Kieran Mulroy
Megan Patterson
Susan Potter
Allison Rigney
Matthew Ross
Kerstin Taylor
Swim Race Aug 6, 2022
Lawrence Ward

* We try very hard to ensure accuracy because we care so much about recognizing your donation.

If we have inadvertently made a mistake, we are truly sorry. Please help us correct the error by contacting Amber Gordon by email at – amber.gordon@gbf.org or (905) 880-4945 x 3.





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