

MESSAGE FROM THE CHAIR AND EXECUTIVE DIRECTOR

At some point in our lives, we were each drawn to this expansive body of water that we all know and love as Georgian Bay. We have all created memories here, and over the years, we have attracted others to its shores with our stories.

Regardless of what brought us to the Bay, what binds us together is our shared passion to protect and preserve the beautiful waters of Georgian Bay for generations to come.

Growing threats from climate change, fluctuating water levels, pollution and invasive species are increasingly threatening to change the water and ecosystem in our Bay in irreparable ways.

This year, we sustained our efforts to address these threats, moving forward with scientific projects and education to address ecosystems, water levels and water quality testing.

Over time, our organization has matured and become a thoughtful, strategically organized and effective group with the ability to move critical issues into the hands of key decision makers at all levels of government on both sides of the Canada/U.S. border.

While scientific work takes time, we are already seeing the impressive results that some of our long and short-term investments are yielding, thanks in large part to the many individual and corporate donations that sustain our work throughout the year.

We are pleased that so many are heeding our call to get involved. Whether it's as a donor/funder, a "Phragbuster", a board member, or strategic partner, everyone's participation is valued and appreciated. It's only through our collective efforts that we will be successful in preserving the natural beauty of Georgian Bay's waters.

As a charitable organization that does not receive government based operational funding, we've come to recognize and appreciate that it's the people and businesses in, around and on Georgian Bay that make what we do possible. Sincere thanks to our donors who contributed over \$450,000 this year to keep our work on track. We finished the year with a modest deficit, but this made it possible for us to invest in projects essential to achieving our long-term goals. Overall we continue to have a healthy financial position as demonstrated on our balance sheet.

Our thanks to our donors without whom we wouldn't be able to do what we do; our strategic partners who help us to leverage our donor funds; our board members for their tireless devotion; our staff for exemplifying what it means to be committed to a cause; and our community volunteers for stepping forward in the fight against invasive Phragmites.

Please join us in 2017 as we continue our efforts to keep Georgian Bay clean!



Peter Singer
Board Chair



David Sweetnam
Executive Director

2016 ACCOMPLISHMENTS

01 Preserving the Bay's precious ecosystems and natural water filtration systems

Identifying and protecting the Bay's biodiversity

Building on earlier work with the University of Guelph, GBF is supporting the development of an aquatic biodiversity library using DNA barcoding to identify all organisms and species living in the Bay. This will help monitor changes to the ecosystem over time and identify hotspots needing protection.

Restoring the Bay's coastal wetlands

GBF helped mobilize 21 communities around the Bay in 2016 to help eradicate Invasive Phragmites through education and training. In 2016, we educated more than 450 people around the Bay through a series of workshops and presentations and joined several communities in their fight against the invasive plant.

Assessing the impacts of cage aquaculture

Partnering with the University of Guelph, GBF is using DNA barcoding and tracer isotopes to look at the effects of open cage aquaculture on the local food web in Big Sound to determine if it is having an impact on Georgian Bay's native fish populations, water quality and ecosystems.

Supporting habitat restoration for diminishing native fish

GBF has partnered with the Eastern Georgian Bay Stewardship Council to survey eight tributaries over two years that are seeing a decline in Walleye, Lake Sturgeon and Sucker species. The survey will assess the suitability of the tributaries as a spawning, rearing, nursery and foraging habitat for these species.

Mapping the underwater landscape

GBF continues to collect detailed bathymetric data to map the underwater topography of the Bay to enhance our understanding of habitat changes, and, in combination with other data, the effects of these changes on underwater species. Data was collected throughout 2016.

02 Taking action to tackle fluctuating water levels

Regulating extreme water levels

GBF commissioned the global engineering firm, AECOM, to assess and recommend contemporary, climate-resilient structural options for managing water levels in Lake Michigan-Huron. AECOM released its summary report in 2016, with recommendations for both Canada and the U.S.

03 Improving water quality assessment and management

Standardizing water quality testing

GBF continued its two-year partnership with the Georgian Bay Biosphere Reserve and other key partners to harmonize water testing protocols across the Bay. Building on previous studies that found earlier bacteria sampling regimes to be ineffective, GBF worked to support a shift in thinking from a focus on bacterial monitoring to a focus on total phosphorous monitoring, in alignment with the new Eastern Georgian Bay water testing protocols. While phosphorus is a necessary nutrient for the growth of most living things, too much or too little can have harmful consequences, including the development of nuisance or toxic algal blooms and underwater oxygen-free "dead" zones. Total phosphorous data can easily be collected by citizen volunteers.

REVENUES AND EXPENDITURES

FOR THE YEAR ENDED
DECEMBER 31, 2016

Revenue Source	Amount	%
Grants	\$17,388	4%
Miscellaneous Income and Event	\$10,650	2%
Individuals	\$367,107	81%
Foundations	\$9,966	2%
Corporations	\$50,000	11%
Total	\$455,111	

Expenditures

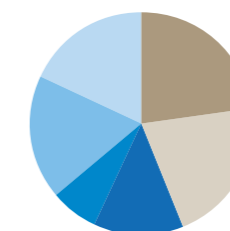
Water Levels	\$109,733	23%
Communication and Education	\$98,704	21%
Ecosystems	\$61,548	13%
Water Quality	\$34,483	7%
Total Program Expenses	\$304,468	
Administration	\$88,516	18%
Fundraising	\$83,123	18%
Total Operating Expenses	\$171,639	
Total Expenditures	\$476,107	
(Deficiency) Excess of Revenue over Expenditures	(\$20,996)	

Costs vs. Revenue

Fundraising costs are 17.5¢ to every dollar of revenue.



■ Fundraising costs
■ Revenue



2016 Expenditures

■ Water Levels
■ Communication & Education
■ Ecosystems
■ Water Quality
■ Administration
■ Fundraising

FINANCIAL POSITION

Current Assets	\$462,064
Equipment	\$21,984
Total Assets	\$484,048
Liabilities	\$34,738
Net Assets	\$449,310

For more details on these projects, including actions, status and future goals, visit our website at www.gbf.org/annual-report-2016

Please visit www.gbf.org/annual-report-2016 to view the complete audited financial statements.



IN 2016

83 Georgian Bay species documented and coded through our DNA Barcoding project

13 public presentations and cottage association meetings attended to share information

\$46,300 APPROX. VALUE OF given from organizations and companies as in-kind donations to help build awareness and ensure project success

180 PHRAG STANDS MAPPED **458** COMMUNITY GUARDIANS TRAINED

21 communities around the Bay were helped through education and training to eradicate Invasive Phragmites. Many of these communities organized cuts resulting in 60 stands being removed



28KM OF GB COASTLINE (TINY TOWNSHIP)

7 New PLUS 8 TRIBUTARIES PHOTO-DOCUMENTED partnerships formed with community groups and other ENGO's

COMMUNICATION

2,633 visits to training pages **36** hours of video viewing

450,000 impressions have been made thanks to a variety of media coverage in 2016 and 2017

Viewers spent an average of 2 minutes and 47 seconds per session, viewing 35,400 pages collectively

4000+ stakeholders and cottagers received information about the Bay through multiple channels of communication

f t i IN 1 YEAR, OUR AUDIENCES GREW BY 24%

OVER 250 posts and re-posts relating to the protection of Georgian Bay's ecosystems, maintaining the integrity of the water, and sharing beautiful moments



11,971 people visited our website to access our online news and resources

CUMULATIVE (LAST 4 YEARS)

35,000 KG'S OF PHRAG REMOVED

718 PHRAGMITES STANDS MAPPED

Over the last **4** years, GBF has been working with **29** communities around Georgian Bay

399 SPECIES BARCODED AND ADDED TO THE GEORGIAN BAY DNA LIBRARY

740 hours invested (or almost \$32,000) of in-kind support that GBF has contributed to partner projects in and around the Bay

23 partnerships formed to protect Georgian Bay

5,944 hours of estimated volunteer time donated. At \$20/hour, that's a value of \$118,880!

GBF has partnered with local environmental charities on three significant projects, focused on water quality, biodiversity and fish habitat restoration that has resulted in an investment of over \$650,000 into saving our beloved Bay

Georgian Bay Forever Circle 2016

Our recognition program for our generous GBF Circle donors was 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 Amber Gordon, at 905-880-4945 ext. 3.**

PROTECTOR | \$250,000+

Great Lakes Basin Conservancy, Inc.
RBC Foundation

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

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

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

Bruce Power
Echo Foundation
The Judy and Wilmot Matthews Foundation
The Langar Foundation
Marye McCaig
Michael McCain
Anthony Munk and Amie Rocket Munk
Robin and Robert Ogilvie
Francie and John Pepper
Sterling Marine Fuels
The W. Garfield Weston Foundation

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

David and Shelagh Blenkarn
Derek and Nancy Bowen
The Carrick Family
The Catherine and Fredrik Eaton Charitable Foundation
Brian and Janey Chapman
The Charles and Rita Field-Marsham Foundation
Michael and Jacquie Green
The Harold A. Kopas Family Foundation
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Robert Hay and Family
John Honderich
Ernest Howard
Renata Humphries
Roger Jones and Joanne Muther-Jones
Peter and Margie Kelk
Lloyd's Register Canada Ltd.

Ruth Mandel - WHO GIVES Fund

Mason Family Foundation
The McDonald Family
Hugh and Sylvia McLelland
James MeeKison and Carolyn Keystone
The Michael Young Family Foundation
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John and Penny Pepperell
The Ruby Family
William and Meredith Saunderson
Peter and Catherine Singer
Larry Smith
Philip and Eli Taylor
Mary Thomson and Jan Ruby
Rob and Val Thompson
John and Josie Watson

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

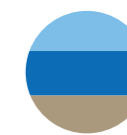
Algoma Central Corporation
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Fednav Limited
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Donald Guloien and Irene Boychuk
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Christopher Pfaff
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Gail and Tim Regan
Margot Roberts and David Williamson
David Roffey and Karen Walsh
Jennifer Rogers
Brian and Sabine Thomson
Cameron Wardlaw
Michael Wenban and Virginia Froman
Sandy Wood and Don Darroch

For a complete list of our 2016 supporters, please visit our website at: www.gbf.org/annual-report-2016

PROTECTING YOUR WATER.



GEORGIAN BAY
FOREVER



Annual Report
2016