

# MESSAGE FROM THE CHAIR AND EXECUTIVE DIRECTOR

Never underestimate the power of one voice. Georgian Bay Forever is a small charitable organization that consistently delivers big impact thanks to the committed group of board members, staff, strategic partners, donors and volunteers who help bring our environmental work to life in the waters of Georgian Bay.

The energy we have and the partnerships we are building continue to accelerate our ability to address the growing threats to the Bay's water from toxic chemicals, raw sewage overflows, climate change, and invasive species. Recognized as an influential voice in informing environmental policies that affect the Great Lakes, we are increasingly being called upon by government and community groups to champion respected expertise in scientific research, restoration projects, and public education.

In just five years, our ability to mobilize communities across the Bay to fight invasive Phragmites has already led to the removal of more than 48,750 kilograms of the reed-like plant that is threatening aquatic species in the Bay's sensitive coastal wetlands. GBF's growing Phragbuster education program was recognized by the International Joint Commission at the Canada/US Great Lakes Executive Committee meeting in December.

Where we truly excel is in addressing gaps that create barriers to the pursuit of water-based science and restoration projects. Working in partnership with the University of Guelph, we are building a biodiversity library of all living organisms in the Bay which will act as a baseline to study human impacts and other stressors on aquatic life. Our use of bathymetry to map the underwater topography of Georgian Bay will enable scientists and coastal managers to research cost-effective tools to address impacts on the Bay. And our commissioned Engineering Study on climate-resilient structural options for mitigating extreme water levels has paved the way for detailed design work on these solutions.

As the only charitable organization dedicated to preserving and protecting the waters of Georgian Bay, fulfilling our mission is vital to its future.

We are incredibly grateful to our generous donors who help to make what we do possible, our strategic partners who help expand our reach and maximize our donor funds in meaningful ways, our board and committee members for their expertise, guidance and tireless dedication, our community volunteers for raising the bar on the fight against invasive Phragmites, and our caring staff who continually go above and beyond in their efforts to protect the water of Georgian Bay.

If you are as passionate about the Bay as we are, join us as guardians of Georgian Bay in 2018. Help us protect its pristine waters and precious coastal wetlands now – and forever.



Anne Randell  
Board Chair



David Sweetnam  
Executive Director

## 2017 ACCOMPLISHMENTS

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

#### Assessing the effects of open cage or net-pen aquaculture

GBF and the University of Guelph conducted research using stable isotope and fatty acid bio-tracers to determine if aquaculture waste and excess feed was being consumed by species in Parry Sound. It is. These results indicate that more research needs to be done on the effects of aquaculture waste.

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

For five years, GBF has been championing the fight against invasive **Phragmites** through education and training. To date, more than 48,750 kilograms of the plant have been removed from the Bay's shorelines and coastal wetlands. Over 700 people took part in workshops, presentations and Phragbusting events in 2017.

#### Identifying and protecting the Bay's biodiversity

Partnering with the University of Guelph, and the International Barcode of Life Institute, GBF is helping to build a biodiversity library using DNA barcoding to catalogue every aquatic species that lives in the Bay. The library will serve as a useful baseline tool to monitor and measure human and other impacts on our ecosystems.

#### Supporting habitat restoration for diminishing native fish

GBF partnered with the Eastern Georgian Bay Stewardship Council to complete a two-year fish habitat assessment survey of eight tributaries experiencing a decline in Walleye, Lake Sturgeon and Sucker species due to loss of habitat. It led to restoration work on the Shebeshekong River that is allowing Walleye to return to historic spawning grounds.

#### Mapping the underwater landscape

GBF continued to map the depth and underwater topography of Georgian Bay by collecting bathymetric data in Honey Harbour, part of Cognashene, and in tributaries between Parry Sound and the French River. Digital elevation models will support research on cost-effective ways to address stressors impacting the Bay's species. Data was collected throughout 2017.

### 2 Taking action to tackle fluctuating water levels

#### Finding new long-term solutions to stabilize water levels

GBF's commissioned AECOM Engineering Study that recommends contemporary, climate-resilient structural options for mitigating extreme water levels in Lake Michigan-Huron, received positive feedback from several influential leaders and organizations on both sides of the Canada/US border and will be used to encourage both governments to support detailed design work on these solutions.

### 3 Improving water quality assessment and management

#### Standardizing water testing protocols

In 2017, GBF began a campaign for an autonomous underwater vehicle (AUV). The AUV would create a digital representation of the watershed and allow modelling and testing of potential conservation measures to counter the impacts of climate change, water levels, development, sewage outflows, septic failures and so much more. Results of recent work on standardizing water quality protocols will be published in the 2018 State of the Bay Report.

## WHERE YOUR MONEY GOES - % FUNDS

Revenue Source	Amount	%
Grants	\$52,500	10%
Miscellaneous Income and Event	\$2,227	.5%
Individuals	\$383,804	75%
Foundations	\$27,525	5.5%
Corporations	\$45,000	9%
<b>Total</b>	<b>\$511,056</b>	

### Expenditures

Water Levels	\$62,741	12%
Communication and Education	\$100,945	20%
Ecosystems	\$106,823	21%
Water Quality	\$47,099	9%
<b>Total Program Expenses</b>	<b>\$317,608</b>	
Administration	\$98,195	19%
Fundraising	\$98,106	19%
<b>Total Operating Expenses</b>	<b>\$196,301</b>	
<b>Total Expenditures</b>	<b>\$513,909</b>	
(Deficiency) Excess of Revenue over Expenditures	(\$2,853)	

### Costs vs. Revenue

Fundraising costs are \$0.19 on the dollar



■ Fundraising costs  
■ Revenue

## FINANCIAL POSITION

Current Assets	\$500,206
Equipment	\$19,555
<b>Total Assets</b>	<b>\$519,761</b>
Liabilities	\$73,304
<b>Net Assets</b>	<b>\$446,457</b>

For more details on these projects, including actions, status and future goals, visit our website at [www.gbfg.org/annual-report-2017](http://www.gbfg.org/annual-report-2017)

Please visit [www.gbfg.org/annual-report-2017](http://www.gbfg.org/annual-report-2017) to view the complete audited financial statements.



# Efforts in 2017

290

Phragmites stands mapped

720

community guardians trained in Phragbusting

19

communities organized Phragbusting cuts

171

stands and ~13,750 kg of Phragmites removed

18

public presentations and cottage association meetings attended

5

new partnerships formed with community groups and ENGOS

5

summer students hired to fight Phragmites from Collingwood to Honey Harbour

2,637

hours of volunteer time donated — worth \$52,740

## HOW WE CONNECT WITH YOU



31,812 pages viewed by 13,640 organic users (a 21% increase)



175 posts, +20% vs. last year — reached 32,000 people and created 135,831 impressions



3 newsletters reached over 10,000 people



791 followers, +9% vs. last year. 89 tweets with 46,929 impressions



5 information emails reached 5,476 people



Approximately 20 videos posted, 10 new ones in 2017. 1,486 viewers watched for 2,315 total minutes.



1,801 followers, +39% from last year

## THE DIFFERENCE YOU'VE HELPED MAKE (over the last five years)

1,273

Georgian Bay Water Guardians

48,750 kg

of Phragmites removed

740

hours worth over \$30,000 of in-kind support from GBF for partner projects



28

partnerships formed to protect Georgian Bay

8,581

hours of volunteer time donated by our Board, committees, and Phragbusters — worth \$171,620

1,008

Phragmites stands mapped in Georgian Bay

# Georgian Bay Forever Circle 2017

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

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

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

Echo Foundation  
The Langar Foundation  
The Judy and Wilmot Matthews Foundation  
Marye McCaig  
Michael McCain  
Anthony Munk and Amie Rocket Munk  
Robin and Robert Ogilvie  
Francie and John Pepper  
William and Meredith Saunderson  
Sterling Marine Fuels  
Philip and Eli Taylor  
The W. Garfield Weston Foundation

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

David and Shelagh Blenkarn  
Derek and Nancy Bowen  
Tony and Janet Burt  
The Carrick Family  
Brian and Janey Chapman  
The Catherine and Fredrik Eaton Charitable Foundation  
The Charles and Rita Field-Marsham Foundation  
Michael and Jacquie Green  
Donald Guloien and Irene Boychuk  
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Robert Hay and Family  
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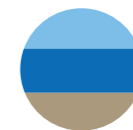
Ruth Mandel - WHO GIVES Fund  
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The McDonald Family  
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James Meekison and Carolyn Keystone  
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Roger Jones and Joanne Muther-Jones  
Jeffrey Orr and Suzanne Legge  
John and Penny Pepperell  
Margot Roberts and David Williamson  
The Ruby Family  
Peter and Catherine Singer  
Larry Smith  
Mary Thomson and Jan Ruby  
Rob and Val Thompson  
John and Josie Watson  
The Michael Young Family Foundation

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

Algoma Central Corporation  
Jennifer Ivey Bannock  
J.P. Bickell Foundation  
James and Erica Curtis  
Philip Deck and Kimberley Bozak  
Michael and Maureen Douglas and Family  
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Sandy Wood and Don Darroch

For a complete list of our 2017 supporters, please visit our website at: [www.gbf.org/annual-report-2017](http://www.gbf.org/annual-report-2017)

GEORGIAN BAY  
FOREVER



Annual Report  
2017

# PROTECTING YOUR WATER.

