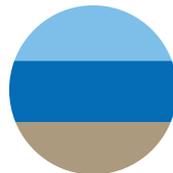


GEORGIAN BAY  
**FOREVER**



**Annual Report** December 2010

# WHO WE ARE

**GEORGIAN BAY FOREVER IS A VOLUNTARY COMMUNITY RESPONSE TO THE GROWING NEED FOR MAJOR RESEARCH AND EDUCATION PROJECTS TO SUSTAIN THE GEORGIAN BAY AQUATIC ECOSYSTEM AND THE QUALITY OF LIFE ITS COMMUNITIES AND VISITORS ENJOY.**

## Our Mission

To protect, enhance and restore the natural ecosystem and aquatic environment of the Georgian Bay area through funding and conducting accredited research into water levels, water quality and aquatic ecosystems to add to the public knowledge and to educate the public on issues of environmental protection, conservation, safety and preservation of the water and natural features in the Georgian Bay area of Ontario to increase public appreciation for these systems and their environment.

Georgian Bay Forever, formerly the GBA Foundation, is a registered Canadian charity (#89531 1066 RR0001). We work with the Great Lakes Basin Conservancy in the United States, as well as other stakeholder groups all around the Great Lakes.

Deeply rooted and broadly drawn, Georgian Bay Forever is steered by lifelong devotees to the Bay. We are committed advocates, educators, environmentalists, realists, idealists, and of course, residents.



Georgian Bay Forever is a proud member of the Waterkeeper Alliance.

### DIRECTORS

Brenda Drinkwater	Rod Jones	Larry Ward	Doug Wright
Peter Hatcher	Hugh McLelland	Scott White	Ex Officio Members
Michael Hensel	David Parkes	Hugh Wilkins	David Sweetnam



**David Parkes, Sans Souci**  
*President, Georgian Bay Forever*

## President's Message

I truly believe in the good work Georgian Bay Forever is doing. There are many others who do as well, as you'll see in this Annual Report. This report gives only a brief summary of our work. Please visit our new website at [GeorgianBayForever.org](http://GeorgianBayForever.org) for full details of our many projects. And you can also donate to Georgian Bay Forever via the website. We thank you for your support.

“WE NEED TO DO EVERYTHING WE CAN TO PROTECT OUR WATER. THAT’S WHY I SUPPORT GEORGIAN BAY FOREVER. ITS EFFORTS TO PROTECT THE WATERS OF THE BAY ARE SIMPLY AMAZING.”



**John Honderich**  
Chairman, Torstar Corp.  
GBF Patron, Sans Souci cottager



**“I WANT MY  
GREAT GRAND-  
CHILDREN TO  
BE ABLE TO  
ENJOY AND  
LOVE THE SAME  
GEORGIAN BAY  
I LOVE.”**



**Brenda Drinkwater**  
Georgian Bay Forever Director  
GBF Donor, Tiny Township cottager



**“GEORGIAN BAY  
FOREVER PLAYS  
A CRUCIAL ROLE.  
THEY’RE THE  
ONLY WATCH-  
DOG WE HAVE ON  
A WIDE RANGE OF  
ENVIRONMENTAL  
ISSUES.”**



**Peter Kelk**  
President, George Kelk Corp.  
GBF Donor, 12 Mile Bay cottager



“THERE’S NO  
PLACE IN THE  
WORLD MORE  
IMPORTANT  
TO US THAN  
**GEORGIAN BAY.**  
WE WANT IT TO  
LAST FOREVER.”



**Nicole & Madeleine White**  
GBF Donors, & 5th Generation  
McGregor Bay cottagers



**“WE PAY  
INSURANCE  
TO PROTECT  
OUR COTTAGES.  
WHY THE HECK  
WOULDN'T WE PAY  
TO PROTECT OUR  
SURROUNDINGS?”**



**Doug Cooper**  
GBF Donor, 4th Generation Cognashene cottager



**“IT’S NOT A  
QUESTION OF  
WHETHER YOU  
SHOULD SUPPORT  
GEORGIAN BAY  
FOREVER. IT’S  
A QUESTION OF  
HOW MUCH.”**



**Mike Hensel**  
Georgian Bay Forever Director  
GBF Donor, Collingwood resident



# Our Projects

## We're all about water

**Water defines Georgian Bay—and it's what defines the work of Georgian Bay Forever. We focus on four areas, all interconnected by this precious resource that is vital to the health of Georgian Bay. Since 1996, we have raised over \$2 million from individuals, corporations and governments. These funds have been used effectively to “make a difference.”**

### Water Levels

For the last decade, Georgian Bay Forever has been the leading advocate in getting governments on both sides of the border to look at the issue of low water levels. We were responsible for getting the International Joint Commission to study the problem. Their final report will be issued in 2012. We will continue to push for the creation of a control board that would monitor and regulate the outflow of the middle Great Lakes. We believe environmentally sound controls should be put in place to stop levels from reaching extreme lows and highs.

### Water Quality

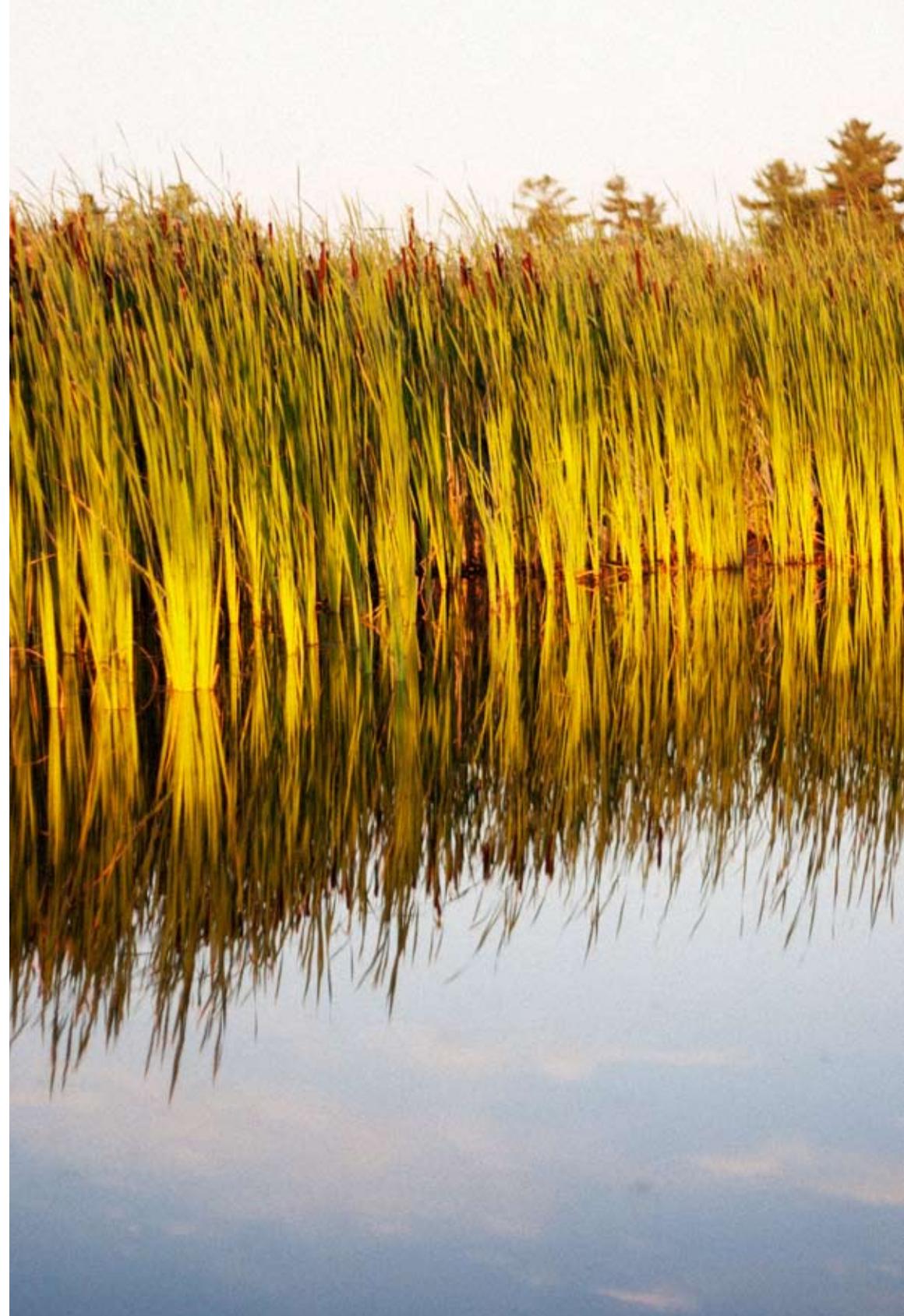
We encourage, fund and direct water monitoring programs all along the shoreline, with the help of volunteers and local municipalities. We're working with the Muskoka Watershed Council and the Georgian Bay Biosphere Reserve to develop a Bay-wide “report card.” Understanding the stresses on each part of the Bay will help local communities develop specific stewardship programs and take an active role in protecting their water quality.

### Wetlands

Georgian Bay is home to some of the most important wetlands in the world. Our wetlands, crucial to the health of the Bay, have been seriously impacted by low water levels. Georgian Bay Forever is funding ground-breaking research by McMaster University. Researchers are completing an inventory of wetlands around the Bay. Understanding and protecting our wetlands is essential to the ecological health of the Bay.

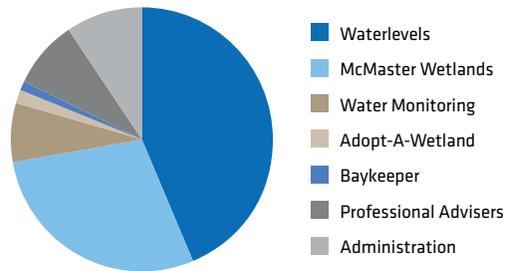
### Invasive Species

Zebra mussels. The round goby. And now Asian carp. Georgian Bay is under constant threat of invasive species. We work with a range of Great Lakes stakeholders—government, industry, other NGOs—to develop strategies to curb invasive species. This year our focus has been on the Asian carp, which is on the verge of entering the Great Lakes. They have devastated the Mississippi, and it would be an unmitigated disaster if they invaded the Bay.

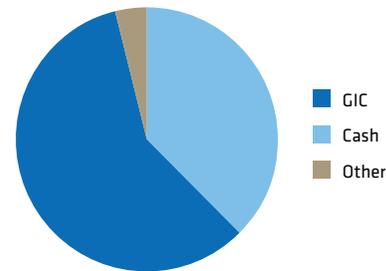


# Our Numbers

## Program Expenditures 2009



## Financial Position



Georgian Bay Forever		
<b>REVENUES &amp; EXPENDITURES</b>		
<i>Year ended December 31, 2009</i>		
<b>REVENUES</b>		
Donations	\$282,625	
<b>Total revenues</b>	<b>\$283,835</b>	
<b>EXPENDITURES</b>		
<b>Programs</b>		
Waterlevels	\$150,685	43.87%
McMaster Wetlands	\$97,991	28.53%
Water Monitoring	\$24,308	7.08%
Adopt-A-Wetland	\$5,979	1.74%
Baykeeper	\$3,550	1.03%
Partnership Expenses	\$278	0.08%
	<b>\$282,513</b>	<b>82.24%</b>
<b>OPERATING</b>		
Professional Advisers	\$29,356	8.55%
Website	\$14,271	4.15%
Office and general Admin	\$17,364	5.06%
Administration	\$31,635	9.21%
<b>Total expenditures</b>	<b>\$343,504</b>	<b>100.00%</b>
<b>Net</b>	<b>-\$59,669</b>	

Georgian Bay Forever	
<b>STATEMENT OF FINANCIAL POSITION</b>	
<i>as at December 31, 2009</i>	
<b>ASSETS</b>	
Cash	\$80,457
GIC	\$125,074
Other	\$7,884
Accounts receivable	\$7,482
Prepaid expenses	\$402
<b>Total Assets</b>	<b>\$213,415</b>
<b>LIABILITIES</b>	
Accounts payable & accrued liabilities	\$31,900
Government remittances	\$2,685
<b>Total Liabilities</b>	<b>\$34,585</b>
<b>NET ASSETS</b>	
Unrestricted	\$173,830
Endowments	\$5,000
<b>Net assets</b>	<b>\$178,830</b>
<b>Total Liabilities and net assets</b>	<b>\$213,415</b>

# Your Support

1. Please learn more about us at [GeorgianBayForever.org](http://GeorgianBayForever.org)
2. If you have any questions about the work we do, please call or email us at [ExecutiveDirector@GeorgianBayForever.org](mailto:ExecutiveDirector@GeorgianBayForever.org), or talk to anyone on our board.
3. Please make a donation to Georgian Bay Forever. How much should you give? That's your call. But the more you give, the more your kids' kids' kids will thank you.

## How to donate

### Canadians can mail donations to:

Georgian Bay Forever  
48 Lesmill Road  
Toronto, ON  
M3B 2T5

### U.S. citizens can mail donations to:

Great Lakes Basin Conservancy  
PO Box 504, Gates Mills OH  
44040-0504  
USA

(Please add a note saying: "For Georgian Bay Forever")

GEORGIAN BAY  
**FOREVER**



48 Lesmill Road  
Toronto, ON  
M3B 2T5  
905.880.4945

David Sweetnam  
Executive Director  
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905.880.4945 ext 1