



Vision

The waters of Georgian Bay are healthy and thriving for future generations

Mission

GBF funds and supports scientific research and education that protects and enhances the waters of Georgian Bay, as part of the Great Lakes



1. Analyze the key environmental threats facing Georgian Bay

- Support work that establishes baselines and monitors trends in order to better understand environmental threats
- Focus on pollution and water quality, inventorying aquatic species and collecting data on coastal waters



2. Expand our impact through community involvement and partnerships

- Undertake community projects to help connect people to the environment
- Collaborate with others to share knowledge and maximize results
- Focus on invasive species control and aquatic habitat restoration



3. Communicate our activities and findings to educate and create awareness

- Encourage public involvement and informed policy discussion to ensure long term protection
- Utilize a variety of media to further understanding of water ecosystems and the threats they face
- Focus on water level variations and biodiversity



4. Build organizational and financial capacity

- Provide appropriate financial and human resources to enable us to pursue our research and project work and achieve our mission
- Focus on building a strong funding base to ensure financial health and sustainability