



DO YOU FEEL CONNECTED TO GEORGIAN BAY?

If you do, we understand why. We believe Georgian Bay is a place like no other. Many of us have brought our families here - to swim, fish, canoe, kayak, boat, snorkel, or simply marvel at its unique beauty. For some of us, these waters are our livelihoods. For others, they are simply life giving.

We know how you feel about the Bay: we feel that way too. We're a registered Canadian charity founded in 1995 that uses science, research, outreach, and community collaboration to protect one of the most crucial parts of the Georgian Bay ecosystem: the water.

THESE PRECIOUS WATERS ARE AT A TURNING POINT.

Georgian Bay's waters are in imminent danger. And it's not just humans who have something to lose - it's every creature that calls the Bay home. Here's what we're up against:

1. Toxic chemicals, plastics, and raw sewage overflows are polluting the water.
2. Climate change threatens our coastal wetlands and valuable aquatic habitat.
3. Invasive species are devastating native fish, flora and fauna.
4. A severe shortage of scientific data on what helps or hurts the Bay, which is needed to inform sustainable policy decisions before it is too late.

OUR WORK HOLDS GEORGIAN BAY TOGETHER.

Georgian Bay Forever has been a champion and protector of the Bay's waters for 25 years. We are small, powerful, and effective. Our work includes:

- Using technology to monitor the health of the Bay's water and ecosystems.
- Funding crucial research so decision-makers have the facts.
- Forming strategic partnerships with experts and communities, so our efforts are strong and united.
- Educating the public and governments about emerging threats and solutions.

We deeply understand Georgian Bay's waters — enabling us to quickly identify threats, and mobilize resources around modern, evidence-based solutions.

WE HAVE A STRONG TRACK RECORD OF SUCCESS.

- ✓ **Water Quality.** When it comes to policy, information is power. We're using new technologies and effective, results-driven partnerships to revolutionize water quality monitoring across the Bay.
- ✓ **Water Levels.** We've delivered contemporary solutions directly to the US and Canadian governments for mitigating extreme water levels in and around the Bay — solutions that are not only practical, but specially designed to withstand the challenges of climate change.
- ✓ **Ecosystems.** We're leading the development of urgent conservation tools to catalogue and safeguard the Bay's biodiversity. We've also mobilized communities across the Bay to remove invasive *Phragmites* and repair the Bay's wetlands — so the 2800 species that use these wetlands can thrive.

THE TIME TO ACT IS NOW. VISIT WWW.GBF.ORG TO LEARN MORE.