



ANNUAL REPORT

2004

MISSION STATEMENT

The Georgian Bay Land Trust seeks to preserve the unique archipelago and its adjacent water bodies which lie along the eastern shore and North Channel of Georgian Bay that are of ecological, geological and historical importance, and to promote the appreciation of this special area.



visit www.gbtl.org



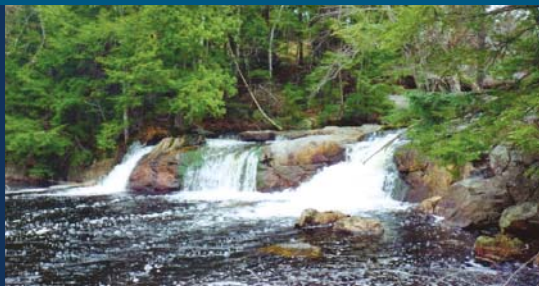
GEORGIAN BAY

LAND TRUST



GEORGIAN BAY

LAND TRUST



President's REPORT

Now in its second decade, The Georgian Bay Land Trust continues to grow from strength to strength. 2004 was a stellar year for the organization. Our primary mission, that of preserving and protecting eastern Georgian Bay has been served by the addition of significant properties to our holdings, and the subsequent creation of plans and processes to steward them in the long term. The financial resources necessary to sustain those efforts are being put in place, as well as positive relationships with like organizations and governments that share these substantial commitments.

As pressure for unfettered regional development of Georgian Bay continues unabated, our responsibility to protect the Bay area increases in importance. While the UNESCO designation of Georgian Bay as a Biosphere Reserve in October 2004 points to "conservation activities combined with ongoing economic and community development", this internationally recognized designation has the potential to highlight at home as well as abroad, those attributes of the Bay we consider sacrosanct, thus supporting our efforts of preservation.

Building a strong infrastructure has been key to our success in 2004, and this has had a significant impact on our programs and activities:

- Our major fundraising drive in cooperation with the Nature Conservancy of Canada reached its goal of over \$4 million in land and funds directed toward long term stewardship of our properties.
- Events such as the Art Show and Sale in Toronto, the Silent Auction, GBLT sponsored nature walks and the Iron City Picnic at the Bay have raised the profile of GBLT as well as important dollars to support the preservation programs of the organization.
- A new stewardship policy now guides the protection of our properties in the long term.
- A new brochure about Planned Giving is available to guide potential donors.
- The Provincial Government has agreed, on an annual basis, to eliminate taxes on properties held by environmental organizations such as GBLT. This is as a result of discussions led by GBLT and in concert with other land trusts.
- The GBLT website has a new look and is more user friendly complimenting the quarterly newsletter LandScript as a means of communication.

Our success is due in part to our active Board, which has never been stronger or more dedicated to the mission of GBLT. In addition we have experienced the benefits of a full time staff person for the entire year.

Most of all, we rely on our dedicated ongoing supporters who share our passion for preserving spectacular Georgian Bay. We thank you for the trust that you have placed in us, as well as for your gifts of time, money and of stewardship.

Nancy Christie



Executive Director's REPORT

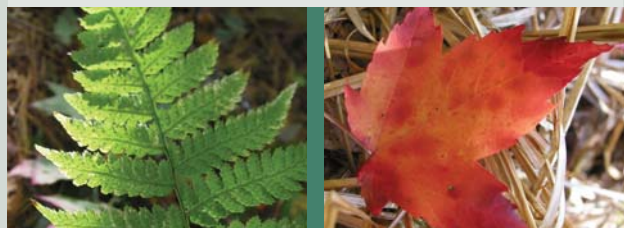
It's hard to believe that I have been the Executive Director of the Georgian Bay Land Trust for a year and a half. It has been an exciting journey so far, with 2004 being my first full year in this position. The year was packed with many activities, including the development of several new initiatives that bring much hope for continued growth and success in the years to come. It didn't take long for me to feel a part of the Georgian Bay family, and grow my passion for the protection of this special place that I first experienced as the lead field staff with the Georgian Bay Coast Project. With the support of our experienced and diligent Board and a network of supporters that extends throughout the Bay, the Foundation has been able to strengthen its impact on the conservation of Georgian Bay's sensitive environment. Some of the highlights for me over the past year include;

- The establishment of a Stewardship Policy and Stewardship Chair to help lead one of our most critical and important tasks – taking care of the properties entrusted to us in perpetuity.
- The initiation and growth of activities to promote the significance of Georgian Bay and raise the profile of the Foundation. This includes our first ever Nature Walk hosted by Jane-Anne Campbell of Sans Souci, a popular picnic hosted by our friends at the Iron City Fishing Club and our first Art Auction & Sale, all of which proved to be great successes.
- The dramatic increase in interest from landowners to conserve their land by donating their properties to us, including some of our most exciting opportunities to date – stay tuned to learn more about these properties as our efforts to protect them progress.
- The growth of our Legacy Stewardship Funds thanks to the many generous individuals and families who supported and continue to contribute to our Joint Campaign with the Nature Conservancy of Canada. The growth of this critical fund ensures that our Stewardship Program is financially supported over the long-term.

It is hard to sum up a year in a short report such as this but what resonates for me when I think back over 2004 is the Foundation's increased effectiveness to fulfill its mission and achieve direct results towards the conservation of the eastern and northern coast of Georgian Bay. This is in large part due to the Georgian Bay community and their increased awareness and interest in protecting this fragile and globally significant ecosystem.

In the upcoming years, I look forward to the continued development and strengthening of both existing and new initiatives including extending our presence and impact along the Bay so we can achieve even more conservation success. As the Executive Director, I also look forward to learning more about the various communities that make up the Bay and working with all of you to help create a lasting legacy of conservation and preservation.

Wendy Cooper



Our MISSION

The focus of GBLT's efforts is the protection and conservation of land in perpetuity. Since its inception in 1991, the Georgian Bay Land Trust has been responsible for protecting 13 properties, 8 reserves owned by the GBLT, 2 easements held by the GBLT, 1 lease and 2 properties owned by partners but managed by GBLT. In total, there are over 400 acres of land along the eastern coast and inland lakes of Georgian Bay protected by the GBLT.

Protected properties include the following:

- Lizard Island Reserve
- South Bone Island Easement
- Southeast Wooded Pine Island Reserve
- Alexander Islands Reserve
- Truax Island Easement
- Hotel Site Reserve
- Three Bears Easement
- Umbrella Island Reserve
- Blackstone Lake Reserve
- Little McCoy Lease
- Friend Island Reserve
- West Lookout Island Reserve (includes Mackenzie Point Reserve & Catto-Ketchum Reserve)
- Thomson Reserve (includes Harrison Island Reserve)



HOW DO WE ACHIEVE OUR MISSION?

Each year, new opportunities for land protection are identified and we work with families and individuals to help them create a lasting legacy not only for their children but also for future generations that will be drawn to Georgian Bay. The 2004 designation of the Georgian Bay area as a UNESCO biosphere reserve reflects the international significance of our area of concentration. The GBLT continues to review numerous additional properties to help increase the protection of land along the coast of the Bay.

Achieving the mission involves a number of steps: identifying potential properties, evaluating properties to establish their ecological, geological and/or historical importance, undertaking the necessary legal steps to transfer the land to the Trust, and our most important task, stewarding the land over the long-term to protect the properties' significant features. It also involves public education about ecological issues and the integral role of the Land Trust in environmental protection.

The Board of the Georgian Bay Land Trust is a working board, with representation from a wide range of professionals - lawyers, financial experts, scientists, writers, etc. These people are active on its various committees and projects designed to accomplish the mission of the organization. Committee work is effectively supported and coordinated by the GBLT's Executive Director, Wendy Cooper.

Land ACQUISITION & PROTECTION

Two key committees lead our efforts in land acquisition and protection: the Property Committee and the Stewardship Committee.

Leading and directing the process of land acquisition is the Property Committee. This committee is responsible for identifying and evaluating potential properties whether received by way of a donation of land or a conservation easement, or through purchase of a targeted property. The committee also organizes appropriate site inspections and field evaluations of the properties to ensure that they are in accordance with the mission and intentions of the GBLT. The review and acceptance of properties is based on an evaluation of the property's natural and cultural values including the representation of species and vegetation communities, past land-use, and how the property fits in with the surrounding natural and social landscape. The stewardship efforts required to ensure that the property is well protected in perpetuity are also a consideration.

In addition to the properties currently owned and/or managed by the Trust, the Property Committee is currently reviewing 9 additional potential reserves. These reserves are at various stages of progress, and we look forward to reporting on them in the near future.

Members of the Property Committee are Sandy McLaren (Chair), Karl Schiefer, Anneliese Grieve, John Hackett and Chris Baines.

Stewardship or Land Protection

Stewardship is a core program for the Georgian Bay Land Trust. Stewardship refers to the long-term protection of the natural and cultural values that led to the acquisition of the reserves in the first place. When GBLT commits to the acceptance of a land or easement donation, or to the purchase of a targeted property, the Land Trust is charged with the stewardship of that special land in perpetuity.

Protecting these special places is the goal of the Stewardship Program. This is accomplished through the support and passion of members of local communities that share our vision. Dedicated individuals and families commit to watching over these reserves and help us to ensure that they are properly cared for, monitored and respected by those that visit.

Not only are our reserves protected for the purpose of conserving the natural and cultural character of the properties, they also provide the public opportunities to appreciate Georgian Bay's grandeur. Our first priority is always the conservation of the property so all visitors are asked to respect these reserves and enjoy the properties through use that is low intensity, non-consumptive and compatible with the conservation of the natural environment.



For each property, a property use policy is developed which outlines the accepted and prohibited uses for the property. We ask that visitors be observant of these rules to ensure that the properties remain places for future generations to enjoy and appreciate for their natural and cultural beauty.

Examples of common permitted and prohibited uses include the following:

Permitted Uses

- Picnicking
- Swimming
- Hiking/Walking
- Photography
- Nature Appreciation (e.g. bird watching)
- Skiing & Snow Shoeing

Prohibited Uses

- Camping • Fires
- Littering, garbage or waste disposal
- Cutting, removal, or defacing of natural materials
- Harassment of wildlife
- Construction
- Large group activities
- Loud noise

A newly developed Stewardship Committee guides the activities and responsibilities for the effective stewardship of GBLT's reserves. Tom Scoon, as Chair of this committee, works with other directors and volunteer participants to create the stewardship policies and procedures for both current and future properties. The policies follow the guidelines of the Ontario Land Trust Alliance and the Land Trust Alliance (US). GBLT is a member of both organizations. In addition, this committee identifies volunteer stewards for properties and with these stewards, develops procedures for monitoring, enforcement and public education related to the reserves.

Campaign for Conservation

Over the last few years, the GBLT has been working in partnership with the Nature Conservancy of Canada, Canada's largest land trust, on a multi-million dollar campaign to establish a stewardship fund and acquire new properties and easements to achieve a dramatic increase in our conservation accomplishments throughout Georgian Bay.

The campaign has been a great success. By the end of 2004, over 4 million dollars has been raised in cash and land together, including half a million dollars in cash and pledges, and the initiation of new potential properties valued at close to \$4 million. In addition, a number of new stewardship funds have been created, including the Marylon and Douglas Alexander Stewardship Fund, the Watson Family Stewardship Fund, the Andy Griggs Memorial Fund and the Stewardship Legacy Fund. These funds were created to provide for the long-term protection of current and future properties in communities along the Bay.

Work continues to identify and seek support from individuals, families, organizations and corporations along the Bay that are committed to providing a legacy to future generations so that they may enjoy its unparalleled beauty. A special thanks to those that have contributed so far.



DONOR Program

Annual Gifts

The ongoing work of the Land Trust is dependent on yearly gifts from generous donors who are committed to supporting the operations of the GBLT. The Donor Support Committee recently updated our annual giving program to reflect a number of categories. They include the following:

Supporting Donor - less than \$150

Supporting Member - \$150

Benefactor - \$500

Patron - \$1,000

Sponsor - \$5,000

Planned Giving

GBLT recently introduced a planned giving program, which is outlined in a new planned giving brochure on this subject. Available on request, the brochure provides information on various approaches to planned giving and the benefits of this option. Planned giving can include gifts of cash, life insurance, shares in stocks or land.

In Memory Donations

In addition to annual donations and planned giving options, the GBLT accepts donations in memory of loved ones and advises the family that a gift has been made in memory of the individual. This is a wonderful way to pay tribute to friends and family who have strong links to the Bay.

Gifts

A donation to the GBLT is the perfect gift for the person who has everything. GBLT has gift cards for birthdays, anniversaries and other special occasions. Contact the office for details.

In all giving cases, tax receipts are available for donations of \$25 or more.

The various giving options are the responsibility of our Donor Support Committee. This committee is charged with the ongoing task of raising our donor numbers to support the growth of various program areas of GBLT including land acquisition, stewardship, communication and education. The members of the Donor Support Committee are Georgia Rennick (Chair), Chris Baines, Sue Russell and Paul Jarvis.



COMMUNICATION & *Events*

LandScript

Prepared for our donors, our newsletter, LandScript, is created and edited by Sue Russell. This is a quarterly publication that provides our supporters with an opportunity to learn more about who we are, what we are doing and how they can help.

Events

Various events offer our supporters opportunities to learn about the Bay and assist with the work of the Trust while enjoying the friendship of others who share their love of Georgian Bay.

Examples of some of our events from 2004 are as follows:

- **Winterlude** - In 2004, Winterlude, our annual donor appreciation event to help keep the Bay top of mind during those long winter months, featured John Lounds, President of the Nature Conservancy of Canada. Mr. Lounds spoke about how Georgian Bay fits in with the national conservation picture, identifying the eastern coast of Georgian Bay as one of Canada's 50 natural masterpieces. Thanks to Paul Jarvis and Sue Russell for organizing this event.
- **Art Show and Auction** - For the first time in November 2004, GBLT organized an art show and auction in Toronto highlighting artists who create with Georgian Bay as their muse. Over 250 people attended the fantastic party and sale, and nearly \$35,000 was raised for the Land Trust. Sue Russell and her committee of Bev Stager, Kathy Sutton, Carl Spiess, Nora Wilson and Nancy Christie organized the event.
- **Shakespeare on the Rocks** - The 7th annual Shakespeare on the Rocks event took place on August 14th, hosted and organized by the Kemerer family. This year's production was 'As You Like It' and featured many Cognashene residents with the Georgian Bay woods serving as a wonderful setting for the play. Just under \$2,000 was raised from the production, contributing to the more than \$10,000 that has been raised by this event over the last 7 years. The Kemerer's will be hosting the 8th annual Shakespeare on the Rocks event on August 6th, 2005.
- **Silent Auction - Sans Souci** - The 3rd annual Silent Auction at Sans Souci was held in August of 2004, raising more than \$6,000 for the GBLT. Great weather, keen bidders and fantastic auction items made this the most successful auction yet. A live auction, with auctioneer Ernie Kovacs at the helm served as the most exciting part of the afternoon. The auction was organized by Nancy Christie, Nancy Bowen and Lynne Vine with support from many others that donated items for the auction.
- **Iron City Fishing Club Picnic** - On Friday, August 6th, the members of the Iron City Fishing Club rolled out the 'red carpet' and put on a great show for their Sans Souci & Copperhead Association friends as well as GBLT supporters from other parts of the Bay. The occasion raised more than \$20,000 for the GBLT and included more than 150 guests. Included in the afternoon's activities were a tour of the Club, a barbeque picnic lunch, refreshments, the Northern Lights Steel Orchestra and the opportunity to purchase art from four different artists who participated. Our thanks to Bruce Lawson and Karen Mills who organized the picnic with support from many others.

WEBSITE

The GBLT recently updated its website, www.gbtl.org, making it easier for people to learn about GBLT and how they can become involved. The creation of the new website was led by a volunteer, Nick Jones, and a committee of Directors (Sue Russell, Chair, Graham King, Paul Jarvis, and Carl Spiess). Nick guided a group of students from Centennial College who undertook the technical development of the site.

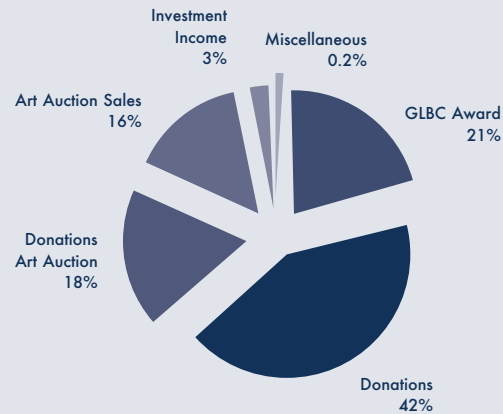
The updated website features general information on GBLT, the history of the organization, a list of properties, news, and general information on the significance of Georgian Bay. It outlines how individuals, families and groups can get involved and contribute, including the opportunity to donate online through CanadaHelps. Of course, contact information for the GBLT completes the details. Our thanks to the dedicated Centennial team led by Reena Patel for putting our new website together.

FINANCIAL Summary

Revenue

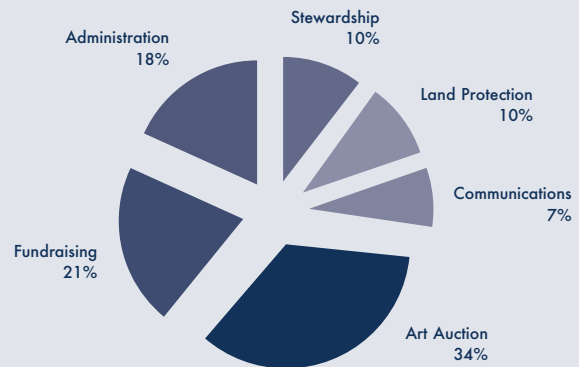
		Percentage
GLBC* Award	\$ 52,486	21.0
Donations	\$105,853	42.3
Donations – Art Auction	\$ 44,994	18.0
Art Auction Sales	\$ 39,965	16.0
Investment Income	\$ 6,374	2.5
Miscellaneous	\$ 392	0.2
TOTAL	\$250,064	100.0

* GLBC - Great Lakes Basin Conservancy



Expense

		Percentage
Stewardship	\$ 16,691	10.3
Land Protection	\$ 15,783	9.8
Communications	\$ 11,278	7.0
Art Auction	\$ 54,595	33.8
Fundraising	\$ 33,545	20.8
Administration	\$ 29,453	18.3
TOTAL	\$161,345	100.0



NOTE:

All numbers are unaudited figures for 2004

Detailed financial statements are available on request

BOARD OF DIRECTORS

2004

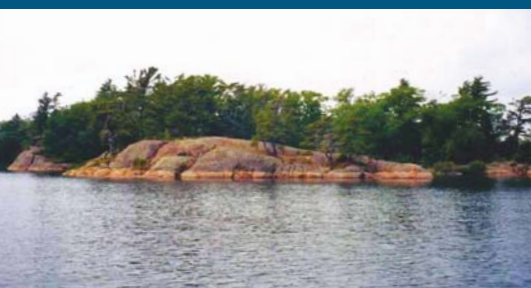
President:	Nancy Christie*
Vice President:	John Stark*
Chairman:	Neil Davis*
Treasurer:	Sandy Boyd*
Secretary:	Graham King
Directors at Large:	James Beatty
	Caroline Duncanson
	Anneliese Grieve
	Stephen Griggs
	Paul Jarvis
	Don Lawson
	Sandy McLaren
	Evelyn Newell
	Dana Porter
	Georgia Rennick
	Sue Russell
	Karl Schiefer
	Tom Scoon
	Barbara Zimmerman
Advisory Board:	Chris Baines
	John Birnbaum
	John Hackett
	Wally King (Founding Chair)
	Bill McCoy
	William (Sandy) McCoy
	Sandy Phillips
	Carl Spiess
Executive Director:	Wendy Cooper

**denotes Executive Committee members*



GEORGIAN BAY

LAND TRUST



Our thanks to those who contributed
to the creation of this report,

Sally Lennox, *Designer*
Diana E. Cape, *Graphic Resources Network*
Mark Campbell, *Archetype*
Holmes Bindery



The Georgian Bay Land Trust

2482 Yonge Street,

P.O. Box 99

Toronto, Ontario M4P 3E3

e-mail: info@gblt.org



visit www.gblt.org

GEORGIAN BAY

LAND TRUST

