

2022

SWIM DRINK FISH



ANNUAL REPORT



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BACKGROUND

Since 2001, Swim Drink Fish has strived to build a movement of people working to create access to swimmable, drinkable, fishable water for everyone.

As we roll, like powerful waves, into another decade of the Swim Drink Fish movement, it is worth remembering where it all started, back in 2001. It all started with people, as a volunteer-led group, on the shores in Kingston, Ontario, where our movement first started to dream.

We were known as Lake Ontario Waterkeeper. Those dreams reached reality as we saw the power of community-based action. We took the tools of a diverse group of passionate water lovers and created an assembly line of people with the same goal in mind: swimmable, drinkable, fishable water for all. Our dreams have never wavered, and it's why that past is powering our present and the future. We continue to look forward with people powering us there.





OUR FOUNDERS

Photos from left to right: Doug Chapman, Lauren Brown Hornor, Mark Mattson

As we reflect on the incredible journey of Swim Drink Fish in 2022, we are overwhelmed with gratitude for the unwavering support and dedication of our incredible community across Canada. Whether you volunteered as a community scientist, supported our annual Artists For Water auction, attended events, or provided sponsorship to our organization, none of this would be possible without you.

This annual report is a testament to the incredible hard work and achievements that we've accomplished together. It serves as a showcase of the power of unity and the tangible results of our collective efforts.

As the founders of Swim Drink Fish, we would like to express a heartfelt thank you for the relentless and invaluable efforts in creating a future with swimmable, drinkable, fishable water for everyone.

With many thanks,

Mark Mattson

Lauren Brown Hornor



OUR VISION

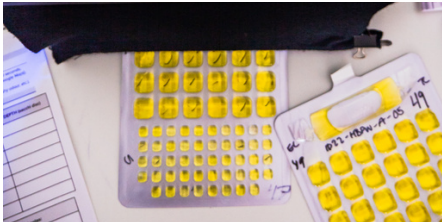
Swimmable, Drinkable, Fishable Water for Everyone

Connection leads to protection. It reads simply, but if you go beneath the surface of that sentence, we find a solution to issues and problems we've known about for over a century. The simple act of connecting people to water is the greatest action we can take; it is the catalyst in empowering a community to protect its water.

Our vision of ensuring swimmable, drinkable, fishable water for everyone begins and ends with connection. It's the action of protection that becomes the journey.

OUR IMPACT

380+
COMMUNITY
SCIENTISTS



2,500+

SAMPLES
COLLECTED

22

SITES MONITORED
ACROSS CANADA

171

COMMUNITIES
INVOLVED IN
OUR INITIATIVES



70+

PARTNERSHIPS & COLLABORATIONS


60,000,000

USED SWIM DRINK FISH APPS & SERVICES



Meet the new Chief Operating Officer

Kathryn Gold took on the role of Chief Operating Officer in 2022. Kathryn drives the effectiveness of the organization by leading human resources, administration, finance, and strategic and operational planning.

A woman with dark hair, wearing a grey tank top and white shorts, stands smiling in front of a large waterfall. She has her left hand on her hip. The background is a lush green landscape with a large waterfall cascading down rocks into a pool of water.

I am so glad to be part of an organization that restores and protects our waters through empowering communities. I am honoured to have the opportunity to work with Indigenous water stewards who have been safeguarding the lakes for centuries. I am excited to connect people with water through community science and communications technology.

I am excited to be part of the movement of people creating a swimmable, drinkable, fishable future for all.

-Kathryn Gold



ARTISTS FOR WATER

A FUNDRAISER FOR

SWIM DRINK FISH



In 2022, we hosted the 10th annual Artists for Water event as a hybrid event that allowed us to bring artists and Swim Drink Fish supporters together from across Canada.

We hosted an art preview in Vancouver, British Columbia, that launched the art collection, with the event taking place at the beautiful Hotel X in Toronto, Ontario.

39

WORKS OF ART FROM ACROSS CANADA, FROM BOTH ESTABLISHED AND EMERGING ARTISTS

100

GUESTS AT VANCOUVER PREVIEW

180

GUESTS AT IN-PERSON TORONTO EVENT

220

VIRTUAL GUESTS

GROSS REVENUE

OVER \$500,000



OUR PROGRAMS

Swim Guide

126 AFFILIATES IN 2022

3,167,399 PAGE VIEWS

2,406,439 UNIQUE PAGE VIEWS

1,498,491 NEW USERS

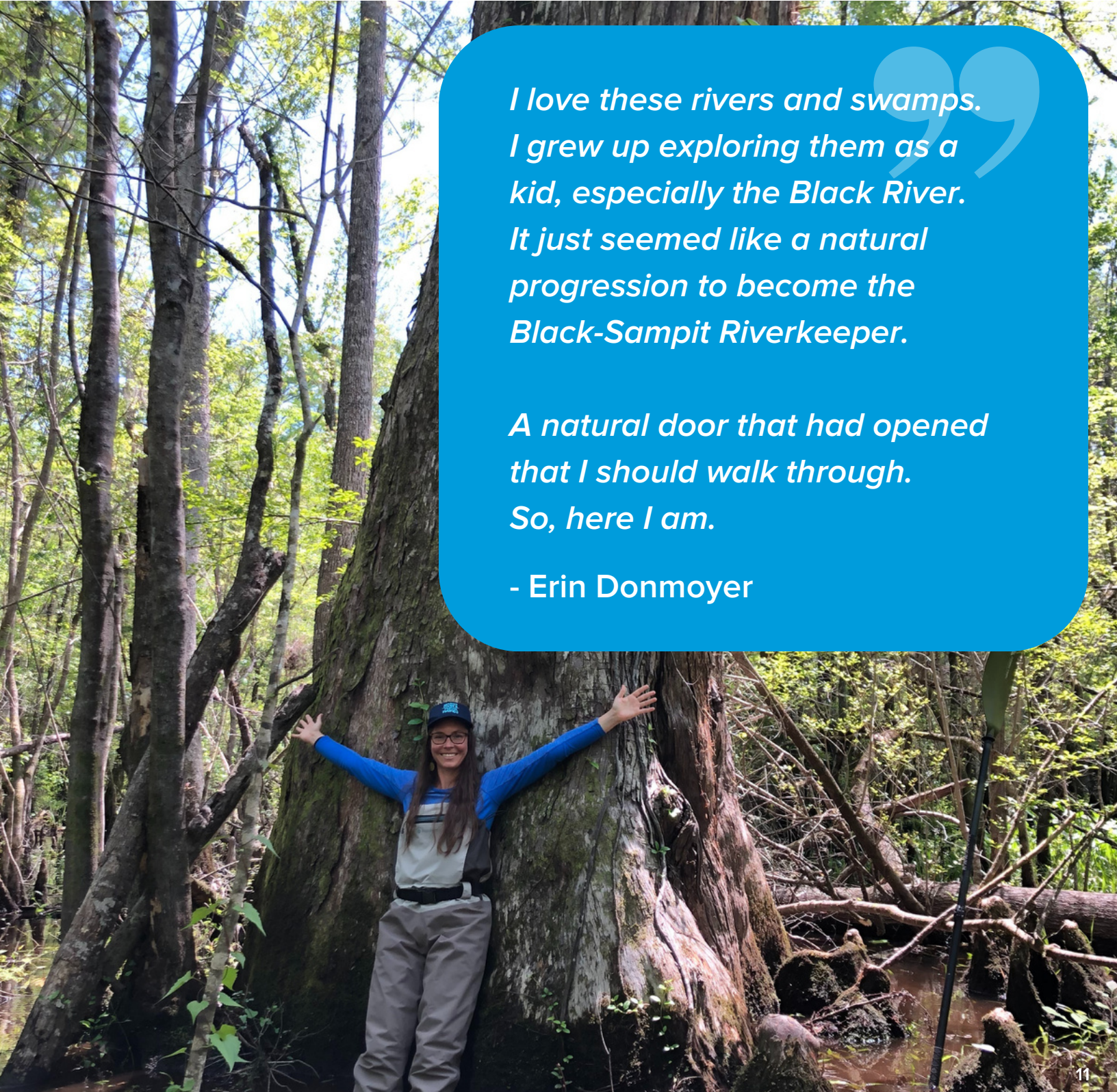
452 NEW BEACHES

12 NEW AFFILIATES



Meet the new Black-Sampit Riverkeeper.

Winyah Rivers Alliance is a not-for-profit organization that protects, preserves, monitors, and revitalizes the waters of the greater Winyah Bay watershed. They joined **Swim Guide** as an affiliate in 2020 and in 2022, they expanded the program to include the Black and Sampit Rivers.



*I love these rivers and swamps.
I grew up exploring them as a
kid, especially the Black River.
It just seemed like a natural
progression to become the
Black-Sampit Riverkeeper.*

*A natural door that had opened
that I should walk through.
So, here I am.*

- Erin Donmoyer



OUR PROGRAMS

Blue Flag

In 2022, there were 22 Blue Flag beaches and 10 Blue Flag marinas across Canada.

Blue Flag beaches meet 33 criteria across four categories: Environmental Education and Information, Water Quality, Environmental Management, and Safety and Services.

Great Lakes Community Monitoring Initiative

The Great Lakes Community Monitoring Initiative (GLCMI) came to an end after being launched in 2018. The project was funded by Environment and Climate Change Canada and involved the creation of six Community-Based Water Monitoring Hubs across the Great Lakes. GLCMI helped expand our network of committed partners who are all working together to safeguard the Great Lakes waters for their communities.

Other Initiatives

- Watermark Project
- Community Partners:
 - Biigtigong Nishnaabeg
 - Zhiibaahaasing First Nation
 - Garden River First Nation
 - Camp Onakawana
 - Anishinabek Nation
 - Niagara Coastal Community Collaborative
 - Niagara College
 - Nordik Institute
 - Toronto Harbourfront BIA
 - Kingston Marine Museum of the Great Lakes
 - University of Alberta





OUR STORIES

Kingston

Kingston continues to set the precedent for what it means to be a 'swimmable city'. Our 2022 sampling season was an incredible success, with innovation at the forefront. The TECTA B16 instrument has helped elevate the sampling process by shortening processing times and sending results directly to digital devices. This has allowed Swim Drink Fish staff to spend less time in the lab and more time in the community without sacrificing quality and still providing results in a timely manner.

Some highlights from the 2022 season in Kingston include the Dive for Debris hosted by the Marine Museum of the Great Lakes and our first community monitoring group at Lemoine Point Farm Celeste Booth.



Toronto

It was a big year in Toronto. Our continued work at Ontario Place helped uncover a Combined Sewer Outfall that had been the cause of several failing water quality tests throughout the summer. We approached the City about the issue and discovered it was the result of work going on in the sewer system. As a result of contacting the City, we saw improved water quality suggesting our inquiry paused work for the best interest of recreational water users.

Our Toronto hub hosted several successful events in 2022, including a fantastic event hosted at Patagonia Toronto. The event was coined the Clean Water Kickoff, and individuals gathered for the unveiling of our 2021 hub reports and the official launch of our sampling season.



Vancouver

The Vancouver Hub keeps taking strides forward with unwavering support from the City of Vancouver. A monumental moment was in July 2022 when City Council unanimously voted to approve a motion for a Swimmable Vancouver. This was a monumental step, for Canada and the rest of the world, as Vancouver is the first major metropolis to use 'swimmable' with such political reverence.

Vancouver celebrated recreational water in 2022 with a series of successful events including the Clean Water Kickoff and an open house. Our staff also attended a number of tabling events throughout the city, allowing us to connect with the community. We're excited to keep up the momentum in 2023 by expanding our locations to provide water quality info for more locations than ever before.

OUR STORIES

Edmonton

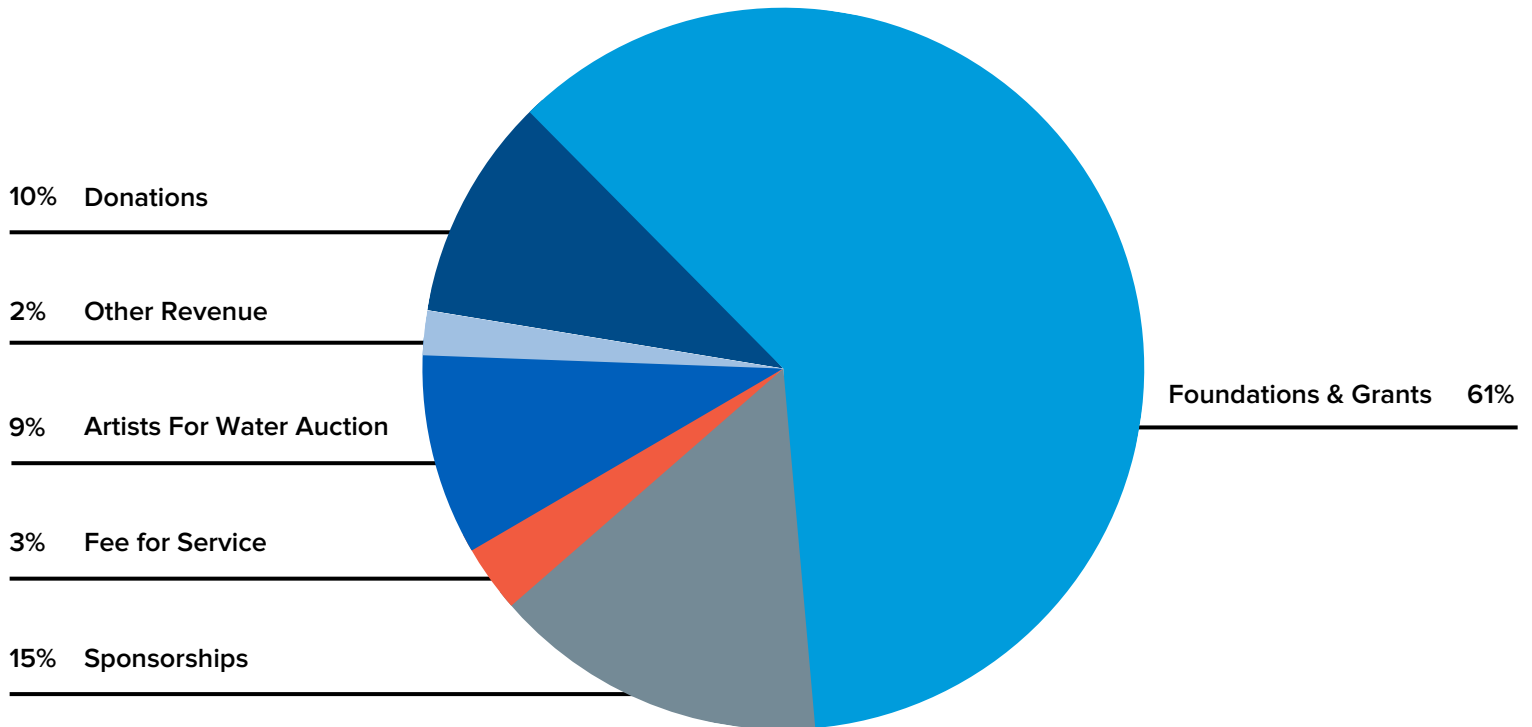
Our Edmonton Hub spearheaded innovation by implementing quantitative polymerase chain reaction (qPCR) testing, thanks to Patrick C. Hanington at the University of Alberta. qPCR testing allows us to get results back in as few as four hours, which closes gaps in water quality difference between sample collection and when rec water users want to enter the water. This was monumental for the hub as it set the precedent in our first season back up and running in Edmonton. We sampled a wide variety of sites, including Terwillegar Park, Sir Wilfrid Laurier Park, and Rosedale Flats, and saw incredible support from the community and volunteers.





FINANCIALS

2022	
Revenue	\$2,302,790
Expenses	\$2,264,110



OUR FUTURE

We are looking forward to continuing and expanding our work in 2023. We hope to achieve a number of goals which include:

- Implementing an 'adopt a site' program that expands our community partnerships and enables us to ultimately take more samples
- Expanding winter sampling capacity through programs such as 'adopt a site'
- Exploring opportunities for coast-to-coast sampling
- Completing our Seabin pilot
- Increasing our community reach and engagement
- Launching new toolkits to provide the community with resources
- Emphasizing and bringing focus to underserved voices on the water
- Introducing new ways to engage through virtual volunteer opportunities





THANK YOU

We want to extend our deepest gratitude to our community. Your belief in a swimmable, drinkable, fishable future is what drives our organization and our work would not be possible without your dedication and support.

A Greener Future
Ace Hill
Avenex
Belle Park Project
Billy Bishop Toronto City Airport
Breakwater Investments
Bullfrog Power
Burnbrae Farms
Canada Mortgage and Housing Corporation
Canadian Women's Club
Canon Canada
Cement Association of Canada
City of Kingston, Kingston Utilities
City of Toronto
City of Vancouver
Clayoquot Action
Clif Family Foundation
Daltile-Mohawk
Delta Land Development
Dentist on Demand
Djavad Mowafaghan Foundation
Don't Mess with the Don
Duravo
Environment and Climate Change Canada
Eucalan
False Creek Residents Association
Fourth Box Charitable Foundation
Fox Harb'r
Friends of False Creek
Gordon and Lorraine Gibson Family Foundation
Government of Ontario
Great Lakes Plastic Cleanup
Greater Toronto Sewer And Watermain Contractors Association
Hach
Harbourfront Centre
HCMA
Heiltsuk First Nation
Hilary & Galen Weston Foundation

Hub International Atlantic Limited
IDEXX Laboratories
Inner Beach Co
Lake Surfistas
Lassonde Inc.
Lost Rivers
Luminato
Maple Gold Mines Ltd
Marine Museum of the Great Lakes at Kingston
Maritime Market Marina
Marta and Owen Boris Foundation
Metro Vancouver
Miller Thomson LLP
Neptune & Salacia Diving
NorthLine Sports
Oliver Barrett
Ontario Environmental Industry Association
Pacific Spirit Park Society
Park Board
Patagonia
Policaro Group
Poralu Marine
Porsche of Oakville
Ports Toronto
Power To Be
Queen's University
Rally Beer
RBC Tech for Nature
Salmon Coast Field Station
Salt Water Digital
Sea Village Marina
Shoreline Revival Group
Skookum Brothers
Smart Marine Co.
Something in the Water Brewing
Surfrider
Terry Salman
The Quinn Family Foundation
The Searial Cleaners

The Sitka Foundation
Toronto Island SUP
Toronto Lakefront Community Group
Toronto Metropolitan University
Toronto Region Conservation Authority
Tsleil-Waututh First Nation
Uniqlo
University of Alberta
University of Toronto
Waterfront BIA
Waterkeeper Alliance
WhiteWater West





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