



the **institute**
of southern georgian bay

*Harnessing the power of
people and place*



www.tisgb.com

Our start-up story

The Institute of Southern Georgian Bay began with one simple belief: there is power in people and place. We bring together people who want to make a difference and see value in a thriving arts community, a green environment, social justice, and a strong economy not just for themselves, but for everyone.

We began our ascent in Southern Georgian Bay – home to over 100,000 people, a rocky shoreline, crystal clear water, and mountainous terrain. As a "think and do" tank, we started community conversations and created a space for learning and collaboration. No map, no compass, no itinerary. We sought out ways to share knowledge, research, and new ideas to address challenges in our region, and to explore opportunities. Like any experienced climber, we knew the trek would be worth it. The adventure, the risk, the reward.



We believe every voice, every person, every experience matters because you deserve to live in a community that cares.

We have built a place where thought leaders and residents can meet to make meaningful change happen. The Institute is a network for anyone who wants a better future. We are united by our passion and fueled by the possibility of a safe, inclusive, resilient, and sustainable community. Join us. The view from the summit is breathtaking, and we're ready for our next climb.

Inspiration for our programming

Our work over the last two years was developed in response to:

- outcomes from the Mapping Our Road to Recovery online discussion series
- what we were learning and hearing from the community during the pandemic
- the UN Habitat in Towns: Collingwood World Summits, and
- Canada's commitment to the UN Sustainable Development Goals

Canada and 192 other countries signed on to the 17 Sustainable Development Goals (SDGs) with a deadline to achieve them by 2030. We began to explore how we might create integrated, resilient and equitable transformations toward sustainability across Southern Georgian Bay.



A Call for Collaboration & ACTION!

Our Four Priority areas respond to SDG 11 which includes these interconnected issues:

- affordable housing
- addressing environmental and transportation challenges
- nurturing cultural assets
- protecting natural assets
- providing universal access to green and public space
- practicing integrated planning and management, and

supporting positive economic, social, and environmental links between urban and rural. This is especially important as our region is an area where rural and urban communities meet.



Our 4 Priority Areas



REGIONAL ARTS NETWORK

promotes community engagement and creativity, contributing to the region's livability and cultural vitality.



BUSINESS & INNOVATION

helps stimulate economic vitality, job creation, and innovation.



SUSTAINABILITY & THE GREEN ECONOMY

fosters a balanced, integrated economy with triple bottom lines: social benefits, environmental benefits, and economic benefits. It highlights new directions in ways we “do business” regardless of our sector.



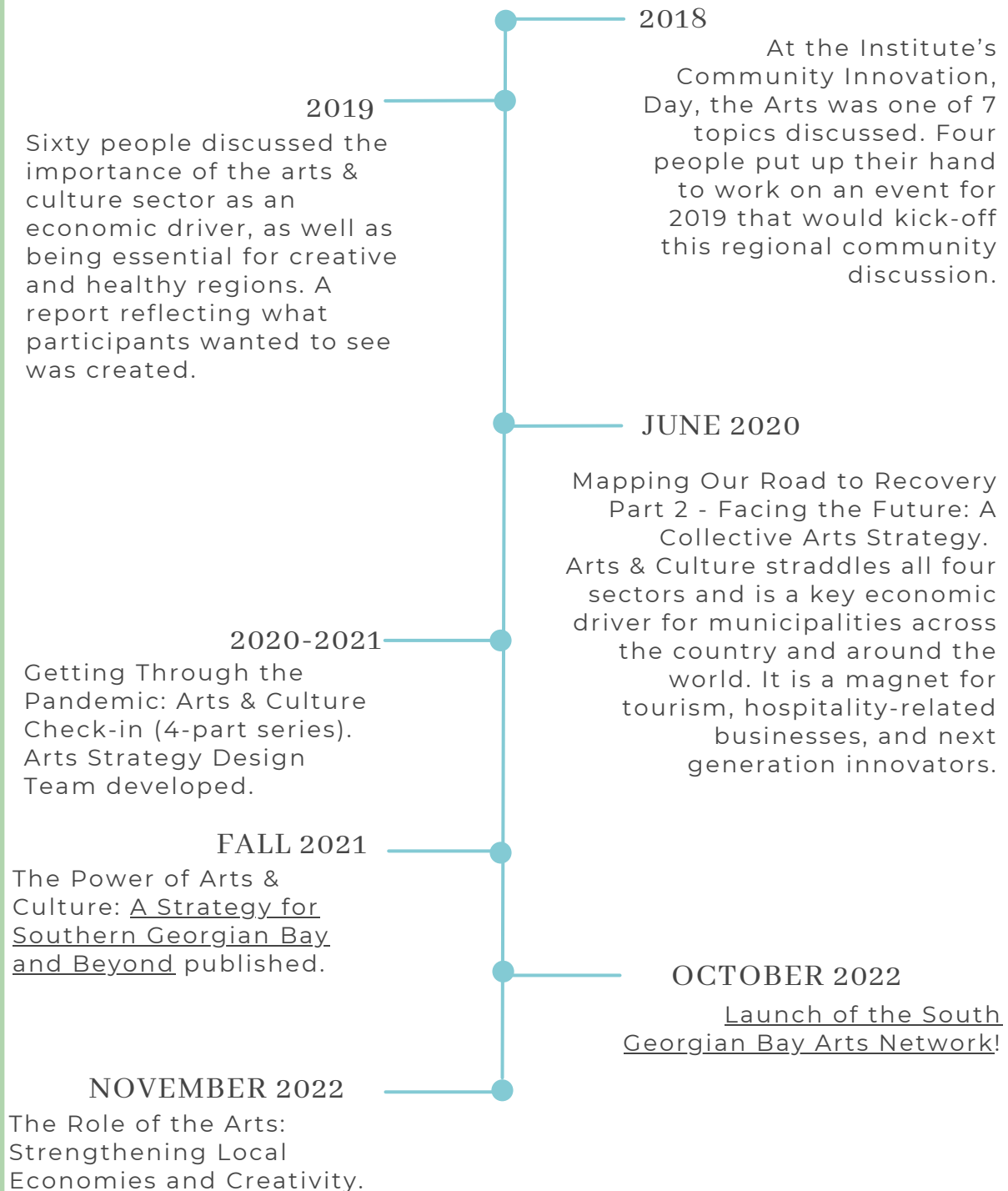
SOCIAL FINANCE & HOUSING

focuses on the critical issue of affordable and accessible housing and the ongoing viability of our towns. Social Finance offers relatively new tools for producing more positive impact as we spend, lend, and invest our money.



HARNESSING THE POWER OF PEOPLE AND PLACE...

REGIONAL ARTS NETWORK



HARNESSING THE POWER OF PEOPLE AND PLACE...

BUSINESS & INNOVATION

2019

Social Innovation event and workshop, in-person Collingwood; featured the Centre for Social Innovation; Introduced relatively new Social Finance concepts including Social Enterprises, social entrepreneurs and community bonds.

2020

Mapping our Road to Recovery series- exploring the potential of new ideas for pandemic recovery plans- doing things differently and increasing positive outcomes through social investment strategies, including the arts, business, philanthropy and the role of municipalities.

2021

Our Sustainable Future series and learning about the potential for what a "next economy" could look like and the benefits for our region. Introduced regional CAOs to each other, brought regional Mayors together publically for the first time, and presented guidance from sustainability experts and innovative solution leaders.

2022

Local Sustainable Economies series explored integrated economies and new directions for business with triple bottom lines, including Social Enterprises and B-Corps; helped launch the SGB Innovation Fund.

2022/23

Discussions with Georgian College about Social Entrepreneur/ Social Enterprise digital educational assets to share and their interest in creating a Community of Practice; discussions with Community Foundations Grey Bruce about their work distributing the Federal Investment Readiness Program grants (part of a \$750 million fund over 10 years).

HARNESSING THE POWER OF PEOPLE AND PLACE...

SOCIAL FINANCE & AFFORDABLE HOUSING

EARLY 2020

Over the first year of the pandemic, it became clear that access to capital for addressing social issues was becoming increasingly difficult.

JUNE 2020

A social finance and investment strategy was a topic of exploration in our community discussion series Mapping Our Road to Recovery.

2021

A Social Finance Learning Group forms, meeting bi-weekly to study the new tools and strategies being used in other jurisdictions to help address affordable housing, climate action, and food systems.

FALL 2021

This group became the Social Finance & Housing Group and shifted their focus to affordable housing and the use of Social Finance tools to accelerate progress.

2022

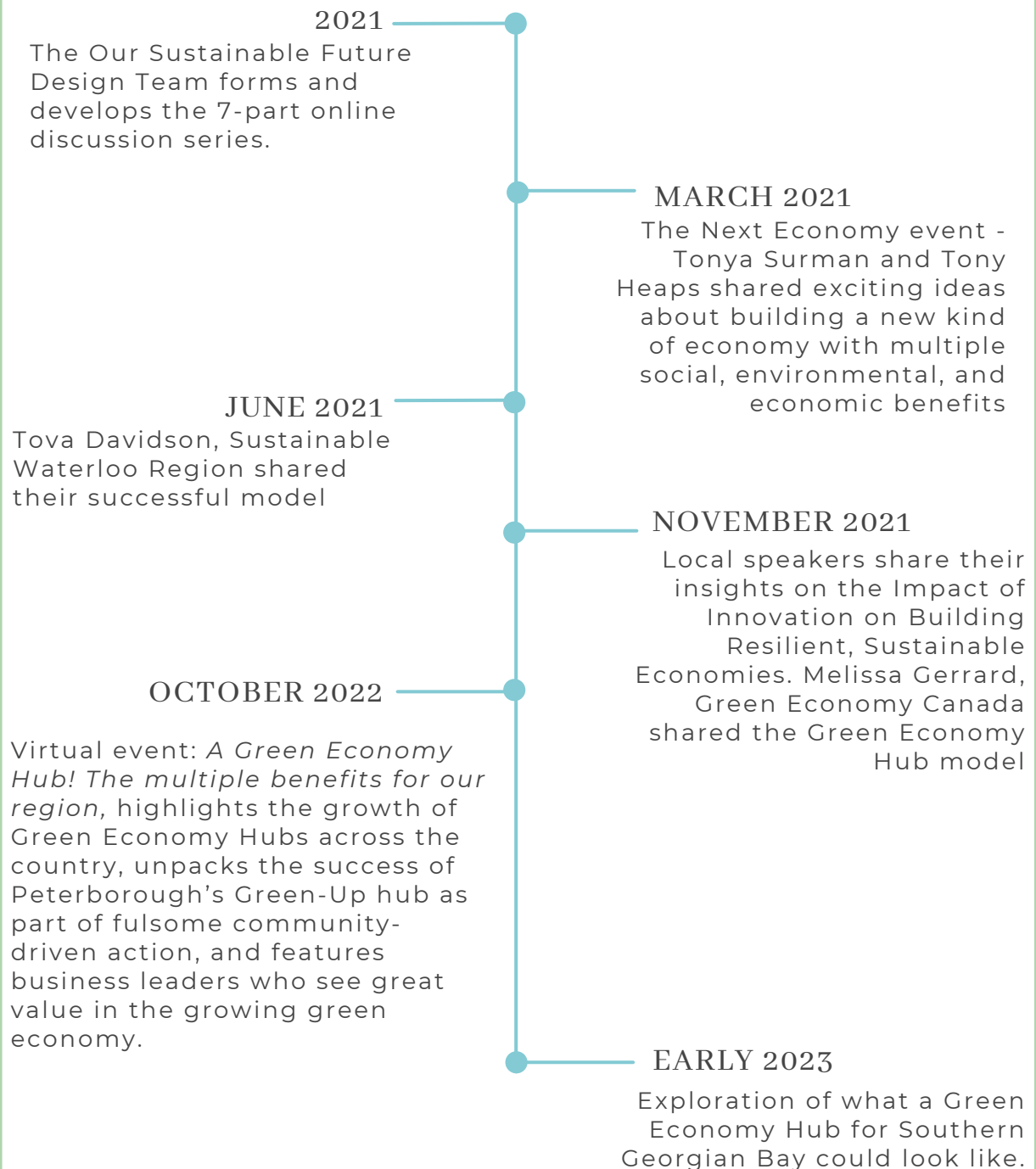
Virtual events: Key Elements to Build Sustainable Communities and Sustainable Affordable Housing: Data to Drive Effective Decision-Making.

FEB 2023

Launch of the Institute of Southern Georgian Bay's Affordable Housing Toolkit

HARNESSING THE POWER OF PEOPLE AND PLACE...

SUSTAINABILITY & THE GREEN ECONOMY



Why participate in the work of The Institute?

Step into the conversation. You will have the opportunity for connection, a place to express your ideas freely, and envision a bright tomorrow. Close your eyes and picture your ideal community. Are concrete alleys filled with lush, green gardens? Can young families easily afford their first home? Do you cast your gaze on a new mural painted by a local artist? Our goal is to bring people and places together to leverage our collective voice for social, environmental, and economic prosperity. Want to make a difference with The Institute? We need you!

Here's how you can make an impact



Join a Learning Group



Join a Design Team



Program Support

To continue our programming and ensure it remains accessible to all.



Attend and share our events!

Join our newsletter [here!](#)

Program Support

The Institute of Southern Georgian Bay is a non-profit, volunteer-driven organization.

We are a connected group with unlimited potential, bridging the gaps across sectors to address some of the challenges and opportunities for Southern Georgian Bay – social needs, environmental impacts, and new ideas for a vibrant economy. Contact info@tisgb.com with any inquiries.



INDIVIDUAL

Join the conversation and our mailing list to receive community updates, news, and event invites. Your support enables programs to remain free for everyone.

Starting at \$100



BUSINESS

Your organization cares about building a sustainable, strong and resilient community. Option to add your name or business logo on our website.

\$200



PROGRAM PARTNER

Support ongoing programming, workshops and community education. Option to add your name or business logo to the partner list on our home page.

Starting at \$1000



ENDOWMENT

In partnership with the Community Foundation Grey Bruce we grant funds to organizations working on important collaborative projects in our region.

By donation

Join us!

There are several ways for you to become a part of The Institute of Southern Georgian Bay's community of thought-leaders and change makers. Our region needs YOU to step up and work towards the necessary change we need in order to see sustainable and thriving communities across Southern Georgian Bay.

[SUPPORT OUR PROGRAMMING](#)

[CONTACT US](#)

Institute of Southern Georgian Bay Endowment Fund

The Institute launched a philanthropic partnership with the Community Foundation Grey Bruce and established the Institute of Southern Georgian Bay Endowment Fund in support of its mission.

Residents across the region are supporting this permanent endowment, which will grant out to organizations working on important collaborative projects to help achieve the Institute's vision of harnessing the power of people and place to be the smartest, greenest, healthiest, and most caring region in Ontario. We have also created a flow-through fund, which will support the Institute's upcoming programming.

For more information, please contact info@tisgb.com



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