



WEFMAX Niagara Falls, Canada



WEFMAX 2013

Policies for Long Term Sustainability

May 15, 2013 in Niagara Falls, Canada

- Not for Profit organization
- Member Association of WEF
- 1300+ Members
- Board of Directors and Committees
- Total of approximately 130 active volunteers
- Annual conference 800 – 1000 attendees
- Many committees (technical, administrative and event based)

Vision and Mission

- Our Vision

“WEAO is the pre-eminent organization of technical and professional individuals dedicated to the preservation and enhancement of Ontario's water environment.”

- Our Mission

- Deliver high quality service to our members
- Promote and advance the water environment industry
- Provide a forum for water environment professionals to interact for educational, business, social and professional advancement
- Provide society the benefits of understanding and promoting sound public policy relating to the water environment
- Promote partnerships with other related organizations

WEAO's Program and Business Goals

- Program Goals
 - Communication and advocacy
 - Workforce sustainability and succession Planning
 - Professional development and training
 - Advancement of science and technology
- Business Goals
 - Retain and grow our membership
 - Enhance our business operations

WEAO Revenues

- 2012 Revenues of \$670K from:
 - Conference (56% of all revenues)
 - Events (18% of all revenues)
 - Membership fees(13% of all revenues)
 - Seminars (9% of all revenues)
 - Publications (4% of all revenues)
- WEAO already obtains significant sponsorships to all events, our conference and our seminars

WEAO Expenditures

- 2012 Expenditures of \$656K from
 - General Operations (41% of all expenditures)
 - Conference (34% of all expenditures)
 - Publications (17% of all expenditures)
 - Events (14% of all expenditures)
 - Committees (7% of all expenditures)
 - Water For People Canada (1% of all expenditures)

Balance Sheet

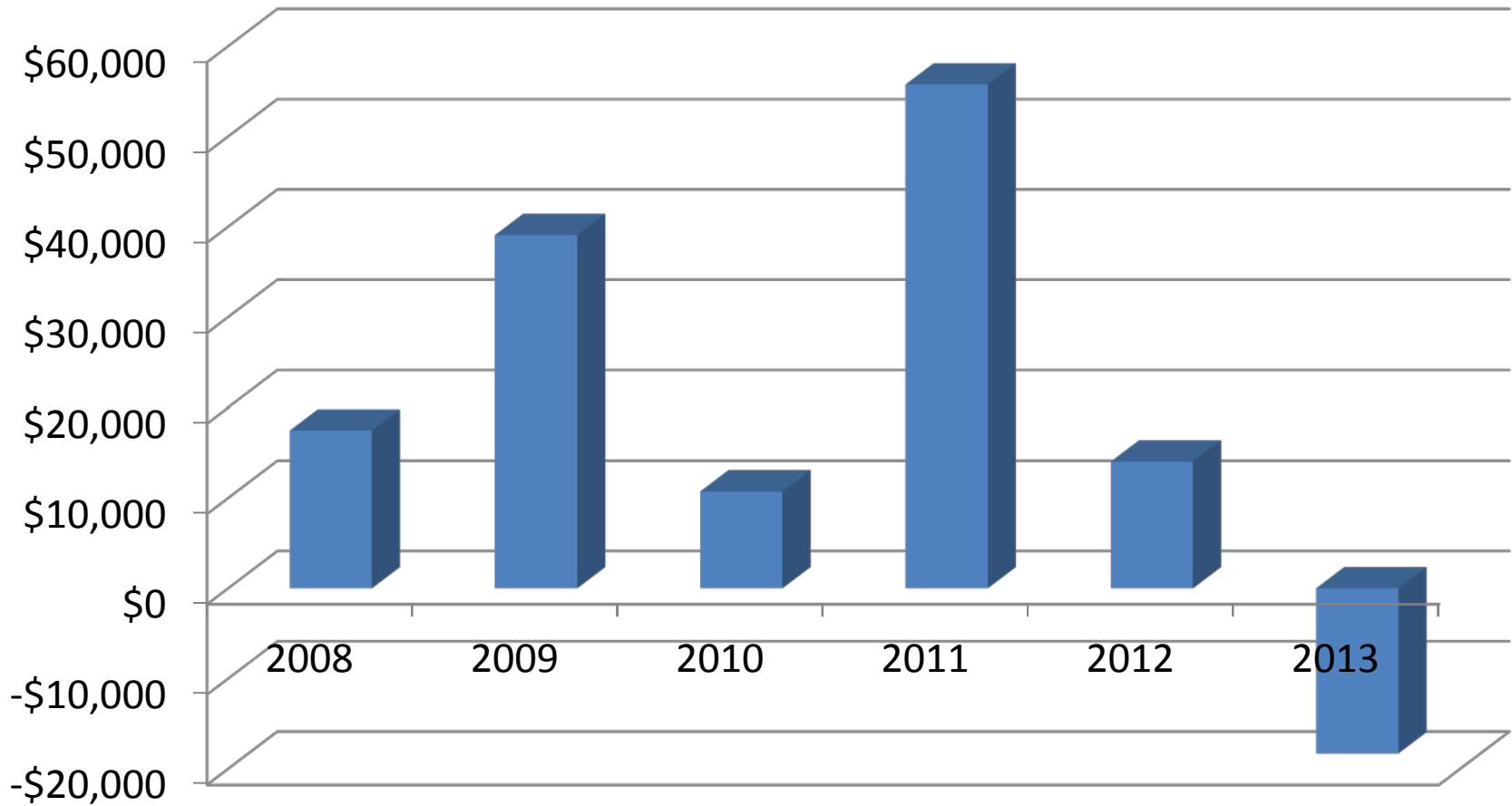
- At the end of 2012, WEAO had
 - Net Assets over \$500K
- Reserves adequate to operate the Association with almost no revenue for one year

Trends and Forecasts

- Since 2006:
 - General Operations expenditures have increased as staff have increased.
 - General Operations expenditures are projected to increase by 12% in 2013. This increase is largely associated with the addition of a new Executive Director.
 - Conference revenues are not projected to increase in 2013.

Annual Surplus

Annual Surplus



Trends and Forecasts

- From 2011 to 2012:
 - Revenues increased by \$10K
 - Expenditures increased by \$52K
- 2011 Surplus of \$55K
- 2012 Surplus of \$14K
- In 2013, we are projecting a loss of \$19K.
- Expenditures are anticipated to increase by a further \$25K in 2014

Long Term Projections

- Becoming more difficult to deliver our programs and services to members and balance our budget
- Without new policies or new revenue sources, reserves will be depleted over time



New Policies

- Established a Financial Task Force of the Board led by the VP to:
 - Complete annual review of committee and general operations budgets with a view to balancing the budget
 - Develop expenditure projections for future years and determine required revenue requirements
 - Provide input to the Board so that realistic priorities can be established
 - Our Executive Director will be a key member of the Financial Task Force



Financial Task Force

- Financial Task Force mandate is to:
 - Work with committee and WEAO staff to develop recommended budgets which will be considered by the Board every year
 - Develop long term financial projections which will help the Board make informed decisions about programs, services, expenditures and revenues

Opportunities

- Revenue targets for specific events such as the annual conference, technical seminars and specialty events
- Reprioritization of strategic goals and objectives based on revenues available





Discussion and Questions

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