Becoming Financially Stable

Raising Funds for your MA through new media, programming, training, sponsorship and membership growth

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WEAO – Water Environment Association of Ontario

- 41 Years Old (Originally the Pollution Control Assn. of Ontario)

- Current 2012 Budgeted Expenses: $676,278
- Current 2012 Budgeted Income: $569,070

Budgeted Gain/Loss: $(107,208)

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WEAO's Actual Financial State of Health

2011 Treasurer's Report (as of Feb. 21, 2012)

- Current Liquid Assets:	$ 525,315
- Current Cash Liabilities:	$ 52,251
Total Liquid Assets:	$ 473,064
Internal Allocations:	$ 70,714
Total Rationalized Equity:	$ 402,350

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Budgeted Gain/Loss: $(107,208)

SO…. Why on earth is WEAO leading a discussion on Financial Stability???

Budget Process Conservative By Nature

For Example:

2011 Budget Loss was $ (49,050) vs. Actual Gain of $ 55,747

- One of our best years on record

All the Committees that are net Sinks (losses) tend to be overly conservative

- Always Spend Far Less than their Budgets
- Common Engineering Report Fault – Use Last Year's Numbers….

Conference Budget Always Conservative Income Estimation

Net Result – We Usually Budget a Loss, but End up Positive

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Net Result – We Usually Budget a Loss, but End up Positive

2008 Net Gain:	$17,052
2009 Net Gain:	$39,031
2010 Net Gain:	$10,729
2011 Net Gain:	$55,747

How Do We Do This Better?

- Better Data Collection / Trending For Conference
- More Realism From The Sink Committees
- More Consistency of Income

INCOME – Our Single Biggest Variable Year to Year

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Lots of Issues:

- Goals & Objectives vs. Finances
  - Is the Tail Wagging the Dog?
- Additional Means of Income
  - Ideas are great, but does the money exist?
- Income Consistency ➔ Can It Be Achieved
  - A WEAO Success Story – The Sponsorship Program

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Goals & Objectives vs. Finances
- Is the Tail Wagging the Dog?

Or perhaps more accurately……

Do we set our Financial Goals based on what we want to achieve, **<u>or</u>**
Do we look at Finances First and then say "what can we do with this"?

Answer: Probably a combination of both.

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Additional Means of Income

- Ideas are great, but does the money exist?

- Raise Fees? How far before less members or registrants?

- New Initiatives? WEAO Scholarship Program Example
  - Supplier Reaction

- One Small Idea that Worked for WEAO:
  - Job Advertising on WEAO Website
  - $175 each – resulted in ~ $9,000 last year

- One Idea That Won't Work…….

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WEAO Success Story: Sponsorship Program

The Problems:

- No Co-ordination Between Events / Duplication & Triplication of Efforts
- Everything is relationship based… "Hey I know a guy…"
- Same sponsors always approached
- Companies looking to Sponsor, but didn't know about opportunities
- Competitors asking each other for money

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WEAO Success Story: Sponsorship Program

The Solution:

- Beginning 2008-09, Implementation of WEAO Sponsorship Program
- One Central List of All Association Sponsorship Opportunities
- List of All Opportunities For The Year
- Recognition for Total Year Sponsorship – Not Just Event Based
  Platinum ($4k+), Gold ($2-4K), Silver ($1-2K), Bronze ($250-1K)
- Provision of Value Added Features According To Total Sponsorship Level
  - Recognition Benefits
  - Advertising Benefits

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WEAO Success Story: Sponsorship Program

The Results:

2008: $51,200 Total Sponsorship Received ($47,000 Conf. related)

2012: $67,100 Total Sponsorship Received ($58,000 Conf. related)

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QUESTIONS / DISCUSSION ?

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