

## **Associations' sustainability**

Approximately 25 percent of the associations have been in existence for more than 30 years. It can therefore be concluded that the challenges mentioned above can be overcome and that these associations can make use of existing practices in order to remain viable and sustainable.<sup>1</sup>

The survey indicated 81 percent of the associations had stable revenue or increased their revenues over the last three years. Bilateral business associations in Canada have annual budgets ranging from \$6,000 to over \$100,000. Nineteen percent have annual revenues of more than \$100,000. Membership fees remain the most important source of revenue for associations. As membership fluctuates, so does the associations' overall revenues. Less than 20 percent of bilateral business associations receive external (e.g. government) financial support.

## **Assess the Associations' Relationship with Canada's Multicultural Communities**

No conclusion was drawn on this issue because too few associations answered the questions that asked them to profile their members. This, among other findings, indicates that the association executives could become more knowledgeable about their membership.

## **Common Issues that the Associations and the Department Could Work on Together**

### **Potential for cooperation between associations and the Department**

Analysis of the associations' revenues, number of members, core services, number of employees and number and extent of specific services, indicates that 76 percent of the associations are considered to be capable of working more closely with the Department without compromising their mandates and structure.<sup>2</sup>

Between 70 percent and 80 percent of the associations stated, without reservations, that they were ready to work more closely with the Department.

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<sup>1</sup> In fact, 81 percent of the associations, representing all income levels more or less equally, maintained or increased their budgets over the last three years.

<sup>2</sup> Within this group, six percent of the associations are strong in the areas of financial profile, numbers of members and services delivered. Eleven percent of the associations have large budgets yet are low on member numbers and activities. Fifty-nine percent of the associations have room to increase their financial profile, membership and services.