

2021 ANNUAL REPORT



PRESIDENTIAL ADDRESS

Dear Members and Stakeholders,

As President and Founder of the Sports Nutrition Association, I am proud to present our 2021 annual report, marking our second year of operations and significant growth in our journey to ensure the sustainable prosperity of the sports nutrition profession.

This year has been one of foundation-building and establishing our presence as the leading voice for sports nutrition professionals. Building on our 2020 launch, we have expanded our reach and deepened our impact.

Key Achievements

Establishing Our Foundation:

- Grew from our 2020 launch to 429 members in our second year
- Formed our inaugural Advisory Board with leading experts in sports nutrition, research, and practice
- Secured initial recognition from ACSM, NSCA, and REPS, establishing credibility early in our journey
- Built a social media presence reaching 8,000 followers, creating a platform for evidence-based nutrition information

Strategic Partnerships:

- MASS Research Review: Providing members with access to cutting-edge research
- National College of Health & Fitness (NCGM): Creating educational pathways
- Holistic Performance Institute (HPI): Advancing practical application
- Institute of Performance Nutrition (IOPN): Strengthening professional development

Financial Foundation: We closed our second year with revenue of \$136,509.74. While we recorded a small operational loss of \$1,129.21, this reflects our continued strategic investment in establishing the infrastructure necessary for a professional body that will serve our members for years to come.

Looking Ahead

As we move into 2022, we will focus on:

- Expanding our membership base and geographic reach
- Developing comprehensive practice standards
- Creating more educational and professional development opportunities
- Strengthening our advocacy for the profession

Thank you for your trust and commitment to the Sports Nutrition Association. Together, we are building a profession that commands respect, delivers value, and improves lives through evidence-based nutrition practice.

With gratitude,

Alex Thomas
President & Founder
Sports Nutrition Association

www.sportsnutritionassociation.com



OUR MISSION, AT WORK:

"To ensure the sustainable prosperity of the sports nutrition profession"

Membership Growth

Our Journey Continues

429

MEMBERS

In our second year, we grew to 429 members, building on the foundation established at our 2020 launch. These professionals represent the growing movement toward evidence-based sports nutrition practice.

MEMBER DISTRIBUTION

While specific regional data is being compiled, our membership spans multiple countries with the majority based in Australia and New Zealand, reflecting our commitment to becoming a truly international organization.

MEMBER IMPACT

10,725

Clients reached annually
(average 25 per member)

206

weekly consultations
per member



Building the foundation
for professional standards

Advisory Board Establishment



Dr. Eric Helms
Research and
evidence-based practice



Dr. Shawn Arent
Exercise science
and performance



Dr. Joe Klemczewski
Clinical application



Laurin Conlin
Practical nutrition
strategies



Danny Lennon
Science communication



Dr. Cliff Harvey
Holistic health
approaches



Matthew White
Professional
development



Dr. Eric Trexler
Research translation



Dr. Gabrielle Fundaro
Education and mentorship

STRATEGIC PARTNERSHIPS

Founding Partnerships

We established key relationships with organizations that share our commitment to excellence:



MASS Research Review

- Providing members with monthly research reviews
- Ensuring practice remains evidence-based



Holistic Performance Institute

- Advancing integrative approaches
- Promoting comprehensive client care



National Academy of Metabolic Science

- Creating pathways for formal education
- Supporting career development



The Institute of Performance Nutrition

- International collaboration
- Global best practices

PUBLIC PROTECTION INITIATIVES

In our first year, we focused on establishing the foundation for public protection:

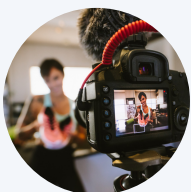


8,000

Social media followers engaged with evidence-based content



Combating misinformation through educational campaigns



Creating clear distinctions between qualified and unqualified practitioners

COMPLIANCE ACHIEVEMENT



96%

member compliance rate with initial standards



Establishing the framework for ongoing professional development



Building accountability into our professional culture

ANNUAL BUDGET & FINANCIAL STATEMENT

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Your membership fees have been invested in building a strong foundation for our profession.

Revenue

Total Revenue: **\$136,509.74**

Expense Categories

Day-to-day Operations: **\$75,003.36**

- Administrative foundation
- Technology infrastructure
- Member communication systems
- Office establishment

Community & Events: **\$8,609.08**

- Inaugural member resources
- Initial networking events
- Foundation partnerships

Compliance & Governance: **\$24,701.21**

- Registration framework
- Insurance negotiations
- Legal structure establishment
- Advisory board formation

Growth Initiatives: **\$14,941.04**

- Member recruitment
- Brand development
- Social media presence
- Website creation

Contributions & Support: **\$14,384.26**

- Partnership development
- Industry support
- Member assistance programs

Total Expenses: **\$137,638.95**

Net Position **-\$1,129.21**

This initial investment reflects our commitment to building sustainable infrastructure for future growth.





LOOKING FORWARD

As we close our second year of operations, we stand ready to build upon this strong foundation. Our 429 members have demonstrated that there is both need and demand for a professional body that upholds standards, supports practitioners, and protects the public.

In 2022, we will introduce new practice standards, expand our educational offerings, and continue growing our community of dedicated professionals.

Thank you for being part of this important growth year.

Together, we are building the future of sports nutrition.

SPORTS NUTRITION ASSOCIATION

www.sportsnutritionassociation.com