# 2001

American Dietetic Association American Dietetic Association Foundation Annual Report



Susan T. Borra, RD President American Dietetic



Kenneth W. Wear, MS, RD Chair of the Board American Dietetic Association Foundation

The contributions and capabilities of dietetics professionals in serving people from every segment of society represent ADA's recipe for success. The American Dietetic Association and its 68,000 members are the nation's acknowledged leaders in providing nutrition-related health services to the public. Increasingly, ADA is extending its unique expertise and expanding its presence – on the Internet; in the news media; to corporations, government agencies, Congress and state legislatures; educators; and other nonprofit organizations. We are drawing upon ADA's traditional strengths to confront the leading health challenges of today and tomorrow: obesity, genetics, biotechnology and more.

Provide all Americans with the most accurate and up-to-date information about food and nutrition

Mix

Extend ADA's reach and influence by working with leading nonprofit, government and corporate partners

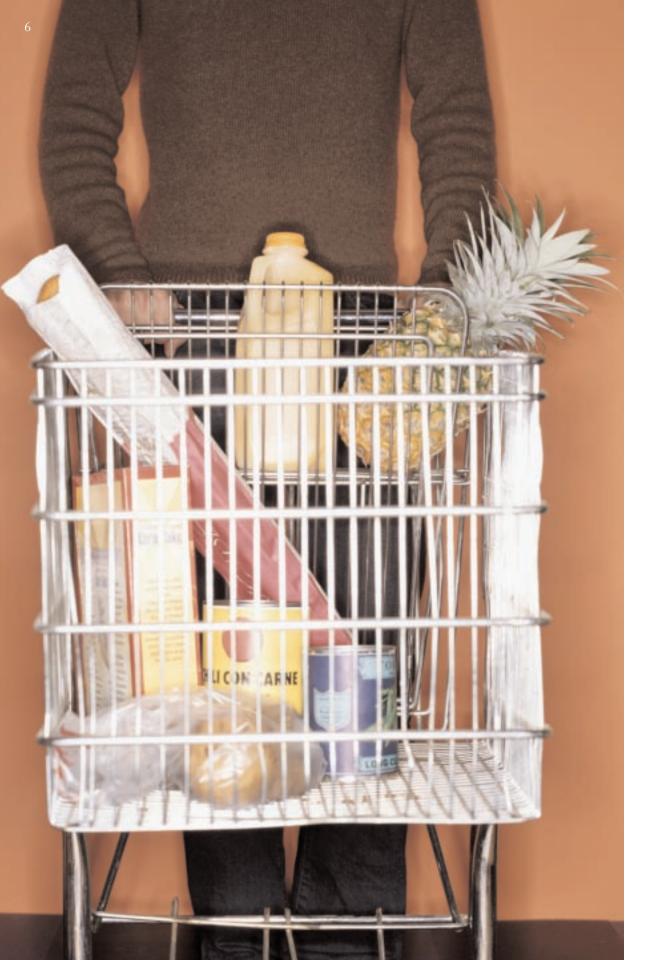
Serve

Help shape the nation's nutrition and health policy at the local, state and federal levels



# Scoop

Seek and take advantage of every opportunity to increase American consumers' demand for the services of dietetics professionals



# The Experts

Since the American Dietetic Association's founding in 1917, ADA members have built their national reputation on providing outstanding patient care and client service, constantly adapting their expertise to fit changing times and always dedicated to helping people make the best food and lifestyle choices. Nowadays, millions of consumers seek reliable solutions in their fast-paced lives — such as one-stop shopping for food and meals that take just minutes to prepare. ADA's most recent nationwide nutrition trends survey found that the public ranks registered dietitians on a par with physicians as Americans' most-trusted sources of food and nutrition information.



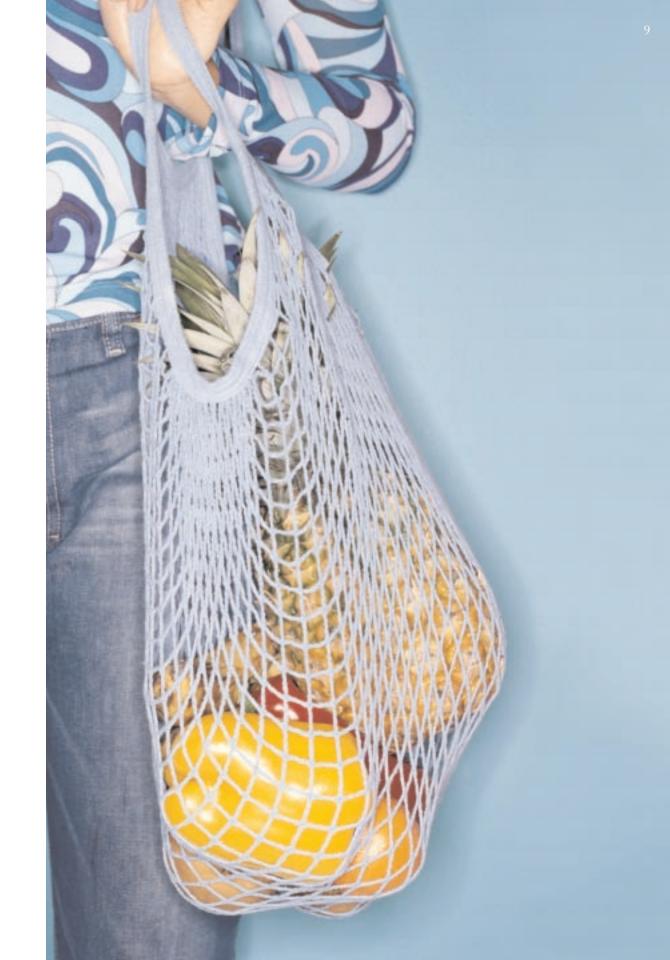
In the past year, ADA has recorded more than 3 billion media impressions through hundreds of interviews broadcast over radio, television and the Internet.

# Connecting with Consumers

Consumers know the American Dietetic Association is their best source for timely, accurate food and nutrition information. Print, broadcast and electronic journalists routinely rely on ADA for story ideas and expert commentary on top food and nutrition issues; ADA spokespeople have appeared on NBC's "Today" show 15 times in the past year alone. President Susan Borra was interviewed one-onone by Sam Donaldson for an ABC News Internet broadcast. ADA's 2001 National Nutrition Month® activities received twice as much news media coverage than in 2000. Through the Journal of the American Dietetic Association, the most widely read peer-reviewed journal in the dietetics field; the Association's consumer and trade books and publications; and position statements issued regularly on the full range of nutrition and health issues, ADA communicates its science-based messages and philosophy to all Americans. In August, TV's "Jeopardy!" featured ADA as the expert source for a question on the nutritional needs of vegetarians.



ADA's Web site, www.eatright.org, is one the of world's most popular health and nutrition sites. During a recent month, the site received nearly 250,000 unique visits.





# Mix

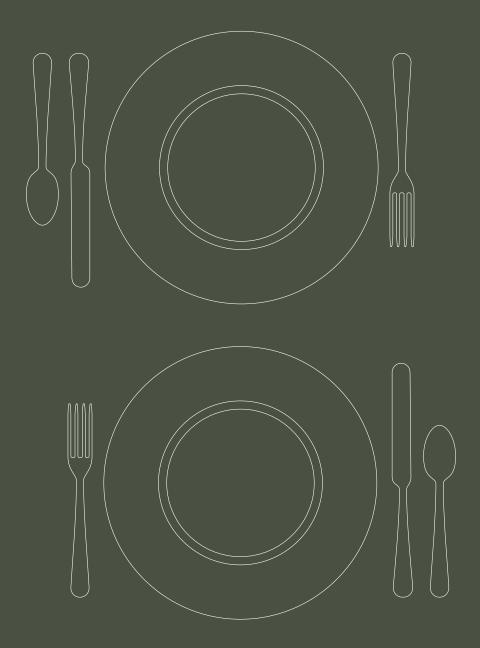
Reach millions of consumers annually through strategic, effective partnerships 12

12

# Appetizing Combinations

ADA is involved in numerous partnerships to address the nation's most urgent health and nutrition needs. *Home Food Safety...It's in Your Hands*, supported by educational grants from the ConAgra Foods Foundation, is about to begin its fourth year helping people reduce the risk of foodborne illness in their homes. ADA members and staff are finalizing the Association's Healthy Weight for Children initiative, a comprehensive strategy detailing how ADA and the American Dietetic Association Foundation can best assume a leadership role in national efforts to address obesity, especially among our nation's children.

```
Peanut ButterJelly
      RiceBeans
   CheeseCrackers
      FishChips
    CakeIce Cream
     MeatPotatoes
      SaltPepper
      SoupSalad
     BreadButter
   Macaroni Cheese
   KetchupMustard
      ChipsSalsa
Pork ChopsApplesauce
     MilkCookies
      TeaLemon
     PastramiRye
Whipped CreamCherries
     PeasCarrots
   HamburgerFries
     NutsBerries
  SpaghettiMeatballs
 Corned BeefCabbage
    PeachesCream
    VegetablesDip
     BiscuitsGravy
     LiverOnions
      CerealMilk
     LemonLime
      SteakEggs
      VinegarOil
  Cream CheeseBagel
```



# Together at the Table

ADA serves on the national steering committee setting the future course of the government's "5 A Day for Better Health" program, which aims to increase Americans' consumption of fruits and vegetables. ADA also is committed to increasing the diversity of the dietetics profession. Under contract from the federal Health Resource Services Administration, ADA has developed a program to mentor students from underrepresented ethnic groups into dietetics careers. The program could serve as a model for other health professions.



# Serve

Continue to expand ADA's leadership role in shaping national health and nutrition policy for the benefit of all Americans

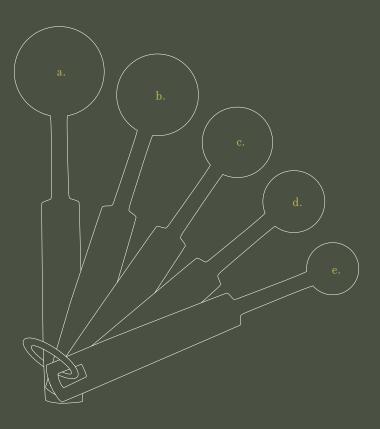
# Monumental Achievement

Years of effort paid off in December 2000 when Congress passed legislation that, for the first time, permits dietetics professionals to be reimbursed under Medicare for providing medical nutrition therapy for patients with diabetes and kidney disease. Passage of the MNT bill is a monumental achievement for the nation. Medical nutrition therapy has been proven effective in treating and controlling a number of other diseases and conditions including stroke, heart disease and high cholesterol. ADA is working with members of Congress and the White House to pass the Medicare MNT Amendments Act of 2001, which would expand the list of conditions for which dietetics professionals could be reimbursed for providing MNT.

# Investing in the Future of the Profession

The American Dietetic Association Foundation is the largest single provider of academic scholarships to dietetics students and professionals. In the 2000-2001 academic year, ADAF invested in the future of the dietetics profession by awarding \$430,000 for 225 graduate, undergraduate and continuing education scholarships.

During the past year, ADAF identified childhood obesity as an issue meriting its full fundraising and sponsorship capabilities. ADAF inaugurated the Healthy Weight for Children initiative and sponsored a summit of national experts on childhood obesity to set priorities for the subsequent work of the Association's task force.



Growth in Amount of Scholarships Awarded by the American Dietetic Association Foundation in Recent Years

a. 2001 \$430,000 b. 2000 \$357,450 c. 1999 \$262,300 d. 1996 \$192,590 e. 1991 \$145,950



# Contributors

ADAF gratefully acknowledges those who have made contributions of more than \$10,000 during the past fiscal year:

Ecolab
Galaxy Nutritional Foods
Herbert D. and Nylda Gemple
Jean H. Hankin
Kellogg Company
Kraft Foods Inc.
Robert W. Langholz
Ruby W. Linn
Mead Johnson Nutritionals
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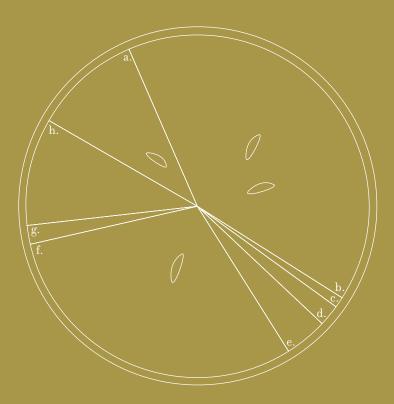
New York State
Dietetic Association
The Nutrasweet Company
NutriPharma
Patsyjane O'Malley
The Peanut Institute
Pepsi-Cola
Ross Products Division,
Abbott Laboratories
Estate of Ruth E. Thompson
Viactiv
Patricia F. Widner
Alice A. Wimpfheimer

# American Dietetic Association Consolidated Statements of Financial Position

	Temporarily	Permanently		
Fiscal Year ended May 31, 2001	Unrestricted	Restricted	Restricted	Total
Revenue				
Administration	\$ 2,716,480	\$ -	\$ -	\$ 2,716,480
Member services	11,112,680		_	11,112,680
Governance	6,680		_	6,680
Consumer education	496,390		_	496,390
Professional affairs	422,060	175,282	497,604	1,094,946
External affairs	8,484,322		_	8,484,322
Policy initiative and				
advocacy	142,369		_	142,369
Commission on Dietetic				_ ,
Registration	2,940,544			2,940,544
Release of net assets arising				
from satisfaction of				
restrictions	504,686	(452,784)	(51,902)	
	26,826,211	(277,502)	445,702	26,994,411
Expenses				
Administration	\$ 5,191,168	\$ —	\$ —	\$ 5,191,168
Member services	5,057,792			5,057,792
Governance	2,116,308			2,116,308
Consumer education	659,666			659,666
Professional affairs	2,026,536			2,026,536
External affairs	8,139,716			8,139,716
Policy initiative and				
advocacy	1,472,739			1,472,739
Commission on Dietetic				
Registration	3,073,340			3,0 <sub>7</sub> 3,3 <sub>4</sub> 0 2 <sub>7</sub> , <sub>7</sub> 3 <sub>7</sub> , <sub>2</sub> 6 <sub>5</sub>

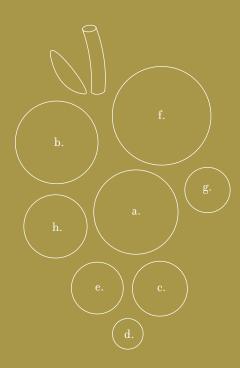
# Consolidated Statements of Cash Flows

Fiscal Year ended May 31, 2001	
Operating activities	
Decrease in net assets	\$ (1,815,919)
(Gains) losses on investments	347,821
Depreciation and amortization	554,184
Changes in:	
Interest receivable	37,258
Accounts receivable	271,003
Prepaid expenses	53,788
Inventories	(24,935)
Accounts payable	115,983
Accrued liabilities	(468,774)
Deferred revenue and other deferred items	2,095,543
Net cash provided by (used in) operating activities	1,165,952
Investing activities Additions to property and equipment	(233,522)
Purchases of investments	(13,150,444)
Proceeds from sale of investments	13,672,885
Net cash provided by investing activities	288,919
Financing activities	
Due to state associations	(91,009)
Net cash used in financing activities	(91,009)
Increase (decrease) in cash and cash equivalents	1,363,862
Cash and cash equivalents	
Beginning of year	4,033,652
End of year	\$ 5,397,514



# Revenue

	Administration	10.06%
b.	Member services	41.17%
c.	Governance	0.02%
d.	Consumer education	1.84%
e.	Professional affairs	4.06%
f.	External affairs	31.42%
g.	Policy initiative	
	and advocacy	0.53%
h.	CDR	10.91%



# Expenses

	Administration	18.71%
b.	Member services	18.23%
	Governance	7.63%
d.	Consumer education	2.38%
	Professional affairs	7.31%
	External affairs	29.35%
g.	Policy initiative	
	and advocacy	5.31%
h.	CDR	11.08%

Numbers may not total exactly 100 percent due to rounding

# American Dietetic Association Consolidated Statements of Financial Position

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1 Iscar rear chucu May 51, 2001	
Assets	
Cash and cash equivalents	\$ 5,397,514
Investments	29,193,391
Interest receivable	181,941
Accounts receivable	834,,921
Prepaid expenses	418,259
Inventories	485,477
	36,511,503
Property and equipment	860,388
	\$ 37,371,891
Liabilities and Net Assets	
Liabilities	
Accounts payable	\$ 804,445
Accrued liabilities	1,826,390
Due to state associations	1,429,519
	4,060,354
	F/-5/-5/F
Deferred revenue	
Membership dues	4,376,202
Registration fees	1,350,121
Subscriptions	1,166,127
Annual meeting	732,634
Other	228,907
	7,853,991
	0
Deferred compensation	819,172
Deferred rent incentive	520,632
	1,339,804
	13,254,149
Net assets	
Unrestricted	
American Dietetic Association	
Nondesignated	9,063,424
Internally designated for	, 11
Commission on Dietetic Registration	3,827,892
Dietetic Practice Groups	2,081,591
American Dietetic Association Foundation	
Nondesignated	(195,156)
Internally designated	4,007,778
	18,785,529
Temporarily restricted	2,383,350
Permanently restricted	2,948,863
v	24,117,742
	\$ 37,371,891
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# American Dietetic Association

#### ADA Mission

The American Dietetic Association promotes optim nutrition and well-being for all people by advocatin for its members.

#### ADA Vision

American Dietetic Association members are the leading source of food and nutrition services.

## ADA Strategic Goal

Be the leader in selected areas of food and nutrition.

Build membership in the Association.

Influence the policy initiatives of key audiences

Increase demand and utilization of services provided by ADA members.

Position members to compete successfully in a rapidly changing environment.

Set the agenda and facilitate support for food, nutrition and health service research.

### ADA Values

#### Member Focu

Operates in a service and action-oriented manner to meet member needs and promote the greater good of the membership.

#### Excellence

Works collaboratively and independently to identify and deliver products and services that consistently meet the highest quality standards.

#### Innovation

Acts ethically at all times and with social responsibility.

#### Open Communication

Promotes trusting, open, cooperative communicatio among all staff regardless of level.

#### Respect for Differences

Recognizes, appreciates and is sensitive to personal differences, perspectives, ideas and skills.

## Strategic Action

Ensures all activities support and achieve ADA's strategic goals.

## American Dietetic Association Foundation

# ADAF Mission and Vision

The mission of the ADA Foundation is to improve the nutritional health of the public. ADAF achieves this mission through education, research and public awareness initiatives that promote good nutrition and advance the science and practice of dietetics. The ADA Foundation exists as the philanthropic arm of the American Dietetic Association.

# Your Link to Nutrition and Health sm

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800.877.1600



www.eatright.org