



ALL OF US **DIABETES**

 **American Diabetes Association.**

Annual Report 2010

We are



All of us together are greater than diabetes. We are greater than the apathy, greater than the worry, greater than the tremendous obstacles. This realization inspires us to take back the power diabetes steals from us. It strengthens our support for the mission of the American Diabetes Association® — to prevent and cure diabetes and to improve the lives of all people affected by diabetes.

this disease.

The Association's mission springs to life through our movement to Stop Diabetes®. Since its inception in 2009, millions of people have come together, sharing stories and insights, finding new ways to help and becoming advocates. The combined actions of our supporters and collaborators fuel our efforts to fulfill organizational and strategic objectives, and further engage our passionately dedicated volunteers and staff.

Momentum continues to grow and sharpen our focus on key mission areas:

- Advocate for, and fund, scientific research to prevent, cure and manage diabetes.
- Publish scientific findings and clinical guidelines to improve care for people with diabetes and those at risk.
- Give a voice to those denied their rights because of diabetes.
- Provide services and information to people with diabetes, their families and health professionals.
- Heighten awareness of the diabetes epidemic and engage people to join the millions in the movement to Stop Diabetes.

In 2010, our critical programs and activities made an impact on every segment of our varied constituencies — from patients and their families, research scientists and health care professionals, to corporations and entire communities.



Nash M. Childs, PE
Chair of the Board



Larry Hausner, MBA
Chief Executive Officer

MESSAGE FROM THE CHAIR OF THE BOARD AND THE CHIEF EXECUTIVE OFFICER

It became clear this year that all of us together are greater than diabetes. In fact, 2010 is best summarized as the year we grew our movement to Stop Diabetes. We have made significant progress toward raising awareness of diabetes and our efforts to stop this menacing disease. All of our successes in research and advocacy, educational outreach and in the field were paramount in our growth and critical to the well-being of Americans with diabetes and those at risk.

As you'll see in the following pages, we set the foundation in 2010 for a momentum-changing, nationwide effort that is already helping millions and rallying many to join us. While the American Diabetes Association made significant progress, we understand that spurring further growth will take time and fortitude. We are a relentless organization of committed individuals willing to transform in every way possible to address the challenges of helping 25.8 million people in this country who live every day with the burden of diabetes.

In the short time that our Stop Diabetes movement has been underway, it has truly become part of the fabric of the American Diabetes Association. The movement inspires individuals, communities and corporations across the country to become involved in this critical cause. We thank all of you who have already joined us, and we welcome new support as well.

Our successful initiation of the Stop Diabetes movement, and its integration across the American Diabetes Association, suggests that we are uniquely poised to make a significant impact on the weight of this disease. With 1.9 million new cases of diabetes diagnosed in people 20 years and older in 2010 alone, we cannot take our work lightly. We strive relentlessly toward one goal — to prevent and cure diabetes and to improve the lives of all people affected by diabetes. We're focused on game-changing success. With your courage and commitment, we believe that our determination to end this crisis will prevail.

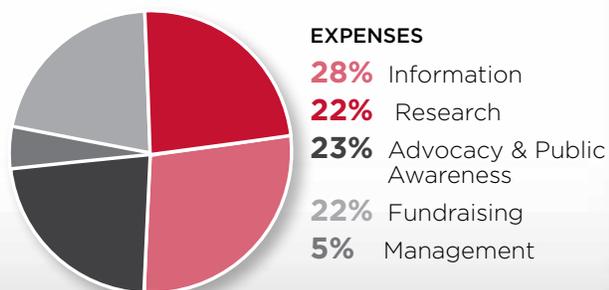
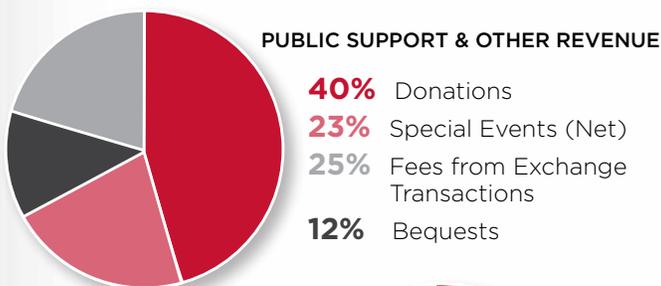
MESSAGE FROM THE SECRETARY/TREASURER

In 2010, most of us were still feeling the pinch of the recession. It's been a difficult few years for raising funds, even for a cause as worthy as diabetes. But through even the most difficult months, we kept our eyes on the prize and made good stewardship of the Association's funds a top priority.

Hard work pays off. Despite continued economic challenges, we raised more than \$202 million in 2010. While this represents a small decline over 2009, I salute the dedication of volunteers and staff throughout the organization who kept us fiscally stable despite a troubled economy. And although I share the common desire to spend on our mission, I am pleased that we controlled spending as revenues fell short.

We invested more than \$141 million in delivering our mission. This means nearly 73% of our total expenses were directed at mission activities, including funding research, disseminating information to consumers and health care professionals, advocating for individuals with diabetes and educating the public about diabetes and its epidemic proportions. Overall, revenues exceeded expenses by more than \$7.6 million, and the Association's net assets were more than \$76 million as of December 31, 2010.

What our financial information does not reflect is the tremendous value of the volunteer hours dedicated to support our mission — the human investment that makes the work of the American Diabetes Association possible.



Gerard B. Nee, CPA
Secretary/Treasurer

FINANCIAL HIGHLIGHTS 2010

STATEMENT OF ACTIVITIES

(in thousands of dollars)

PUBLIC SUPPORT & OTHER REVENUE

Donations	\$81,350
Special Events (Net)	\$45,502
Bequests	\$24,744
Fees from Exchange Transactions	\$50,887
TOTAL REVENUE	\$202,483

EXPENSES

Research	\$42,638
Information	\$54,956
Advocacy & Public Awareness	\$44,000
PROGRAM EXPENSE TOTAL	\$141,594
Management	\$9,777
Fund Raising	\$43,453
TOTAL EXPENSES	\$194,824
NET INCOME	\$7,659

BALANCE SHEET

ASSETS

Cash & Investments	\$40,901
Accounts Receivable (Net)	\$10,533
Contributions Receivable (Net)	\$48,471
Fixed Assets (Net)	\$8,273
Other Assets	\$10,897
TOTAL ASSETS	\$119,075

LIABILITIES

Accounts Payable & Accrued Liabilities	\$21,813
Research Grant Payable	\$9,324
Deferred Revenues	\$11,849
TOTAL LIABILITIES	\$42,986

NET ASSETS

Unrestricted Net Assets	\$16,216
Temporarily Restricted Net Assets	\$50,336
Permanently Restricted Net Assets	\$9,537
TOTAL NET ASSETS	\$76,089
TOTAL LIABILITIES & NET ASSETS	\$119,075

Research is



The American Diabetes Association is a leading voice in the field of diabetes research. Over the years, we have invested more than \$550 million in research and provided funding for nearly 4,000 diabetes research projects. In 2010, the Association committed \$33.2 million to support more than 400 ongoing research projects and 386 active investigators at 146 leading research institutions in the United States. This work yielded an average of four published scientific papers per award. Last year, the Association also received nearly 400 grant applications per grant cycle.

We support a broad spectrum of diabetes research projects, from islet cell biology and transplantation techniques, to education and behavioral issues. Our core program offers investigator-initiated funding for basic science and clinical/translational research awards. We also offer training awards to support promising young scientists throughout their careers — from medical school through assistant professorship. In addition, we fund targeted and “donor-driven” research grants, supporting specific program areas of shared interest to the donor and the Association.

American Diabetes Association Research Foundation®. Through the efforts of the American Diabetes Association Research Foundation, 135 new Summit Circle members pledged a gift from their estate plans. With the average estate gift equaling \$48,000, these new members have potentially contributed nearly \$6.5 million in future expectations.



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Additionally, 60 new Pinnacle Society members helped support Research Foundation-sponsored work. The Pinnacle Society — our prominent giving society of people who have donated \$10,000 or more — now has a membership of more than 810 generous supporters. Their gifts ensure that the Association can continue to focus on our mission to prevent and cure diabetes and to improve the lives of all people affected by diabetes.

Ann Juster: Dedicated Philanthropist. A former social worker from Harrison, New York, Ann Juster volunteers enthusiastically, working with the Association Research Foundation. Through generous philanthropy, she has earned membership in both the Pinnacle Society and Summit Circle and was named a Research Ambassador. “As a social worker employed in medical settings, I was struck by the insidious nature of diabetes. I dealt daily with people who suffered dramatically, especially from cardiovascular and visual complications of the disease,” Ann said. “Today, I volunteer to support the scientists who dedicate their lives to research. They are ‘silent heroes’ who work to improve life for millions who are affected by this disease. One day, I’m sure they will find a cure.”

Ann Juster >



Advocacy is

Advocacy plays an integral role in our mission. We protect the rights of people with diabetes in Washington, D.C., in state capitols and in our courts. Diabetes advocates around the country work to increase funding for diabetes research and programs; to prevent diabetes; to improve access to health care; and to eliminate discrimination against those with diabetes at school, work and elsewhere in their lives. Together, we can transform the lives of all people with diabetes.

Federal Health Care Reform. The American Diabetes Association fought tirelessly to ensure passage of federal health care reform that meets the needs of people with, and at risk for, diabetes. On March 23, 2010, we celebrated the signing of the Patient Protection and Affordable Care Act. When fully implemented, the law will ensure that people with diabetes no longer face discrimination in the insurance market. Thereby eliminating the worry that their health insurance will be taken away when it's needed most. The bill also offers an array of help for children, young adults, and low and moderate income people





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with diabetes, plus key prevention measures. The Association fought to include \$15 billion to fund wellness and prevention initiatives, authorizing the National Diabetes Prevention Program aimed at those with prediabetes and requiring menu labeling at chain restaurants.

Special Diabetes Program. The Association successfully secured a two-year reauthorization of the Special Diabetes Program (SDP), resulting in an additional \$600 million investment in the Special Statutory Funding Program for Type 1 Diabetes Research and Special Diabetes Programs for Indians. The funds are targeted for research to prevent, treat and cure diabetes, and for programs designed to help those most disproportionately affected by this disease.

Federal Child Nutrition Program. Supporting the fight against childhood obesity and its tie to the growing diabetes epidemic, we were instrumental in passing legislation to reauthorize federal child nutrition programs. We now provide increased resources for healthier school meals — by removing junk food and vending machines from cafeterias and improving school district wellness policies. In addition, the Association was instrumental in passing school nutrition and physical activity bills in 10 states.

Americans with Disabilities Amendment Act. The Association continued its leadership role by working with federal agencies, lawyers and health care providers to ensure all people with diabetes are protected from discrimination in employment, education and other areas. Victories in our fight against employment discrimination included settlements that set standards for fair treatment in jobs ranging from truck driving to telecommunications to office management.

Our Voice is



Learn. Live. Be Safe. The Safe at School campaign ensures children with diabetes have the same educational opportunities in the classroom.

Safe at School® Campaign. We continue to protect the health of children with diabetes across the country with a four-pronged approach to educate, negotiate, litigate and legislate. The Association was critical in the passing of new laws in Florida and Illinois that protect students with diabetes from segregation and enable them to self-manage their condition and receive diabetes care from trained volunteer staff when they need help. Trained volunteers conducted 100 workshops to teach parents how to advocate for their children. A major settlement reached by the Justice Department now helps protect the rights of children with diabetes in day care.

Advocates in Action. This new initiative builds advocacy capacity in local communities and engages grassroots and ‘grass tops’ advocates throughout the year via a calendar of advocacy activities.



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Gale Marshall: Strengthening Hope. Gale Marshall's substantial talents have proven to be instrumental in her advocacy for our Special Diabetes Program (SDP). "I volunteer for the American Diabetes Association because I share their long-standing commitment to Stop Diabetes in American Indian and Alaska Native communities," said Gale. "The Association's significant role in the Special Diabetes Program for Indians is well-known and appreciated in our tribal communities. As a result of their support, we are on the road to making the dream of a diabetes-free future a reality." Gale designed a storybook of hope, filled with stories of struggle and progress from people with diabetes. The book contributes greatly to our public education efforts on the importance of SDP. On Capitol Hill, Gale helped write messaging for advocates, and she met with members of congress to discuss the program's importance. She also secured Actor Wes Studi to support our efforts. A leader of our Awakening the Spirit® Team, she leads the way in notifying tribes of our reauthorization efforts. Gale's sharp eye also helps us to identify and enlist key advocates from different states.

Gale Marshall with Senator Tom Udall (D-NM), Raven Murray, Healthcare Aide and Actor, Wes Studi.



Our Movement

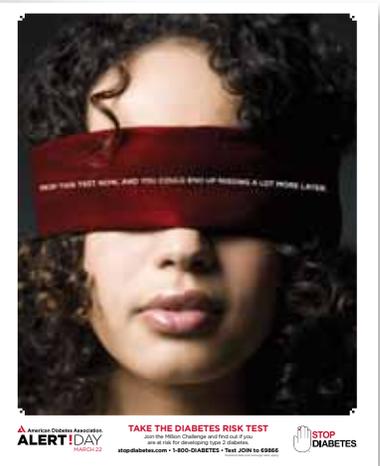


We launched Stop Diabetes in November 2009 as a movement to end the devastating toll that diabetes takes on the lives of millions of individuals and families across the United States. It is the largest coordinated public awareness effort ever created by the American Diabetes Association.

The main goals of the Stop Diabetes movement are to:

- Educate the general public about the devastating physical, emotional and financial toll that diabetes wreaks on tens of millions of American children and adults.
- Ignite a sense of urgency about diabetes and its deadly consequences.
- Inspire individuals, families, communities, corporations and health care providers to get involved and join the movement to change the future of diabetes.

Overall, we surpassed our goal of inspiring 1,000,000 people to take up diabetes as a cause and support the movement.



In 2010, two cornerstone events helped raise awareness and inspire nationwide participation in our cause:

American Diabetes Association Alert DaySM. This day-long “wake-up call” alerts the public to the seriousness of diabetes, particularly when left undiagnosed or untreated. On Alert Day in 2010, tens of thousands took the diabetes risk test and millions more were exposed to important messages about risk factors and diabetes prevention.

American Diabetes Month[®]. Observed in November, this event connects local and national activities to build awareness and shine a spotlight on diabetes throughout new and traditional media channels.



It is diabetes

In 2010, the Association's Share Your Vision to Stop Diabetes Video Contest encouraged budding film directors from across the country to submit videos and inspire thousands with their compelling stories. In total, our efforts generated nearly one billion media impressions with national and local efforts that included traditional media, web traffic, social media, Association promotional channels and collaborative efforts with many corporate supporters.

Anna Katherine Tollett: "I'm ready to Stop Diabetes." Last winter, Anna Katherine Tollett charmed an entire nation with her poetic smarts and charismatic Southern accent. She received national recognition as Grand Prize Winner of the Association's Share Your Vision to Stop Diabetes Video Contest. Challenged to create a 30-second video explaining why it is important to Stop Diabetes, Tollett responded with a heart-warming display of her experience as a young person living with the disease. "Diabetes is a full-time job with no vacation," Anna said. "It is an around-the-clock challenge and my life is at stake. I entered the video contest to show people what I go through every day and also to tell people that maybe not today or tomorrow, but some day, there will be a cure for diabetes."

Anna Katherine Tollett >



Community is

Coping with diabetes is easier if you have a network of support. The American Diabetes Association reaches constituents through a growing number of channels. People with diabetes and their families find comprehensive information and resources, plus multiple ways to connect with others who understand the unique challenges and emotions associated with this disease. We also offer health care providers medical and scientific information.

Center for Information and Community Support. Highly-trained American Diabetes Association representatives at the Center for Information and Community Support (1.800.DIABETES) serve as personal guides to information on diabetes. They respond to more than 1,000 phone and email inquiries each day in English or Spanish. In 2010, more than 300,000 people contacted the center with questions and concerns, to seek support regarding diabetes management or to find out about Association programs and events.

Health Resource: diabetes.org. Widely regarded as the most informative and credible diabetes and nutrition resource on the Internet, this award-winning website hosted more than 20.8 million hits, with more than 15.9 million visitors requesting more information about diabetes and healthier lifestyles. The site provides a host of interactive tools for the general public. *MyHealthAdvisor* calculates an individual's risk for type 2 diabetes, heart disease and stroke. *MyFoodAdvisor*[®] helps people make healthy food choices. *Planet D* offers tips and advice to children and teens with type 1 diabetes.

Other website features include *Ask the Pharmacist*, the *Diabetes Risk Test*, and a thriving community featuring popular message boards, discussion groups and other online networking tools. Offering news and information that cover the full spectrum of living well with diabetes — from newly diagnosed to ongoing diabetes management — diabetes.org is the place to learn how to maintain a healthy lifestyle.

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Open Invitation: stopdiabetes.com. Welcome to the online hub of the American Diabetes Association's Stop Diabetes movement. This essential tool invites people to join the nationwide movement and offers a variety of ways for people to interact. The site reflects the Association's call to **Share. Act. Learn. Give.** through the stories and voices of those affected by diabetes, and offers various avenues for people to become involved in the fight to Stop Diabetes. Look to the site for endless opportunities to become involved and help raise awareness, promote healthy living and raise funds for educational outreach, advocacy efforts and critical research.



Information is

Academia's Delight: professional.diabetes.org. For health care professionals and scientists, *DiabetesPro* at professional.diabetes.org provides the latest resources in diabetes care and research. It is the most advanced professional education website in any branch of medicine, giving those who specialize in diabetes opportunities to discuss the disease with other professionals and participate in continuing education courses.

Share with Others: diabetesstopshere.org. The Association's first blog, *Diabetes Stops Here: Living With Diabetes, Inspired to Stop It*, launched in October 2010 at diabetesstopshere.org. The blog is designed to help put a face to a disease that kills more people each year than breast cancer and AIDS combined. It provides snapshots of people who are committed to putting an end to this disease and is instrumental in creating an online community of people who have diabetes, or whose loved ones are living with the disease.



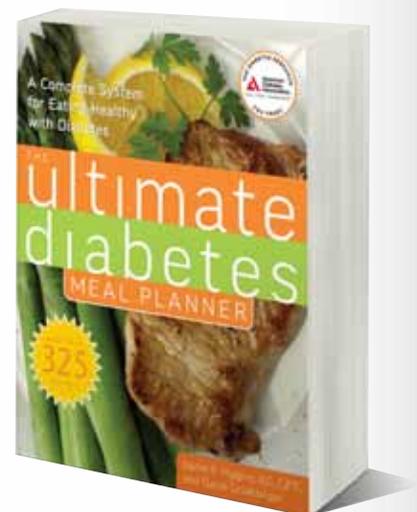
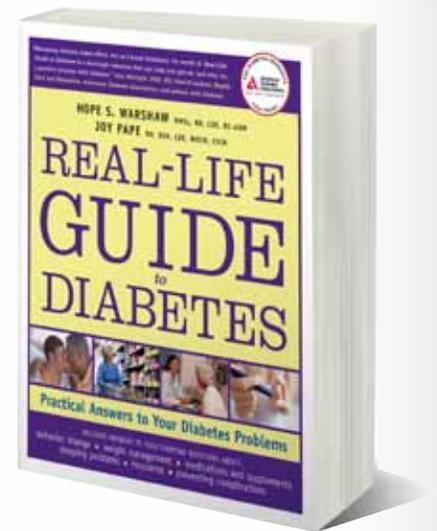
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Stock Up: shopdiabetes.org. In November 2010, the Association unveiled a new online shopping experience featuring a host of exciting and helpful products including essential diabetes books for consumers and professionals, a wide array of inspired cookbooks, branded apparel and a unique selection of gift items. All net proceeds from shopdiabetes.org directly benefit the Association's mission. With its new look and user-friendly shopping experience, shopdiabetes.org is a can't-miss retail destination.

Stay Connected. Efforts increased in 2010 to integrate the Association's online properties across all channels. Through online avenues including Twitter, Facebook, stopdiabetes.com, diabetes.org, Diabetes Forecast® online, Diabetes Pro and the Association's Diabetes Stops Here blog, visitors became more connected than ever.

We Wrote the Book. We are the leading authority in creating and publishing the world's most respected consumer magazine, books, and professional journals about diabetes. Two of the Association's books for consumers, *The Real Life Guide to Diabetes* and *The Ultimate Diabetes Meal Planner*, were recognized with the 2010 Silver Nautilus Award. In 2010, the Association's publications publicity — in support of educating those with diabetes to better manage the disease — exceeded by far its year-over-year results with more than 1,000 stories appearing in the media (compared to 600 in 2009), reaching nearly 560 million potential media consumers (compared to 181 million media impressions in 2009).



Our Words are

Just What They're Looking For. Consumer publications achieve a broad reach through both a monthly healthy living magazine and a full range of consumer books. The award-winning *Diabetes Forecast*[®] magazine provides the best information on diabetes research, treatment and practical tips for day-to-day coping. In 2010, each monthly issue of *Diabetes Forecast* had an audited circulation of more than 485,000 with a pass-along readership of nearly 4.6 million people.

Meal planning and cooking titles continue to be the most popular books sold to consumers. The Association released *Diabetes Meal Planning Made Easy, 4th ed.* and *The American Diabetes Association Month of Meals Diabetes Meal Planner* in 2010. *The Mediterranean Diabetes Cookbook*, released in 2010, won the 2011 Nautilus Silver Award.



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A Wealth of Information. In 2010, the Association released *Meeting the ADA Standards of Diabetes Care*, a proven algorithmic approach that improves diabetes patient therapy, and the *Spanish Diabetes Phrasebook*, which ensures accurate patient communication. Professional journals are another method of outreach to health care providers. *Diabetes*[®], *Diabetes Care*[®], *Clinical Diabetes*[®] and *Diabetes Spectrum*[®] provide important scientific and clinical information about the prevention and treatment of diabetes. In total, professional journals reached more than 50,000 health care professionals, including researchers, physicians and diabetes educators, and received more than 6.7 million online visits in 2010.

DiabetesInsight. This subscription audio program, launched in 2010, provides continuing education credit to physicians and other health care professionals. A co-production of the Association and the Audio Digest Foundation, the program features interviews, roundtable discussions and case studies presented by key opinion leaders in all areas of clinical diabetes care. Free program content is also provided in individual podcasts on the professional website, *DiabetesPro*.

Knowledge is



The primary goal of the American Diabetes Association's Professional Education Program is to affect the quality of treatment and improve patient outcomes by providing quality education for health care professionals. Our professional education activities enhance knowledge and competence, advance skills and apprise health care professionals of the latest developments in diabetes research and clinical practice.

In 2010, the Association reached more than 25,000 health care professionals with live, print, electronic and performance improvement education activities. Activities include, but are not limited to, the annual Scientific Sessions and postgraduate course, regional meetings, research symposia, workshops, enduring materials and performance improvement programs.



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The American Diabetes Association has been accredited to provide continuing education for health care professionals for more than 25 years and by several medical accrediting boards. It is the Association's policy to ensure balance, independence, objectivity and scientific rigor in all of its educational activities and to ensure that all programs are in full compliance with each of the accrediting board guidelines.

Professional Service: Education Recognition Program. Designed to ensure and promote quality education for people with diabetes, our Education Recognition Program (ERP) began in 1986 with 35 recognized diabetes education programs. In 2010, the ERP had 3,500 recognized program sites nationwide. The ERP is responsible for assessing whether program applicants meet the National Standards for Diabetes Self-Management Education (DSME). These standards are designed to be flexible enough to be applicable in any health care setting — from physicians' offices and HMOs to community centers and hospitals. Recognition by the American Diabetes Association ensures reimbursement to health care professionals for delivering diabetes education in their accredited program. In 2010, the ERP created an online community and launched a mentoring program to support the growing number of sites that attain American Diabetes Association recognition.

Quality Care: Diabetes Recognition Program. The National Committee for Quality Assurance (NCQA) encourages the provision of comprehensive, quality health care to people with diabetes to prevent the devastating disease complications. To support this goal, the Diabetes Recognition Program (DRP), co-sponsored by the American Diabetes Association, assesses the performance of physicians and nurse practitioners on their care for adults and children with diabetes. More than 9,500 physicians and nurse practitioners are recognized nationwide.

Dedication is



Changing the Future: American Diabetes Association EXPO®. The American Diabetes Association EXPO is the nation's premier diabetes education and awareness initiative. We bring together leading brands and concerned audiences to promote awareness, highlight the latest in diabetes products and services and provide countless opportunities for individuals to engage with Association activities and educational content. Attendees come to this free event in search of answers to questions on everything from how to handle a recent diagnosis to finding better diabetes management solutions. In 2010, 65,000 people attended EXPO around the country, and more than 30,000 health screenings were delivered on-site. Nearly 3,000 volunteers, including health care professionals, served on the committees as day-of-event presenters and provided screenings, along with one-on-one consultations.



Reaching High-risk Populations. Certain populations are disproportionately affected by diabetes, including African Americans, Latinos, Native Americans, Asian Americans, Native Hawaiians and Pacific Islanders, women and older adults. For example, African Americans are 1.6 times more likely to develop diabetes compared to non-Latino whites, and in some Native American communities, one in two adults has diabetes.



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To help curb this inequity, the American Diabetes Association has created community-based programs by working closely with civic, social, faith-based and health care representatives within these targeted communities. The Association also frequently partners with other community and health organizations, such as the National Diabetes Education Program (NDEP), and hosts an annual Disparities Partnership Forum, focusing on type 2 diabetes and co-morbidities in high-risk populations.

African American Programs: Live EMPOWERED®. According to the Centers for Disease Control and Prevention (CDC), 4.9 million or 18.7% of non-Hispanic blacks in the U.S. aged 20 years or older have diabetes. Live EMPOWERED aims to increase awareness of the higher rates of diabetes among African Americans. The initiative deepens the impact of diabetes education delivered to this audience concerning the seriousness of diabetes and its complications. It does this by teaching the importance of making healthy lifestyle choices and stressing prevention and management.



Family is



Tyler Perry's TBS show *Meet the Browns* star Tamela Mann.



Community- and faith-based educational programs and workshops, such as I Decide to Stop Diabetes Day at Church and Project POWER® are important components of Live EMPOWERED. Through fun, informative workshops conducted by trained Association staff and volunteers, community members can learn more about diabetes, as well as the importance of making healthy food choices and being physically active.

Live EMPOWERED saw great success in the third year of the I Decide to Stop Diabetes at Church (ID Day) initiative, reaching more than 700,000 people at 992 churches in November. This marked a 50% increase over 2009. Celebrities David and Tamela Mann, from Tyler Perry's TBS hit show *Meet the Browns*, served as the Association's ID Day spokespersons. Additional 2010 highlights included a new relationship with Alpha Kappa Alpha and the September 2010 Choose to Live! African American Women and Diabetes symposium in collaboration with the BET Foundation, along with more than 600 workshops delivered to more than 19,000 participants.

Latino Programs: Por tu Familia®. Diabetes is an urgent health problem in the Latino community. The rates of diabetes are almost double those of non-Hispanic whites. Through Por tu Familia, or "For Your Family," the American Diabetes Association provides high impact education to the Latino community,

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in English and Spanish, about the seriousness of diabetes and the importance of regular exercise and healthy eating. Given the diversity within the Latino community, Por tu Familia employs a multifaceted approach, adaptable to a variety of community settings.

Outreach activities include various educational and culturally appropriate workshops including Health and Flavor in the Latino Kitchen (Salud y Sabor en la Cocina Latina), a nutrition workshop; With All My Heart (De Todo Corazón), a cardiovascular health workshop; Everybody Dance for Your Health! (¡Todos a Bailar para Su Salud!®), a physical activity workshop; and Feria de Salud Por tu Familia, a street health fair that brings together thousands of community members interested in learning more about diabetes and diabetes management.

In 2010, Por tu Familia launched the Spanish version of *MyFoodAdvisor*. In addition, we premiered *My Child, Our Diabetes* (Mi Hijo, Nuestra Diabetes), a new booklet designed for Latino families with children recently diagnosed with type 1 diabetes. Other successes include a grant from Medtronic to add a text reading tool in both English and Spanish on diabetes.org and portufamilia.org; the re-launch of altoaladiabetes.com to provide comprehensive information in Spanish related to the Stop Diabetes movement; nine Feria de Salud events attracting more than 20,000 people; and more than 650 workshops delivered to nearly 22,000 participants.

Our Spirit is



Leticia Gavilanes: Teaching and Learning. Leticia Gavilanes, a Health Education Specialist in the city of Montclair, California, has worked with Latinos at risk for diabetes through Por tu Familia for the past 12 years. She leads a group of 30 ‘promotoras’ who have reached 2,400 people through 149 workshops. “To my shock and disbelief, I was diagnosed with diabetes in 2004. It just didn’t seem possible,” Leticia said. “As a Health Education Specialist, I had been adamant about living a healthy lifestyle and avoiding bad habits. My doctor prescribed medication and showed me how to manage my diabetes. That’s when I realized the impact the American Diabetes Association has had on my life mentally, physically and emotionally. I can now say I have a better understanding of the disease and I have the power to teach others about it. Por tu Familia has given me the courage to create a diabetes support group in my community while living a healthier lifestyle.”

Native American Programs: Awakening the Spirit®. At a rate of nearly 17%, American Indians and Alaska Natives have the highest age-adjusted prevalence of diabetes among all U.S. racial and ethnic groups.

< *Leticia Gavilanes*



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The American Diabetes Association provides educational outreach programs to help these communities combat the growth of this deadly disease. Awakening the Spirit is the Association's way to carry a message to Native people that type 2 diabetes is preventable and treatable.

The program encourages Native Americans to combat diabetes by making healthy food choices and becoming more physically active. Nationally and locally, Native American communities connect through Awakening the Spirit to encourage Congress to continue funding diabetes education programs in tribal communities.

Awakening the Spirit presented the second annual John Pipe Voices For Change Award in 2010, recognizing Special Diabetes Programs for Indians (SDPI) recipients for their effective diabetes prevention and treatment services in the American Indian and Alaska Native communities. Eight programs received recognition in the advocacy, innovation and outcomes award categories.

Asian American, Native Hawaiian and Pacific Islander Work Group. Asian Americans, Native Hawaiians and Pacific Islanders (AANHPI) are an extremely diverse and growing population. According to the 2010 Census, 15.5 million U.S. residents reported that they were Asian alone, or in combination with one or more other races. Another 1.1 million U.S. residents report they are Native Hawaiian or Pacific Islander. Although Asian Americans tend to have a lower body weight, they are more likely than Caucasians to be affected by diabetes with 10% of the Asian American population living with diabetes today.

Our Network

In 2010, the AANHPI Work Group continued to conduct market research to guide the development of a program to meet the needs of these communities. Targeting South Asians and Native Hawaiians, we reached out to health centers and other community-based organizations serving these two communities to ask their help in disseminating a survey to capture the voice of the consumer. Through this grassroots approach, the Association collected 165 respondents — 77 of which actually had diabetes. The survey results confirmed that these two populations are seeking information from the American Diabetes Association, especially pertaining to diabetes complications and learning how to make traditional foods more diabetes-friendly.

Also in 2010, the first AANHPI subcommittee was formed. Housed under the National Adult Strategies Committee, this subcommittee will guide the development and implementation of diabetes programs that meet the cultural and linguistic needs of the various AANHPI communities living in the United States.

Diabetes in the Workplace: Stop Diabetes at Work®.

Our Stop Diabetes at Work program raises awareness and teaches diabetes prevention and management by providing organizations with resources employees need to live healthier lives. Components include an awareness kit, a guide with easy-to-implement workplace activities and a website. In 2010, 21 companies engaged in the initiative.



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We are currently revamping the program, with plans to include a new web portal specifically targeting employers, a Diabetes in the Workplace Playbook and a webinar series for employers and their employees.

Everyday Wisdom® Kit. These tool kits, developed for newly diagnosed children, continue to be in high demand with more than 9,700 kits distributed in 2010 – an 18% increase over 2009. We also launched Stop Diabetes campaign messaging specific to families with children who have type 1 diabetes, reaching more than 65,000 families with the message: Stop Ignorance. Stop Discrimination. Stop Complications. Stop Diabetes.

In addition, the first conference on Transitioning Care of Young Adults with Type 1 Diabetes brought together health professionals, representing multiple organizations with multidisciplinary expertise, to discuss the medical care and needs of emerging adults with type 1 diabetes. This landmark conference will ultimately help health care providers understand the needs of this unique population and help the emerging adult experience a smoother transition from pediatric to adult care.



Children are

American Diabetes Association Diabetes Camp. Kids with diabetes often feel like they are the only ones living with the disease. That's not the case at our diabetes camps. Here, they have a great time making new friends, participating in traditional camp activities and building confidence in managing their diabetes. Parents can send their children to camp with the confidence that trained staff, many of whom have diabetes themselves, put medical safety first.

In 2010, we made it possible for 7,500 children and teens with diabetes to share the summer camp experience through one of the 54 weeks of camp, at 44 locations in 26 states, or at one of the camps offered by other organizations meeting the Association's high standards of care. We awarded \$494,250 in camperships for children to attend an

Camps give an opportunity for children managing the challenges of diabetes to connect with others.





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American Diabetes Association Diabetes Camp. The average camp fee was subsidized at 50% of the true cost of Diabetes Camp for all families.

Youth and Diabetes: American Diabetes Association Family Link®. Children affected by diabetes, and their families, have unique needs from initial diagnosis and beyond. Family Link is the Association's commitment to connecting families with expert guidance, peer support and tools to help care for a child with diabetes through adolescence and beyond. In 2010, 130 Family Link volunteers provided information and emotional support to families of newly diagnosed children. The Association connects with families affected by diabetes via various Family Link program components, including:

- Family Link Parent Mentors
- Everyday Wisdom Kit
- Social and educational events in local communities
- Family Link web community
- Planet D web community
- Family Link e-news
- Safe at School program
- American Diabetes Association Diabetes Camp
- Classroom lessons



Our Friends are

We are pleased that corporate America has joined the millions in the movement to Stop Diabetes in such a prominent way. From rallying employees to participate in our signature events, to helping us increase awareness about the seriousness of diabetes, to providing much-needed funds for research, education, outreach and advocacy. The companies recognized here are our super heroes.

Banting Circle Supporters

Companies that make medicines and devices to help people live with diabetes are recognized for their cumulative annual support. The Association's highest level of recognition, Banting Circle Elite, is named for Sir Frederick Banting, a Canadian medical scientist, doctor, Nobel Laureate, and co-discoverer of insulin. The total annual support by companies reaching the Banting Circle Elite level is \$1 million or more.

Banting Circle Elite (\$1,000,000 and above)

Eli Lilly and Company
Merck & Co., Inc.
Novo Nordisk
Sanofi U.S.

Banting Circle (\$500,000 and above)

Abbott/Abbott Diabetes Care
Amylin Pharmaceuticals, Inc.
BD Medical - Diabetes Care
Boehringer Ingelheim Pharmaceuticals, Inc.
Takeda Pharmaceuticals North America



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National Strategic Partners

Consumer product companies and companies that make medicines and devices to help people live with diabetes, whose cumulative annual support (cash, in-kind and promotional) is at least \$400,000 represent our National Strategic Partners.

Those companies whose cumulative annual support is at least \$250,000 represent our National Sponsors.

National Strategic Partners (\$400,000 and above)

Amplifion USA	Bravo Health, Inc.
Colgate Palmolive Company	Epic Wound Care, Inc.
Gold's Gym International, Inc.	Rite Aid Corporation
Specialty Brands of America	Service Corporation International
VSP® Vision Care	McNeil Nutritionals, LLC
Walmart Foundation	

National Sponsors (\$250,000 and above)

Astrazeneca/Bristol Myers-Squibb
Bank of America
Bayer HealthCare
Daiichi-Sankyo Pharmaceuticals
Medtronic MiniMed
Merisant Company
Nutrisystem, Inc.
Pfizer, Inc.
Roche Diagnostics Corporation
Walgreens Co.

Our Actions are

People from across the country have joined the movement to Stop Diabetes by participating in our two community-based signature fundraising campaigns. Participants help promote the Association's mission by increasing awareness and raising much-needed resources. Our strategic growth campaigns are conducted in targeted markets and raise critical dollars to support mission activities including diabetes research, education and advocacy efforts.

Signature Campaigns

Step Out: Walk to Stop Diabetes®. More than 130,000 people walked in 132 events, raising nearly \$20 million.

Tour de Cure®. Nearly 51,000 cyclists participated in 80 events, garnering more than \$19 million.

Strategic Growth Campaigns

School Walk for Diabetes. Students, faculty and staff from 732 schools collectively raised \$2.3 million.

Father of the Year. We honored exemplary fathers at 18 celebrations, and collected more than \$3 million.



Tom Cole: Father of the Year. Tom Cole's ability to balance his personal and professional lives successfully, while making a positive impact in the community, catapulted him into the spotlight as the nation's top fundraising Father of the Year. His passion for the cause, combined with broad influence within the corporate sphere, enabled him to raise \$225,000. "I see how diabetes affects my brother and our family, and I understand the broader impact

< Tom Cole

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on our society,” Tom said. “We must continue to support those who seek to prevent and cure diabetes, and those who help patients and their families cope with this disease. There is simply too much at stake; the battle must be won.”

Gifts That Keep Giving. The American Diabetes Association relies on individual giving, memorials and honorariums, planned giving and workplace giving for a significant portion of our revenue. In fact, our direct response marketing efforts reach more than 50 million individuals annually with many important educational messages for our constituents ranging from diabetes risk factors to healthy lifestyle tips.

March Forward. So much has been accomplished in the fight to Stop Diabetes. In 2010, more than a million Americans stepped forward to lend their voices, passion, resources and time to stop this devastating disease. The tide is turning, but the numbers are still daunting. Nearly 26 million Americans are afflicted with this disease. Tens of millions more are at high risk. And more than 231,000 people lose their fight each year. At the American Diabetes Association, we believe that one day diabetes will be powerless. It will no longer threaten our families and communities. It will no longer be a source of pain, discrimination or loss. With your help and support, we can continue to raise awareness, advance research, mobilize communities and improve patient care.

Together, we are greater than diabetes.



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