Individual in Impact...

American Diabetes Association 2007 Annual Report

Alex
I have diabetes
The mission of the American Diabetes Association is to prevent and cure diabetes and to improve the lives of all people affected by diabetes.
When I accepted the position of Chief Executive Officer of the American Diabetes Association, it was with the understanding that diabetes wouldn’t wait for me to ease into the position. Every 21 seconds, someone in this country is diagnosed with diabetes, so the mission we have is an urgent one. I had to keep in mind the large number of people with diabetes and that however daunting the number, we must never lose sight that we are talking about individuals, each with their own struggle.

Everything we do forms the underpinning for that mission: to prevent and cure diabetes and to improve the lives of all people affected by diabetes.

We do this through funding research; we do this through fighting to eliminate discrimination and to obtain more adequate funding for prevention and treatment; we do this by providing programs to improve the lives of those affected by diabetes; and we do this through raising awareness about the impact of diabetes.

In 2007, we funded more than $42 million in research to combat both type 1 and type 2 diabetes as well as the complications of diabetes.

Our advocacy efforts are so important for our constituency. This year, we celebrated some advocacy victories, especially at the state level. In Oklahoma and Indiana, legislation was signed that will help ensure that school personnel in those states are trained in diabetes care and that students are allowed to self-manage their diabetes on school property. In California, we won a legal settlement to ensure that school children could attend their neighborhood schools, requiring adequately trained personnel, and not be segregated to special “diabetes schools.”

Without information, those with diabetes can be at a disadvantage. Therefore, the American Diabetes Association offers those affected by diabetes the best information and tools available. Our National Call Center answers questions for 25,000 callers a month. Our Web site, diabetes.org, helps more than 10 million visitors a year find the information they need. This year, we launched Planet D, an online world for children with type 1 diabetes that provides them a safe environment to learn and share information about dealing with diabetes. We also inaugurated Diabetes Foodsmart, an electronic newsletter, in collaboration with the online healthy lifestyle company Foodfit. We know that, for those with diabetes, food choices can be a daily struggle, and this newsletter is dedicated to bringing the joy back to cooking and eating for those with diabetes.

We know that the impact diabetes makes on individuals and on the health care system is enormous. Throughout the year, we raise awareness about this disease, but March and November are months in which we elevate awareness even more. The fourth Tuesday in March is American Diabetes Alert® Day, on which we make people aware that they could be at risk for diabetes. November is American Diabetes Month, raising awareness about diabetes and its complications.

Part of raising awareness is changing public perception that diabetes is not serious. We know from our own research that the public does not grasp either the magnitude or the deadliness of the consequences of diabetes. Work begun this year, which will continue throughout 2008 and beyond, will solidify the messages the American Diabetes Association uses to communicate our key message about our Association and about diabetes.

Funding the mission is imperative and, in 2007, we rebranded our fund-raising walks as Step Out: Walk to Fight Diabetes and consolidated them into the month of October so that we have a better nationwide opportunity to promote the walks. Our special events will continue to evolve in 2008 as we focus on two signature events – Step Out and Tour de Cure, our bicycling fund-raiser.

The theme for this Annual Report is, “Individual in Impact, Broad in Reach.” That describes both the disease of diabetes and the work done by the American Diabetes Association. We are the leader in the field of diabetes and our credibility and impact is unrivaled. But we never forget that, although we serve everyone affected by diabetes, “everyone” is comprised of many different individuals with their own stories of heartbreak and triumph in the fight against diabetes.

As you read the stories in this Annual Report, you will see firsthand why we continue to live out our mission.

Larry Hausner
Chief Executive Officer
This year has been a year of expanding our reach and expanding our fight against diabetes.

One of the pivotal ways we expanded our reach was to hire Larry Hausner as our CEO. Hausner came to the American Diabetes Association from The Leukemia & Lymphoma Society, where he served in various capacities as general manager, organizational development; chief strategic development officer; and chief operating officer. At a time when the prevalence of diabetes is growing so quickly, it was important for us to have someone leading the organization who could bring experience in both fund raising and brand awareness with an emphasis on reaching communities.

During this year, the American Diabetes Association continued its leadership in advocacy, scientific counsel, and awareness.

As advocates for those with diabetes, we helped Congress understand how unrelenting diabetes is with the “Day with Diabetes,” in which U.S. Representatives from both parties were “diagnosed” with diabetes and shadowed all day by ADA volunteers who showed them firsthand what it was like to live with type 1 and type 2 diabetes.

In 2007, Congress was the target of an ADA ad blitz reminding them that every 21 seconds, a new case of diabetes is diagnosed in this country.

We celebrated when Congress extended the Special Diabetes Program first through 2009, and subsequently for another two years, through 2011.

We continued our research efforts into a cure for diabetes and better treatments for those with diabetes. This year, the ADA funded $42 million in research in more than 160 research institutions across the country.

Researchers and health care professionals relied on the American Diabetes Association this year when news reports seemed to link a popular drug used to treat type 2 diabetes with an increased risk of heart attack and death from cardiovascular causes. The American Diabetes Association, the American Heart Association, and the American College of Cardiology issued a joint statement urging patients to talk to their doctors before taking any precipitous action.

We joined with the American Heart Association again, along with the American Cancer Society, in an initiative to promote the consumption of fruits and vegetables to reduce the risk of chronic disease.

Diabetes is a worldwide disease, and that fact was highlighted this year with the passage of the United Nations Resolution declaring November 14 World Diabetes Day. The American Diabetes Association supported and participated in the efforts of the International Diabetes Federation to make the resolution a reality. We saw and will continue to see buildings lit up blue for World Diabetes Day in cities across the world every November 14.

Celebrities joined us to help get the word out about diabetes. During World Diabetes Day, American Idol star Elliot Yamin spoke about living with diabetes. Throughout the year, rocker Bret Michaels spoke to Diabetes Forecast about diabetes and Chicago Bears football star Roberto Garza helped with bilingual diabetes education. January’s Super Bowl game had ADA fans on both sides – Chicago Bears coach Lovie Smith and Indianapolis Colts coach Tony Dungy have both worked with the American Diabetes Association because of the effects diabetes has had on their families. Even animated celebrities joined the American Diabetes Association, with the addition of that famous aardvark, Arthur, who was featured on a lesson plan created by WGBH Boston and aimed at preschool through fourth grade.

We have enjoyed serving as your volunteer leaders this year, and we look forward in 2008 to a year that sees the American Diabetes Association expanding even further and winning even more victories for those affected by diabetes.
my name is

Hunter

volunteer
I have diabetes

HELLO

Diabetes
Awareness
& Advocacy
Whether pushing a soccer ball up field against a stingy defense, or pushing legislators in Indiana's Statehouse to keep kids with diabetes safe at school, Hunter Sego is an imposing, albeit bright-eyed and smiling, 11-year-old force.

He learned in 2004, a month shy of his eighth birthday, that he had type 1 diabetes. But Hunter had to confront more than the usual litany of lifestyle changes that those newly diagnosed with the disease face. He soon learned that a powerful form of discrimination within his own school was also his foe.

Madison, Indiana, where Hunter lives, is a small community with one school district and less than 15,000 people. His school, Anderson Elementary, did not have a full-time nurse on staff, so the Sego family was told that Hunter could neither test his blood glucose level at school nor give himself the requisite insulin injections each morning and afternoon. He would have to leave his school for another, which had a nurse on site, to monitor and treat his condition.

The family wanted to resolve its own dilemma, but it also realized that other families in the Hoosier State surely were facing the same problem. So the Segos contacted ADA, and together they launched a Safe at School legislative campaign in Indiana. Safe at School is a nationwide campaign sponsored by ADA that works to ensure students with diabetes are medically safe at school and have the same educational opportunities as other students. For the next three years, Hunter split his time among school, sports, and the halls of the state legislature, where he educated representatives about living safely with diabetes.

The lobbying paid off in 2007, when the state legislature passed a law providing for school personnel to be trained by medical professionals to administer glucagon and insulin to children in schools.

And Hunter’s not finished yet. Next on his agenda is finding a cure. Hunter is a diabetes foe to be reckoned with.
Knowledge is power. In 2007, ADA spread the word about diabetes and its dangers to an unprecedented number of individuals through television, radio spots, magazine stories, and through advocacy.

**Awareness**

November is American Diabetes Month®, an awareness campaign to educate the public about the seriousness of diabetes (type 1 and type 2) and its deadly consequences. Both local and national activities are planned throughout the month. In 2007, the American Diabetes Month campaign garnered TV, radio, and print coverage reaching 84 million people nationwide.

**American Diabetes Alert® Day** is another awareness campaign of the Association. Diabetes Alert Day is a one-day “wake-up” call to inform the American public about the seriousness of diabetes, particularly when diabetes is left undiagnosed or untreated. Held on the fourth Tuesday each March, the 19th Annual Diabetes Alert Day took place on March 27, 2007.

It led to 120,294 individuals going online to take the ADA Diabetes Risk Test, which measures one’s susceptibility to type 2 diabetes. This education mission is critical, because of the 23.6 million people with the disease, 5.7 million are undiagnosed.

**Advocacy**

As the story of Hunter Sego shows, the battle to ensure that people with diabetes have full access to all of life’s opportunities is not simply a medical issue—it’s a legal and legislative one as well. Every day, thousands of ADA volunteers look to ADA for guidance as they fight on the frontlines in their communities and states for the rights we are all entitled to—safe schools, secure jobs, and a government that listens to its citizens.

**Every 21 Seconds:** When the 110th U.S. Congress convened in January 2007, members were hit with a stark message. An ad blitz funded by ADA reminded members of Congress that every 21 seconds, a new case of diabetes is diagnosed in this country. Congress responded positively, and the tone was set for a number of critical successes in Washington, D.C., as well as state houses throughout the nation.

**FACT:** The ADA Web site had nearly 16 million visits in 2007.

**Health Care Reform Task Force:** Health care reform is a hot topic on the presidential campaign trail, as well as in several states. We have created the Health Care Reform Task Force to develop positions on various aspects of health care reform.
FACT: Visitors to the ADA message boards spend more time on average at this site than any other ADA site—an astounding 10-plus minutes.

The primary objective of the task force is to develop guiding principles enabling ADA to take positions on major aspects of universal coverage/health care reform at the state and federal levels.

In 2007, ADA led efforts that resulted in the introduction of the Americans with Disabilities Act Restoration Act with overwhelming bipartisan support. This bill would end the Catch-22 in which the better a person manages his or her medical condition—such as diabetes—the less likely that person is to be protected from discrimination.

FACT: In 2007, volunteers sent nearly 200,000 letters to elected officials regarding diabetes issues.
Scientists from across the United States and throughout the world – including those funded by ADA – believe that stem cell research, especially embryonic stem cell research, holds great promise in the search for a cure and better treatments for diabetes.

**Stem Cell Research**  
ADA volunteers assist diabetes researchers by educating legislators on the importance of continued innovation.

For people with diabetes, stem cell research offers great hope for finding a cure. And ADA continues to battle in Washington, D.C. and in state capitals to grant researchers greater leeway in this area. The federal message was a mixed bag in 2007. Congress passed, by an overwhelming majority, the Stem Cell Research Enhancement Act, which would have provided for embryonic stem cell research, but the legislation was ultimately vetoed by President George W. Bush.

At the state level, however, the news was better.

**Illinois:** The state legislature passed legislation that opens the door for future state funding of embryonic stem cell research through the Illinois Department of Public Health.

**Iowa:** ADA-supported legislation protecting stem cell research passed in both chambers of the state legislature and was signed into law on February 28, 2007.

**New York:** The state budget earmarked $100 million for stem cell research to be conducted in the state. Moreover, the state committed to an additional $500 million over the next 10 years.

**FACT:** In 2007, the total estimated cost of diabetes in the United States was $174 billion.
Stephen Orr thought that, at 46, he had found his dream job—working as a pharmacist in the small Nebraska town of Chadron, where he grew up and where many of his family members still reside.

What he could not see was how Supreme Court rulings on the Americans with Disabilities Act would infringe on his protection from being fired because of managing his diabetes.

A trained pharmacist with type 1 diabetes, Orr worked diligently to maintain a proper blood glucose level. This meant monitoring his blood sugar level and administering insulin multiple times a day, and taking regular short breaks to eat. While working as a pharmacist in Rapid City, South Dakota, he was able to do all of this and still perform exceptionally well on the job.

Approached to serve as the pharmacist at a new pharmacy in Chadron, Orr jumped at the opportunity. He had visions of retiring there. But he didn’t permit dreams to interfere with reality. Before accepting the position, Orr was up front about having diabetes and his need to monitor himself carefully during the day, and about taking a 30-minute, uninterrupted lunch break once a day at a regular time.

The management at the new store agreed to all of these terms, and decided to close the pharmacy for half an hour. In late January 1998, he began his new position in Chadron.

For the first month, things were fine. His employer held up its end of the agreement, and Orr was able to perform his duties while maintaining his blood glucose levels. But after six weeks, the company had a change of heart.

Orr was denied the right to close the pharmacy during lunch breaks. And he was permitted to eat only when things slowed down. Orr tried to comply, but by March his blood glucose levels were slipping dangerously low. One day in May, his level dropped to 36 mg/dL (normal is considered at least 100).

Orr knew he needed the half-hour breaks, and began taking them again. On May 12, the company fired him for having diabetes.

And his ill-fortune didn’t end there. Orr sued the store under the Americans with Disabilities Act, only to have his case dismissed at the trial and appellate levels.

According to the courts, Orr did not qualify as a person with a disability under the Act because his diabetes was under such good control. The fact that the company prevented him from taking steps to keep it under control did not come into play, since the ruling prevented Orr from proving he was treated unfairly.

In 2007, a bill was introduced that would close this Catch-22 in the law—the Americans with Disabilities Act Restoration Act. Orr testified in front of committees in the U.S. House of Representatives and the U.S. Senate in support of this legislation. His message was simple: restore the Americans with Disabilities Act to what it was intended to be. In June 2008, the bill was passed by an overwhelming majority in the House, and a new companion bill was introduced in the Senate in July.
Research Funding

HELLO
our names are
Joe + Judy
Volunteers/Donors
Scientists spend many working hours in the lab. Were it not for donors, individuals who get involved in experiments and drug trials, and volunteers who raise money, the science that makes life livable for those suffering from diabetes would not advance. Together, we will find a cure.

“To whom much is given, much is expected.” These are the words by which Joe Cook, Jr., and his wife, Judy, live. This Nashville couple’s dedication to the American Diabetes Association Research Foundation is just one of many testaments of their belief to give back.

Once a group vice president of Eli Lilly and Company, Joe made a conscious decision to give back to the health world in the tradition of Eli Lilly, a past president and the grandson (and namesake) of the company’s founder.

“Mr. Lilly believed that we should take care of patients first,” says Joe, who retired from Lilly in 1993. After Lilly, Joe began working with Amylin Pharmaceuticals and, in 1998, became Chairman and CEO. While at Amylin, he was able to transfer this “patient-first” focus to the young company.

“The culture of serving rather than being served is based on sound business and moral principles,” says Joe. “As a faith-based family, we also believe that this is a calling for managing the resources with which we have been entrusted.” The Cooks have been among a growing family of generous individual supporters of ADA.

Because of his long-time professional familiarity with diabetes at Lilly and Amylin, Joe felt “closely connected” with ADA’s mission to help people with diabetes. “A logical relationship” evolved between the Cooks and ADA. Ultimately, Joe became a Research Foundation Board member and helped raise funds for the organization.

Always ready to discuss ADA with potential donors, the Cooks closely identify with several of the aspects that make the ADA Research Foundation special. “We find it reassuring that all the ADA-funded scientific projects are vetted through the peer review process,” they said.

“More than ever, donors are concerned about the efficiency of their dollars,” they continued. “100% of the money donated to the Research Foundation stays with research, and none is lost to administrative costs.”

The Cooks also appreciate what they call ADA’s “open spirit of accountability.” They believe the transparent nature of the peer review process and the “full disclosure” of study results—whether planned or unplanned—are advantageous to the diabetes community as a whole.

Philanthropy is a family affair for the Cooks. They encourage their children and their families to support causes that are important to them, encouraging them to give from the heart—willingly and cheerfully.
Research, to be effective, must be applied. And ADA stands at the forefront of translating cutting-edge research into information that health care professionals can use.

**FACT:** Requests for research dollars are on the rise. In 2007, ADA received 970 grant applications, up 35% from 2005.

**Research Funding**
In 2007, the American Diabetes Association provided $42 million toward funding research to combat type 1 and type 2 diabetes in people of all ages and races. Donations raised from individuals, corporations, and philanthropic organizations support more than 500 awards at more than 160 leading research institutions across the country. Thousands of researchers are working toward a common goal—a day without diabetes.

- A major component to pushing for a cure is supporting the next generation of top diabetes researchers. In 2007, the new ADA-Takeda Beta Cell Postdoctoral Fellowship Award was created. The recipients of this award are established investigators who serve as mentors to provide the training necessary to aid their research fellows in becoming successful researchers specializing in diabetes and beta cell pathophysiology. In addition, the important diabetes research of the mentor is also advanced.

**Discoveries and Advances**

**Advances:** For those trying to manage their diabetes, 2007 brought a number of important advancements.

- Currently, when someone with diabetes is provided their A1C, a measure of longer-term glucose control, the value is represented as a percentage. This percentage does not have a great deal of meaning to most people who measure their daily glucose levels in mg/dL. But now, there is another way for those with diabetes to track how they are doing in managing their diabetes that hopefully will be better understood. The ADAG study, co-sponsored by the ADA and the European Association for the Study of Diabetes, developed an easier-to-understand value called the estimated average glucose (eAG). The eAG converts the percentage value from the A1C into mmol/L or mg/dL. The American Diabetes Association believes the use of this value will become a new clinical tool to aid discussions of care between clinicians and those with diabetes, and ultimately result in better glucose control.

- Gestational diabetes is a growing concern. Unfortunately, we don’t
fully understand its impact upon mother or child. One study, the **Hyperglycemia and Adverse Pregnancy Outcomes (HAPO)** study, showed a link between women without diabetes but with high glucose levels during pregnancy, and the delivery of large babies and/or babies who develop low blood glucose. ADA is funding HAPO investigators to gather DNA samples from these mothers and their infants. The samples will become a critical resource for additional studies, such as identifying genetic determinants for women with gestational diabetes, and determining whether these women are predisposed to type 2 diabetes, to obesity, to hypertension, or to cardiovascular disease.

Moreover, these samples will be important in understanding the effects gestational diabetes has on infants’ risks for obesity and diabetes as they age.

**Discoveries:** The year 2007 was marked by several discoveries that are valuable steps on the road to a cure.

- In the fight against diabetes, understanding the genes that are involved in the disease is crucial. ADA-funded scientists have identified **seven new genes with links to type 2 diabetes and obesity.** These scientists were supported by funds from the ADA Research Foundation and from the Richard and Susan Smith Family Foundation. Prior to this discovery, only three genes were known to be involved.

**Research News**

- The U.S. government proposed major cuts for research and prevention programs, but ADA fought vigorously against this plan. The final approved funding for FY2008 included modest increases both for the Division of Diabetes Translation within the Centers for Disease Control, and the National Institute of Diabetes and Digestive and Kidney Diseases within the National Institutes of Health.

**FACT:** Since its inception, ADA has invested more than $450 million and provided funding for more than 4,000 research projects.
In 2007, the American Diabetes Association Research Program continued to fund innovative research projects across the country. In these difficult economic times, we remain steadfast in our mission to provide financial support to scientists in their efforts to find a cure for diabetes.

The Research Program received a record number of 970 grant applications for the 2007 calendar year, representing a 35% increase in applications compared with a similar period two years ago. This number is astounding yet explainable. As the National Institutes of Health cuts funding, many researchers look for other financial resources, such as ADA, to implement their studies. During these challenging times, we are particularly focused on supporting senior and experienced investigators who require funding to keep their labs afloat, and the career development of promising investigators who are the future leaders in diabetes research.

Competition for research funding has grown with the steadily increasing number of applications, and the review process has become even more rigorous. The Research Grant Review Committee continues to uphold the high standards set by the Research Policy Committee in its review of applications, resulting in funding of the most talented researchers. Through the peer review system, we ensure that each application receives thorough and fair consideration. The end result is that a very qualified group of scientists received funding based on the highest standards. We are confident that the research they will conduct will truly make a difference in our understanding of diabetes.

I am proud to serve as the Research Policy Committee Chair for this year. I am especially proud of the progress and growth of our research program during this economically difficult time. I know that we will continue to uphold high standards, focus on relevant issues and, as always, I look forward to the day we find a cure.

Sincerely,

Timothy J. Lyons, MD
Professor and Chief of Endocrinology
University of Oklahoma Health Sciences Center
This is the time to be a part of the American Diabetes Association Research Foundation. The Foundation, which mirrors ADA’s mission to prevent and cure diabetes, provides funding to researchers across the United States to support all avenues of diabetes science.

Research Foundation gifts are generously supported by heartfelt donations from our esteemed members of the Pinnacle Society and Summit Circle.

The Pinnacle Society is a prominent giving society of individuals, family foundations, and companies that make major gifts of $10,000 or more to the Research Foundation and other areas of ADA. In 2007, I was thrilled to induct 109 new members into this elite group of philanthropists.

I am humbled by the support of these special donors. It has been an honor these three years to serve as their Chair. Quite simply, their gifts make a difference. For example, the diabetes world was pleased and intrigued to learn recently that a group of researchers funded by the ADA Research Foundation and the Richard and Susan Smith Family Foundation discovered seven new genes that predict type 2 diabetes and obesity. This is a testament to the fact that substantial gifts, like the Smiths’, change the course of diabetes.

Meanwhile, our Summit Circle members continue to impact diabetes science as well. Our largest giving society, Summit Circle, is a group of individuals who made planned gifts to ADA by leaving us as a beneficiary in their estate plans. ADA welcomed more than 200 individuals this past year.

Each of these members supports the bigger and broader mission of the American Diabetes Association. Whatever shape, size, or direction your gift takes, please know we appreciate everyone’s generosity.

I am reminded at the end of each year of all the positive strides we are making in the field of diabetes research. However, as I look upon my family and friends and those individuals who live with diabetes, I am again reminded of how much research still needs to be conducted to advance upon the successes we have already achieved.

Thank you for your continued kindness and support.

Sincerely,

Donald J. Wagner
Chair, American Diabetes Association
Research Foundation
How would you feel if it were announced with great fanfare that a specific research scientist had made the most hopeful and promising breakthrough in years toward a cure for diabetes? If you or a loved one suffers from diabetes, you would feel overjoyed.

Now multiply that joy exponentially. That’s some sense of how you would feel if that scientist’s research had been aided significantly, or even in a small way, with a grant you supported from the American Diabetes Association Research Foundation.

When our then 35-year-old son was diagnosed with type 1 diabetes, our reaction was similar to that of all families similarly touched. We wanted to know where, from sources other than our physician, we could get help and what we could do. Our questions abounded. “How are we going to find a cure? How soon will that be? Who’s working on finding a cure? What’s the most promising research, and where is the money coming from to help find a cure?”

The American Diabetes Association was already providing us with the help, reassurance, and education we required via the array of services offered both nationally and locally. But we needed more—we needed hope.

Enter the ADA Research Foundation. A visit to the diabetes research labs supported with ADA Research Foundation funds was uplifting for me and my family. All that dedicated brainpower with one goal in mind: finding a cure. I am convinced that the ADA Research Foundation, if it hasn’t already, will one day fund a grant to that gifted individual who will at long last actually find the cure we all long for. It is in these labs that hope resides.

For me, it’s simple. I joined this community in the most proactive manner I could, by giving generously to the ADA Research Foundation.

Helping to fund medical research on all aspects of diabetes is a source of pride and satisfaction for me in a very personal way. We are fortunate to be able to have a small part in studies that will have an enormous impact on lives—now, soon, and in the future.
A key ADA partner in creating innovative treatments for people who suffer from diabetes is Amylin Pharmaceuticals, Inc. You might even say that finding better treatments for diabetes sufferers is in Amylin’s DNA.

The word amylin refers to a hormone of the same name that is produced by the same cells in the pancreas that make insulin.

“With diabetes and obesity at pandemic proportions, there is a tremendous need for companies and individuals to support ADA and its research,” says Amylin Senior Vice President, Research and Development, Orville G. Kolterman, MD. More than 23 million Americans now have diabetes, and the numbers continue to rapidly grow, fueled by an alarming increase in obesity.

But Amylin is up to the challenge. This year, Amylin and ADA joined forces to fund the Amylin Pharmaceuticals Distinguished Clinical Scientist Award, one of the most prestigious grants ADA offers a researcher. This year’s award went to Michael Jensen, MD, of the Mayo Clinic in Rochester, Minnesota. His work investigates the link between upper body and visceral obesity to type 2 diabetes.

It is researchers such as Dr. Jensen who make ADA and Amylin confident that better treatment techniques will emerge.

“Like many at ADA, a significant number of Amylin employees are closely connected to individuals whose lives are affected by diabetes,” says David Maggs, MD, Vice President, Medical Affairs at Amylin.

“The passion for challenging science and changing lives is fueled by the personal and professional connections to diabetes and Amylin’s collaboration with ADA is an opportunity to provide additional support to the diabetes community in an important way.”

**FACT:** One hundred percent of every dollar contributed to the ADA Research Foundation is applied to funding basic diabetes research.
Hello
My name is Rocky
Volunteer/Parent

Revenue Generation
The American Diabetes Association’s mission relies on three essential components: talent, commitment, and generosity. Without talented researchers, health care providers, and volunteers, diabetes science and management couldn’t advance. Together, we can move ahead.

Rocky Lang was enjoying a successful lifetime career as a Hollywood producer, director, and writer, when in 2002, his life was dramatically changed by his young daughter’s diagnosis of type 1 diabetes. Lang’s priorities shifted as he immersed himself in the care of his daughter’s chronic disease. Realizing that there was a need for products that educate, entertain, and empower children and adults living with diabetes, he wrote the acclaimed children’s books *Lara Takes Charge* and *Differences, Differences*.

Owing to the success of the books, Lang has forged strong relationships with doctors, scientists, hospitals, drug companies, and other major medical institutions, resulting in a wealth of resources and support for his efforts. He also created The CourageBag, designed for people with diabetes to easily carry and access their diabetes supplies, and will be launching a new product for children with diabetes later in 2008.

The National Father’s Day Council is a nonprofit membership association whose mission is to identify and honor fathers who have demonstrated the ability to balance their personal lives, serve as a role model for their children, and help make a positive difference in their community. The National Father’s Day Council and the American Diabetes Association work together every year to raise much-needed funds for diabetes research, education, and advocacy by hosting Father of the Year events in several markets across the country. Rocky’s dedication to not only being a role model for his own children while balancing a successful career, but also to empower all children with diabetes, led ADA to nominate him as a Father of the Year in Los Angeles for 2008.

His future projects include participating at ADA events along with his daughter Nikki. “My plans are to continue to empower children living with diabetes to understand that nothing is impossible. Dream big, live large, and take care of yourself.”

When the American Diabetes Association first approached Lang to be honored as a Father of the Year he declined, because he didn’t see himself as an award-oriented guy and felt there were many other fathers much more deserving. Lang commented, “I do what I do because I love my kids and want to help other families as well. After repeated attempts by ADA, which I find to have a wonderful bunch of people working for them and to be a worthwhile organization, I accepted the honor. I did so in the hopes that I can inspire other fathers to get engaged in their children’s lives and to see that even with diabetes and other chronic diseases, the beacon of hope remains bright as long as we empower our children to be strong and pursue their dreams.”
C.W. Cline Elementary School in Friendswood, Texas, is a star among schools participating in ADA’s School Walk for Diabetes (SWFD). Cline Elementary is named after Conrad Wanton Cline, who served as a coach, a high school teacher, and a school board president for 10 years. In the 2006-2007 school year, Cline Elementary ranked third in nationwide School Walk for Diabetes fund-raising, with a total of $29,000. The school increased its total to more than $30,000 in 2007-2008 and ranked second nationwide.

Cline Elementary School has been participating in School Walk for Diabetes since 2003. The driving force behind the school’s top fund-raising record is the passion of the volunteers as well as the community for keeping the children healthy. As staff watched the Cline Elementary students with diabetes live their daily lives, everyone wanted to be a part in finding a cure.

While Cline Elementary staff and faculty, parents, friends, and students are the “drivers” of School Walk for Diabetes, the whole community comes together and contributes in various ways: from the Friendswood Junior High school band providing the high-energy music to the Friendswood Police Department ensuring safety by patrolling the Walk.

In addition to walking through the adjacent neighborhood, the school’s SWFD activities include making murals to decorate the school walls and displaying photographs of every class after the event. In return, the equipment Cline Elementary received through a U.S. Games certificate has provided hours of fun and exercise for all the Cline students.

The school plans on continuing School Walk for Diabetes for years to come. And what’s new for next year? A pet parade.
Fund Raising
Cures come with a cost, and ADA volunteers are the ones who rise to the challenge of fund raising. Step-by-step, mile-by-mile, smile-by-smile. Their efforts within their communities are key to raising much-needed funds and awareness about diabetes. Luckily, ADA events can be a lot of fun—for families, as well as the communities involved.

Special Events
While not everyone can fight with the legislature to pass a law, or bring the knowledge to bear that will lead to the next medical breakthrough in diabetes treatment, everyone can assist ADA in raising funds for its mission. Volunteers come from all walks of society—from architects to zoologists to telemarketers to CEOs—and ADA provides a number of strategic growth campaigns to assist them. These campaigns, which are conducted in select markets and receive national support and resources, count on volunteers to take them to the next level.

Tour de Cure is the largest diabetes cycling event in the nation. Each year, riders participate in Tour events in 40 states, riding side-by-side and encouraging one another to raise funds to fight diabetes.

The Tour is a ride, not a race, with routes designed for everyone, from the occasional rider to the experienced cyclist. Whether participants ride 10 miles or 100 miles, they will travel a route supported from start to finish with rest stops, food to fuel the journey, and fans to cheer them on!

In 2007, more than 33,000 cyclists in 78 Tour events raised more than $14 million to support ADA’s mission to prevent and cure diabetes and to improve the lives of all people affected by diabetes.

Step Out: Walk to Fight Diabetes is the American Diabetes Association’s signature fund-raising walk event and takes place in the fall.

Step Out is about changing the face of diabetes in our country—by raising funds to help find a cure and by walking a few miles to bring a greater awareness to this devastating disease. Anyone can get involved, from individuals to family teams to corporations.

In 2007, more than 93,000 people participated in 180 cities nationwide, raising a total of more than $19 million.

National Teams
Forming a National Team is a unique way for employees and companies to participate in a unifying activity that enhances morale, fosters better communication among co-workers, and promotes a healthy lifestyle. The American Diabetes Association thanks the following companies for their team development efforts and fund raising support:

Step Out: Walk to Fight Diabetes
• Dignity Memorial
• Kmart Pharmacy
• Rite Aid
• Wal-Mart & Sam’s Club

Tour de Cure:
• AT&T
• Dignity Memorial
• Gold’s Gym
• Johnson & Johnson
• Valero Energy Corporation
• Wal-Mart & Sam’s Club

FACT: In 2007, ADA special events raised more than $55 million.
Corporate Development

Our corporate relationships offer enormous opportunities to connect with people who have diabetes, or who are at risk for diabetes. Support for the American Diabetes Association’s mission is an important way to make a positive impact in the fight against diabetes and raise much-needed funds to advance research for finding a cure, develop outreach programs in the community, and continue advocacy efforts.

The American Diabetes Association thanks the following companies for their commitment to our mission and the fight against diabetes.

Banting Circle Supporters

Companies that make medicines and devices to help people live with diabetes are recognized for their cumulative annual support. ADA’s highest level of recognition, Banting Circle Elite, is named for Sir Frederick Grant Banting, a Canadian medical scientist, doctor, Nobel laureate, and co-discoverer of insulin.

The annual total support for companies reaching the Banting Circle Elite level is at least $1 million. Companies whose support totals at least $500,000 are recognized at the Banting Circle level.

Banting Circle Elite

- Amylin Pharmaceuticals, Inc.
- Eli Lilly and Company
- Merck & Co., Inc.
- Novartis Pharmaceuticals Corporation
- Novo Nordisk Inc.
- Pfizer Inc
- sanofi-aventis U.S., Inc.
- Takeda Pharmaceuticals North America, Inc.

Banting Circle

- Abbott/Abbott Diabetes Care
- Baxter Healthcare Corporation
- Bayer HealthCare, Diabetes Care
- BD Medical-Diabetes Care
- Lifescan, Inc., a Johnson & Johnson Company
- Roche Diagnostics Corporation
National Corporate Supporters
The consumer products companies that support ADA at the highest level of sponsor commitment comprise our National Strategic Partners. These companies have made a commitment of at least $1.5 million over three years in support of the Association’s mission.

National Strategic Partners
- Colgate Palmolive Company
- CVS/pharmacy
- Dignity Memorial Network
- Gold’s Gym International, Inc.
- Kmart Corporation
- Liberty Medical Supply
- McNeil Nutritional, LLC makers of Splenda®
- Rite Aid Corporation
- Specialty Brands of America, Inc., makers of Cary’s Sugar Free Syrup®

In addition, the American Diabetes Association would like to thank the companies listed below for their cumulative total support:

Platinum Level (Minimum $300,000 Annual Support)
- Abbott Laboratories, Ross Product Division
- Bank of America, N.A.
- Blue Cross Blue Shield Association
- Campbell Soup Company
- GlaxoSmithKline
- Medtronic MiniMed
- Merisant U.S., Inc., makers of Equal® Sweetener
- San Jose Sharks
- Walgreen Co.
- Wal-Mart Stores, Inc. & Foundation/Sam’s Clubs

Diamond Level (Minimum $100,000 Annual Support)
- 2nd Wind Exercise Equipment, Inc.
- Aetna
- AstraZeneca Pharmaceuticals LP
- AT&T, Inc.
- Blue Cross Blue Shield North Carolina
- Boehringer Ingelheim Pharmaceuticals
- Bristol-Myers Squibb Company
- CSMG International, LTD.
- First Commonwealth Financial Institution
- H E B Corporation
- Insurance Office of America
- King Pharmaceuticals, Inc.
- McNabb Unlimited, Inc.
- Mercedes Benz
- Merck/Schering-Plough Pharmaceuticals
- Ortho Biotech Products, L.P.
- PGA Tour, Inc.
- ResMed Corporation
- Safeway, Inc.
- Smiths Medical MD, Inc.
- Summit Group, Inc.
- The Oppenheimer Group
- Valero Energy Corporation
- Victus, Inc.

Gold Level (Minimum $50,000 Annual Support)
- AMGEN
- Animas Corporation
- Day-Timers, Inc.
- Fifth Third Bank
- First Commonwealth Bank
- Giant Eagle Inc.
- Goya Food Inc.
- Home Diagnostics, Inc.
- Humana, Inc.
- Kaiser Permanente
- Premera Blue Cross
- United Healthcare Corporation
- Wells Fargo Bank, N.A.
Support People with Diabetes & Health Care Providers

Hello, my name is Charlene. How may I help you today?
Curing diabetes is the ultimate aim of the American Diabetes Association’s efforts. And although that cure is still elusive, the body of information and research continues to grow annually, pushing us toward a cure. Together, we educate and empower.

Answering the Call
When one receives a diagnosis of diabetes, questions—and fears—abound. At any time of the day or night, the ADA National Call Center and the message boards on diabetes.org are there.

One Phone Call Away
Through the National Call Center’s toll-free line (1-800-DIABETES), ADA staff members offer the most comprehensive diabetes information, providing facts, solace, and support. Hope is just one phone call away. The center can respond to requests 24 hours a day, seven days a week. Enhanced personalized service is available 8:30 a.m. – 8:00 p.m. (Eastern Time) in both English and Spanish.

Whether one needs the latest resources, timely answers to diabetes questions, information on financial assistance, nutrition information, or a sympathetic ear, the National Call Center is there to help individuals understand and manage diabetes.

FACT: The ADA National Call Center receives more than 25,000 calls and emails a month.
Is my grandmother at risk for diabetes?

Jim: Thank you for calling your American Diabetes Association. My name is Jim. How may I help you today?

Jorge: I think my grandmother needs to be tested for diabetes. Her symptoms seem to be getting worse—the frequent urination, the extreme hunger, and tingling in the hands.

Jim: Diabetes testing is really important. If your grandmother does have diabetes, controlling her blood sugar can help her avoid the complications that can develop over time.

Jorge: Can you tell me about the test?

Jim: ADA recommends the Fasting Plasma Glucose Test. The fasting plasma glucose test is the preferred diagnostic method because it is simpler, costs less, and is more acceptable to patients. If patients test positive, a repeat test is needed on a different day to confirm the initial results. Your grandmother should fast for eight hours, which usually means going in to the lab before breakfast. The doctor draws blood. If her levels are less than 100, that’s normal. 100-125 would mean pre-diabetes. 126 or higher would be in the diabetes range, and the doctor would want to confirm the diagnosis with a second test.

Jorge: Jim, that really helps. You guys are great. I really appreciate this. Can you go ahead and send me some literature?

Is it true I shouldn’t eat any white bread or sugar?

Michael: Thank you for calling your American Diabetes Association. My name is Michael. How may I help you today?

Susan: Hi, Michael. I’m really confused about what to eat. My doctor didn’t give me much in the way of instructions. My best friend says I shouldn’t eat any white bread or sugar. Is that true?

Michael: Unless a health care professional tells you so, there’s no list of foods you can’t have. The important points are to reduce your caloric intake by controlling portion sizes, make healthy and balanced choices, and to know how the carbohydrate content will affect your blood glucose levels.

Susan: So, I can eat whatever I want?

Michael: Nutrition management means making healthy choices. A cookie and an apple might have the same amount of carbohydrates, but remember that the apple offers your body vitamins, fiber, and nutrients it needs, whereas a cookie doesn’t. Plus, an apple is likely to provide fewer calories. That’s not to say you can never treat yourself, but you should follow a healthy and balanced diet overall. We actually have some fantastic, free literature to guide you in making healthy choices!
Publications

**Diabetes Forecast**
This award-winning monthly lifestyle magazine puts comprehensive, timely information in the hands of people who suffer from diabetes and their family members, providing critical information on diabetes treatment, management, and self-care. As part of a redesign, the magazine now features a new section, "Your ADA," highlighting the many initiatives of the Association and helping readers become more involved.

**Scholarly Journals**
Our prestigious peer-reviewed journals, *Diabetes* and *Diabetes Care*, are the world’s most cited journals of basic and clinical diabetes research. *Diabetes Spectrum*, ADA’s journal for diabetes educators, translates the latest clinical research into practical strategies for patient care. Finally, our clinical journal, *Clinical Diabetes*, helps provide continuing education for primary care physicians who treat people with diabetes.

**Books**
ADA publishes over 170 books on diabetes—more than any other publisher in the world. Our award-winning books reach over 750,000 people every year and have been featured in prominent national and local media including *The Washington Post*, *The New York Times*, and *The Today Show*.

New in 2007 was a highly successful collaboration between ADA and Pri-Med, a leader in providing continuing medical education to the primary care community. Together, the two organizations planned and conducted programs that were attended by more than 3,200 primary care clinicians nationwide.

**Education Recognition Program**
Successful self-management is essential to living well with diabetes. Self-management education is therefore a key component of diabetes care. ADA ensures that individuals affected by diabetes receive the best education through its Education Program Recognition. There are currently 2,060 ADA Recognized Programs at more than 3,200 sites across the United States and its territories.

Using the criteria established by the National Standards for Diabetes Self-Management Education, ADA’s Education Recognition Program awards recognition to self-management education programs that meet the National Standards. ADA Recognition is a seal of approval in order to receive reimbursement by many payers, such as Medicare and Medicaid.

In 2007, ADA organized a task force to revise the National Standards. The revision process ensures that the standards continue to be appropriate, relevant, and science-based, given available evidence and expert consensus.

**FACT:** Each year ADA conducts professional education activities that reach nearly 30,000 health care providers.
Create a Healthy Environment

HELLO
our names are

Eric + James
Volunteers/We have diabetes
What does a healthy community look like? People eating right and exercising daily? Unfortunately, the reality is that within many communities, two out of three Americans are considered overweight or obese and about 57 million have pre-diabetes.

Diabetes EXPO
The largest gathering of people with diabetes and their families in any one place, Diabetes EXPO is the only event that showcases everything the American Diabetes Association and its volunteers do. Moreover, each year EXPOs throughout the United States welcome hundreds of new ADA volunteers and raise thousands of dollars.

The 2007 Diabetes EXPO in Minneapolis drew an unprecedented number of attendees—more than 10,000. Altogether, the 17 EXPOs reached more than 82,000 people across the country. In 2008, ADA expects to raise the number of Expo attendees to 95,000.

Planet D
All of ADA’s resources and programs for youths with type 1 diabetes have been organized under a new umbrella: **Planet D—Explore. Discover. Connect.** The most visible manifestation of Planet D is its interactive Web site, www.diabetes.org/planetD. Here, kids and teens explore more about the disease, discover new ways to manage it, and connect with others with diabetes in a safe and secure social networking environment.

Family Resource Network
The Family Resource Network (FRN) has grown to include 41 sites nationwide and continues to focus on peer-to-peer support, social and educational activities for families, school advocacy information, training, and support. Through FRN, ADA’s Safe at School campaign has been advanced by providing parent workshops and school personnel training events in communities across the country.

African American Initiatives
ADA has long worked at the community level to address the needs of African Americans at risk for, and suffering from, diabetes. The need is great, as African Americans experience diabetes at a rate 1.8 times greater than non-Hispanic whites.

To create more awareness, African American Initiatives now feature a new logo and tagline, “Live EMPOWERED, Learning to thrive with and prevent diabetes.”

**FACT:** ADA continues to be the largest provider of Diabetes Camps as well as weekend retreats and one-day events that benefit more than 10,000 children of all ages each year.
Community-based grass-roots initiatives such as Project POWER and Diabetes Day remain the cornerstone of ADA’s outreach to the African American community. But in 2007, ADA committed itself to substantially increasing its impact. And it begins with Choose to Live, outreach to African American women. ADA has previously partnered with churches through Project POWER, which integrates diabetes awareness messages and life application principles into church life. This program will be enhanced by a new initiative, National ID Day, scheduled for November 2, 2008. ID Day, or I Decide to Fight Diabetes Day, is a nationwide movement to ask churches to take a moment during the church service to discuss the seriousness of diabetes, how it is affecting our community, and what each person can do to reduce their risk. ADA and African American churches will work to register 100,000 church members to participate in a day of diabetes education and cultural celebration.

Another ADA program, the Diabetes and Its Complications series, is also growing. The first module in this series, Just a Touch ... A Lesson in Nerve Damage, was launched in May 2007 and educates individuals wanting to learn more about diabetic neuropathy. New to the series this year is a module on nephropathy, Just A Touch ... A Lesson in Kidney Disease, which provides tips for reducing the risk for kidney damage among those with diabetes.

Finally, Your Diabetes Total Wellness Kit is another new initiative that addresses the every day health needs of African Americans, including mental, sexual, and oral health; complications related to diabetes; and the impact of smoking, nutrition, and self-management on those suffering from the disease.

Native American Initiatives
On July 15, 2008, Congress voted to extend the Special Diabetes Programs for an additional two years—the programs will continue through September 2011. These programs represent critical funding for type 1 research and Native American treatment, education, and prevention. This reauthorization owes much to the advocacy efforts of the Awakening the Spirit Team, chaired by Yvette Roubideaux, MD, MPH. In June 2007, the Native American council held a lobby day on Capitol Hill, culminating with a widely attended briefing held with the National Indian Health Board (NIHB). Their continued grassroots efforts throughout the year—including the distribution of Awakening the Spirit Advocacy Kits—ensured an SDP extension was part of a larger Medicare bill in December 2007.

The American Diabetes Association worked closely with the Juvenile Diabetes Research Foundation and the NIHB in support of this issue. For their efforts, Awakening the Spirit team members were awarded the 2007 National Impact Award and recognized by the NIHB for outstanding national service and advocacy to advance American Indian and Alaska Native health issues.

Feria de Salud Por Tu Familia: A street-fair-type festival with a critical message—maintain a healthy lifestyle to prevent type 2 diabetes and its related complications—this ADA-sponsored event includes such activities as “Everybody Dance for Your Health!” and “Health and Flavor in the Latino Kitchen.” This signature event was offered in Los Angeles, San Diego, Santa Ana, San Jose, and Coachella Valley, California; Houston, Dallas, and McAllen, Texas; New York City; and Miami, Florida.

**FACT:** Por Tu Familia reached almost 600,000 Hispanics/Latinos in 2007.

In 2007, several new components were added to Por Tu Familia. Keep on Track (Mantenga su curso) is a daily food and exercise journal distributed to participants in the two diabetes management workshops—With All My Heart (De todo corazón) and Power over Diabetes (El poder sobre la diabetes). Older Latinos were targeted with a new booklet titled Diabetes and Latino Older Adults (Diabetes y Adultos Mayores Latinos).
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I am pleased to share with you that 2007 was another year of growing revenues for the American Diabetes Association. Thanks to donors, members, and program participants, the total revenue raised to support the American Diabetes Association in the fight against diabetes was nearly $234 million.

This year, more than $170 million, or 75% of our total expenses, was invested in our program activities—research, information, advocacy, and public awareness. We are very proud of the results of our work in program activities, which have been summarized in this Annual Report, as we continue to strive to maintain the appropriate level of infrastructure and fund-raising activities for continued growth.

Revenues exceeded expenses by nearly $5.6 million and the Association’s net assets were more than $75 million as of December 31, 2007.

During this year as your Secretary/Treasurer, I have been overwhelmed by the dedication and passion of our volunteers. With your continued help and support, I am confident that, someday, we will win the fight against diabetes. On behalf of the American Diabetes Association, I would like to thank everyone who has contributed time or money toward the fight against diabetes.

George W. Booker, II, CPA
Secretary/Treasurer

**Statement of Activities** (in thousands of dollars)

<table>
<thead>
<tr>
<th>Public Support and Other Revenue</th>
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<tbody>
<tr>
<td>Donations</td>
<td>$103,224</td>
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<tr>
<td>Special Events, Net</td>
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<td>Bequests</td>
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<tr>
<td>Fees from Exchange Transactions</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$233,775</strong></td>
</tr>
</tbody>
</table>

**Expenses**

| Program Expense subtotal         | 170,184 |
| Research                        | 54,341  |
| Information                     | 64,307  |
| Advocacy and Public Awareness   | 51,536  |
| Management                      | 9,000   |
| Fund Raising                    | 49,018  |
| **Total Expenses**               | **$228,202** |
| **Net Income**                   | **$5,573** |

**Balance Sheet**

**Assets**

| Cash and Investments             | $47,602 |
| Accounts Receivable, Net         | 9,657   |
| Contributions Receivable, Net    | 43,635  |
| Fixed Assets, Net                | 9,316   |
| Other Assets                     | 8,316   |
| **Total Assets**                 | **$118,526** |

**Liabilities**

| Accounts Payable and Accrued Liabilities | $19,229 |
| Research Grant Payable               | 9,678   |
| Deferred Revenues                    | 14,176  |
| **Total Liabilities**                | **$43,083** |

**Net Assets**

| Unrestricted Net Assets            | $31,988 |
| Temporarily Restricted Net Assets  | 36,859  |
| Permanently Restricted Net Assets  | 6,596   |
| **Total Net Assets**               | **$75,443** |

**Total Liabilities and Net Assets** | **$118,526**