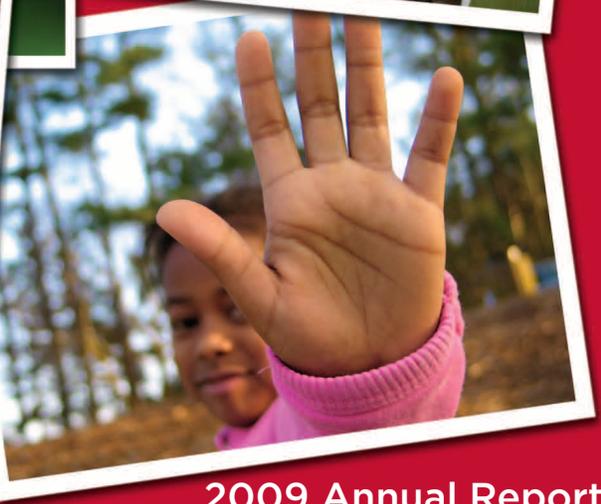
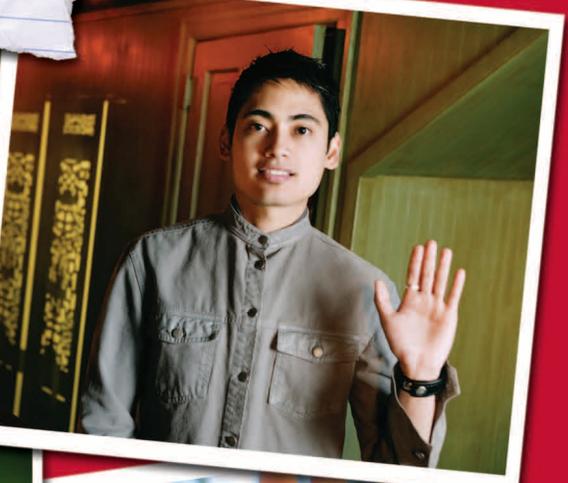




Launching a Movement to  
**STOP DIABETES**<sup>®</sup>

 American Diabetes Association.



# MESSAGE FROM THE CHAIRMAN OF THE BOARD AND THE CHIEF EXECUTIVE OFFICER

We are very proud that 2009 was the year that we launched the movement to Stop Diabetes®. In fact, when we started the movement during American Diabetes Month® on November 2, we began to place the issue of diabetes, and the desire to stop this insidious disease, at the forefront for Americans with diabetes, those at risk, and their families, friends and colleagues.

This national launch was propelled by several key components, including television, radio and print public service announcements and a strong social media initiative. The website, [www.stopdiabetes.com](http://www.stopdiabetes.com), was introduced as the central hub for those making the decision to support the movement. We also completely overhauled our award-winning national website—[www.diabetes.org](http://www.diabetes.org). Collectively, these components represent one of the most ambitious national campaigns ever implemented by the Association to raise awareness and rally support for our cause.

Our goal is to inspire one million new people to take action by vocalizing their support and joining the movement to Stop Diabetes in the first year, and three million people by 2012. Stop Diabetes will help us change the prevailing mindset by having people understand that diabetes has deadly consequences. It will help us become a nation of advocates, inspiring millions to do what they can to help stop diabetes.

This important movement will help us in many other ways. The Association funds research to prevent, cure and manage diabetes and its complications; delivers services to communities across the United States; disseminates authoritative information through multiple media and other channels; and leads the way in advocacy and awareness to educate people about the disease and to give voice to those denied their rights because they have diabetes. Stop Diabetes will draw attention to our worthwhile cause and will help attract attention and garner support for each of these initiatives.

2009 was a challenging year financially, and we continued to take seriously our responsibility to be good financial stewards, while ensuring that the funds we raised benefited

those affected by diabetes. A minimum of 73% of all monies spent went directly to mission activities that include funding diabetes research, delivering information to consumers and health care professionals, advocating on behalf of individuals with diabetes, and educating the public about diabetes and its deadly consequences. Our four key investment areas continue to be research, information awareness, education and support, and advocacy.

It is very exciting that we have set the foundation for a momentum-changing, nationwide effort to elevate diabetes to a cause that millions will rally around. In the rush of your day-to-day activities, we hope that you will be driven to combat a future that potentially threatens the very fabric of our nation. You may have heard it before, but this statistic bears repeating: According to the Centers for Disease Control, if present trends continue, children born in the year 2000 have a one-in-three chance of developing diabetes in their lifetime. That future is unacceptable, and you can help make sure it doesn't come to pass.

We believe that creating anything meaningful takes time. Yes, as an Association, we have been at our work for nearly 70 years now, but this new initiative offers us a renewed spirit. More importantly, it offers new hope to people with diabetes. We have made enormous strides in creating this movement. We thank those of you who have already joined us, and we challenge those who have not done so to answer the call to change the future of diabetes.



**George J. Huntley, CPA**  
Chairman of the Board



**Larry Hausner**  
Chief Executive Officer

# MESSAGE FROM THE SECRETARY/TREASURER

Throughout 2009, people and businesses around the world faced an unstable economic environment and record unemployment. As a result, corporate and individual donations continued to decline, even for a cause as worthy as diabetes. With the decline in revenue, the Association's volunteers and staff faced the difficult task of balancing the need to fund our mission with ensuring the financial stability of the organization. With hard work and diligence, we were able to achieve that balance, funding the many programs summarized in this annual report and finishing the year with a small surplus.

Even with the economic challenges we faced, we were able to raise just over \$205 million this year due to the dedication of volunteers and staff throughout the Association. Although this is a decline from 2008, the American Diabetes Association weathered the economic storm relatively well, and we continue to look for new ways to grow in the future.

Almost \$149 million, or 73% of our total expenses, was invested in delivering our mission to prevent and cure diabetes and to improve the lives of all people affected by diabetes. Our mission activities include funding research, delivering information to consumers and health care professionals, advocating on behalf of individuals with diabetes, and educating the public about diabetes and its deadly consequences.

Revenues exceeded expenses by nearly \$913,000 and the Association's net assets were more than \$68 million as of December 31, 2009.

On behalf of the American Diabetes Association, I would like to thank everyone who has contributed time or money toward the fight against diabetes.



**T. Edwin Stinson, Jr.**  
Secretary/Treasurer

# FINANCIAL HIGHLIGHTS 2009

## STATEMENT OF ACTIVITIES

(in thousands of dollars)

<b>PUBLIC SUPPORT &amp; OTHER REVENUE</b>	
Donations	\$86,138
Special Events (Net)	\$43,031
Bequests	\$27,140
Fees from Exchange Transactions	\$49,095
<b>TOTAL REVENUE</b>	<b>\$205,404</b>

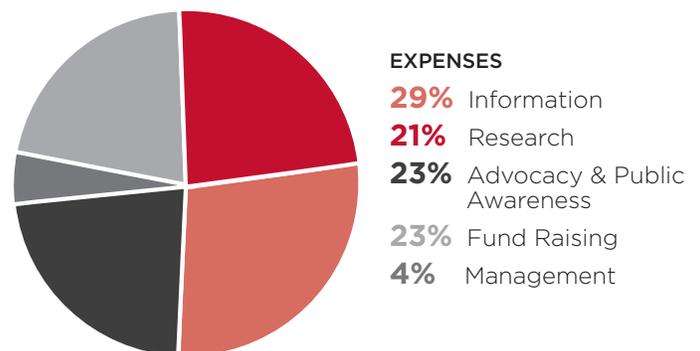
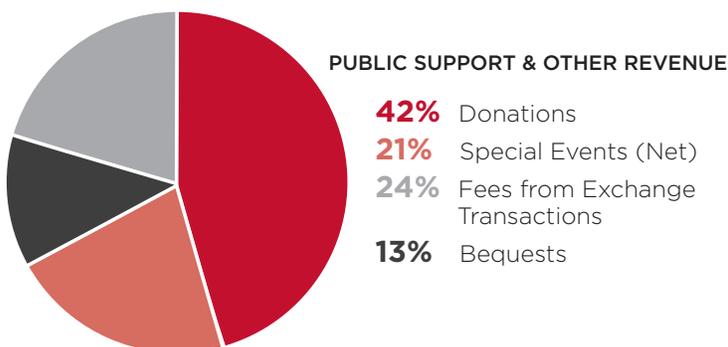
<b>EXPENSES</b>	
Research	\$43,303
Information	\$58,354
Advocacy & Public Awareness	\$47,036
<b>PROGRAM EXPENSE TOTAL</b>	<b>\$148,693</b>
Management	\$8,326
Fund Raising	\$47,472
<b>TOTAL EXPENSES</b>	<b>\$204,491</b>
<b>NET INCOME</b>	<b>\$913</b>

## BALANCE SHEET

<b>ASSETS</b>	
Cash & Investments	\$35,941
Accounts Receivable (Net)	\$8,360
Contributions Receivable (Net)	\$44,224
Fixed Assets (Net)	\$9,770
Other Assets	\$10,553
<b>TOTAL ASSETS</b>	<b>\$108,848</b>

<b>LIABILITIES</b>	
Accounts Payable & Accrued Liabilities	\$18,130
Research Grant Payable	\$10,464
Deferred Revenues	\$11,824
<b>TOTAL LIABILITIES</b>	<b>\$40,418</b>

<b>NET ASSETS</b>	
Unrestricted Net Assets	\$16,550
Temporarily Restricted Net Assets	\$44,470
Permanently Restricted Net Assets	\$7,410
<b>TOTAL NET ASSETS</b>	<b>\$68,430</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$108,848</b>



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2009: When the economy faltered,  
**WE REMAINED STRONG.**



The mission of the American Diabetes Association is to prevent and cure diabetes and to improve the lives of all people affected by diabetes. Despite the recession that was well underway in 2009, the needs of the nearly 24 million children and adults with diabetes did not change. In fact, financial challenges compounded the needs of people with diabetes, and a weakened economy made things even worse for many.

Armed with a strong set of strategic objectives, a passionate volunteer force, and a dedicated staff, the American Diabetes Association continued to focus on the following areas to fulfill our mission:

- Funding and advocating for scientific research.
- Publishing scientific findings.
- Fighting for the rights of people with diabetes.
- Providing information and services to people with diabetes, their families, health professionals and the public.

We act on our mission through a number of critical programs and activities that are directed to a varied constituency that includes consumers, research scientists, health care professionals, corporations and communities across the country.

# Diabetes Research remains a **TOP PRIORITY.**

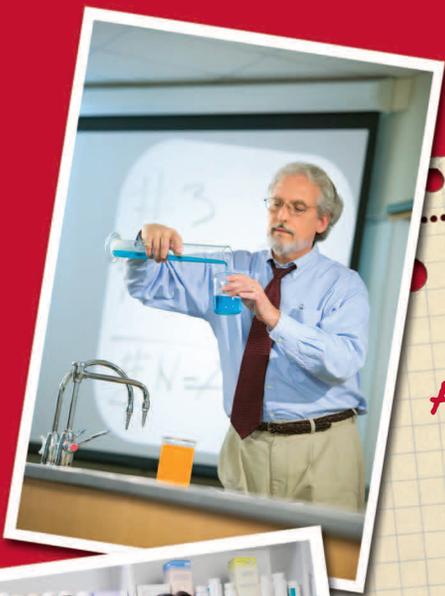
The American Diabetes Association Research Foundation allocates 100% of its funds to support scientific investigators throughout the U.S. who engage in basic and clinical diabetes research aimed at preventing, treating and curing diabetes. The Research Foundation also provides training for new and established investigators who pursue research to cure, treat and prevent both type 1 and type 2 diabetes.

The Research Foundation was established to raise major, targeted contributions to fund diabetes research. Through the generous support of individuals, corporations, foundations and other philanthropic organizations, as well as Pinnacle Society and Summit Circle members, more than \$33.5 million was invested in research at leading institutions across the country in 2009.

The Foundation's commitment to support research aimed at improving the lives of people with diabetes is solidified by the efforts of the Foundation's volunteer Board. The Research Foundation Board of Directors continues to have tremendous impact on the advancement of scientific knowledge through their support, guidance and enthusiasm in promoting the Research Foundation's vision. All Board members are Research Foundation donors and Pinnacle Society members.

As the Association's most prominent giving society, the Pinnacle Society comprises philanthropic leaders who give \$10,000 or more to the Association or its Research Foundation. Generous donors who have named the Research Foundation as a beneficiary in their estate plans, including wills, trusts, retirement plans and life insurance policies, are members of the Summit Circle, our planned giving honor society.

In 2009, the Foundation welcomed 36 new Pinnacle Society and 210 Summit Circle members. From the financial support of donors to the Association and its Research Foundation will come a better understanding of diabetes, improved treatments and one day ... a cure.



## IN 2009, THE AMERICAN DIABETES ASSOCIATION:

- Provided more than **\$33.5 million** in research funds to combat type 1 and type 2 diabetes.
- This funding supported **435 awards** at **142 leading research institutions** in the United States.
- The Association received **907 grant applications** in calendar year 2009.
- Over the years, the American Diabetes Association has invested more than **\$500 million in diabetes research** and provided funding for more than **4,000 research projects**.



The natural disasters that have been prevalent in the news have had an impact far beyond the acute devastation, particularly for those with chronic diseases. Vivian Fonseca, MD, Tulane University School of Medicine, found a worsening of long-term blood sugar control, as well as higher blood pressure and cholesterol levels, in adult patients with diabetes up to two years after Hurricane Katrina in New Orleans, with patients in the city's charity health care system most negatively affected. Better disaster planning is needed to address the needs of those with chronic health conditions like diabetes in order to avoid negative effects on long term care, exacerbation of existing health care disparities, and resultant increases in lifetime health care costs.

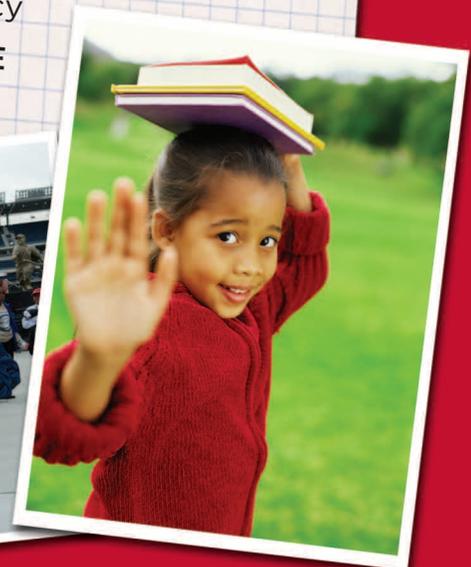
*Dr. Fonseca's work was made possible through an American Diabetes Association Clinical Research Award. This is just one of the many ways that the Association invests in scientifically sound and clinically relevant research.*

# The movement to **STOP DIABETES** is underway.



Stop Diabetes, the launch of which coincided with American Diabetes Month® in November 2009, is the movement to end the devastation that diabetes wreaks on the lives of millions of individuals and families across our nation. Stop Diabetes is the largest coordinated public awareness effort ever launched by the American Diabetes Association to raise awareness and encourage people to take action. It aims to inspire and mobilize the general public, volunteers, donors, corporations, and the scientific and medical communities to rally around our cause and our call to “Share, Act, Learn and Give.”

The main goals of our Stop Diabetes movement are to: **EDUCATE** the general public about the devastating physical, emotional and financial toll diabetes takes every hour, every day, every year on tens of millions of American children and adults; **IGNITE** a sense of urgency about diabetes and its deadly consequences; and **INSPIRE** individuals, families, communities, corporations and health care providers to get



involved and join the movement to change the future of diabetes. Stop Diabetes offers millions the opportunity to get involved and help raise awareness, promote healthy living, and raise money to fund educational outreach, advocacy efforts and critical research that will ultimately stop diabetes once and for all.

November 2009 launch activities included a national media campaign, radio media tour, the CBS Super Screen in Times Square in New York City and social media outreach. Additionally, [www.stopdiabetes.com](http://www.stopdiabetes.com) was launched and welcomed more than 27,700 new visitors in November and December. The site also allowed us to collect 4,000 email addresses and more than 800 personal stories from those affected by diabetes.





# A TRUSTED SOURCE

## for Diabetes Information.

Access to information is an important part of the fight against diabetes. As the leading voice in the diabetes community, the American Diabetes Association is committed to providing all people affected by diabetes, the health care professionals who work on their behalf, and the general public with up-to-date diabetes-related information, tools and resources. We focus our efforts on three outcomes:

- Raising the awareness of diabetes as a serious disease.
- Addressing the epidemic of diabetes through prevention, information and education initiatives.
- Reaching diverse groups of people who have diabetes, their families and health care professionals, with the goal of reducing the incidence and impact of complications.

# Outreach & Education: **LEADING THE WAY** in Diabetes Knowledge for Professionals.

## Professional Journals

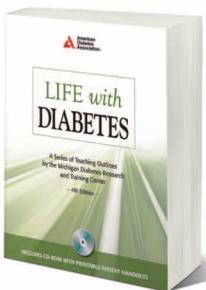
The Association continues to publish the leading scientific and medical journals related to the prevention and treatment of diabetes and diabetes complications. In 2009, our four scholarly journals, *Diabetes*<sup>®</sup>, *Diabetes Care*<sup>®</sup>, *Clinical Diabetes*<sup>®</sup> and *Diabetes Spectrum*<sup>®</sup>, had a combined circulation of more than 54,000 health care professionals. They provided researchers, physicians and diabetes educators with information on cutting-edge diabetes research, state-of-the-art treatment advances and clinical treatment issues.

We also published our annual Clinical Practice Recommendations, which provide information to physicians and allied health professionals to guide the delivery of effective diabetes care to millions of patients, as a supplement to the January issue of *Diabetes Care*.



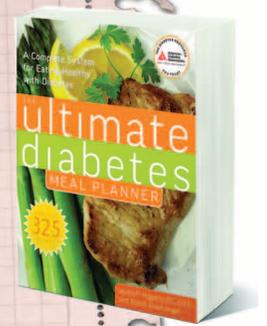
In 2009, the online version of our journals (available at [www.diabetesjournals.org](http://www.diabetesjournals.org)) logged more than six million visits and 18 million page views. The Association continues to expand the online presence of its professional journals. In early 2009, we migrated the professional journals to a new online platform that offers enhanced, user-friendly features for accessing and sharing content, such as tag-along navigation, mouse-over previews, social media linking, and print-on-demand custom publishing.

## Books



In 2009, the American Diabetes Association published 21 new books for people with diabetes and for diabetes health professionals. Along with other available Association titles, they make the Association the nation's foremost publisher of diabetes books. Among the 2009 releases were new editions of Association bestsellers such as "American Diabetes Association Guide to Healthy Restaurant Eating" and "Type 2 Diabetes: Your Healthy Living Guide," as well as new editions of bestselling professional texts such as "Intensive Diabetes Management" and "The Complete Nurse's Guide to Diabetes."

Two books published this year — “The Real Life Guide to Diabetes” and “The Ultimate Diabetes Meal Planner” — were honored with Nautilus Book Awards, while a third “The Diabetes Seafood Cookbook” received a Gourmand Award. Reviews and excerpts from Association titles were published in a wide variety of national media, and publicity reports indicate a 30% increase in media coverage over 2008.



## 69<sup>th</sup> Scientific Sessions in New Orleans, Louisiana

The American Diabetes Association’s 69<sup>th</sup> Scientific Sessions offered an outstanding five-day program that attracted scientists and health care professionals, as well as exhibitors, media representatives, and guests from around the world. Despite the economic downturn, more than 16,400 attendees, 13,100 of them professionals, converged on the city of New Orleans June 5-9 for presentations by world-renowned diabetes experts, cutting-edge clinical research reviews, and networking events — proving once again that the Scientific Sessions is the world’s premier diabetes conference.



# Outreach & **EDUCATION**

(continued ...)

## Standards of Medical Care in Diabetes

For more than 20 years, the Association has been the leader in developing evidence-based recommendations for medical care of people with diabetes and those at risk. The annual “Standards of Medical Care in Diabetes” is used by health care professionals, health insurance companies, and quality improvement organizations to define the best care for those with diabetes. It is also seen as the definitive guideline in many other countries. In 2009, the Association took the worldwide lead in developing recommendations to use the Hemoglobin A1C (A1C) test to diagnose diabetes, and to help identify those with prediabetes.

## Education Recognition Program

Designed to ensure and promote quality education for people with diabetes, the American Diabetes Association’s Education Recognition Program (ERP) assesses whether program applicants meet the National Standards for Diabetes Self-Management Education (DSME). The ERP began in 1986 with 35 recognized diabetes education programs. By the end of 2009, the ERP had more than 2,000 recognized programs at more than 3,400 sites nationwide. The ERP enhanced its online web resources in 2009 to support the health care professionals providing education in these recognized programs, resulting in more than doubling hits to the site (>30,000) and tripling the average time spent on the site (>5minutes). The 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. The enhancements to the website included tips on how to accomplish recognition in every care setting, and ultimately access to quality education for everyone with diabetes. Recognition by the American Diabetes Association ensures reimbursement to health care professionals for delivering diabetes education in the accredited program.



Outreach & Education:  
**LEADING THE WAY**  
in Diabetes Knowledge for Consumers.



## Consumer Magazine

The American Diabetes Association's monthly consumer magazine, *Diabetes Forecast*<sup>®</sup>, is the nation's premier healthy living magazine for people with diabetes. In 2009, this award-winning magazine had a monthly circulation of approximately 500,000, as well as a "pass-along" readership estimated by magazine industry research at close to five million. A companion website ([www.forecast.diabetes.org](http://www.forecast.diabetes.org)) introduced in 2008 carries additional content. Traffic to the site has grown significantly since its debut as a part of [www.diabetes.org](http://www.diabetes.org).



*Diabetes Forecast* tackles such subjects as healthy eating with diabetes, blood glucose management, fitness and weight loss, the psychological challenges of living with the disease, and other conditions related to diabetes. Profiles of people with diabetes — famous and not — offer inspiration and hope. In 2009, magazine covers featured American Idol's Randy Jackson, CNN's Larry King, and The View's Sherri Shepherd, among others.

## Diabetes.org Undergoes Major Redesign

The Association's award-winning website, [www.diabetes.org](http://www.diabetes.org), is widely regarded as the most informative and credible diabetes and nutrition resource on the Internet. Following a major redesign, the new [diabetes.org](http://www.diabetes.org) launched November 2, 2009. The new site is more visually appealing and easy to navigate, while actively inviting visitors to volunteer, advocate, donate, and participate in local and national events. Other updates include enhanced search capabilities, a database of recipes that meets Association guidelines, and a revamped discussion forum.



## Center for Information & Community Support

Representatives at the Center for Information and Community Support (1-800-DIABETES) are our constituents' personal guides to information on diabetes, as well as Association programs and events. Our representatives respond to more than 1,000 phone and email inquiries each day. In 2009, more than 300,000 people contacted the center to ask questions, voice concerns, or seek support or direction regarding diabetes and diabetes management. At the core of this valuable service are highly-trained representatives, who answer a wide range of non-medical questions in English and Spanish, 24 hours a day, 7 days a week.



# Reaching HIGH-RISK populations



## African American Initiatives – Live EMPOWERED

Approximately 3.7 million or 14.7% of all African Americans aged 20 years or older have diabetes. “Live EMPOWERED” aims to increase awareness of the rates of diabetes among African Americans. The initiative educates this audience about the seriousness of diabetes and its complications by teaching the importance of making healthy lifestyle choices and educating those with or at risk for developing diabetes about prevention and management.

Community- and faith-based educational programs and workshops, such as “I Decide to Fight Diabetes Day at Church” and “Project POWER” are important components of Live EMPOWERED. Through fun and 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 on a regular basis.

## Latino Initiatives – Por Tu Familia

Diabetes is an urgent health problem in the Latino community. The rates of diabetes are almost double those of non-Latino whites. Through *Por tu familia*, or “for your family,” the American Diabetes Association provides high impact education to the Latino community 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 and *Everybody Dance for Your Health! (¡Todos a bailar para su salud!)*, a physical activity workshop, as well as *Feria de salud por tu familia*, street health fair that brings together thousands of community members interested in learning more about diabetes and diabetes management.

## Native American Programs - Awakening the Spirit

At nearly 17%, American Indians and Alaska Natives have the highest age-adjusted prevalence of diabetes among all U.S. racial and ethnic groups. The American Diabetes Association provides educational outreach programs to help these communities combat the growth of this deadly disease.

The *Awakening the Spirit* initiative is the Association's way to carry a message of hope to Native people that diabetes is preventable and treatable. Through working with other organizations including the Indian Health Service, developing and disseminating educational materials, and participating in advocacy activities, *Awakening the Spirit* is working to encourage Native Americans to fight diabetes, make healthy food choices and be more active. Nationally and locally, Native American communities connect through *Awakening the Spirit* to encourage Congress to continue funding diabetes education programs in tribal communities. For example, the program was instrumental in advocating for the reauthorization of the Special Diabetes Program for Indians (SDPI).

## YOUTH AND DIABETES - FAMILY LINK

Children affected by diabetes and their families have unique needs. Through Family Link, the American Diabetes Association connects families to expert guidance, peer support and tools that help care for a child with diabetes — from initial diagnosis to adulthood and beyond.

Our objective is to create lifelong support relationships that help the child with diabetes succeed and engage both children and families in the vital work of the American Diabetes Association. One of the new components of the Family Link Program that was introduced in 2009 was the **Everyday Wisdom Kit**. Designed for families of children recently diagnosed with diabetes, the kit provides an array of interactive and age-relevant materials to foster discussion among family members and a team approach toward managing diabetes.

Another popular aspect of Family Link is the **American Diabetes Association Diabetes Camp**. Each year, Camp provides thousands of children with diabetes the opportunity to meet other kids and teens with diabetes, share their experiences and make lifelong friends. It's a great way to connect with other families.



# Diabetes Advocates

## SCORE VICTORIES

### from Stem Cells to Safe Schools

Advocacy plays an integral role in our mission. We fight on behalf of people with diabetes in Washington, DC, in state capitols and in our courts. Diabetes Advocates around the country work to increase funding to prevent, treat and cure diabetes; improve access to health care; and eliminate discrimination against those with diabetes at school, work and elsewhere in their lives. Here are some of our 2009 successes:

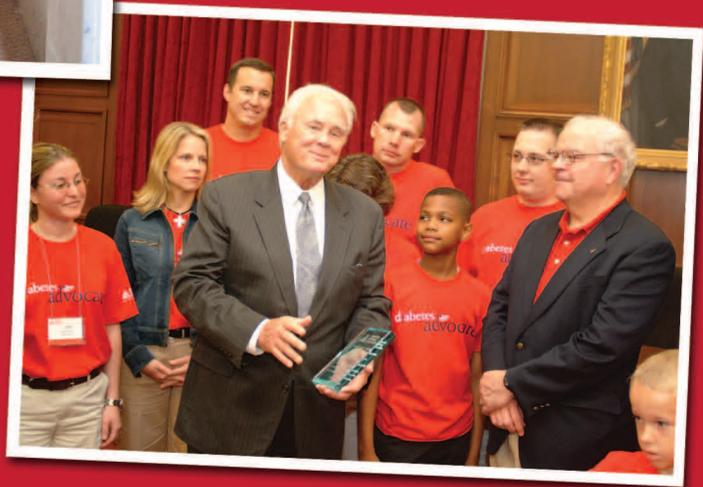
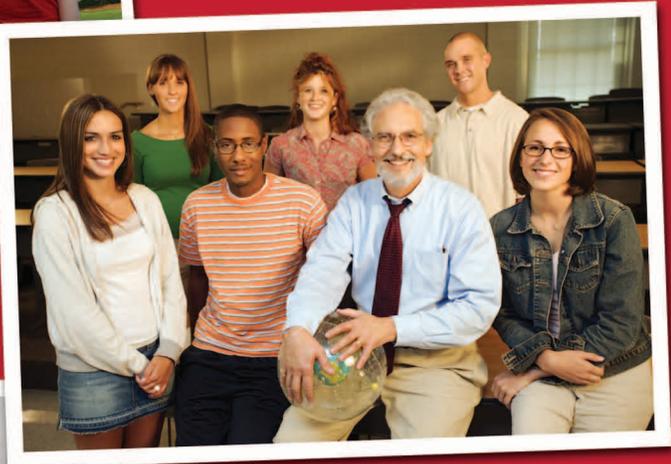
- The Association had victories in the fight against employment discrimination based on diabetes. A District of Columbia jury found that the FBI had discriminated when it rejected Jeff Kapche from the job of Special Agent because he uses multiple injection therapy to manage his diabetes (see story on page 22). The State Department settled a case to allow a person with diabetes to work in the Foreign Service. And the Coast Guard reversed course to allow a person with diabetes to captain a ship.

- The Association capitalized on our victory in 2008 with the passage of the Americans with Disabilities Act Amendments Act to become a national leader in the training of attorneys, health care professionals, and people with disabilities about their rights under the new law, while working to ensure that the new regulations fully recognize that those with diabetes are protected from discrimination.

- The Safe at School Campaign continued to protect the health and educational opportunities of children with diabetes across the country, including more than 100 workshops to help parents advocate for their children and the development of legal advocacy materials for post-secondary students. A new law in New Jersey ensures that capable students can self-manage their diabetes while at school and that school staff can be trained to administer glucagon when a child is experiencing severe hypoglycemia. In North Carolina a previously passed diabetes school care law was strengthened to include reporting requirements and to fully encompass charter schools.



- An Executive Order on stem cell research achieved our long-sought goal of lifting restrictions on federal funding for embryonic stem cell research. Favorable regulations are now in place, and researchers are using new stem cell lines.
- The American Recovery and Reinvestment Act (stimulus bill) resulted in an additional \$10 billion in funding for the National Institutes of Health, \$1 billion for prevention and wellness at the Department of Health and Human Services, \$19 billion for health information technology, and \$87 billion to states to make up for Medicaid shortfalls.
- The Association fought tirelessly to ensure that proposals for federal health care reform legislation met the needs of people with, and at risk for, diabetes including ending the discrimination faced by people with diabetes in the insurance market, and the inclusion of wellness and prevention provisions within health reform.
- The State Children’s Health Insurance Program (SCHIP) was reauthorized and expanded, providing health insurance to seven million children of families who otherwise could not afford coverage.
- Thirteen state bills were passed that improve nutrition and physical education. Menu labeling laws were passed in eight jurisdictions and, as a result of the progress at the state and local level, an agreement was reached on federal menu labeling legislation that became part of the larger health reform package.
- A Presidential Proclamation was issued on American Diabetes Month<sup>®</sup> followed by resolutions in both the House and Senate.



## TEAM APPROACH SCORES MAJOR VICTORY FOR PATIENTS' RIGHTS



Jeff Kapche has twice won major legal battles over discrimination on the basis of diabetes: first against the City of San Antonio, which said no one who uses insulin can be a police officer, and more recently against the Federal Bureau of Investigation (FBI). The FBI argued that, despite Kapche's impeccable record of diabetes management, he was not qualified to be a Special Agent because he uses multiple injection therapy instead of an insulin pump to manage his diabetes. Typical of discrimination against people with diabetes, this policy was based on ignorance about the disease and lumped people with diabetes into categories rather than providing the individual assessment the law requires.

Because Kapche was discriminated against before the new Americans with Disabilities Act Amendments Act went into place, the government also argued that, despite denying him the job because of his diabetes, Kapche took such good care of himself that he did not qualify for protection under anti-discrimination law.

Since the mid-1990s, the American Diabetes Association has brought together lay advocates, lawyers, and health care professionals to fight discrimination ranging from students who are not medically safe at school to workers denied jobs to inmates who do not have even basic diabetes care. In the Kapche case, a dream team comprising the finest civil rights lawyers, medical experts, and a graphics expert showed a federal jury that Kapche was capable of serving his country as an FBI Special Agent.

The Kapche team, made up of Jeff Kapche, attorney Katherine Butler, doctors James Gavin, Desmond Schatz, and Ralph DeFronzo, and graphics expert Garin Reetz, were recipients of the Association's Public Policy Leadership award.

The Kapche victory will not only help many others with diabetes facing discrimination, but also demonstrates the importance of teamwork in fighting for patients' rights. "We will not win a single victory against the discrimination people with diabetes face without the partnership of the amazing

health care professionals who, as American Diabetes Association volunteers, have fought alongside lawyers for the civil rights of people with diabetes," said John Griffin, Jr., Vice-Chair of the Association's Board of Directors. "The Kapche case illustrates we have the best of the best working with us to fight for justice for patients with diabetes."



# CORPORATE DEVELOPMENT

Our corporate relationships offer important opportunities to connect with those with diabetes or who are at risk for the disease. Supporting 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 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. 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 for companies reaching the Banting Circle Elite level is \$1 million or more.

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

AstraZeneca/ Bristol-Myers Squibb  
Eli Lilly & Company  
Merck & Co., Inc.  
Novo Nordisk, Inc.  
sanofi-aventis  
Takeda Pharmaceuticals North America, Inc.

### Banting Circle (\$500,000 and above)

Abbott & Abbott Diabetes Care  
Amylin Pharmaceuticals, Inc.  
BD Diabetes Care  
Pfizer, Inc.  
Roche Pharmaceuticals

## National Strategic Partners

The consumer product companies that support the American Diabetes Association at the highest level of sponsor commitment comprise our National Strategic Partners. These companies have made a commitment of at least \$500,000 annually in support of the Association's mission.

Bravo Health, Inc.

CVS Pharmacy, Inc.

Liberty Medical Supply

McNeil Nutritionals, LLC

Service Corporation International

VSP Vision Care

Walmart Foundation

Colgate-Palmolive Co.

Gold's Gym International, Inc.

McKesson Foundation

Rite Aid

Specialty Brands of America

Wellpoint Foundation

In addition, the American Diabetes Association would like to thank the companies listed below for their cumulative corporate support of at least \$100,000.

AstraZeneca

Bayer HealthCare, Diagnostics Division

Bristol-Myers Squibb

Catherine's

Hill & Valley

Sears Brands, LLC (Kmart Pharmacy)

Medtronic MiniMed

Merisant Company, Inc.

Product Partners, LLC (Beach Body)

Canola Council of Canada

Walgreen Co.

Bank of America

Boehringer-Ingelheim Pharmaceuticals

Campbell Soup Company

Daiichi-Sankyo Pharmaceuticals

Johnson & Johnson

LifeScan, Inc.

Merck/Schering-Plough Pharmaceuticals

Nutrisystem, Inc.

Roche Diagnostics Corporation

Safeway, Inc.



# Supporting **OUR MISSION** with Signature Campaigns & Special Events

## Public Support

The American Diabetes Association relied on public support to provide more than 20 percent of its contributions in 2009. Our two signature campaigns are conducted in all markets across the country and help us raise awareness and the much needed dollars to perform our mission. Our strategic growth campaigns are conducted in targeted markets. Here is how they performed in 2009:

### Signature Campaigns:

**Step Out: Walk to Fight Diabetes®** completed 165 walks with more than 120,000 participants and raised more than \$18.4 million.

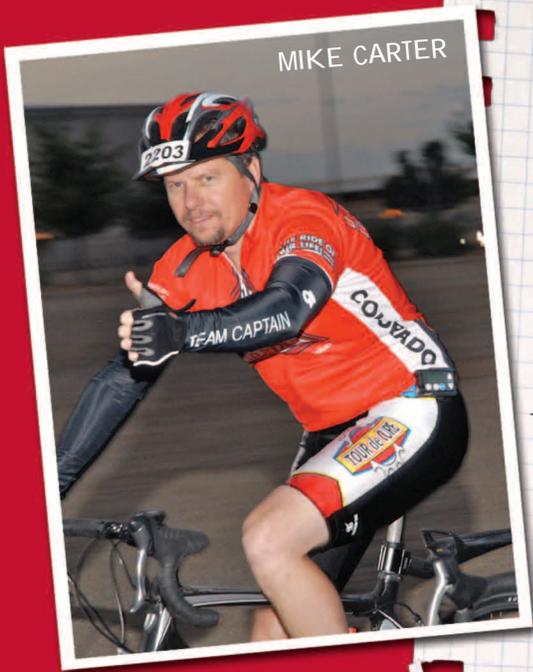
**Tour de Cure®** featured 80 Tours with more than 43,700 riders and raised nearly \$17 million.

### Strategic Growth Campaigns:

**School Walk for Diabetes** had 1,162 participating schools and raised \$3.2 million.

**Father of the Year** carried out 16 events and raised more than \$2.6 million.

The Association also relies on individual giving, memorials and honorariums, workplace giving and direct response marketing for a significant portion of our revenue. In fact, our direct response marketing efforts reach more than 50 million individuals annually with many messages (e.g. risk factors, healthy lifestyle issues) and requests for donations.



MIKE CARTER

## STOP DIABETES STORY: MIKE CARTER DENVER, COLORADO

I want to stop diabetes on the most personal level. I have had type 1 diabetes for nine years and would love nothing more than to not have to deal with the 24x7x365 disease that is such a huge part of my life.

To end the finger pricks, the insulin pump, the continuous glucose monitor, the highs, the lows, the fear of complications and the reality of having a chronic illness.

Yes, please, sign me up.

However, it goes much further than that.

Tomorrow, I am having lunch with one of my coworkers. He also has type 1 and has for much longer than I have.

We are having lunch because he has had some recent problems with managing his diabetes and just wanted to talk to someone else who knows where he is coming from. I want to stop diabetes so I can have lunch with Tim to talk about baseball or talk about work or talk about anything else!

I volunteer at the American Diabetes Association's Camp Colorado. Every year about 250 children with diabetes attend this camp. I want to stop diabetes so that kids can just be kids, not kids with diabetes!



How will I stop diabetes? I will continue fundraising as a Red Rider for Tour de Cure. I will take time to educate others and raise awareness. I will volunteer at every opportunity to help the American Diabetes Association.

Together, we will stop diabetes!

Mike is one of the American Diabetes Association's many world-class volunteers. He holds several volunteer leadership positions, including the national Tour de Cure Red Rider Committee. His efforts provide constant support and motivation to Red Riders around the country.





 American Diabetes Association.

diabetes.org • 1-800-DIABETES

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