RESEARCH

- The American Diabetes Association made **$34.6 million available** to support a broad spectrum of diabetes research.
- The program included more than **400 active projects** at **139 leading research institutions** in the United States.
- The Association received more than **800 grant applications** in Calendar Year 2011.
- Over the years, the Association has invested more than **$600 million in diabetes research** and provided funding for nearly **4,000 research projects**.
- The 71st Annual **Scientific Sessions** in San Diego, CA, brought together **17,500** scientists, health care professionals and other members of the diabetes community, marking a 2% increase in attendance over the 2010 meeting. Scientific Sessions generated **7.2 billion media impressions worldwide**.
- The Association’s **Individual Giving Department and Research Foundation** had a demanding fundraising year in 2011. Several new major-gift donors made generous contributions and many of our long-term major-gift donors renewed their commitments to funding diabetes research. These contributions equal a cumulative 2011 **annual income of $3,494,879 million**.
- The **Pinnacle Society**, the American Diabetes Association's honor society for individuals who contribute $10,000 or more to the organization, added **22 new members** to its ranks in 2011. Most of these individuals directed their Pinnacle gift to funding research that will have a direct impact on helping those with diabetes. The Pinnacle Society now has a membership of nearly **800**.
- Additionally, the Individual Giving Department staff closed a total of **85 planned gifts** in 2011 and, thereby, introduced **73 new members** to the **Summit Circle**, the Association's society for donors who leave the Association in their estate plans. These legacy donations are comprised of instances when the Association is left as a beneficiary in a will, trust, annuity or another kind of planned giving vehicle. The average planned gift is $45,000, so an **estimated $3,825,000 million** will be raised through the Summit Circle based on 2011 commitments.
- The Association was pleased to welcome **new Research Foundation Board members Ann Juster and John Fitzgerald, III**. The Research Foundation also introduced **Karen Talmadge**, PhD, as Chair of the **Pathway to a Cure** campaign. The initial silent phase of this multi-million campaign is underway and focusing on leadership gifts of $1,000,000 million and above from loyal volunteers and donors.

INFORMATION

- In 2011, **diabetes.org**, the Association's award-winning website for consumers and professionals, had **25.1 million visits** and more than **17.9 million visitors**. Visits increased by more than 4 million, while visitors increased by 2 million from 2010.
The Association launched a **mobile version of diabetes.org** at [http://m.diabetes.org](http://m.diabetes.org) in response to its constituents' rapidly growing demand for obtaining diabetes-related news and information via web-enabled mobile devices. The site has mobile browser detection which means that users do not need to enter the mobile address. It features a streamlined design, while providing quick access to some of the Association's most popular and useful web content and features.

The Association also launched two new microsites within diabetes.org: **Living with Type 2 Diabetes** and **MyFoodAdvisor: Recipes for Healthy Living**.

**-Living with Type 2 Diabetes** provides people who are newly diagnosed with type 2 diabetes a series of information packets to help them navigate their first year with the disease. Between April and December 2011, more than **57,600 people** registered for Living with Type 2 Diabetes.

**-MyFoodAdvisor: Recipes for Healthy Living**, which launched in October 2011, is a free interactive nutrition resource geared toward people with and at risk for diabetes, their families and caretakers, those who want to eat healthy as well as health care professionals. More than **30,000 people** signed up for this resource in the first three months of the program.

**Stopdiabetes.com**, the online hub of the Association's Stop Diabetes movement, continued to be essential in engaging people nationwide with the movement and its four tenets: Share, Act, Learn, Give. Throughout the year, stopdiabetes.com received more than **452,000 visits** and users generated more than **573,000 page views**. The Association also exceeded its 2011 unique email goal by collecting more than **200,000 emails** via stopdiabetes.com.

In September 2011, the Association migrated its online community to the Lithium platform, a leading provider of online community software that increases social media engagement. Since the launch of the new community, overall traffic increased by **19%**, time on the site by **22%** and the number of posts and replies by **42%**.

**Shopdiabetes.org**, the Association's online store, surpassed 2010 net sales by 2%, generating more than $1 million sales revenue in 2011.

2011 was a landmark year for the Association's social media channels. The Association more than doubled each of its fan bases, thanks in large part to the social media-driven American Diabetes Month campaign in November. Fans were exposed to a greater variety of interactive content, and they responded accordingly with increased engagement.

- **Facebook** fans increased 128%, ending up at more than **140,000**.
- **Twitter** following increased 116%, ending up at about **21,400**.
- **YouTube** subscribership increased 133%, ending up at **1,130**.

The Association continued its efforts to better integrate its online and social media channels, perhaps best exemplified by the "**Get Connected**" Facebook tab that debuted in late December. This tab consolidates feeds from the Association's Twitter account, YouTube channel and blog into a single place on Facebook in a visually appealing way -- thus exposing its fans to all the additional ways they can keep up with the Association online. Also, all the social media channels have been rebranded to present a consistent, Stop Diabetes-branded look and feel.

The Association's **Diabetes Stops Here blog** at diabetesstopshere.org, which launched in October 2010 as a way to bring the Stop Diabetes movement to life through a variety of voices and perspectives,
continued to grow in popularity. It received nearly 100,000 page views in 2011. The Association also introduced a subscribing feature so readers could sign up to receive new posts by email. The blog gained 245 subscribers in 2011.

- In 2011, the Association exceeded its goal of 23.1 million visitors to its online properties by more than 2 million, bringing the total to more than 25 million visitors.

- The Association's Publications group -- keeping ahead of publishing industry trends -- converted nearly its entire professional and consumer titles to eBook format in 2011, thereby making them more accessible to the public. This is especially important to international health care professionals who now can more quickly and easily reference the latest in diabetes standards of care and avoid the higher cost of shipping and customs delays.

- Several American Diabetes Association titles received national or international recognition. The *American Diabetes Association Diabetes Comfort Food Cookbook* was awarded the Gourmand Award for best health and nutrition title in the USA. The *Mediterranean Diabetes Cookbook* won the 2011 Nautilus Silver book award for cooking and healthy eating. Among more than a dozen title releases, Publications completely revised editions of its flagship book, *The Complete Guide to Diabetes*, as well as *Diabetes & Pregnancy*, and a prescribing providers handbook, *Practical Insulin* -- all bringing the latest in diabetes care to people with diabetes and their caregivers.

- The Association's Center for Information and Community Support received an average of 20,000 combined calls and emails a month. The center also expanded the way it communicates with Association constituents online by launching "Chat with Us" in December 2011. The Chat service, or ability to engage with constituents via instant messaging functionality, is a button that appears on multiple pages within diabetes.org to provide website visitors to engage with a live person should they have questions.

- The Association's Education Recognition Program (ERP) in collaboration with University of Pittsburgh Medical Center introduced *Chronicle Diabetes*, an electronic record for documenting diabetes care and education to its approximately 3,500 program sites in 2011. Since the tool was launched in June 2011, about 10% of active sites have signed on to use it, with approximately 2,000 educators documenting in the system and 17,367 patient education records created in the system. This provides the American Diabetes Association a new opportunity to analyze, aggregate and publish data regarding trends in diabetes education.

**AWARENESS, EDUCATION & SUPPORT**

- The 23rd *American Diabetes Association Alert Day*® took place on March 22, 2011. The Association challenged Americans to Join the Million Challenge by taking the Diabetes Risk Test and finding out their risk for type 2 diabetes. The public could do this by visiting stopdiabetes.com, facebook.com/AmericanDiabetesAssociation or calling 1-800-DIABETES. Overall, our online efforts generated more than 215,000 pageviews and our social media efforts generated more than 12 million impressions. In addition, our national and local media coverage generated more than 306 million impressions. More than 600,000 people took the diabetes risk test in concert with these efforts.
During American Diabetes Month® (ADM) in November 2011, the Association focused on a Facebook generated campaign asking Americans to Raise Their Hand to Stop Diabetes® by taking a pledge and sharing with their friends and family. Through various high impact promotional activities, the Association gained thousands of additional supporters for its Stop Diabetes movement while helping people nationwide understand the urgency of the Association's mission. Total outreach was tallied at more than 380 million impressions, which included national and local media coverage, social media efforts, Association promotional channels and collaborative efforts. Highlights included:

- MSN, a breaking news and online information site from Microsoft, featured the American Diabetes Association and the Stop Diabetes movement at MSN Health during the month of November.
- The Association collaborated with several media outlets to support ADM messaging. Reader’s Digest, Spry magazine, American Profile, Mediaplanet/USA Today and CW Publishing have produced advertorials that reached more than 50 million readers.
- The Association, in conjunction with Larry King and the Larry King Cardiac Foundation, produced a series of interviews and Public Service Announcements featuring Jay Cutler, Herm Edwards, and Madi Dodge, the American Diabetes Association Youth Advocate. These videos were distributed across the Association’s and its partners’ social media channels.
- Sharecare.com and the Association continued their collaborative efforts by including information throughout the Sharecare social media channels in November.

In 2011, more than 60,000 people attended American Diabetes Association EXPO around the country to learn how to live healthy, be active and change the future of diabetes for themselves and their families. Of those, more than 28,390 people participated in health screenings. In addition, more than 2,660 volunteers worked together to support EXPO in 11 markets.

Each year, 1.9 million Americans are diagnosed with diabetes. In 2011, the American Diabetes Association made it a priority to serve those newly diagnosed with diabetes by launching its new patient initiative, Living With Type 2 Diabetes in April with funding from Walmart Foundation, Splenda, Boehringer Ingelheim, Lilly, BrightSky, and Kraft Foods. This program offers primary care providers a free resource to give to their patients at diagnosis, while supporting people newly diagnosed with type 2 diabetes via a series of digital or print information packets in either English or Spanish to help them navigate their first year with the disease. The Program starts with the Where Do I Begin? booklet. In 2011, the Association received more than 7,000 orders from primary care providers and disseminated more than 360,000 copies of this free booklet. As of December 2011, more than 57,600 people were enrolled in the Living With Type 2 Diabetes program.

Latino Initiatives (Por tu Familia) reached out to more than 10,000 participants through Conferencias and Ferias in 2011. The Association's Spanish-version Facebook page, which launched in January 2011, generated more than 16,000 daily page views, nearly 7,000 unique users and 2,000 Likes. The latest Facebook tabs on Viviendo con diabetes tipo 2 (Living With Type 2 Diabetes) and 7 Pilares para el control de la diabetes (7 Pillars to control your diabetes) generated 4,290 and 3,611 views respectively during its early live hours. This tool has been made possible due to the generous support of a Medtronics grant. In addition, revisions to the Diabetes.org in Spanish website tabs' content were made in 2011. The Spanish version of MyFoodAdvisor continued to expand as well, recently adding 47 new recipes.
African-American Initiatives (Live EMPOWERED) reached more than 1 million people in 2011. One of its major campaigns, ID Day, experienced another successful year reaching more than 600,000 people in 1,083 churches in one month. Celebrities David and Tamela Mann from the TBS hit show "Meet the Browns" served as the Association's ID Day spokespersons for the second year. Additional 2011 highlights included the African-American Initiatives, Governmental Affairs and the Women's Workgroup 'Women's Symposium' hosted during the Congressional Black Caucus. The event's stellar panelists spoke with more than 200 attendees during this conference.

Native American Initiatives (Awakening the Spirit) launched an online campaign to encourage Special Diabetes Programs for Indians (SDPI) grantees to acknowledge the Association for supporting SDPI funding (funding is approaching the 1.6 billion dollar mark) by joining local Step Out: Walk to Stop Diabetes events. Awakening the Spirit also promoted American Diabetes Month, Native American Heritage Month and the New Patient Initiative through print and web ads in Indian Country Today Media Network (ICTMN). ICTMN delivers more than 22,000 magazines a week and hundreds of thousands view their website monthly. The Association's third annual John Pipe Voices for Change Award was held in Anchorage, Alaska. These awards recognize SDPI grantees for their effective diabetes prevention and treatment services in the American Indian and Alaska Native communities:

- **Advocacy Award**: NATIVE HEALTH Diabetes Program, Phoenix, Arizona and Southeast Alaska Regional Health Consortium, Sitka, Alaska
- **Innovation Award**: Fond du Lac Human Services Diabetes Prevention Program, Cloquet, Minnesota and Norton Sound Health Corporation CAMP Department Nome, Alaska
- **Outcomes Award**: Yakama Nation Healthy Heart Program, Toppenish, Washington
- Innovation Honorable Mention: Toiyabe Indian Health Project, Bishop, California
- Outcomes Honorable Mention: Warm Springs Diabetes Prevention Program, Warm Springs, Oregon

The Asian American, Native Hawaiian and Pacific Islander (AANHPI) subcommittee launched the AANHPI video campaign during American Diabetes Month 2011. The aim of this campaign is to eliminate the shame and stigma surrounding diabetes among AANHPI's. The AANHPI subcommittee also began to collaborate with the Association of Asian Pacific Community Health Organizations (AAPCHO) to build upon and promote the Health Information Gateway. The Gateway is an online resource that provides diabetes patient education materials in different AANHPI languages. In 2012, the Association will lead the review of the patient education materials submitted to the Gateway, facilitate the multicultural and linguistic review and promote the Gateway to consumers.

The Association continued to expand opportunities for parents and kids to connect with other families affected by diabetes through Family Link. Family Link is the Association's commitment to connecting families to expert guidance, peer support and tools that help care for a child with diabetes -- from initial diagnosis to adulthood and beyond. Components include: Family Link Parent to Parent Mentors; Everyday Wisdom Kit; social and educational events in local communities; Family Link Web Community (www.diabetes.org/families); Planet D Web Community (www.diabetes.org/planetD); Family Link Enews; Safe at School (www.diabetes.org/schools); American Diabetes Association Diabetes Camp (www.diabetes.org/camp); and classroom lessons.
- Launched in 2011, a new online recruitment and training system for Parent to Parent Mentors will enable the Association to expand its community outreach efforts and provide information and emotional support to more newly diagnosed families.

- The Association's Camp Program served 6,200 children and teens with diabetes and another 300 siblings and friends. The Association awarded more than $442,500 in camperships. Of that amount, $358,000 in camperships assisted children attending American Diabetes Association Camps and $84,500 enabled children to attend a diabetes camp where the Association does not offer one. The average camp fee was subsidized at 50% of the true cost of Diabetes Camp for all families. Grants to the Association supported $388,000 of these camperships. In addition, a new online recruitment and training for Camp Counselors featuring self-paced courses launched in 2011.

- The Everyday Wisdom kit continued to be in high demand with more than 10,300 kits distributed in 2011. This represents a 6% increase in kit delivery over 2010. This increase is credited to the number of doctor's offices, children's hospitals and schools distributing order forms to families of type 1 children and many giving kits directly to families after diagnosis.

- The Stop Diabetes message/campaign specific to families of children with diabetes (Stop Ignorance, Stop Discrimination, Stop Complications, Stop Diabetes) continued in 2011. Families joined the movement at national conferences as well as at Camps and Family Link activities. Indy 500 driver Charlie Kimball and NASCAR Camping Truck driver Miguel Paludo joined campers in placing their messages on stopdiabetes.com.

- Initiatives to recruit family teams for Step Out: Walk to Stop Diabetes through Camp and Family Link resulted in 9,300 family teams who raised $5.3 million. This is an 11% increase in teams from 2010.

- An additional 30 volunteers and staff attended a national school advocate training bringing our numbers to 171 volunteers to provide School Parent Workshops and 86 staff who are trained or work with the volunteers to arrange trainings. These 30 new advocates have pledged to provide 2 workshops each adding another 120 workshops per year.

**PREVENTION**

- Through its CheckUp America Public Service Announcement campaigns, the Association earned nearly 1.2 billion audience impressions in 2011 with an equivalent dollar value (what it would have cost to purchase this time) worth $13.3 million.

- More than 279,000 CheckUp America prevention print materials were distributed to health care professionals and consumers in 2011.

- CheckUpAmerica.org, the Association’s prevention web pages, received approximately 11,000 visitors per month in 2011.

- The Association played an active role on the U.S. Delegation to the United Nations High Level Meeting on Non-Communicable Diseases (NCDs – of which diabetes is one) in September 2011. This is only the second time the U.N. has focused on disease in its history. The goal is to drive constituencies to take steps toward preventing NCDs by raising awareness, working together and making the economic case for intervention.

- The Guideline Advantage, a clinical outpatient registry program, was launched in partnership with the American Cancer Society and the American Heart Association to support consistent use of evidence-
based guidelines for prevention and disease management. The electronic health records ensure compatibility of the program's data collection system. As of November 2011, more than 886,109 records representing 157,682 patients at 159 practices have been collected.

ADVOCACY

- The Association celebrated its first full year of the Advocates in Action initiative, which continues to build capacity in local communities across the nation to engage people affected by diabetes in advocacy efforts. Both new and seasoned Diabetes Advocates were encouraged to get involved via a calendar of advocacy activities including efforts to keep kids safe at school, recess meetings with Members of Congress, submitting letters to editors and speaking to local community groups.

- More than 200 Diabetes Advocates stormed Capitol Hill in March 2011 for the Association's bi-annual Call to Congress: Stop Diabetes. In addition to more than 250 meetings with Members of Congress and their staff to talk about funding for diabetes research and programs and to seek additional members of the Congressional Diabetes Caucuses, the Association was featured in a press event on the Affordable Care Act's impact on people with chronic diseases. Attendees also participated in training and planning sessions as part of their pledge to continue as advocacy leaders in their local communities.

- The Association raised its presence in Washington, D.C. through six Congressional briefings on issues ranging from diabetes research to launching our gestational diabetes bill; testimony by Chair of the Board John Griffin before the Senate Health Education Labor and Pensions Committee on primary prevention; and the thousands of Advocates who made their voices heard through online action alerts and Call to Congress days. A Presidential Proclamation was issued on American Diabetes Month followed by a resolution in the Senate and public service announcements recorded by more than 30 Members of Congress.

- The Association's tireless efforts to protect the Affordable Care Act and to ensure that it is implemented in ways that best meet the needs of those with, and at risk for, diabetes, included more than 30 letters and formal comments to Congress and the Administration as well as numerous briefings and meetings with high level officials. Among the Association's successes are inroads in funding the National Diabetes Prevention Program through Medicaid and Medicare, and a Congressional recommendation of $10 million in funding; free screening for gestational diabetes in all pregnant women between 24 and 28 weeks of gestation and at the first prenatal visit for pregnant women identified to be at high risk for diabetes.

- The Association continued its leadership role in promoting equal employment opportunity for people with diabetes. Culminating years of effort, new federal regulations contain strong provisions solidifying that people with diabetes are protected from discrimination. And, under the leadership of Robert Henry, MD, President, Medicine & Science, the Association collaborated with the State Department to develop medical clearance standards for Foreign Service officers with insulin-treated diabetes – ending a blanket ban and providing a model for other federal agencies.

- The Safe at School Campaign continued to protect the health and educational opportunities of children with diabetes across the country. Trained volunteers conducted more than 200 workshops for parents and school personnel. The Association's lawsuit regarding access to insulin was briefed in the California Supreme Court with an impressive list of federal and state agencies, diabetes experts, school and civil rights advocates filing briefs in support of the Association's position that trained school personnel should be allowed to help students with diabetes. The Association continued its opposition to the growing
practice of school districts' segregating students with diabetes in special schools to receive diabetes care, buoyed by support from the federal Departments of Justice and Education and a Florida administrative law judge's determination the practice constitutes unlawful discrimination. A more aggressive marketing and communications platform around the Association's school efforts included a radio press tour aired by more than 2,000 radio stations and network affiliates, reaching an estimated 5 million listeners; a news release published by more than 700 media outlets; and increased visibility throughout the Association's print, direct mail, on-line and social media outlets.

- A new position statement on diabetes and driving was created to provide critical guidance to state driver licensing agencies on appropriately assessing the fitness of drivers with diabetes, combating state policies that vary wildly and are sometimes unfair.

- The Association partnered with the National Council of Asian Pacific Islander Physicians, which organized a symposium, Diabetes in Asian Americans, Native Hawaiians and Pacific Islanders: A Call to Action. As a result, a coalition has been launched to focus on the impact of diabetes in these disparately impacted communities.

- As one example of numerous successful efforts to prevent reductions in insurance benefits at the state level, Washington State was poised to severely restrict the access to glucose monitoring for children covered by state plans – an action that was being watched around the country – until a sustained advocacy effort resulted in an expansion of access for these vulnerable children.

- Diabetes Advocates from across the country joined our first Advocates in Action National Step Out Team. Forty-three teams of Advocates stepped out and spoke up about the need to make sure public policies and public funding match up to the seriousness of diabetes as a costly and deadly disease – all while raising funds to support the Association's mission.

PUBLIC SUPPORT

Signature Campaigns:

- Step Out: Walk to Stop Diabetes, the Association's premier walk event, executed 135 walks nationwide with 120,000 participants and raised more than $20 million gross.

- Tour de Cure, the Association's premier cycling event, featured 80 Tours across the country with more than 57,000 participants and raised more than $23 million gross.

Strategic Growth Campaigns:

- School Walk for Diabetes, the Association's educational school fund-raising program, had nearly 400 participating schools and raised more than $1.4 million gross.

- Father of the Year, a fund-raising event that honors men from across the country as role model fathers and community leaders, carried out 28 events and raised more than $4.4 million gross.

CORPORATE DEVELOPMENT

- In 2011, Corporate America provided $1,660,000 in grants to support targeted Association research projects. New multi-year commitments totaling $4,250,000 received in 2011 include:
– The American Diabetes Association and Novo Nordisk Awards in Neurohormonal Control of Metabolism will provide $1 million over three years to support researchers investigating islet, gut and adipocyte hormones that regulate metabolic function via the central nervous system in humans. An additional $1 million will be funded through the American Diabetes Association and Novo Nordisk Awards in Hypoglycemia in Diabetes to examine the mechanisms underlying hypoglycemia in patients with diabetes, the incidence and impact of hypoglycemia on patients with diabetes and strategies for improving blood glucose control while minimizing hypoglycemia.

– A $1.5 grant for research looking at the effects of nutritional composition in patients with obesity and diabetes.

– Amylin Pharmaceuticals committed an additional $725,000 (for a total commitment of $1.5 million) to examine the effects of GLP1-R agonism in preventing the progression of impaired glucose tolerance and impaired fasting glucose to type 2 diabetes.

- Walgreens signed on as a nationwide supporter of the American Diabetes Association by becoming a National Strategic Partner and selecting the Association as one of five featured charities of its "Way to Well Commitment™" – the company's new health and wellness initiative. The company pledged a minimum of $500,000 to support the Association’s mission in 2011 and will focus on promoting how lower the risk of type 2 diabetes.

- The Association secured a new Step Out National Premier Sponsor and National Red Strider sponsor with Novo Nordisk, which committed $1.4 million for two years.

- The Walmart Foundation provided a $1 million grant in support of the Association's new Living With Type 2 Diabetes program, which launched in April 2011. Additional support was provided by Sanofi, Boehringer Ingelheim, Eli Lily & Company, BrightSky and Kraft Foods. Many of the supporters not only provided funding for this effort, but also utilized their own distribution channels to expand the program's reach.

- Colgate Total renewed their commitment as a National Strategic Partner by signing a five-year agreement and committing $2 million to the Association.

- Seventeen companies supported the 23rd American Diabetes Association Alert Day on March 22, 2011, and the Association's efforts to reach people who are at risk for developing type 2 diabetes. Activities included online promotions of the risk test as well as messaging through social media outlets and corporate websites. One Corporate Sponsor, Boar's Head, distributed the Association's risk test in grocery stores across the nation while sampling healthy deli meats. And, T-Fal, maker of T-Fal nonstick cookware donated $1 to the Association, up to $20,000, for each person that joined the Stop Diabetes movement by completing the online risk test.

- Corporate funding was also secured for the Association's new MyFoodAdvisor: Recipes for Healthy Living program on diabetes.org. Splenda, a long time supporter of the Association, is helping to fund this effort and is promoting the program and recipes via its own website to expand its reach among their customers.

- Nordstrom, a leading fashion retailer, worked with the Association to support the Hispanic community by donating $5 for each person who completed our Type 2 Risk Test, up to $75,000, during the Hispanic
Heritage Month promotional period, September 15 through October 15, 2011. Awareness messages were promoted throughout Telemundo's website to better reach Spanish-speaking audiences.

- **Fourteen corporations supported the Stop Diabetes** movement on the national level through financial support and/or various consumer/employee engagement activities. During November's American Diabetes Month, each of these companies participated in Stop Diabetes by raising funds directly, through product promotions and/or encouraging both their customers and employees to join in the fight to stop diabetes. Fund-raising and marketing programs leveraging the Stop Diabetes movement in November and throughout the year included:

- **Rite Aid Pharmacies** sold Stop Diabetes Pin-ups for $1 in support of the Association. Each Pin-up also provided customers with $8 worth of store coupons as an added incentive to donate to diabetes. In addition, along with Lifescan One Touch, Rite Aid supported a Mobile Bus Tour at 30 East Coast locations to encourage customers to find out their risk for diabetes, offering a free glucose test or A1C to customers at high risk for diabetes or who have been already diagnosed with the disease.

- **Gold's Gym** offered friends of the American Diabetes Association a one-time enrollment fee of $59 (that’s up to a $140 discount) and 20% off monthly dues. Gold's also made a $30 donation for every new membership with a friend of the Association. In addition, Gold's supported the Association’s American Diabetes Month social media campaign by distributing messaging through their social media channels.

- **Walgreens** sold "Way to Well" pin-ups for $1 with 100% of the pin-up income supporting community programs that help consumers lower their risk for type 2 diabetes. The Association also received $5, up to $20,000, for every A1C test taken in November.

- **Catherines® Plus Sizes**, a chain of more than 480 specialty fashion stores for plus size women, joined the Association's efforts to stop diabetes by holding a "Round Up" campaign in all their stores during November. When checking out in any Catherines store, customers were asked if they wanted to "round up" the amount of their purchase to the next dollar; 100% of the round up money was donated to the Association.

- **La Quinta Resort & Club** offered a special November Escape Package to support the fight to stop diabetes. Friends of the Association received a third night free with the booking of two consecutive nights. A portion of each guest's stay during November was donated to the Association. La Quinta also offered the American Diabetes Association Golf Card, which provided discounted rates at La Quinta Resort and PGA WEST; 50% of the proceeds were donated to the Association.

- **Colgate Total** promoted the importance of oral care in relation to diabetes by hosting a satellite media tour with Dr. Maria Ryan. Messaging linked back to the Association’s website and 1-800 DIABETES.

- **Merisant Company**, makers of Equal® and Pure Via®, encouraged donations during November by sending an email to their customers encouraging them to join the Stop Diabetes movement.

- **Roche Diabetes Care** placed a widget on its website to direct users to the Association's Facebook page.

- **Boar's Head** promoted Stop Diabetes and American Diabetes Month on a national commercial airing on the NFL Westwood One Radio Network during Thursday and Sunday NFL games, while
also encouraging donations on its Facebook and Twitter pages. Delis in select grocery stores had take-one brochures that contained Boar's Head recipes and the American Diabetes Association diabetes risk test.

- **Sonus** distributed educational brochures and postcards to increase awareness about diabetes and raised funds by selling Stop Diabetes Pin-ups for $1 in their stores. Sonus also promoted awareness of the Stop Diabetes® movement by having all their store associates wear Stop Diabetes lapel pins – encouraging a conversation with their customers about diabetes.

- **Bristol-Myers Squibb** promoted ADM by including messaging on their websites and social media channels as well as providing employees with information about their risk for diabetes and encouraging them to join the Stop Diabetes movement.

- **BrightSky** engaged their social media followers by including American Diabetes Month messaging on its Facebook page. The company also encouraged employee donations to the Association by sending similar messaging through its internal channels.

- In September 2011, Corporate Alliances' **2011 Corporate Sponsor Summit** included 24 representatives from 19 pharmaceutical and consumer companies. This annual meeting brought together all of the Association's key sponsors for an update on the Stop Diabetes movement, the Association's 2012-2015 Strategic Plan as well as the Association's key priorities in 2012.