
Connected for Life.

2018
Annual Report





Message from our CEO

The American Diabetes Association® is confronting the diabetes epidemic head on. When I joined the ADA in June 2018, I committed to growing revenue, reducing expenses and prioritizing the activities that best deliver on our mission. And in 2018, we made some substantial strides by . . .

Bending the Curve—We heightened our focus on the at-risk population to decrease the number of people living with diabetes. We funded **318 new and continuing diabetes research projects** across a spectrum of scientific approaches, toward the promise of a cure. We came full-circle as three of our initial Pathway to Stop Diabetes® scientists, our first graduating class, completed the five-year grants they began in 2014.

Helping People Thrive—We fought for funds to keep diabetes research and programs going, securing an increase of nearly **\$170 million in federal funding** for FY2018 and FY2019. We're in it for the long-haul: After years of steadfast work by diabetes advocates, the U.S. Department of Transportation's Federal Motor Carrier Safety Administration **eliminated its outdated and discriminatory blanket ban on insulin use among commercial drivers**. And as the prices of insulin continued to skyrocket, we were front and center at congressional hearings, voicing our concerns—and gathered more than 432,000 signatures in support of our **Stand Up for Insulin Affordability** campaign!

In 2018, we became even more community-minded—engaging people at every stage of their diabetes journey through our education and prevention programs, products and services. We teamed up with the American Heart Association® and industry partners on a groundbreaking, multi-year awareness and education initiative, **Know Diabetes by Heart™**, to help people make the link between diabetes and heart disease. We encouraged the nation to share their real-life stories through our American Diabetes Month® campaign, **Everyday Reality**, generating 4.4 million media impressions and 3.5 million more on social media.

We touched even more people through our **National Diabetes Prevention Program, Youth & Family Initiatives, Center for Information (1-800-DIABETES)** and a wealth of other programs. We encouraged the diabetes community to lead healthier lives through our award-winning books, and **Diabetes Forecast**, our trusted bimonthly Healthy Living

Magazine, which celebrated its 70th year. Then there was the launch of **Diabetes Food Hub**—now the nucleus of our online recipes and meal-planning information for people living with diabetes and their families.

Becoming Great Business Stewards—We reassessed our business, working to grow our partnerships and focus on fundraising initiatives that improve the ADA's financial health, and we managed our expenses, not by reducing staff, but by tightening up our processes. With the support of our donors, corporate and national sponsors, fundraising and other philanthropic support, we raised more than \$161 million with a net income of \$13 million—and we grew the topline revenue by nearly 8% for the first time in nearly a decade.

Thank you for investing in the ADA and for funding our research programs, campaigns and initiatives. You've ensured that the projects of today will lead to the treatments of tomorrow—and ultimately a cure.

We're Connected for Life,

Tracey D. Brown, Person with Diabetes
CHIEF EXECUTIVE OFFICER
American Diabetes Association

#AwakenTheWorld #ConnectedForLife

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Research: Invested for Life

Advancements in diabetes prevention and care don't happen overnight. That's why the American Diabetes Association has dedicated precious funding to our Research Program every year since 1952, knowing that **the projects of today will lead to the treatments of tomorrow—and ultimately a cure.**



318

new and continuing projects funded targeting all types of diabetes and its many complications

To increase our understanding of how diabetes develops and progresses, we attack the disease from all angles. In 2018, the ADA funded 318 new and continuing projects targeting all types of diabetes and its many complications, across a broad spectrum of scientific approaches.

These projects are conducted by **great minds from 104 leading research institutions across the country.** And because **diversity fosters ingenuity,** we proudly supported . . .

133

in-training or early career investigators

+

53

scientists from underrepresented minority groups

Our research portfolio is an all-out commitment to the innovation that promises the greatest hope for the diabetes community. **Among our 2018 achievements:**



Type 1: Why does the immune system attack insulin-producing beta-cells, leading to type 1 diabetes?

Kenneth Brayman, MD, PhD, has isolated a key part of the immune system that is different in people with type 1 diabetes. Restoring its functionality could unlock new therapies to prevent or reverse the disease.



Type 2: In socioeconomically disadvantaged areas, it can be difficult to get community health programs off the ground, or keep them going.

Briana Mezuk, PhD, met that challenge—and the inherent health disparities in type 2 diabetes. She designed the Greater Richmond Diabetes Control Program with the local YMCA and after 12 weeks, program participants improved their blood glucose levels, mental health and self-management. Dr. Mezuk's project was supported by a generous donation made by The Kahlert Foundation to the ADA.



Complications: Affecting nearly 100 million people worldwide, diabetic retinopathy is a progressive diabetes complication that can lead to blindness.

Wei Li, PhD, is studying a unique molecule that appears to play an important role in how diabetic retinopathy develops. Stopping this molecule in its tracks could preserve the eyesight of millions.

The Research Ripple Effect

The ADA Research Program delivers impact at scale.

According to a 2018 analysis:

- **96% of our funded researchers** remain in diabetes careers.
- They train an average of **four junior scientists** who themselves continue with diabetes research.
- On average, our researchers **publish nearly six publications per grant,** each **cited 28 times.**
- Every **\$1** we invest in diabetes research yields **\$12.47 in additional funding** to take these discoveries to the next step.

Pathway to Stop Diabetes®: Ingenuity for Life



Pathway to Stop Diabetes®

“This award allowed my laboratory to push boundaries, think big and be creative.”

—Wolfgang Peti, PhD
Pathway grant recipient

Breakthroughs can happen when and where you least expect. What’s more, researchers from different backgrounds can help change the trajectory of diabetes. **In 2013, the American Diabetes Association launched Pathway to Stop Diabetes on these beliefs—choosing to invest in people, not just projects.**

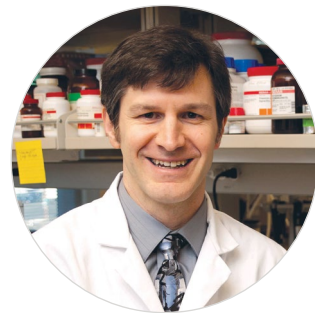
The Pathway initiative came full-circle in 2018 as three scientists—our first graduating class—completed five-year grants that started in 2014:



Kathleen Page, MD
University of Southern California



Wolfgang Peti, PhD
University of Arizona



Joshua P. Thaler, MD, PhD
University of Washington

Each has already added to our understanding of diabetes and diabetes risk, **contributions that will continue throughout their careers in diabetes science.**

Leading the Path

We welcomed **six new researchers in 2018** and **accepted three more for 2019**, quantifiable progress toward **our vision of supporting 100 scientists under the Pathway program**. With ADA’s support, they can channel their full energy and creativity into solving the biggest challenges of diabetes.

The Pathway scientists’ collective talents are disrupting and transforming the status quo to help stop this health crisis. **Where will their fresh perspectives take us next?**

Pathway Visionary Sponsor



Pathway Highlights

In 2018:

To date:

30
original manuscripts published

32
total funded scientists

151
scientific meeting presentations delivered

10
patents filed by Pathway awardees

7
reviews published

9
Initiator awardees secured their first independent faculty positions

Bending the Curve

The 78th Scientific Sessions at a Glance

14,000+
attendees

792+
million media impressions worldwide

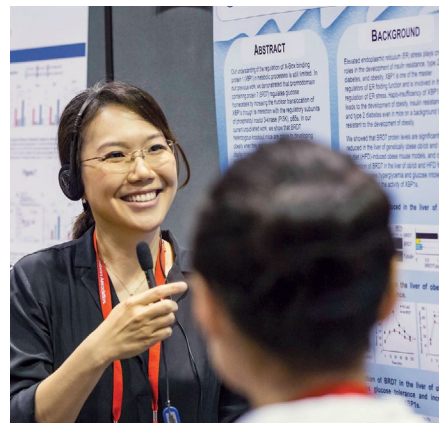
3,000+
abstracts received

More than **10,000** continuing education certificates were issued to participants of the Diabetes Is Primary archived webcasts.

Scientific Sessions: Breakthroughs for Life

After nearly eight decades, **Scientific Sessions**—the American Diabetes Association’s annual showcase of diabetes research, care and education—remains the preeminent meeting for diabetes professionals.

The 78th Scientific Sessions took place **June 22-26, 2018, in Orlando, Florida.** Thousands of physicians, scientists, researchers and health care providers who specialize in diabetes came together for exclusive access to the new and original research presentations.



In a post-meeting survey of attendees

93%

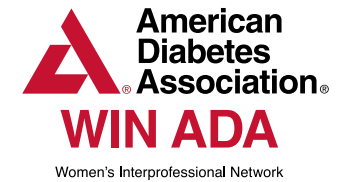
reported the program content gave them the knowledge they need to enhance their clinical or research practice—and deliver better outcomes for patients with and at risk for diabetes.

Scientific Sessions

Breaking News

Year after year, diabetes researchers come to the ADA’s Scientific Sessions to announce their biggest findings. **These were some of the top highlights from Orlando:**

- Several studies demonstrated a class of medications used in type 2 diabetes to lower blood glucose levels, SGLT-2 inhibitors, may help improve glucose control in type 1 diabetes as well.
- A new study showed that in people with type 1 diabetes, a dual-hormone artificial pancreas combining insulin and the rapid-acting insulin Pramlintide significantly improved glucose control compared to an artificial pancreas using insulin alone.
- A large observational study including more than 700,000 patients with type 2 diabetes found that SGLT-2 inhibitors can help prevent heart attacks and do not increase amputation risk.
- The Diabetes Remission Clinical Trial (DiRECT) pointed to changes in liver metabolism as a cause of type 2 diabetes remission after dramatic weight loss through calorie restriction or bariatric surgery.



A WINning Formula

In 2017, we launched the **Women’s Interprofessional Network (WIN ADA)** for female clinicians, scientists and educators in diabetes. How do we know we’re on to something big?

Membership grew from 400 to 2,000 members in 2018.

The group held its first mini-symposium, “Overcoming Gender Gaps in Science,” plus an evening networking reception at the 78th Scientific Sessions. And to help WIN ADA as well as our 15 restructured Interest Groups stay connected year-round, we launched the DiabetesPro Member Forum, where members can communicate regularly and exchange resources. Learn more at professional.diabetes.org/winada.

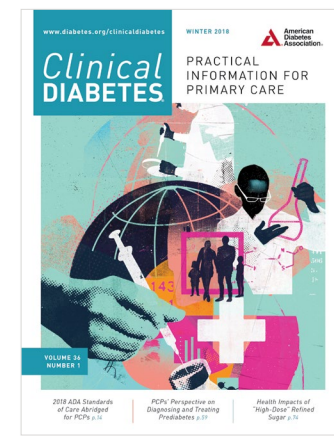
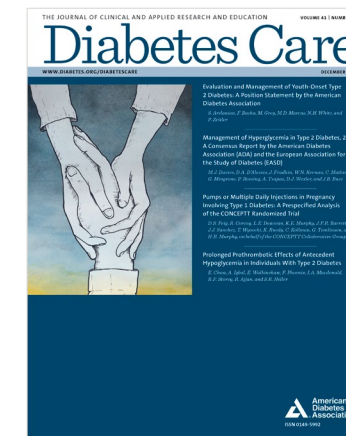
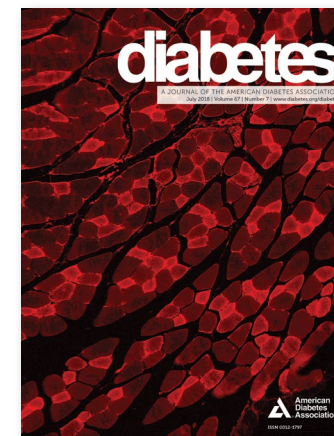
Bending the Curve

Health Care Professionals & Journals

Elevating Medical Care in Diabetes

Bending the curve requires the American Diabetes Association to arm clinical professionals with the latest, evidence-based information to treat the diagnosed, undiagnosed and at-risk diabetes population and **help elevate the standards of medical care.**

Still Making an Impact Through Scientific and Medical Journals



In 2018, the ADA provided cutting-edge diabetes research, state-of-the-art treatment advances and clinical treatment guidelines to more than 40,000 health care professionals, including researchers, physicians and diabetes educators, through our scientific and medical journals: *Diabetes*, *Diabetes Care*, *Clinical Diabetes* and *Diabetes Spectrum*.

Diabetes Care achieved the highest impact factor ever recorded for an ADA journal (15.3) and *Diabetes* achieved an impact factor of 7.2 for 2018.

According to Eigenfactor®, a measure of a journal's total importance to the scientific community, *Diabetes Care* and *Diabetes* are among the top journals devoted to diabetes research, and ranked second and fourth, respectively, among the 145 journals indexed in the broader field of "endocrinology and metabolism."

Professional Journals by the Numbers:

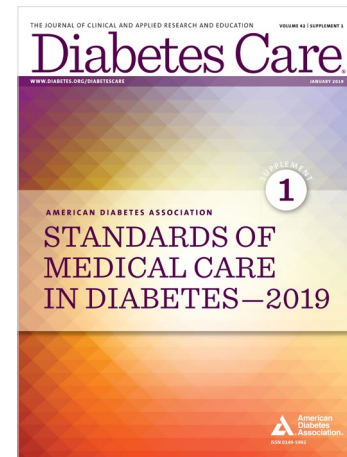
10M
visits to
diabetesjournals.org

20M
page views

Studies published
in ADA journals were cited
120,000
times by other science
and medical publications



In November 2018, the ADA received **Joint Accreditation for Interprofessional Continuing Education** for health care professionals, and the ability to offer **Maintenance of Certification (MOC) credit** to physicians through the American Board of Internal Medicine (ABIM).



ADA's *Standards of Medical Care in Diabetes* 2019, published key clinical practice guidelines in December 2018. By the end of 2018, the *Standards of Care* saw an increased interest—expanding the number of unique online users by **176%** and increasing repeat users by **87%**.

In 2018, we introduced the **Living Standards process—pledging to update the *Standards of Care* as needed, not just on an annual cycle.** The publication was updated mid-cycle for the first time in April 2018 and the *Standards of Care*, published in December 2018, include the following updates:

- A new dedicated section on **Diabetes Technology**, with recommendations capturing the current state of the field.
- Cardiovascular recommendations to reduce heart attacks, strokes, heart failure, and other manifestations of cardiovascular disease, now **endorsed for the first time by the American College of Cardiology.**
- Pharmacologic treatment of type 2 diabetes, **changed to align with the ADA-EASD consensus report** on this topic and to aid providers in truly individualizing care.
- An **abridged version for primary care physicians** appeared in *Clinical Diabetes* in December 2018.

Channeling the Standards of Medical Care in Diabetes

The *Standards of Care* reach health care professionals through multiple channels:

- We launched our interactive app at the 78th Scientific Sessions, offering providers easy access to the full *Standards of Care* at their fingertips.
- A continuing education webcast with William T. Cefalu, MD, Chief Scientific, Medical and Mission Officer, complemented the 2019 *Standards of Care*, along with a comprehensive slide set for professionals to use with Living Standards updates throughout the year.

Awarding Scientific, Professional and Service Achievements

Each year, the American Diabetes Association bestows prestigious awards to recognize notable scientific, clinical and educational achievement, and leadership and service in the field of diabetes. In 2018, we were honored to present the following individuals with our **National Scientific & Health Care Achievement Awards**, **Professional Interest Group Awards** and our **Principal Officer Awards for Leadership & Service**:

National Scientific & Health Care Achievement Awards



Banting Medal for Scientific Achievement
Gerald I. Shulman, MD, PhD,
FACP, MACE



Outstanding Educator in Diabetes Award
Jackie L. Boucher, MS, RDN



Outstanding Scientific Achievement Award
Lora K. Heisler, PhD



Outstanding Physician-Clinician in Diabetes Award
Andrew J. Ahmann, MD



Albert Renold Award
Mark A. Atkinson, PhD



Harold Rifkin Award for Distinguished International Service in the Cause of Diabetes
Viswanathan Mohan, MD, PhD, DSc



Outstanding Achievement in Clinical Diabetes Research Award
Rury R. Holman, FRCP,
FMedSci



Kelly West Award for Outstanding Achievement in Epidemiology
Catherine C. Cowie, PhD, MPH

Professional Interest Group Awards



Roger Pecoraro Award
Edgar J.G. Peters, MD, PhD



Edwin Bierman Award
Alessandro Doria, MD, PhD, MPH



Norbert Freinkel Award
Linda A. Barbour, MD, MSPH, FACP



Richard R. Rubin Award
Timothy T. Wysocki, PhD, ABPP

Principal Officer Awards for Leadership & Service



Charles H. Best Medal for Leadership and Service
Karen Talmadge, PhD



Banting Medal for Leadership and Service
Jane E.B. Reusch, MD



Rachmiel Levine Medal for Leadership and Service
Felicia Hill-Briggs, PhD, ABPP



Charles Kopke Medal for Leadership and Service
Michael Ching, CPA

Community for Life

Helping people with diabetes and their families thrive takes a concerted effort to educate, stimulate awareness, collaborate and connect to the stories of their everyday reality.

American Diabetes Month®

The American Diabetes Association ignited a national conversation about what it truly means to live with diabetes through our 2018 American Diabetes Month (ADM) campaign: **Everyday Reality.**



To increase visibility and understanding of the prevalence of diabetes and its burdens, the ADA, along with national sponsors Colgate Total® and CVS Pharmacy®, raised a unified voice—creating a sense of urgency about diabetes in support of those living with it.

Through compelling videos and social media posts, people with diabetes and their caregivers shared personal accounts of the highs and lows, inherent in life with the disease. But actor Winston Duke told a different story—of the painful mark diabetes can leave on families, when they lose a loved one.

While diabetes is an everyday reality for millions of Americans, through ADM we continued to encourage others to take the ADA Type 2 Diabetes Risk Test in hopes of preventing this disease from becoming the everyday reality for millions more.



What better way to awaken the world to this growing diabetes epidemic than to kick off **American Diabetes Month** on the TODAY Show Plaza in New York City.



American Heart Association and American Diabetes Association® Launch Know Diabetes by Heart™ Initiative

There is a link between cardiovascular disease and type 2 diabetes. In 2018, the American Heart Association, American Diabetes Association and industry leaders joined forces to underline that risk, raise awareness and develop programs to empower people to better manage their risk through Know Diabetes by Heart.

This groundbreaking, multi-year awareness and education initiative is aimed at reducing cardiovascular deaths, heart attacks and strokes in people living with type 2 diabetes. The collaboration is supported by founding sponsors the Boehringer Ingelheim and Eli Lilly and Company, Diabetes Alliance, and Novo Nordisk, and national sponsors Sanofi and AstraZeneca, and seeks to:

- **Raise awareness and understanding** of the link between diabetes and cardiovascular disease;
- **Support health care providers** in educating their patients living with type 2 diabetes on cardiovascular risk and increasing their patients' engagement in prevention of cardiovascular deaths, heart attacks and strokes.
- **Positively empower people** to better manage their risk for cardiovascular disease, heart attacks and strokes;

Know Diabetes by Heart™

Know Diabetes by Heart provides support through the ADA's Living with Type 2 Diabetes Program—a free, 12-month program designed for people newly diagnosed with type 2 diabetes, and our Ask the Experts Q&A Series to address everyday issues faced by people living with diabetes.

For resources and to learn more, visit www.KnowDiabetesbyHeart.org.

Simple fact . . .

People living with diabetes are **two times more likely** to develop and die from cardiovascular disease—such as heart disease, heart attack and stroke.

Overcoming Therapeutic Inertia: Accelerating Diabetes Care



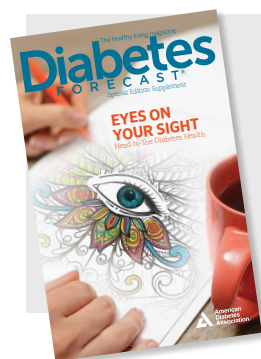
The average blood sugar levels for a person with diabetes has not changed in 20 years. If novel drug therapies, access to information, better education and a wealth of new technologies are not the answer, then what is?

In November 2018, the ADA partnered with industry leaders on Phase One of the **Overcoming Therapeutic Inertia Initiative** to address and provide solutions for this long-standing problem. The

initiative is supported by Founding Sponsors Abbott, AstraZeneca, Merck, Novo Nordisk and Sanofi, plus Strategic Sponsors Dexcom, Janssen, Lilly Diabetes and Medtronic.

Phase One took shape as we hosted a summit in Arlington, Virginia, attended by more than 130 professionals from across the spectrum of health care, including health systems, clinicians, industry, researchers, payors, diabetes nonprofits and technology companies. They formed a steering committee to review findings, established work groups to tackle key identified problems and created a high-level roadmap to move forward on the multi-year campaign. The latest information and updates are available at professional.diabetes.org/therapeuticinertia.

Diabetes INSIDE® expanded its population health improvement collaborative in the mid-Atlantic region to improve health care delivery for over 500,000 patients with type 2 diabetes.



Helping Patients Cope and Thrive: Digest-size supplements continue to be a popular educational piece for patients and a great practice-building tool for health care professionals. In 2018, ADA-authored patient supplements, like *Eyes on Your Sight (Retinal Disease and Diabetes)*, were included in *Diabetes Forecast*—reaching 6 million subscribers.

Community Connections at a Glance

In 2018, the ADA sought to generate deeper connections with the people we serve through programs and services across the nation. Here's some of the progress we made . . .



The ADA's National Diabetes Prevention Program (National DPP) is extending its reach—expanding its services to underserved areas in the U.S. through a five-year cooperative agreement (DP17-1705) awarded by the Centers for Disease Control and Prevention (CDC). In 2018, the National DPP provided funding, technical assistance and resources to six affiliate sites in Arizona, California, Kansas, Oklahoma and Texas. These sites have enrolled more than 600 new participants into CDC-recognized lifestyle change programs, reached 138,600+ people with messages of awareness and recruitment, and have developed referral agreements with several community health care providers. The cooperative agreement runs through September 2022.

Nutrition Consensus Report Recommendations: In 2017, we began updating the 2014 Position Statement: Nutrition Therapy Recommendations for the Management of Adults with Diabetes and continued the work with select expert authors throughout 2018 to provide final recommendations. The report presents the latest evidence focused on randomized controlled trials, systematic reviews, and meta-analyses in people with diabetes and prediabetes.



As founding partner of the **Diabetes Disaster Response Coalition (DDRC)**—a coordinated domestic disaster-response effort established in 2017—we worked with the diabetes community, public agencies, disaster response organizations, retailers, elected officials, drug and device manufacturers and others to prepare people with diabetes and their caregivers with the information, resources and access to diabetes prescriptions, specialists and supplies needed to remain healthy and safe during a disaster. In 2018, the DDRC responded to seven major hurricanes, storms, fires and other events and formalized the foundation of our work.



Mental health care is an integral part of diabetes management. The ADA and the American Psychological Association offer education, support and tools to help mental health and primary care providers, patients and caregivers tackle day-to-day challenges through our **Mental Health Provider Diabetes Education Program (MHDEP)**. Funded by the Leona M. and Harry B. Helmsley Charitable Trust, MHDEP includes live/online continuing education programs, a referral directory and resources for mental health and primary care providers and families.

Camp & Youth Initiatives Help Kids Thrive!

ADA's Youth and Family Initiatives are supported nationally by the generosity of Novo Nordisk, The Leona M. and Harry B. Helmsley Charitable Trust, Richard M. Schulze Family Foundation, Lilly Diabetes and a wealth of volunteers.



Managing the daily struggles of diabetes can be overwhelming for a kid who just wants to be a kid. Through the American Diabetes Association Diabetes Camps, children are exploring a unique way to live, when living with type 1 diabetes.

These Camps are more than a campfire retreat, but a week-long adventure with teachable moments and valuable lessons of how to live independently—at home, at school and for life! Surrounded by their peers, campers learn a lot about diabetes such as how and when to use insulin delivery systems, like pumps, pens and syringes—some for the very first time.

Since 1949, the American Diabetes Association has served more than 100,000 campers. And we continue to reach more than 6,500 children and 10,000 parents and guardians each year, offering a unique summer camp experience filled with exploration, adventure and discovery in a medically safe environment.

By the end of the week-long Camps, 91% of campers could perform at least one diabetes management skill independently!

ADA Campgrounds:



Impacting Youth & Families:

6,677
Campers Nationwide
(5,182 with type 1)

2,000
New Campers

80
Camp Sessions
Nationwide

2,661
Volunteers made these
programs possible

1,553
Trained medical professionals served
as medical, dietary and social work staff

\$535,000+

Need-Based Financial Aid
Awarded Annually

\$966
Average Cost
of Day Camp
per Child

\$1,824
Approximate Cost
of Overnight Camp
per Child

The ADA also tackles the growing rate of type 2 diabetes in youth through **Project Power**—a healthy lifestyle intervention program for children at risk for type 2 diabetes and their families. **Project Power** noted a **25% growth in participation in 2018.**



Advocates for Life

Diabetes is personal, yes. But when multiplied across the millions of people who live with the disease, those individual struggles make for larger societal challenges—challenges that require systemic effort and change.

Laws and policies at the federal, state and local levels impact the daily lives of people with diabetes. We work with policymakers to increase funding for research to find a cure; to make health care affordable; to improve health in communities; to combat discrimination; to promote health equity; and to advance improved treatments.

The American Diabetes Association is there at the center, working tirelessly for the people that we serve.

Here are a few of the victories we celebrated in 2018:

Standing Up for Insulin Affordability

We achieved our goal of holding a congressional hearing on the rising cost of insulin, which has tripled in recent years. ADA Scientific, Medical and Mission Officer William T. Cefalu, MD, delivered testimony to the Senate Special Committee on Aging about the impact on those who rely on this life-sustaining medication.



ADA Scientific, Medical and Mission Officer William T. Cefalu, MD

Dr. Cefalu also shared highlights from a simultaneously released white paper by the ADA's Insulin Access & Affordability Working Group. The white paper offered conclusions and recommendations to address insulin affordability. ADA also released a public policy statement outlining steps state and federal legislators and regulators can take to address rising insulin costs.

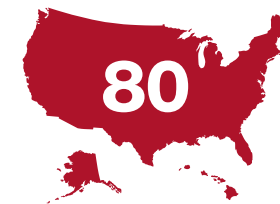
The Right to Drive

We believe insulin use shouldn't automatically disqualify commercial drivers from their jobs. The U.S. Department of Transportation's Federal Motor Carrier Safety Administration finally agreed when it eliminated its outdated and discriminatory blanket ban on insulin use in fall 2018. Talk about the long haul—this was the culmination of a 12-year rulemaking process and more than two decades of advocacy by the ADA.



Federal Funding for the Win

Every year we must fight for funds to keep key diabetes research and programs going. In 2018, we secured an increase of nearly \$170 million in federal funding for FY2018 and FY2019. We also advocated for a successful renewal of the Special Diabetes Program, which provided \$600 million through FY2019, supporting critical research toward better treatments and a cure for type 1 diabetes and essential prevention and management programs for American Indians.



state-level
legislative and
regulatory **wins**

Taking it to the States

Our steadfast diabetes advocates scored **80** state-level legislative and regulatory wins in 2018, including **37** that protect or improve health care for people with diabetes.

Defeating Diabetes Discrimination

2,000+
individual cases

In 2018, our legal advocacy team handled 2,005 individual cases—the **biggest caseload in its 18-year history**. Much of the increase stemmed from an unfortunate uptick in cases of workplace discrimination, up 15% over 2017.

Helping People Thrive

Extending Our Reach to Help People Thrive

Reaching the diabetes community at their point of need requires a broad range of resources tailored to those living with diabetes, their caregivers and the health care professionals who treat them. The ADA offers numerous ways to find information and inspiration, including *Diabetes Forecast* magazine; our content website for consumers and professionals, diabetes.org; award-winning books; and our **Center for Information (1-800-DIABETES)**.

Diabetes Forecast Celebrates 70 years



1948



2018

Diabetes Forecast has long been a faithful friend to people with diabetes and prediabetes, beckoning with trusted information, tantalizing recipes and inspirational stories.

The magazine is a tradition nearly as old as the ADA itself. It reaches readers where they are: at home or the doctor's office with the print edition, in their inboxes via a biweekly e-newsletter and on the go with diabetesforecast.org.

In addition to the magazine's usual line-up of relevant, accurate and engaging information, each of the six 2018 issues explored how diabetes care has changed with the ages and highlighted people who have lived long and well with the disease.

This year also brought about new and renewed ways for people to discover the Healthy Living Magazine, which touches nearly 6 million readers annually, when we integrated its recipe content with the ADA's new Diabetes Food Hub. You'll once again find *Diabetes Forecast* in Barnes & Noble bookstores, accounting for 2,500 copies per issue. Health insurer Health Net, a subsidiary of Centene Corporation, also purchased 5,000 bulk subscriptions, earning us even more readers in the western United States.

Digital sales of *Diabetes Forecast* were also up over 2017, with online orders increasing 11% and orders from display, search and Facebook advertising increasing over 30%.

More than 800,000 patients were served through our **Education Recognition Program (ERP)**, the largest of two Medicare National Accrediting Organizations with **more than 1,600 Diabetes Self-Management Education and Support (DSMES) services** and **more than 3,700 sites**.

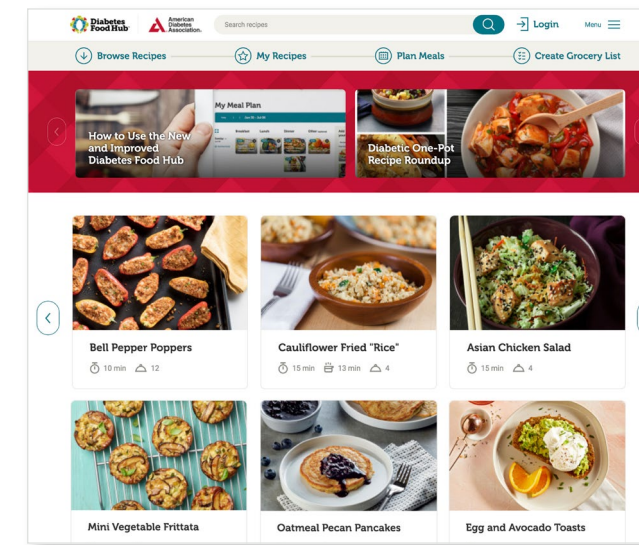
Diabetes Food Hub™ Helping America Eat Well for Life

Between its cookbooks, website and other popular publications, the American Diabetes Association has plenty of healthy recipes. What we didn't have was a single place to feature them—until the Diabetes Food Hub™ was created in May 2018. The new platform is part recipe database, part grocery list builder, part meal planner, and 100% backed by our nutrition expertise.

By year's end, the Diabetes Food Hub emerged as the premier food and cooking destination for people living with diabetes and their families. Diabetesfoodhub.org earned more than two million pageviews, 500,000 visitors and 27,000 registered users, with an average monthly audience growth of 19%.

Features include:

- Hundreds of recipes that meet the ADA's nutrition guidelines, with new content published weekly
- An interactive tool that lets home cooks build out a week of meals, complete with nutrition information and serving sizes
- Automatic and editable shopping lists
- Advanced search capabilities, allowing visitors to filter recipes by ingredients, meal type, cuisine and more
- Dynamic profiles that collect and store user likes and dislikes over time
- Advice and cooking tips from our diabetes nutrition and cooking experts

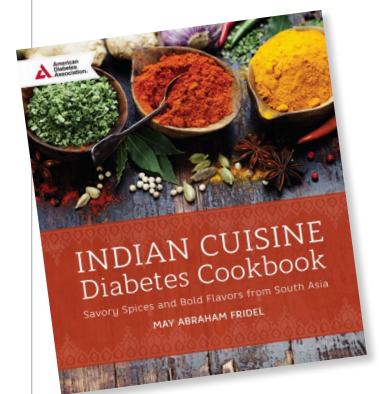


Diabetes Food Hub continues to address the unique challenges of diabetes meal planning.

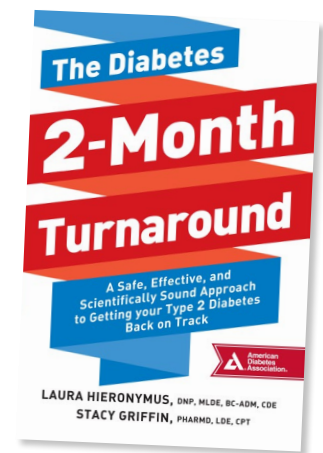
Sponsors have gravitated to the new opportunity, too—Saladmater, Alaska Seafood Marketing Institute and Elior were among the companies who collaborated with us in 2018 to help America eat better and smarter.

Information & Resources

ADA earned **two** 2018 **Benjamin Franklin—Independent Book Publishers Silver Awards** for excellence in book editorial and design



five National Health Information Awards for the best consumer health programs and materials in the nation.



Being Great Business Stewards



Supporting ADA Camps

When our camps faced a projected \$1.2 million budget gap, we found a friend in the **Richard M. Schulze Family Foundation**. Because of their matching gift campaign, we secured 752 individual gifts (a 266% increase over 2017) to help send more kids to camp without increasing costs for families.

Giving for Life

We take each step toward a future free of diabetes, knowing that **our donors make it possible**—and that **we must be the very best stewards of those dollars.**

Our donors believe in the mission of the American Diabetes Association and invest in research, education and prevention to help us deliver the greatest impact for people with diabetes. See our Financials (page 25) for additional details.

\$75.5M Individual donations in 2018

More than **\$19.6M** raised through our **Tour de Cure, Step Out, and Signature Events**



We are grateful for our faithful volunteers.

Our volunteers donate their valuable time and talents to help advance our mission. Their self-less acts of kindness and all-in commitment help others thrive!

Thank You!

Giving

Our thanks to our **Banting Circle Elite** and **Banting Circle** supporters that make medicines and devices to help people with diabetes and provide annual support to the ADA, as well as to our National Strategic Partners and National Sponsors.

Banting Circle Elite

- Abbott Diabetes Care
- AstraZeneca Pharmaceuticals LP
- Eli Lilly and Company
- Merck
- Novo Nordisk, Inc.
- Sanofi

Banting Circle

- Dexcom, Inc.
- Janssen Pharmaceuticals, Inc.

National Strategic Partners

- Colgate-Palmolive Company (Colgate Total®)
- CVS Pharmacy
- NRG Energy, Inc.
- Walmart, Inc.

National Sponsors

- Ascensia Diabetes Care U.S. Inc.
- BD Diabetes Care
- Boehringer Ingelheim Pharmaceuticals, Inc.
- Catherines, Inc.
- Genentech Pharmaceuticals
- Gildan Services (USA) Inc. MediPeds®
- Healogics, Inc.
- Insulet Corporation
- Johnson & Johnson Diabetes Solutions
- Medtronic Diabetes
- Merisant Company
- Organogenesis, Inc.
- Philadelphia Insurance Companies
- Primal Wear Inc.
- Quest Diagnostics
- Saladmaster®
- Sun Basket, Inc.
- Sun Life Financial, Inc.
- Walgreen Co.



Driving Digital Engagement continued to be a major mode of operation in 2018—steering additional constituents to the ADA through **Facebook Fundraising**, with donations totaling **\$4.4 million** in 2018.

360° SUPPORT



There's more than one way to fight diabetes, as long-time ADA supporter **Novo Nordisk demonstrated**. In 2018, the company was a **National Sponsor** for our core camps for children with type 1 diabetes and our Power Up camps for those at high risk for type 2 diabetes. Meanwhile, Novo Nordisk donated \$2.5 million as a **Visionary Sponsor of Pathway to Stop Diabetes®** (see page 5)—fueling the next generation of diabetes discoveries.

Message from the Secretary/Treasurer



Improving the financial health of the American Diabetes Association is vital to its future. In 2018, new Chief Executive Officer

Tracey D. Brown took a focused approach to guiding the entire organization to become great business stewards: to grow revenue, reduce expenses and prioritize essential activities. As a result, the ADA raised more than \$161 million in total revenue, with expenses of more than \$148 million and a net income of nearly \$13 million. The ADA continues to deliver on its mission through research grant funding, the new diabetes cardiovascular health initiative, Know Diabetes by Heart™, the new Overcoming Therapeutic Inertia initiative, as well as many ongoing projects and programs such as Scientific Sessions,

the ADA's National Diabetes Prevention Program, and ADA Camps and Youth Initiatives for children with diabetes.

We would like to thank the donors, corporate and national sponsors, volunteers, and other key stakeholders who generously provide financial support to the ADA and who give their time to advance our mission: to prevent and cure diabetes, and to improve the lives of all people affected by diabetes.

Your continued and increased support to the ADA is critical to sustaining our financial health—and to the lives of the people we serve.

We are grateful for your support!

Michael Ching, CPA
SECRETARY/TREASURER

Your continued and increased support to the ADA is critical to sustaining our financial health—and to the lives of the people we serve.

Financial Highlights December 31, 2018

(in thousands)

Assets

Cash and Investments	\$70,620
Accounts Receivable, Net	9,768
Contributions Receivable, Net	44,111
Fixed Assets, Net	13,823
Other Assets	5,461
Total Assets	\$143,783

Liabilities

Accounts Payable and Accrued Liabilities	\$24,383
Research Grant Payable	23,511
Deferred Revenues	9,792
Total Liabilities	\$57,686

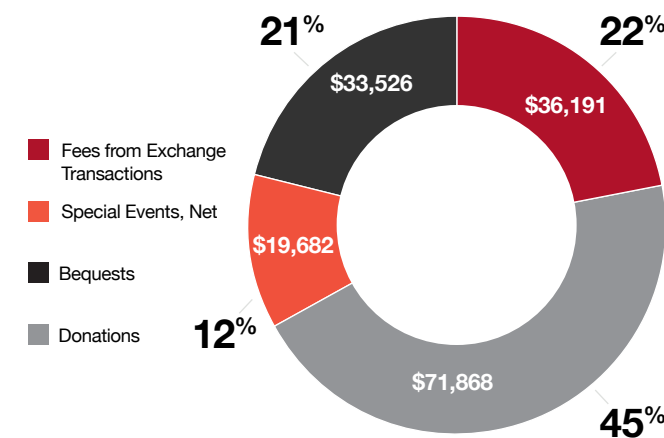
Net Assets

Net Assets Without Donor Restrictions	\$(6,773)
Net Assets With Donor Restrictions	92,870
Total Net Assets	\$86,097

Total Liabilities and Net Assets	\$143,783
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Public Support and Other Revenue*

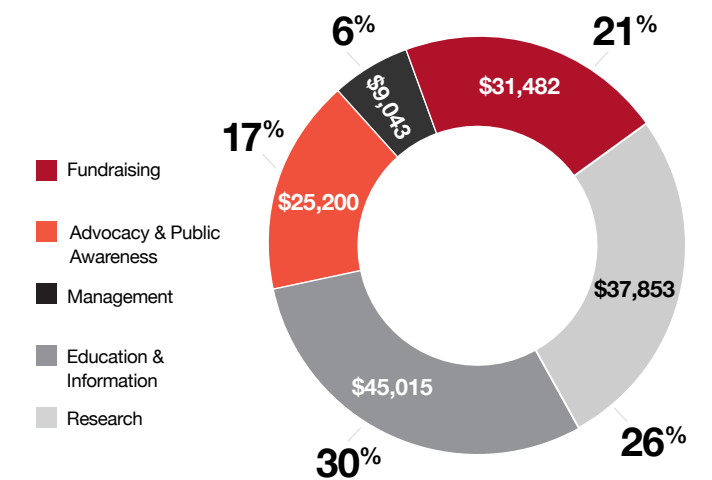
(in thousands)



Total Revenue: \$161,267

Expenses

(in thousands)



Total Expenses: \$148,593
Net Income: \$12,674

* Includes \$22.1M in pharmaceutical, biotechnology and medical device corporate support, representing 13% of total organizational revenue.

Being Great Business Stewards

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Partner, Assurance Services | Ernst & Young LLP | Honolulu, HI



Tracey D. Brown | MBA, BChE
CHIEF EXECUTIVE OFFICER
American Diabetes Association | Arlington, VA

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Glen Tullman
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“The heart of a volunteer is never measured in size, but by the depth of the commitment to make a difference in the lives of others.”

—DeAnn Hollis

Staying Connected



American Diabetes Association
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diabetes.org/blog



American Diabetes Association
youtube.com/american diabetes assn

Better Outcomes for Life.

Today, scientists have unprecedented tools to deliver on the promise of better treatments or even a cure. Together, we can ensure progress towards our vision of life free of diabetes and all its burdens.



**There's nothing we
can't accomplish
when we're
Connected for Life.**

