



News Release

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The American Diabetes Association Named Winner of 2024–2025 Amazon Web Services IMAGINE Grant for Nonprofits

The ADA will work with AWS to revamp their data architecture to enable the advancement of the ADA's mission

Arlington, VA (Dec. 4, 2024) — Today, the American Diabetes Association® (ADA) announced it has been selected as a winner of the [2024 Amazon Web Services \(AWS\) IMAGINE Grant](#), a public grant opportunity open to registered charities in the United Kingdom and Ireland and registered 501(c) nonprofit organizations in the United States who are using technology to solve the world's most pressing challenges. The grant will support the ADA's efforts to revamp its data architecture to boost donation revenue which will enable the advancement of the ADA's mission to prevent and cure diabetes and to improve the lives of all people affected by diabetes.

Now in its seventh year, the AWS IMAGINE Grant provides vital resources to nonprofit organizations looking to deploy cloud technology as a central tool to achieve mission goals. As part of the program, AWS seeks proposals for big ideas on how to leverage cloud technology in new and innovative ways to accelerate impact in local and global communities.

The ADA was named a winner in the Go Further, Faster category which recognizes highly innovative projects using advanced cloud services. The ADA will receive a combination of unrestricted funding, cloud computing credits, and engagement with AWS technical specialists. Proposals were judged on several factors, including the innovative and unique nature of the project, impact on mission-critical goals, and clearly defined outcomes and milestones.

Every 26 seconds, someone in the U.S. is diagnosed with diabetes. The ADA's mission has never been more urgent. By leveraging the power of AWS, the ADA will be able to meet people where they are to improve support and health outcomes. The grant will enable the ADA to:

- Deepen its understanding of the people it serves to deliver the right tools and programming at the right time for each person.
- Improve programs and decision making to ensure the delivery of best-in-class resources for people affected by diabetes and health professionals, ultimately improving health outcomes.
- Better identify people at risk for diabetes to allow for early intervention to prevent or delay the onset of diabetes.
- Increase engagement with ADA supporters to help advance the fight to end diabetes.

"The ADA's mission is to prevent and cure diabetes and improve the lives of all people affected by diabetes," said Charles "Chuck" Henderson, the ADA's chief executive officer. "This AWS IMAGINE Grant will allow us to leverage the power of technology to accelerate our mission and our fight to end

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diabetes once and for all. We are grateful to AWS for this support that will improve the lives of the 136 million Americans living with diabetes or prediabetes.”

"At AWS, we're inspired by the nonprofit sector's unwavering commitment to preserving the dignity and health of people and our planet," said Allyson Fryhoff, managing director of nonprofit and nonprofit health at AWS. "Our IMAGINE Grant winners are pioneering groundbreaking, technology-driven approaches that will amplify their mission impact and build a more equitable and compassionate world. We are thrilled to work alongside these organizations, helping them leverage the transformative capabilities of the AWS Cloud to bring these projects to life.”

Since the launch of the IMAGINE Grant program in 2018, AWS has awarded over \$14M in unrestricted funds, AWS promotional credits, and expert technical guidance to over 130 nonprofit organizations in support of their technology-driven goals. Previous winners are currently using AWS services to tackle critical challenges such as [eliminating barriers to food security](#), [improving maternal health outcomes](#), helping millions access clean and safe drinking water globally, tackling rare disease research, and more.

Over 85,000 nonprofit organizations worldwide use AWS to increase their impact and advance mission goals. Through [multiple programs](#) tailored specifically to the nonprofit community, AWS enables nonprofits of all sizes to overcome barriers to technology adoption, while enhancing the scale, performance, and capabilities of mission operations.

For more information on the AWS IMAGINE Grant, visit the [IMAGINE Grant page](#).

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About the American Diabetes Association

The American Diabetes Association (ADA) is the nation's leading voluntary health organization fighting to end diabetes and helping people thrive. For 84 years, the ADA has driven discovery and research to prevent, manage, treat, and ultimately cure diabetes. There are 136 million Americans living with diabetes or prediabetes. Through advocacy, program development, and education, we're fighting for them all. To learn more or to get involved, visit us at [diabetes.org](#) or call 1-800-DIABETES (800-342-2383). Join the fight with us on Facebook ([American Diabetes Association](#)), Spanish Facebook ([Asociación Americana de la Diabetes](#)), LinkedIn ([American Diabetes Association](#)), and Instagram ([@AmDiabetesAssn](#)). To learn more about how we are advocating for everyone affected by diabetes, visit us on X ([@AmDiabetesAssn](#)).