



**WE
FIGHT**

to end diabetes.



Annual Report

2024



FIGHTING FOR YOU

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ABOUT THE AMERICAN DIABETES ASSOCIATION

The mission of the American Diabetes Association® (ADA), founded in 1940, is to prevent and cure diabetes and to improve the lives of all people affected by diabetes. This chronic disease is one of the fastest growing in the world, with 136 million Americans living with diabetes or prediabetes and a new diagnosis occurring every 26 seconds.

The Obesity Association™, a division of the ADA (Obesity Association), is dedicated to reducing the prevalence of obesity and improving health outcomes. With programming focused on education, action, and evidence-based support, we strive to create a world where people affected by obesity can thrive and receive the care they deserve.

In the face of these epidemics, our mission has never been clearer. And our vision of a life free of diabetes and all its burdens, as well as our work to reduce the prevalence of obesity, is more critical than ever before. Through advocacy, program development, and education, we aim to improve the quality of life for everyone affected by diabetes and obesity.

The moving force behind the work of the ADA is a network of more than 565,000 volunteers, their families and caregivers, a professional society of nearly 12,000 health care professionals, as well as more than 350 staff members.

MESSAGE FROM THE CEO

The numbers can't be ignored: Nearly 1 in 2 Americans has diabetes or prediabetes. This disease affects and hurts us all—and it will take us all to stop it.

The ADA is leading the charge with our signature combination of groundbreaking research, bold advocacy, trusted education, and meaningful connections. **In 2024, we doubled down on innovation and pursued new ways of achieving our mission to prevent and cure diabetes and improve the lives of all people affected by diabetes.**

In the following pages, you'll read about the ADA's remarkable progress as we tackled the most critical challenges facing us today:

- Diabetes prevention and management
- Health access
- Nutrition and wellness
- Primary and collaborative care

This was the year we launched the Obesity Association, a division of the ADA (Obesity Association), charting a new path for obesity care and type 2 diabetes prevention. We worked with hundreds of community partners to dismantle the barriers that stand in the way of effective, compassionate health care. We developed new resources to improve nutrition literacy and help Americans shop, cook, and eat well. We also stepped up our relationships with primary care professionals, who are often on the front lines of diabetes prevention and management.

This report also tells the story of the extraordinary people behind the ADA's work: scientists, health care professionals, advocates, donors, volunteers, staff members, and more. Together, we're a community united to drive meaningful, lasting change for people with diabetes—and now, for people with obesity. And we won't back down until there's a cure.

Your support helps the ADA accelerate our impact, transform lives, and get closer to our ultimate goal of ending diabetes once and for all.

Thank you for being with us in this fight.



Charles "Chuck" Henderson
Chief Executive Officer





FIGHTING WITH GROUNDBREAKING RESEARCH

Research is the cornerstone of advancing the ADA's mission to prevent and cure diabetes and to improve the lives of all people affected by diabetes. While we have made significant progress towards our mission, there is much left to discover. The ADA funds early-career investigators, nurtures the next generation of scientific leaders, and supports investigator-initiated research to uncover discoveries that will advance care and treatment for people living with diabetes—and eventually lead us to a cure.

PUSHING SCIENCE FORWARD

In 2024, the ADA deepened our investment in diabetes research, welcomed more brilliant scientists into our sphere, and shared transformative breakthroughs with the world—fostering hope for all people affected by this disease.

Hundreds of millions
invested in diabetes research since 1952



LANGUAGE AS A TOOL FOR BETTER CARE

People with diabetes who experience stigma are at an increased risk for distress, anxiety, and depression. Because language can play a crucial role in preventing or perpetuating these beliefs, **Kevin Joiner, PhD, APRN, ANP-BC**, of the University of Michigan, wants to improve how doctors talk with their patients. He is testing a video-based training module that helps primary care professionals—who care for most people with type 2 diabetes—choose their words more carefully and support better health outcomes.



THE IMPACT OF DIABETES CAMP

In 2024, the ADA launched the Priority Research Agreement (PRA)-targeted funding that allows us to invite investigators to address critical gaps in diabetes research. The first PRA project aims to better understand the impact of diabetes camps on youth with type 1 diabetes and their caregivers, led by **Kelsey Howard, PhD**, of the Ann & Robert H. Lurie Children’s Hospital of Chicago.

I am super appreciative of the scientists and engineers who have **developed the LIFESAVING equipment that I wear 24/7/365**. I truly look forward to the closed loop system, which is coming in my lifetime.

—**Deirdre Murphy**
Living with type 1 diabetes

Our research portfolio includes



193
ACTIVE AWARDS

and



51
NEW PROJECTS
funded in 2024

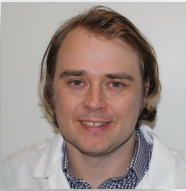
The **ADA Research Program** has contributed to many important scientific advances for people living with diabetes, including:

- Insulin therapy advances
- Diabetes medications
- Obesity medications
- Continuous glucose monitoring
- Artificial pancreas systems
- Role of bacteria in our gut
- Delaying type 1 diabetes onset with immunotherapy drugs
- Replacing beta cells derived from stem cells

PROVIDING A PATHWAY

One of the foundations of the ADA’s research strategy is our **Pathway to Stop Diabetes® (Pathway) program**. The program seeks to identify a new generation of innovative scientists, physicians, and researchers and provide the financial support and professional mentorship they need to advance their diabetes research.

This year, we welcomed four new Pathway researchers dedicated to preventing diabetes and helping people with diabetes thrive:



ILIA DROUJININE, MD, PHD
The Scripps Research Institute

Dr. Droujinine will study the largely unexplored role that proteins produced by the intestine play in how organs communicate, influencing metabolism, blood glucose (blood sugar) levels, and inflammation. This work could contribute to new therapeutics to combat type 2 diabetes and its complications.



RACHEL GOODE, PHD
University of North Carolina at Chapel Hill

Building upon her research on eating disorders in Black adults, Dr. Goode will pilot an individually tailored program to reduce binge eating and prevent weight gain among young Black women to reduce their type 2 diabetes risk.



DANIEL SEUNG KIM, MD, PHD
Stanford University

Dr. Kim is advancing his work with the My Heart Counts app, which found that personalized e-coaching helped people increase their step count. He will assess the effectiveness and efficacy of artificial intelligence (AI)-generated prompts that turn smartphones into exercise coaches, which could help people with type 2 diabetes reach their physical activity, blood glucose, and weight management goals.



DAVID MERRICK, MD, PHD
University of Pennsylvania

Dr. Merrick’s research fills a gap in current obesity therapies by focusing on helping the body burn more energy, leveraging the heat-generating properties of brown adipose tissue (also known as brown fat). Combined with reduced calorie intake, such treatment could help people more successfully maintain long-term weight loss.



Learn more about ADA-supported research in our **2024 Research Report**



\$6.1M
IN NEW
PATHWAY GRANTS



SCIENTIFIC SESSIONS

The ADA's Scientific Sessions is the world's largest diabetes meeting, where leading physicians, scientists, researchers, and health care professionals come to learn about the latest findings in diabetes research, prevention, and care.

“Thank you for a **very informative and high-level conference**. I got a lot of information for my practical work.

—Clinician/Virtual attendee
Estonia

In June 2024, we hosted the hybrid 84th Scientific Sessions from Orlando, Florida. The meeting unveiled exciting advances in reducing diabetes complications such as heart disease, kidney disease, and vision loss; the role of weight loss in lowering the risk of obesity-related cancers; and the promise of inhaled insulin for treating type 1 diabetes.

“I am elated with the conference this year and I look forward to many more!

—Educator/In-person attendee
United States


2,000+
RESEARCH PRESENTATIONS


2,320
ABSTRACTS PUBLISHED
in addition to providing networking opportunities for

11,190
ATTENDEES
FROM
116
COUNTRIES




SETTING THE STANDARD

The ADA sets the benchmark in diabetes care through our annual ***Standards of Care in Diabetes*** (*Standards of Care*), which provides evidence-based clinical practice guidelines for diagnosing and managing diabetes and prediabetes. Based on the latest scientific research and clinical trials, the *Standards of Care* enables health care professionals to provide the best possible care for people with and at risk for diabetes.

The *Standards of Care* 2025 edition, released in December 2024, features noteworthy updates, including guidance on:

- Continuous glucose monitor (CGM) use for adults with type 2 diabetes taking glucose-lowering agents other than insulin.
- The benefits of GLP-1 receptor agonists beyond weight loss for heart and kidney health.
- Antibody-based screening for people who have a family history or known genetic risk of type 1 diabetes but no symptoms.
- Using recreational cannabis for people with type 1 diabetes and others at risk for diabetic ketoacidosis (DKA).
- Encouraging evidence-based eating patterns, including plant-based diets.
- Screening people with diabetes for fear of hypoglycemia, diabetes distress, and anxiety.
- Improving the culture of quality and collaboration in health systems.

 Learn more at professional.diabetes.org/SOC



Find the latest comprehensive recommendations and actionable guidance from the ADA on the [Standards of Care app!](#)



FIGHTING WITH **BOLD** **ADVOCACY**

As the leading voice for people living with diabetes and people living with obesity, the ADA drives policy changes and works tirelessly to improve access to quality care and resources.

We won't back down until everyone affected by diabetes has the medications, technology, treatments, and health care they need to survive and thrive, until health access is the standard in every doctor's office; and until everyone with diabetes is treated fairly in schools and the workplace.

Backed by more than 500,000 Diabetes Advocates, we have a presence in every state and the halls of the U.S. Congress.

The ADA is the leading force behind legislation and regulation to positively impact the lives of people living with diabetes and obesity.



TRANSFORMING LIVES WITH ACTION

In 2024, we made tremendous progress in advancing policies that protect and improve the lives of all people living with diabetes and obesity.

AFFORDABLE INSULIN

About 7.7 million Americans rely on insulin to live—but 1 in 6 report rationing their insulin to pay for other life essentials like rent, utilities, daycare, and food. In April, New York became the first state to eliminate cost-sharing for insulin in state-regulated health plans.

We know that an individual's ability to manage diabetes and prevent life-threatening complications is **directly tied to their ability to access the medication they so desperately need.**

—Monica Billger
The ADA's state government affairs director



1 in 6
Americans ration
insulin to pay for
other life essentials

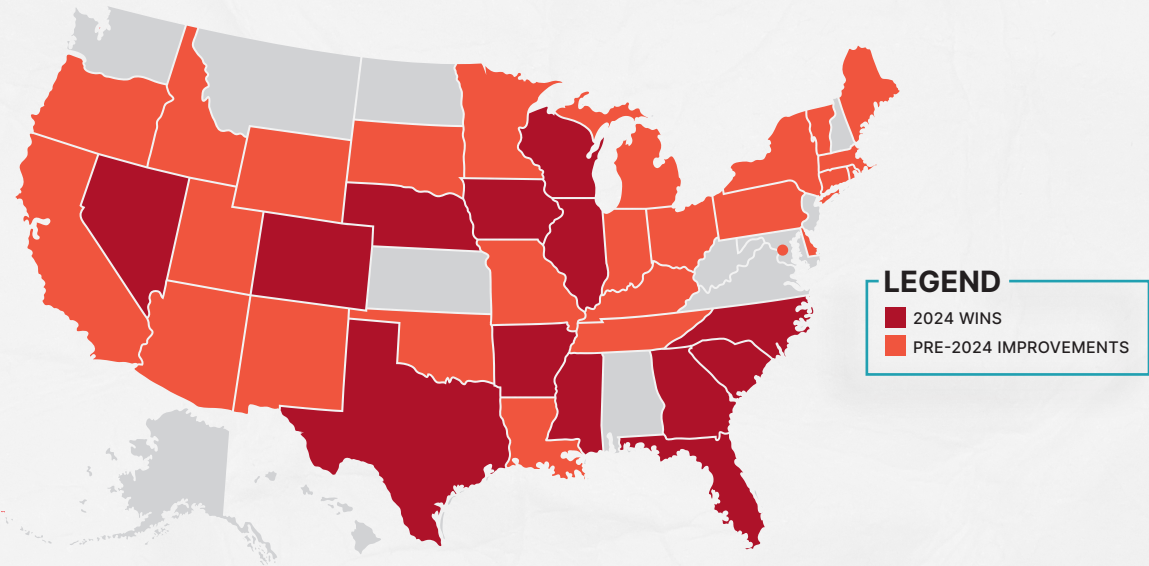


By the end of 2024, **25 states**, plus the District of Columbia and Medicare, **capped cost-sharing on insulin.**



DIABETES TECHNOLOGY

The ADA is driving access to CGMs and reducing utilization barriers. In 2024, **13 states**—Arkansas, Colorado, Florida, Georgia, Illinois, Iowa, Mississippi, Nebraska, Nevada, North Carolina, South Carolina, Texas, and Wisconsin—expanded access to CGMs for Medicaid beneficiaries, a decisive step toward better diabetes management.



The **CGM provided valuable information** about my own body's response to various foods, exercise, and medications. All my subsequent A1C readings have been less than 5.8.

—Amitabh
Living with type 2 diabetes

RAISING OUR VOICES

In March, Diabetes Advocates headed to Washington, DC, for the ADA's annual **Call to Congress**. We met with lawmakers to share our stories and urge them to support legislation that could genuinely change lives. Among the issues we brought to the forefront:

- Funding federal diabetes research programs
- Making insulin more affordable
- Expanding access to evidence-based obesity treatments for older adults
- Preventing diabetes-related amputations



Speak up! Become a Diabetes Advocate today at diabetes.org/RaiseYourVoice


75+
Diabetes Advocates
held
105
meetings to
educate Congress
about the most pressing
issues impacting people
living with diabetes.

Tim Garvin and his son have been fixtures of Call to Congress for many years, representing their home state of Massachusetts. Now 24, **Colin** was diagnosed with type 1 diabetes just after his first birthday, sparking the family's enthusiasm for advocacy—especially to increase funding for diabetes research and to make insulin affordable for all.

"Call to Congress is so much more than an advocacy event," Tim shares. **"Call to Congress is long-time friends and new friends. It's working together for the good of everyone affected by diabetes. It's community. Call to Congress is HOPE."**



Many of the advancements in technology and care that I've experienced in the last 40 years since I was diagnosed with type 1 diabetes are **clearly attributable to the advocacy work we do on Capitol Hill.** It all makes a difference.

—**Rhodes B. Ritenour, JD**
Chair, 2024 ADA Board of Directors



PARTNERING WITH SCHOOL NURSES

The ADA's **Safe at School**® program helps to ensure students with diabetes receive the care they need so they can fully participate in the same opportunities as their peers. This year, we equipped hundreds of school nurses with resources and guidance to care for children with diabetes through attendance and provision of resources at the Maryland Association of School Health Nurses Annual Conference.

We also conducted live webinars on developing written care plans, supporting students who use electronic services for diabetes management, providing diabetes care during an emergency evacuation or lockdown, and more—essential topics for keeping children with diabetes safe during the school day.



Learn more at
diabetes.org/SafeAtSchool



"I strive to provide evidence-based guidance to my team of nurses to ensure the best care possible for our students with diabetes. My go-to source for diabetes in school resources is the ADA's Safe at School website and materials, particularly the Diabetes Medical Management Plan, 504 Plan template, and Diabetes Care Tasks at School training curriculum."

—**Jacqueline McManemin, RN, BSN, CDCES**
Nurse manager, Fairfax County Health Department, Virginia



FIGHTING WITH TRUSTED EDUCATION

By providing comprehensive, evidence-based education, **the ADA empowers people to prevent and manage diabetes and equips health care professionals to deliver the best possible care.** No organization does more to advance and promote knowledge that improves health and quality of life for people living with diabetes and people living with obesity.

In 2024, we unveiled new initiatives to target the root causes of obesity and diabetes and reach people where they are most likely to seek care: their primary care office.



CHANGING THE OBESITY CONVERSATION

In June 2024, we launched the **Obesity Association**. This new division aims to reduce the prevalence of obesity and improve health outcomes, especially in populations at higher risk for developing type 2 diabetes.

In the United States, more than 40% of adults have obesity. However, societal and systemic barriers—including stigma, shame, and blame—can prevent people from accessing the care they need.

Only **10%** of people with
overweight or obesity

who would benefit from medical guidance seek help.

All people affected by obesity, with and without diabetes, should have the opportunity to thrive under the care of knowledgeable, compassionate health care professionals. The Obesity Association will build upon the ADA's deep experience in education, advocacy, and evidence-based support to face these challenges head-on and chart a new path in obesity care.

“**Obesity is not a moral issue; it is a disease.**”
—Jennifer
Pharmacist and person affected by obesity



Learn more at
obesityassociation.org



In September 2024, the ADA and the Obesity Action Coalition hosted the **National Obesity Policy Forum**, convening more than 80 health leaders and lawmakers to discuss solutions to address the gap in obesity care and treatment.

TRANSFORMING CARE ON THE FRONT LINES

Over 90% of diabetes care takes place in primary care. That's why we formed the **Diabetes Primary Care Alliance**, a national network of over 4,000 primary care practices focused on improving health outcomes for people with diabetes.

“The Diabetes Primary Care Alliance will support our diabetes transformation efforts by **helping primary care professional put the ADA's Standards of Care in Diabetes into practice.**”

—Osagie Ebekozien MD, MPH, CPHQ
The ADA's chief quality officer

Made possible through a new partnership between the ADA and several primary care networks, the alliance will accelerate evidence-based practices in diabetes care in primary care settings nationwide.



Learn more at
professional.diabetes.org/PrimaryCareAlliance

EDUCATION IS KEY

The ADA's expertise is unmatched, and we continually strive to reach new audiences with cutting-edge diabetes knowledge. Enter the **Institute of Learning**, our state-of-the-art education portal for health care professionals to enhance what they know so they can provide the highest level of care. Since its launch in late 2023, this learner community has grown to more than 150,000 members and now offers more than 200 free continuing education activities.



Study up at
learning.diabetes.org



Paige Johnson, a longtime nurse and diabetes educator, turns to the ADA's Institute of Learning for her own continuing education and to help the primary care professionals she works with feel more informed and comfortable about diabetes-related topics, such as CGM technology and automated insulin delivery systems.

“I know that anything the ADA does is checked, double-checked, and triple-checked for accuracy. So I know I'm getting quality information.”

—Paige Johnson, BSN, RN, CDCES
Atrium Health Wake Forest Baptist, North Carolina



FIGHTING TO END DIABETES ON A GLOBAL SCALE

The prevalence of diabetes is rising worldwide, including China. To combat this epidemic, the ADA shared research findings and innovative strategies to implement the *Standards of Care in Diabetes* with Chinese health care professionals, empowering them to improve health outcomes for millions of people with diabetes. The ADA China program was well received and well attended—each webinar alone reached at least 13,000 learners.

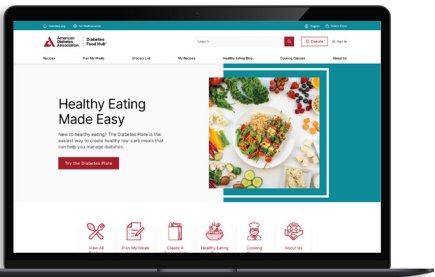
PREVENTING DIABETES IN THE “DIABETES BELT”

It’s possible to prevent or delay type 2 diabetes with the right care and healthy habits. The ADA is leading an effort to expand the **National Diabetes Prevention Program**, a lifestyle change program proven to significantly reduce type 2 risk, in Southern communities at higher risk for developing diabetes.

The **Diabetes Prevention Alliance** brings together more than 40 organizations, from health care systems to payers, to eliminate barriers to care and transform the health of Americans in six key states: Alabama, Florida, Louisiana, Mississippi, North Carolina, and Texas.



Learn more at professional.diabetes.org/NationalDPP



We upgraded our popular **Diabetes Food Hub®** and developed **new nutrition resources** to help people living with diabetes and their families shop, cook, and eat well.

RETHINKING TYPE 1 DIABETES

The past decade has brought about remarkable advances in how we diagnose early-stage type 1 diabetes through antibody testing, plus new therapies that might slow its progression. The ADA is helping to put those changes into widespread practice through our **Type 1 Diabetes Screening and Awareness initiative**. In 2024 we:

- Expanded coverage of type 1 screening, diagnosis, and staging in the annual *Standards of Care*.
- Gleaned firsthand insights from health care professionals, people with type 1, and caregivers to craft the most effective messaging.
- Developed and distributed educational materials for patients and professionals.
- Held webinars to educate key stakeholders, including school nurses engaged with our Safe at School program.
- Garnered over 8M impressions through social and paid media, plus 125K website visits

Understanding Type 1 Diabetes now ranks among the top 10 most-visited pages on the ADA's website, meeting the demand for current, trusted information.

The ADA's comprehensive education and awareness campaign is already changing how health care professionals and their patients think about type 1. The more people learn their risk, the sooner we can diagnose those who develop the disease—and give them the best chance at a long, healthy life.

“**[The resources] increased awareness about signs and symptoms of type 1 diabetes and how to manage symptoms. It also helped [us] identify ways for prevention of life-threatening symptoms and reduced fear about living with type 1 diabetes.**”
—Health care professional



91%
of health care professionals were satisfied with the ADA's new type 1 diabetes educational resources



In 2024, we worked with DiaServ/MEDISERV to expand the ADA's Education Recognition Program (ERP) beyond the U.S., one of our largest international partnerships to date. The ERP has been the leader in evaluating and recognizing diabetes self-management education and support (DSMES) programs since 1986—and we're proud to champion high-quality DSMES for people with diabetes across the globe.



FIGHTING WITH MEANINGFUL CONNECTIONS

The ADA brings people together. By building strong networks of support, we connect people living with diabetes and people living with obesity to resources, information, and communities that enable them to thrive and lead healthier, fuller lives.

This year, we pursued both new and tried-and-true ways to support the diabetes community as we fight to end this disease once and for all.

ACCESS EQUALS BETTER HEALTH

In a world where health challenges and needs are as varied as the people they affect, the ADA is determined to ensure the 136 million Americans living with diabetes or prediabetes are able to receive effective, compassionate care. We build bridges and elevate community-driven solutions, working relentlessly toward a future where everyone can access the health care they need to thrive.

WELLNESS IN THE NATION'S CAPITAL

Nestled at the intersection of the Anacostia and Potomac rivers, Ward 8 has Washington, DC's highest rates of diabetes. Supermarkets and other sources of fresh, nutritious food are scarce, further compounding chronic health conditions for this predominantly Black community.

As part of the **Collaboration for Equitable Health**, we are tackling this problem head-on with an initiative centered at Ward 8's Washington View Apartments, whose residents include multigenerational families and older adults.

The constellation of community-based organizations works hand in hand. Black Nurses Rock provides community health education and vital health screenings. The Capital Area Food Bank provides healthy foods to help residents manage diabetes and high blood pressure. So What Else works with youth to help them adopt healthy habits that can lower their risk of diabetes, while Martha's Table is enhancing nutritional literacy across the community.

The initiative aims to **screen 80% of Washington View residents, deliver nutritional support to 30% of households, and engage 3,100 children** annually in youth diabetes prevention and education programs.

By concentrating resources in one area, this initiative addresses the intricate relationships between housing, health, and wellness—and provides a sustainable, replicable model for reaching other American communities facing similar challenges.

In 2024, the ADA:
collaborated with

22
new community-based
organizations

to reach

3M+
Americans
in
100+
communities

including Albuquerque, NM;
Atlanta, GA; Birmingham, AL;
Charlotte, NC; Chicago, IL;
Denver, CO; and Washington, DC

A PLATFORM FOR COLLECTIVE ACTION

In November, the ADA co-hosted the **Achieving Diabetes Equity in Practice Today (ADEPT) conference** with T1D Exchange. The two-day conference created a supportive environment for stakeholders to share knowledge, network, collaborate, and explore actionable solutions to bridge gaps in diabetes care. After the conference, 77% of attendees said they plan to implement changes in their diabetes-related work as a direct result of what they learned.

I want to applaud the [ADEPT] conference organizers for having such a **truly diverse group of speakers, panelists, and moderators.**
I wish more conferences would follow.

—**Matthew Garza**
The diaTribe Foundation

BUILDING TRUST IN CLINICAL RESEARCH

The communities most affected by diabetes are underrepresented in most clinical studies that test the innovative treatments that people with diabetes need. In July, the ADA convened about 100 stakeholders—including people living with diabetes, health care professionals, diabetes researchers, community-based organizations, and industry representatives—for a summit in Washington, DC.

Attendees shared their experiences and generated recommendations for **increasing access to diabetes clinical trials** in the nation's capital and nationwide. When the right people are represented in research, we improve diabetes care for all.

We need to **accelerate what's right in terms of access.**

—**Chuck Henderson**
The ADA's chief executive officer



As a family physician in Sacramento, California, Francisco Prieto, MD, has cared for people with diabetes for over three decades. His Latino community has been hit hard by the diabetes epidemic, and he lost his brother-in-law to the disease. The longtime Diabetes Advocate fights for access to health care, for everyone who needs it.

"It is great to be reminded that people all over the country are as determined as I am to improve the lives of people with diabetes," Dr. Prieto says of attending the ADA's Call to Congress. **"I hope our advocacy will remind policymakers that their constituents care about diabetes and want them to do something to make things better."**



LOWERING RISK FOR TYPE 2 DIABETES
IN AMERICA'S YOUTH

We must take steps to lower the risk of type 2 diabetes whenever possible. The ADA's no-cost Project Power program helps people of all ages adopt healthy habits and reduce their risk for prediabetes and type 2 diabetes.

“I like [sports drinks], but now I drink it [only] on game days. When I go to soccer practice, I share what new things I learned about Project Power with my teammates.”

—Project Power for Youth participant
YMCA of Silicon Valley

We continue to expand **Project Power for Youth** to slow the trajectory of childhood obesity and help reduce its consequences among kids ages 5–12. In 2024, we started a partnership with Aurora Public Schools (APS), one of Colorado's largest and most diverse school districts, to bring Project Power to its 38,000 students. The first phase of this partnership with APS will focus on 10 Title 1 elementary schools.

 Learn more at diabetes.org/ProjectPower



In June 2024, the ADA led a diabetes education workshop at **Jack and Jill of America's 70th Annual Teen Leadership Conference**, reaching

1,200
young people of color about the importance of prevention.




IGNITING CHANGE AND ENDLESS POSSIBILITIES

This year marked 75 incredible years of providing adventure, personal growth, and lasting connections for children living with diabetes—plus plenty of summer fun—at **ADA Camp**. Camp offers kids and families a much-needed reprieve from the stress and isolation that often stem from navigating life with diabetes. When children experience the magic of camp, they build critical skills, personal bonds, and a sense of self-worth that will empower them for life.

“Thanks to the financial assistance we received, my child was able to attend camp for the first time. Camp gave us more than just memories—it gave us hope and confidence that we're not alone in this journey.”

—Tom
Father of Jackson, age 12

 Learn more at diabetes.org/Camps




Summer 2024 Snapshot

32 camps
25 states
2,784 campers
45% first-time campers
1,472 volunteers
\$400,000+
in need-based financial aid—more than 2023



WALKING AND RIDING FOR THE CAUSE

The ADA’s signature special events bring together walkers, riders, and donors to raise critical funds for our life-changing programs and uplift all people living with diabetes. When we’re united by a sense of shared purpose, we can do even more to achieve our ultimate goal of ending diabetes once and for all.

 Join us at diabetes.org/Fundraising

Participation in
**Step Out Walk
to Stop Diabetes®**
grew by
25%
in 2024.

TAKING THE HIGH ROAD

When **Jeff Saunders** of Virginia Beach, VA, was diagnosed with type 1 diabetes at age 49, he figured he had two possible paths: get mad or get moving to make a difference.

He chose the latter, channeling his energy and talents into his local Tour de Cure® as a cyclist, volunteer, and ADA board member. “I took the high road—to help raise awareness and raise money for a cure,” says Jeff, whose mother also lived with type 1.

After nearly 12 years, Jeff is proud to be living well with diabetes—his A1C hovers at 5%. But he wishes more people understood all it takes to get there, the literal highs and lows. “This disease is every minute of every day. You’ve got to be on top of it,” he shares.

Tour de Cure is a platform for spreading that message. In 2024, Jeff raised \$68,000 to support our work. **“My ADA chapter has truly become family,”** he adds. **“We work together towards a common goal.”**



WHERE PASSION HITS THE PAVEMENT

Craig Jackson’s mother, Gayle, always made sure her eight children got every shot and attended every checkup so they would grow up healthy. She wasn’t, however, so good at taking care of herself. That culminated in a massive stroke in her mid 50s—and, with it, a diagnosis of untreated type 2 diabetes. She relied on insulin and experienced a range of health problems for the rest of her life.

Craig always wondered: Could that chapter of his mother’s story have been prevented? Determined to change this trajectory, he follows a healthy eating plan, stays active, and sees his doctor regularly. Wanting to expand his impact, he not only joined his colleagues for the ADA’s Step Out Walk to Stop Diabetes: Indiana, but chaired the 2024 event as well. The company Craig works for raised \$126,405 for diabetes research, education, and advocacy, making them the first six-figure team in Step Out® Walk history.

Craig walks in memory of his mother and a brother who passed away, as well as for other family members with prediabetes and diabetes. Thanks to the dedication of supporters like him, Step Out continues to grow. **“It’s a very uplifting and positive experience,”** he said of the walk. **“I want to drive awareness and provide the tools so people can better manage their life with this disease. And a cure would be the ultimate goal.”**



TURNING PERSONAL CONNECTIONS INTO ACTION

First, **Lee Caswell** rode in Tour de Cure with his company's team—it seemed like “a fun event” for a casual cyclist. Then, he rode to support his wife Melissa, who developed type 2 diabetes as a result of pancreatic cancer.

Today, Lee rides in Melissa's memory and to support the millions of Americans living with diabetes. **“I became very invested in memorializing her and rallying people from my personal environment, my work environment, and the larger community,”** he recalls.

In a few short years, Lee has become one of Tour de Cure: Northern California's top fundraisers. He chaired the event in 2024, helping to relocate the ride from Sonoma to Silicon Valley and engage the many high-profile companies in the area. The event hosted nearly 1,000 riders, who raised more than \$1 million.

Lee hopes his efforts will help find a cure for diabetes, raise awareness, and erase some of the stigma surrounding the disease: **“Once you start talking about diabetes, you just find so many people have been impacted by it. So it's really about channeling those connections into action. You can make a difference in somebody's life.”**



The ADA holds the **highest Four-Star rating** from Charity Navigator.

YOUR GENEROSITY FUELS THE FIGHT

The ADA exists to win the fight to end diabetes. **With support from incredible donors, we can do even more. In 2024 we received:**

\$70.5M
in total donations
and grants

\$42.7M
in bequests

\$11.7M
from special events



Make a difference your way at
diabetes.org/Ways-to-Give



FIGHTING THROUGH ALLIANCES & PARTNERSHIPS

Leading the fight for those affected by diabetes and/or obesity requires unique donors invested in accelerating our mission and impact. **These partners enable us to improve the lives of those we serve.**

We gratefully recognize our 2024 supporters who have joined the fight to end diabetes and reduce the prevalence of obesity.

BANTING CIRCLE
(\$1 million+)

Abbott
Boehringer Ingelheim
Eli Lilly and Company
Genentech
MediServ/DiaServ
Medtronic
Novo Nordisk Inc.
Sanofi
The Leona M. & Harry B. Helmsley Charitable Trust

NATIONAL SUPPORTERS
(\$500,000–\$999,999)

Amaranth Diabetes Foundation, Inc.
Blue Cross Blue Shield of Minnesota
CVS Health
Walter A. and Charlotte Soule Family Foundation

NATIONAL SUPPORTERS
(\$150,000–\$499,999)

Amazon
Bayer, U.S.
California Date Commision
Ciba Health
Corcept Therapeutics
DexCom, Inc.
Elizabeth A. Liebman
GlaxoSmithKline
GNC Live Well Foundation
Heartland Sweeteners, LLC
Humana
Instacart
Insulet Corporation
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Podimetrics
Sun Life Financial
Sutter Health
Tandem Diabetes Care, Inc.
TriStar Publishing, Inc.
Vertex Pharmaceuticals, Inc.
W.L. Gore & Associates, Inc.
Walmart
Zurich American Insurance Company

A LEGACY OF HOPE AND IMPACT

We are deeply grateful to the thoughtful donors who have included the American Diabetes Association in their estate plans through a planned gift. As members of the **Camille Circle**, named in honor of Camille Blume’s lasting dedication, you are creating a legacy of hope for all those affected by diabetes. Your generosity ensures that we can continue advancing research, advocating for people affected by diabetes, and improving lives for generations to come. Thank you for your vision, kindness, and unwavering support of our mission.





MESSAGE FROM THE SECRETARY/ TREASURER

One word comes to mind as I reflect on the ADA's progress in 2024: resilience.

We not only fully recovered from the negative financial impacts of the COVID-19 pandemic, but also emerged in our strongest financial position in years. The ADA raised \$156.8 million in 2024, surpassing 2019 levels. Expenses totaled \$134.2 million, 79% of which went directly to groundbreaking research, bold advocacy, trusted education, and meaningful connections to meet the needs of the people we serve.

A net income of nearly \$22.6 million enabled the ADA to rebuild our unrestricted reserves to a healthy level, giving our organization the capacity to navigate future challenges. Stronger financial health also means we can invest even more toward our ambitious mission to prevent and cure diabetes and to improve the lives of all people affected by diabetes, as well as our work to reduce the prevalence of obesity.

Through strategic planning and collaborations, careful stewardship, and your unwavering support, we have created extraordinary momentum for the ADA's lifesaving work. We are well-positioned for even greater impact while maintaining the fiscal accountability and transparency that have earned us a four-star rating from Charity Navigator.

The ADA owes much of our success to the donors, sponsors, volunteers, and advocates who believe in our crucial work. Thank you for your continued trust and support as we fight to end diabetes.



A stylized, handwritten signature in black ink that reads "James Tai".

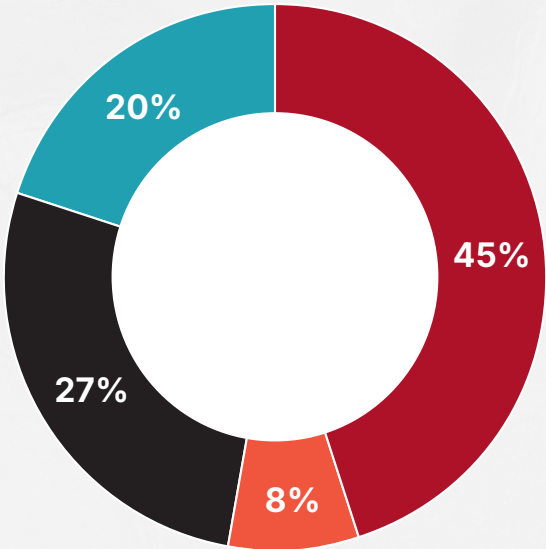
James Tai
Secretary/Treasurer

STATEMENT OF ACTIVITIES

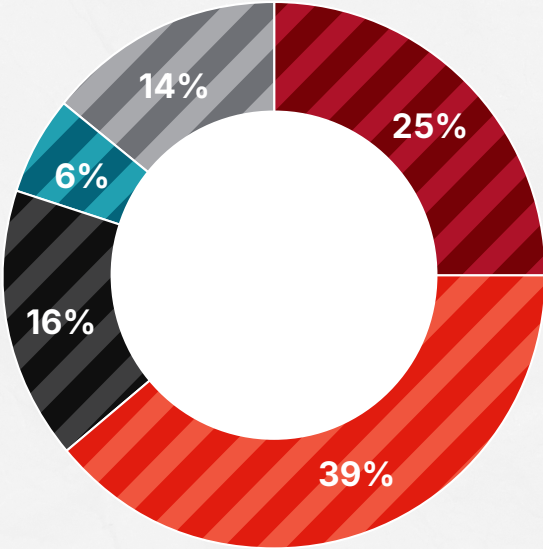
(IN THOUSANDS OF DOLLARS)

| PUBLIC SUPPORT AND OTHER REVENUE | |
|-----------------------------------|-----------|
| ■ Donations | \$ 70,471 |
| ■ Special Events, Net | 11,676 |
| ■ Bequests | 42,650 |
| ■ Fees from Exchange Transactions | 32,012 |
| Total Revenue | 156,809 |
| EXPENSES | |
| ■ Research | 33,578 |
| ■ Information | 51,713 |
| ■ Advocacy and Public Awareness | 21,266 |
| Program Expense subtotal | 106,557 |
| ■ Management | 8,372 |
| ■ Fundraising | 19,293 |
| Total Expenses | 134,222 |
| Net Income | \$ 22,587 |

Public Support and Other Revenue



Expenses



BALANCE SHEET

December 31, 2024

| ASSETS | |
|--|------------|
| Cash and investments | \$ 173,027 |
| Accounts receivable, net | 8,101 |
| Contributions receivable, net | 54,408 |
| Fixed assets, net | 3,129 |
| Right of use assets - operating leases | 11,997 |
| Other assets | 3,828 |
| Total assets | \$ 254,490 |
| LIABILITIES | |
| Accounts payable and accrued liabilities | \$ 8,839 |
| Lease liabilities - operating leases | 20,625 |
| Research grant payable | 20,427 |
| Deferred revenues | 6,168 |
| Total liabilities | \$ 56,059 |
| NET ASSETS | |
| Net assets without donor restrictions | \$ 117,934 |
| Net assets with donor restrictions | 80,497 |
| Total net assets | \$ 198,431 |
| Total liabilities and net assets | \$ 254,490 |

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Join the fight.

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