

All in for Life



At age 13, Aiden Dine should be a carefree teenager. After all, he has his whole life ahead of him. But for the past 12 years, he has been battling for his life—and he's not giving in. Why? Because to live with type 1 diabetes, he has to be **All in for Life!**



His parents, Kelly and Jeff Dine, are all in, too. They were forced into it when they learned that this diagnosis, for their 15-month-old, would be life-altering.

Aiden has adapted to a lifestyle with diabetes, and he is using his experiences to educate, advocate and empower others to do the same.

I try to keep my numbers under control, but living with diabetes is **constant. I can never let my guard down.**

“

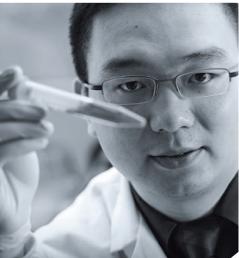


Research for Life

Zhen Gu, PhD, is a Researcher for Life.

He was drawn to pursue diabetes research early on—to ease the burden of diabetes, which afflicted his grandmother.

It is those vivid pictures of her self-inflicted insulin injections that motivated him to become a research scientist—to enhance the lives of those with diabetes through scientific breakthroughs.



Dr. Gu, a 2015 Pathway to Stop Diabetes® awardee, has been conducting innovative research—developing a small patch that delivers insulin in a glucose-responsive way to control glucose levels. His studies, made possible by the support of the ADA's Pathway to Stop Diabetes Program, are still underway, yet receiving this ADA grant was a defining moment for this UCLA bioengineering professor, who is a Researcher for Life!

The future of emerging research in diabetes is encouraging. ADA's Pathway program allows scientists to make advancements without funding pressures.

“



Committed for Life

My relationship with diabetes began years before I was named ADA's new CEO.

It was an unlikely encounter during a routine prenatal checkup that landed me in the ER—diagnosed with gestational diabetes. I convinced myself that this was only temporary, but as fate would have it, I was wrong.

After giving birth, I left the hospital with a beautiful bundle of joy and type 2 diabetes. I spent years refusing to accept the outcome and doing absolutely NOTHING about it, as though it would somehow disappear.

But it was the mere voice of my 5-year-old daughter asking me if I was going to die from diabetes that compelled me to take a stand to defend myself against it. That's when I called the ADA—only years later to answer a deeper calling to lead the organization to awaken the world about this devastating and debilitating disease.

My story is a depiction of similar experiences for millions of Americans living with diabetes—seeking a life-line through the American Diabetes Association.

For 77 years, the ADA has served as a leading authority on diabetes. In 2017, we made some notable achievements, several scientific advances and quite a few firsts.

We formed a collaboration in the face of catastrophe when Hurricanes Harvey, Irma and Maria hit the Southern U.S. and Puerto Rico. We convened a group of leading diabetes care and research organizations to form the Diabetes Disaster Response Coalition and delivered more than 4,600 pounds of diabetes supplies to individuals in the hurricane-affected areas.

Last year, we defended against many threats to the strides we have made toward a life free of diabetes. We opposed Congress's attempts to take away health care and repeal the Affordable Care Act (ACA), and in response, we joined a coalition of more than 20 patient advocacy organizations that worked to defend the access and patient protections provided in the ACA from various repeal efforts in Congress. We stood up for the right to affordable insulin, continuing to make an impact with our Make Insulin Affordable campaign.



Our *Diabetes* and *Diabetes Care* journals achieved the highest impact factor ever recorded for an ADA journal—*Diabetes Care* (11.9) and *Diabetes* (8.7)—ranking 5th and 9th respectively of 138 publications in the field of endocrinology/metabolism.

Contents

We awarded more than \$37.4 million to support new and continuing research projects at 140 leading U.S. research institutions. We also forged an unparalleled path to discovery through our 29 Pathway scientists who are continuing their innovative research—notably with seven patents filed among them.

For the first time, we turned the *Standards of Medical Care in Diabetes* into a living document to serve as the ADA's only position statement—updated continuously as new advances and regulatory changes emerge. We recruited additional cardiology expertise from the American College of Cardiology to strengthen content in key areas. And we refined the approach to managing type 2 diabetes—recommending that health care providers consider a patient's history of cardiovascular disease to ensure appropriate treatment.

Additionally, we reached nearly 6,500 campers and more than 9,700 families through our ever-growing ADA Camps. We received a five-year, \$25 million grant from the Centers for Disease Control and Prevention to expand the National Diabetes Prevention Program in underserved areas, to help prevent or delay type 2 diabetes through lifestyle changes.

We made great strides in 2017, and we did it with the support of ADA volunteers, staff, Board members, sponsors, partners, and leading diabetes care and research organizations. Together, we share a commitment that connects us for life!

Sincerely,



Tracey D. Brown, Person with Diabetes
Chief Executive Officer
American Diabetes Association

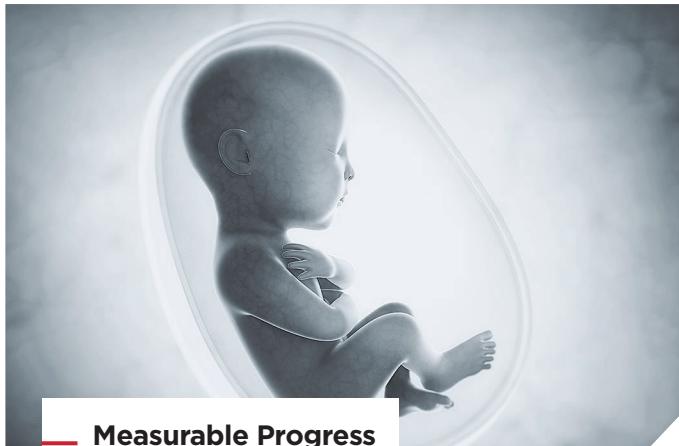
#AwakenTheWorld
#ConnectedForLife

Research.....	2 - 3
Pathway	4 - 5
Scientific Sessions.....	6 - 7
Health Care Professionals	8
Journals.....	9
Community	10 - 11
Camps	12 - 13
Advocacy.....	14 - 15
Awards.....	16 - 17
Giving.....	18 - 19
Financials.....	20 - 21
Officers and Board of Directors.....	22 - 23
Information and Online Resources.....	24
We're All In for the Future.....	25

Our Research

The American Diabetes Association has been a leading supporter of diabetes research for more than six decades. Powered by a rigorous submission and peer-review process, our research program funds a broad spectrum of high-potential projects to address all types of diabetes and related complications.

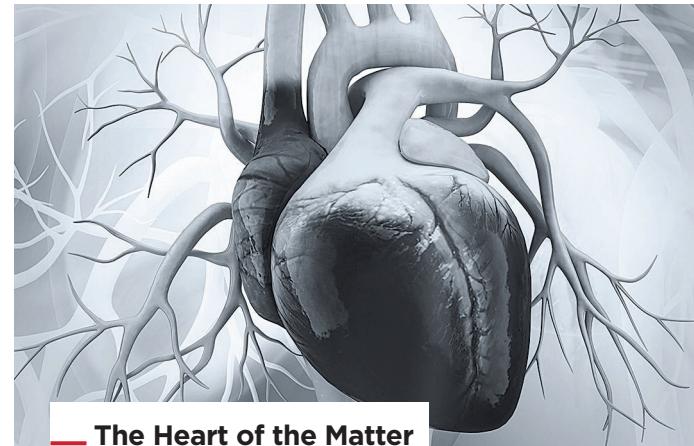
By backing these studies—more than 4,700 to date—the ADA mobilizes a diverse team of innovative scientists, each doing their part in the fight against diabetes. Together we expand our impact in the name of prevention, better management, new treatments, and our ultimate quest: to cure diabetes.



Measurable Progress

ADA-funded researchers published exciting new findings in 2017, including:

- Evidence that risk for type 2 diabetes can start in the womb, when certain genetic changes are activated by a mother's high-fat diet during pregnancy. Insights into early risk factors may help prevent the disease in future generations.
- The connection between sense of smell and body weight, which is independent of food intake and physical activity. These insights could lead to novel therapies to prevent obesity and reduce risk for type 2 diabetes.
- How structural changes in the brain may influence hypoglycemia unawareness. This report gets us closer to finding ways to prevent this dangerous condition, in which someone with diabetes loses the ability to self-detect low blood glucose levels. ■



The Heart of the Matter

With funding from Pfizer Inc., we supported three new postdoctoral fellows from the New England region who are training in cardiometabolic research. These two-year fellowships are an investment in improving outcomes for one of the greatest threats facing people with diabetes: cardiovascular disease. ■



\$807 million+ invested
in cutting-edge diabetes
research since 1952

In 2017, the ADA awarded
more than **\$37.4** million
to support **371** new and
continuing research
projects at **140** leading
U.S. research institutions.

It's in Our Genes

In November 2017, the ADA hosted a research symposium on Epigenetics and Epigenomics: Implications for Diabetes and Obesity. Experts convened in Cambridge, Massachusetts, to present what we know about the relationships between genetics and the environment, and how these relationships can influence the regulation of metabolism, diabetes risk and diabetes complications. After three days of discussion, attendees identified critical research gaps that should be studied to advance our understanding of how gene-environment interactions influence risk for and progression of obesity, diabetes and complications of diabetes. ■

Taking an Unparalleled Path to

The American Diabetes Association's Pathway to Stop Diabetes® program is creating a new generation of extraordinary scientists and providing them the freedom, independence and resources they need to forge an unparalleled path to discovery—and they are making headway.

2017 Pathway Pinpoints

5th Annual
Pathway to Stop
Diabetes Grant
Competition

ADA reviewed
103 award
nominations

Six new Pathway awardees were selected in 2017 to begin their research projects in January 2018



Scientific Updates

- 23 Pathway scientists are continuing in their second, third or fourth years of Pathway funding
- Scientists collectively published more than 60 high-impact original research manuscripts and two reviews
- Researchers delivered 185 presentations at scientific meetings, including the Pathway to Stop Diabetes Symposium, held at the 77th Scientific Sessions in San Diego, California
- Six Pathway Initiator award recipients (of seven funded to date) secured their first independent faculty positions
- Seven patents have been filed by Pathway awardees to date, exceeding Pathway objectives

Discovery Through Pathway



SUMITA PENNATHUR, PHD, wears many hats: engineer, professor, entrepreneur, wife and mother. These roles collided one day in 2015 when her young daughter was diagnosed with type 1 diabetes.

An engineer, she is always in search of problems to solve. This time the problem was obvious: "I had to help save her life."

Dr. Pennathur's research at the University of California, Santa Barbara, soon pivoted. As a professor of mechanical engineering with expertise in microfluidics, she was uniquely poised to take a fresh look at diabetes' daily challenges.

First up: Improving continuous glucose monitors (CGM). This critical part of diabetes management brought her family a lot of tears, as 5-year-old Zofia wanted to operate her CGM herself. This task proved impossible with the products currently on the market, which can be painful to insert and need frequent recalibration. Pennathur

figured if Zofia couldn't be free of the disease, perhaps she could be free of this burdensome routine.

Pennathur is now building the CGM her daughter imagines. Zofia wants it to be painless, of course, but also small (so people don't ask about it) and easy to use (so she can apply and remove it herself). Pennathur's design is a penny-sized skin patch inexpensive enough to be disposable and safe enough for a child to handle, with microneedles shallow enough to avoid discomfort. And of course, its sensor will provide the real-time readings people with type 1 diabetes rely on to dose their insulin, choose what to eat and decide when to exercise.

This vision for a next-generation CGM is much more than a neat use of nanotechnology—it could represent a huge improvement in quality of life for people with diabetes. For this reason, the ADA awarded Dr. Pennathur the esteemed Pathway to Stop Diabetes Visionary

Award in 2017. The Visionary category recognizes scientists from other disciplines who wish to apply their expertise to diabetes research for the first time.

"I was so far outside the field of diabetes, but I knew I could make a difference," she says. "I'm forever grateful that ADA saw the potential in me. It gave me confidence, and the ability to help my daughter."

By the end of her five-year, \$1.625 million Pathway grant, Dr. Pennathur hopes her patch will be FDA approved, and available to make glucose monitoring easier and less painful for people with type 1 diabetes of all ages. Her work is proof that big things are possible on the smallest of scales—when a talented engineer dons her newest hat: diabetes innovator. ■

Leave It to Mom

The Engineer Building Next-Generation Continuous Glucose Monitors

"I'm forever grateful that ADA saw the potential in me. It gave me confidence, and the ability to help my daughter."

FOR LIFE | 2017 ANNUAL REPORT 5

Scientific Sessions

THE AMERICAN DIABETES ASSOCIATION'S 77TH SCIENTIFIC SESSIONS has long been the world's most prominent gathering for scientists and health care providers who specialize in diabetes. Our 77th Scientific Sessions convened thousands of professionals in San Diego, California, where they made new connections and exchanged the latest in diabetes research, care and education.



The Front Lines and Future of Diabetes Care

The Scientific Sessions is a platform for two key ADA programs for health care professionals. This year **Diabetes Is Primary** offered a full day of programming to help the primary care community deliver quality, evidence-based diabetes care. We extended the reach of the program through online webcasts, awarding more than 10,000 continuing education certificates in 2017.

Meanwhile, the fourth annual **Focus on Fellows** was held to foster the growth and development of 135 early-career endocrinologists—all future clinicians, researchers and leaders. ■

Heart Smarts

In addition to fostering professional development and collaborations, the meeting is a prestigious stage for announcing major developments in diabetes research. The biggest breakthroughs from the 77th Scientific Sessions centered on the cardiovascular safety of diabetes treatments—and it was very good news, considering heart disease is the leading cause of death for people with diabetes.

The **CVD-REAL** study looked at the heart safety of SGLT2 inhibitors, a class of type 2 diabetes medications that lower blood glucose levels by increasing how much glucose is excreted in the urine. Participants taking SGLT2 inhibitors were less likely to be hospitalized for or to die from heart failure, compared with other glucose-lowering drugs. This proved true no matter which SGLT2 medication they took, and regardless of whether they had pre-existing heart disease—suggesting that SGLT2 inhibitors have great potential to reduce the rate of heart failure among people with diabetes.

Researchers from the international DEVOTE trial were also in San Diego to confirm the cardiovascular safety of insulin degludec, a new and ultra-long acting insulin that is injected once daily. After studying more than 7,600 people with type 2—all at high risk for serious events such as heart attack and stroke—they concluded that insulin degludec was as safe as insulin glargine, the most commonly prescribed insulin for people with type 2. Insulin degludec also led to a drop in episodes of severe hypoglycemia (low blood glucose), particularly at night. These findings demonstrate that insulin degludec is not only a heart-safe choice for those with type 2, but one that comes with very tangible added benefits. ■



The 77th Scientific Sessions at a Glance

16,000+ attendees

562 million media impressions

217 million social media impressions

3,300+ abstracts received



Women's Interprofessional Network

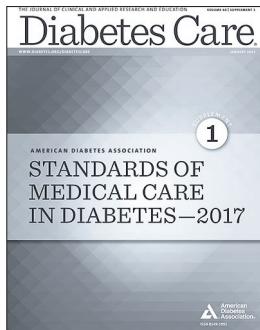
A WIN for Women in Science

The 77th Scientific Sessions served as the launchpad for the Women's Interprofessional Network (WIN ADA), a new member-only network for female physicians, scientists, educators and other diabetes professionals. WIN ADA seeks to strengthen the presence and recognize the contributions of women in the field through networking and career development opportunities. Off to a strong start, the group boasted more than 400 members by the end of 2017.

Health Care Professionals

The Standards of Diabetes Care

As the leading organization in the fight against diabetes, we are committed to providing objective, credible information for people with the disease and the professionals who care for them. There is no better example than our annual **Standards of Medical Care in Diabetes**, which dates back to 1989. These clinical practice guidelines place the latest, evidence-based information in the hands of those who need it most.



A Year of Important Firsts

This year, the *Standards of Care* incorporated several significant changes for this longstanding publication. How did we manage to improve upon the gold standard in diabetes care?

- **We turned it into a living document.** Moving forward, the *Standards of Care* will serve as the American Diabetes Association's only position statement that includes clinical guidance. We will update it when new advances or regulatory changes merit immediate incorporation.
- **We recruited more cardiology expertise.** We designated a team of experts from the American College of Cardiology to review and contribute to relevant sections of the *Standards of Care*. This partnership serves as a blueprint for future collaborations with other professional organizations,

allowing us to strengthen content in key areas and distribute the guidelines to even more health care professionals.

- **We refined the approach to managing type 2 diabetes.** What are the best medications to treat people with type 2? The ADA now recommends that health care providers first consider whether a patient has a history of atherosclerotic cardiovascular disease. This monumental shift will ensure type 2 treatment plans take cardiovascular health into account, in addition to the potential for lowering blood glucose.

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

- **An abridged version just for primary care physicians,** published simultaneously in *Clinical Diabetes*.
- **A new-and-improved landing page on Diabetes Pro (professional.diabetes.org).** The streamlined design helps users quickly locate the *Standards of Care*, discover what's new and access a number of related tools.
- ADA Chief Scientific, Medical and Mission Officer William T. Cefalu, MD, hosted a **continuing education webcast** to cover key updates and highlights from the 2018 edition.
- The recording is complemented by a **comprehensive slide deck** professionals can use in their own presentations. ■

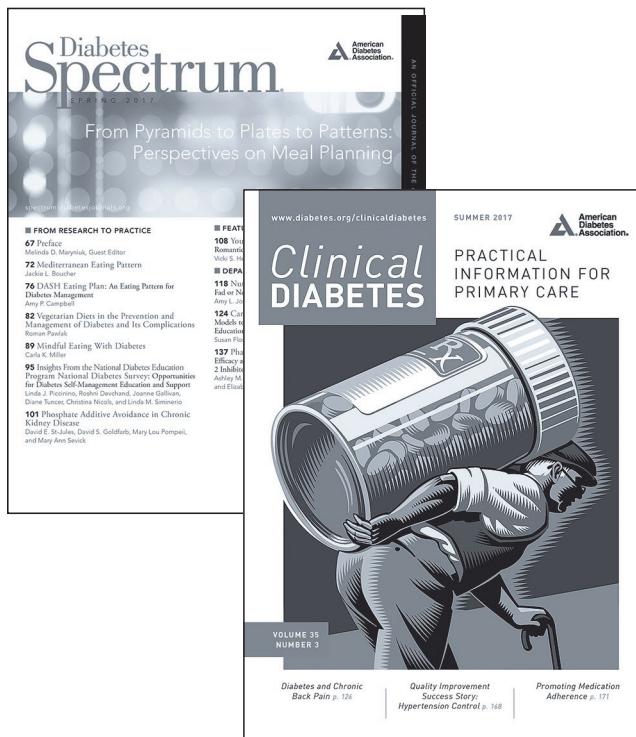
Better Diabetes Care, Delivered at Scale

Diabetes INSIDE continues to make a difference at large health care systems across the country. Introduced in 2012, this national quality improvement initiative is aimed at advancing health care delivery and population health for people living with diabetes.

One Diabetes INSIDE participant, the University of Hawaii Medical Center (Honolulu), presented a poster at the 77th Scientific Sessions about its work addressing diabetes disparities in a multiethnic population.

Nationally, more than 900 providers at four health care systems—Tulane University Medical Center (New Orleans), Parkland Health and Hospital System (Dallas), the University of Chicago and NorthShore HealthSystem (both Illinois)—took part in ADA-facilitated quality improvement programs to improve patient health outcomes in diabetes, cardiovascular disease and obesity. ■

Journals



Measuring Our Reach and Impact on Diabetes and Diabetes Care

The American Diabetes Association continues to reach the research and medical community by sharing the latest advances and state-of-the-art approaches to diabetes care, treatment and prevention through our respected scientific and medical journals: **Diabetes, Diabetes Care, Clinical Diabetes** and **Diabetes Spectrum**.

In 2017, ADA journals reached more than 40,000 health care professionals, including researchers, physicians and diabetes educators, through print and digital access.

The ADA's professional journals received more than **10 million visits** at diabetesjournals.org and earned more than **120,000 journal citations** by studies published in other science and medical publications. ■

Diabetes Care – Highest Impact Factor Ever for an ADA Journal!

The 2016 impact factors for **Diabetes** and **Diabetes Care** were released in July 2017. **Diabetes Care** achieved the highest impact factor ever recorded for an ADA journal (11.9) and **Diabetes** achieved an impact factor of 8.7. The two journals rank 5th and 9th, respectively, of 138 publications in the field of endocrinology/metabolism. Impact factor is a measure of a journal's prestige, calculated by determining the frequency with which the average article in a journal is cited by other publications. **Diabetes Care** and **Diabetes** are the highest-ranked journals devoted exclusively to diabetes-related research. ■



Diabetes Disaster Response Coalition Members

American Diabetes Association (ADA)

Insulin for Life USA (IFL-USA)

Juvenile Diabetes Research Foundation (JDRF)

Endocrine Society

American Association of Clinical Endocrinologists (AACE)

American Association of Diabetes Educators (AADE)

Research!America

T1D Exchange



Community Connections

A heartfelt #DearDiabetes letter posted to social media. Thousands of organizations participating in National Healthy Lunch Day™ or National Get Fit Don't Sit Day™. A word of encouragement to a camper learning to live with type 1. A package of donated diabetes supplies, headed to an area hard-hit by natural disaster. The quick online test designed to help the 84 million Americans with prediabetes learn their type 2 risk, and take steps to prevent it.

The American Diabetes Association's mission takes many shapes as we work to deliver information, education and expertise. We're there in moments of need, and we're not ones to shy away from even the most daunting, long-term challenges in the fight against this disease.

And we certainly don't do it alone: Our support system includes donors, volunteers, partner organizations, sponsors and countless others. Here is some of what we accomplished in 2017, in communities across the country. ■

Collaboration in the Face of Catastrophe

In mid-2017, Hurricanes Harvey, Irma and Maria hit the Southern U.S. and Puerto Rico in quick succession. These powerful storms left millions of residents in need of food, water, power and shelter.

Meanwhile, people with diabetes—especially those who depend on insulin—faced the additional challenge of securing their medications and testing supplies. Going without these necessities not only affected their ability to manage blood glucose, but put them at risk for serious sudden complications, such as hypoglycemia or hyperglycemia.

We immediately convened a group of leading diabetes care and research organizations to respond to this urgent need, in a way no one else could. Together the **Diabetes Disaster Response Coalition** delivered more than 4,600 pounds of diabetes supplies

to individuals in the hurricane-affected areas. We also leveraged the regional diabetes ecosystem—hospitals, pharmacies, shelters and corporations—to get patients access to the health care they so desperately needed.

Even when daily life is in crisis mode, diabetes care doesn't have to be. Eight organizations now comprise the Coalition, which will continue to ensure that people with diabetes facing similar emergency situations have swift and adequate access to health care, information and supplies.

For its work during the 2017 hurricanes, the Coalition will receive the American Society of Association Executives' 2018 Summit Power of A Award, the highest recognition for associations that make exemplary commitments to solving problems and creating a stronger world. ■

Community

Reaching Those Most at Risk

In 2017, the Centers for Disease Control and Prevention awarded the ADA a five-year grant to expand the National Diabetes Prevention Program—the gold standard in helping people prevent or delay type 2 diabetes through lifestyle changes—to underserved areas in the U.S. Working with community partners in Arizona, California, Oklahoma and Texas, we expect to serve more than 1,000 patients with prediabetes, many of them older adults and Hispanics/Latinos, in the first year alone. ■

Raising the Volume

While we work year-round to keep the diabetes conversation going, our signature campaigns provide peak moments to focus the nation's attention on mission-critical public health issues.

American Diabetes Association. **ALERT! DAY** MARCH 28, 2017

With this one-day “wake-up call” we spurred more than 27,000 people to take our 60-second Type 2 Diabetes Risk Test. Our winning strategy was to target communities most at risk (African Americans, Hispanics/Latinos and Asian Americans) as well as organizations that could get the word out to employees and members—such as Prince Hall Shriners, the NFL Players’ Association and national corporate sponsor Quest Diagnostics Health & Wellness.

Prediabetes Awareness PSAs July 2017

In partnership with the Ad Council, the Centers for Disease Control and Prevention and the American Medical Association, we launched phase 2 of our

successful prediabetes awareness PSA campaign. It has earned \$57 million in donated media since early 2016, and as a result the Type 2 Diabetes Risk Test has been completed 535,000 times at doihaveprediabetes.org.

American Diabetes Month® November 2017

This year we put a new spin on 2016’s popular This Is Diabetes™ theme to increase national attention for diabetes and why it must be stopped. The campaign encouraged Americans affected by the disease (aka, our diabetes heroes!) to become a Diabetes Advocate, write an imaginary letter to diabetes to share on social media, and donate to the cause, yielding nearly \$147,000 in Facebook donations that month. ■



Facebook Engagement with Tangible Results

Home to more than 724,000 fans, Facebook continues to be the ADA’s largest and most engaged social media community for people affected by diabetes. We were early adopters of the new Facebook Fundraisers tool, inspiring followers and their friends to raise more than \$650,000 on our behalf in 2017. We also used Facebook Live to host interactive, expert-led sessions via the platform, including one on diabetes and mental health that attracted more than 240,000 viewers during American Diabetes Month. ■

ADA Camps

We reached more campers and families in 2017

79 camp and retreat sessions

30% of campers were new

100K+ campers served since 1949

6,488

children and teens

80%

have type 1



We've long been the world's largest provider of camps for children with diabetes.

A single week at this “home away from home” fosters a sense of confidence and community—and teaches the critical skills needed to thrive with type 1 diabetes.

In recent years we have expanded our ADA Youth Programs to meet a growing need: children at high risk for type 2 diabetes. Project Power helps children and their families learn valuable lessons for leading a full and healthy life.

Our volunteers and generous partners make it possible.

2,642
volunteers, including
1,552 trained medical professionals

\$3.9 million

in donated services and supplies from our partners and friends

Top supporters:

Novo Nordisk, The Leona M. and Harry B. Helmsley Charitable Trust, Richard M. Schulze Family Foundation and Lilly Diabetes.

We believe every child should get to enjoy this life-changing experience.

- All ADA Camps subsidize participants' costs by **50% or more.**
- We awarded \$571,587 in need-based financial aid, in addition to the ADA subsidy all campers receive.

We brought Project Power, serving children and families at risk of type 2 diabetes, to more communities in need:

- **14 programs**
(3 new in 2017)
- **77% new participants**



We've got “the camp effect”

91%

of campers could perform at least one diabetes management skill independently, after camp (injecting insulin, changing pump sites, counting carbs, etc.).

26.9%

of parents and caregivers said their family communication improved.

Advocacy

Part Offense, Many Parts Defense

As we make strides toward a life free of diabetes and all its burdens, we must also defend against threats to that progress. Such was the case in 2017—on many important fronts.

We opposed any and all attempts to take away health care.

When Congress sought to repeal the Affordable Care Act (ACA), the American Diabetes Association helped found a coalition of more than 20 patient advocacy organizations that promised to fight back. Amid unprecedented national media attention, this coalition and ADA's own Diabetes Advocates ward off several attempts at repeal—and preserved the law's invaluable patient protections and access to health care at the state and federal levels.

Meanwhile, we guarded the Medicare and Medicaid programs, recognizing the important role they play in helping Americans stay healthier. We defeated state and federal proposals and legislation that would have harmed low-income

individuals and families receiving Medicaid, millions of whom live with diabetes. We also advocated for new Medicaid benefits such as the National Diabetes Prevention Program (National DPP).

And thanks to our efforts, the National DPP is reimbursable by Medicare to help older Americans at risk for type 2. The changes went into effect nationwide in April 2018.

We opposed any and all attempts to take away health care.

We stood up for the right to affordable insulin.

Our Make Insulin Affordable campaign, launched in November 2016, continued to gain traction in 2017. The goal: ensuring this lifesaving drug—the price of which has nearly tripled in recent years—is affordable for the millions of people with diabetes who depend on it.



180 Diabetes Advocates from 34 states came together for Call to Congress in 2017, leading 189 meetings with Congressional members to discuss ADA's policy and regulatory priorities.

We strengthen the collective voice of people with diabetes for all the nation's policymakers to hear.

Our progress included:

- Convened an Insulin Access and Affordability Working Group to oversee the ADA's efforts.
- Met with stakeholders across the insulin supply chain to develop recommendations for viable, long-term policy solutions that will bring down the cost of insulin.
- Held more than 200 congressional meetings on the issue, as well as discussions with the Secretary of Health and Human Services and the Commissioner of the Food and Drug Administration.
- Collected 119,477 petition signatures in 2017 and more than 600 first-hand stories from patients, caregivers and health care providers.

We protected the rights of those with diabetes.

Our constituents turn to us when they face heartbreakng discrimination issues because of diabetes, such as being denied adequate medical care at school or being terminated from a job. In 2017, the ADA's Center for Information fielded nearly 3,000 calls about unfair treatment. Our legal advocacy staff and volunteers went on to assist 1,876 individuals hailing from every state and in Puerto Rico.

And for a second time, we filed a brief in support of pilot Eric Friedman as part of his lawsuit against the Federal Aviation Administration for its rules regarding medical certification of pilots with diabetes. ■

Broad Support for Diabetes Funding

The ADA achieved bipartisan support when more than 85 U.S. Representatives signed a letter to the House Appropriations committee backing our FY2018 federal funding requests. Our asks included \$2.165 billion for the National Institute of Diabetes and Digestive and Kidney Diseases, \$185 million for the CDC's Division of Diabetes Translation and \$25 million for the National NDPP. ■

70 Record-Setting State-Level Wins

In addition to our work to defend health care access, we had tremendous results in states in 2017. Our Diabetes Advocates engaged in critical legislation preserving health care, increasing prevention programs, reducing health disparities and ending discrimination in states across the country. We participated in hundreds of local meetings and briefings, held Diabetes Days at State Capitols, and submitted letters, comments or statements in support of our legislative and regulatory priorities. ■



National Scientific & Health Care Achievement Awards

Bestowed annually, these prestigious awards recognize outstanding scientific, clinical and educational achievement in the field of diabetes. The awards are grouped into eight Achievement Awards and four Interest Group Lecture Awards. In 2017, the following individuals were recognized with the following awards.



Banting Medal for Scientific Achievement Award

Domenico Accili, MD

Russell Berrie Foundation Professor of Diabetes; Director, Diabetes Research Center, Columbia University College of Physicians and Surgeons



Outstanding Scientific Achievement Award

Gregory R. Steinberg, PhD

Professor of Medicine, Canada Research Chair; J. Bruce Duncan Endowed Chair in Metabolic Diseases; Co-Director of the Metabolism and Childhood Obesity Research Program, McMaster University



Albert Renold Award

Daryl K. Granner, MD

Professor Emeritus, Molecular Physiology and Biophysics, Vanderbilt University and Professor Emeritus, Molecular Physiology and Biophysics and of Internal Medicine, University of Iowa



Outstanding Achievement in Clinical Diabetes Research Award

William V. Tamborlane, MD

Professor and Chief Pediatric Endocrinologist, Yale University; Deputy Director, Yale Center for Clinical Investigation



Outstanding Physician Clinician in Diabetes Award

Ruth S. Weinstock, MD, PhD

Distinguished Service Professor; Division Chief of Endocrinology, Diabetes, and Metabolism, State University of New York (SUNY) Upstate Medical University; and Medical Director, Joslin Diabetes Center and the Clinical Research Unit, Upstate



Outstanding Educator in Diabetes Award

Davida F. Kruger, MSN, APRN-BC, BC-ADM

Certified Nurse Practitioner, Diabetes Research and Clinical Practice, Henry Ford Health System



Harold Rifkin Award for Distinguished International Service in the Cause of Diabetes

Roger S. Mazze, PhD

Past Head, World Health Organization Collaborating Center; Clinical Professor, University of Minnesota Medical Center (retired); Visiting Professor, Nanjing Medical University, China



Kelly West Award for Outstanding Achievement in Epidemiology

Dana Dabelea, MD, PhD

Conrad Riley Endowed Professor, Colorado School of Public Health

Awards

Professional Interest Group and Principal Officer Awards for Leadership and Service

PROFESSIONAL INTEREST GROUP AWARDS



Edwin Bierman Award

Mark Emmanuel Cooper, MBBS, PhD

Inaugural Head
Department of Diabetes,
Central Clinical School
Monash University



Norbert Freinkel Award

Gernot Desoye, PhD

Research Director
Associate Professor of Medical
Biochemistry, Department of
Obstetrics and Gynecology,
Medical University of Graz, Austria



Richard R. Rubin Award

Michael A. Harris, PhD

Professor of Pediatrics, Oregon
Health & Science University



Roger Pecoraro Award

Dane K. Wukich, MD

Professor and Dr. Charles F. Gregory
Distinguished Chair, Department of
Orthopaedic Surgery, University of
Texas Southwestern Medical Center

PRINCIPAL OFFICER AWARDS FOR LEADERSHIP AND SERVICE

Charles H. Best Medal for Leadership and Service

David A. DeMarco, PhD

2017 Chair of the Board
Partner, US Healthy Deputy
Leader, Ernst & Young LLP



Charles Kopke Medal for Leadership and Service

Umesh Verma

2017 Secretary/Treasurer
Chief Executive Officer
Blue Lance, Inc.



Rachmiel Levine Medal for Leadership and Service

Brenda Montgomery, RN, MSHS, CDE

2017 President, Health
Care & Education
Clinical Science Liaison,
AstraZeneca



Banting Medal for Leadership and Service

Alvin C. Powers, MD

2017 President, Medicine &
Science
Joe C. Davis Chair in Biologic
Science; Professor of Medicine,
Molecular Physiology and
Biophysics; Director, Vanderbilt
Diabetes Center; Chief,
Vanderbilt Division of Diabetes,
Endocrinology and Metabolism
Vanderbilt University School
of Medicine



Giving for Life

Advancing the mission of the American Diabetes Association requires unwavering support from our corporate partners, colleagues and friends who believe in what we do and entrust that together, we can make great strides—and we are.

In 2017, we received nearly \$27 million in major gifts, bequests, and corporate and individual donations. We received memorial gifts, \$4.4 million in major gifts, and a wealth of support from our corporate and individual donors, volunteers, as well as in-kind services.

We are also pleased to recognize our **Banting Circle Elite, Banting Circle, National Strategic Partners** and **National Sponsors** for their ongoing annual support.

Banting Circle Elite - \$1 million+

- Eli Lilly and Company
- Janssen Pharmaceuticals, Inc.
- Merck
- Novo Nordisk, Inc.
- Sanofi

Banting Circle - \$500,000+

- AstraZeneca Pharmaceuticals LP
- BD Diabetes Care
- Boehringer-Ingelheim Pharmaceuticals, Inc.

National Strategic Partners

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

National Sponsors

- Abbott Diabetes Care
- Ascensia Diabetes Care U.S. Inc.
- Catherines
- Dexcom
- Insulet Corporation
- Intarcia Therapeutics
- John Hancock Vitality
- Johnson & Johnson Diabetes Solutions
- Medtronic Diabetes
- Merisant Company
- Pfizer Inc.
- Primal Wear Inc.
- Quest Diagnostics Inc.
- Sun Life Financial, Inc.
- The Dannon Company, Inc.
- Walgreen Co.





Ride. Run. Walk.

The ADA is making inroads with its signature Tour de Cure® and Step Out Walk to Stop Diabetes® events—combining the run/walk and cycling events into a single-day fundraising campaign, with \$19.5 million raised.

The new ADA Ride, Run and Walk offered families, corporations, groups and participants an avenue to choose an open road where cyclists, runners and walkers could participate under one unifying goal.

ADA's Denver office was the first to successfully test the more inclusive concept, augmented with fresh new branding and a fully integrated website for increased participation. ■

Strategic Alliances

The ADA teamed up with several organizations to expand our reach, and with your support, we did just

that. We partnered with **Walmart** to offer Walmart Wellness Days in 4,700 Walmart stores, screening millions of consumers for diabetes risk. We joined **CVS Inc.**, to promote the ADA's Type 2 Diabetes Risk Test and Alert Day—a nationwide effort to educate consumers on their diabetes risk. We collaborated with **Janssen Pharmaceuticals, Inc.** to sponsor "Teaming Up to Take on Diabetes" during an NFL game to encourage better diabetes management, and to promote ways to avoid complications.

We entered into an agreement with **John Hancock's Vitality® Program** to launch the "In It Together" podcast series to raise awareness about the challenges and stigmas of living with diabetes, and to foster both healthy lifestyles and financial wellness.

We heard the personal stories of people living with diabetes during our **Colgate**-sponsored American Diabetes Month campaign. We partnered with **Samsung Health** to promote the ADA's Type 2 Diabetes Risk Test. Additionally, more than 250,000 people were screened through our partnership with **Quest Diagnostics**.

We couldn't have made such an impact without your financial support! ■

The ADA is making inroads with our signature Tour de Cure® and Step Out Walk to Stop Diabetes® events—combining the run/walk and cycling events into a single-day fundraising campaign, with \$19.5 million raised in 2017.

Message from the Secretary/Treasurer

The American Diabetes Association initiated many changes in 2017 as we continued to deliver on our mission. We entered the year with a new Chief Scientific, Medical and Mission Officer, implemented a new operating model, welcomed three new chief executives and recruited a new Chief Executive Officer. We believe these transformative changes will help position us for growth as we continue to make fundamental adjustments throughout our operations.

Under new leadership, we were able to integrate our expertise to drive mission impact in targeted and strategic ways—investing in innovative technology to modernize our systems and strengthen our security measures.

For decades, we have served as a trusted steward, enabling the ADA to meet the needs of millions of people living with and at risk for diabetes. Each year, we continue to raise funds to maximize our reach and impact. Last year, we raised more than \$150 million. This allowed the ADA to increase research grant funding, update the *Standards of Care*, host a successful 77th Scientific Sessions, deliver award-winning journals and provide educational programs.

Additionally, the ADA secured its first significant federal grant, which totaled more than \$7.1 million over five years to deliver the National Diabetes Prevention Program to people at high risk for diabetes. While we continued to modernize and strategically integrate programs and initiatives, our expenses exceeded our net gains, resulting in a year-end loss of \$25 million.

For more than 77 years, we have been committed to our mission and have helped drive significant progress. Today, we continue to stand firm on that commitment. We are thankful to our volunteers, sponsors and other stakeholders who believe in our mission and continue to invest in, and advance, our cause.

We are grateful for your support!



Umesh Verma

Umesh Verma
Secretary/Treasurer

Financials

Financial Highlights December 31, 2017

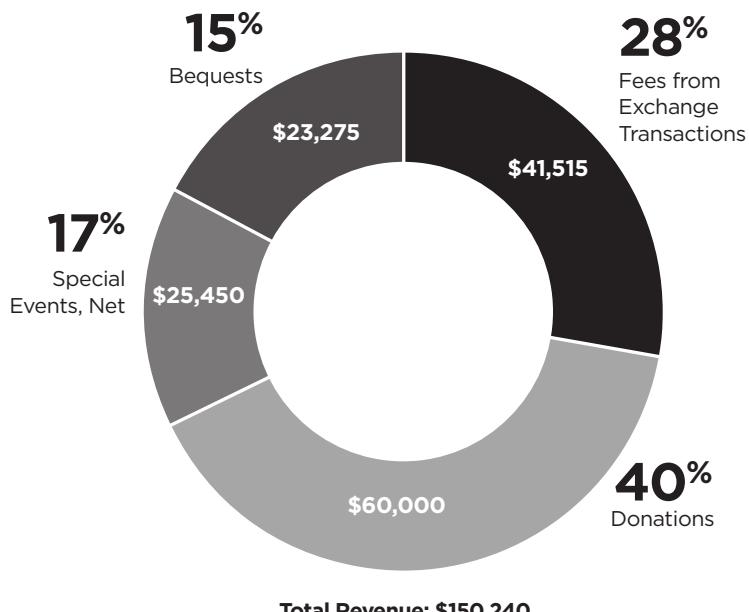
	(in thousands of dollars)
Assets	
Cash and Investments	\$72,848
Accounts Receivable, Net	10,128
Contributions Receivable, Net	31,722
Fixed Assets, Net	16,095
Other Assets	5,673
Total Assets	<u>\$136,466</u>

	(in thousands of dollars)
Liabilities	
Accounts Payable and Accrued Liabilities	\$25,682
Research Grant Payable	26,898
Deferred Revenues	10,463
Total Liabilities	<u>\$63,043</u>
Net Assets	
Unrestricted Net Assets	\$(12,831)
Temporarily Restricted Net Assets	71,286
Permanently Restricted Net Assets	14,968
Total Net Assets	<u>\$73,423</u>
Total Liabilities and Net Assets	<u>\$136,466</u>

* Includes \$22.6M in pharmaceutical, biotechnology and medical device corporate support, representing 15% of total organizational revenue.

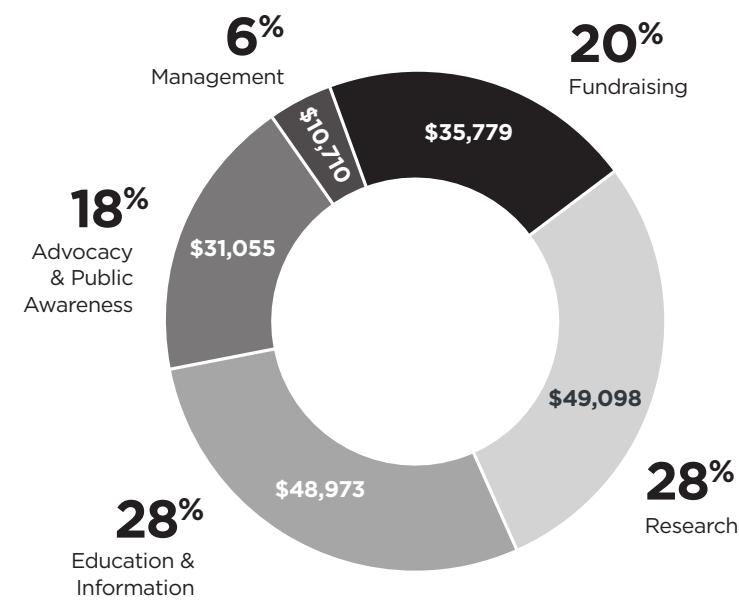
Public Support and Other Revenue*

(in thousands)



Expenses

(in thousands)



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Information and Online Resources

The American Diabetes Association has been a trusted resource for diabetes information through our Center for Information, award-winning books, magazines and digital channels. We provide a suite of resources geared for consumers, health care providers, professionals, and others in search of everything from diabetes treatment information to healthy lifestyle tips, recipes, events and more.

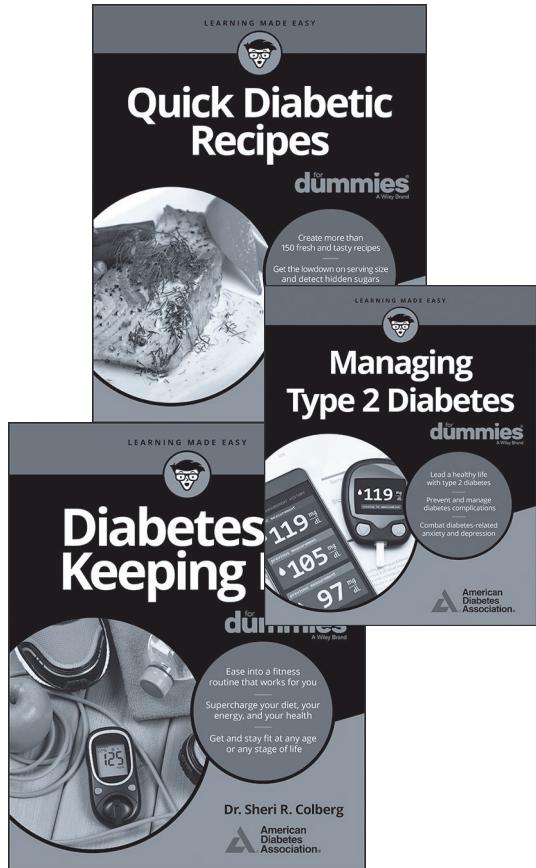
- **ADA's Center for Information** (1-800-DIABETES) assisted nearly 100,000 constituents and professional members seeking information, resources and programs for the care and management of diabetes.
- In 2017, **diabetes.org**, the ADA's content website for consumers and professionals, had more than 20 million sessions and 32 million unique pageviews.
- ADA launched a new series of patient-directed, digest-size educational supplements through **Diabetes Forecast**, our bimonthly healthy living magazine, which reaches nearly 6 million readers and covers major topics important to those with diabetes and their families.
- Our **Education Recognition Program** remains the largest and longest standing of the two Medicare National Accrediting Organizations with more than 1,616 Diabetes Self-Management Education programs. The ERP served over 868,000 patients at more than 3,700 sites in 2017, and it has earned an overall Medicare audit score of 97%.
- A series of educational print **Compendia** was launched in 2017 with a focus on diabetes-related topics of keen importance to health care providers. ADA issues the Compendia to readers through our four journals: *Diabetes*, *Diabetes Care*, *Clinical Diabetes* and *Diabetes Spectrum*. ■

ADA Teams Up with John Wiley and Sons

The American Diabetes Association partnered with John Wiley and Sons to co-brand three new diabetes-related "Dummies" guides: **Diabetes & Keeping Fit for Dummies, Managing Type 2 Diabetes for Dummies** and **Quick Diabetic Recipes for Dummies**, which were released in late 2017.

In addition to the "Dummies" titles, the Books program published 13 titles for patients and professionals, including five National Health Information Award winners and two Benjamin Franklin Independent Book Award winners.

Altogether, the program distributed more than 160,000 books to bookstores, libraries, clinics, retail chains and international audiences across the globe in 2017. ■





As we move into 2019 and beyond, my team and I are fired up about the road ahead. Diabetes is the biggest health epidemic of our time, and the numbers are growing at an alarming rate. There are more than 30 million Americans living with diabetes and more than 84 million with prediabetes, and every 6.5 minutes someone in this country dies from diabetes and its complications.

The only way we are going to bend the curve of this epidemic is to disrupt the status quo. We must be maniacally focused on understanding and meeting the needs of the people living with diabetes and their families.

We must partner with others, including our volunteers, in new and unconventional ways. We must leverage innovation, data and technology to drive demonstrable change.

Here is what I know: We can't do this alone! We must awaken the world, and we must move with speed and a sense of urgency.

We won't rest until we have helped those living with the disease to thrive, or until we find a cure. We are committed for life, but to drive change and impact, we need you to join us!

The question is, are you with us?



Tracey D. Brown, CEO

#ConnectedForLife
#AwakenTheWorld
#Type2CEO

All in for_the Future

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