“No one should face diabetes alone. I’m so grateful for my diaTribe.”

Lou Cove, diaTribe Reader
Dear Friends of The diaTribe Foundation,

Thank you for your incredible support. As we enter 2019, we mark the completion of our first six years as a nonprofit. We are grateful to every one of you for the ways you have supported our work in improving the lives of people with diabetes and prediabetes and advocating for action.

We hit several exciting milestones on many initiatives in 2018. Our educational website, diaTribe Learn, has reached over two million people in the past 12 months. We also produced an audio version of Bright Spots & Landmines: The Diabetes Guide I Wish Someone Had Handed Me and have made it available free of charge; to that end, Bright Spots & Landmines is now in the hands of over 100,000 people. We organized events and panels connecting hundreds of leaders all around the world as well, including the d18 Executive Innovation Lab in Diabetes and Prediabetes in partnership with the Aspen Institute. In collaboration with a number of experts, we published a consensus paper in Diabetes Care on the need for using outcomes beyond A1C. Our fundraising grew over 60% once again, from an even higher base — we count this as an enormous vote of confidence in our work. I hope as you continue to read this report, these updates convey our deepest gratitude for what you are making possible.

In 2019, we are energized more than ever by the enormous unmet need of people with diabetes worldwide. We are particularly focused on helping more people with diabetes through our education and efforts to change the status quo. With your help, we can take the movement against diabetes to the next level and make a meaningful difference in the lives of people who live with the disease.

I look forward to seeing many of you at our connecting events, including Musings and Diabetes Forum, this year in our fair city by the bay!

Onward!

Kelly L. Close
At The diaTribe Foundation, we want everyone to be able to access important therapies, technologies, and education so they can fight all forms of diabetes. We do this in three complementary ways: Education, Advocacy, and Connecting.

1. **MAKING SENSE OF DIABETES**
   By providing free information through diaTribe Learn and Bright Spots and Landmines, The diaTribe Foundation empowers people with diabetes and prediabetes.

2. **ADVOCATING FOR CHANGE**
   The diaTribe Foundation is dedicated to amplifying the voices of people with diabetes, raising awareness, and advocating for change. This involves working with diabetes advocates and patients to influence policymakers, regulators, and the public at large. We also are committed to reporting on important policy challenges and developments.

3. **CONNECTING DIVERSE STAKEHOLDERS**
   The diaTribe Foundation regularly brings together diverse audiences of scientific and clinical experts, business leaders, policymakers, and patients to spark thought-provoking discussion and to advocate for changes that will improve lives. Events have included topics such as *The future of diabetes care; Opportunities presented by new technology and digital tools; and Systems leadership in diabetes and prediabetes.*
2018 PROGRAM HIGHLIGHTS

- **2.1M UNIQUE READERS**
- **190 DIABETES ARTICLES PUBLISHED**
- **150+ COUNTRIES REPRESENTED BY OUR WEBSITE VISITORS**

- **175,000 diaTribe SUBSCRIBERS**
- **100,000+ COPIES OF BRIGHT SPOTS & LANDMINES DISTRIBUTED**
- **178,000 HOURS SPENT ON SITE IN 2018, UP 52% FROM 2017**

- **12 SPEAKING ENGAGEMENTS AT FDA/REGULATORY MEETINGS**
- **11 DIABETES AND CARDIOVASCULAR ORGANIZATIONS MOBILIZED FOR LETTER TO FDA**

- **$2.7M RAISED REVENUE**
- **68% GROWTH IN FUNDS RAISED SINCE 2017**

- **“Beyond A1C”**
  - CONSENSUS REPORT PUBLISHED IN DIABETES CARE
- **8 EXECUTIVES SPOKE ON OUR FIRST ALL-WOMEN DIABETES TECHNOLOGY PANEL**
- **50+ LEADERS GATHERED AT d18**
“Thank you for your wonderful book. I think this is the most useful and positive collection of information on managing living with diabetes I have yet to come across.”
- Susie Neilsen, Australia

“diaTribe has kept me updated on all the latest equipment, personal stories, associated health issues, nutrition, and on and on. Most of the time I have information before my diabetic educator!”
- Barb Wagner, Wisconsin

Empowering through education.

“Thanks for what you do for the diabetic community because we all need help in dealing with it.”
- Robert Watts, Texas
“We all understand that A1C means many things for many different people. If you could eliminate hypoglycemia and improve quality of life, that’s where we’re going and that’s why everyone is here today. The question is how to implement this for regulatory bodies and the clinic.”

Dr. William Cefalu, Chief Scientific, Medical, and Mission Officer of the ADA

We collaborated with 10 organizations to co-host a critical path meeting on hypoglycemia with the FDA. This is an important step in FDA recognizing hypoglycemia on therapy labels.

Advocating for change.

Speaking, Amplifying, Mobilizing

THE DIATRIBE FOUNDATION BRINGS TOGETHER PATIENT AND COMMUNITY VOICES AT SCIENTIFIC, REGULATORY, AND ADVOCACY MEETINGS.

American College of Cardiology

“Beyond ‘Unmet Needs’ in CVD – Getting the Scoop: 927 People with Type 2 Diabetes Speak Out”
December 2018

The diaTribe Foundation played a very influential role in mobilizing the diabetes and cardiovascular patient advocate communities. This resulted in a letter sent to FDA, signed by 12 organizations including us.
NOW IN ITS FOURTH YEAR, THE dSERIES IS OUR SIGNATURE EVENT WHERE WE EXPLORE HOW TO CREATE PROFOUND CHANGE IN THE US DIABETES LANDSCAPE.

In June, we brought together over 50 leaders from science, medicine, education, technology, community service, business, policy, and philanthropy in Aspen, Colorado, for d18. Together we envisioned innovative ways to work together to amplify our individual efforts, while energizing and strengthening the diabetes community.

We had the esteemed honor of sponsoring Spotlight Health in Aspen, where we hosted a private breakfast and outstanding panel discussion, moderated by Margaret Anderson, Managing Director, Deloitte Consulting.

In Vatican City in May, diaTribe was honored to participate in The Cura Foundation’s Unite to Cure, where founder Kelly Close received the honor of Pontifical Hero. Co-presenting the award was President and Chairman of the Board of the Cura Foundation, Robin L. Smith — the first recipient of The diaTribe Foundation Award for Transformative Impact in Healthcare, given at d18 in June.

Connecting the field.

In 2018, we brought together:

1,328 medical professionals, industry leaders, and patient advocates at 10 uniquely powerful events which hosted 24 esteemed speakers across diverse panels.

In 2019, we look forward to:

Musings Under the Moon: Easier, Better, Cheaper - Where are We in Diabetes? We are thrilled to be hosting our 4th annual Musings event this June in San Francisco. Please join us to hear the brightest and most innovative leaders in diabetes technology and therapy share their insights on the future of the field.

d19 in San Francisco. This June, over 50 thought leaders in the diabetes and public health arenas will learn together about promising new trends such as Food As Medicine, delve into our newly developed diabetes ecosystem map, prioritize key levers for changing the status quo, and develop strategies for how best to act together to reduce the societal burden of type 2 diabetes in the next decade.

To learn more about our events, please visit: diatribe.org/foundation/connecting-field
2018 Use of Funds

- 80% Program Service Expenses
- 13% Management and General Expenses
- 7% Fundraising Expenses

Annual Revenue 2013–2018
(Millions of dollars)

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The diaTribe Foundation Team

Board of Directors

- Kelly Close
  Founder, The diaTribe Foundation
- Dennis Boyle
- John Close
- Jeff Halpern
- Dr. Orville Kolterman
- Dr. Alan Moses
- Marjorie Sennett

Our 2019 Programs include:

- d19: Innovation Lab on Diabetes and Prediabetes
  San Francisco, June 4-6
- The 4th Annual Musings Under the Moon
  San Francisco, June 6
- The 13th Annual Diabetes Forum
  San Francisco, June 10
- Solvable Problems in Diabetes
  at EASD in Barcelona, Spain, September