

IMPACT REPORT

2021 Thank you for investing
in our mission.

THE diaTribe
FOUNDATION



LETTER FROM CEO

Dear Friends of The diaTribe Foundation,

We're thrilled to share this report of the impacts and advancements diaTribe made in 2021, starting with perhaps our most exciting news: as of December 31, 2021 we are now reaching over 325,000 subscribers with our weekly Learn newsletter – a 29% increase over 2020. We also saw double digit growth in total website visitors and reached over 3.5 million readers worldwide last year! We are humbled and honored that so many people with diabetes are turning to us for accurate information they can trust.

Learn is only one of our programs to improve the lives of people with diabetes; we also made great strides in 2021 with diaTribe Change, Time in Range, and our virtual educational events.

We have now published over 35 advocacy related articles at diaTribeChange.org with the goal of providing all people with diabetes access to the best care possible. diaTribe Change's primary action of 2021 was to motivate community members to send over 11,000 letters to policymakers in every state of the US to expand access to CGM and affordable insulin to people with diabetes. We work towards the day when everyone who can benefit from the latest diabetes technologies and therapies has access to them.

Our Time in Range Coalition now comprises 25 non-profit, clinical and industry partners and is making huge strides, including with the FDA, to have Time in Range accepted as the primary glucose metric for managing diabetes globally. This effort will directly improve the daily lives and long-term health of people with diabetes. We're excited about some exciting advancements this initiative is poised to make in 2022, so stay tuned.

In 2021 we provided more opportunities for our readers to connect with some of the most respected voices in diabetes via free, live virtual events. We connected over 30 expert speakers to a combined audience of more than 26,000 with online discussions, including the Annual Diabetes Forum (in partnership with TCOYD), Solvable Problems in Diabetes, d21 Lightning Talks, five Musings panels, and five Facebook live events.

None of this work would have been possible without the incredible contributions of all our stakeholders. As we look forward to even greater impacts in 2022, please accept our heartfelt thanks for all you do to help the hundreds of millions of individuals living with diabetes lead their happiest and healthiest lives. We couldn't do any of this work without you!

Thank you,



Jim Carroll
CEO, The diaTribe
Foundation



PROGRAM HIGHLIGHTS

2021 Year in Review

A look back at our most memorable accomplishments of 2021



3.5 million

**diaTribe
Learn readers**

11% increase from 2020



325,000

**diaTribe
Learn Subscribers**

29% increase from 2020



256,169

**hours spent reading on
the website**

23% increase from 2020



13,485

**subscribers to our advocacy
network, diaTribe Change**



26,320

**event attendees
and post-event views**



25

**Time in Range Coalition
member organizations**



\$3.9 million

raised in revenue



11,000

**letters to legislators to
demand better access
to medicines & devices**



EDUCATION

diaTribe Learn

In 2021, our team published 255 articles featuring content for those just diagnosed to avoiding diabetes complications. We also added content on diabetes stigma, health equity, and access.

Thank you, diaTribe, for what you do. I reference and share your website continually as an RN and a certified diabetes care and education specialist. I now understand so much more, and have the opportunity to collaborate with people living with diabetes in order to help them thrive, and get the resources they need. It is an honor, privilege, and joy to do this work, to say the least!

”

Debby Coulthard, former RN & diabetes care and education specialist

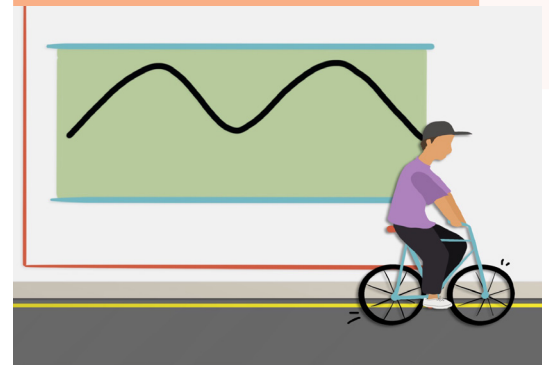


High Blood Sugar at Night: What to Do

by Eliza Skoler

Time in Range and the Path to Remission

by Michael Hattori



How Race and Ethnicity Affect Diabetes Prevalence, Management, and Complications

by Julia Kenney, Matthew Garza, and Eliza Skoler



Type 2 Diabetes: Start Early

by Phillip Home

Need help? Search free and reduced cost services like medical care, food, housing, and more in your area.

Enter your ZIP code

SEARCH

Powered by findhelp.org

diaTribe partnered with findhelp.org to include a search tool on the Learn website to allow people to search for community resources in their zip code – including free and reduced cost resources such as medical care, food, housing, and legal help.

My 6-year-old son was diagnosed with diabetes in January 2020. I'm still overcoming the daily challenges that diabetes has brought to our family. The only thing I can do is find comfort in reading articles from various websites like diaTribe, and forums and reach out to others who are dealing with the same struggles each day.

”

Kristen Billick, mother of a child with type 1 diabetes



EDUCATION

Connecting Leaders & People with Diabetes

diaTribe Musings

We featured 20 diabetes leaders in our five-part diaTribe Musings program series, connecting them with over 4,029 people with diabetes and advocates.

Annual Diabetes Forum

Kelly Close and TCOYD's Dr. Steve Edelman hosted the 15th annual panel discussion on highlights from the ADA Scientific Sessions, with speakers from five research institutions and support from 22 industry partners.

Solvable Problems in Diabetes - Obesity

Our event highlighted four extraordinary researchers from England, Ireland, and the U.S., discussing innovations in weight management treatments and care.

Social Media Events

We hosted five live social media events for the diabetes community to learn from diabetes educators, advocates, and each other on topics including Time in Range and navigating diabetes during the COVID-19 pandemic.

We connected over 26,000 people with information, industry leaders, healthcare professionals and each other in 2021 at our 14 virtual education events, making us all smarter on topics including type one cures, stigma, and time in range.



PANELISTS 2021

Annual Diabetes Forum					Davida Kruger - Henry Ford Health System		Dr. Daniel Drucker - University of Toronto
Dr. Jeremy Pettus - U.C. San Diego		Dr. Rury Holman - University of Oxford		Dr. Samuel Dagogo-Jack - University of Tennessee		diaTribe Musings	
Taking the Fear out of Low Blood Sugar: Next-Generation Glucagon			Crystal Bowersox - Lilly Diabetes Ambassador		Paul Edick - Xeris		Dr. David Kendall - Zealand Pharma
	Dr. Steven Russell - Harvard Medical School	Type 1 Diabetes Research 2021: Science, Hope, and Clinical Reality		Dr. Henry Anhalt - Provention Bio		Dr. Francine Kaufman - University of Southern California	
Dr. Felicia Pagliuca - Vertex		Dr. Georgea Pasedis - Dompe		Diabetes Data: A Roadmap to Better Diabetes Management			Chris Boulton - Sanofi
	Jeff Dachis - One Drop		Holly McGarraugh - McGarraugh Consulting		Dr. David Price - Dexcom	Personalizing your Diabetes Toolkit: New Solutions to Persistent Problems	
Ali Dianaty - Medtronic		Dr. Michelle Litchman - University of Utah		Rachel Sánchez-Madhur - One Drop		Dr. Marc Taub - Abbott	
Uncomplicating Diabetes: What To Know About Your Kidneys			Dr. Rachele Berria - AstraZeneca		Jane DeMeis - Patient Advocate		Dr. James R. Gavin III - Emory University
Dr. Joseph A. Vassalotti - National Kidney Foundation		Solvable Problems in Diabetes				Dr. Sadaf Farooqi - University of Cambridge	
	Dr. Lee Kaplan - Harvard Medical School		Dr. Carel le Roux - University College Dublin		Dr. Roy Taylor - Newcastle University	Thank you panelists!	



ADVOCACY

Time in Range Coalition

The diaTribe Foundation leads the Time in Range Coalition, a multi-stakeholder group of industry executives, nonprofit leaders, diabetes researchers, healthcare providers, and people with diabetes. Our three workstreams include: people with diabetes, healthcare professionals, and regulatory bodies.



**People
with Diabetes**

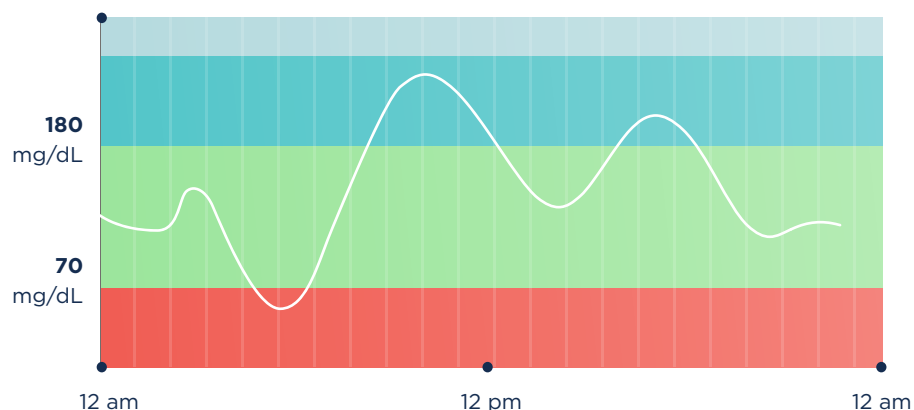


**Healthcare
Professionals**



**Regulatory
Bodies**

MORE GREEN LESS RED



For more information, visit: diaTribe.org/TimeInRangeCoalition

2021 ACCOMPLISHMENTS

Performed market research on TIR awareness and use among people with diabetes and healthcare providers

Presented to the FDA twice on the clinical benefits of TIR and its value in regulatory decision-making

Grew membership to 25 industry and organizational members

Published 52 Time in Range articles on diaTribe Learn and diaTribe Change that garnered 330,000 pageviews

The progress the Coalition has made since 2019 is already advancing the adoption of TIR by more and more people, helping to improve the lives of those with diabetes. I am thrilled to have the opportunity to contribute to this work every day as a person living with type 1 diabetes.



**Julie Heverly,
Senior Director
of the Time in
Range Coalition**



TIME IN RANGE COALITION

PREMIERE EXECUTIVE STEERING COMMITTEE MEMBERS



STEERING COMMITTEE MEMBERS

ADVISORY BOARD MEMBERS



MEMBERS



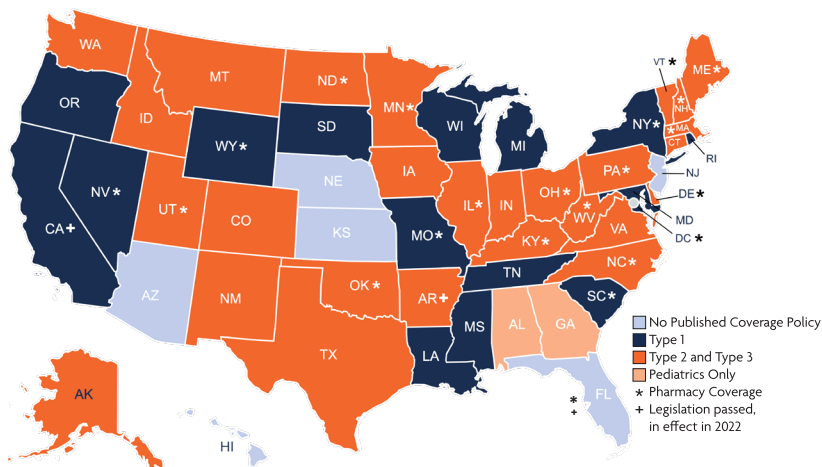
For more information, visit:
diaTribe.org/TimeInRangeCoalition



ADVOCACY

Through diaTribe Change,

we worked to leverage our platform for advocacy and action to drive meaningful change for people with diabetes.



For our largest campaign in 2021, we advocated for state Medicaid programs to cover CGMs for all people with diabetes. This campaign resulted in over 10,000 letters sent to state policymakers urging them to make these valuable devices more affordable for Medicaid populations.

d21: Dismantling Stigma for People with Diabetes

At d21, we developed a long-term strategy to tackle diabetes stigma. Participants were divided into 5 action groups, below, based on where they have the most impact. Each action group created a plan to address stigma in their sphere of influence, laying the groundwork for a movement to combat stigma and reduce the impact of diabetes on individuals and society.

EDUCATION

Online stigma hub to create a resource for reducing stigmatizing language

MEDIA ADVOCACY

Addressing stigmatizing media narratives of diabetes



RESEARCH

Creating a **Research Agenda** to guide academic & landscape research on diabetes stigma

HEALTHCARE

Surveys, trainings, and education sessions to identify and address bias among healthcare providers

CULTURE & BUILDING A MOVEMENT

dNetwork & beyond to spread the word and mobilize change

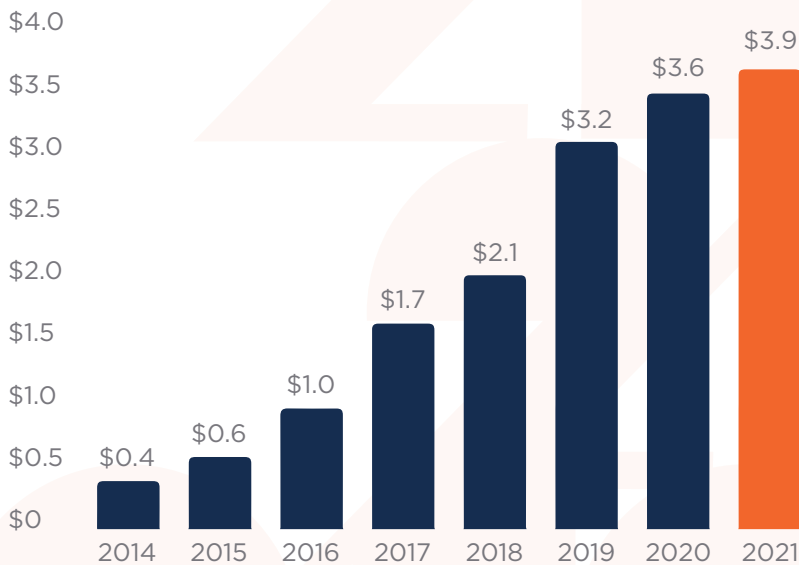


FOUNDATION INFORMATION

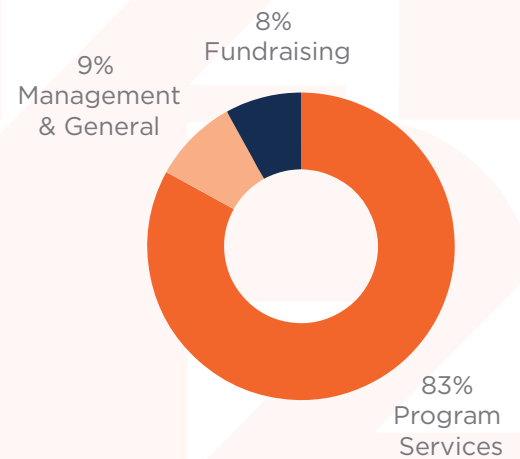
Board members

Kelly Close | Jeff Halpern | Dr. Orville Kolterman |
Dr. Alan Moses | Marjorie Sennett | Dr. Faith Foreman-Hays

ANNUAL REVENUE 2014-2021 (IN MILLIONS)



2021 USE OF FUNDS



OUR TEAM





OUR 2021 SUPPORTERS

The diaTribe Foundation thanks all of its supporters for their generous contributions to help people with diabetes.

\$100,000 and above

Abbott
AstraZeneca
Dexcom
Helmsley Charitable Trust
Lilly Diabetes
Medtronic
Novo Nordisk
One Drop
Sanofi
Vertex Pharmaceuticals
Zealand Pharma

\$50,000 to \$99,999

Apple Pickers Foundation
Dompé
Insulet Corporation
KBF Canada
Know Diabetes By Heart (KDBH)
LifeScan
Merck
Petrovic Gubin Foundation
Provention Bio
Xeris Biopharma

\$10,000 to \$49,999

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Kevin and Margot Sayer

\$1,000 to \$9,999

Anonymous
Adocia

Mary and Dick Allen
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Tandem Diabetes Care
Tidepool
Barbara Troupin Charitable Fund
Efrot Weiss
Richard Wormsbecher

\$500 to \$999

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Ann Akichika
Michael and Sarah Alter Family Foundation
Valorie Bailey
Terry Belanger
Lawrence Blonde
Angela Brock-Kyle
Lyle Cohen
Karen L. Davis
Richard Dees Family Fund
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Thomas Rekart
SEI Giving Fund
Michael Steffenson
Kevin Stephani
Tzedakah Fund
Virginia Valentine
Sol, Christine, Alex, Lily, and Sarah Varon
Laura Werling
Katherine Wolf Fund
Helen Zamora

Thank you for investing in our mission.

Join us for these 2022 programs:

**16th Annual Diabetes Forum at ADA Scientific Sessions
9th Annual Solvable Problems in Diabetes at EASD
7th Annual diaTribe Musings Series
7th Annual dSeries Innovation Lab on Diabetes and
Prediabetes and Lightning Talks: d22**

For the latest updates on our events, please visit
diaTribe.org/connecting

diaTribe.org
diaTribe.org/foundation
diaTribeChange.org
facebook.com/diaTribeNews
dStigmatize.org
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