

THE DIFFERENCE WE MAKE



DiABETES UK
CARE. CONNECT. CAMPAIGN.

“
**DIABETES
 IS THE
 NUMBER
 ONE
 HEALTH
 THREAT
 IN THE
 UK**
 ”

FOREWORD



Diabetes is the number one health threat in the UK.

Right now there are 2.9 million people living with the condition. Estimates suggest a further 850,000 people have diabetes but are unaware, or have no confirmed diagnosis.

Another seven million people are at high risk of developing Type 2 diabetes, and the numbers are rising dramatically every year. If current trends continue, by 2025 five million people in the UK will have diabetes.

Contrary to prevailing public belief, diabetes is a serious condition. Each year 75,000 people with diabetes die as a result of the condition or related complications, which is 24,000 more than we would expect. Diabetes is also a leading cause of blindness in people of working age, and a main contributor to kidney failure and amputations. Half of all deaths from diabetes result from cardiovascular disease, including heart attacks and strokes.

The widespread and rapidly growing scale of Type 2 diabetes is alarming, as are treatment and care costs. Last year, NHS spending on all diabetes conditions topped £10 billion. Of this £8 in every £10 went on managing complications that are, with good preventive care, avoidable.

ABOUT DIABETES UK

We are the leading UK charity that cares for, connects with and campaigns for every person affected by or at risk of diabetes. In the coming years our work will become more crucial than ever as the seriousness and scale of the diabetes crisis rapidly deepens. We are tackling the challenge on many fronts, including:

- ▶ Helping people manage their diabetes effectively, by providing reliable, quality advice, information and support.

- ▶ Campaigning for changes and improvements in treatment and care. With the support of people with diabetes and medical professionals, we lobby government for improved services for people with Type 1 and Type 2 diabetes. We also spotlight unacceptable variations in provision across UK health services.
- ▶ Funding pioneering research into care, treatment and prevention, and working towards finding a cure for all types of diabetes.
- ▶ Working to stem the rising tide of Type 2 diabetes by promoting effective risk assessment and early diagnosis, and by communicating how healthy lifestyle choices can help many people avoid or delay its onset.
- ▶ Strengthening the profile and voice of our organisation. We have successfully ramped up our communications work, with quality coverage across broadcast, specialist and social media. Underpinning this is our new brand, clearly expressing who we are and what we do. We have also redesigned our membership magazine *balance* to better meet the needs of people with diabetes.

This report shows what we have achieved over the last year, thanks to the efforts of staff, supporters, volunteers, trustees and advisory councils.

We also set out how we plan to move forward in 2012 by:

- ▶ Improving the lives of people who have diabetes.
- ▶ Encouraging those at high risk to live a more healthy life.
- ▶ Reducing the impact of diabetes on society and the economy.

BARBARA YOUNG,
 CHIEF EXECUTIVE, DIABETES UK

PROFESSOR SIR GEORGE ALBERTI
 CHAIRMAN, DIABETES UK

DIABETES IN THE UK

The two most common types of diabetes are Type 1 and Type 2, and it is important to understand the differences between them:

TYPE 1 DIABETES develops if the body cannot produce insulin. The condition is not preventable and accounts for 10 per cent of all cases of diabetes. Onset can occur at any age, although late childhood is the most common time of diagnosis, usually with acute symptoms that may require immediate hospital treatment.

More than 300,000 people in the UK have Type 1 diabetes, including 29,000 children and young people.

TYPE 2 DIABETES develops when the body does not produce enough insulin or the insulin produced does not work properly (insulin resistance). It usually develops in adults, and is a progressive condition with symptoms that emerge over time.

It accounts for 85 to 90 per cent of all cases of diabetes and can often be prevented. People have a higher risk of developing Type 2 diabetes if they carry excess body weight and do not take regular physical activity.

Currently there is no cure for Type 1 or Type 2 diabetes.

Diabetes is a serious, potentially life-threatening condition:

- ▶ It can lead to a six to 20-year reduction in a person's average life expectancy.
- ▶ It is the leading cause of blindness in people of working age in the UK.
- ▶ It is the most common cause of kidney failure, leading to dialysis or kidney transplant.
- ▶ It can lead to complications that result in amputation. One hundred lower limb amputations are carried out each week because of diabetes and 80 per cent of these are preventable.
- ▶ Type 1 diabetes can lead to diabetic ketoacidosis (DKA). This is an acute, life-threatening condition requiring urgent medical treatment. This occurs in almost 20 per cent of children and young people at diagnosis with Type 1 diabetes.

Shockingly, standards of care are inconsistent and vary widely across the UK:

- ▶ Around half of people with Type 2 diabetes and two-thirds of people with Type 1 diabetes fail to receive all nine clinically recommended annual tests and investigations.
- ▶ In 2010, the percentage of people with diabetes receiving all nine tests and investigations ranged from six per cent to 69 per cent depending on where they lived.
- ▶ Some 96 per cent of children and young people do not receive the health checks and care interventions that they should.
- ▶ The percentage of young people having episodes of potentially life-threatening DKA varies from none to 30 per cent across paediatric units.

Our mission is to change this state of affairs by campaigning to make diabetes a top health priority.



TOM CUTLER, 50, TYPE 1
DIABETES FOR 39 YEARS

JED CUTLER, 17, TYPE 1
DIABETES FOR EIGHT YEARS

INVALUABLE CARE & SUPPORT

We provide information, advice and peer support, so people with diabetes can manage their condition effectively and live life to the full. Our services are also available to family members, friends and carers so they can support those with the condition.

30,000
‘LIKES’ ON FACEBOOK

35,000
ENQUIRIES ANSWERED BY OUR CARELINE COUNSELLORS

9,000
TRACKER APP DOWNLOADS

JACK GEISS, JONATHAN DOWNES, ORLA NICANOVICH AND LAURENCE SCULLY WITH CAMP COUNCELLOR KATE

OUR SERVICES INCLUDE:

- ▷ The Diabetes UK Careline – the only dedicated diabetes helpline in the UK. Staffed by trained counsellors who can help callers with any diabetes-related question or problem by phone or by email.
- ▷ An advocacy service that gives people with diabetes information to help them understand their legal rights and entitlements.
- ▷ Information in print and online covering all aspects of diabetes to help people with diabetes, their family members and friends. We also provide specialist information for healthcare professionals.
- ▷ Opportunities to network with other people affected by diabetes. We have 332 voluntary groups across the UK, lively and popular online communities, and a telephone and online peer support service.
- ▷ A programme of support events for children and their families. These provide a relaxed and fun environment

in which young people living with Type 1 diabetes and their families get together, share experiences, and receive advice from volunteer healthcare professionals.

2011 HIGHLIGHTS

- ▷ Our Careline counsellors answered almost 35,000 enquiries, dealing with a wide range of practical and emotional issues about diabetes. Evaluation of the service reported a 90 per cent user satisfaction score.
- ▷ We developed a pilot peer support service so specially trained volunteers with first-hand experience of living with diabetes can help others.
- ▷ Our website traffic increased substantially, to around 280,000 visitors a month. And our active digital communities grew too. We have more than 5,000 members engaging in our online forum, 30,000 ‘likes’ on Facebook and around 16,000 Twitter followers.

- ▷ In September we launched a diabetes tracker app for the iPhone and had 9,000 downloads by the end of the year. This useful tool has unique features that make it easy for people to log and track blood glucose, insulin, carbohydrates and calories.

- ▷ We ran 13 support events for more than 400 children with Type 1 diabetes and their families.

FUTURE PLANS

- ▷ We will hold our first national ‘Big Event’ in July. This day will give people with diabetes, and their family members and friends, the opportunity to connect with others, share experiences, hear about the latest research and attend workshops.
- ▷ Create an online interactive information and support programme for adults newly diagnosed with Type 2 diabetes.

- ▷ Streamline and improve our core set of information materials to better meet the needs of all people affected by or at risk of diabetes.

- ▷ Develop and extend our Peer Support network to provide practical and emotional support.

- ▷ Set up a Youth Council to help us develop services with and for people with diabetes in the vulnerable 16 to 30 age group.

- ▷ Research, plan and pilot an online support service for children under 16, co-designed with them and their parents and carers.

- ▷ Improve and extend our successful Careline and children’s support events.

ACTIVELY RESEARCHING FOR A BETTER FUTURE

We are one of the largest funders of diabetes research in the UK. We support pioneering research into cause and prevention, improving care and treatment, and working towards finding a cure.

Our research portfolio, currently valued at £25 million over the next five years, includes between 120 and 130 research projects on all types of diabetes.

We also support a range of research funding schemes including project grants, funding to purchase laboratory equipment and research training opportunities, including PhD studentships and research fellowships aimed at clinicians and scientists.

2011 HIGHLIGHTS

- ▷ We made 49 new research awards with a combined value of almost £6 million.
- ▷ We funded studies such as:
 - ▷ Tackling the Type 1 university challenge. Leaving home and going to university for the first time can be a challenging and stressful time for young people, especially those with Type 1 diabetes. School leavers with Type 1 often find it difficult to control their condition and research has revealed significant shortcomings in the ways that diabetes care is co-ordinated by university medical services. This study, led by Dr Khin Swe Myint at Norfolk and Norwich Hospital will survey patients and health professionals at universities across the UK to establish the obstacles to good diabetes care for young people at university.

- ▷ Revolutionary gene therapy for Type 2 diabetes eye complications. Diabetes is the leading cause of blindness among people of working age because raised levels of blood glucose can impair vision by damaging blood vessels in the eye. Drugs that block a protein called VEGF have recently been shown to improve vision in people with diabetes-related eye damage. However they require repeated injections directly into the eye and have the potential to actually damage blood vessels and nerves. This study will test whether a naturally occurring variant of VEGF (VEGF-A165b) can be stimulated to protect eyes from diabetes-related damage with only a single injection.

- ▷ We awarded seven research fellowships and 10 new PhD students.

FUTURE PLANS

- ▷ We will continue to deliver our research strategy *Working together towards a future without diabetes and its complications.*
- ▷ Continue to fund ground-breaking investigator-led research projects for all diabetes conditions.
- ▷ Fund new fellowships that support researchers and scientists at various stages of their research careers.
- ▷ Use the Targeted Research Fund to support pioneering research identified and prioritised by our Science and Research Advisory Group.

£25m
OUR RESEARCH
PORTFOLIO VALUE OVER
THE NEXT FIVE YEARS

£6m
COMBINED VALUE OF
49 NEW RESEARCH AWARDS

7
RESEARCH FELLOWSHIPS
AWARDED

“ My diabetes has never stopped me doing anything and I don't think it ever will. When I'm older I'd like to become a marine biologist, giving me a good reason to surf where I work. ”

CONNEL FREEMAN, 14, TYPE 1
DIABETES FOR SIX YEARS



BETTER CAMPAIGNS FOR BETTER CARE

Diabetes UK is a campaigning organisation. We campaign with and for people with diabetes to ensure that everyone affected by the condition gets access to the best treatment and standards of care.

This is every person's right, irrespective of their age, ethnic group, postcode, or the type of diabetes they have.

We lobby and brief key policy and government representatives and influential bodies across the UK. We alert them to shortcomings in diabetes care, and urge them to make the necessary improvements in the commissioning and provision of diabetes care and treatment.



TY_36_TYPE 1 DIABETES FOR FOUR YEARS

2011 HIGHLIGHTS

- ▶ We developed our Diabetes Watch tool which enables us to assess levels of care. We use it to monitor the substantial variations in standards of diabetes treatment and care. It provides evidence on which to base and target our local and national campaigning. It also provides information about local standards of care for people with diabetes so that they can campaign and advocate locally.
- ▶ We worked with clinicians and people with diabetes to develop a set of 15 essential checks and services based on national health recommendations. This is a useful checklist of all the treatment and care services people with diabetes deserve and should receive. The '15 Healthcare Essentials' campaign launched in September. So far we have delivered more than one million checklists to people with diabetes, NHS trusts and healthcare professionals.
- ▶ We launched our Diabetes Voices project. This gives people with diabetes greater opportunities to influence service provision in their local area. We have recruited and trained 600 volunteers to bolster our campaigning work on the ground. They have lobbied MPs and ministers in support of our campaigns on the NHS bill, the '15 Healthcare Essentials' and other local diabetes care and treatment issues.
- ▶ We have campaigned vigorously for changes to the EU directive on driving. We have succeeded in making the DVLA change the application process for driving licences. This should result in fewer people with diabetes having their licences needlessly revoked, and should speed up the issue of new licences.
- ▶ We successfully ran the 'Pump up the Volume' insulin campaign in Scotland. This resulted in the Deputy First Minister and Cabinet Secretary for Health and Wellbeing, Nicola Sturgeon, announcing more than £1 million of investment to provide insulin pumps to 480 children with Type 1 diabetes and an increase in the provision of pumps for adults.

FUTURE PLANS

- ▶ We will continue to mobilise Diabetes Voices to press for service improvements nationally and locally.
- ▶ Continue to promote the '15 Healthcare Essentials' to all people with diabetes, healthcare professionals and service commissioners.
- ▶ Roll out our 'Putting Feet First' campaign aimed at reducing the many preventable foot amputations.
- ▶ Campaign to tackle the unacceptable shortfalls in the diagnosis and support for children with Type 1 diabetes.
- ▶ Campaign to ensure that all those who are eligible get access to an NHS Health Check to improve early diagnosis of Type 2 diabetes.
- ▶ Develop a service improvement function, providing tools and recommended approaches for service commissioners and providers.

1m
15 HEALTHCARE ESSENTIALS
CHECKLISTS DELIVERED

600
DIABETES VOICES
TRAINED TO INFLUENCE
LOCAL SERVICES

480
INSULIN PUMPS PROVIDED
TO CHILDREN IN SCOTLAND

ENCOURAGING EARLY DIAGNOSIS



77,000
ONLINE RISK ASSESSMENTS

11,000
ROADSHOW RISK ASSESSMENTS

5,000
PEOPLE REFERRED TO THEIR GP

HEALTHY LIFESTYLE ROADSHOW, LEWISHAM

We are working hard to reach the seven million people in the UK who are at high risk of developing Type 2 diabetes. We want to help stem the rising tide of the condition by raising awareness of the risks, and encouraging people to eat a balanced diet, maintain a healthy weight, and take part in regular physical activity.

We promote these messages to those at risk at our Healthy Lifestyle Roadshows where our teams visit high streets and workplaces across the UK. They offer advice on healthy eating, shedding weight and getting active. We also invite people to have a free diabetes risk assessment, and refer them to their doctor if they show a moderate to high risk of developing the condition.

We are also working to improve the effectiveness of the NHS Vascular Risk Health Check.

2011 HIGHLIGHTS

- ▶ Our roadshow programme won the prestigious Healthcare and Medical Research award at the Charity Awards 2011.
- ▶ Our roadshow visited 55 locations across England, Northern Ireland, Scotland and Wales. We assessed 11,000 people, calculating their risk of developing Type 2 diabetes. We referred more than 5,000 people to their GP for further tests.
- ▶ 77,000 people completed our risk assessment online.
- ▶ Of roadshow visitors completing our risk assessment, four in five said they intended to eat more healthily, while three in four said they would do more physical activity.

- ▶ We recruited and trained some 70 staff and 150 volunteers to carry out our roadshow risk assessments. We targeted places where the proportion of people at risk of Type 2 diabetes is higher than average, including towns and cities with high levels of deprivation.
- ▶ We also recruited and trained 25 Diabetes Community Champions in areas with large Black, Asian and Minority Ethnic (BAME) communities who are at high risk of developing Type 2 diabetes.
- ▶ Bupa selected us as their charity partner for the 'Great Run' series across the UK.
- ▶ We ran 25 Diabetes Awareness training courses for local authorities and care homes, training more than 500 staff.

FUTURE PLANS

- ▶ We will almost double the number of roadshows that we run with 35 funded by The Big Lottery Fund and 58 funded by Bupa.
- ▶ Continue to carry out risk assessments and promote healthy lifestyles in areas where there is a high prevalence of people at risk of Type 2 diabetes.
- ▶ Develop a more thorough evaluation of the roadshows so we gain a better insight into the effects of having a risk assessment. Doing so will help us understand our target audience's levers and barriers to healthy lifestyle behaviour change.
- ▶ Report on the shortfalls of the NHS Vascular Risk Health Check, and press for improvement.



JOHN TITLAURO
DIABETES UK
VOLUNTEER

120
COMMUNITY CHAMPIONS
WORKING ACROSS LONDON

90
COMMUNITY CHAMPIONS
WILL BE RECRUITED IN 2012

12
COMMUNITY CHAMPION
NETWORKS ACROSS THE UK

TALKING TO COMMUNITIES

We have a strong commitment to communicating diabetes health messages to people from Black, Asian and other minority ethnic groups.

This is because Type 2 diabetes is six times more common in South Asian people, and three times more common in people with African or African-Caribbean heritage than in the White European population. In these minority ethnic groups onset of the condition tends to occur earlier in adulthood, from as young as 25 years for people of South Asian origin.

To help us engage more effectively with people from these diverse groups, we have created a team of special ambassadors we call Diabetes Community Champions.

We recruit these Champions from the ethnic groups we want to reach, and they help us make better contact with faith groups, schools and community elders. They organise talks and risk assessment sessions in local settings and signpost people to their local diabetes healthcare services.

2011 HIGHLIGHTS

- ▷ We have around 120 Community Champions working across London. They have taken part in events such as the Barking Sikh Women's Conference and Tottenham International Women's Day.
- ▷ We received a grant of £116,000 through the first ever Department of Health Volunteering Fund National Awards. We will use the money to help grow our Community Champions network.

FUTURE PLANS

- ▷ We will use the Department of Health grant to develop Community Champion networks in 12 towns and cities: Birmingham, Bradford, Ilford, Knowsley, Leeds, Leicester, Liverpool, Luton, Manchester, Sheffield, Slough and Swindon.
- ▷ Recruit a further 90 Community Champions and target them in areas with high Asian, African and African-Caribbean populations.
- ▷ Recruit people from these communities across the country to take part in the Diabetes Voices programme, to better represent their views and meet their specific needs.

EXCEPTIONAL VOLUNTEERS

Our organisation and our staff work hard to tackle the challenge of diabetes, but we do not and will not achieve this alone. Volunteering is at the heart of our charity, and we depend on an extensive network of people who give us their time freely to help us with our work.

We are working with our army of 5,000 volunteers in newer and more diverse ways than ever – as Diabetes Voices, as fundraisers, as Community Champions, as well as through our 332 voluntary groups nationwide.



5,000
VOLUNTEERS HELP US
TACKLE THE CHALLENGE
OF DIABETES

1,000
EVENTS RUN BY VOLUNTARY
GROUPS IN LOCAL
COMMUNITIES

332
VOLUNTARY GROUPS
NATIONWIDE

2011 HIGHLIGHTS

- ▶ Our voluntary groups ran more than 1,000 events enabling us to reach people with diabetes in local communities.
- ▶ We worked closely with volunteers at our roadshows, with an average of nine volunteers helping at each event. This meant we could engage with more people about their risk of developing Type 2 diabetes. Our volunteers do not simply help us by carrying out work behind the scenes. They are also trained to carry out risk assessments and offer healthy lifestyle advice.
- ▶ We recruited and trained people living with diabetes to help run our Peer Support network, launched in early 2012.
- ▶ Our volunteers played a key role in helping to shape our new brand. Their comments and advice proved invaluable throughout our consultations, resulting in a striking and memorable new identity.

FUTURE PLANS

- ▶ We will launch the Inspire Awards, a new scheme to celebrate and recognise our volunteers and the work they do.
- ▶ Encourage our volunteers to continue to help roll out our new brand, so helping us connect with more people affected by diabetes.
- ▶ Continue to recruit and train more volunteers with diabetes so we can extend our Peer Support network. Research tells us that people with diabetes want to speak to someone who understands what they are going through. We want to offer more one-to-one support to people who need it.
- ▶ Support our volunteers as they take a more central role in our campaigning work. Whether taking messages from our foot campaign to local trusts, or lobbying local MPs on the '15 Healthcare Essentials', their help has never been so important.

DEBBIE SHEARRING, DIABETES
UK VOLUNTEER

SUPPORTING PROFESSIONALS

We work with healthcare professionals and providers in primary and specialist care, helping them improve services and standards of care so people with diabetes get the integrated care and treatment they deserve.

Our professional membership of more than 6,000 is drawn from a variety of clinical settings. It helps our members keep up-to-date with the latest developments in diabetes. And through a dedicated section on our website, they can share good practice and link to local practitioner networks and supporting services.

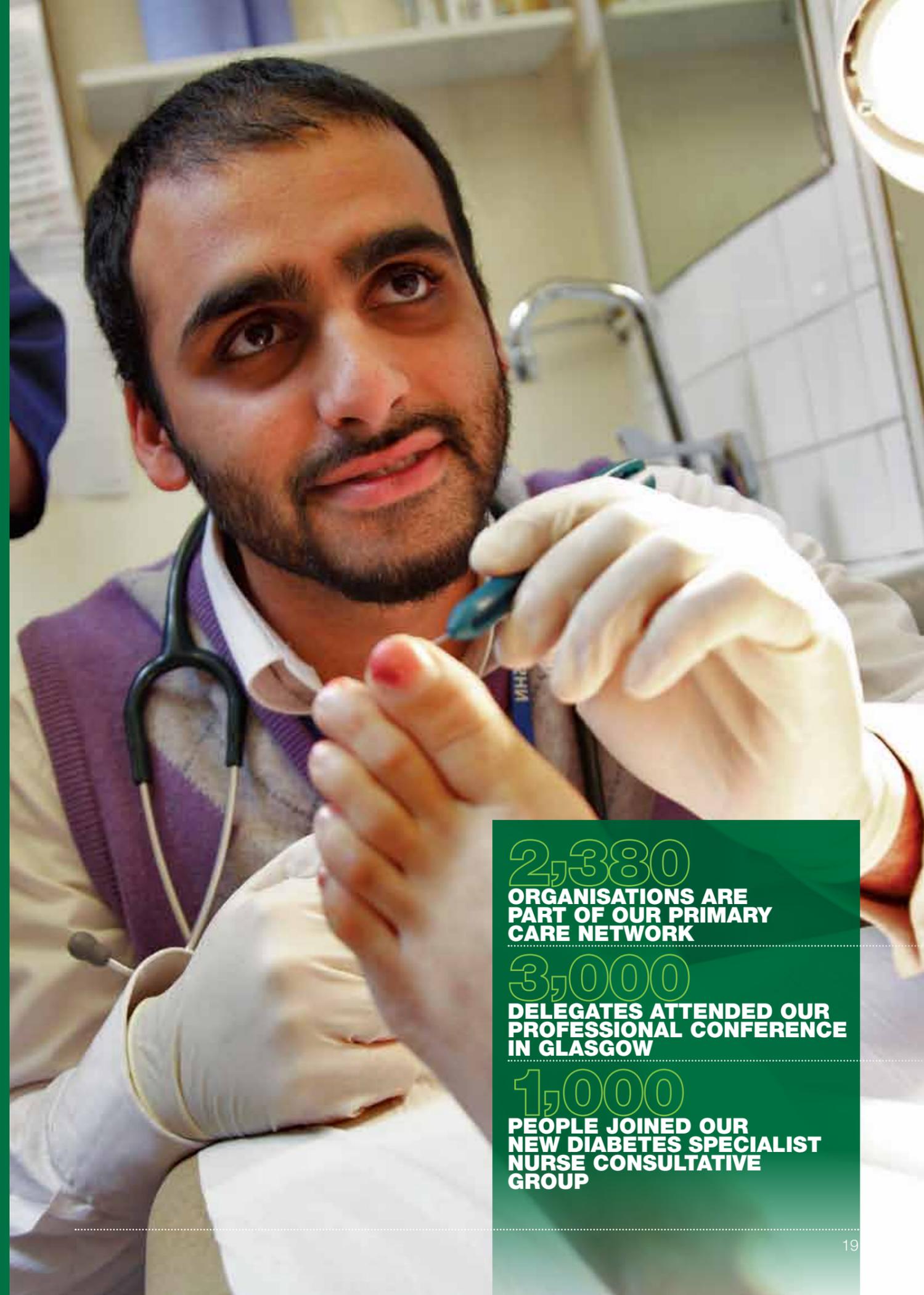
2011 HIGHLIGHTS

- ▶ We recruited a further 500 members to our Primary Care Network.
- ▶ Our newly launched diabetes specialist nurse (DSN) consultative group gained nearly 1,000 members.
- ▶ We recruited a further 250 organisations to our Primary Care Network, bringing the total to 2,380.
- ▶ More than 3,000 delegates attended our Diabetes Professional Conference – the UK's leading professional forum for exchanging ideas and sharing information.
- ▶ In partnership with the Health and Social Care Information Centre we were commissioned to deliver the National Diabetes Audit, the largest annual clinical audit in the world.

- ▶ We delivered and promoted the '15 Healthcare Essentials' to around 60,000 clinical professionals, commissioners and providers.
- ▶ We reconstituted our Council of Healthcare Professionals. This will ensure we are authoritative in our work and give support and information to healthcare professionals, wherever they work and in whatever setting.
- ▶ We redesigned *Diabetes Update*, our magazine for healthcare professionals. It now includes more informative content with a refreshed, attractive design and layout.

FUTURE PLANS

- ▶ We will develop our professional membership programme, making sure we offer relevant and appropriate information and support to all healthcare professionals.
- ▶ Create new networks for special interest healthcare professionals, such as podiatrists.
- ▶ Working with our medical advisers, develop stronger links with other diabetes specialist groups, such as the Association of British Clinical Diabetologists (ABCD) and the Primary Care Diabetes Society (PCDS). This will give us collectively a unified stronger voice to secure improvements in diabetes care and treatment.
- ▶ Develop more educational tools for healthcare professionals including an online course on diabetes management in primary care settings.
- ▶ Pilot service improvement initiatives to find out what role the charity can play in directly improving locally delivered services for people with diabetes.



2,380
ORGANISATIONS ARE
PART OF OUR PRIMARY
CARE NETWORK

3,000
DELEGATES ATTENDED OUR
PROFESSIONAL CONFERENCE
IN GLASGOW

1,000
PEOPLE JOINED OUR
NEW DIABETES SPECIALIST
NURSE CONSULTATIVE
GROUP

UNWAVERING COMMITMENT

From our corporate donors to our passionate supporters who take on personal challenges, there are many different groups and individuals raising money so that we can continue our important work. We rely on our 300,000 supporters including 332 voluntary groups and an army of 5,000 volunteers. Their donations, time, enthusiasm and dedication are the bedrock of our work.

2011 HIGHLIGHTS

- ▷ Our 300,000 supporters provided not only crucial funds but also an invaluable support network for people with diabetes. Because so many people give us their support and backing, we have a strong voice that helps us campaign effectively for a fairer deal for people living with the condition.
- ▷ People leaving gifts in their wills form an important source of income, and 2011 was a record year. Almost 500 people left gifts in their wills, raising more than £11.6 million.
- ▷ We launched a partnership with the Big Lottery Fund for a two-year programme of Healthy Lifestyle Roadshows. These events take place in 70 of the most deprived areas in the country, helping us reach more people at high risk of Type 2 diabetes.
- ▷ We continued to run a series of Diabetes UK-branded fundraising events across the UK including our London Bridges Challenge held on World Diabetes Day, the Diabetes Week Quiz and Care for a Cuppa tea parties.

- ▷ We also have the support of great teams and individuals across the UK who organise their own fundraising adventures. From running a marathon and abseiling, to sponsored weight losses, walks and swims, every penny our supporters raise helps us to continue our work.
- ▷ We set up a Strategic Appeals Committee. This will bring together a group of influential people who will use their skills and networks to help us raise more funds.
- ▷ Several celebrities declared their support for us, including actors Hannah Waterman and Sue Cleaver, and *X-Factor* star Amelia Lily.

FUTURE PLANS

- ▷ We will launch our partnership with Bupa, becoming their official charity partner for the 'Great Run' series. We expect that 10,000 runners will take part, raising more than £1 million a year for us.
- ▷ Relaunch our membership programme to grow our support base and ensure we represent the voices of even more people affected by diabetes.
- ▷ Use Diabetes Week in June to mobilise supporters and volunteers, encouraging them to "make connections" to raise money for our work.
- ▷ Continue to create an exciting and varied offer of Diabetes UK-branded fundraising events. We will also provide support to individuals and groups undertaking their own fundraising initiatives, whether in their community, at work or in memory of a loved one.

“The adrenaline rush you get from falling thousands of feet through the sky is incredible and knowing that you are doing it to raise money for Diabetes UK makes it all the more special.”

EMMA DINNING
- DIABETES UK
FUNDRAISER

£11.6m
LEFT BY 500 PEOPLE
IN THEIR WILLS

300,000
SUPPORTERS PROVIDE
UNWAVERING COMMITMENT
TO RAISE CRUCIAL FUNDS

10,000
RUNNERS WILL TAKE
PART IN THE BUPA
'GREAT RUN' SERIES

KEEPING DIABETES ON THE AGENDA ACROSS THE UK

We have dedicated teams of staff in England, Northern Ireland, Scotland and Wales. They keep diabetes high on the health agendas of each country, ensuring our work takes account of the different health service structures and issues across the UK, and the needs of local populations.

2011 HIGHLIGHTS

- ▶ We were involved in the launch of the *Essex School Protocol Guidelines* – a document that supports pupils with diabetes in Essex schools, with more than 130 attending the launch.
- ▶ The Northern and Yorkshire region held three successful conferences aimed at improving and sharing knowledge and best practice among healthcare professionals and all those working in the delivery of diabetes care.
- ▶ In Swindon we supported an eight-practice pilot project which led to the introduction of patient information packs for people living with diabetes, and funding being sought from the PCT for a new care pathway.
- ▶ In Scotland we secured £50,000 to develop a Peer Support network and £108,000 to support South Asian communities in Glasgow and we were nominated for the Long Term Conditions Alliance Scotland Self Management Project of the Year Award.
- ▶ In Northern Ireland, the Health Minister agreed to publish a new diabetes strategy, and announced funding for 800 more adult insulin pumps, and 300 insulin pumps for children, by 2015.
- ▶ About 20,000 people had their risk of Type 2 diabetes assessed during a two-week campaign run through all 700 pharmacies in Wales in partnership with the Welsh Assembly Government and all Welsh health boards. Six per cent of those assessed needed a referral to their doctor to further explore their risk.

FUTURE PLANS

- ▶ We will publish a report highlighting the variations of diabetes care and treatment across England. Through Diabetes Voices we will lobby ministers and MPs for a strategic plan to improve health services for all people with Type 1 and Type 2 diabetes.
- ▶ Work with over 40 clinical commissioning groups to improve local healthcare across England, identifying specific service improvement objectives in each area.
- ▶ Roll out the 'Putting Feet First' campaign, and hold local health bodies to account, to help reduce preventable, diabetes-related amputations across the UK.
- ▶ Continue our 'Pump up the Volume' campaign in Scotland, ensuring that all Scottish children needing an insulin pump get one.
- ▶ Run a patient information campaign through pharmacies in Scotland.
- ▶ Continue to run the successful risk assessment programme through pharmacies in Wales.
- ▶ Support the Department of Health review group in the development and implementation of a national plan for diabetes in Northern Ireland.
- ▶ Publish a report on standards of patient care in south Belfast and make recommendations to the practices involved.



20,000
PEOPLE RISK ASSESSED
THROUGH PHARMACIES
IN WALES

800
MORE INSULIN PUMPS
FOR ADULTS IN NORTHERN
IRELAND BY 2015

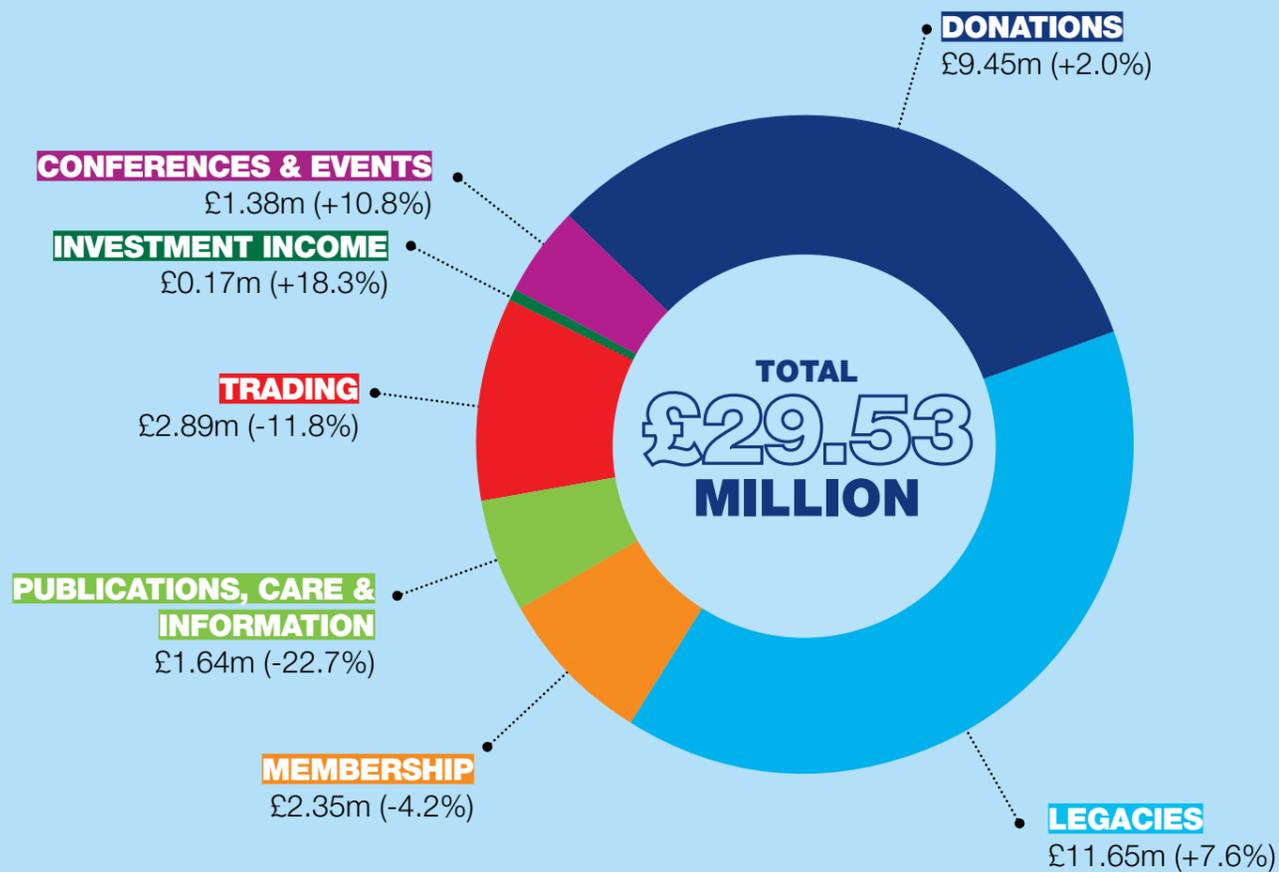
480
INSULIN PUMPS PROVIDED
TO CHILDREN IN SCOTLAND

HOW THE MONEY WORKS

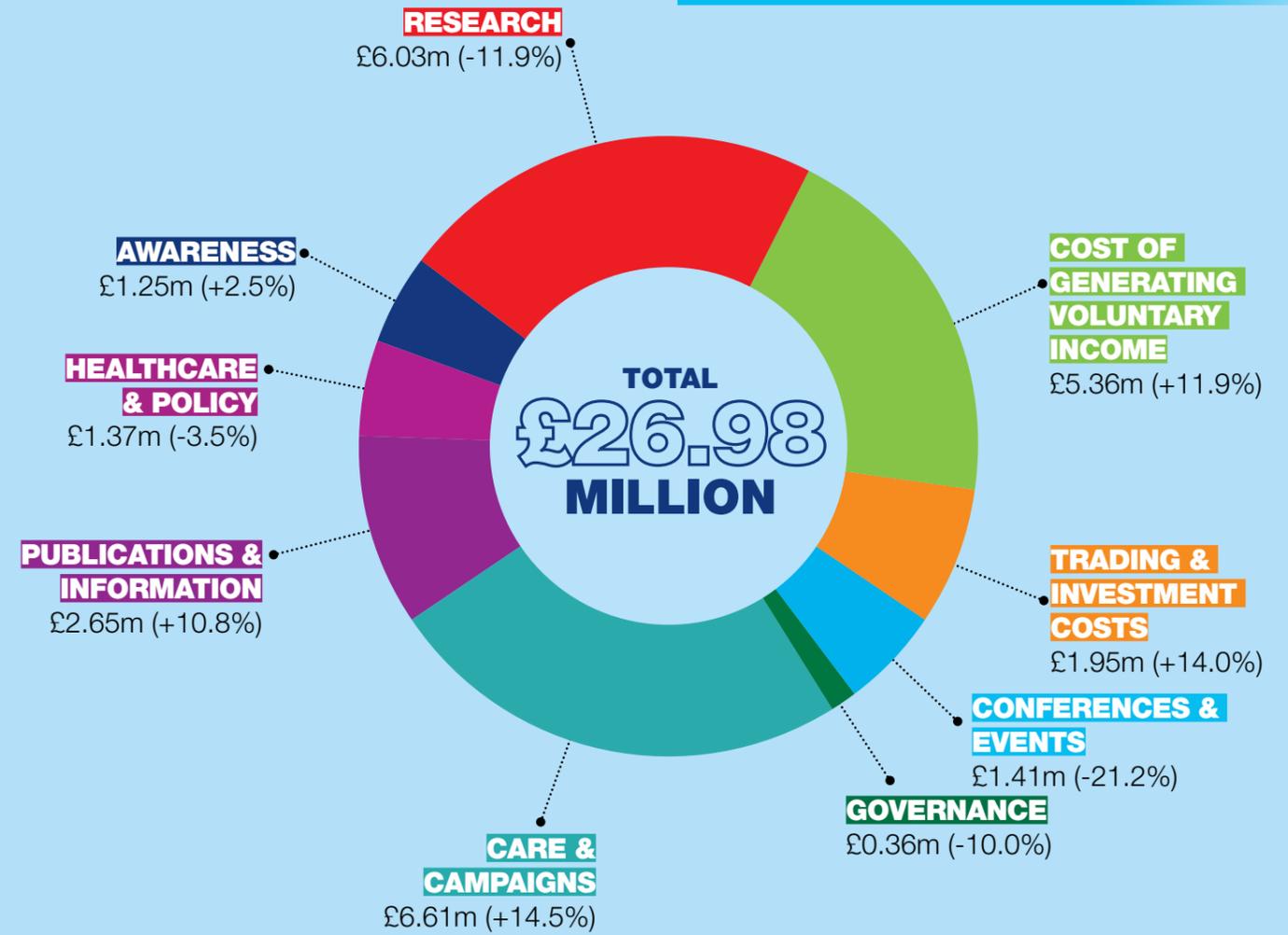
We make sure we spend every penny we receive wisely to support and improve the lives of all people affected by or at risk of diabetes.

Of every £1 raised from donations, 82p funds our services, campaigns, improvement programmes and research. The remaining 18p goes towards raising the next £1.

INCOME



EXPENDITURE



82P
FROM EVERY POUND DONATED
DIRECTLY FUNDS OUR WORK

£6m
SPENT ON PIONEERING
RESEARCH

500
SUPPORTERS REMEMBERED
DIABETES UK IN THEIR WILL
HELPING ENSURE A BRIGHTER
FUTURE FOR OTHERS

THANK YOU

We would like to express our gratitude to all those who supported Diabetes UK in 2011. It is only through the generosity of our supporters that we are able to continue making a difference to those affected by diabetes.

Our work is supported by thousands of people and organisations so it is not possible to mention them all. However, we would like to give particular thanks to the following corporate, trust and individual supporters who have given a significant donation or gift in kind and made a considerable impact on the lives of people with diabetes.

Bupa
Abbott Healthcare Products
Bunzl
Canderel
Focus Wealth
Kwik Fit
Lilly UK
Merck Serono
Morphy Richards
Neopost
Novartis Pharmaceuticals UK
Novo Nordisk
Pfizer
Roche
Rosemary Conley Diet & Fitness
Rowlands Pharmacy
Sanofi
Splenda
Tesco Diets
Thames Wharf Charity Ltd

Big Lottery Fund
Donald Forrester Charitable Trust
The Elizabeth & Prince Zaiger Trust
The Eranda Foundation
The Eucalyptus Charitable Foundation
The Foster Wood Foundation
The Jeffrey Kelson Foundation
The John George & Sheila Livanos Charitable Trust
The Jordan Charitable Foundation
The Lidbury Family Trust
Long Term Conditions Alliance
Scotland
M.B.H Fund
The Robertson Trust
Sir Samuel Scott of Yews Trust

The Moffat Charitable Trust
Kip Bertram
Sir Robert Horton (1939 - 2011)
Richard Bernstein and Eurovestech PLC
The Cadogan Charity
David & Christine Thorp
Richard Dowling
The Edwin Robinson Charitable Trust

VOLUNTARY GROUPS

We are very thankful to all our voluntary groups who kindly support our work. A selection of those who have supported us with a gift over £5,000 includes:

Aylesbury Voluntary Group, Ayshire Voluntary Group, Caithness Voluntary Group, Carmarthen Voluntary Group, Carlise Voluntary Group, Chelmsford Voluntary Group, Coventry Voluntary Group, Craigavon Voluntary Group, Edinburgh Voluntary Group, Exeter Voluntary Group, Fermanagh Voluntary Group, Grampian Voluntary Group, Ilford Voluntary Group, Isle of Man Voluntary Group, Limavady Diabetes Voluntary Support Group, Moray Voluntary Group, Newry & Mourne Voluntary Group, North Norfolk Voluntary Group, North Staffs Voluntary Group, Sheffield Voluntary Group, South Warwickshire Voluntary Group, Telford Voluntary Group.

OUR MEMBERS

Our members are at the heart of everything we do and without their support and generosity we would not be able to fund essential care, services and research to help improve the lives of people with diabetes. We would like to thank everyone who joined as a member or renewed their membership in 2011.

LEGACIES

The generosity of everyone who remembered Diabetes UK in their will is deeply appreciated. Forming over a third of the charity's income, legacies are a vital source of funds, enabling us to carry out our work.

Diabetes UK would like to thank all the people who appear in the images used throughout this report. Everyone featured has a close connection with diabetes, either through living with the condition or through supporting Diabetes UK in our work. It is thanks to them and the photographers – James Clarke and Deana Kay – that we have been able to bring our report to life.



CHRIS
MCGOVERN,
14, TYPE 1
DIABETES FOR
ONE YEAR

GET INVOLVED

VOLUNTEER

The passion, skills and dedication of Diabetes UK volunteers mean we can do more for people with diabetes. Whether you want to raise awareness, support people with diabetes or help run a local group, by joining our team of exceptional volunteers you will help us have greater impact.

CAMPAIGN

Diabetes UK is campaigning hard for people living with diabetes but we can't do it without your help. Join Diabetes Voices, our network for people who want to influence diabetes care. The more members we have, the more powerful our voice will be.

JOIN US

Become a supporting member, or, if you're a healthcare practitioner, a professional member of Diabetes UK. You'll receive many benefits, including our magazines and updates on the latest developments in diabetes treatment, care and research.

FUNDRAISE

We rely on generous donations to continue our vital work. There are many ways you can raise funds or give to Diabetes UK, and we'll work hard to make sure your money goes a long way.

LEAVE A GIFT IN YOUR WILL

Choosing to remember Diabetes UK in your will is a really special way to support our work and leave a truly lasting legacy for the future.

BECOME A PARTNER

Joining forces with Diabetes UK means you'll be working with us to address the nation's biggest health threat. We welcome corporate partnerships and are always willing to discuss new opportunities to work together.

CALL US 0845 123 2399

EMAIL US INFO@DIABETES.ORG.UK

WEBSITE WWW.DIABETES.ORG.UK

**DIABETES IS A
MAJOR CAUSE
OF AMPUTATION,
BLINDNESS,
KIDNEY FAILURE
AND STROKE.**

**IT CONSUMES
MORE THAN
10 PER CENT
OF THE NHS
BUDGET.**

**IT DOESN'T
HAVE TO BE
THIS WAY.**

DiABETES UK
CARE. CONNECT. CAMPAIGN.

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PATRON - HER MAJESTY THE QUEEN