

Diabetes UK

# Our impact 2008



**Every 3 minutes**

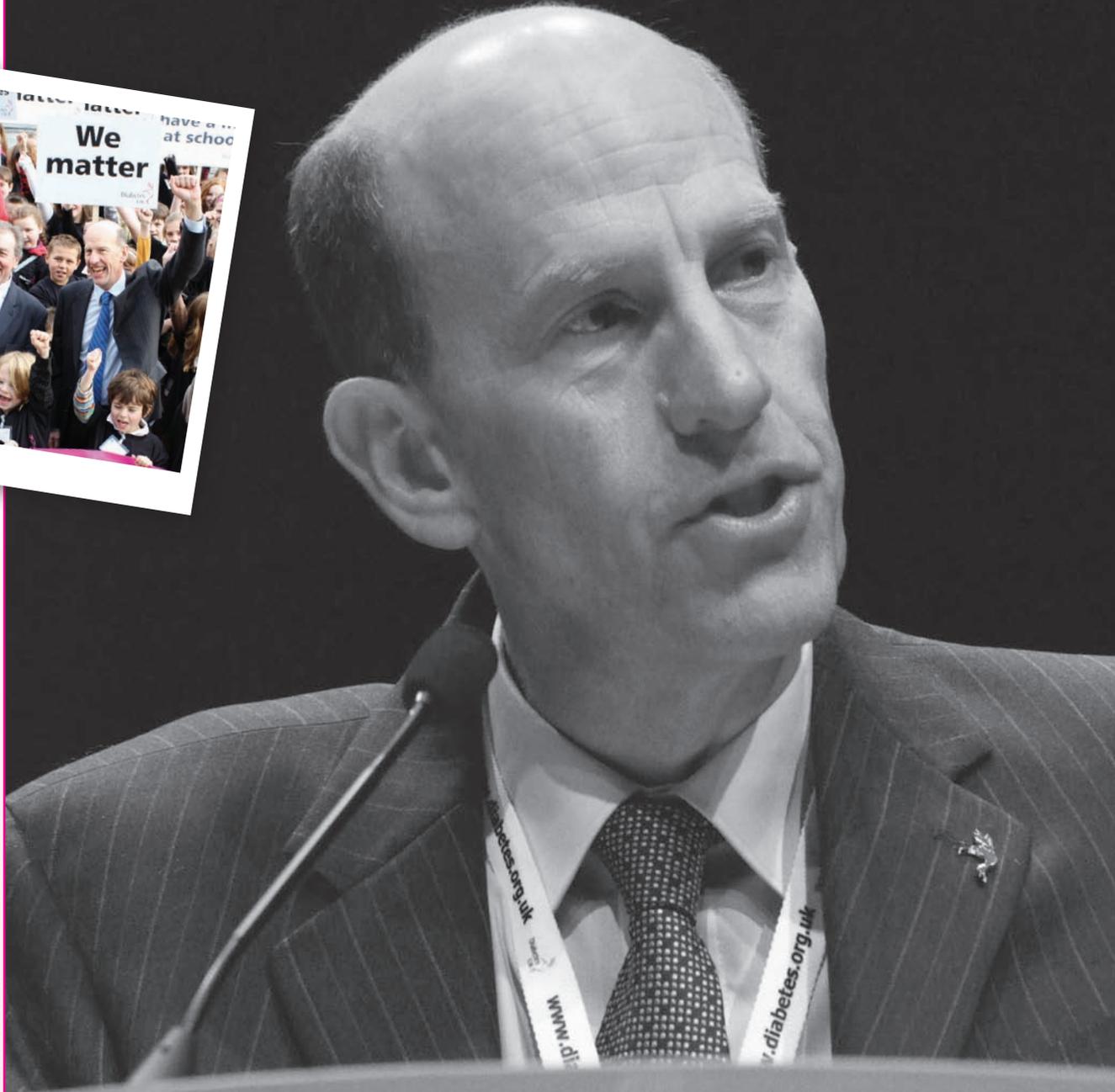
someone in the UK is diagnosed with diabetes

**2,500,000**

people in the UK diagnosed with diabetes

**£1,000,000**

an hour spent by the NHS on treating diabetes and its complications: 10 per cent of the NHS budget



# Creating a **bigger** impact on people's lives

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At Diabetes UK we are constantly working to deliver demonstrable improvements to the lives of all people living with diabetes.

Diabetes, whether Type 1 or 2, is serious. It causes more deaths than breast and prostate cancer combined. The costs to people's quality of life, the economy, society and the NHS are already alarmingly high and rising.

Our work in raising awareness, education, influencing policy change and quality of care, plus funding research, has led to many significant achievements over the past 75 years.

All of these activities are, and will continue to be, vital but in themselves we know they are not enough. Not only do we want to have an impact on availability, quality and accessibility of healthcare provision, but also uptake. And uptake really must make a difference to people's lives.

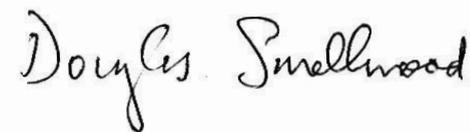
We are not commissioners or providers of healthcare: that role remains with NHS and healthcare professionals. But we must continue to find new and better ways of working with them and delivering impact through them if we are to achieve our mission. It will be a challenge but going forward, demonstrable improvement to people's lives will be the measure of our success.

So how big an impact are we making?

We know that our information and education needs to reach more people. Assessing our performance against the volume of information and education we make available – regardless of quality – is clearly not enough. In future, our success will be determined by the extent to which patients and healthcare professionals receive and use our current and new services to improve quality of care and life.

The same principles apply to our research: we will continue to expand our research portfolio, but with a constant focus on how it is improving lives. NHS agreement to fund islet cell transplants for the first time in 2008 powerfully demonstrates the impact our work can have.

The scale of the challenge we face, today and in the future, is immense. Our work must have an impact on the lives of people like Cathy and Cole, whose stories you will read about later. We are clear about our priorities, and with an absolute focus on improving lives I am convinced that they can be achieved.



Douglas Smallwood  
**Chief Executive**

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*“...demonstrable improvement to people's lives will be the measure of our success...”*



**94%**

of children rated their holiday good or very good at giving them the skills and knowledge to help manage living with diabetes

**100%**

of children said they had gained something from their holiday

# Life changing **support holidays** for youngsters

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Living with diabetes can be tough for children. Learning how to self-manage the condition is a challenge in itself, but it can also be an isolating experience. This is why Diabetes UK's support holidays are often life changing. They help children to realise that there are no barriers to achievement once they know how to control their condition.

During July and August every year, more than 250 children aged 7–18

leave their families to attend accredited centres across the UK for a week of fun, adventure and learning to become independent. They return with sky-high confidence and a whole set of new friends thanks to the expert support of caring professionals and trained volunteers.

Holiday Events Manager Philip McCulloch heads up the team responsible for organising these life-enhancing holidays.

“I was diagnosed with Type 1 diabetes when I was nine, so I can fully empathise with that feeling of being the odd one out. I also know from personal experience just how liberating these holidays can be.

“Being able to talk openly about your condition and not having to explain why you're doing blood checks or eating snacks at strange times is such a relief. It's an incredible boost to your self-belief.

“The fact that I can draw on my own experience is a real plus when it comes to reassuring parents, because for many children it's the first time they've ever been away from home on their own.

“My team is 100 per cent focused on making a difference to the lives of these children, from selecting activities that thrill them, to recruiting the doctors, nurses, dietitians and volunteers who are so crucial to their quality of care, learning and safety – a paramount consideration.

“Our payback is all the positive feedback we get from children and their parents. There's nothing more rewarding than knowing that the experience you've provided has given a seven year old the skill to inject, or changed a child's life 'beyond anything we could have imagined', or given parents the confidence to let their child go on a school trip.”

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*“I can fully empathise with that feeling of being the odd one out...”*



**58%**

reduction in the risk of developing Type 2 diabetes in high risk individuals who lose weight

**Up to 80%**

of Type 2 diabetes is preventable by adopting a healthy diet and increasing physical activity

**Up to 500,000**

people in the UK have Type 2 diabetes but don't know it



# Getting fit to **cut the risk**

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The links between Type 2 diabetes and obesity are undeniable. With unprecedented levels of obesity in adults and, increasingly, in children, the likelihood of developing diabetes is escalating.

A healthy and active lifestyle is vital both to prevent and manage diabetes. Even a

modest weight reduction of between 5 and 7 per cent can substantially reduce the risk of developing Type 2 diabetes. Our new partnership with Rosemary Conley Diet and Fitness Clubs brings this message to life in a direct, practical and energetic way.

Rosemary Conley Diet and Fitness Clubs has 80,000 members. Many of them have Type 2 diabetes or are at risk of developing the condition. Our aims are entirely complementary. Together we have raised vital funds through a variety of activities, including sponsored aerobics sessions ('aerobathons'), fashion shows and tea parties. Diabetes UK also enabled franchisees to deliver accessible diabetes awareness training within classes and online to help members recognise the risk factors for Type 2 diabetes.

Margot Needham, a Rosemary Conley Diet and Fitness Clubs franchisee, explains

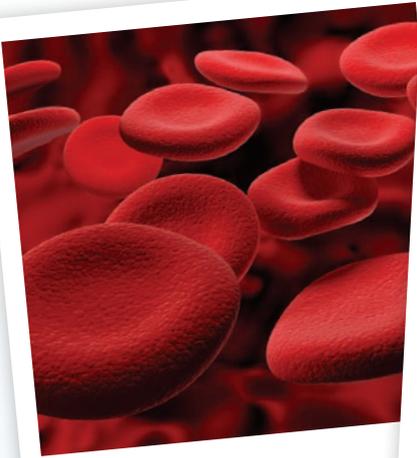
how her club is supporting a nationwide drive to encourage members to get fit and stay healthy while raising vital funds for Diabetes UK.

"A lot of my members, both male and female, have diabetes so I really wanted to do something to raise awareness of diabetes in our community, raise money for Diabetes UK and give hope and support to my members.

"This partnership inspired me to organise my first aerobathon and I managed to get 50 people to take on the challenge of completing two hours of fun-filled aerobics! We raised money for Diabetes UK, had a fantastic day and promoted the benefits of improved health and fitness. Similar events were replicated across the country and in total we raised over £20,000."

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***"Diabetes UK is a wonderful charity and there is a natural synergy between our organisations. The partnership has worked extremely well." Rosemary Conley.***



**21**

Diabetes UK-funded PhD students carrying out vital diabetes research all over the country and training for their futures as diabetes researchers

**£27.5 million**

Total value of all active research grants

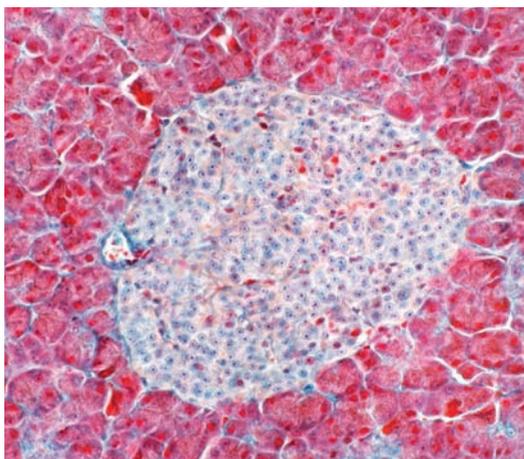
**£10 million**

committed under existing research contracts

# Life transforming research

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Photography: Science Photo Library



**Innovative research is at the heart of Diabetes UK, and it has two key aims: to change lives today and to work towards a future without diabetes. It is often groundbreaking.**

Cathy Gowland is one of 15 people in the UK to have gained a new lease of life from islet cell transplants. This pioneering procedure has been funded by the

Diabetes UK Islet Transplant Consortium since 2002, but became available to people with particularly severe forms of Type 1 diabetes for the first time on the NHS in 2008. It involves transplanting islet cells from donor pancreases to restore the body's ability to produce insulin.

As a relentlessly 'glass half full' kind of person, Cathy had learned to live with the multiple complications associated with her condition, but the transplants have made her world a much brighter place.

"Living with my diabetes is like an adventurous lifelong fight with an extremely bad tempered gremlin. No matter how determined you are not to let it beat you, dealing with continuous hypos, stays in hospital, near death experiences and bouts of depression is exhausting beyond belief. Inevitably it's

had an impact on my life. It's inhibited my career ambitions – my choice – and prevented me from driving, but I'm happy to take the environmental option!

"When my consultant told me about the islet cell transplants I made an instant decision to go for it. I had my first transplant in September 2006, followed by a second in February 2007.

"After the first operation my insulin requirements dropped radically and I had far fewer hypos. It felt like heaven. After the second, the hypos stopped altogether. I couldn't believe how well I felt when feeling poorly had been the norm throughout my life. My energy levels have soared. I've made some major life changes and taken on a more demanding job – something I couldn't have contemplated pre-transplant. The impact has been nothing short of life transforming."

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*"It felt like heaven..."*



**COLE BARNARD**  
Diabetes patient  
06:43

**200**  
children lobbied Parliament  
to mark World Diabetes Day

**2,000**  
children diagnosed with  
Type 1 diabetes every year

**20,000**  
children with Type 1 diabetes



# Power to the children

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**Around 20,000 children in the UK have diabetes and 2,000 children are diagnosed with Type 1 diabetes every year.**

Schools have a vital role in not only accommodating the special needs of these children but also helping them to manage their condition. While many

provide excellent support, all too often children like Cole are getting a raw deal. Stories of being barred from school trips, kept out of class, denied access to snacks and being reliant on their parents to administer insulin are not uncommon. The health and wellbeing of a staggering 83 per cent of children with diabetes is at risk because they do not achieve recommended blood glucose levels, and schools have a vital role to play in changing this.

This frightening statistic highlights fundamental failings in public policy to bring health and education together at a national and local level. And this is why Cole joined 200 children to mark World Diabetes Day in November at Diabetes UK's children's lobby of Parliament, heralded by MPs as one of the most powerful charity campaigns of 2008.

Cole's parents, John and Katharine Barnard, said "Cole was four when he was diagnosed with Type 1 diabetes. He used to be a happy and healthy child at school, but after his diagnosis he began to feel isolated and excluded. For example, he was treated differently to the other children because of his diabetes and was made to eat lunch in a separate room in case his blood glucose levels dropped too low and he had a hypo. Cole was desperately unhappy every day so we had to move him to a different school, which has taken a huge interest in, and responsibility for, Cole's condition. He's now his happy self again and the quality of life for the whole family has improved tremendously. We were so proud that Cole was able to add his voice to the children's lobby of Parliament."

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*"He's now his happy self again..."*



**500,000+**  
hours contributed to  
Diabetes UK by volunteers

**19**  
new voluntary groups opened

**1,500+**  
new volunteers recruited

# Making a difference by **getting involved**

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**Our wonderful 16,000-strong network of volunteers is vital to Diabetes UK, and this number is growing all the time.**

Invariably driven by their own personal experiences of diabetes – as patients or carers – they are united by their passion to give something back and make a difference to the lives of others. Their support takes many forms: fundraising;

supporting care events, children's holidays and family weekends; and running local support groups.

But one of the greatest gifts they offer is to share their stories with children, adults and families, and in so doing they not only help others, but also help themselves. As one volunteer commented, it is the personal involvement of people who understand, rather than lectures, books and leaflets, which makes the difference.

Kristin 'Kiki' Kerwin, a senior sister in the newborn intensive care unit at King's College Hospital in London, explains why volunteering is so important to her:

"The first event I helped with was a family weekend. I remember feeling very nervous, but within the first couple of hours I felt completely at ease and fell in love with the children. There was one little seven year old girl who was very

homesick and quiet, but really wanted to have a go at everything. Abseiling down a 30m tower got her scared though and she held back until everyone else had gone down. I said to her 'come on, we have to go now', so she did and the smile on her face when she reached the bottom was absolutely priceless!

"I got involved with Diabetes UK because I wanted to make a difference. I felt I had a lot to offer – my education, my nursing experience, the fact that I have Type 2 diabetes – and I was looking for a way to combine it all. Volunteering seemed perfect. I was anxious, but Diabetes UK is so well organised I quickly felt comfortable.

"I can't say enough about my experience. I've been in nursing for a long time, but it's left the biggest impression of anything I've ever done in my life."

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*"It's left the biggest impression of anything I've ever done in my life..."*

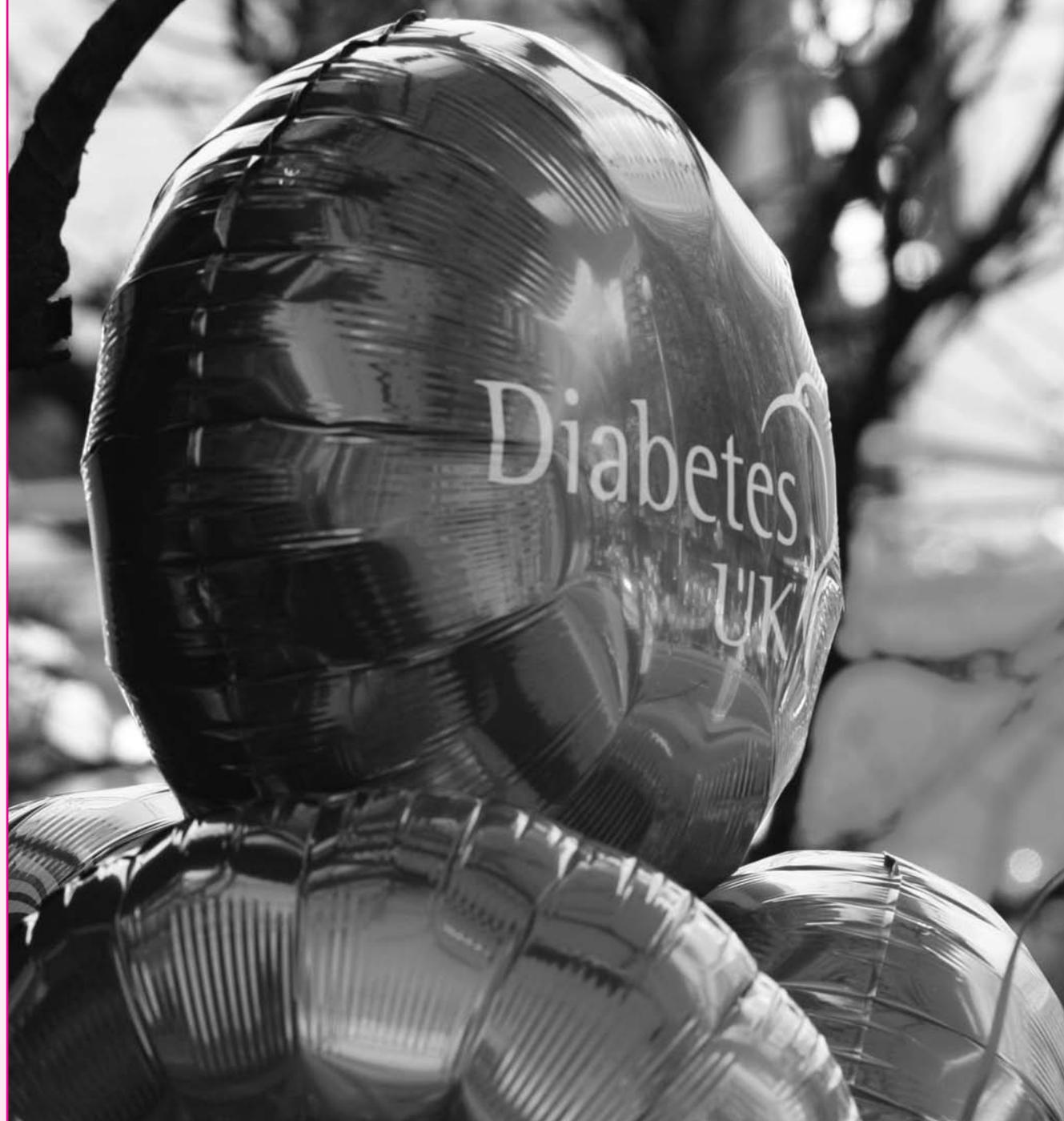
**600,000+**  
readers of every issue of  
*Balance* magazine

**1.6 million**  
visitors to our website  
[www.diabetes.org.uk](http://www.diabetes.org.uk)

**1.1 million**  
people reached by our  
information

**174,273**  
members of Diabetes UK

**16,741**  
volunteers across the UK



## Other facts and stats

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**94 million**

opportunities to see our media coverage per month

**1,000,000+**

copies of *Balance* published

**20,000**

online diabetes assessments taken as a result of our 'Silent Assassin' campaign – our biggest ever campaign to raise awareness of how serious diabetes is

**5,000**

posters on billboards and railway stations to raise awareness as part of our 'Silent Assassin' campaign

**4,000**

fans on Facebook

**3,000**

views of our film about young people and Type 1 diabetes on YouTube

**3,000**

attendees at our annual professional conference

**250+**

media articles about diabetes inspired by our 'Silent Assassin' campaign

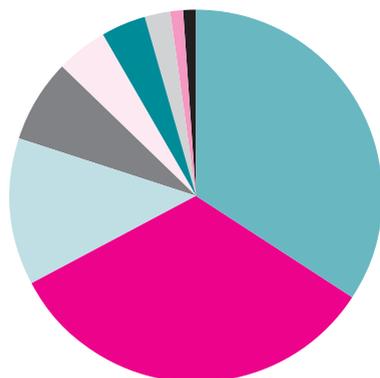
**90%**

of attendees at our annual professional conference rated it as good or excellent

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# Income and expenditure 2008

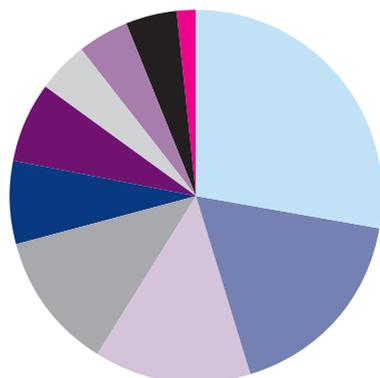
## Income



Donations	£11.3m	Income from publications, care information and grants	£1.5m
Legacies	£10.9m	Conferences	£1.3m
Income from trading	£4.2m	Investment income	£0.7m
Membership	£2.3m	Donated services and facilities	£0.4m
		Gift of Diabetes Foundation	£0.3m

**Total £32.9m**

## Expenditure



Care and campaigns	£8.9m	Publications	£2.2m
Research	£5.6m	Conferences	£1.5m
Fundraising	£4.4m	Healthcare and policy	£1.4m
Awareness	£3.8m	Membership	£1.4m
Trading	£2.3m	Governance	£0.5m

**Total £32m**

At 31 December 2008 we had committed to spend £10m under existing research contracts. The total lifetime value of all of our active grants was £27.5m.

# Planning for future impact

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In 2008, we delivered more activities to and for people with diabetes than ever before. We are very proud of this achievement but equally we know that it is not **how much** we do, but the **impact** of what we do that matters.

We face significant challenges in 2009 and beyond. This means that we must be crystal clear about our priorities and very specific about what we need to do to increase our impact. Clarity around these issues will form the starting point for monitoring our progress and measuring our success in the future.

In 2009, we will be intensifying our efforts in all of these areas:

## Awareness...

- Creating **100 million** opportunities to see our media coverage and attracting **150,000** visitors to our website, every month.
- Rolling out our 'Measure Up' campaign to primary care organisations.
- Reaching **750,000** people through a national programme of roadshows delivered in partnership with HBOS.

## Education...

- Gaining Department of Health accreditation for our information and then making sure that it gets to **1.25 million** people.
- Supporting healthcare professionals in the delivery of diabetes education programmes.

## Care and support...

- Providing more and new care events.

- Working more closely with the NHS to create services that fill the gaps in diabetes care provision.

## Research...

- Spending over **£8 million** on research into care, treatment, cause, prevention and cure of Type 1 and Type 2 diabetes.

## Fundraising...

- Generating **£36.7 million** of income.
- Achieving a **3:1** return on investment on our fundraising events.

## Our people...

- Delivering training to **1,500** volunteers, giving them the skills, knowledge and understanding to work more effectively on our behalf.
- Increasing training and development opportunities for all our staff.
- Growing our supporter base from 302,750 to **310,000**.

# Acknowledgements

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We would like to send our heartfelt thanks to everyone who has contributed to the success of Diabetes UK in 2008. We can only go on making a difference to people's lives because of the generosity of the thousands of people and organisations who give their money, time and support to our work.

Although it is not possible to mention every single person or organisation that has supported the work of Diabetes UK over the course of 2008, we would like to give particular thanks to:

## **Our Patron**

Her Majesty the Queen

## **Our President**

Mr Jimmy Tarbuck OBE (now one of our Honorary Vice Presidents)

## **Our Vice Presidents**

Professor Sir George Alberti  
Mrs Barbara Elster  
Mrs Anne Felton  
Dr Michael Hall  
Sir Michael Hirst  
Professor Harry Keen CBE  
Mr Richard Lane OBE  
Mrs Judith Rich OBE

## **Our Honorary Vice Presidents**

Mr Gary Mabbutt MBE  
Sir Richard Nichols  
Sir Stephen Redgrave

## **Our Vice Patrons**

Mr Kip Bertram  
Mr Ian and Mrs Linda Coull  
Mr Ramesh Dewan  
Mr John and Mrs Lynn Durnnell  
Sir Martin and Lady Laing  
Dr Brian Leatherdale  
Dr Jamie Moffat

Lady Paul  
Mr Clive Richards OBE DL  
Mr Christopher Robinson  
Mrs Joyce Rose CBE JP DL  
Mr Graham and Mrs Virginia Spooner  
Mr Patrick and Mrs Heather Taylor  
Mr David and Mrs Christine Thorp  
Mr Giles and Mrs Jackie Turner  
Mr Stuart Wood

## **Our Board of Trustees**

Professor Simon Howell (Chair)  
Ms Renata Drinkwater  
Ms Alison Finney  
Mr John Grumitt (Vice-Chair)  
Dr Lubna Kerr  
Dr David McCance  
Mr Frank Moxon  
Dr Niti Pall  
Mr Ian W Powell  
Mr Graham Spooner (Treasurer)  
Dr James Walker

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We would also like to thank the following for their important contributions in 2008:

### **Our members**

The size of our membership places us in a better position to campaign and influence decision-makers. Thank you to everyone who has joined Diabetes UK, or renewed their membership with us, in 2008.

### **Our volunteers and voluntary groups**

Our volunteers bring skills, experience, energy, enthusiasm and commitment to Diabetes UK and our 383 voluntary groups are integral to our work. We wish to thank them for everything they do.

### **Those who remembered Diabetes UK in their will**

The generosity of all those people who remembered Diabetes UK in their will is deeply appreciated. Legacies are very important in enabling us to carry out our vital work in research, education and care.

### **Our corporate partners**

The support of our corporate partners remains crucial to our success as a charity. We would like to thank all of our corporate partners for their important contributions, including:

- Canderel
- GlaxoSmithKline
- HBOS Foundation
- LifeScan
- Eli Lilly and Company Limited
- Merck Sharp & Dohme Limited
- Müllerlight
- Novo Nordisk Limited
- Pfizer Limited
- Rosemary Conley Diet and Fitness Clubs
- sanofi-aventis
- Shredded Wheat
- Specsavers Optical Group Limited
- Splenda
- Takeda.

### **Charitable trusts and foundations**

We continue to value the generosity of all charitable trusts and foundations that support Diabetes UK, including:

- Charities Aid Foundation
- Edwin George Robinson Charitable Trust
- The Elizabeth & Prince Zaiger Trust
- The Eucalyptus Charitable Foundation
- Foster Wood Foundation
- HB Allen Charitable Trust
- Henry Lumley Charitable Trust
- Houghton Dunn Charitable Trust
- John Ellerman Foundation
- Lidbury Family Trust
- Rosetrees Trust
- Stanley Smith General Charitable Trust
- The Willie and Mabel Morris Charitable Trust.

**And of course, all Diabetes UK staff.**

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Our impact 2008 is also available at [www.diabetes.org.uk/impact](http://www.diabetes.org.uk/impact)

## Diabetes UK offices

Location	Telephone	Email
Central Office	020 7424 1000	info@diabetes.org.uk
Cymru	029 2066 8276	wales@diabetes.org.uk
Eastern	01376 501 390	eastern@diabetes.org.uk
East Midlands	0115 950 7147	east.midlands@diabetes.org.uk
London	020 7424 1116	london@diabetes.org.uk
Northern Ireland	028 9066 6646	n.ireland@diabetes.org.uk
Northern & Yorkshire	01325 488 606	north&yorks@diabetes.org.uk
North West	01925 653 281	n.west@diabetes.org.uk
Scotland	0141 245 6380	scotland@diabetes.org.uk
South East	01372 720 148	south.east@diabetes.org.uk
South West	01823 324 007	south.west@diabetes.org.uk
West Midlands	01922 614 500	w.midlands@diabetes.org.uk



**The charity for people with diabetes**

Macleod House, 10 Parkway, London NW1 7AA

**Telephone** 020 7424 1000 **Fax** 020 7424 1001

**Email** info@diabetes.org.uk **Website** www.diabetes.org.uk

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