Our impact

The difference we made

2009
Diabetes is one of the UK’s biggest health challenges. 2.6 million people are currently diagnosed with the condition and, if current trends continue, more than four million people will have diabetes by 2025. This means the work we do at Diabetes UK – from raising awareness, to funding research, to providing care and support – is more important than ever. The key challenge we face is how to improve the lives of the people who have diabetes, and the 500,000 who have diabetes but don’t know it, when we are a sizeable charity but not one of the biggest in the UK. Added to this, greater pressure on health services across the UK means that the NHS is increasingly turning to the third sector to fill the gaps.

So how do we meet these challenges? Today, our work needs to be more focused than ever. We have to be clear about how Diabetes UK can help health services deliver and in 2009 we set out our position on this: we are here to support those providing care – we will not provide the care ourselves. We also recognise that we can’t do everything on our own. We’ve started to look at ways of extending the roles of volunteers and are working with a greater number of external organisations – including other charities – than ever before.

Does this mean we are having an impact? The stories that follow prove this across many areas of our work. In 2009 we celebrated our 75th anniversary. We have remained true to the vision of our founders with our commitment to improving the lives of people with diabetes. I am proud of our achievements and I think that by reading this report, you’ll understand why.

Douglas Smallwood
Chief Executive

“The work we do at Diabetes UK has never been more important.” Douglas Smallwood
Diabetes UK’s roadshows have gone from strength to strength after an extensive two-year programme kicked off in 2009. The NHS spends around 10 per cent of its budget on treating diabetes and its complications. At the same time, about half a million people have Type 2 diabetes and don’t know it. Both facts indicate a need to diagnose people with Type 2 diabetes earlier and raise awareness of the risk factors.

Educating people about their own risk of developing Type 2 diabetes is central to the aims of the charity’s roadshow programme. Thanks to funding from the HBOS Foundation, Diabetes UK delivered a total of 110 roadshows across the UK throughout 2009, with the help of an army of volunteers.

David Oldale volunteered at the Chesterfield roadshow. He explains why helping out was so rewarding and why he believes there’s been an impact locally.

“The roadshow vehicle looked so eye-catching in the Market Place that talking to passers-by about diabetes wasn’t as difficult as I expected. It was good to see people willing to take part in the risk assessments, although I was shocked at how many of them had to be referred to their GP for being at high risk. This means it has to be worthwhile.”

He adds: “Let’s hope it gets people diagnosed earlier, to prevent problems later.”

Was the 2009 programme worthwhile? The figures speak for themselves. More than 5,000 people took part in diabetes risk assessments, and almost 2,000 of them were referred to their GP because they were at risk of developing Type 2 diabetes. That’s a 40 per cent referral rate. In addition, more than 90 per cent of attendees said that following their visit, they would take steps to reduce their risk of developing Type 2 diabetes.

As Roadshow Organiser Ben Holdstock says: “We don’t just want to, we need to continue the roadshow programme, to reach people who are at risk of Type 2 diabetes.”

**“The roadshows enable Diabetes UK to educate people most at risk of developing Type 2 diabetes.”** Ben Holdstock
Diabetes is the leading cause of blindness in the UK working age population. Apart from in Newcastle, where groundbreaking research funded by Diabetes UK has shown that blindness can be prevented in people with diabetes – demonstrating, once again, the value of the charity’s research programme. It’s the worst fear for anyone with diabetes and the figures don’t reassure. Every year, more than 2,000 people in the UK lose their sight due to diabetic retinopathy. However, a pioneering retinal screening programme, first funded by Diabetes UK in the 1980s, has now shown that sight can be saved.

The research, carried out by experts at Newcastle University, demonstrated that if retinopathy is identified early, blindness can be prevented in those at risk. Professor Roy Taylor, who led the study, says: "We set up mobile units which visited diabetes clinics – first in Newcastle, and then at 11 locations across the country. Over the course of two years, 516 people received laser treatment as a result of the screening. Put more starkly, 516 people had their sight saved."

Move forward to the present day, and the long-term benefits of the research are now evident. Professor Taylor explains: "The screening started in Newcastle, and it’s in this part of the country that we are now seeing fewer cases of blindness due to diabetic retinopathy than we would expect."

Mark Thompson was one person who benefitted from the research. He says: "This treatment is a breakthrough. Medics identified a problem with one of my eyes, which, if left untreated, meant I would have gone blind. I’m so grateful."

The groundbreaking development has since led to the creation of National Eye Screening Programmes in all four nations of the UK. The impact of this is already evident. In England for example, from 1 April 2008 to 31 March 2009, 98 per cent of people with diabetes were offered screening and 75 per cent of those eligible received it.

Professor Taylor adds: "With annual screening, we can save sight in people with diabetes. That’s an important message of hope – one which wouldn’t have been possible without the funding and support of Diabetes UK."
As one person is diagnosed with diabetes every three minutes, and three people die every hour from its complications, raising awareness of the seriousness of diabetes has never been more important.

That’s why 2009 saw the launch of Get Serious, a national campaign underlining the seriousness of diabetes. Get Serious has one simple aim: to get as many of the charity’s supporters as possible to sign up to the campaign to show their commitment to getting serious about diabetes.

In the first week alone, more than 1,000 people signed up. Supporters were also invited to pledge to do something for diabetes, as a way of extending their support for the campaign.

Mike Richardson from Cambridge pledged to get his diabetes under control again. “The campaign really struck a chord with me. After putting on a bit of weight and doing less exercise, I knew my diabetes control was suffering. Get Serious was a great impetus and gave me the motivation to do something.” Mike decided to get serious by training for a 90-mile coast-to-coast walk. “I’m currently training hard and walking around 50 miles a week. Small changes like getting off the train one stop earlier and walking to work mean I already feel the difference.” Mike is also using the walk to raise awareness and funds for Diabetes UK, through the charity’s Challenge site. He adds: “Putting my challenge up on the website means I actually have to do it – I can’t just talk about it!”

By the end of 2009, more than 3,500 people had signed up to Get Serious, and that number is still rising. Get Serious has also helped to raise the profile of diabetes on the news and in parliament. Research highlights that around 62 per cent of MPs are definitely or probably aware of the campaign, and 73 per cent of these MPs support it.

Most importantly, the campaign continues to provide a forum for people to pledge to do something positive for diabetes.
2% of people with Type 1 diabetes in the UK use pumps

10–20% of people with Type 1 diabetes in other European member states use pumps

In 2009, Diabetes UK Scotland took on the issue of access to insulin pump therapy. The results have been life changing – as one eight-year-old boy can testify.

Insulin pumps can save the NHS money and improve the quality of life for people who use them. But despite national guidance that insulin pump therapy should be available, many people are still unable to access it.

Fiona Campbell from Paisley was one such person fighting hard to secure her own insulin pump.

Fiona says: “I had to inject myself up to 10 times a day and experienced night-time hypos for as long as I could remember. As a result of multiple hospital admissions – at least once a fortnight – my son Lewis was on first name terms with the paramedics. I was told I would never work again and, most upsettingly, would not live to see Lewis’ seventh birthday.”

Along with a group of like-minded people who had come together to form the Insulin Pump Awareness Group (IPAG), Fiona approached Diabetes UK Scotland to see how the charity could help.

And help they got. Diabetes UK supported the group in its efforts to campaign for increased insulin pump provision. In the following months, the charity held awareness events, highlighted the issue to the media and arranged visits to the Scottish Parliament.

Fiona went on one of these trips and was able to tell her story directly to her MSP.

In June 2009, the hard work of Diabetes UK and the IPAG paid off and Fiona received a trial pump. She says: “Receiving my pump was a direct result of Diabetes UK Scotland’s awareness and campaigning work. I haven’t had one night-time hypo since I started using the pump and my clinic visits will now be six-monthly. I run my own business and Lewis is now eight.”

Diabetes UK hopes to continue its important work campaigning for access to best treatment, so that it can help people like Fiona, who are still being denied the care that is most appropriate for them.

To anyone in a similar situation, Fiona emphasises: “Don’t give up and don’t take no for an answer.”

She adds: “We’ve got our life back, and Lewis has got his mummy back.”
Diabetes UK is incredibly proud of the support it offers to children with diabetes and their families. The value of this support couldn’t be better explained than through its children’s support holidays.

Children with diabetes can find their condition difficult to handle. First, there’s the shock of the diagnosis. Then there’s the need to take on board lots of new information. And then there’s the feeling every child dreads: that something makes them different to their friends.

That’s why the charity’s support holidays for children and young people with diabetes are so valuable. They provide an opportunity for kids to learn more about the condition, take part in activities, and perhaps most importantly, meet others their own age in a similar situation.

In 2009, more than 250 children attended Diabetes UK support holidays with 91 per cent saying they had gained skills and confidence to help them deal with their diabetes.

As one parent put it: “Before the holiday, my daughter was reluctant to work out her own insulin and talk about her diabetes. The difference in her since the holiday is amazing – she has really benefited from meeting others going through the same thing.”

Kiki Kerwin has volunteered at Diabetes UK’s children’s support holidays for three years and seen firsthand the positive effect on children of all ages. “I remember one boy who had never been away from his family before, and barely spoke about his diabetes. Over the course of the holiday, he really came alive, laughing and taking part in all the activities. He even started to inject his own insulin – something I hear he has continued ever since.

“These holidays are invaluable for children. Some kids arrive having never met anyone else with diabetes before. So to be able to leave thinking ‘I’m not different from anyone else’ has to make it all worthwhile.”

Kiki Kerwin
It’s not easy to talk about, but it is easy to see the importance of giving a gift, or legacy, to Diabetes UK. In 2009, 426 people left a gift to Diabetes UK in their will. That amounted to around £9 million in donations – that was a third of the charity’s income last year.

Without this support, Diabetes UK couldn’t continue much of its vital work. It would mean less investment for our research projects; less money to provide care and information; and less funding for awareness and education initiatives. In short, every area of the charity would be affected.

That’s why Diabetes UK is so grateful to people who take the decision to leave a legacy in their will.

People like Pat Maisch, whose family has life-long experience of the condition, as it has affected her grandmother, mother, uncle, siblings and cousins. Diagnosed 30 years ago, Pat has done her fair share of fundraising for Diabetes UK over the years, but she’s realistic about the long-term support the charity needs.

“I’ve really benefitted from Diabetes UK’s support – for example, through the Careline and the publications. I continue to be amazed though by just how many people are affected by this devastating condition.

“It’s because of this that I’ve decided to leave a legacy to Diabetes UK, to help the charity continue its excellent work, such as providing support or funding research. Who’s to say that it won’t be my children or grandchildren who might benefit one day?”

To anyone considering leaving a legacy, Pat says: “Life is short; you can’t do everything you want to. Leaving a legacy is your chance to contribute to a cause that you’re passionate about, meaning the good work can continue after you’re gone.”

If you would like more information about how to leave a gift in your will to Diabetes UK, simply contact our Legacy Manager on:

Telephone: 020 7424 1000
Email: legacies@diabetes.org.uk
Website: www.diabetes.org.uk/legacy

Leaving your legacy

9,332 people have left a gift to Diabetes UK in their will
£9.5 million was received through legacies in 2009
32% of the charity’s income is from legacies

“Leaving a legacy is your chance to help the cause you’re passionate about.” Pat Maisch
Income and expenditure 2009

Income

- Donations: £10m
- Legacies: £9.5m
- Trading: £3.4m
- Memberships: £2.4m
- Publications, care information & grants: £1.7m
- Conferences: £1.2m
- Donated services & facilities: £0.5m
- Investments: £0.2m
- Care and campaigns: £7.7m
- Research: £6.8m
- Fundraising: £6.0m
- Publications: £2.8m
- Trading: £2.1m

Total: £28.9m

Expenditure

- Awareness and education: £1.8m
- Conferences: £1.6m
- Healthcare and policy: £1.4m
- Governance: £0.5m
- Care and campaigns: £7.7m
- Research: £6.8m
- Fundraising: £6.0m
- Publications: £2.8m
- Trading: £2.1m

Total: £30.7m

Other facts and stats and awards

Other facts and stats

- 1.6 million information publications sent out in 2009
- 100 million opportunities to see our media coverage per month
- 1.9 million visitors to the Diabetes UK website in 2009
- 3,000 attendees at our Annual Professional Conference
- 600,000+ readers of every issue of Balance magazine
- 17,242 volunteers across the UK

Awards

- 2009 Interactive Media Awards
  - Best in Class – Diabetes UK Challenge Website
- 2009 People’s Choice
  - Best Website of the Year
  - Best Non Profit Site
  - Most Popular Non Profit Site

www.diabetes.org.uk
We would like to give a heartfelt thanks to everyone who contributed to the success of Diabetes UK in 2009. 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 2009, we would like to give particular thanks to:

Our Patron
Her Majesty the Queen

Our President
Mr Richard Lane OBE

Our Vice Presidents
Prof Sir George Alberti
Mrs Barbara Elster
Mrs Anne Felton
Dr Michael Hall
Sir Michael Hirst
Prof Simon Howell
Prof Harry Keen OBE
Mrs Judith Rich OBE

Our Honorary Vice Presidents
Mr Gary Mabbutt MBE
Sir Richard Nichols
Sir Stephen Redgrave
Mr Jimmy Tarbuck OBE

Our Vice Patrons
Mr Kip Bertram
Mr Ian and Mrs Linda Coull
Mr Ramesh Dewan
Mr John and Mrs Lynn Durrant
Sir Martin and Lady Laing
Dr Brian Leatherdale
Dr Jaime Moffat

Our Board of Trustees
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Dr David McCance
Mr Frank Moses
Dr Niti Pali
Mr Ian W Powell
Mr Gerald Tosh
Ms Rekha Wadhawan

We would also like to thank the following for their important contributions in 2009:

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 2009.

Our volunteers and voluntary groups
Our volunteers bring skills, experience, energy, enthusiasm and commitment to Diabetes UK and our 386 voluntary groups are integral to our work. We wish to thank them for everything that 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:

Abbott Diabetes Care
AstraZeneca
BB Healthcare
Bristol-Myers Squibb
Canderel
Eli Lilly and Company Limited
GlaxoSmithKline
LifeScan
Mullerlight
Novo Nordisk Limited
Pfizer Limited
Rosemary Conley Diet and Fitness Clubs
Sanofi-Aventis
Specavers Optical Group Limited
Splenda
Takeda

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

Charles Wolfson Charitable Trust
The George John & Sheilah Livans Charitable Trust
Freemasons’ Grand Charity
John Ellerman Foundation
Iranda Foundation
The Foster Wood Foundation
HB Allen Charitable Trust
Lidbury Family Trust
The Donald Forrester Trust
The Elizabeth & Prince Zaiger Trust
The Eucalyptus Charitable Foundation

And of course, all Diabetes UK staff.
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Our impact 2009 is also available at [www.diabetes.org.uk/impact](http://www.diabetes.org.uk/impact)

The charity for people with diabetes

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