

DiABETES UK
CARE. CONNECT. CAMPAIGN.

BETTER FUTURES

OUR ANNUAL REPORT 2013

OUR YEAR IN NUMBERS

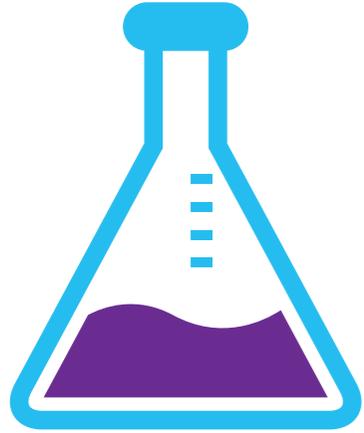


180,000 PEOPLE
TOOK OUR TYPE 2 DIABETES
RISK ASSESSMENT

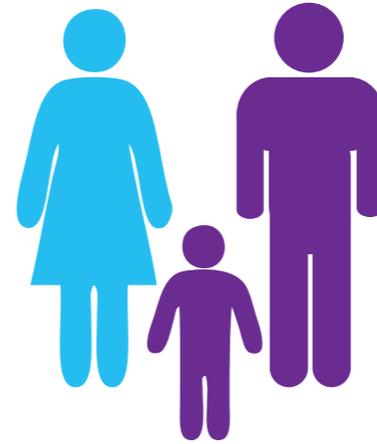
“ Diabetes UK has been there for our family every step of the way, with information, advice and practical support when we need it. Thank you. ”

OUR CAMPAIGN
IN 2013 LED TO A
9% INCREASE
IN FOOT CHECKS





**WE INVESTED
£6,500,000
IN DIABETES RESEARCH**

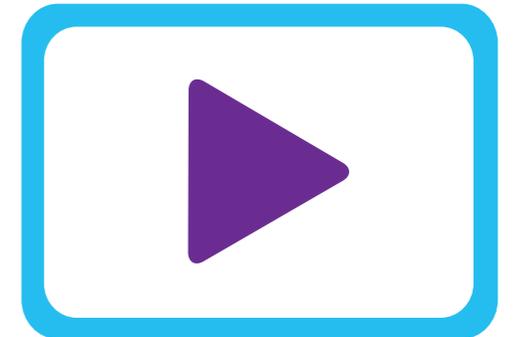


**WE RAISED
£38,800,000
TO CHANGE LIVES OF
PEOPLE WITH DIABETES**

**4,800,000 PEOPLE
VISITED OUR WEBSITE
FOR SUPPORT
AND INFORMATION**



**OUR SUPPORT
AND INFORMATION
VIDEOS REACHED
1,000,000 PEOPLE**



FOREWORD

Diabetes is the health issue of our time.

Over the last two decades the number of people with diabetes in the UK has more than doubled from 1.4 million in 1996 to 3.8 million people in 2014. And the number is set to rise further.

It's a serious condition which will have a huge impact on each person diagnosed, and their families, and requires careful management every single day for the rest of their lives. Anyone living with Type 1 or Type 2 diabetes is likely to face:

- an increased risk of heart disease, lower limb amputation, stroke and blindness
- reduced life expectancy – diabetes can lead to a 6 to 14 year reduction in average life expectancy
- variable standards of care across the UK.

Fair access to the best care and treatment, and education and support to help people manage their condition well, are crucial in securing better futures for people with diabetes.

And for the seven million people at high risk of Type 2 diabetes, a condition which in many cases can be prevented, a better understanding of the risks and how to prevent or delay the condition is essential.

Right now the NHS spends £1 million an hour on diabetes. That's 10 per cent of the annual NHS budget. It's not sustainable. And we have to act now.

That's why we're here

We are the leading UK charity that cares for, connects with and campaigns alongside people with or at risk of diabetes.

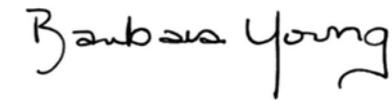
- We provide expert information, advice and support to help people with diabetes and their families manage their condition well, and bring people together for support when it's needed most.
- We are the largest charitable funder of diabetes research in the UK, and are making strides towards a cure by relentlessly searching for life-changing breakthroughs that improve diabetes care, treatment and prevention.
- Our campaigns influence decision makers, and seek better care for everyone affected by all types of diabetes.
- We help stem the rising tide of Type 2 diabetes by encouraging people at high risk to seek early diagnosis, and by promoting a healthy lifestyle for all.

This report shows just some of our achievements in 2013, all made possible thanks to the efforts of our dedicated supporters, volunteers, staff, trustees and advisory councils.

This year we received more donations than ever before, thanks partly to our hugely successful National Charity Partnership with Tesco, but also through other corporate partners and 171,698 individual donors. We delivered the UK's biggest ever Type 2 diabetes awareness campaign, which reached millions across the country. We launched new services for young people with Type 1 diabetes, and e-learning programmes for people with Type 2 diabetes and healthcare professionals. We lobbied for a change in legislation which will see better care for children with Type 1 diabetes in schools become law. And we announced a multi-million pound call, our biggest ever, for new vaccine-related research projects, to bring us a step closer to a future without diabetes.

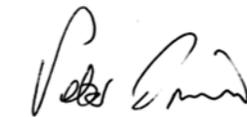
Sadly during the year one of the charity's vice-presidents, Professor Harry Keen CBE passed away. He is warmly remembered for his major contribution to research in diabetes and its treatment, and his commitment to Diabetes UK and the right of people with diabetes to receive good care.

We would like to thank our supporters, and encourage you to join us, if you haven't done so already. As we head into our 80th year, the challenge ahead is greater now perhaps than ever before. And every new supporter adds weight to our voice, allowing us to reach more people and change more lives. Together we're working towards better futures for everyone affected by diabetes.



Barbara Young

Chief Executive



Sir Peter Dixon

Chairman



WE GIVE PEOPLE THE SUPPORT THEY NEED WHEN THEY NEED IT

We want everyone with diabetes to feel confident in managing their condition, and live a full and healthy life. We're here with the care, support and information they need to make that possible.

We're experts in diabetes and we provide life-changing support when people need it most: whether that's face-to-face, online, over the phone or in their local community. We answer questions about their condition, give practical advice, and offer the chance to share frustrations or worries with someone who really understands.

Our new Living with Diabetes Days

We piloted a series of free, one-day events full of information and advice about living with Type 2 diabetes, thanks to our National Charity Partnership with Tesco. Specifically tailored for those newly diagnosed, it's a great opportunity for people to learn how to manage their condition confidently and live a full and healthy life.

Jack was one of the first people to register for a Living with Diabetes Day. Just two weeks after being diagnosed with Type 2 diabetes, she signed up for a place at the Reading event. Jack wanted more information than she'd got at her diagnosis, to help her get a better idea of what life with diabetes was about.

Jack McCarthy,
Living with Diabetes Day attendee

2013 HIGHLIGHTS

- We welcomed more than 8,000 registrations for our new, interactive e-learning programme *Type 2 Diabetes and Me*, developed in partnership with Bupa.
- We made it cheaper and easier for people to get in touch with us, and extended our Careline opening hours by 25 per cent to offer 50 hours of support every week.
- We reviewed and fully updated the diabetes information on our website to make it clearer and easier to use. And our online communities like Facebook and Twitter now support almost 150,000 people around the country.
- Teenagers working with Diabetes UK Scotland launched *JUST DUK 1T*, an online resource for young people with Type 1 diabetes. It brings together young people for support and information, and to share their experiences of living with the condition.
- Almost a thousand people used our peer support service – more than twice the number than the previous year. In response, we doubled the number of volunteers working by phone, email and Google+ Hangouts to provide even more support.
- We brought together parents and children at our care events across the country to receive life-changing support and specialist learning from healthcare professionals, as well as a chance to make new friends and feel more confident in managing their diabetes.

FUTURE PLANS

- Developing and extending our peer support programme to provide even more support to people with diabetes from volunteers who live with the condition themselves.
- Improving and expanding our care events for children, young people and families with Type 1 diabetes.
- Developing a new project to improve support for young people with Type 1 diabetes and their families in Wales.
- Making our website more versatile and accessible, including making it more mobile and tablet-friendly, and more engaging for young adults.
- Rolling out a UK-wide series of Living with Diabetes Days.

“ I left the Living with Diabetes Day feeling really positive about my future – from taking charge of my own health to asking for the treatment and care I'm entitled to. ”

Jack McCarthy

8,268 PEOPLE SIGNED UP TO OUR NEW E-LEARNING PROGRAMME TYPE 2 DIABETES AND ME



**WE MAKE A DIFFERENCE
IN DIABETES RESEARCH**

Professor Mike Lean and Professor Roy Taylor,
Diabetes UK-funded researchers

We are the UK's biggest charitable funder of diabetes research. We drive forward scientific understanding and improve lives through pioneering research into the causes, treatment and prevention of all forms of diabetes and into the ultimate goal of finding a cure.

During 2013 we awarded funding to 32 new diabetes studies with a total lifetime cost of over £7 million, expanding our research portfolio to over 130 projects with a total value of over £25 million.

The definitive answer on low-calorie diets and Type 2 diabetes

In 2011 the results of a Diabetes UK study startled the scientific world: could an eight-week low-calorie diet really put Type 2 diabetes into remission?

Professor Roy Taylor of Newcastle University and Professor Mike Lean of the University of Glasgow have both carried out successful preliminary studies into the benefits of a low-calorie diet. Now we've united their skills and experience for a £2.4 million follow-up study – the biggest single project Diabetes UK has funded to date.

Over the next five years they will investigate the benefits of weight management using a low-calorie diet, compared with the current best available Type 2 diabetes care. In particular, they will find out if Type 2 diabetes remission can be maintained in the long term as part of routine GP care.

2013 HIGHLIGHTS

- We brought international experts together to discuss the latest immunotherapy research and the possibility of a Type 1 diabetes vaccine. This led us to announce a multi-million pound call – our biggest ever – for new vaccine-related research projects that we will fund thanks to our National Charity Partnership with Tesco.
- Diabetes UK-funded research, led by Dr Richard Oram at the University of Exeter, proved that most people with Type 1 diabetes still produce very small amounts of insulin in response to glucose. Finding out why could offer new insights into Type 1 diabetes, and bring us closer to a cure.
- We awarded £365,000 to UK Biobank – a powerful health resource that's using information and biological samples from 500,000 people across the UK to improve the diagnosis, treatment and prevention of life-threatening illnesses. The new study will measure specific 'biomarkers' to help pinpoint the risk of conditions such as Type 2 diabetes and dramatically increase the value of this resource for researchers.
- We awarded over £1 million to create five new fellowships that will develop the careers of some of the UK's best early-career researchers.
- We also awarded over £3 million to support 18 new project grants and four new small project grants.

FUTURE PLANS

- Funding new research projects that could lead to significant advances in the development of a vaccine for Type 1 diabetes.
- Reporting on the results of our funded research to develop an artificial pancreas for people with Type 1 diabetes.
- Funding new fellowships and PhD studentships that will give scientists the support they need to continue their work and build lasting careers in diabetes research.

“ With the low-calorie diet study we are exploring uncharted terrain. Nevertheless, I believe that this research will lead to a quantum leap forward in our understanding of how best to manage Type 2 diabetes. ”

Professor Roy Taylor

WE INVESTED £6.5 MILLION IN DIABETES RESEARCH IN 2013

TO OPEN

**CHECK YOUR RISK OF TYPE 2 DIABETES.
IGNORING IT AFFECTS THOSE CLOSEST TO YOU.**

!
**CHECK
YOUR RISK
AT PHARMACIES
OR ONLINE
TODAY**

DIABETES UK
CARE. CONNECT. CAMPAIGN.

Check your risk today at www.diabetes.org.uk/risk

in partnership with
TESCO

TRAN



**CHECK YOUR RISK CAMPAIGN
SEPTEMBER 2013**

**WE LEAD THE WAY
IN PREVENTION AND
EARLY DIAGNOSIS**



Riffat Bahar,
face of our *Check Your Risk* campaign

Seven million adults in the UK are at high risk of developing Type 2 diabetes – that's one in every seven of us.

It's an alarming statistic. But up to 80 per cent of diagnoses of Type 2 diabetes could be avoided. By following a lifestyle that includes losing weight if you need to, a balanced diet and regular exercise, in many cases the condition could be prevented or delayed.

That's why we're passionate about getting everyone to understand their personal risk of developing Type 2 diabetes, how to reduce it, and what action to take. We're taking this message to communities across the UK, through our Healthy Lifestyle Roadshow and our *Check Your Risk* campaign, funded by our National Charity Partnership with Tesco.

A hard-hitting awareness campaign

In September 2013 we launched *Check Your Risk*, our biggest awareness campaign yet, with straight-talking messages about the impact Type 2 diabetes can have on individuals and their families.

For two weeks we ran more than 40 million adverts online and on the radio, with 16,000 posters on public transport networks, and in taxis and shopping centres across the country. We reached more than 80 per cent of UK adults, focusing on communities that can benefit most from our healthy lifestyle advice. The response resulted in almost 30,000 people taking an online risk assessment during the campaign period. 30 per cent found they were at moderate or high risk of developing Type 2 diabetes, and were referred to their GP.

2013 HIGHLIGHTS

- We revamped our Type 2 diabetes online risk assessment – it's easier to use, available on smartphones and tablets, and gives people more information on their risk of Type 2 diabetes and next steps. More than 121,000 people checked their risk online during 2013, a 64 per cent increase on 2012.
- Our Type 2 risk assessment was available in every UK high street thanks to our partners including Boots Pharmacy and Tesco Pharmacy. As a result at least 40,000 more people now know and understand their risk.
- We carried out workplace health and lifestyle events, providing people with Type 2 diabetes risk assessments at companies including Citibank, Virgin Money and Arriva Buses.
- We completed risk assessments for 21,000 people through our Healthy Lifestyle Roadshow, funded through our charity partnership with Bupa, visiting 102 towns and cities over 192 days. Of those assessed, we referred more than half to see their GP about their diabetes risk.
- We promoted the vital importance of delivery of the NHS Health Check Programme, with Public Health England committed to better national delivery and take-up.

FUTURE PLANS

- Working with local authorities to find new ways to roll out our Type 2 diabetes awareness campaign in high-risk communities.
- Continuing to prioritise the cities and towns at highest risk of Type 2 diabetes with our Healthy Lifestyle Roadshow as part of the final year of our Bupa partnership.
- Targeted action to improve local commissioning of the NHS England Health Check programme to ensure early diagnosis of Type 2 diabetes and help those at high risk to reduce their chances of developing the condition.
- Living our values by continuing to roll out our own healthy workplace strategy for staff at Diabetes UK.

“ I know first-hand the impact diabetes can have. My mother died from complications with Type 2 diabetes, and when I was diagnosed with it myself my world turned upside down. With the right support, diabetes is manageable. It's so important that people check their risk, so that they can be diagnosed early and get the treatment they need, or avoid developing the condition altogether. ”

Riffat Bahar



WE CAMPAIGN FOR THE CARE EVERYONE DESERVES

Dr Paul Peter,
Lead Consultant for Diabetes and Endocrinology
and Diabetes UK supporter

We work for every person affected by diabetes to make sure everyone gets the care and services they need – whatever their age, ethnicity or postcode.

We do this by working together with healthcare professionals and health service decision-makers to make sure services improve locally and nationally. Our campaigns are effective not just because we show the highs and lows in the quality of care, but crucially, because we're able to influence the policy and care improvements needed to make a radical and positive difference to people with diabetes.

Stepping up foot care

Eighty per cent of diabetes-related amputations are avoidable. That's why we want the number of amputations carried out in the UK halved. Since March 2012, we've highlighted to Clinical Commissioning Groups with the highest amputation rates in England how they can improve their foot care, through our *Putting Feet First* campaign.

The results are promising. The latest National Diabetes In-patient Audit shows people receiving a foot check during a hospital stay in England rose by a third from 2012 to 2013. And 10 per cent more hospitals now have multidisciplinary diabetes foot teams in place compared with 2012. These are proven ways to improve care and will ultimately reduce amputation rates.

We're also helping to make change happen, as our partnership with County Durham and Darlington NHS Foundation Trust shows.

From 2010 to 2012 the Trust carried out 171 major diabetes-related amputations – significantly higher than the England average. Like us, they recognised the need for improvement.

In 2013, with our support, they formed a new, multidisciplinary foot protection team with diabetes specialists, podiatrists and surgeons all working together. They also prioritised patient education to help people spot the signs that something is wrong and encourage them to seek help.

“ If every health provider took Diabetes UK’s advice and got multidisciplinary teams in place, I’m convinced we’d see a dramatic fall in amputation rates across the country. ”

Dr Paul Peter

2013 HIGHLIGHTS

- We successfully advocated for a new legal duty on schools in England to provide better care for children with diabetes.
- Our *Putting Feet First* campaign will be included in the new Wales Diabetes Delivery Plan. In Northern Ireland, we secured endorsement from the health minister who fully backs the campaign.
- We campaigned for improved standards of care for children with diabetes and distributed more than 21,000 copies of our handy healthcare guide: 10/10 Type 1 Essentials.
- Our army of Diabetes Voices reached 2,000 – volunteers who work with decision makers and take action on local and national diabetes issues.

FUTURE PLANS

- Launching our next phase of *Putting Feet First* – ensuring people with diabetes and healthcare professionals recognise a “foot attack” and know what urgent action to take.
- Launching *Make the Grade* – the third phase of our five-year campaign for children and young people, which will address the diabetes support children receive in school, working to support teachers and families.
- Continuing to promote the *15 Healthcare Essentials* – the basic care and support services that everyone with diabetes is entitled to.

OUR 15 HEALTHCARE ESSENTIALS CAMPAIGN HAS REACHED MORE THAN 2 MILLION PEOPLE



WE REACH OUT TO ALL COMMUNITIES

Type 2 diabetes is the UK's biggest health threat. Diet and lifestyle play a big part in reducing everyone's chances of developing the condition, particularly where there are other risks, including family and ethnic background.

For people of Black African and African-Caribbean descent, Type 2 diabetes is three times more common, and it is six times more likely to affect people of South Asian heritage. There's also a greater chance of developing the condition at a younger age.

We place great importance on reaching these communities with culturally sensitive information about Type 2 diabetes and the benefits of early diagnosis. Crucial to this work are our Community Champions, specialist volunteers trained to share our messages among people from their community.

Yasroon – our award-winning Community Champion

Thanks to 26 year-old Yasroon Elmi, millions of people got the chance to hear or read our advice about fasting safely during Ramadan. It can be a difficult time for people with diabetes who want to observe the fast, but who need to manage their condition by eating regularly or by taking certain medication.

Yasroon Elmi,
Diabetes UK Community Champion
outside East London Mosque

The *Staying Healthy Throughout Ramadan* pilot project was spearheaded by Yasroon, who worked with Diabetes UK and a team of volunteers to create a series of online presentations which explain how to prepare for fasting, with tips on staying healthy during Ramadan. We built dedicated webpages, a blog and short films of people talking about their diabetes and their approach to fasting.

Yasroon and her team gave presentations to more than 500 people across six London mosques. We now expect to make this a national campaign starting in 2014. Her work was acknowledged with a Mayor of London Team London Award, for her commitment to making London a better city.

“Fasting at Ramadan is central to the Muslim faith. The opportunity to help people safely take part in this special religious observance is a great privilege. I've seen first-hand the serious impact diabetes can have on the family, so this project was really important to me.”

Yasroon Elmi

2013 HIGHLIGHTS

- We trained 75 new volunteer Community Champions in the north of England and London – more than 340 Champions now work with communities across the UK, speaking 20 languages.
- Ahead of our national Type 2 diabetes campaign to get more people to check their risk, we worked with 12 national community and religious leaders, asking for their help in encouraging people to take a risk assessment.
- Our *South Asian Communities* project has reached over 3,000 people from minority ethnic communities in Scotland, providing essential support and information about diabetes care and management.

FUTURE PLANS

- Increasing the number of our Community Champions and expanding their role to make our impact greater among Black, Asian and minority ethnic communities, and creating a knowledge-sharing and good-practice network.
- Working harder to communicate with Black, Asian, minority ethnic and other diverse communities through targeted activities and stronger ties with faith and community organisations.
- Increasing our focus on vulnerable communities, and the white population in disadvantaged areas, reducing inequality through better support.

WE TRAINED OVER 70 NEW COMMUNITY CHAMPIONS ACROSS THE UK IN 2013



RIDE LONDON 100
AUGUST 2013



WE PARTNER WITH HEALTHCARE PROFESSIONALS

Healthcare professionals are at the frontline of diabetes care. We work with them to improve care and ensure that we help spread the latest clinical information, scientific studies and professional practice. Together we're improving the lives of people with diabetes, making sure they get the best care and support they need to manage their condition better.

Diabetes UK already has a network of over 10,000 professional members and diabetes specialists, and we're welcoming more each day. By sharing knowledge we make our impact greater.

Providing tools to save lives

Our *4 Ts* campaign alerts people to the four main signs of undiagnosed Type 1 diabetes in children – toilet, thirsty, tired and thinner. It is simple and it sticks.

Missing these critical signs leaves a child at risk of a life-threatening condition called diabetic ketoacidosis (DKA). And it was a concern that this was happening too often that caused Paediatric Diabetes Specialist Nurse Anne Foster and her team to take action.

They set out to increase awareness of Type 1 diabetes symptoms, taking our *4 Ts* campaign to schools, parents, libraries and GP surgeries across North Lincolnshire and issuing our posters and flyers.

The results were outstanding. In one year, the number of children with Type 1 diabetes admitted to a North Lincolnshire hospital with DKA more than halved.

2013 HIGHLIGHTS

- We launched *Diabetes in Healthcare* with Bupa, a Royal College of Nursing accredited e-learning programme designed to give non-specialists a thorough grounding in essential diabetes treatment. In the first two months more than 1,500 professionals signed up.
- We welcomed more than 3,000 attendees to our annual Diabetes Professional Conference, the biggest event of its kind in the UK. 96 per cent of attendees would recommend the conference to colleagues, while 80 per cent gained new practice information.
- We supported more than 800 diabetes specialists of the future through our Young Diabetologists and Endocrinologists' Forum, helping them provide 11 specialist courses to professionals throughout the year.

“ The campaign materials were just brilliant: the *4 Ts* message was easy for us to communicate and easy for people to remember. It made a huge difference to our work – most importantly, it saves lives. ”

Anne Foster

FUTURE PLANS

- Helping healthcare practitioners work more successfully with patients with our specially-designed learning and support materials, while keeping them updated on the latest diabetes developments through our professional services.
- Working with the Royal College of General Practitioners to develop a GP network dedicated to improving diabetes care in primary settings.
- Recruiting local Diabetes UK Clinical Champions – healthcare professionals who speak out on diabetes issues, including urgent improvements to care and treatment for their community, in their local health system.
- Challenging a worrying trend in essential professional diabetes care – Diabetes Specialist Nurse posts are increasingly ‘frozen’ or unfilled, or replaced by staff with lower qualifications and experience.

WE COULDN'T DO IT WITHOUT OUR VOLUNTEERS



Fred Holland,
Type 1 parent and Diabetes UK volunteer
for over 40 years

Volunteers have been the foundation of Diabetes UK since the charity was founded 80 years ago. And today over 6,500 volunteers stand at the centre of everything we do.

Many of our services could not run without our volunteers and the passion, time and expertise they bring to Diabetes UK. Together they support thousands of people affected by diabetes every week. And across our charity you'll find volunteers giving us sterling support, from managing local groups and promoting our awareness messages to organising many of the fundraising events that keep our charity running.

A superhero for diabetes care in Kidderminster

For more than 40 years Fred Holland has campaigned to make Kidderminster a better place to live for anyone affected by diabetes. Already a keen fundraiser, Fred became especially aware of the critical need to improve local diabetes services following his daughter Vivienne's Type 1 diabetes diagnosis in 1971.

From setting up a local support group, to raising more than £140,000 for Diabetes UK, Fred's persistent dedication has made Kidderminster's diabetes centre among the best equipped in the West Midlands. He's now helping other hospitals nearby achieve the same standard.

In recognition of his momentous efforts, he received a wonderful tribute – Worcestershire Acute Hospitals NHS Trust renamed its Kidderminster diabetes unit the Fred Holland Centre for Diabetes. In 2013, he found himself one of four finalists in ITV Midlands Local Hero of the Year, part of the prestigious Pride of Britain Awards.

“ It's been a long road, and Diabetes UK was with me for every step of the journey. It's hugely rewarding to see years of lobbying for services and raising money for equipment come together in a great local diabetes centre. ”

Fred Holland

2013 HIGHLIGHTS

- We welcomed 1,000 new volunteers to our organisation – together our 6,500 amazing volunteers gave a record-breaking 100,544 hours of their time.
- Over 7,000 people turned out to take part in our Big Collection weekend – our biggest UK supermarket collection ever, raising a record £382,000 over three days.
- We reviewed how we support and engage with our 340 local support groups across the UK.
- Our Inspire Awards for volunteers received the highest ever number of nominations – a staggering 350 were put forward.

FUTURE PLANS

- Focusing on improved services for local groups, with better training and support, giving volunteers and members the best experience of Diabetes UK in their community.
- Expanding our network of support groups, offering more people the chance to connect with others locally.
- Holding a second Big Collection in June 2014, building on the success of 2013 and involving thousands of volunteers.
- Increasing our volunteer numbers to 8,000, and opening opportunities for them to work in different parts of our charity.

OUR VOLUNTEERS GAVE US A RECORD-BREAKING 100,544 HOURS OF THEIR TIME



Bicycle
Park

TESCO

Welcome to TESCO

STARBUCKS

TESCO
DIABETES UK
CARE. CONNECT. CAMPAIGN.

DIABETES UK
CARE. CONNECT. CAMPAIGN.

TESCO
DIABETES UK
CARE. CONNECT. CAMPAIGN.

TESCO BIG COLLECTION
OCTOBER 2013

Community Partners
DIABETES UK
CARE. CONNECT. CAMPAIGN.

WE'RE WORKING ACROSS THE UK

We have teams in Northern Ireland, Scotland, England and Wales who keep diabetes and Diabetes UK high on the agenda across the nations. They make sure our work takes into account local health service and government structures, as well as the needs of each local population.

Northern Ireland

- The Department of Health for Northern Ireland completed its Review of Diabetes Services, prompted partly by Diabetes UK (NI) lobbying. The review made 12 recommendations which reflected our priority list for future action. The review commits the department to publishing a new Strategic Vision for Diabetes in Northern Ireland, producing a Delivery Action Plan and appointing for the first time a Clinical Lead for Diabetes across Northern Ireland.
- We organised the first conference focused on diabetes distress to be held in Ireland, north or south. The conference brought the world's leading authority on diabetes burnout to speak at a number of events over the course of a week and had a significant impact on how Diabetes UK will develop its work in Northern Ireland over the coming years.
- The first Northern Ireland State of the Nation Report was published, which highlighted a 33 per cent increase in diabetes over a five year period in Northern Ireland. The report illustrated the chronic shortage of diabetes data in Northern Ireland which makes assessing the quality of care extremely difficult. We will be campaigning on this issue in 2014.

Scotland

- Following our successful *Pump up the Volume* campaign, the percentage of children using insulin pumps increased from 8.4 per cent to 22.6 per cent – a significant achievement for children in Scotland. Diabetes UK Scotland worked with several health boards to deliver patient engagement sessions on new insulin pump services in support of the work towards reaching the target of 25 per cent of children on a pump in Scotland.
- We significantly increased our engagement work in Scotland in readiness for the end of the current Diabetes Action Plan in 2014. We worked with the co-convenors of the Scottish Parliament Cross Party Group to raise the profile of diabetes, culminating in the Minister for Public Health attending the last meeting of 2013.
- We gave evidence at an Additional Support Needs tribunal for Scotland. The ruling affirmed that pupils with diabetes have a right under the Equality Act 2010 not to be discriminated against and that a robust plan for their support should be set in place.

England

- Regional staff members across England have been heavily involved with a number of service redesigns that began taking place at a local Clinical Commissioning Group (CCG) level in 2013, putting the *15 Healthcare Essentials* campaign at the heart of our influencing work to drive improvements in the quality of, and access to, primary, secondary and intermediary diabetes care.
- Our *Putting Feet First* campaign highlighted the worst 50 areas for amputation rates in England and triggered some significant successes for people with diabetes. For example, work resulted in more diabetes specialist staff being put in place in a number of CCGs and several other CCGs committing to review cases of foot amputations, to identify ways to improve future foot care provision and putting in place the necessary training for healthcare professionals.
- A series of workshops took place in Lambeth and Southwark, Bexleyheath, Hertfordshire and Devon to aid the development of a toolkit to engage the newly formed Health and Wellbeing Boards (HWBs) and ensure they put in place a robust strategy and action plan for diabetes.
- Every England region actively seeks to educate and influence relevant healthcare professionals. We organised a range of conferences and education events such as the national Diabetes in Pregnancy conference.

Wales

- The Health and Social Care Committee's inquiry into the National Service Framework for diabetes (2003–13) reported in July 2013 and delivered 13 key recommendations promoted by Diabetes UK, which included a Diabetes Clinical Lead for Wales, the adoption of the highly successful Scottish diabetes information system, SCI Diabetes, Structured Diabetes Education for all those newly diagnosed with the condition, and an All Wales Implementation Group to ensure delivery.
- These were all incorporated by the Welsh Government into Together for Health – A Diabetes Delivery Plan, its new strategy for the next three years, which was launched by the Minister for Health and Social Services and Diabetes UK Cymru.
- The All Wales Implementation Group agreed to prioritise paediatrics, feet, prevention, SCI Diabetes, and education in the first year.



WE SALUTE OUR AMAZING SUPPORTERS



Iain and Alison,
Team Em and Me! marathon heroes
and Diabetes UK supporters

Our charity has supported people with diabetes for 80 years and campaigned on their behalf. And it's only because of the financial help of thousands of extraordinary people that our work is possible.

From our largest corporate and trust supporters, our thousands of members and regular donors, to the host of individuals who organise amazing personal challenges and fun events, Diabetes UK relies on their generosity, dedication and enthusiasm. Through them we can keep running policy-changing campaigns, crucial support services, and our ground-breaking research projects.

Together they make our charity the success it is. To them all, we say thank you.

For the love of Emily

In April 2013, an army of 150 people pounded the tarmac in the London Marathon for Diabetes UK. But one person was missing. Emily Pearce, a stalwart fundraiser with Type 1 diabetes, who was due to take part, tragically died in her sleep, aged only 29.

It was a brutal shock for everyone who knew and loved Emily. Despite their loss, 14 family and friends were determined to take on Emily's challenge. They tackled the marathon course in her memory, raising a staggering £43,000. Among them was Emily's sister Alison, who proudly carried Emily's favourite teddy around the entire route.

Emily, Alison and all 14 members of *Team Em and Me!* are an inspiration to us all.

2013 HIGHLIGHTS

- Our National Charity Partnership with Tesco saw their employees, suppliers and customers raise a sensational £8.8 million for Diabetes UK by the end of 2013 and surpass the £10 million target in March 2014.

Thanks to our partnership, we are able to fund unprecedented research into a Type 1 vaccine, additional support services for over a million more people with Type 2 diabetes, and a highly effective national awareness campaign aimed at people at high risk of Type 2 diabetes in autumn 2013.

- Our charity partnership with Bupa saw 7,531 runners take part in the 10 Bupa Great Run events across the UK, raising £550,000 towards our Healthy Lifestyle Roadshow programme.
- From mountain climbing in Africa to baking in Blackburn – people took on awesome, crazy and wonderful challenges, raising a whopping £4.1 million to help fund our work.
- Almost a third of our income in 2013 came from gifts in wills – legacies that go beyond the giver's lifetime to help future generations. We are so grateful for every bequest we receive.
- Almost a third of our income also came from individual supporters like our regular donors, members, and our raffle and lottery players, who together donated over £12 million in 2013.

FUTURE PLANS

- Extending our National Charity Partnership with Tesco, enabling us to exceed the initial fundraising target and help Tesco colleagues and suppliers raise more for the work that we do for people with diabetes.
- More exciting and challenging fundraising events throughout the year including Ride London 100 and running events across the UK.
- We will launch a new platform for people to donate to Diabetes UK via SMS on their mobile phone, making it even easier to support us.

“ I had a mental image that kept me going when I was dragging myself out of bed to train in the half-light of the early mornings. It was crossing that finish line holding Teddy aloft for my gorgeous, wonderful, and much missed little sister. ”

Alison Pearce

OUR SUPPORTERS HELPED US RAISE AN INCREDIBLE **£38.8 MILLION** IN 2013



**EVERY £1 WE RAISE
ACHIEVES SOMETHING
EXTRAORDINARY**

At £38.8 million, our income was up £11 million on 2012 primarily due to the £8.8 million income generated by our successful partnership with Tesco, combined with an increase in legacy income of £1.1 million.

We were delighted to spend £4 million more in 2013 than 2012. The surplus arising from the partnership with Tesco of £6.1 million will be utilised over the next four years in line with a specified programme of activity to which these funds are dedicated. The planned increase in overall spending resulted in increases in the level of our work in raising awareness and prevention by 42 per cent, research funding by 10 per cent, supporting self-management by 2 per cent and improving quality of care by 2 per cent. The significant increase in expenditure in raising awareness was due to a spend of £2 million on our Type 2 diabetes risk awareness campaign, funded through the partnership with Tesco.

The good financial results for 2013 leave the charity in a healthy position with reserves of £14.4 million. We will increase our expenditure, to help address the growing challenge of diabetes, bringing our reserves in line with our target of £7.5 million over the next four years. The budget for 2014 was set on the basis that £2.5 million will be drawn from reserves.



INCOME 2013

Donation and membership	£21.1m
Legacies	£11.5m
Trading	£3.2m
Charitable activities	£2.8m
Investment income	£0.2m



EXPENDITURE 2013

Research	£6.5m
Raising awareness and prevention	£5.1m
Improving quality of care	£7.3m
Supporting self management	£5.8m
Cost of generating voluntary income	£6.3m
Trading and investment costs	£2.3m
Governance	£0.2m

PLANNED RESERVES	2014	2015	2016	2017
£M	11.9	9.5	8.0	7.5

THANK YOU

We would like to express our gratitude to all those who supported Diabetes UK in 2013. 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 contribution, donation or gift in kind and made a considerable impact on the lives of people with diabetes.

Animas
Boots UK
Bunzl
Bupa
Janssen-Cilag Ltd
Lifescan
Lilly Diabetes
Lloyds Pharmacy
Novartis Pharmaceuticals UK
Novo Nordisk
Sanofi Diabetes
Takeda UK
Tesco
Truvia
Vege essentials

The Blagrave Trust
The Cayo Foundation
Donald Forrester Charitable Trust
The Dowager Countess Eleanor Peel Trust
Edwin George Robinson Charitable Trust
The Elizabeth & Prince Zaiger Trust

Eveson Charitable Trust
Football Aid Ltd / Field of Dreams
The Foster Wood Foundation
Freemasons' Grand Charity
The G.J.W Turner Trust
The Garfield Weston Foundation
The Gerald Micklem Charitable Trust
Inman Charity
The Jordan Charitable Foundation
Lewis Family Charitable Trust
The Lidbury Family Trust
Miss M J M Smith Trust
Masonic Samaritan Fund
The Moffat Charitable Trust
Pears Foundation
Pilkington Charities Fund
Shared Care Scotland
The Souter Charitable Trust
The Swire Charitable Trust
The Sybil Eastwood Charitable Trust

Mr A Mcneill
Mr A Roy
Mr David Craggs
David and Christine Thorp
The Findlay family
Ian and Linda Coull
Mrs J Rose CBE JP DL
Kip Bertram
Mr Ravi Anand
Mr R A Dennis

Diabetes UK Groups

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

Aylesbury Diabetes UK Group
Chelmsford Diabetes UK Group
Crewe & South Cheshire Diabetes UK Group
Dungannon Diabetes UK Group
Edinburgh Diabetes UK Group
Fermanagh Diabetes UK Group
Kings Lynn Diabetes UK Group
Limavady Diabetes UK Group
Newry & Mourne Diabetes UK Group
Newtownabbey Diabetes UK Group
North Norfolk Diabetes UK Group
Orkney Diabetes UK Group
Shrewsbury Diabetes UK Group
South Devon Diabetes UK Group
Sutton Coldfield & Lichfield Diabetes UK Group
Telford Diabetes UK Group
Tunbridge Wells Diabetes UK Group
West Dorset Diabetes UK Group
Weston Super Mare Diabetes UK 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 us as a member or renewed their membership in 2013.

Legacies

The generosity of everyone who remembered Diabetes UK in their will is deeply appreciated. Forming almost 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 of the people who appear in the images and stories in this report. Everyone featured has a close connection with Diabetes UK. It's thanks to them that we have been able to bring our report to life.

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, provide support, raise funds 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 voices we have, the more powerful our voice will be.

Join us

Become a supporting member or, if you're a healthcare practitioner, become 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 corporate 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.

GET SUPPORT

Call our Careline

A free and confidential service offering information on living with diabetes and giving people the opportunity to talk things through.

Go online

Our website offers information on all aspects of diabetes and access to our activities and services. Our Facebook and Twitter communities provide support and a chance to talk to others.

Join a voluntary group

Our local support groups offer the chance to share experiences with others in your area and keep up to date with our work.

Get support from peers

A helpline, email and online service delivered by specially trained volunteers with first-hand experience of living with diabetes.

THANK YOU
DIABETES UK
CARE. CONNECT. CAMPAIGN.



DiABETES UK

CARE. CONNECT. CAMPAIGN.

Diabetes UK, Macleod House, 10 Parkway, London NW1 7AA

CALL 0345 123 2399*

EMAIL info@diabetes.org.uk

GO TO www.diabetes.org.uk

*Calls may be recorded for quality and training purposes.

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