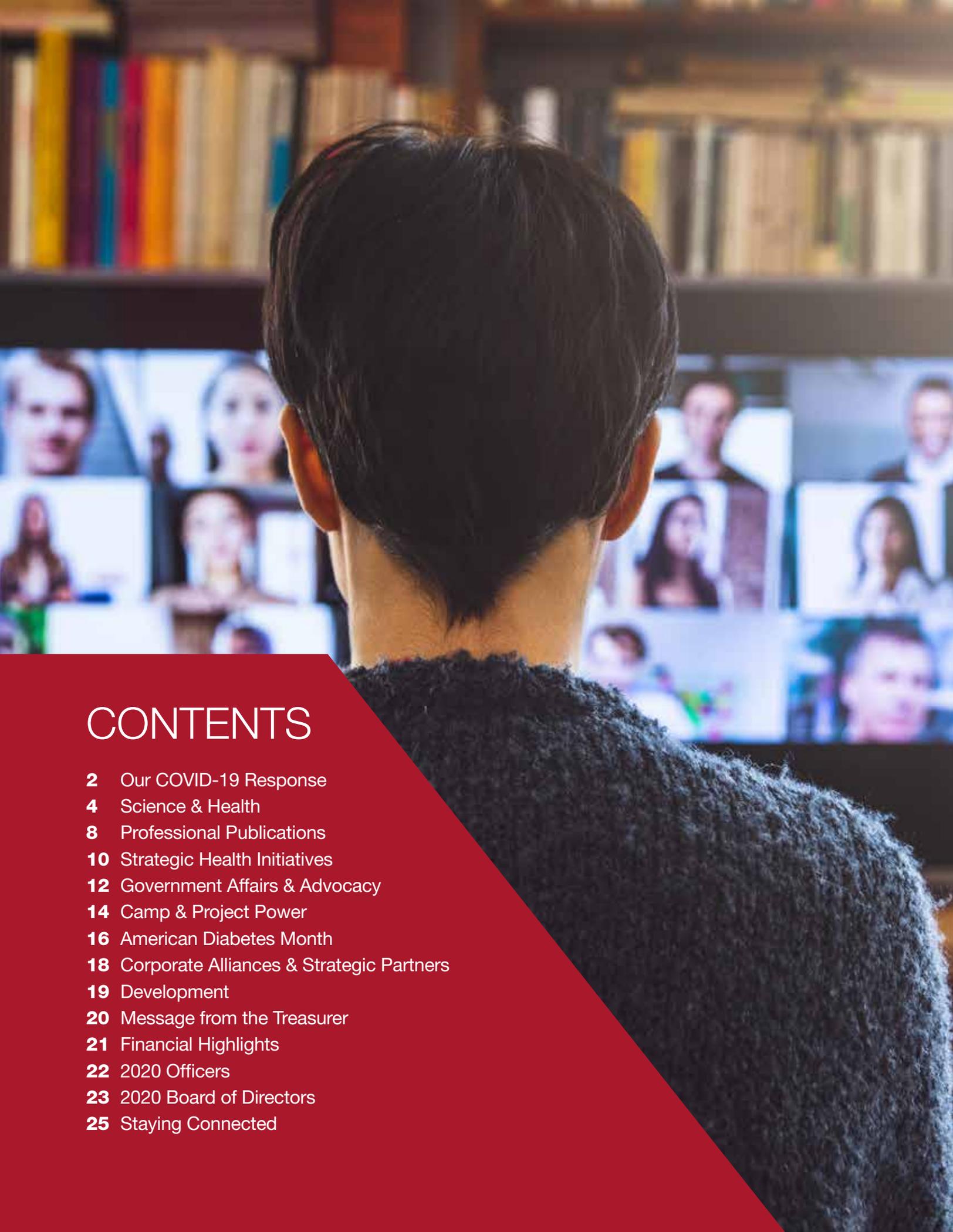




THRIVING IS GREATER THAN SURVIVING





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# A MESSAGE FROM THE CEO

To reflect on 2020 is to revisit some of the darkest moments the world has ever seen. I never want a repeat of this year.

But if there was any blessing amid the COVID-19 pandemic, it's that the American Diabetes Association® (ADA) got our arms around the situation early on. Leveraging intelligence from the scientific and medical community, we began pulling together our pandemic response plan in February. Whether COVID-19 turned out to be disastrous or docile, we didn't want to be unprepared.

Then, data emerged to paint a picture of the virus' devastating effect on people living with diabetes. Underserved communities with high incidence of diabetes were the very same communities facing high rates of infection, hospitalization, and death from COVID-19—and, later on, inadequate access to testing and vaccines.

Frankly, that's all we needed to hear. That knowledge set into motion a three-pillared strategy to provide exactly what the diabetes community required in this historic moment:

- 1. Stay close to the science and medicine.** Our reliance on scientific data is our competitive advantage, and the heart of who we are. We needed to remain strong and data-driven—not only for people living with diabetes, but for health care professionals on the front lines who had their own myriad questions and challenges.
- 2. Use our voice and brand stature to change policy.** We call this “Advocacy with a capital A,” and it's the only way to fight systemic health inequity. From zero-copay insulin to continued health care coverage for the unemployed, we wanted to ensure the needs of people living with diabetes were heard and met at the local, state, and federal levels.
- 3. Show up differently in our communities.** COVID-19 couldn't get in the way of our programs, services, and relationships. We pivoted our messaging, clearly and loudly, to let the diabetes community know they could still turn to us for help. Then we backed up that promise by delivering evidence-based resources and by reconfiguring our flagship events for a virtual setting—not the least of which were our ADA camps and 80<sup>th</sup> Scientific Sessions.

It's true, 2020 was a beast. But looking back, I am filled with pride. I am proud of our resilient team, who pivoted to a whole new way of working to accommodate the sudden public health crisis. Our organization was flexible and agile, and we leaned into our strengths. We moved with great speed—because there truly wasn't any time to waste.

The world will never be the same post-COVID-19, and neither will we. No matter what the future holds, we will continue to be unapologetically tenacious on behalf of over 34 million Americans living with diabetes and the 88 million with prediabetes. We will strive to take down diabetes and the health inequities that accompany it, and we'll do it with our trademark boldness and compassion.

In other words, we are Connected for Life.



Tracey D. Brown, Person with Diabetes  
CHIEF EXECUTIVE OFFICER  
American Diabetes Association®  
#ConnectedForLife



# OUR COVID-19 RESPONSE

This was the year COVID-19 ravaged the world—upending our nation’s health care system, the economy, and life as we knew it.

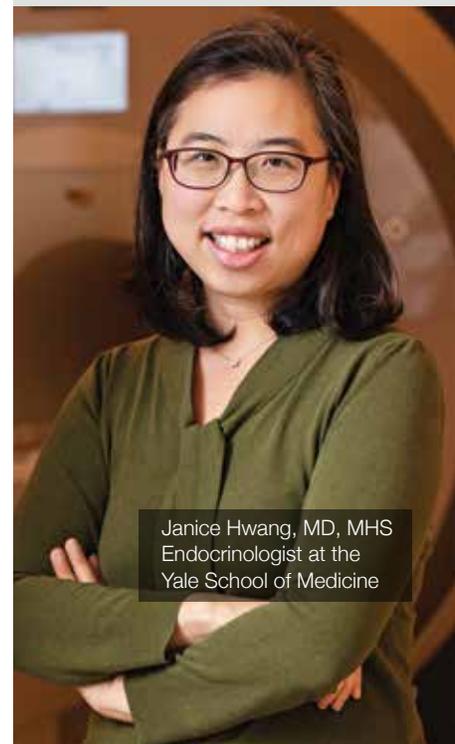
Health inequities are not new, and neither is diabetes as a public health crisis. But the pandemic shined a very bright spotlight on these perennial issues. For people with diabetes, COVID-19 poses a much greater threat of severe complications, hospitalization, and even death.

We knew we needed to quickly adapt our resources, programs, and events for the pandemic. In 2020, that meant we:

- Developed a continual stream of evidence-based resources to help our community respond to COVID-19 and diabetes.
- Launched a new COVID-19 response section on our website complete with FAQs, a vaccination guide, resources for health care professionals, information for voting safely, and more.
- Held our virtual 80<sup>th</sup> Scientific Sessions—the largest diabetes meeting in the world—for more than 13,500 attendees.
- Reinvented our annual Call to Congress as a forum to educate advocates on COVID-19 and diabetes, with support from Sun Life and industry partners.
- Funded 10 new research projects to study the virus’ implications for those with diabetes.
- Fought for equal access to health care for people with diabetes, including COVID-19 testing, research, and vaccines; continuity of health insurance coverage for those facing unemployment; and affordable insulin.
- Invited children with diabetes across the globe to attend ADA Imagine Camp online, for free.
- Convinced the Centers for Medicare & Medicaid Services (CMS) to grant a waiver allowing continuous glucose monitors (CGMs) to be used in hospitals. CGMs are a socially distant way for health care providers to effectively manage patients’ diabetes, especially when personal protective equipment (PPE) is in short supply.
- Introduced our #HealthEquityNow platform in direct response to the fact that people of color and in underserved communities were so disproportionately affected by COVID-19. Working with partners, we seek to dismantle these problems one by one, as illustrated by our Health Equity Bill of Rights. We must solve pervasive health inequities so people living with diabetes truly thrive—until there is a cure.

BECAUSE WE  
STAND GREATER  
THAN ADVERSITY

Our community looks to us for guidance amid uncertainty and for support in the face of tragedy. We pledge to be that anchor for people living with diabetes and those who love them. Always.



Janice Hwang, MD, MHS  
Endocrinologist at the  
Yale School of Medicine



# 40% of COVID-19 deaths had diabetes

## HEALTH EQUITY BILL OF RIGHTS

The current health pandemic and its disproportionate toll on minority, low-income, and historically underserved Americans shines a troubling light on historic, systemic inequities in American health care. It is time for health equity now.

The Health Equity Bill of Rights envisions a future without unjust health disparities. It ensures the 122 million Americans living with diabetes and prediabetes, along with the millions more who are at high risk for diabetes—no matter their race, income, ZIP code, age, education, or gender—get equal access to the most basic of human rights, their health.

### These rights include:

1. The right to access insulin and other drugs affordably.
2. The right to healthy food.
3. The right to insurance that covers diabetes management and future cures.
4. The right not to face stigma or discrimination.
5. The right to avoid preventable amputations.
6. The right to participate in clinical trials without fear.
7. The right to stop prediabetes from becoming diabetes.
8. The right to a built environment that does not put you at greater risk for getting diabetes.
9. The right to the latest medical advances.
10. The right to have your voice heard.





Senta K. Georgia, PhD  
Children's Hospital Los Angeles

# SCIENCE & HEALTH

## BECAUSE FACTS ARE GREATER THAN FEAR

Despite the challenges of 2020, science ultimately triumphed.

More than ever, our community needed accurate information to prevent and manage diabetes, stay safe, and thrive. For the millions of people living with and at risk for diabetes, and the health care professionals who treat them, the ADA is that source of trusted information.

## RESEARCH PROGRAMS

COVID-19 placed extraordinary demands on health care delivery and raised countless questions about the virus' effect on people with diabetes. That's why we launched a targeted research grant program in 2020, specifically to address the pandemic.

We rapidly mobilized to fund 10 research projects from a pool of 212 proposals, awarding up to \$100,000 for one-year grants starting July 1, 2020. The COVID-19 grants support basic, translational, and clinical studies that will be instrumental to better understanding the virus and its complications for those living with diabetes.

Meanwhile, the ADA continued to fund 227 grants representing outstanding research across all facets of diabetes. We also awarded two Cardiovascular-Metabolic Fellowships to Layla A. Abushamat, MD, of the University of Colorado and Jacquelyn M. Walejko, PhD, at Duke University. Their two-year awards, supported by Pfizer, began Jan. 1, 2021.

## CONNECTING THE WORLD

New in 2020, the ADA offered industry partners the opportunity to provide late-breaking scientific information to audiences who directly impact the treatment and management of diabetes. Our Curated Collections are co-branded, customized collections of the world-class Scientific Sessions presentations including symposia, mini symposia, and oral presentations.



Shuibing Chen, PhD  
Joan & Sanford I. Weill Medical  
College of Cornell University



## SCIENTIFIC SESSIONS

For the first time in the ADA's 80-year history, the Scientific Sessions was held online. From the official announcement on April 3, staff had 70 days to translate this revered, in-person meeting into an entirely virtual experience by mid-June. We rose to the challenge, upholding the ADA's reputation for offering the latest advances in diabetes research, treatment, and care, as well as host a prime setting for researchers and health care professionals to exchange ideas.

“This is not a watered-down version of the Scientific Sessions...it's the full meeting that was envisioned before COVID-19 struck.”

—Jose Florez, MD, PhD, Chair of the Scientific Sessions Planning Committee

### BY THE NUMBERS

**12,700+**  
professionals

**850+**  
presentations

**238**  
sessions, special lectures,  
and addresses

**2,409**  
published abstracts

More than 99% of surveyed attendees believed the program was independent, balanced, objective, and scientifically rigorous.

Nearly 91% said the content gave them the necessary knowledge to enhance their clinical or research practice.



## PROFESSIONAL ENGAGEMENT

The pandemic challenged the ADA to connect with health care professionals in new ways. Across the board, our professional engagement programs pivoted to deliver an innovative virtual experience.

- The newly minted COVID-19 Professional Leadership Team hosted nearly 20 webinars for professionals around the world as the pandemic evolved. More than 4,000 attendees participated in the live events, and the corresponding podcasts have been downloaded nearly 56,000 times.
- Our Professional Membership Interest Groups hosted 15 webinars and professional development programs to grow relationships, foster knowledge, and share research updates throughout the year.
- The Focus on Fellows program met every other week from June through November. A total of 230 endocrine fellows participated in 22 interactive sessions focused on practical issues such as resumes, career paths, and work-life balance.
- Under the banner of the Know Diabetes by Heart™ and Focus on Diabetes™ initiatives, we launched digital pocket guides, podcasts, webinars, and other continuing education (CE) and non-CE professional education activities.

## EDUCATION RECOGNITION PROGRAM (ERP)

The pandemic did not dampen the need for diabetes self-management education and support (DSMES) services, as organizations continued to apply for the ADA's coveted ERP. We maintained 1,500 ERP programs and awarded recognition to 50 new ones in 2020. This included adding the fourth National Virtual Recognition for the U.S. Departments of Veteran Affairs and Defense, which will offer DSMES services to all members of the military and their dependents nationwide.

We also introduced ERP University, a series of webinars providing practical solutions for each of the DSMES National Standards. ERP University is only available to ADA-recognized programs and has been in high demand since launching in September 2020.



## BETTER CHOICES FOR LIFE

Many consumer products and services make health claims, including preventing, managing, or even reversing diabetes. In 2020 we unveiled Better Choices for Life to inform consumers' everyday purchases. The program brings science- and evidence-based approaches, including elements of the *Standards of Medical Care in Diabetes*, to consumers to help guide their life decisions and provide a simple way to identify products and services that are suitable for people with or at risk for diabetes.

## DIABETES FOOD HUB™

In 2020, nearly 40,000 new people registered for our Diabetes Food Hub platform—part recipe database, part grocery list builder, part meal planner, and 100% backed by our nutrition expertise. Its newsletter now reaches over 330,000 subscribers with healthy recipes, cooking tips, and special content to help people cook more meals at home and shop safely during lockdowns and quarantine.

## DIABETES INSIDE

Despite COVID-19's impact on health care systems, Diabetes INSIDE continued to expand its regional collaboration of stakeholders in the Greater Philadelphia and mid-Atlantic regions and improve care for people with diabetes and cardiovascular disease. Our network of partners now supports community health interventions that target high-risk African American and Latino populations. Diabetes INSIDE has collected and analyzed data on over 300,000 patients over several million visits to identify trends and gaps in care and to monitor for change as we facilitate improvement projects across a wide range of clinical challenges. We are also initiating an expansion plan to launch Diabetes INSIDE in new markets, with a focus on Chicago.

## NATIONAL DIABETES PREVENTION PROGRAM (NATIONAL DPP)

True to our mission, the ADA continued to help Americans prevent or delay type 2 diabetes through our cooperative agreement with the Centers for Disease Control and Prevention (CDC). In 2020, our National DPP affiliate sites enrolled 929 participants in this proven lifestyle change program. Due to the pandemic, 37 of the 70 new cohorts and 64 cohorts who were currently in progress were conducted or transitioned to distance-learning classes. Of the National DPP participants who completed core sessions and at least one core maintenance session, 95% lost weight and nearly half met the goal of losing at least 5% of their starting body weight.

## 2020 COVID-19 RESEARCH AWARDEES

- Understanding immune and clinical causes of diabetes-related risk in COVID-19—Carla J. Greenbaum, MD
- Colchicine/statins for the prevention of COVID-19 complications in patients with diabetes (colstat-dm) trial—Alexandra Lansky, MD
- Determine the impact of COVID-19 infection on human pancreatic endocrine cells—Shuibing Chen, PhD
- Investigating beta cell survival, function, and metabolism during the pathogenesis of COVID-19—Senta K. Georgia, PhD
- Prognostic biomarkers for severity of disease in COVID-19 and metabolic syndrome—Joshua L. Denson, MD
- Metabolic contributions to multiple organ failure in diabetic patients with COVID-19—Michael David Maile, MD
- COVID-19: role of adipose tissue—Tracey Lynn McLaughlin, MD
- Characterize the host immune responses in subjects with or without COVID-19 and/or diabetes—Zhi Q. Yao, MD, PhD
- Using genetics to identify causal cardiometabolic risk factors of COVID-19 severity and diabetes-related complications in COVID-19—Aaron S. Leong, MD, MSc
- Role of sex, metabolic disease, and inflammation in COVID-19 severity—Franck Mauvais-Jarvis, MD, PhD



# PROFESSIONAL PUBLICATIONS

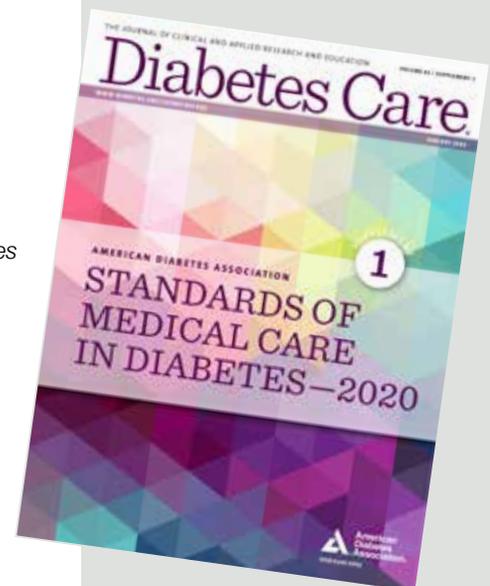
BECAUSE KNOWLEDGE IS GREATER WHEN SHARED

Our renowned publications put cutting-edge research on the prevention, care, and treatment of diabetes and its complications into the hands of thousands of health care professionals. In addition to the annual *Standards of Care*, this year we published several important reports:

- *Diabetes Self-Management Education and Support in Adults With Type 2 Diabetes: A Consensus Report* of the American Diabetes Association, the Association of Diabetes Care & Education Specialists, the Academy of Nutrition and Dietetics, the American Academy of Family Physicians, the American Academy of PAs, the American Association of Nurse Practitioners, and the American Pharmacists Association (June 2020)
- *Cost-Effectiveness of High-Risk Population-Based and Whole Population-Based Approaches for Preventing Type 2 Diabetes Among Adults: A scientific review* (July 2020)
- *Cost-Effectiveness of Interventions to Manage Diabetes: Has the evidence changed since 2008?* (July 2020)
- *Social Determinants of Health and Diabetes: A scientific review* (November 2020)

## THE GOLD STANDARD

As always, the *Standards of Medical Care in Diabetes—2021* is available online and in print. We also offer an abridged version for primary care providers, an interactive app, plus CE webcasts and a slide deck for professional use.



## PROFESSIONAL JOURNALS

We reached more than 40,000 health care professionals in 2020 through our scientific and medical journals: *Diabetes*®, *Diabetes Care*®, *Clinical Diabetes*®, and *Diabetes Spectrum*®. In total, our journals received more than 12 million visits and 25 million page views at diabetesjournals.org, and ADA-published studies were cited more than 130,000 times (a 5% increase over 2019).

## HIGHER IMPACT

In 2020, *Diabetes Care* achieved the highest impact factor ever recorded for an ADA journal—16.02. *Diabetes Care* and *Diabetes* are consistently ranked as the top two journals devoted to diabetes research, ranking second and third among the 145 journals in the field of endocrinology and metabolism, according to Eigenfactor statistics.

## SPECIAL EDITIONS

ADA journals published several special article collections and compendia in 2020, including:

- *Diagnosis and Management of Diabetic Foot Infections (January 2020)*
- *Nonalcoholic Fatty Liver Disease in Diabetes (February 2020)*
- *Person-Centered, Outcomes-Driven Treatment: A New Paradigm for Type 2 Diabetes in Primary Care (April 2020)*
- *COVID-19 and Diabetes (May 2020)*
- *The Role of Blood Glucose Monitoring in Diabetes Management (October 2020)*
- *Diabetes Technology in Primary Care (December 2020)*



### TUNE IN

The ADA's podcast for busy health care professionals, *Diabetes Core Update*, discusses how the latest research and information published in our journals are relevant to today's clinical practice. In addition to monthly episodes, in 2020 we produced themed podcast series on topics including therapeutic inertia, influenza, SGLT-2 inhibitors, and COVID-19.

*Diabetes Core Update* podcasts are free! Find them through Apple Podcasts, Google Play, RSS feed, or at diabetesjournals.org.



# STRATEGIC HEALTH INITIATIVES

## BECAUSE ACTION IS GREATER THAN ACCEPTANCE

To help people with diabetes thrive, we must combine big-picture thinking with laser-focused energy to address the most prevalent comorbidities associated with diabetes.

### KNOW DIABETES BY HEART

Know Diabetes by Heart is our landmark partnership with the American Heart Association® to reduce cardiovascular deaths, heart attacks, heart failure, and strokes in people with type 2 diabetes. This initiative focuses on improving outcomes through a long-term consumer activation campaign, quality and systems improvement efforts, professional resources and education, and patient resources and support.

With Know Diabetes by Heart, we're driving important conversations between people with type 2 and their health care teams. In 2020 we:

- Launched a campaign and companion website to reach Spanish-speaking audiences in culturally relevant ways.
- Recruited 10 community-based organizations to deliver DSMES services in high-need areas.
- Developed more than 25 new patient education materials, including content to address COVID-19 and chronic kidney disease.
- Awarded the inaugural Target: Type 2 Diabetes Recognition to 934 hospitals and 205 outpatient clinics that met core performance metrics.
- Secured over 1.09 billion media impressions, driving awareness of the link between type 2 diabetes and cardiovascular disease.

Spokespeople and their champions who share personal stories of life with type 2 diabetes and heart disease/stroke.



### TAKING IT TO HEART

89%

of Know Diabetes by Heart website visitors reported taking at least one action to improve their health, such as exercising more.

14%

of people who attended our Ask the Expert events enrolled in DSMES services for the first time.

*“I saved myself. I’m living now because of the little choices I made—to live.”*

—Lupe B., Know Diabetes by Heart Ambassador

Learn more at [knowdiabetesbyheart.org](https://knowdiabetesbyheart.org) and [diabetesdecorazon.org](https://diabetesdecorazon.org).

## FOCUS ON DIABETES (FOD)

May 2020 marked the official launch of FOD, a multi-year initiative to increase awareness about the often-overlooked connection between diabetes and eye health. FOD stresses the importance of getting an annual comprehensive eye exam for the early detection, intervention, and prevention of diabetes-related eye disease and vision loss.

For Healthy Vision Month in May, FOD brought together vision care industry leaders, top medical professionals, and patient champions for a 90-minute virtual event with over 100 attendees. Year-round, the initiative's new microsite serves as a hub of information and resources for health care professionals and people living with diabetes to learn more about managing their eye health and diabetes.

We welcome and thank VSP® Vision Care and Regeneron Pharmaceuticals as our Visionary Partners of this initiative.

**Learn more at [eyehealth.diabetes.org](https://eyehealth.diabetes.org).**

## OVERCOMING THERAPEUTIC INERTIA (OTI)

The average A1C for people with diabetes has remained unchanged last 20 years, despite advances in technology, education, and treatments. The root of this problem is therapeutic inertia, which is defined as a delay in starting or intensifying therapy when it's appropriate to do so.

If we can overcome therapeutic inertia and manage blood sugar (blood glucose) levels early in a person's diabetes journey, it will lead to better long-term outcomes and reduce their chances of developing complications.

Started in 2018, our OTI initiative marks an ambitious paradigm shift in type 2 diabetes care as we seek to better understand and address the factors that contribute to therapeutic inertia in diabetes care—and help people with type 2 live longer, healthier lives.

The OTI education and awareness campaign got underway in 2020 with a six-module curriculum and other materials for clinicians and their patients. An average of 832 health care professionals registered for each of the corresponding educational webinars. The videos, fact sheets, self-assessments, conversation guides, and other tools provide practical strategies and tips for identifying and overcoming therapeutic inertia in primary care.

**Learn more at [therapeuticinertia.diabetes.org](https://therapeuticinertia.diabetes.org).**

### IN ALLIANCE

We have formed OTI alliance partnerships with:

- AMGA (formerly the American Medical Group Association)
- American Association of Nurse Practitioners (AANP)
- American Association of Physician Assistants (AAPA)
- American College of Osteopathic Family Physicians (ACOFFP)
- American Pharmacists Association (APhA)
- American Society for Health-System Pharmacists (ASHP)
- Association of Diabetes Care and Education Specialists (ADCES)





# GOVERNMENT AFFAIRS & ADVOCACY

## BECAUSE SPEAKING IS GREATER THAN SILENCE

It's never been more important to make our voices heard. Amid the global pandemic, the ADA sharpened our advocacy focus to one important goal: ensuring that the diabetes community could not only live safely, but live well.

Our work aimed to improve health equity and care for people with diabetes and prediabetes, particularly in the communities of color hit hardest by both diabetes and COVID-19.

### OUR VOICES, UNITED

The ADA's Diabetes Advocates—more than 500,000 of them—are the heart of our grassroots efforts. At the local, state, and federal levels, they speak up for key policies that support people affected by diabetes. In 2020, we also kicked off an ADA Influencers group to provide high-impact engagement opportunities.

In any other year, our Advocates would be visiting Washington, D.C. and state capitals to meet with elected officials. We took those meetings online in 2020, holding eight virtual congressional townhalls where our Advocates could engage with their senators and representatives safely.

We also launched our new digital Communication & Engagement Platform to help volunteers make their voices heard. Our Advocates used the platform to generate nearly 50,000 messages to congressional and state policymakers in support of COVID-19 relief legislation, health equity, affordable insulin, research funding, and other critical issues facing the diabetes community.

### EQUITY > PREJUDICE

Communities with the highest diabetes incidence also have the fewest resources to stay healthy. That's why we need to ensure all Americans with or at risk for diabetes have what they need to lead healthy lives. This is our call for #HealthEquityNow.



## COVID-19 ADVOCACY

The ADA is the loudest voice in the room when it comes to pushing for diabetes funding. In fiscal year 2021, we secured \$2.6 billion in such funding, an increase of more than \$60 million over 2020.

Then there were the resources so desperately needed to fight COVID-19. We secured \$22.4 billion for testing and contact tracing and \$8.75 billion for CDC vaccine distribution and infrastructure, money that went directly to states. Portions of these funds were targeted to high-risk and medically underserved areas and communities of color most affected by the pandemic.

We also worked with CMS so seniors with diabetes could access important diabetes management tools without having to see a doctor in person and risk exposure to COVID-19. Because of our advocacy, CMS changed several Medicare policies during the COVID-19 pandemic, including waiving in-person visit requirements for coverage of insulin pumps and continuous glucose monitors (CGMs), permanently waiving Medicare's blood sugar testing requirement for CGM coverage, and allowing seniors to use audio-only telehealth services. We also submitted comments to CMS and led a group of diabetes organizations in aligning on a proposed rule that would cut reimbursement for certain CGMs.

The ADA also led 43 other patient organizations in urging insurance companies to continue covering patient out-of-pocket expenses for certain telehealth visits for the duration of the pandemic.



## ON A ROLL IN THE STATES

The ADA secured 98 state-level legislative wins in 2020, achieving greater health equity from coast to coast. These victories improved access to affordable and adequate health care, food and nutrition policies, and diabetes prevention programs for a total of over 28.6 million Americans, a 30% increase over the previous year.



## MAKING INSULIN AFFORDABLE

Insulin is essential to life, and the ADA has led the way to lower costs and increased access to this medication. We helped launch the Medicare Part D Senior Savings Model that caps insulin at \$35 per 30-day supply. The model became effective Jan. 1, 2021, a welcome relief for the more than 3.3 million Medicare beneficiaries who rely on insulin to treat their diabetes.

We endorsed federal legislation to make insulin available to Medicare beneficiaries with no out-of-pocket costs during the public health emergency. We also sponsored or supported insulin co-pay caps that were approved in 13 states. These laws address insulin affordability by limiting monthly cost-sharing for this lifesaving medication.

## DISMANTLING DISCRIMINATION

For nearly two decades, the ADA's unique legal advocacy program has knocked down blanket bans and other unfair policies that discriminate against people with diabetes at work, at school, and in daily life. In 2020, that also meant working to ensure those with diabetes could vote safely in their elections, with options that protected them from unnecessary exposure to COVID-19. Our team also broke barriers with the Federal Aviation Administration (FAA) to allow commercial pilots with insulin-treated diabetes to fly for the first time.

We also received a prestigious Sharecare Award (Diabetes category) for our Safe at School® program, which ensures that children with diabetes get the care they need at schools and daycare centers.



# CAMP & PROJECT POWER

## BECAUSE THRIVING IS GREATER THAN SURVIVING

Children with diabetes and their families walk a tightrope to keep blood sugar levels not too low and not too high. This 24/7 endeavor doesn't stop for a pandemic.

When the world went virtual, so did our youth programming. ADA Imagine Camp was born in time for summer—connecting kids with diabetes to adventure, education, mentorship, and each other.

Now a year-round program, ADA Imagine Camp facilitates an at-home, virtual experience for children, their caregivers, and their families. Kids from all 50 U.S. states and internationally from Canada, China, Ireland, New Zealand, South Africa, and the United Kingdom joined us in 2020.

Like our in-person programming, ADA Imagine Camp imparts tips and tools for living well with diabetes, reduces feelings of isolation, improves confidence and independence in diabetes management, and fosters lifelong friendships. To fuel the fun, we delivered packages to each camper's home containing a traditional camp T-shirt, giveaways from our sponsors, and an activity journal.

ADA Imagine Camp fully harnessed the power of social media to capture and share photos, videos, and other content—opening campers' eyes to a world where you can do anything when you live with diabetes. Of campers assessed:

- One-third increased their knowledge of proper diabetes management including when to check blood sugar, counting carbohydrates, and the effect of exercise on blood sugar.
- Meanwhile, 40% increased their confidence in trying new methods of diabetes management.
- Feelings of loneliness decreased among 23% of campers.

### CAMP COUNTS

2,912  
campers

41%  
first-time campers

147  
volunteer counselors

856  
Zoom meetings

\$0  
cost to each participant—  
ADA Imagine Camp is fully  
subsidized!



## IN IT TOGETHER

ADA Imagine Camp would not be possible without the dedication and enthusiasm of our partner organizations, who help provide resources, training materials, support groups, video content, and more:

- Beyond Type 1
- College Diabetes Network
- Riding On Insulin
- Children With Diabetes—Moms of Friends for Life



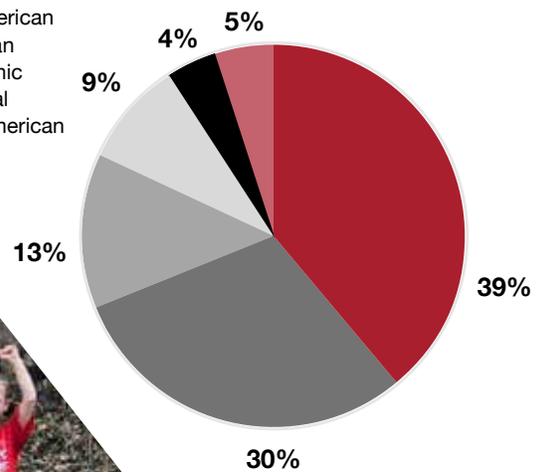
## PROJECT POWER

Project Power is the ADA's initiative to slow the trajectory of childhood obesity and ultimately prevent type 2 diabetes and its complications. Created for elementary and middle school-aged youths, Project Power's evidenced-based curriculum is built on three pillars: nutrition education, fitness education, and family engagement. In fall 2020, we delivered Project Power as a virtual after-school program to 1,465 participants, at no cost to families.



## PROJECT POWER DEMOGRAPHICS

- Black/African American
- White/Caucasian
- Latino/Hispanic
- Multi-Racial
- Asian American
- Other



## PROVEN OUTCOMES

Project Power assessments showed improvements across all knowledge areas, including:

- 33% of participants were more confident in their ability to choose healthy snacks and exercise regularly.
- 16% increased their physical activity to the recommended five-plus days/week, ate more fruits and vegetables, and drank more water.

Prevention is critical for confronting the diabetes crisis. With Project Power, we are helping kids develop healthy habits that will shape their lives as adults.



# AMERICAN DIABETES MONTH

## WE STAND GREATER THAN DIABETES

From the nonstop bad news to the bleak forecasts, everything about 2020 seemed to conspire against us. People living with diabetes—and those who love them—felt powerless, afraid, and small.

That's why we embraced a message of hope for American Diabetes Month® (ADM) in November. We sought to empower one another, regardless of background or circumstance, to conquer diabetes and all that comes with it.

*We Stand Greater Than* became a powerful theme for encouraging action:

### **Equity > Prejudice**

Holding elected officials accountable for health equity

### **Speaking > Silence**

Expanding COVID-19 care

### **Thriving > Surviving**

Embracing diabetes wellness and management

### **Advancement > Acceptance**

Donating to make a difference





## CAMPAIGN REACH

16M+  
Social media impressions

430  
Articles for a total audience of 127 million+

2,500  
Average virtual event attendance

National Strategic Partner CVS Pharmacy® returned as a proud sponsor for the ADM campaign, which integrated organic, paid, partner, and influencer marketing strategies to build awareness. Throughout the month we hosted eight virtual events with our partners in the diabetes space, such as a cooking demo with JDRF and a live concert featuring some of our favorite musical artists.

The ADM microsite at [diabetes.org/greaterthan](https://diabetes.org/greaterthan) earned 232.5K pageviews, accounting for 10.2% of all website traffic to [diabetes.org](https://diabetes.org) in the month of November. More than 60% of this traffic came from social media.

United by a common purpose, we demonstrated that tomorrow can be greater than today.

### FOR YOUR EYES ONLY

Our Nov. 10, 2020, event on eye health, featuring Chief Scientific & Medical Officer Dr. Robert A. Gabbay and Dr. Emily Chew of the National Eye Institute (NEI), was our most-engaging Facebook Live of the year with more than 6,400 views.

# CORPORATE ALLIANCES & STRATEGIC PARTNERS

(HEALTH CARE, CONSUMER, RETAIL, AND ENTERPRISE)

## ***Because Together, We Stand Greater Than Diabetes***

Our corporate supporters help us advance our mission and accelerate our impact. This year and always, we thank them for working with us to conquer diabetes.

### **CORPORATE RECOGNITION PROGRAM**

We are pleased to recognize our Banting Circle Elite, Banting Circle, National Strategic Partners, and National Sponsors for their ongoing support.

### **BANTING CIRCLE SUPPORTERS**

Companies that make medicines and devices to help people live with diabetes are recognized for their cumulative annual support. Our highest level of recognition, Banting Circle Elite, honors companies that have given \$1 million or more.

### **BANTING CIRCLE ELITE COMPANIES**

(\$1 million+)

- Abbott Diabetes Care
- AstraZeneca Pharmaceuticals LP
- Eli Lilly and Company
- Novo Nordisk, Inc.
- Regeneron Pharmaceuticals, Inc.

### **BANTING CIRCLE COMPANIES**

(\$500,000–\$999,999)

- Bayer Healthcare
- Dexcom, Inc.
- Merck
- Pfizer Inc.
- Sanofi S.A.

### **NATIONAL STRATEGIC PARTNERS**

(\$500,000–\$1 million+)

Consumer product companies who support the ADA at our highest level of sponsor commitment represent our National Strategic Partners.

- Baxter International, Inc.
- CVS Pharmacy
- DaVita, Inc.
- VSP Vision Care

### **NATIONAL SPONSORS**

(\$150,000–\$499,999)

Our National Sponsors support the ADA with an annual financial commitment of at least \$150,000 and conduct promotional activities to help raise awareness about the seriousness of diabetes.

- Ascensia Diabetes Care
- Blue Cross Blue Shield of Illinois
- Cardiovascular Systems, Inc.
- Cintas Corporation
- Core Scientific
- LifeScan, Inc.
- Medtronic Diabetes
- Mid-States Recycling & Refining
- Sun Life
- Walgreens Co.

### **PARTNERS IN GOOD HEALTH**

For many years, National Strategic Partner CVS Pharmacy and the ADA have worked collaboratively toward our common goals of preventing diabetes and improving the lives of people impacted by diabetes. This includes enhancing consumer solutions for living well with diabetes and encouraging people to learn their risk for type 2. The ADA's educational resources are distributed via CVS's HealthHUB stores and Project Health initiative.

In 2020, CVS was also recognized as a proud national sponsor of our ADM campaign, *We Stand Greater Than*, bolstering its message of hope and empowerment.

# DEVELOPMENT

(MAJOR GIFTS, ESTATES, AND PLANNED GIVING)

## *Because Giving is Greater Than Acceptance*

The ADA has always depended on donor support to save and change the lives of people impacted by diabetes. This was especially true in 2020.

Because our committed donors rose to the challenge, we remained a steadfast resource for the diabetes community amid an ever-changing landscape. Our donors contributed to specific innovations, such as ADA Imagine Camp and COVID-19 research grants, while also trusting us with increased contributions to our general operating fund, so we could use the gifts where they were needed most.

In 2020, we received \$76.9 million from outright donations and realized estate gifts to fund local and national programs that impact people with diabetes. Estate revenue accounted for \$19.8 million, while \$8.7 million was contributed through the ADA's special events, which were conducted virtually from mid-March onward. Our major gift officers shepherded 158 individual gifts for a total of \$2.6 million.

The ADA also earned 84 new planned giving commitments, a 28% increase over 2019. These bequests account for a projected \$4.62 million in future revenue. Additional planned gifts were secured through our ongoing partnership with FreeWill.com, a resource that allows people to create simple wills online for free and provides wording for charitable inclusions.

Donors can also cement their legacy by designating the ADA as a beneficiary of their retirement assets. As tax laws eliminated required minimum distributions for individual retirement accounts (IRAs) in 2020, we saw the mean IRA qualified charitable distribution gift size increase from \$125 to \$200.

To express our gratitude, the ADA invited our most thoughtful donors, the 1940 Leadership Giving Society and the Summit Circle members, to attend special ADA Imagine Camp virtual VIP sessions and the virtual 80th Scientific Sessions to see and feel the impact of their generosity firsthand. Members of the 1940 Society and Summit Circle also attended virtual events that benefited local initiatives, so they could witness their gifts in action within their own communities.

**\$76.9M**  
total donations received

**\$19.8M**  
in realized estate gifts

**\$8.7M**  
from special events

**\$2.6M**  
in major gifts



## THE POWER OF SOCIAL MEDIA

Facebook continues to be a major source of individual and peer-to-peer fundraising, accounting for more than \$2 million in 2020. Supporters donated on Facebook to mark birthdays, dia-versarys, ADM, and more.

# MESSAGE FROM THE SECRETARY/TREASURER



During 2020, COVID-19 had a huge negative financial impact on the world. The ADA reacted to the pandemic very quickly and we were able to pivot by transitioning from live events to virtual events, by applying for sponsorships and grants to support people impacted by the pandemic, and by securing a Paycheck Protection Program loan to ensure our financial stability. We also made tough expense reductions to ensure the ADA thrived despite the anticipated decrease in revenue.

The ADA raised \$122.3 million, including initial funding for Health Equity Now, our multi-year initiative that envisions a future without unjust health disparities. Our expenses totaled \$108.6 million, 70% of which went directly toward our mission: to prevent and cure diabetes and to improve the lives of all people affected by diabetes. Included in these expenses was \$1 million in new research grants that explored the impact of COVID-19 on people with diabetes. Additionally, the ADA continued to support our mission through core and Pathway research, professional education, youth camps, prevention programs, advocacy, and more.

As a result of the ADA's financial discipline we were able to achieve a positive net income (\$13.6 million) for the third consecutive year, allowing us to rebuild some of our cash reserves and ensuring we can continue to invest in innovative programs and projects that meet the needs of the people we serve.

Thank you to our donors, sponsors, volunteers, and other stakeholders for believing in the ADA. Your donations, time, and expertise make our work possible. Together, we're Connected for Life.

A handwritten signature in black ink that reads "MPC Clark".

Martha Parry Clark, MBA  
Secretary/Treasurer

# FINANCIALS

## FINANCIAL HIGHLIGHTS DECEMBER 31, 2020

(in thousands)

### Assets

Cash and Investments	\$86,361
Accounts Receivable, Net	14,405
Contributions Receivable, Net	43,692
Fixed Assets, Net	8,375
Other Assets	2,963
<b>Total Assets</b>	<b>\$155,796</b>

### Liabilities

Accounts Payable and Accrued Liabilities	\$21,412
Bank Line of Credit	10,000
Refundable Advance	8,322
Research Grant Payable	3,576
Deferred Revenues	6,340
<b>Total Liabilities</b>	<b>\$49,650</b>

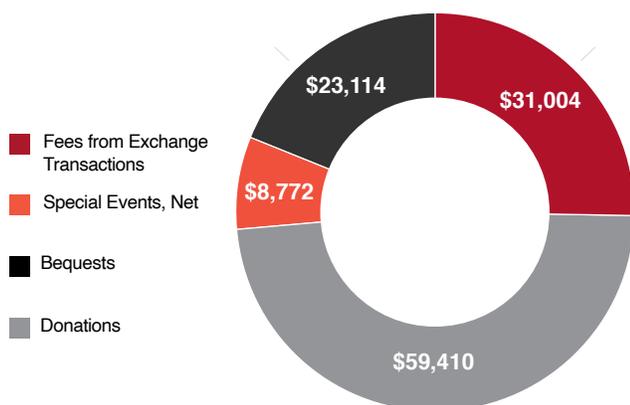
### Net Assets

Net Assets Without Donor Restrictions	\$12,103
Net Assets With Donor Restrictions	94,043
<b>Total Net Assets</b>	<b>\$106,146</b>

<b>Total Liabilities and Net Assets</b>	<b>\$155,796</b>
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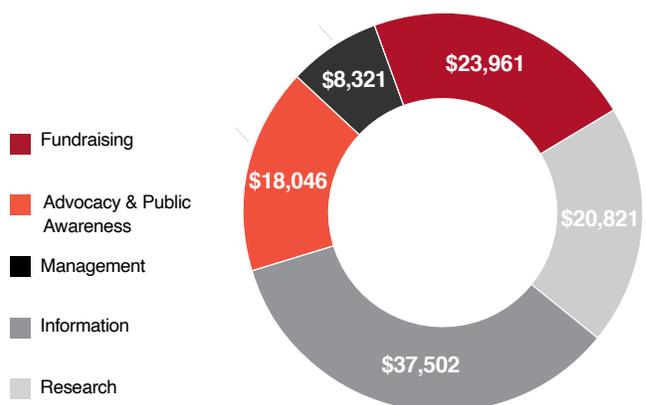
## PUBLIC SUPPORT AND OTHER REVENUE

(in thousands)



## EXPENSES

(in thousands)



# 2020 OFFICERS



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**CHAIR OF THE BOARD**  
Chief Executive Officer | BLUE LANCE | Houston, TX



**MARTHA PARRY CLARK** | MBA  
**SECRETARY/TREASURER**  
Board Member | Project Redwood | San Francisco, CA



**MARY DE GROOT** | PhD  
**PRESIDENT, HEALTH CARE & EDUCATION**  
Associate Professor | Associate Director | Diabetes Translational  
Research Center | Indiana University | Indianapolis, IN



**ROBERT H. ECKEL** | MD  
**PRESIDENT, MEDICINE & SCIENCE**  
Professor of Medicine Emeritus with appointments in the Division of  
Endocrinology, Metabolism and Diabetes and the Division of Cardiology |  
University of Colorado School of Medicine, Anschutz Medical Campus |  
Division of Endocrinology, Metabolism and Diabetes | Aurora, CO



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American Diabetes Association | Arlington, VA

# 2020 BOARD OF DIRECTORS

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Program Director | MedStar Health Diabetes Institute |  
Washington, DC



Right now, everything seems to be conspiring to make us feel powerless, afraid, and small. We're being suffocated by a non-stop flood of bad news, bleak forecasts, and unrelenting heartbreak. And we're frankly sick of it.

So, let's bring a message of hope. Let's hit a note of empowerment that will resonate with everyone—no matter which type, or what background or circumstance. Together, we can conquer diabetes and everything that comes with it. We will not back down. **We Stand Greater Than.**



## STAYING CONNECTED



American Diabetes Association  
[facebook.com/american diabetes association](https://www.facebook.com/american diabetes association)  
[facebook.com/diabetespro](https://www.facebook.com/diabetespro)

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[twitter.com/ada\\_diabetespro](https://twitter.com/ada_diabetespro)

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American Diabetes Association  
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American Diabetes Association  
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**we stand  
greater than**

