



ANNUAL REPORT 2021

THE
BIG
STEP
UP



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OUR VISION

LIFE FREE OF
DIABETES AND ALL
ITS BURDENS.

OUR MISSION

TO PREVENT AND
CURE DIABETES
AND TO IMPROVE
THE LIVES OF ALL
PEOPLE AFFECTED BY
DIABETES.

A MESSAGE FROM THE CEO

If 2020 was the year that upended life as we knew it, then 2021 was the year we took a deep breath and asked: Where do we go from here?

The devastating effects of COVID-19, coupled with the national spotlight on health disparities, has only heightened awareness of the diabetes epidemic—and how it must be stopped. With more than 80 years of leadership behind us, we at the American Diabetes Association® (ADA) were determined to be what people with diabetes needed today. We remained committed to advancing diabetes research, sharing trusted information for living well, raising our collective voice in the halls of government, and uniting the diabetes community when we couldn't be together in person.

The ADA's approach was to remain steady yet swift, decisive yet innovative—and do the most good for those affected by this disease. And in many ways, this year was The Big Step Up for our mission. Among our 2021 accomplishments:

- We learned much more about the intersection of diabetes and COVID-19, thanks to the \$1 million we invested in research at the start of the pandemic.
- We engaged thousands of diabetes care professionals across the globe through our virtual events, online publications, and other educational resources.
- We launched two strategic health initiatives, Making Diabetes Technology Work and Time in Range, to enhance patient access to cutting-edge devices, data, and approaches to self-management.
- We helped pass the first-ever national insulin co-pay cap in the U.S. House of Representatives, which stands to limit the cost of this lifesaving drug to \$35 a month.

- We fiercely advocated for people with type 1 and type 2 diabetes to receive priority access to the COVID-19 vaccines and booster shots.
- We hosted ADA Imagine Camp entirely online so young campers with diabetes could still enjoy this transformative experience.
- We honored the 30th anniversary of our Signature Events, Tour de Cure® and Step Out: Walk to Stop Diabetes®.
- We launched a public awareness campaign to honor the life-changing impact of insulin on diabetes management since its discovery in 1921, and commemorate a century of pioneers and progress.

Keep reading to learn more about what the ADA accomplished in 2021.

We extend our deepest thanks to our donors, partners, staff, and other supporters who demonstrated such remarkable resilience and perseverance—traits all too familiar to the 133 million Americans living with diabetes and prediabetes. One needn't look far to find inspiration and be reminded of why we lead the fight against this disease.

The pandemic may soon become endemic, but other challenges yet imagined will inevitably cross our path. No matter what the future holds, the ADA will continue to be there when the diabetes community needs us most, and in the ways you need us most.

That's what it means to be Connected for Life®



A handwritten signature in black ink that reads "Charles D Henderson". The signature is written in a cursive, flowing style.

CHARLES "CHUCK" HENDERSON
CHIEF EXECUTIVE OFFICER

**A BIG
STEP**
Toward
Better
Outcomes

SCIENCE & HEALTH

SCIENTIFIC STUDY IS THE PURSUIT OF THE NEXT BIG STEP.

In the world of diabetes research, each discovery helps us better understand the mechanisms of this disease and its complications, getting us closer to more effective prevention, better treatments, and a cure.

Since 1952, the ADA has been a stalwart for diabetes research, funding thousands of studies by brilliant scientists. We publish the latest findings, disseminate best practices to health care professionals, and lead innovative patient education campaigns—all to change the course of diabetes.

The COVID-19 pandemic, with its dangerous implications for people with diabetes, has only heightened the need for the ADA's expertise. Our work continued in 2021 as we sustained existing initiatives and embarked on exciting new science and health programs, ever dedicated to creating a better future for people affected by this disease.

HERE'S SOME OF WHAT WE'VE LEARNED ABOUT DIABETES AND COVID-19:

- COVID-19 can infect and damage insulin-producing beta cells, causing them to produce significantly less insulin and more glucagon. This could account for higher rates of diabetes diagnoses among people infected with COVID-19. (Dr. Shuibing Chen, Weill Cornell Medicine)
- When delivered to the nose and throat of an animal model, COVID-19 could later be found in the beta cells of the pancreas. These beta cells appeared to show the hallmarks of stress seen in the pancreases of people with type 2 diabetes. (Dr. Senta Georgia, Children's Hospital Los Angeles)
- Individuals with metabolic syndrome (of which diabetes is one factor) were 3.4 times more likely to die from COVID-19 and nearly five times more likely to be admitted to an ICU, need a ventilator, or develop acute respiratory distress syndrome. These findings suggest that the underlying inflammation seen with metabolic syndrome

may be the driver that leads to more severe cases of COVID-19. (Dr. Joshua Denson, Tulane University)

- In a laboratory setting, COVID-19 can directly infect fat and associated immune cells, eliciting a dramatic inflammatory response. This work tells us that the more fat cells a person has, the more of a reservoir the virus has to multiply, which could explain why people with obesity are at higher risk of severe illness and death from COVID-19. (Dr. Tracey McLaughlin, Stanford University)

While we have much more work ahead of us, these findings have opened important new avenues of research and helped identify potential therapeutic strategies—which could ultimately reduce the burden of COVID-19 in people with obesity and diabetes.

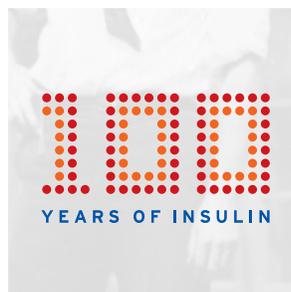


CELEBRATING 100 YEARS OF INSULIN

The 100 Years of Insulin campaign, Let's Talk About Insulin, highlights the life-changing impact of insulin on diabetes management since it was discovered in 1921—giving people with type 1 and type 2 diabetes who need it the opportunity to live and thrive. The public awareness campaign focused on the number 100 to talk about insulin, a cause to celebrate, a platform to advocate, and a reason to do more to improve the lives of people with diabetes.

The campaign officially launched during the ADA's 81st Scientific Sessions with a press conference, #Insulin100 – A Medical Marvel: Let's Talk Insulin Past, Present, and Future. Throughout the year, we worked with partner organizations and our sponsors gathering stories. The campaign had a social reach over 230,000 with more than 10,000 engagements and 46,500 video views.

We want to thank the countless researchers, physicians, scientists, educators, advocates, investigators, and people living with diabetes who have helped promote the health of millions of people around the world. Special thank you to Sanofi, Medtronic, BD, and Novo Nordisk along with Children with Diabetes, College Diabetes Network, Diabetes Sisters, and Insulin for Life for collaborating with us on this campaign.



RESEARCH PROGRAMS

The ADA's research program is centered around strategic, mission-critical projects that target the biggest issues in diabetes prevention and care. This refocused research strategy allows us to respond swiftly and decisively to the pressing needs of the diabetes research community.

For example, as the COVID-19 pandemic began to circle the globe in early 2020, we invested \$1 million to investigate the link between COVID-19 and diabetes. Our strategy bore its first fruit in 2021 as these 10 research projects began to paint a clearer picture of why people with obesity and diabetes are at higher risk for hospitalization, serious outcomes, and death from the virus.

DISMANTLING HEALTH DISPARITIES

For 2021, we prioritized action-oriented research around health disparities, awarding funds to 11 projects including research on engaging grandmothers in care, using texting to improve diabetes management among people experiencing homelessness, and culinary education as a means for diabetes education.

“Having just celebrated the 100th anniversary of the discovery of insulin, we are all reminded of the critical role of research in improving the lives of people affected by diabetes.”

—Robert A. Gabbay, MD, PhD,
Chief Scientific & Medical Officer



For more information, view our 2021 Annual Research Report.

THE 81ST SCIENTIFIC SESSIONS BY THE NUMBERS:

11,685

TOTAL
ATTENDEES

119

COUNTRIES
REPRESENTED

191

EDUCATIONAL
SESSIONS

850+

PRESENTERS

1,489

PUBLISHED
ABSTRACTS

1,098

E-POSTER
PRESENTATIONS

SCIENTIFIC SESSIONS

The ADA's Scientific Sessions is the biggest diabetes event of the year—and now it's more accessible than ever to the global community of professionals who have dedicated their life's work to preventing and treating diabetes.

For the second time in a row, we conducted the five-day conference completely online. Whether future meetings are in person, virtual, or hybrid, the Scientific Sessions remains a place for scientists to share their latest research findings, for physicians to learn how to best treat patients with diabetes, and for diabetes educators to exchange best practices for helping people manage the disease.



DIABETES PREVENTION PROGRAM (DPP)

The evidence-based lifestyle change program known as the National DPP is the gold standard in preventing type 2 diabetes. For more than four years, the ADA has supported eight DPP affiliate sites in underserved areas of the country as part of a cooperative agreement with the Centers for Disease Control and Prevention (CDC). In 2021, we overcame the challenges of the COVID-19 pandemic to keep the programs running—including reaching almost 3 million people with messaging around diabetes prevention, screening over 5,000 people for their type 2 risk, and enrolling 1,083 new participants in the program.

With grant funding, the ADA National DPP and nutrition teams collaborated with our National DPP partners to develop a new Nutrition Toolkit. This suite of trainings, videos, handouts, and other resources infuses the program with the very best nutrition information.

For DPP lifestyle coaches, we included information on food insecurity, cultural humility and intuitive eating, and how to leverage the ADA's Diabetes Food Hub® as a resource. Meanwhile, the consumer-facing Nutrition 101 materials, available in English and Spanish, address healthy eating topics and skill-building, from determining proper portion sizes to understanding nutrition labels. These resources will not only serve our DPP-affiliated programs but will also be accessible to people with prediabetes and diabetes via other ADA programs, broadening their potential reach.

NATIONAL
DPP
IS THE GOLD
STANDARD IN
PREVENTING
TYPE 2 DIABETES



GROWING A HEALTHY COMMUNITY

With support from the Pfizer Foundation and in collaboration with community-based organizations, we launched an initiative to address health inequities in Montgomery, AL. This multifaceted work included creating a coalition to address diabetes and food insecurity, establishing a 10-acre community garden to feed an estimated 1,000 residents, implementing an ADA-approved diabetes support program, and distributing diabetes support resources to 8,100 members of this underserved community.

Said one participant: “I really did not think that at 73 I could all of a sudden get diabetes. I did not know anything about A1C or checking glucose. This program provided me the information I needed for self-care.”

EDUCATION RECOGNITION PROGRAM (ERP)

Since 1986, the ADA’s ERP has been responsible for evaluating and recognizing diabetes self-management education and support (DSMES) services nationwide. In 2021 we were re-accredited as a National Accrediting Organization for the Centers for Medicare and Medicaid for another five years, through 2027.

Altogether, in 2021 the 1,400 ADA-recognized DSMES programs helped over 700,000 people take steps to manage their diabetes. And the programs work. On average, participants are able to lower their A1C by two percent, lose 5.5 pounds, and have fewer hospital admissions and ER visits.

**A BIG
STEP**
Toward
Best
Practices

PROFESSIONAL PUBLICATIONS

The evidence around the prevention and treatment of diabetes is constantly evolving. The ADA's renowned publications put cutting-edge diabetes research into the hands of thousands of health care professionals, so they can provide the very best care to people with or at risk for diabetes—and guide them through the steps to leading a healthier life.

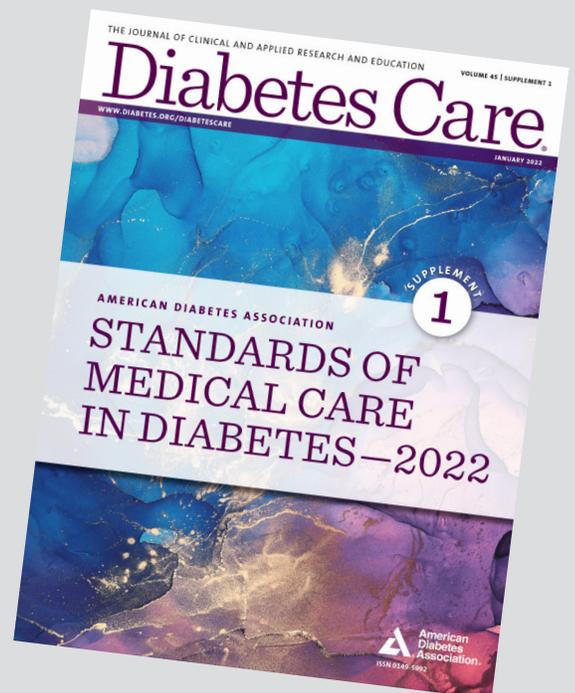
STANDARDS OF CARE

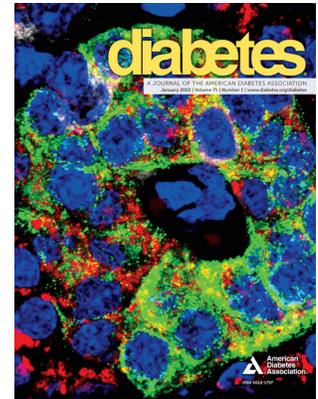
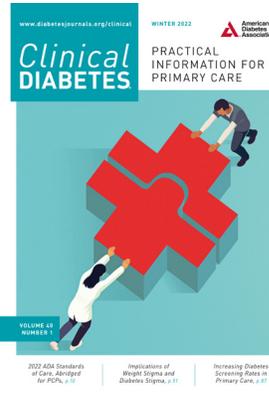
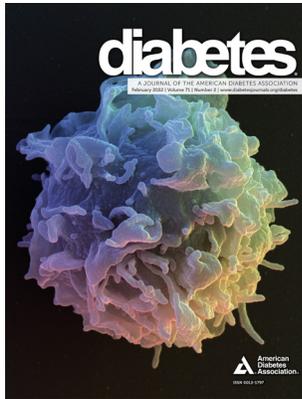
The ADA has published the *Standards of Medical Care in Diabetes (Standards of Care)* for over 30 years, and we're still finding ways to make the content even more accessible to a broader audience of health care professionals. Year after year, articles from the *Standards of Care* are the most accessed and most cited articles published in *Diabetes Care*.

NOTABLE UPDATES AND ADDITIONS TO THE STANDARDS OF MEDICAL CARE IN DIABETES—2022 INCLUDE:

- Guidance on first-line therapy determined by co-morbidities.
- Screening for prediabetes and diabetes beginning at age 35 for all people.
- Changes to gestational diabetes mellitus (GDM) recommendations about when and whom to test.
- Updated recommendations on selecting diabetes technology based on individual and caregiver considerations, ongoing education on use of devices, continued access to devices across payers, support of students using devices in school settings, use of telehealth visits, and early initiation of technology.
- New figures and tables to guide providers through the *Standards of Care's* evidence-based screening, diagnosis, and management recommendations.

We also developed a series of accompanying infographics to support the content in a highly visual, engaging way.





JOURNALS

We reached more than 40,000 health care professionals in 2021 through our scientific and medical journals: *Diabetes*®, *Diabetes Care*®, *Clinical Diabetes*®, and *Diabetes Spectrum*®. All told, our journals received more than 13 million visits and 25 million page views at diabetesjournals.org, and ADA-published studies were cited more than 145,000 times, a 12 percent increase over 2020.

SPECIAL EDITIONS

The ADA published several new books and compendia for professionals in 2021, including:

- *2021-2022 Guide to Medication for the Treatment of Diabetes Mellitus*
- *Annual Review of Diabetes – 2021*
- *Chronic Kidney Disease and Type 2 Diabetes*
- *Complementary Health and Diabetes: A Focus on Dietary Supplements, 2nd Edition*
- *Diabetes in Practice: Case Studies with Commentary*
- *Intensive Diabetes Management, 7th edition (Medical Management Series)*
- *Prediabetes: A Fundamental Text: Pathophysiology, Complications, Management, Reversal*

PLUGGED 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 2021 we produced themed podcast series on diabetes-related 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.



HIGHER IMPACT

In 2021, *Diabetes Care* achieved the highest Impact Factor ever recorded for an ADA journal (19.1). *Diabetes Care* and *Diabetes* consistently rank as the top two journals devoted to diabetes research, and rank number one and two among the 145 journals in the field of endocrinology and metabolism, according to Eigenfactor statistics.

**A BIG
STEP**
Toward
Better Health,
Head to Toe

STRATEGIC HEALTH INITIATIVES

Managing a chronic condition like diabetes—as well as fending off its complications—can seem like an enormous, overwhelming task. And yet every step we take, big or small, adds up in our fight against this disease. At the ADA, we spearhead strategic health initiatives geared toward improving outcomes for people with diabetes, their loved ones, and the health care professionals who care for them.

FOCUS ON DIABETES™

Approximately 80 percent of people with diabetes develop eye disease—such as diabetic retinopathy, macular edema, glaucoma, or cataracts—in their lifetime. Yet, recent polls indicate that one in four put off their annual eye exams because of the COVID-19 pandemic. With Focus on Diabetes, the ADA has stepped up to increase awareness of the need for early detection, timely treatment, and appropriate follow-up care to prevent diabetes-related eye disease and preserve people's eyesight.

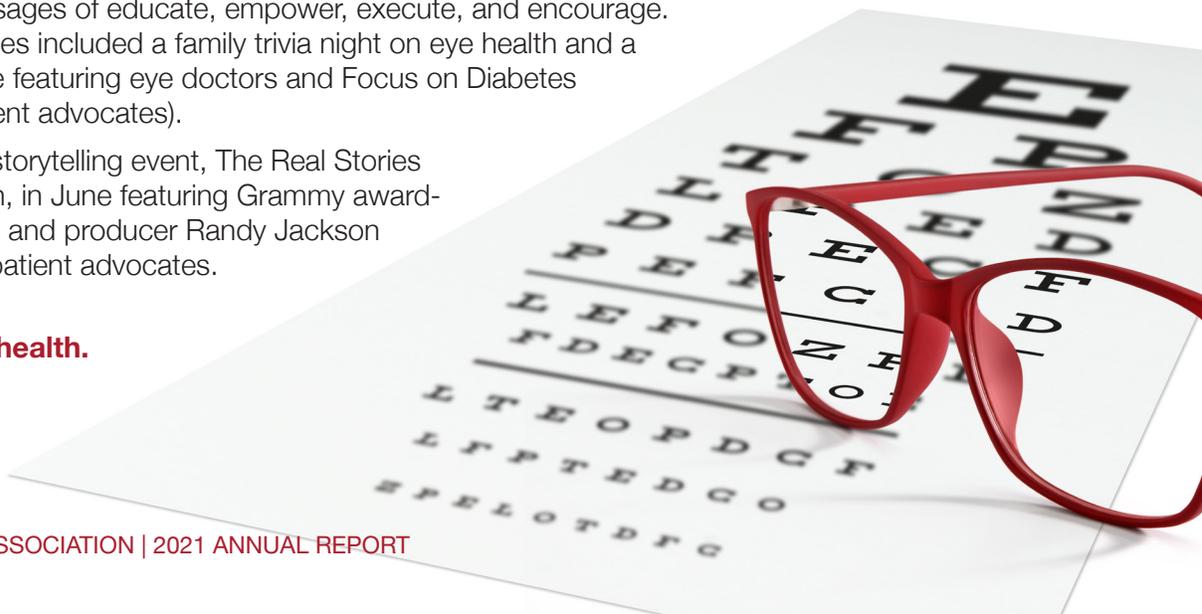
In 2021, Focus on Diabetes conducted a qualitative research study to better understand primary care providers', ophthalmologists', and optometrists' perceptions of why patients do (and don't) seek comprehensive eye exams and treatment. These findings will influence our patient education, practice tools, and professional education in 2022 and beyond.

Also in 2021, we:

- Provided continuing education on diabetes and eye health to more than 1,200 optometrists.
- Launched the Focus on Diabetes Pocket Guide—a guide to clinical eye care for health care providers who care for patients with or at risk for diabetes.
- For Healthy Vision Month in May, conducted The Next Step Eye Challenge with weekly messages of educate, empower, execute, and encourage. Campaign activities included a family trivia night on eye health and a media roundtable featuring eye doctors and Focus on Diabetes Champions (patient advocates).
- Hosted a virtual storytelling event, The Real Stories Behind our Vision, in June featuring Grammy award-winning musician and producer Randy Jackson alongside other patient advocates.

Learn more at
diabetes.org/eyehealth.

80%
OF PEOPLE WITH
DIABETES DEVELOP
EYE DISEASE



KNOW DIABETES BY HEART™

In 2018, we launched Know Diabetes by Heart, the ADA's joint initiative with the American Heart Association® (AHA) to reduce cardiovascular deaths, heart attacks, heart failure, and strokes in people living with type 2 diabetes. This program turns ADA and AHA practice guidelines into lifelines, with innovative resources for people with type 2 and targeted education for health care professionals.

In 2021 we:

- Developed 12 community partnerships in 21 states serving more than 15,000 people with type 2 diabetes.
- Held 12 Ask the Experts events on topics related to type 2 diabetes and cardiovascular disease, attracting more than 8,000 attendees.
- Created Know Diabetes by Heart at the Theater, starring Golden Globe®-winning and Academy Award®-nominated actress Angela Bassett. This inspiring theater experience earned more than 2.2 billion media impressions to drive awareness of the link between type 2 and cardiovascular disease among Black Americans over 45.
- Launched an interactive e-module where providers can explore how to treat the whole patient with education, screenings, prescriptions, and a team-based care approach to managing type 2 diabetes and the risk for heart disease.

Know Diabetes by Heart is already impacting clinical practice. Participating cardiology practices have increased their use of cardioprotective therapies such as SGLT-2 inhibitors (by 83 percent) and GLP-1 agonists (by 305 percent) for eligible patients with type 2 diabetes. What's more, 47 percent of their high-risk patients achieved their blood pressure goals, an important measure of heart health.

Learn more at knowdiabetesbyheart.org.

“I am a living proof that it doesn't matter where you come from or [what] your eating habits [are], you can change. I refuse to be another statistic and will continue to strive to be the best that I can be.”

—*Know Diabetes by Heart Ambassador*



OVERCOMING THERAPEUTIC INERTIA (OTI)

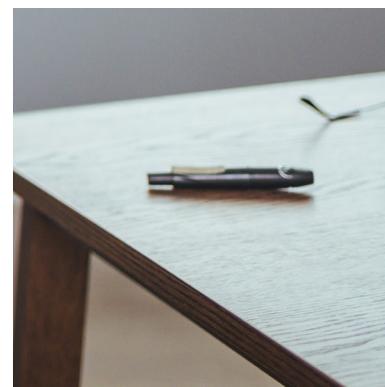
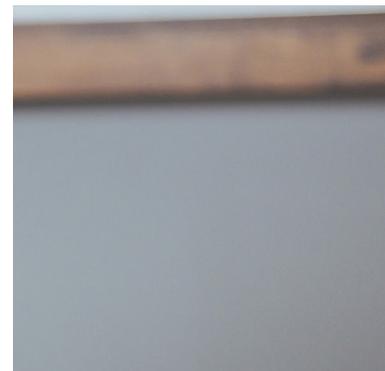
Despite the approval of more than 40 new diabetes treatment options, as well as advancements in guidelines and treatment algorithms, there has not been a meaningful improvement in blood glucose (blood sugar) management in people with type 2 diabetes since 2005. Our OTI initiative promotes earlier blood glucose management as a paradigm shift in type 2 care—so people with diabetes can lead longer, healthier lives.

This year saw the launch of a new OTI microsite with practice improvement resources, a patient engagement toolkit, plus an interactive Online Consumer Guide to diabetes treatments and tools. The OTI initiative also awarded a grant to support a research trial that will tackle the problem of therapeutic inertia in the early stages following a type 2 diagnosis.

Learn more at therapeuticinertia.diabetes.org.



OUR OTI INITIATIVE
PROMOTES EARLIER
BLOOD GLUCOSE
MANAGEMENT AS A
PARADIGM SHIFT IN
TYPE 2 CARE

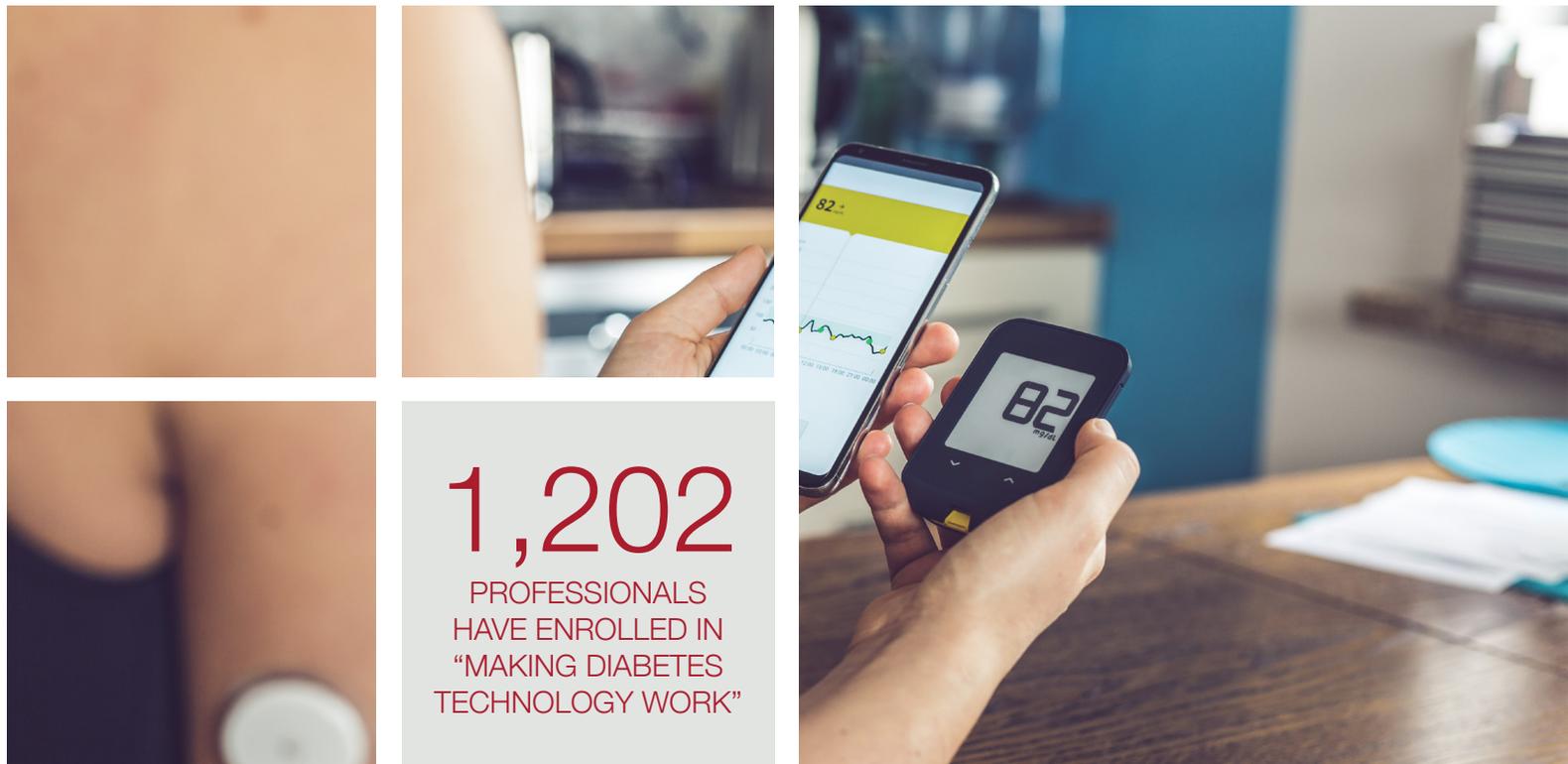


TIME IN RANGE (TIR)

Another one of our technology education efforts focuses on continuous glucose monitors (CGMs), which have become more popular, more affordable, and more accurate over the years, yielding a new way to self-manage blood glucose (blood sugar). Time in range measures the amount of time blood glucose levels are on target—between 70 and 180 mg/dL for most people.

This new ADA initiative empowers clinicians and their patients to use TIR data to make treatment and lifestyle decisions that improve both daily quality of life and long-term outcomes. The TIR website debuted in October 2021 with Practice Pearl videos, podcasts, webinars, and an Online Learning Collaborative for professionals. Over 1,000 health care professionals registered for our first TIR webinar, with attendees reporting afterward that they were 32 percent more likely to use TIR in their clinical practice.

Learn more at professional.diabetes.org/tir.



MAKING DIABETES TECHNOLOGY WORK

From glucometers to tracking apps, people with diabetes rely on technology for both real-time and long-term insights. These tools and the data they collect work even harder when shared with their health care team.

In November 2021, the ADA launched Making Diabetes Technology Work to educate health care professionals on incorporating cutting-edge diabetes technologies and data into their practice. With enhanced knowledge of available technology, providers can better match patients with the right tools to reach their targets. By the end of the year, 1,202 professionals had enrolled in the program.

Learn more at professional.diabetes.org/MDTW.

**A BIG
STEP**
Toward
Progress

GOVERNMENT AFFAIRS & ADVOCACY

Because of the disproportionately serious health outcomes posed by COVID-19, in 2021 the ADA remained focused on ensuring people with diabetes could continue to get the care they needed to stay healthy and thrive. We achieved some of our greatest advocacy successes this year, nearly doubling the number of legislative and policy wins from 2020.

By raising our collective voice, our network of nearly 500,000 diabetes advocates made sure lawmakers at every level of government—mayors, governors, state legislatures, members of Congress, key agency officials, and White House leaders—heard and took action to address the needs of the diabetes community when and where it mattered most.

WE CALLED FOR HEALTH EQUITY NOW

People with diabetes and prediabetes, particularly those in communities of color, face an outsized burden when it comes to preserving their health. We established our Health Equity Now platform in 2020 to address these glaring health disparities. In 2021 we continued to drive federal and state legislation in key policy areas including:

- Increasing affordability of insulin, diabetes technology, and access to health care.
- Prioritizing access to COVID-19 testing and vaccines.
- Ensuring underserved neighborhoods benefit from vital resources including greater access to nutritious foods.
- Increasing opportunities for safe physical activity and recreation.
- Ensuring students with diabetes are medically safe and have equal access to educational opportunities.

Learn more at diabetes.org/HealthEquityNow.

OPENING KEYNOTE

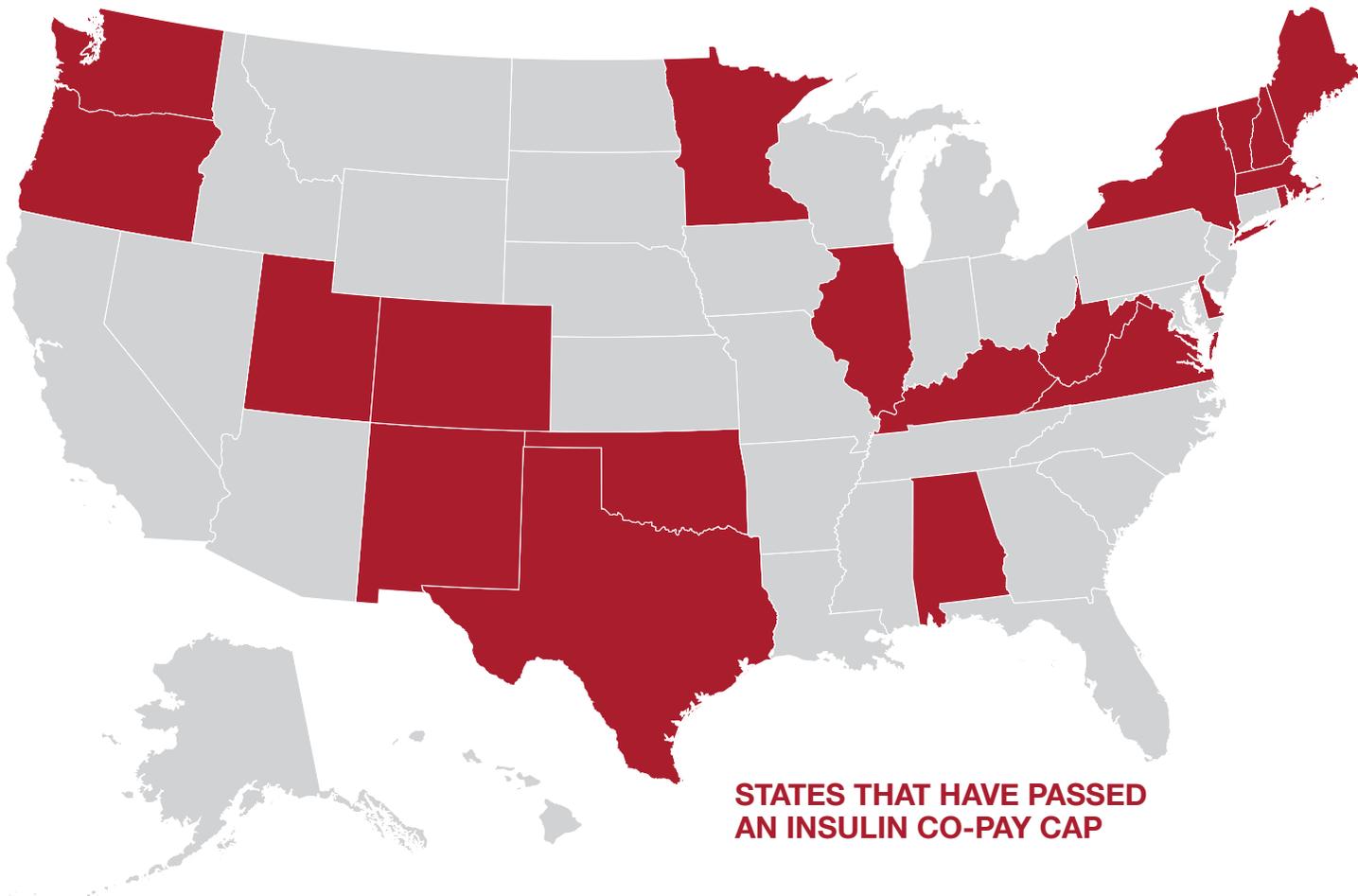


LUNCH WITH THE LEADERS OF THE CONGRESSIONAL DIABETES CAUCUS



THE COST OF HOSPITALIZATION FOR PEOPLE WITH DIABETES





STATES THAT HAVE PASSED AN INSULIN CO-PAY CAP

20
 STATES (AND DC)
 HAVE IMPLEMENTED
 THEIR OWN CO-PAY
 CAPS

WE HELPED MAKE INSULIN MORE AFFORDABLE

In 2021, we worked with the U.S. House of Representatives to pass the first-ever national insulin co-pay cap. If approved, this historic legislation would limit the monthly cost of insulin to \$35 and apply to all commercial insurance, Medicare Part D, and ERISA health plans. To date, 20 states and the District of Columbia have implemented their own co-pay caps on this lifesaving medication.

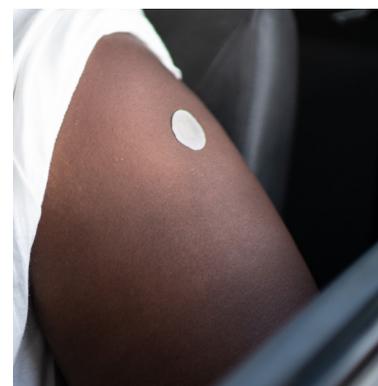


WE PRIORITIZED VACCINE ACCESS

Mounting evidence suggests people with type 1 and type 2 diabetes are at increased risk of poor health outcomes from COVID-19. And yet, when it came time to roll out lifesaving vaccines, the CDC initially classified people with type 1 as lower risk than those with type 2.

In January 2021, the ADA led an effort with 18 other leading health advocacy organizations urging the CDC to reconsider this outdated recommendation. The CDC heeded our call and updated their guidance, granting equal priority to people with both major types of diabetes. We also pressed state governors to update their vaccine distribution protocols accordingly.

And as booster doses appeared on the horizon, we were again ready to advocate for the needs of the diabetes community. People with diabetes became eligible for early booster access—giving them the greatest protection against COVID-19.



SETTING THE STANDARD FOR DIABETES CARE AT SCHOOL

The ADA's award-winning Safe at School® campaign remains the national authority on the rights of students with diabetes. In 2021 we released a new Diabetes Medical Management Plan, a vital tool used by schools and pediatric diabetes health care providers nationwide. The new fillable form allows for more standardized, efficient completion of student diabetes care orders and lets prescribers tailor care instructions to their individual patients, providing greater clarity for school nurses and other personnel who might provide care to a student with diabetes.

WE TOOK A HARD LOOK AT PREVENTING AMPUTATIONS

A diabetes-related amputation occurs once every four minutes in the United States—but as many as 85 percent could be avoided with earlier intervention. The risk rises among people of color, as Black people suffer such amputations more than twice as often as whites.

To raise awareness of this tragic complication, the ADA hosted a series of programs to better understand:

- Policy opportunities to increase patient access to care.
- Ways to educate more clinicians about available interventions and best practices.
- Awareness programs to empower people with diabetes to better advocate for themselves.

EVERY AMERICAN WITH DIABETES SHOULD HAVE ACCESS TO THE CARE NECESSARY TO PREVENT DIABETES-RELATED AMPUTATIONS—AND WE'RE WORKING TO MAKE THAT A REALITY.

WE PUT DIABETES TECH INTO THE RIGHT HANDS

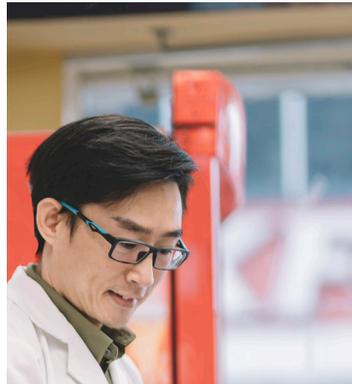
People with diabetes rely on an array of innovative technologies to manage their blood glucose (blood sugar) levels and maintain their quality of life. Citing an opportunity to increase and ensure robust patient access to these devices, the ADA launched the Technology Access Project (TAP) in 2021. TAP brings together leading voices in diabetes patient advocacy to:

- Educate policy makers and influencers on the need for and benefit of expanding access to diabetes technology to more people with diabetes.
- Engage congressional and federal officials on payment and other policies to reduce barriers to technology access.
- Drive expanded access to diabetes technology through improvements to Medicare and Medicaid policy at the federal and state level.

In its first year, TAP sought to increase access to CGMs, which allow for close tracking of blood glucose (blood sugar) and insulin dosing adjustments. Unfortunately, all too often, CGMs are out of reach for the people who need them most—including poor and older Americans, as well as Black and Brown Americans.

Our TAP efforts yielded several important wins for Medicare beneficiaries in 2021, such as eliminating the four-times-a-day testing requirement for CGMs and allowing individuals to use the devices alongside any form of insulin, including inhaled insulin. By breaking down barriers and expanding coverage, we helped more people with diabetes gain uninterrupted access to this life-changing technology.

PEOPLE WITH DIABETES
RELY ON AN ARRAY
OF INNOVATIVE
TECHNOLOGIES TO
MANAGE THEIR BLOOD
GLUCOSE LEVELS
AND MAINTAIN THEIR
QUALITY OF LIFE.



WE ADDRESSED THE ENORMOUS COST OF CARE

In 2021, the ADA held its first-ever virtual Cost of Care Summit, bringing together a diverse group of leading policymakers, people with diabetes, clinicians, advocates, and industry stakeholders to discuss the deep and unparalleled cost of living with diabetes. Experts engaged in important discussions on policy approaches to address the outsized financial burden people with diabetes face, from the price of insulin and other drugs, to the costs borne as a result of certain insurance practices, to fees from hospitalization and outpatient treatment, to the expense of devices and supplies.

**A BIG
STEP**
Toward
Learning to
Thrive

CAMP & PROJECT POWER

Sometimes, camp is the best medicine. For children living with diabetes and at risk for developing type 2 diabetes, ADA camps are a place to make connections, learn independence, and develop a new level of self-confidence—all important steps for living well.

ADA IMAGINE CAMP

As the COVID-19 pandemic endured, we continued hosting ADA Imagine Camp virtually. The innovative format allows campers from across the U.S. and around the world to take part year-round. And it works: 93 percent of campers assessed afterward were able to independently perform at least one diabetes management skill, from counting carbohydrates to rotating their insulin injection sites.

We are grateful to Novo Nordisk Inc., The Leona M. and Harry B. Helmsley Charitable Trust, and Lilly Diabetes, whose support makes ADA Imagine Camp possible.

We also partnered with Beyond Type 1 to produce Imagine Spotlights: in-depth conversations with inspiring people with diabetes, such as Pietro Marsala, the first commercial airline pilot with type 1 diabetes; former NFL player Kendall Simmons; and American Idol contestant Ava August. These Spotlights aired throughout ADA Imagine Camp in 2021.

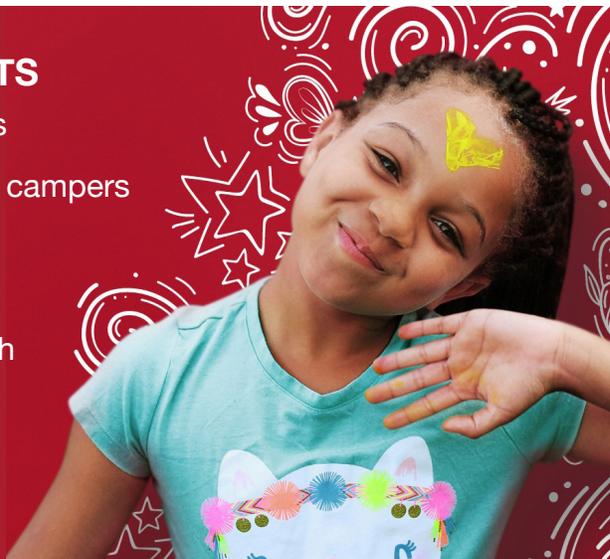
New this year, we hosted a Leadership Series for 25 high school students in partnership with the College Diabetes Network. This three-week course combined experiential and project-based learning to empower participants to make a difference within the ADA community, their local communities, and at ADA Imagine Camp—as well as how to prepare for college life with diabetes.

Learn more at diabetes.org/camp.



CAMP COUNTS

- 1,714 campers
- 59% first-time campers
- 147 volunteer counselors
- \$0 cost to each participant—camp is fully subsidized!



“My daughter was so excited about her week at ADA Imagine Camp that she begged me to sign her up for another week! Thanks for making this opportunity for her to gain more confidence and know she will never be alone!”

—Camp Parent

PROJECT POWER

Prevention is critical for curbing the diabetes crisis. That's why the ADA's Project Power is designed to slow the trajectory of childhood obesity and help prevent type 2 diabetes and its complications among elementary and middle school-aged youths. With this evidence-based afterschool program, kids develop healthy habits that will shape their lives as adults.

Thanks to the support of 23 community partners and 98 program counselors, in 2021 we delivered Project Power virtually and in-person to 4,638 participants across 43 states, at no cost to families. Participating children and families increased their understanding of nutrition, fitness, and family engagement to prevent type 2.

Learn more at diabetes.org/projectpower.

“We love Project Power! My kid finds it fun and engaging, and it is a convenient way to focus on healthy habits from the comfort of our own home.”

—Project Power Parent



**A BIG
STEP**
Toward
Awareness

AMERICAN DIABETES MONTH®

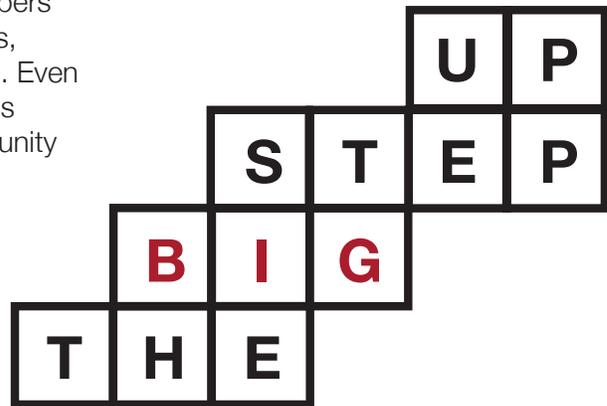
To live well with diabetes, to advocate for progressive public health policies, to search for better treatments and a cure—we must put one foot in front of the other, day after day.

But the first step is always the hardest. That's why The Big Step Up, the ADA's 2021 campaign for American Diabetes Month in November, encouraged audiences to take simple steps to recognize, reduce their risk, and ease the burden of diabetes.

With support from CVS Health, DaVita Kidney Care, and Walmart, we ran an integrated, multichannel campaign throughout November to step up awareness, detection, management, and learning to thrive with diabetes

It takes all of us—people with diabetes, family members and caregivers, health care professionals, advocates, policymakers, and others—to take The Big Step Up. Even when it's a struggle, every inch is a victory, getting us closer to where we need to be as a diabetes community and as a society.

Learn more at diabetes.org/ADM.



CAMPAIGN HIGHLIGHTS

3.5M

SOCIAL MEDIA REACH

2,500

AVERAGE
VIRTUAL EVENT
ATTENDANCE

848

MEDIA MENTIONS FOR
A TOTAL POTENTIAL
AUDIENCE OF 273
MILLION

2-HOUR

GLOBAL ONLINE
EVENT FOR
WORLD DIABETES DAY
(NOV. 14)

American Diabetes Association
Connected for Life

Let's discuss

What are the different types of diabetes?

Swipe to know more →

#ADM2021

THE BIG STEP UP

Gestational Diabetes

Gestational diabetes is diabetes that occurs during a pregnancy in a woman who clearly did not have overt diabetes prior to pregnancy.

→

#ADM2021

American Diabetes Association
Connected for Life

American Diabetes Month:

What are the symptoms of diabetes?

#ADM2021 Swipe to know more →

American Diabetes Association
Connected for Life

American Diabetes Month

Find a management routine that works for you

#ADM2021 →

Prediabetes

Prediabetes is a type of diabetes that occurs when blood glucose (blood sugar) levels are higher than normal ranges yet not high enough for a diagnosis of diabetes.

→

#ADM2021

Type 1 Diabetes

Type 1 diabetes is an autoimmune disorder where the immune system attacks and destroys the insulin-producing cells in the pancreas. Insulin therapy is necessary to replace the missing insulin inside the body.

→

#ADM2021

American Diabetes Association
Connected for Life

American Diabetes Month:

Eating Healthy on a Budget

Swipe to learn more →

#ADM2021

THE BIG STEP UP

Type 2 Diabetes

Type 2 diabetes is a condition in which the body is insulin resistant, or unable to use insulin in the body efficiently. In most cases, the body will make less insulin over time.

→

#ADM2021

Want more information?

Visit diabetes.org/ADM

#ADM2021

**A BIG
STEP**
Toward
Support

CORPORATE ALLIANCES & STRATEGIC PARTNERS

The COVID-19 pandemic, coupled with a national spotlight on health disparities, has only heightened awareness of the diabetes epidemic—and how it must be stopped. We deeply appreciate the corporate supporters who joined forces with us in 2021.

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 (\$1 MILLION+)

- Abbott Diabetes Care
- Bayer Healthcare
- The Leona M. & Harry B. Helmsley Charitable Trust
- Medtronic Diabetes
- Novo Nordisk, Inc.
- Regeneron
- Sanofi

BANTING CIRCLE (\$500,000–\$999,999)

- Merck



NATIONAL STRATEGIC PARTNERS (\$500,000+)

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

- Anthem
- Bank of America
- BlueCross Blue Shield of Illinois
- CVS
- DaVita
- Dr. Comfort

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.

- Advanced Oxygen Therapy
- BlueCross Blue Shield of Illinois
- Boehringer-Ingelheim Pharmaceuticals, Inc.
- CAULIPOWER
- Dexcom
- Eli Lilly and Company
- Heartland Food Products Group
- MannKind Corporation
- Nevro
- Pacific Dental Services
- Pfizer
- Quest Diagnostics

**A BIG
STEP**
Toward
Making a
Difference

DEVELOPMENT

We sincerely thank the donors, sponsors, volunteers, and others who stepped up to contribute to the ADA, in ways large and small, in 2021. With your support, we will continue to improve the lives of the 37 million Americans with diabetes and the 96 million with prediabetes—and one day beat this disease, once and for all.

This year we received \$115.5 million from outright donations and realized estate gifts to fund local and national programs that impact people with diabetes. Estate revenue accounted for \$26.8 million, while \$7.8 million was contributed through the ADA's special events, which were all conducted virtually.

MAJOR AND INDIVIDUAL GIFTS

This year we raised a total of \$3.7 million in major and individual gifts, including nine gifts shepherded by our major gift officers that amounted to \$2.1 million. We continue to work with ADA field offices to cultivate mid-level donors into major donors and expand prospect research to identify leads for corporate, camp, and individual giving.

PLANNED GIVING

The ADA welcomed 55 new planned giving commitments in 2021, and these bequests accounted for a projected \$3.1 million in future revenue. An additional 312 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. These additional gifts represent over \$3.2 million in future revenue. Charitable gift annuity marketing increased with \$100,000 in a new annuity.

\$115.5M

TOTAL
DONATIONS
RECEIVED

\$26.8M

IN REALIZED
ESTATE
GIFTS

\$7.8M

FROM
SPECIAL
EVENTS

\$3.7M

IN MAJOR
AND INDIVIDUAL
GIFTS

Donors also continued to share their legacy by designating the ADA as a beneficiary of their retirement assets. After a hiatus in 2020, tax laws returned to requiring minimum distributions for individual retirement accounts (IRAs). While our mean IRA gift size held steady at \$200, the number of such gifts from this source of revenue increased by 70 percent, from 464 gifts in 2020 to 787 gifts in 2021.

SIGNATURE EVENTS

Since 1991, people from around the country have come together to support those living with diabetes at the ADA's Signature Events, Tour de Cure and Step Out Walk to Stop Diabetes.

Our walks and rides looked a little different in 2021, as we could not be together in person—but the participants' passion was as strong as ever. All told, 8,700 cyclists and walkers took to their paths, sidewalks, and treadmills to honor our signature events' 30th anniversary. Tour de Cure: Wine Country led the way, at over \$1.1 million raised.

MESSAGE FROM THE SECRETARY/TREASURER

During 2021, the world was still dealing with the disruption from the pandemic and working to move forward with a new normal. The ADA had a second year of virtual events, continued to expand our corporate support, and secured a second PPP loan to ensure our financial stability.

The ADA raised \$142.1 million, including funding of \$10 million for Project Power from CVS. We also received additional funding for Health Equity Now which envisions a future without unjust health disparities. Our expenses totaled \$91.5 million, 73 percent of which went directly toward our mission: to prevent and cure diabetes and to improve the lives of all people affected by diabetes. The ADA continued to support our mission through core and Pathway research, professional education, youth camps, diabetes complications, prevention programs, advocacy, and more.

As a result of the ADA's financial discipline, we were able to achieve a net income of \$50.6 million, this includes \$10.3 million of PPP loan forgiveness, allowing us to continue 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.

Best,

A handwritten signature in black ink that reads "Marshall Case". The signature is written in a cursive, flowing style.

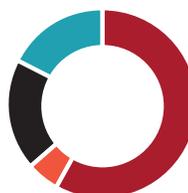
MARSHALL CASE
ADA SECRETARY/TREASURER

FINANCIALS

FINANCIAL HIGHLIGHTS | DECEMBER 31, 2021

Statement of Activities (in thousands of dollars)

■ Public support and other revenue donations	\$82,711
■ Special events, net	7,802
■ Bequests	26,770
■ Fees from exchange transactions	24,859
Total Revenue	\$142,142



Expenses

■ Research	\$21,833
■ Information	32,437
■ Advocacy and public awareness	13,129
Program expense subtotal	67,399
■ Management	6,253
■ Fundraising	17,895
Total Expenses	\$91,547



Net Income **\$50,595**

BALANCE SHEET

Assets

■ Cash and investments	\$115,219
■ Accounts receivable, net	8,924
■ Contributions receivable, net	54,877
■ Fixed assets, net	5,587
■ Other assets	2,544
Total Assets	\$187,151



Liabilities

■ Accounts payable and accrued liabilities	\$18,438
■ Refundable advance	2,475
■ Research grant payable	3,903
■ Deferred revenues	5,594
Total Liabilities	\$30,410



Net Assets

■ Net assets without donor restrictions	\$58,559
■ Net assets with donor restrictions	98,182
Total Net Assets	\$156,741



Total Liabilities and Net Assets **\$187,151**

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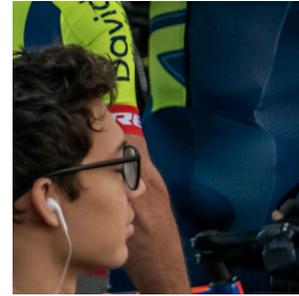
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UMESH VERMA | Chief Executive Officer | BLUE LANCE | Houston, TX



STAYING CONNECTED



American Diabetes Association

facebook.com/americandiabetesassociation

facebook.com/diabetespro

Spanish Facebook:

www.facebook.com/AsocAmericanaDiabetes



@AmDiabetesAssn

instagram.com/amdiabetesassn



@AmDiabetesAssn

twitter.com/amdiabetesassn

@ADA_DiabetesPro

twitter.com/ada_diabetespro



American Diabetes Association

linkedin.com/company/american-diabetes-association



American Diabetes Association

youtube.com/americandiabetesassn

T H E
B I G
S T E P
U P

Every one of us is capable of
making a change.

▪

Small or big,
fast or slow,
confident or just committed.

▪

It all adds up.

▪

Diabetes isn't going to beat itself.

▪

We can't win unless we all step up,
bigger than ever before.

▪

Ready?

