



2023 Annual Report

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About the American Diabetes Association

The mission of the American Diabetes Association® (ADA), founded in 1940, is to prevent and cure diabetes and to improve the lives of all people affected by diabetes. This chronic disease is one of the fastest growing in the world, with 136 million Americans living with diabetes or prediabetes and a new diagnosis occurring every 26 seconds.

In the face of this epidemic, our mission has never been clearer, and our vision of a life free of diabetes and all its burdens is more critical than ever before. Through advocacy, program development, and education, we aim to improve the quality of life for everyone affected by diabetes.

The moving force behind the work of the ADA is a network of more than 565,000 volunteers, their families and caregivers, a professional society of nearly 12,000 health care professionals, as well as nearly 350 staff members.

A Message from the CEO

The need to end diabetes has never been more urgent. Today, over 38 million Americans live with diabetes and nearly 98 million adults have prediabetes. The annual cost of this disease has ballooned to \$412.9 billion, accounting for one in four health care dollars spent in this country.

Diabetes has hurt too many people we love, for far too long. But I also know this: **Our ability to make a difference has never been greater.**

As you'll see in these pages, the **American Diabetes Association® (ADA)** is doing everything we can to fight diabetes through research, quality of care, food and nutrition, and access and health equity. 2023 was a big year at the ADA; a few highlights you will find in this report are that we:

- Hosted our inaugural Innovation Challenge at the 83rd Scientific Sessions to promote novel approaches to diabetes care.
- Expanded our professional education experience with the online Institute of Learning.
- Delivered nutrition education, diabetes-friendly recipes, and fresh produce to thousands of Americans in underserved communities.
- Secured \$35 insulin copay caps in half of the states in the U.S. plus Washington, DC.

Underpinning this work is the ADA's **commitment to prioritizing health care access for all Americans**, particularly vulnerable communities disproportionately impacted by diabetes. You'll see some of those stories in the Health Equity Spotlights throughout this report.

The ADA owes its 2023 accomplishments to our amazing network of volunteers, employees, members, donors, advocates, and industry partners. It takes all of us to end diabetes—because when we fight together, we change lives.

That's what the ADA has done since 1940. **Let's continue the fight.**



Charles Henderson

Charles Henderson
Chief Executive Officer



WE FIGHT

to end diabetes.

Our New Brand Campaign: We Fight

At the ADA, we've always been fighters.

We have the knowledge, the tools, and the will to bend the curve and slow the growth of diabetes while improving care and seeking a cure. We will do everything to fight this disease and everyone who stands with us strengthens the fight.

That's the promise of our new brand campaign, **We Fight**, unveiled in September 2023. "We Fight" calls urgent attention to the fact that too many people are being diagnosed with diabetes, too many people are suffering the health consequences of diabetes, and too many others are not paying attention to diabetes. It asks Americans to make a stand, uplift our loved ones and communities, and join the ADA to help those living with diabetes and in the fight of our lives to end diabetes.

The campaign was also the cornerstone for **American Diabetes Month**® in November. With support from CVS Health®, the campaign created positive disruption and fueled conversations about diabetes in places where Americans shop, scroll, listen, and watch. The We Fight campaign was activated across a variety of channels, including **Times Square**, and **Higi stations in pharmacies and grocery stores**, where consumers can learn their risk for and monitor diabetes and other health conditions. The campaign also reached audiences across **cable TV, streaming platforms, and social media**.

For **World Diabetes Day** on November 14, CEO Chuck Henderson conducted a virtual media tour highlighting our mission and generating awareness of the cause.

 Learn more at diabetes.org/WeFight

“ Because of the fundraising events, ongoing research, and community outreach from the American Diabetes Association, **we who live with diabetes have new hope—not stigmas and misinformation.** ”

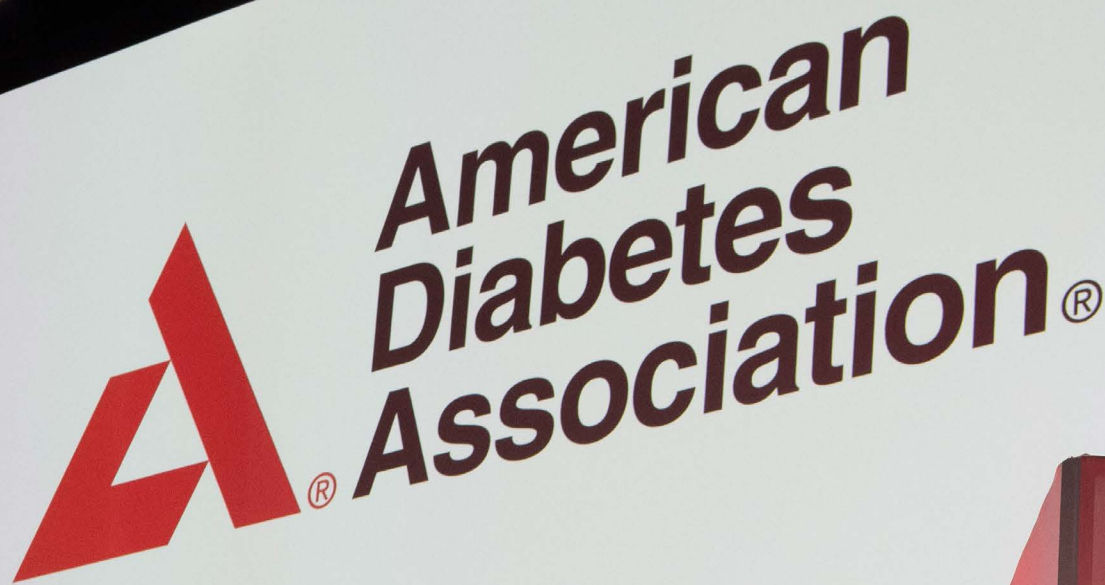
—Jahna, ADA advocate living with type 2 diabetes



[View the ADM campaign video](#)

In January 2024, the We Fight campaign earned two Anthem Awards celebrating purpose and mission-driven work by people, brands, and organizations worldwide.





We Fight for

RESEARCH

For decades, the ADA has played a pivotal role as a direct funder, driver, and shaper of diabetes research that improves and saves lives. **Because of our longstanding research program and strategic collaborations, diabetes is a condition we know we can treat and often prevent.**

But while we have learned much about diabetes, there is much left to discover. The ADA provides critical funding to support innovative scientific discovery that translates into better treatment and healthier lives and advances the possibility of a cure.

And because the diabetes epidemic is too large to tackle alone, we partner with governmental agencies and fellow non-profit organizations to expand our reach and cultivate the most creative and fruitful solutions.

We Fight for RESEARCH

Investing in the Brightest Minds

Since 1952, the ADA has **awarded more than \$955 million** to researchers at leading institutions across the United States. Our research portfolio includes 171 active awards, including **52 new projects funded this year.**

The ADA's laser-focused research strategy helps us respond to the evolving diabetes landscape and invest in specific areas that are most relevant for people affected by diabetes. **For 2023, that meant investing in:**

- Improving the Lives of Women with Diabetes Across the Lifespan
- Tackling the Epidemic of Youth Onset Type 2 Diabetes
- Supporting the Psychological and Emotional Needs of People with Diabetes

We complement these targeted research grants with our early-career scholars program and postdoctoral fellowships. Supporting young, talented investigators is essential for innovation and ensuring a robust pipeline of diabetes researchers for years to come.



“ I cannot be **thankful enough for what the ADA's Pathway program has provided me** ...The award and program truly helped set me up for success.

—**Jonathan Flak, PhD,**
Indiana University School of Medicine



171

ACTIVE AWARDS

including



52

NEW PROJECTS
that were funded in 2023

Pathway to Progress

The **Pathway to Stop Diabetes®** (Pathway) program was founded with a singular vision: To introduce a new generation of brilliant scientists to diabetes research. The ADA supports Pathway scientists for five to seven years, giving them the freedom to explore new ideas without the constraints of traditional project-based funding. Over the past decade, this initiative has successfully propelled 39 scientists into independent faculty positions, resulting in numerous inventions, patents, start-ups, and published manuscripts, showcasing its transformative impact on diabetes care.

In 2023, we welcomed three new Pathway scientists:

Chelsea Hepler, PhD

Northwestern University

Dr. Hepler will research the complex relationship between the circadian clock and the inflammation of adipose tissue (fat cells) present in people with obesity, and its ensuing impact on metabolism.



Debora Rodrigues Sobreira, PhD

The Regents of the University of California, Los Angeles

Dr. Sobreira's work will use advanced methodologies such as data science, disease modeling, and genetic screening to better understand how genetic signals lead to the onset of type 2 diabetes.



Lu Wang, PhD

Tufts University

Dr. Wang will investigate whether healthy shopping “nudges” and financial incentives delivered in an online retail setting can promote healthier food choices, support diabetes management, and improve health equity among low-income communities.



We Fight for **RESEARCH**

HEALTH EQUITY SPOTLIGHT

In November, we gathered nine ADA-funded researchers for the **Innovative Nutrition and Lifestyle Strategies for Diabetes Prevention and Care in Underserved Communities Workshop** (pictured at right) at our headquarters in Arlington, VA. The workshop featured a range of projects seeking to improve outcomes for people who are at higher risk for diabetes through culturally relevant and linguistically responsive interventions, from diabetes nutrition education for American Indian/Alaska Natives, to exercise programs for Black people, to obesity prevention among Hispanic/Latino infants and toddlers.

Making Diabetes a National Priority

The ADA's advocacy helped secure robust funding in the federal FY24 Omnibus Appropriations bill for key diabetes research and prevention programs:

- Centers for Disease Control and Prevention (CDC) **Division of Diabetes Translation**: \$156,129,000
- National Institutes of Health (NIH) **National Institute of Diabetes and Digestive and Kidney Diseases** (NIDDK): \$2,310,271,000
- **National Diabetes Prevention Program** (National DPP): \$37,300,000
- **Advanced Research Projects Agency for Health**: \$1,500,000,000

Diabetes Advocates also helped secure a \$10 million increase for the **Special Diabetes Program** (SDP) and the **Special Diabetes Program for Indians**, which is authorized through December 31, 2024, at an annual rate of approximately \$160 million per year. This is the first funding increase for SDP in 20 years.

This is the first funding increase for the Special Diabetes Program in 20 years.



Learn more about ADA-supported research in our **2023 Research Report**



We Fight for RESEARCH



Scientific Sessions

In June, the ADA hosted the 83rd Scientific Sessions, the world's premier meeting for diabetes professionals, in San Diego, CA. This year we offered shorter, more targeted sessions that garnered more interaction among participants in person and virtually.

The Scientific Sessions shared the latest findings in diabetes research, prevention, and care through:



521

LIVE PRESENTATIONS



216

EDUCATIONAL SESSIONS

(symposia, debates, panels)



2,077

ABSTRACTS PUBLISHED



122

EXHIBITORS

in addition to providing networking opportunities for

OVER **11,000** ATTENDEES

FROM **115** COUNTRIES

The Scientific Sessions was also the setting for the ADA's first-ever **Innovation Challenge**, a live pitch competition spotlighting novel business concepts for diabetes care before a panel of potential funders: Helmsley Charitable Trust, Swiss Diabetes Venture Fund, and Startup Health. Applicants were whittled down to three winners:

- **GO-Pen:** GO-Pen will be the only insulin pen where people with diabetes can buy insulin in vials and fill their own pen reservoirs.
- **Minutia:** Development of the first functional cure that can be given broadly for type 1 diabetes through subcutaneous transplants of immune evasive insulin-producing cells managed in real-time by proprietary cell-based sensors.
- **Oregon Health & Sciences University:** Distal and proximal interventions that occur across all systems including health care, social services, homes/neighborhoods, schools, employers, and communities all to improve diabetes outcomes.

“ Our goal is to **support innovation** and expose potentially life-changing ideas to partners who can provide the resources and guidance needed to move forward and advance patient care.

—**Chuck Henderson**,
the ADA's CEO ”



We Fight for

QUALITY OF CARE

Despite continued advances in therapies and technology, health outcomes for people with diabetes have not improved significantly. **Too many people are still developing prediabetes and diabetes, and too few are achieving a target A1C under 7%.**

This can't go on. The ADA is taking immediate action by driving broad adoption of our revered *Standards of Care in Diabetes (Standards of Care)*—especially in primary care where 90% of diabetes care takes place.

Our educational programs, publications, and initiatives put comprehensive, evidence-based guidelines into the hands of health care professionals so they can provide the best possible care to the diabetes community.

We Fight for **QUALITY OF CARE**

2024 Standards of Care

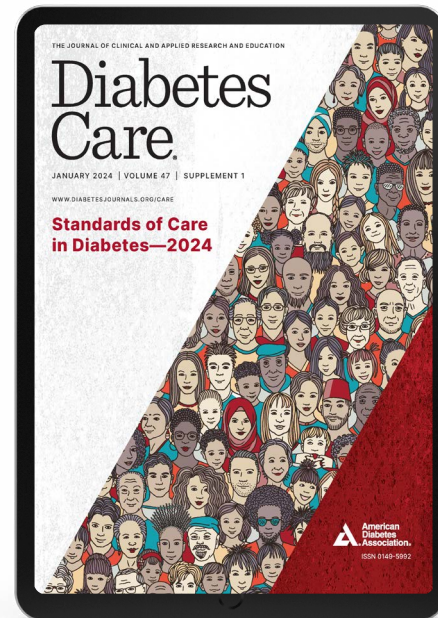
For more than three decades, the ADA has set the benchmark in diabetes care through its *Standards of Care* publication.

This essential resource offers guidance on the comprehensive strategies for the management of type 1 diabetes, type 2 diabetes, gestational diabetes (GDM), and prediabetes, drawing on the most recent scientific findings and clinical trials.

The latest edition, released in December 2023, features:

- Cutting-edge recommendations for:
 - Managing obesity
 - Screening for cardiovascular disease
 - Evaluating and treating bone health
 - Disability with diabetes
 - Preventing hypoglycemia (low blood glucose)
- New information on:
 - The possible association between COVID-19 infections and diabetes
 - Diabetes screening
 - Delaying type 1 diabetes onset

The *Standards of Care* also continues to emphasize inclusion, cultural sensitivity, and person-centered care.



Download the **Standards of Care app** for the most up-to-date information, along with interactive tables and algorithms.

Learn more at professional.diabetes.org/SOC

Introducing the Institute of Learning

Health care professionals have a new destination for enhancing diabetes knowledge, the ADA's Institute of Learning. The state-of-the-art education portal houses more than 70 free continuing education (CE) courses, webinars, self-assessments, and more to support them in providing the highest level of care.

The Institute of Learning aggregates content from key ADA strategic initiatives, including **Diabetes Is Primary**[®], **Focus on Diabetes**[®], **Making Diabetes Technology Work**, **Overcoming Therapeutic Inertia**, **Safe at School**[®], **Time in Range**, and **Women's Health**. By the end of the year, more than 28,000 professionals had signed on.

Learn more at professional.diabetes.org/IOL

Primary Care Council

The ADA's Primary Care Council improves the adoption of our *Standards of Care* among primary care professionals (PCPs) who are on the front lines of diabetes care. The council is a coordinated effort with seven other leading primary care organizations:

- American Academy of Family Physicians (AAFP)
- American Academy of Physician Associates (AAPA)
- American Association of Nurse Practitioners (AANP)
- American College of Osteopathic Family Physicians (ACOFFP)
- American College of Physicians (ACP)
- American Pharmacists Association (APhA)
- American Society of Health-System Pharmacists (ASHP)

In its first full year, the Primary Care Council reached thousands of PCPs through educational materials, webinars, and conferences with a focus on encouraging providers to intensify therapies or try new ones when a person has trouble meeting their blood glucose (blood sugar) goals.


70+
FREE
LEARNING COURSES
AND TOOLS


20+
TOPICS
TO EXPLORE

We Fight for **QUALITY OF CARE**

Diabetes Self-Management Education and Support (DSMES)

Since 1986, the **ADA's Education Recognition Program (ERP)** has been responsible for evaluating and recognizing DSMES services across the United States.

In 2023, new applications increased by 43% and accepted applications by 19%, indicating a welcome expansion of high-quality DSMES for Americans with diabetes.

Our team also helps ERPs stay abreast of the National Standards for DSMES and the ADA's *Standards of Care*. We launched the first **on-demand ERP DSMES Standards & Medicare Reimbursement Symposium** via the ADA's Institute of Learning to help health care professionals learn more about DSMES billing and reimbursement.

Empowering Community Health Workers (CHWs)

In 2023, the ADA continued to support and promote CHWs as part of the diabetes care team. CHWs play an increasingly vital role in the public health landscape by enhancing the traditional health care workforce and making inroads into underserved communities helping to create community-to-clinic linkages for people with diabetes. With funding support from Bank of America, the ADA developed its first fully Spanish-language CE course for CHWs, with 90% of learners reporting high and very high levels of satisfaction.



This course was super helpful in catching me up to speed. **I feel more confident in talking about diabetes and assisting patients** who experience diabetes in all its forms.

—CHW



IN 2023 NEW APPLICATIONS INCREASED **43%** and **ACCEPTED APPLICATIONS BY 19%**



Type 1 Diabetes Screening & Awareness

The past decade has brought about remarkable advances in how we detect type 1 diabetes and define diagnosis. Now it's time to put those changes into widespread practice. With support from Sanofi, the ADA has embarked on a groundbreaking initiative to dissect the challenges and opportunities for implementing type 1 diabetes screening and spreading awareness.

We convened a dynamic roundtable of 20 leading experts to delve into the latest scientific developments, explore potential educational resources, and craft impactful messages for health care professionals, people living with type 1, and their families.

Our proactive approach signifies an important step forward in enhancing early detection—helping more people avoid dangerous diabetic ketoacidosis (DKA) at diagnosis while giving them the best chance at a long, healthy life with type 1.



It was determined I was in severe diabetic ketoacidosis, and my veins had collapsed ... The ER doctor on hand said **if my parents had waited one more hour, I likely would not have survived.**

—Chelsea, diagnosed with type 1 diabetes at age 2



We Fight for **QUALITY OF CARE**

Minding Mental Health

The stresses of managing diabetes 24/7 can leave people more prone to distress, burnout, and depression—and yet, mental health remains an overlooked topic in diabetes care.

This needs to change. That's why the ADA is working to integrate behavioral health care into diabetes management and is arming mental health professionals with a better understanding of life with diabetes.

Our mental health programming reached over 68,000 health care professionals this year, more than a 250% increase over 2022. We also added 54 professionals to the searchable [Mental Health Directory](#) for a total of 323 licensed practitioners with expertise in diabetes care. And with support from the Leona M. and Harry B. Helmsley Charitable Trust, in 2023 we introduced two critically important mental health programs:

- **Diabetes Education 101 for the Behavioral Health Professional** helps participants deliver a more comprehensive and empathetic level of care to people with diabetes.
- **Exploring Mental Health and Diabetes Through Case Studies** dives into 12 compelling, real-life cases representing a spectrum of cultural backgrounds and social determinants of health.

 Learn more at diabetes.org/MentalHealth

Our mental health programming reached
68,000+
health care professionals

Journals & Podcasts

The ADA's trusted publications distill the latest research and best practices so health care professionals can provide the best level of care to people with and at risk for diabetes. Highlights in 2023 included:

- Our scientific and medical journals **reached more than 35,000 health care professionals** with cutting-edge research on the prevention and treatment of diabetes and its complications.
- ADA-published studies were **cited more than 157,000 times**.
- *Diabetes Care*® and *Diabetes*® ranked **second and fourth** among the 145 journals in the field of endocrinology and metabolism, making them the top two journals publishing diabetes research.

Since 2015, the **Diabetes Core Update** podcast has given busy professionals an accessible way to learn about the latest clinical research published in ADA journals and beyond. This year we expanded our audio reach with a new suite of podcasts:

- **Diabetes Care "On Air"** features interviews with authors of editor-selected articles and highlights of research in *Diabetes Care*.
- **DiabetesBio** offers insightful interviews with authors of editor-selected biomedical research articles published in *Diabetes*.
- **Diabetes Day by Day** delivers practical advice for people with diabetes and their caregivers on overcoming everyday challenges.




HEALTH EQUITY SPOTLIGHT

With support from Genentech, the ADA formed an **eye health equity program** to promote early detection and treatment among people of color who are more than twice as likely to develop significant visual complications from diabetes. The initiative kicked off with a community event in Birmingham, AL as we identified solutions for more equitable eye care, such as improving coordination among eye care specialists and members of the diabetes care team.

To date, we have shared educational resources with over 2,000 health care professionals and conducted over 700 eye exams—for some people, their very first. This collaboration gets us closer to preventing diabetes-related eye disease and vision loss for the people of Birmingham, plus a model to follow for other hard-hit communities across the Diabetes Belt and beyond.

To date, we have shared educational resources with over 2,000 health care professionals and conducted over 700 eye exams—for some people, their very first.



 Subscribe through your favorite podcast platform or listen directly at diabetesjournals.org



We Fight for

FOOD & NUTRITION

Healthy eating is essential for preventing prediabetes and type 2 diabetes and for managing all types of diabetes, **yet one in five Americans with diabetes don't have regular access to nutritious food**. The ADA is committed to driving resources and policy changes that help people choose and prepare healthy foods, navigate nutrition labels, overcome food insecurity, and more.

We Fight for **FOOD & NUTRITION**



What Can I Eat? Program

In 2023, we partnered with the Elevance Health Foundation to deliver an enhanced version of the no-cost **What Can I Eat? (WCIE?)** program to more than 2,600 people in underserved communities in Indiana, New York, Ohio, and Virginia. As WCIE? continues to expand in-person and virtually, we'll help more people with type 2 diabetes shop better, eat better, and live better while addressing the social determinants of health that contribute to the diabetes epidemic.

Diabetes Food Hub

The ADA's **Diabetes Food Hub**® continues to be a popular destination for people living with diabetes, their caregivers, and health care professionals looking for diabetes-friendly recipes and meal plans, cooking tips, and more. Its user base grew in 2023, driven in large part by our expert content, monthly online cooking classes, and high social media engagement.

“ I learned so much about what was good for me and what was not good for me. All the free groceries we received as part of this program [also helped]. I feel much better and I have now lost 20 lbs. as well.

**—WCIE?
participant**



Nourishing Health

In 2023 we joined the **#NourishMyHealth**™ nutrition security and education initiative, led by the National Association of Chain Drug Stores in collaboration with the American Heart Association® (AHA), the American Cancer Society® (ACS), and the Food is Medicine Institute at the Friedman School of Nutrition Science and Policy at Tufts University.

#NourishMyHealth shares free resources to help consumers and health care professionals understand the connection between food and wellbeing—and how eating more nutritious foods can help reduce the risk of diabetes, heart disease, and cancer. In its first year, the partnership reached 60,000 people through the pharmacy setting.



Learn more at nourishmyhealth.org

In its first year, the partnership reached 60,000 people through the pharmacy setting.

HEALTH EQUITY SPOTLIGHT

In Chicago's South Side, over 500,000 people grapple with limited access to nutritious food. Diabetes looms large, as 20% of residents in some neighborhoods live with diabetes—nearly twice the city's average.

Against this backdrop, a partnership blossomed between the ADA and **Dion's Chicago Dream** (DCD), with vital support from Baxter. This collaboration provides weekly deliveries of fresh fruits and vegetables to South Side residents' doorsteps along with diabetes education and diabetes-friendly recipes. DCD's deliveries reached 1,000 households in 2023, impacting over 5,000 people and transforming this community's narrative from one of food scarcity to food security.

“ Normally you have to go very far to get fresh food...and it was just a relief, a big relief, to get not only fresh food but different types of food that I haven't tried before that are healthier and better.

—Melita, DCD delivery recipient and caregiver for someone living with diabetes





Fighting for

ADVOCACY &

HEALTH EQUITY

Diabetes is a striking representation of health disparities, as those living in under-resourced communities are more likely to develop the disease and experience related complications. This is unacceptable.

Everyone deserves equitable access to the best possible diabetes prevention, care, and treatment. That's why addressing health equity is woven into everything the ADA does. We're removing obstacles for all people with and at risk for diabetes, enabling access to essential technology, affordable medication, healthy foods, and quality health care.

We won't back down until everyone affected by diabetes has what they need to thrive. Until health equity is the standard in national health policy and in every provider's office. Until people with diabetes can lead lives free from fear, discrimination, and stigma.

Fighting for **ADVOCACY & HEALTH EQUITY**

Advocacy in Action

The ADA's state, federal, and legal advocacy is creating positive change for the diabetes community. Here are some of our wins from 2023.

- **Insulin is dramatically more affordable:** In 2023, we saw tremendous progress in our quest to make insulin more affordable for the 8.4 million Americans who rely on it to survive. By the end of the year, half of U.S. states (and DC) and Medicare capped monthly out-of-pocket costs for this lifesaving medication. Additionally, the three leading insulin manufacturers limited costs for people with diabetes and ADA-endorsed bills capping out-of-pocket costs to \$35 for those on commercial health insurance plans were introduced in the U.S. Senate and House.
- **Diabetes technology is more accessible:** Real-time continuous blood glucose (blood sugar) monitoring has led to tremendous outcomes for people with diabetes who, without such a device, may have experienced potentially life-threatening complications. However, research shows that those from under-resourced communities consistently lack access to this technology. The ADA led efforts that resulted in greater access to continuous glucose monitors (CGMs) for people with diabetes enrolled in Medicare, Veterans Affairs benefits, and more than 10 state Medicaid programs including the most populous states in the U.S.

This year, Diabetes Advocates helped drive policy change by responding to our action alerts more than 3 million times.

“**The reward is knowing that every day we're helping someone.** We're going to continue being out there, whether it be on the local or the national level, advocating until there's a cure.

—**Brenda Leavitt,**
Diabetes Advocate”

HEALTH EQUITY HIGHLIGHT

The prevalence of adult diabetes exceeds 20% in parts of Franklin County, OH. Here, diabetes is compounded by hardship—more than half of residents live below 200% of the federal poverty line and the life expectancy average is 65 years. Such socioeconomic barriers often put the latest diabetes technology and comprehensive DSMES out of reach for the people who need it most.

In partnership with Abbott and the National Center for Urban Solutions (NCUS), the ADA piloted the **U Got This! program**, providing CGMs and six months of wraparound wellness coaching to 116 people with diabetes, many of them receiving Medicaid. Thanks to continuous blood glucose monitoring and healthy habits, participants reported significant improvements in their A1C and a tangible shift in their overall quality of life.

Socioeconomic barriers often put the latest diabetes technology and comprehensive DSMES out of reach for the people who need it most.

Reducing Unnecessary Amputations

As many as 80% of non-traumatic lower limb amputations happen due to diabetes complications. Amputations in the United States are also substantially more prevalent among people of color.

During 2023, we helped ensure the federal Amputation Reduction and Compassion (ARC) Act was reintroduced. The legislation would require Medicare and Medicaid to fully cover screening tests for people who are at risk of peripheral artery disease (PAD) and promote education, testing, and treatment for PAD and other conditions that can lead to amputation.

Additionally, this year the ADA's **Amputation Prevention Alliance** hosted its first **Preventing Diabetes-Related Amputations in America: A Solutions Summit** to highlight the challenges that have led to increases in diabetes-related amputations and opportunities for action.

Treating Obesity as a Disease

The ADA is calling on policymakers and the health care community to recognize and treat obesity as a disease—and keep more people from developing other serious health conditions like type 2 diabetes and heart disease.

This year we launched the **Diabetes Prevention + Obesity Treatment Initiative** to increase access to obesity treatment and services at the federal and state levels. Our robust efforts included partnering with groups that share our interests and goals, convening a summit for policymakers, participating in World Obesity Day (March 4), supporting the Treat and Reduce Obesity Act (TROA), and engaging in legislation in 12 states.

“**The health care system and insurers need to take obesity seriously,** starting with ensuring patients and health care professionals have access to the full array of evidence-based, safe, and effective tools and treatments through comprehensive insurance coverage.

—**Robert A. Gabbay, MD, PhD,**
the ADA's chief scientific & medical officer”



During 2023, we helped ensure the federal Amputation Reduction and Compassion (ARC) Act was reintroduced.

Fighting for **ADVOCACY & HEALTH EQUITY**

The Staggering Costs of Diabetes

On November 1, the ADA published the [Economic Costs of Diabetes in the U.S. in 2022](#) report, which put the nation's annual cost of diabetes at \$412.9 billion.

People with diagnosed diabetes now account for one of every four health care dollars spent in the U.S. What's more, direct medical costs attributed to diabetes, estimated at \$306.6 billion, increased by 7% between 2017 and 2022.

This comprehensive report, which the ADA publishes every five years, underscores diabetes' enormous physical and financial burden on our country and is a call to action for policymakers and the entire health care system to prioritize affordable diabetes care, especially for vulnerable and underserved communities.



Read
the report

Local Solutions, National Impact

The Collaboration for Equitable Health, powered by Bank of America, is a four-year initiative that brings together the ADA, the ACS, the AHA, and the University of Michigan School of Public Health to improve health outcomes in communities of color. This work leverages our collective resources and voices to change the trajectory of diabetes, heart disease, cancer, and stroke. In the collaboration's first full year, we:

- Brought core ADA programs such as [Project Power](#) to 28 community-based organizations in five markets: Washington, DC; Denver, CO; Albuquerque, NM; Charlotte, NC; and Atlanta, GA.
- Provided **free training** to more than 1,200 CHWs nationwide to increase their knowledge of diabetes management.
- **Awarded grants** to 90 grassroots organizations and health clinics, fueling culturally relevant interventions that directly address the health challenges of these communities.
- Delivered advocacy training to **empower people to advocate** for policies that improve health within their communities.

People with
diagnosed diabetes
now account for

1 in 4

health care dollars
spent in the U.S.

The Collaboration for Equitable Health is more than a series of programs—it's a movement toward a future where health is a right, not a privilege, irrespective of ZIP Code, gender, race, education, or income.



Check out the [2023 Health Equity Impact Report](#) and visit [Health Equity Now](#) to learn more about this work.



Health Equity Impact Report 2023



ADA IN THE COMMUNITY

Whether you're battling diabetes or have a loved one who is, building connections with other people can be the best medicine. The ADA's community programs offer equal parts education and inspiration so **people of all ages can feel supported.**

ADA in the Community

Embracing the Spirit of Camp

ADA Camp—complete with swimming, singing, skills-building, and making lifelong friendships—is a rite of passage every child with diabetes should experience. At ADA Camp, thousands of children living with diabetes get to enjoy this quintessential experience in a supportive, medically safe environment. Our day camps, overnight camps, and family retreats are a lifeline for children with diabetes to develop the critical skills they need to thrive.

This year, more than **2,700 campers** joined us for **33 camp sessions** nationwide. ADA Camp is powered by more than **1,500 volunteers**, **600 trained medical staff**, and more than **\$400,000** in annual need-based financial aid.

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

 Learn more at diabetes.org/Camps

Project Power for All

You're never too young or old to adopt healthy habits. The ADA's Project Power empowers adults and children to reduce their risk for or manage and thrive with type 2 diabetes.

Project Power for youth aims to slow the trajectory of childhood obesity and its consequences among youth ages 5 to 12. The fun, no-cost in-person program promotes making healthy food choices, increasing physical activity, and building family and peer support. More than 9,000 children participated across 37 states and Washington, DC in 2023.

Project Power for adults is a 12-month no-cost lifestyle change program that raises diabetes awareness and offers diabetes risk-reduction education to people who are at risk for type 2 diabetes or have prediabetes, and healthy living strategies for people with type 2 diabetes. The program combines interactive lessons with a health coach, small support groups, and tools and resources to help participants reach their personal health goals.



“ I can't think of a better decision we've made this year regarding our daughter's diabetes management than sending her to camp. ”
—ADA Camp parent



This year, we focused on engaging more adults in high-risk communities. Over 6,000 adults registered for Project Power with 4,309 participants entering a cohort in 2023 and more to start in 2024 across all 50 states and DC. Also, more than 17,000 people completed the **ADA's Type 2 Diabetes Risk Test** thanks to our Project Power marketing campaigns.

Supporters: CVS Health, Eli Lilly, Withings, Blue Cross Blue Shield Arizona, SunLife, and Sentara

 Learn more at diabetes.org/ProjectPower

HEALTH EQUITY SPOTLIGHT

Through the Collaboration for Equitable Health, the ADA delivered Project Power to the youth Native American population in Albuquerque, New Mexico, youth and adults in Latino communities in Denver, Colorado, and adults in under-resourced areas of Washington, DC.

Special Events

The ADA's signature events bring together walkers, riders, and donors to raise critical funds for our life-changing programs and uplift all people living with diabetes. When we're united by a sense of shared purpose, we can do even more to achieve our ultimate goal: ending diabetes once and for all.

We're grateful to our supporters who collectively **raised a total of \$12 million** through:

- 14 Tour de Cure® events (6,000 riders)
- 8 Step Out Walk to Stop Diabetes® events (4,000 walkers)
- 19 State of Diabetes events
- 10 signature events
- 208 do-it-yourself events

Want to join others who are passionate about ending diabetes?

 Learn more at diabetes.org/Fundraising

“ I purchased this suit and I couldn't button it up when I got to the program. So, I get into the program and I realized that I could not only button this jacket up, but sometimes it looked a little bit big on me. So, I've had that non-scale victory as far as getting into my clothes, fitting better, feeling better, looking better, and being able to move around better. ”

—**Pastor Carl Butler**,
Project Power
participant



We Fight for

YOUR

GENEROSITY

The ADA exists to win the fight against diabetes. **With your support, we can do even more.**

\$112.4M
in total donations
and grants

\$38.2M
in bequests

\$10.5M
from special events



Learn more and make a difference your way at diabetes.org/Ways-to-Give



We Fight for

ALLIANCES & PARTNERSHIPS

The 136 million people living with diabetes or prediabetes guide our decisions, our strategy, and our commitment to health equity. **We gratefully recognize the generous support of our 2023 corporate partners** who have joined the fight to end diabetes and accelerate change for people affected by diabetes and their caregivers.

The **Banting Circle Elite** is the ADA's highest level of recognition for companies. It is named for Sir Frederick Grant Banting, a Canadian medical scientist, doctor, Nobel Laureate, and co-discoverer of insulin.

Banting Circle Elite

(\$1 million+)

Abbott Diabetes Care
Centers for Disease Control and Prevention
CVS Health
DaVita
Eli Lilly and Company
Genentech
Novo Nordisk Inc.
The Leona M. & Harry B. Helmsley Charitable Trust
Xeris Pharmaceuticals

National Supporters

(\$500,000–\$999,999)

Baxter International Foundation
Blue Cross Blue Shield of Illinois
Dexcom, Inc.
Haleon
Sanofi
The Roger and Camille Blume Foundation

National Supporters

(\$150,000–\$499,999)

Advanced Oxygen Therapy Inc
Amaranth Diabetes Foundation, Inc.
Boston Global Investors, LLC.
EBSCO Publishing
GNC Live Well Foundation
Heartland Sweeteners, LLC
Janssen Pharmaceuticals
Kroger-Atlanta Division
Medtronic
Novo Nordisk A/S
Optum RX
Podometrics
Primary Care Education Consortium (PCEC)
Procter & Gamble
Provention Bio
Sun Life
TriStar Publishing, Inc.
Vertex Pharmaceuticals (MG)

A Message from the SECRETARY/ TREASURER

For the ADA, 2023 was a time of growth as we continued to serve as a preferred partner to funders, corporations, and fellow health organizations. Existing partners renewed their support, and we welcomed many new partners to the table.

Highlights include:

- The ADA developed 51 strategic relationships as part of the **Collaboration for Equitable Health** (powered by Bank of America) to improve health outcomes in communities of color.
- We renewed three major sponsorships (Eli Lilly, Novo Nordisk, and Abbott) and secured a new partnership with Gore and Janssen to continue our **advocacy collaboration efforts**.
- We teamed up with the National Committee for Quality Assurance (NCQA) for a roundtable discussion on digital health as it pertains to a digital technology-enabled model for diabetes care.

In total, the ADA raised approximately \$144.7 million in 2023. This represents an extraordinary 27% growth over 2022, which allowed us to pour an additional \$12.7 million into our mission to prevent and cure diabetes and to improve the lives of all people affected by diabetes.

I am proud to say that the ADA's strong financial health and ongoing accountability and transparency earned us a **four-star rating from Charity Navigator**.

To all ADA supporters: Thank you for your continued trust and confidence in our lifesaving work. Together, we're making a true difference in the fight against diabetes.

With gratitude,



Todd F. Brown, PMP
Secretary/Treasurer

In 2023 the ADA raised
≈\$144.7M

This represents an extraordinary

27%
growth over 2022



FINANCIAL HIGHLIGHTS

DECEMBER 31, 2023

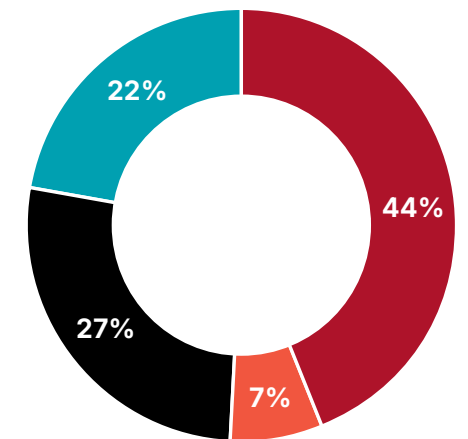
Statement of Activities (in thousands of dollars)

PUBLIC SUPPORT AND OTHER REVENUE	
Donations	\$ 63,669
Special Events, Net	10,454
Bequests	38,249
Fees from Exchange Transactions	32,302
Total Revenue	144,674
EXPENSES	
Research	31,628
Information	47,321
Advocacy and Public Awareness	16,557
Program Expense subtotal	95,506
Management	11,084
Fundraising	19,260
Total Expenses	125,850
Net Income	\$ 18,824

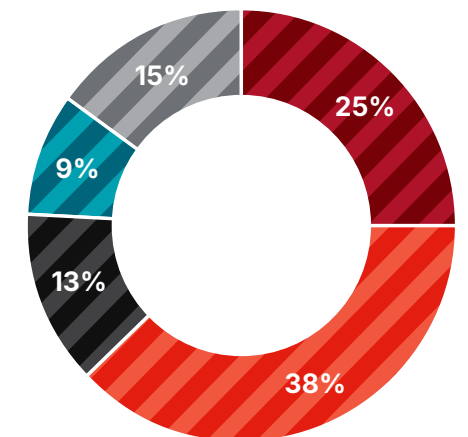
Balance Sheet

ASSETS	
Cash and investments	\$ 146,819
Accounts receivable, net	9,434
Contributions receivable, net	55,157
Fixed assets, net	3,067
Right of use assets - operating leases	14,018
Other assets	3,503
Total assets	\$ 231,998
LIABILITIES	
Accounts payable and accrued liabilities	\$ 8,694
Lease liabilities - operating leases	23,967
Research grant payable	17,434
Deferred revenues	6,059
Total liabilities	\$ 56,154
NET ASSETS	
Net assets without donor restrictions	\$ 95,634
Net assets with donor restrictions	80,210
Total net assets	\$ 175,844
Total liabilities and net assets	\$ 231,998

Public Support and Other Revenue



Expenses



2023 PRINCIPAL OFFICERS



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CHAIR OF THE BOARD

Chief Vision Officer Revurbia Consulting
HOUSTON, TX



Todd F. Brown, PMP
SECRETARY/TREASURER

Co-founder and CEO of Urban Edge Network
SOUTHLAKE, TX



Janet Brown-Friday, RN, MSN, MPH
PRESIDENT, HEALTH CARE & EDUCATION

Project Director Multicenter AIDS Cohort Study (MACS)/ Women's Interagency HIV Study/Combined Cohort Study (WIHS-CCS) Division of General Internal Medicine Albert Einstein College of Medicine
BRONX, NY



Rodica Busui, MD, PhD
PRESIDENT, MEDICINE & SCIENCE

Larry D. Soderquist Professor of Diabetes // Vice Chair for Clinical & Health Outcomes Research in the Department of Internal Medicine, and Director Clinical Research, Mentoring and Development of the Caswell Diabetes Institute University of Michigan
ANN ARBOR, MI

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It takes

ALL
OF US
to end diabetes.

Join the fight.



diabetes.org | 1-800-DIABETES