

A young boy and girl in school uniforms are smiling. The boy is in the foreground, wearing a blue sweater over a white collared shirt. The girl is behind him, also in a blue sweater over a white collared shirt. The background is a soft-focus outdoor setting.

DiABETES UK
CARE. CONNECT. CAMPAIGN.

**INSPIRING
CHANGE**
**OUR ANNUAL
REPORT 2014**

FOREWORD

There's no question that 2014 was a tremendous year for Diabetes UK. Thanks to the generosity of our supporters, we were able to spend more – and, crucially, achieved more – than in any other year of our 80-year history.

We changed the law, so that for the first time schools are legally obliged to give all children with diabetes the care and support they need to thrive and enjoy school. And we made strides in diabetes research, seeing significant progress in artificial pancreas technology and funding four projects that will bring us closer to a future without Type 1 diabetes. Our National Charity Partnership with Tesco raised a spectacular £18 million over the course of 21 months and this money has helped children, parents and families living with diabetes get the support and information they need.

But for all the great achievements over the last year, there is still a long way to go. For too many people living with diabetes, things are still not good enough. Across the UK, the standard of care is variable, and for people with the condition the rates of heart disease, stroke, blindness, lower limb amputation and early death are far too high. And the number of people with the condition is constantly rising: every two minutes, another person receives that life-altering diagnosis.

This means that the number of people with diabetes is projected to rise from 3.9 million today to 5 million in 2025. As well as the heartache this brings to more families, the consequences of this for public health and for our nation's finances would be disastrous.

But there is reason to be optimistic. For one thing, our new five-year strategy, Reach for the Stars, sets out our ambitious plans to improve the quality of life for people living with the condition, reduce the complications that people with diabetes face, and prevent people ever being diagnosed with Type 2 diabetes.

There is also a real sense that diabetes is a condition whose time has come. Awareness of diabetes has never been higher, we have a bigger than ever army of volunteers who are doing fantastic work across the UK, and the NHS is starting to focus on the condition as never before. After years of not giving diabetes the attention it so badly needs, we are seeing real progress and it is fantastic that we are now working with NHS England and Public Health England on a Type 2 diabetes prevention programme.

I don't think the future has ever been brighter in terms of the potential to deliver improved health for people with diabetes and turn back the rising tide of Type 2 diabetes. Certainly, 2015 already looks set to be another record-breaking year for Diabetes UK. From innovative new partnerships to ground-breaking research, every supporter makes a difference and together we are making progress towards a future without diabetes. Thank you!

Barbara Young, Chief Executive

Sir Peter Dixon, Chairman

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Cover: Lewis and his sister Alyssia. Lewis has Type 1 diabetes and worked with us on our Type 1 diabetes: Make the grade campaign

OUR YEAR IN NUMBERS

5.4m
VISITS TO THE
DIABETES UK
WEBSITE

THERE ARE
267
LOCAL GROUPS
AROUND THE UK

11,858
SIGNED UP FOR
TYPE 2 DIABETES
E-LEARNING

WE SENT OUT
20,000
MAKE THE GRADE
INFORMATION
PACKS

WE HAVE
7,181
AMAZING
VOLUNTEERS

WE RAISED
£41.8m
IN 2014

WE SUPPORTED
20,500
PEOPLE
THROUGH OUR
CARELINE

365,000
CHECKED THEIR
RISK ONLINE

WE FUND OVER
120
DIABETES
RESEARCH
PROJECTS

WE HAVE
357
COMMUNITY
CHAMPIONS

WE EDUCATED
MORE THAN
17,000
HEALTHCARE
PROFESSIONALS

20,115
VISITED OUR
WEBSITE FOR
INFORMATION
ABOUT RAMADAN

**NEARLY
A THIRD**
OF OUR INCOME
CAME FROM
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16,262
FOUND OUT THEIR
RISK OF TYPE 2
AT A ROADSHOW

WE INVESTED
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IN DIABETES
RESEARCH
IN 2014

THERE ARE OVER
2,400
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VOICES

FUNDING GROUND-BREAKING RESEARCH

We are the UK's leading charitable funder of diabetes research. We drive forward developments in the treatment and prevention of all forms of diabetes, changing lives now and in the future, and providing support for the people and ideas that will transform diabetes care and lead us to a cure.

In 2014 we received more applications for support from diabetes researchers than ever before, invested £7 million in diabetes research and agreed to support 31 new studies.

Pioneering at-home trial of an artificial pancreas

People who use insulin to manage their diabetes face a daily challenge, often needing several insulin injections or using a pump, and frequent finger prick tests, to keep their blood glucose levels under control.

Cutting-edge research funded by Diabetes UK saw 24 adults with Type 1 diabetes trial an artificial pancreas at home for four weeks – the first time anywhere in the world it has been used for more than a few days without medical supervision. Working overnight, the device uses real-time information to adjust the amount of insulin given by the pump.

The study found that the artificial pancreas considerably improved blood glucose levels. If we were able to repeat this in bigger trials, it could lead to insulin-

treated diabetes becoming a condition that is easier to keep under control, leading to fewer devastating complications.

"Now that we've tested the system at multiple centres, we can see that its benefits apply to a wide range of people. Larger-scale clinical trials of the artificial pancreas will be the next step in helping to translate these exciting findings into an end product that will help to transform the management of diabetes."

Dr Roman Hovorka, lead investigator at the University of Cambridge

"Overnight I can find it hard to predict what will happen with my blood glucose levels. This system got rid of all the guess work."

Lisa Gaff, participant in artificial pancreas trial

2014 HIGHLIGHTS

- Thanks to our National Charity Partnership with Tesco and co-funding from JDRF, we committed over £4.4 million to four new studies that will help create a life-changing vaccine for Type 1 diabetes and bring us one step closer to a future without the condition.
- We announced our support for a new artificial pancreas trial that will use the device to improve management of Type 2 diabetes for people staying in hospital.
- We invested over £1.3 million to create four new

fellowships and three new PhD studentships to support the careers of some of the UK's best early-career researchers.

FUTURE PLANS

Our new five-year strategy will put research at the heart of Diabetes UK, increase nationwide investment in diabetes research and help to develop the research stars of the future. In 2015, we will:

- Launch our new Harry Keen Fellowship, established in recognition of Professor Keen, our former Chair and a clinical pioneer who helped shape diabetes treatment. The fellowship will help diabetes healthcare professionals develop as independent researchers and support a new generation of experts.
- Bring together key groups of UK diabetes researchers and help them identify priorities for clinical research to drive forward improvements in diabetes care.
- Increase our support for new research project grants, enabling more diabetes scientists and healthcare professionals to advance their research ideas.



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IN 2014

Dr Roman Hovorka, University of Cambridge, chats to trial participant Lisa Gaff about his artificial pancreas study

PROVIDING INFORMATION, SUPPORT AND INSPIRATION

We give people with diabetes life-changing support and information in the way that best suits them, whether that is over the phone, online or face-to-face. We make sure everyone with diabetes has the chance to live a fulfilling, healthy and happy life, confident in managing their condition.

As experts in diabetes, we give practical advice and support on issues from rights and financial support, to everyday challenges like healthy eating. We tell people what healthcare they should be getting, so they are able to challenge the NHS if they don't receive it. And, crucially, we lend a sympathetic ear for people to talk and share their worries with someone who really understands.

Bringing people together

Our Care Events are a unique opportunity for children, young people and families affected by diabetes to meet others like them, share their experiences and make lifelong friends. At the events, we help people learn more about managing the condition and empower them to become more confident and to live full and active lives with diabetes.

More than 550 people attended our Care Events in 2014. Rob was one of the first to sign up to our pilot event in Sheffield for people with Type 1 diabetes aged 18–30 and came away with new friends, new information and a new attitude towards his condition.

"The chance to meet other young people with Type 1 diabetes helps massively to feel like you're not alone. The event was informative but relaxed, which made it so much easier to talk to healthcare professionals about my diabetes. I'm now carb-counting, which is something I wouldn't have thought about without this event."

Rob Southworth

2014 HIGHLIGHTS

- We rolled out our Living with Diabetes Days nationally – free, one-day events packed with information and advice about living with Type 2 diabetes. There were 1,253 people at our first 16 events, and a massive 97 per cent of them said they felt confident in managing their condition as a result.
- We worked with 26 young adults with Type 1 diabetes from all across the UK to create #Type1Uncut, a YouTube channel of videos about subjects that matter to them.
- We launched Enjoy Food, a programme of events, information and resources to help families with diabetes to shop, cook and eat.
- Our Talk to Someone: Peer Support service connected 1,848 people to others with diabetes by phone, email and live video chats.

FUTURE PLANS

Our new five-year strategy aims to reach more people, operate at a bigger scale and deliver significant impact, tailoring our services to meet the needs of key groups. In 2015, we will:

- Organise brand new events for young adults aged 18–30, and even more events for children and families affected by diabetes.
- Hold more online video chats, including sessions for parents, by parents.
- Expand the Diabetes Support Forum, our online message board for people with diabetes.
- Bring our Living with Diabetes Day events to even more towns and cities across the UK.



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E-LEARNING

Rob Southworth, Care Event attendee, puts what he learned about carb-counting into practice

CAMPAIGNING TO MAKE A DIFFERENCE

Everyone with diabetes should have access to the best-quality care and support but, sadly, at the moment this does not always happen. So we campaign to make this a reality by bringing together people affected by diabetes, opinion leaders and healthcare professionals across the UK to bring about policy change and, ultimately, create real improvements in diabetes care.

Changing the law, changing lives

Diabetes can be tough for anyone, especially children. While some are well-supported at school, this is not always the case and some are even excluded from everyday activities, leaving them isolated and missing out on their education.

In 2014, we fought for children with diabetes to have the legal right to be supported at school. And we won. As a result of our landmark campaign and our determined supporters, the Government passed a new law to make sure that all schools in England provide proper care for children with diabetes. Our *Type 1 diabetes: Make the grade* campaign is helping thousands of children get the support they're entitled to at school, thanks to our lobbying and the practical information and support we've produced for parents and school staff.

Our campaign has already had a life-changing impact on children

like eight-year-old Lewis, who has Type 1 diabetes. Lewis was devastated after missing out on school trips and falling behind in class. He even had to change schools, all because staff didn't have the knowledge or confidence to help him manage his condition properly.

After a hard-fought battle, Lewis is now back in school and getting the education and support he deserves. Thanks to our campaign, children with diabetes are now much less likely to go through what Lewis did.

"All children deserve a caring and nurturing school. I can't express how much the support of great teachers, schools and healthcare professionals mean to children and their families. This is why the Type 1 diabetes: Make the grade campaign is so important." **Zoe, Lewis's mum**

2014 HIGHLIGHTS

- We sent out 20,000 information packs to schools and parents to help children get the right care in school. We also launched our Care in School Helpline in October as a source of support and advocacy. We even trained school staff through our Diabetes in Schools training days.
- Our *Putting Feet First* campaign continued to work with hospital trusts to ensure more had multidisciplinary teams to

reduce amputations and improve foot care. More than 100,000 copies of our *How to spot a foot attack* booklet were distributed, helping people to spot the signs of urgent foot problems and take action.

- We campaigned for better uptake of the NHS Health Check, highlighting areas that were doing it well and areas where improvement was needed.

FUTURE PLANS

Over the course of our new five-year strategy, we will continue to influence and drive change to improve care and support for people living with diabetes. In 2015, we will:

- Work with Public Health England and NHS England to develop the National Diabetes Prevention Programme, at scale, and help make sure people at high risk of Type 2 are swiftly referred to evidence-based effective interventions.
- Campaign to improve the quality of annual foot checks.
- Launch a new campaign to increase access to education courses and support, so that people with diabetes can learn about successfully managing their condition.

WE SENT OUT
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PACKS



Lewis, who has Type 1 diabetes, checks his blood glucose and gets ready for school

THERE ARE OVER
2,400
DIABETES
VOICES

LEADING THE WAY IN TYPE 2 DIABETES PREVENTION

A staggering 4.75 million people in the UK are at high risk of developing Type 2 diabetes. It's a condition that can be devastating, but up to 80 per cent of cases could be delayed or prevented by maintaining a healthy weight through a balanced diet and regular physical activity.

We are committed to taking our messages about Type 2 diabetes risk and prevention across the UK, taking our roadshow buses to 97 towns and cities over 148 days last year. We reached thousands of people in these communities, helping them to understand their personal risk of Type 2 diabetes and the steps they need to take to reduce it.

Targeting diabetes locally

Dr Daz Harding has made it her mission to prevent and raise awareness of Type 2 diabetes in Wiltshire. In 2014 she commissioned a series of Diabetes UK roadshows to come to the region for the second year running, reaching nearly 800 people in 10 towns over 10 days.

Almost half (49 per cent) of these people were at high enough risk of developing Type 2 diabetes in the next 10 years to be referred to their GP. Dr Harding is already working on the third series of roadshows.

"Preventing and raising awareness of Type 2 diabetes is a big priority for me and the team in Wiltshire, and one of the ways we are tackling the problem is enlisting the help of the Diabetes UK roadshow. It's been hugely successful so far and I look forward to another series in 2015." **Dr Daz Harding**

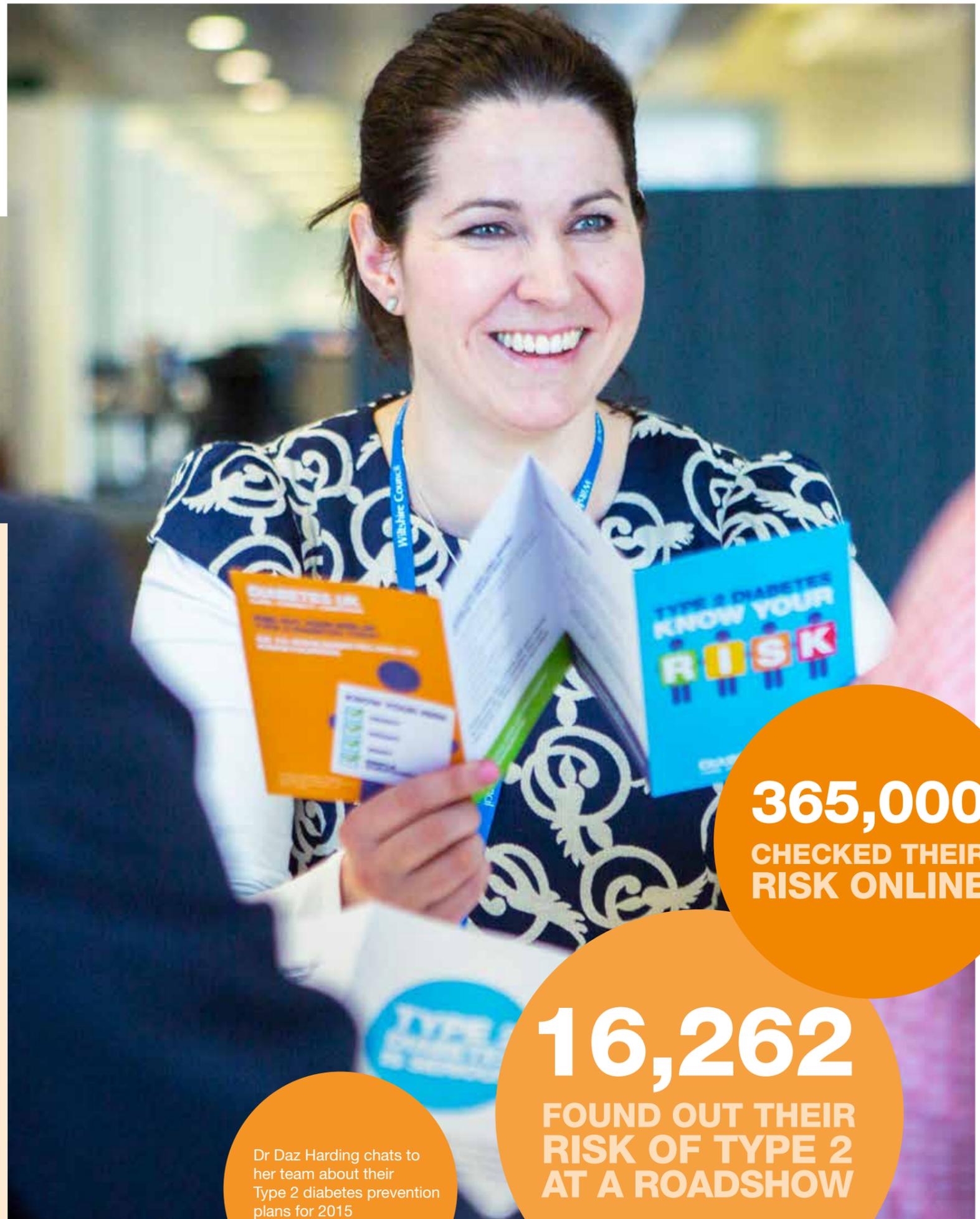
2014 HIGHLIGHTS

- We helped more than **16,000 people** find out their risk of developing Type 2 diabetes at our roadshows. More than half (52 per cent) of those were identified at high or moderate risk and referred to their GP for more advice – that's more than ever before.
- We saw three times as many people using our online risk score – 365,000 people checked their risk in 2014.
- We were involved in the making of 'The Diabetes Epidemic: Tonight', an ITV1 programme highlighting the UK diabetes crisis, which aired in June. Almost 3 million people watched it and as a result, 8,000 more people checked their risk online in two days than we would usually expect.

FUTURE PLANS

Reducing the rise of Type 2 diabetes is vital for people, the NHS and the economy. Our new five-year strategy will aim to influence the system to embed prevention into practice. In 2015:

- Our unique new charity partnership with Tesco and the British Heart Foundation – the first of its kind – will make a major contribution to preventing Type 2 diabetes and cardiovascular disease.
- We will take our roadshow buses to more towns and cities across the UK, including to the heart of hard-to-reach communities, thanks to new funding from Tesco and Royal Mail.
- We will work with Public Health England and NHS England to lead the development of a National Diabetes Prevention Programme in England.



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RISK OF TYPE 2
AT A ROADSHOW

Dr Daz Harding chats to her team about their Type 2 diabetes prevention plans for 2015

ENGAGING WITH ALL COMMUNITIES

Type 2 diabetes affects people from all backgrounds, but people from Black African and African Caribbean background are three times more likely to develop the condition, and it is six times more likely to affect people of South Asian heritage. The risk of being diagnosed at a younger age is also much higher among these communities.

We are committed to reaching people in Black, Asian and minority ethnic communities, providing support that's appropriate and relevant to their needs, and information that's specific to their culture.

Helping Muslims observe Ramadan

Fasting during the month of Ramadan is a central pillar of Islam. But for Muslims with diabetes, observing the fast can be potentially dangerous, and the decision over whether or not to take part can be an agonising one.

After a successful pilot in 2013, we extended our Managing Diabetes During Ramadan project, reaching more people with advice and information in five languages about fasting safely and maintaining good diabetes control during Ramadan. We reached millions of people with our information on healthy living through the media, online and printed resources and face-to-face support.

We couldn't have done this without the support of religious leaders like Imam Yunus Dudhwala, Head of Chaplaincy and Bereavement Services at Barts Health NHS Trust. Imam Yunus promoted our information among Muslim communities leading up to and during Ramadan, making sure people who needed us could access the right information and advice when they needed it.

"Fasting during Ramadan is an extremely important part of the Muslim faith. And the Diabetes UK Ramadan information and guidance is hugely important in helping people with diabetes to honour their faith and observe the month of Ramadan safely."
Imam Yunus Dudhwala

2014 HIGHLIGHTS

- To mark International Women's Day, we worked with the British Heart Foundation and the Commonwealth Countries League to hold a patient empowerment event for women, focusing on the experiences of African Caribbean women with diabetes and heart disease.
- We raised awareness at a series of events at BAPS Shri Swaminarayan Mandir, who chose us as their Charity of the Year.
- We held a joint 'Power to the people' seminar at the Diabetes UK Professional Conference with Lambeth/

Southwark Diabetes Modernisation Initiative, the Health Innovation Network and Lewisham Community Champions to showcase the impact of volunteer programmes in South East London.

FUTURE PLANS

People from Black, Asian and minority ethnic backgrounds are a key group that we'll be targeting as part of our new five-year strategy. In 2015, we will:

- Train more Community Champions – volunteers who educate and raise awareness of diabetes and Diabetes UK to people of Black, Asian or minority ethnic backgrounds.
- Continue to work closely with ethnic media channels to promote our culturally specific materials.
- Roll out our Managing Diabetes During Ramadan project nationally, so we can help more people with diabetes observe Ramadan safely.



WE HAVE
357
COMMUNITY
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VISITED OUR
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INFORMATION
ABOUT RAMADAN

Imam Yunus Dudhwala chats to a patient

WORKING TOGETHER TO IMPROVE CARE

We work closely with healthcare professionals, from those on the front line of primary care to those commissioning and delivering specialist services. We offer the latest insights, news and information on best practice and research so that together, we can improve the lives of people with diabetes and ensure they get the very best care and support to better manage their condition.

Catalysts for change

Evidence shows that strong clinical leadership and effective networks can result in better care for people with diabetes, so in 2014 we recruited 10 specialist healthcare professionals to be Diabetes UK Clinical Champions thanks to funding from Novo Nordisk.

With our support and training, they are promoting the needs of people with diabetes to the NHS and developing local leadership to drive improvements in local care. We are working with our Clinical Champions to tackle the huge variations in services and make sure everyone with diabetes gets the best care possible.

One of our Champions is Professor Satyan M Rajbhandari, a Consultant Diabetologist at Lancashire Teaching Hospital. With our help and training, he brought together influencers from across the NHS, discussed ideas for service improvements with MPs, and launched several projects that will boost diabetes care across the North West.

“Through the Clinical Champions project, I have come to realise that barriers between organisations can be broken with good communication. And with good communication we can demand better clinical care for people with diabetes.” **Professor Satyan M Rajbhandari**

2014 HIGHLIGHTS

- We delivered education to more than 17,000 healthcare professionals. This included more than 5,500 who took our e-learning course, **Diabetes in Healthcare**.
- More than 100 GPs and practice nurses took our pilot **Advanced Diabetes for Primary Care** course, and 93% said they felt more confident treating patients with Type 2 diabetes.
- We developed a new way of providing tailored information for people with diabetes through primary care IT systems – in its pilot phase 50,000 people received one of our new **Information Prescriptions**.

FUTURE PLANS

To deliver our new five-year strategy, we need to work closely with healthcare professionals to improve care for people with diabetes. In 2015, we will:

- Formally launch our **Information Prescriptions**, delivered by healthcare professionals, as personalised information for people with diabetes to help them understand and improve their health targets.
- Expand our **Advanced Diabetes for Primary Care** training to enable even more healthcare professionals to feel confident when treating people with Type 2 diabetes.
- Develop our new consultancy service to help local NHS organisations improve services, reduce costs and deliver better outcomes for people with diabetes.



MORE THAN
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PEOPLE
RECEIVED AN
INFORMATION
PRESCRIPTION

WE EDUCATED
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PROFESSIONALS

Professor Satyan M Rajbhandari discusses ideas with a colleague

VOLUNTEERING AT THE HEART OF DIABETES UK

Our army of dedicated volunteers are at the very heart of Diabetes UK. Without them, our messages, support and information wouldn't reach the people who need it most.

In 2014, more than 7,000 people gave their time to support us and people affected by diabetes in their communities. From managing our 267 local groups and promoting our campaigns to running fundraising and networking events, the passion and commitment of our volunteers strengthens our work and enables us to reach and support more people with diabetes.

Helping others to help themselves

We are only able to continue with our work thanks to devoted volunteers like Prakash. Prakash was diagnosed with Type 2 diabetes 17 years ago, and in that time he's turned to Diabetes UK for help and support. When he retired early in 2014, Prakash decided he wanted to give something back.

He has since travelled all corners of London and the east of England, enthusiastically giving his time and expertise. He's helped people discover their risk of Type 2 diabetes at our roadshows; supported people to manage their Type 2 diabetes more confidently at our Living with Diabetes Days; and shared his advice on making healthier food choices as part of our Enjoy Food project.

"When I was first diagnosed, it was hard to understand what I should be doing to manage my diabetes. I thought volunteering was the ideal opportunity for me to be able to help others who have been in a similar situation to me. Diabetes UK makes you realise you are not on your own."

**Prakash Chavda,
Diabetes UK volunteer**

2014 HIGHLIGHTS

- **An incredible 2,251 people generously gave up their time for us for the first time.**
- **In June, 3,000 people helped with our second Big Collection at Tesco stores across the UK. Together, they raised more than £230,000 in a single weekend.**
- **We celebrated the passion, dedication and achievements of 313 amazing volunteers at our Inspire Awards, which recognise the people who go above and beyond for Diabetes UK.**
- **We set up 43 new local groups, helping us to reach even more people with diabetes.**

FUTURE PLANS

Our volunteers are a vitally important part of Diabetes UK, and are a key part of our new five-year strategy. In 2015, we will:

- **Launch more local groups across the UK, with particular emphasis on improving the support available locally to adults with Type 1 diabetes and to parents of children with the condition.**
- **Establish new groups for young adults and people from Black, Asian and minority ethnic communities.**
- **Work more closely with volunteers, giving them more knowledge and training, and empowering them to maximise their impact.**

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LOCAL GROUPS
AROUND THE UK**

Prakash Chavda,
Diabetes UK volunteer,
prepares for his next
volunteer day

RECOGNISING OUR INCREDIBLE SUPPORTERS

Our supporters are amazing. From corporate partners and trusts, members and regular donors, to those who take on remarkable personal challenges and organise fun-filled events. We rely on their generosity and enthusiasm because without their dedication and hard work, we quite simply wouldn't be able to function.

The financial help we get from our thousands of supporters and fundraisers means we can support more people with diabetes, campaign harder for the care and services people with diabetes need, and fund even more ground-breaking research.

Swimming for victory

Seven-year-old Amelie has lived with the daily challenges of Type 1 diabetes for five years. After taking up to four injections of insulin a day for years, Amelie was fitted with an insulin pump, giving her new freedom and making it easier to manage her condition. Last year, she became one of our fundraising heroes and took part in Swim22 – swimming the 22-mile length of the English Channel over three months in her local pool. With the support of her family, Amelie raised more than £2,000!

"I used to have lots of injections but now I am on an insulin pump, it's much better. I did Swim22 to raise money to cure diabetes one day, and help boys and girls like me." Amelie, aged seven

2014 HIGHLIGHTS

- **Our 21-month National Charity Partnership with Tesco raised a phenomenal £18 million. This money will help us to continue our life-changing work, including funding pioneering research into a vaccine for Type 1 diabetes, supporting people who are newly diagnosed with Type 2 diabetes, and helping children with Type 1 to be healthier and happier at school.**
- **Our Weekly Lottery programme generated an amazing £1.6 million, which is funding vital work to support people with diabetes.**
- **Nearly a third of our income came from supporters who left a gift in their will. We are so grateful for every gift we receive, all of which goes towards helping people affected by diabetes.**

FUTURE PLANS

- Our new five-year strategy is ambitious, and we will only achieve it by working harder and raising even more money. In 2015, we will:**
- **Launch a new membership package, giving people with diabetes and parents of children who have Type 1 diabetes tailored information on a monthly basis, direct to their phone.**
 - **Expand our Swim22 event to inspire even more people to take part, raising more money and helping us to reach more people with diabetes.**
 - **Set up new fundraising groups throughout the UK, providing new and exciting ways for people to raise money in their local communities.**



Amelie, seven-year-old Swim22 fundraiser, loves to swim

NEARLY A THIRD OF OUR INCOME CAME FROM GIFTS IN WILLS

WE RAISED £41.8m IN 2014

WORKING ACROSS THE UK

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

NORTHERN IRELAND

- Thanks to Diabetes UK Northern Ireland's on-going involvement in the Integrated Care Partnerships (ICPs), our 4 Ts campaign was successfully re-launched across all five Trust areas in Northern Ireland. Working with ICPs and the education authorities, 4 Ts posters and leaflets were distributed to every primary school, library, GP surgery and emergency department in Northern Ireland, increasing awareness of the campaign and the profile of Diabetes UK.

- We co-wrote 'What Diabetes Care to Expect in Schools' with the Department for Education in Northern Ireland. Copies were distributed during a World Diabetes Day event in Parliament Buildings at Stormont and sent to every school and hospital diabetes clinic. The five Education and Library Boards recorded their thanks to Diabetes UK Northern Ireland and the Paediatric Diabetes Specialist Nurse Group for their

significant help in producing the new school and parent resource.

- In 2014 Diabetes UK Northern Ireland initiated a multidisciplinary regional diabetic foot strategy working group. Input from the Public Health Agency and the Health and Social Care Board led to a programme of work to develop draft guidelines and pathways, a regional workshop to gain consensus and a finished document to be delivered in June 2015. The Assistant Director of Commissioning is supporting this work by inserting a quality standard on diabetic foot services into the 2015/16 Service Budget Agreement.

WALES

- We partnered with Dr James Pearson and Professor Susan Wong, diabetes researchers at Cardiff University, to host our first ever Diabetes Live event and so give our supporters the opportunity to learn about how they can support and get involved in research. The event was very successful and was attended by Wales' Health Minister Mark Drakeford.

- Individuals and local groups spent over 4,900 hours volunteering to increase our outreach across Wales. They raised awareness of diabetes, its symptoms and the risk factors of Type 2 diabetes. From speaking to local media to taking part in

roadshows, health awareness events and group meetings, they have helped us to reach out to local communities across the country.

- We ran two successful family events, attended by around 30 families, where children and parents got the chance to learn more about their diabetes and meet other families who are also living with the condition. As a result, we increased the number of family groups across Wales and gave more families the chance to feed in to the work that we are doing to improve diabetes services for children and young people.

- We successfully campaigned for the creation of a new role - clinical lead for diabetes services for Wales. We will work closely with Dr Julia Platts to ensure that care and services are improved for people living with diabetes in Wales, and support her in leading the diabetes community in Wales in the implementation of the Together for Health Diabetes Delivery Plan.

SCOTLAND

- Diabetes Scotland lobbied relentlessly to ensure that the Scottish Government's Diabetes Improvement Plan, which followed the three-year Diabetes Action Plan 2010, would be published. We surveyed more than 1,000 healthcare professionals and people living with diabetes to ensure that the Scottish

Government's vision of person-centred care would reflect the real needs of the diabetes community. Following the publication of the Plan in November 2014, we redoubled our efforts to ensure the Scottish Government delivers on its commitment to improve care and support for people with diabetes across Scotland.

- We piloted Diabetes at your Finger Tips (DEFT), a new way of getting diabetes information to older people from Black, Asian and minority ethnic communities in Glasgow. The programme was delivered through eight community groups in Glasgow and empowered 122 people over the age of 60 from South Asian, African, Caribbean and Chinese backgrounds to more confidently manage their Type 2 diabetes. Supporting and educating people through e-learning and other interactive tools, participants benefitted not only from learning about diabetes but also new technology.

- Diabetes Scotland partnered with Edinburgh International Science Festival to deliver a series of healthy living workshops to school children. *Live For It!* is an interactive, fun way to engage with children through a series of workshops designed to increase understanding about Type 1 diabetes, reduce stigma in schools, and increase understanding about the link between a healthy lifestyle and

prevention of Type 2 diabetes. In 2014, the *Live For It!* programme reached 1,191 pupils from 18 schools in Glasgow and Edinburgh.

ENGLAND

- Regional teams across England continue to promote the 15 Healthcare Essentials campaign at every opportunity, ensuring that people with diabetes are aware of the checks and services they should be getting. We have formed strong relationships with eye screening services across the country to distribute our 15 Healthcare Essentials checklists in all appointment letters, reaching hundreds of thousands of people.

- We piloted our new peer support programme, Type 2 Together, in the West Midlands and the East of England, bringing people living with Type 2 diabetes together in towns across those regions to share information and support, and learn to better manage their condition.

- In the London region, we ran a joint workshop with the Strategic Clinical Network for Mental Health, to start the process of looking at psychological support for those with diabetes and building a best practice tool kit.

- As part of our *Putting Feet First* campaigning in the South East, we developed and ran two educational foot care events in Fareham and Milton Keynes. These were aimed at people with diabetes, without foot care problems, with the aim of helping them to avoid developing problems with their feet. The events included various talks and workshops, including a session by an expert patient, and were attended by a total of 150 people.



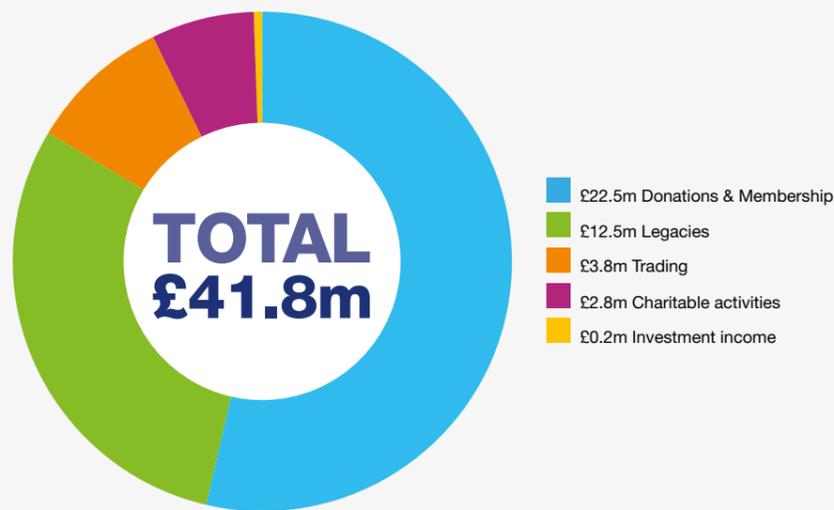
INCOME AND EXPENDITURE

At £41.8 million, our income in 2014 was £3 million higher than 2013 due to an increase across fundraising, legacy and trading activities resulting from the investments made in recent years.

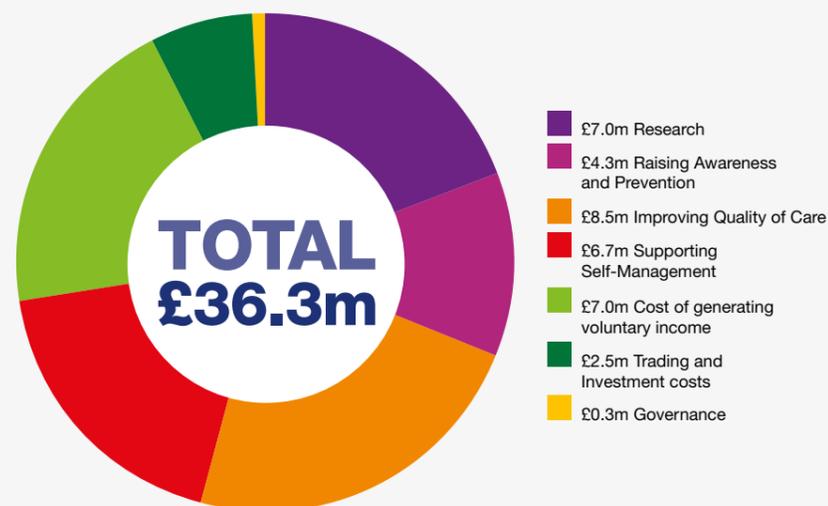
We were delighted to spend £2.8 million more in 2014 than 2013. The surplus arising from the partnership with Tesco of £4.1m will be utilised over the next four years in line with a specified programme of activity to which these funds are dedicated. The planned increase in overall spending resulted in increases in the level of our work; research funding by 9 per cent, supporting self-management by 17 per cent and improving quality of care by 16 per cent. In 2013 a special Type 2 diabetes risk awareness campaign was funded by Tesco and this was not repeated in 2014 resulting in a reduction in raising awareness expenditure of £1.5 million.

The strong financial results for 2014 leave the charity in a healthy position with free reserves of £15.8 million. We plan to increase our expenditure again, by 18% in 2015, to help address the growing challenge of diabetes. Over the next five years further growth in expenditure will bring our reserves in line with our target of £7.5 million, starting with £1.2 million planned to be drawn from reserves in 2015.

INCOME 2014



EXPENDITURE 2014



THANK YOU

We would like to say a huge thank you to everyone who supported Diabetes UK in 2014. It is only through the generosity of our supporters that we are able to continue making a difference to those affected by diabetes. Our work is supported by thousands of people and organisations so it is not possible to mention them all. However, we would like to give particular thanks to the following corporate, trust and individual supporters who have given a significant contribution, donation or gift in kind and made a considerable impact on the lives of people with diabetes.

- Abbott
- Boots
- Bunzl
- Bupa
- Eli Lilly
- Janssen
- Lifescan
- Novo Nordisk
- Royal Mail
- Sanofi
- Takeda
- Tesco
- Truvia
- Weight Watchers
- BAPS Charities
- The Blagrave Trust
- Edwin George Robinson Charitable Trust
- The Elizabeth and Prince Zaiger Trust
- The Foster Wood Foundation
- The Gerald Micklem Charitable Trust
- The G.J.W Turner Trust
- The Jordan Charitable Foundation
- The Lidbury Family Trust
- Miss M.J.M. Smith Trust
- The Moffat Charitable Trust
- Pilkington Charities Fund

The Souter Charitable Trust
The Swire Charitable Trust

Mr C G Johnson
Mr David Craggs
David and Christine Thorp
Ian and Linda Coull
Kip Bertram
Mrs P M Hibbert
Mr Ravi Anand
Lady Ashcroft

Diabetes UK Groups

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

- Aylesbury Vale Diabetes UK Group
- Bromley Diabetes UK Group
- Caithness Diabetes UK Group
- Chelmsford & District Diabetes UK Group
- Chesterfield and North Derbyshire Diabetes UK Group
- Crewe & South Cheshire Diabetes UK Group
- Edinburgh Diabetes UK Group
- Fermanagh Diabetes UK Group
- Guernsey Diabetes UK Group
- Ilford & District Diabetes UK Group
- Limavady Diabetes UK Group
- Market Harborough Diabetes UK Group
- Newry & Mourne Diabetes UK Group
- Newtownabbey Diabetes UK Group
- North Norfolk Diabetes UK Group
- Northampton Diabetes UK Group
- Sheffield Diabetes UK Group
- Shrewsbury Diabetes UK Group
- Solihull Diabetes UK Group
- South Devon Diabetes UK Group
- Tenby & District Diabetes UK Group
- The Manx Diabetic Group

Our Members

Our members are at the heart of everything we do and without their support and generosity we would not be able to fund essential care, services and research to help improve the lives of people with diabetes. We would like to thank everyone who joined us as a member or renewed their membership in 2014.

Legacies

The generosity of everyone who remembered Diabetes UK in their will is deeply appreciated. Forming almost a third of the charity's income, legacies are a vital source of funds, enabling us to carry out our work.

Diabetes UK would like to thank all of the people who appear in the images and stories in this report. Everyone featured has a close connection with Diabetes UK. It's thanks to them that we have been able to bring our report to life.

GET INVOLVED

VOLUNTEER

The passion, skills and dedication of Diabetes UK volunteers mean we can do more for people with diabetes. Whether you want to raise awareness, provide support, raise funds or help run a local group, by joining our team of exceptional volunteers you will help us have greater impact.

CAMPAIGN

Diabetes UK is campaigning hard for people living with diabetes, but we can't do it without your help. Join Diabetes Voices, our network for people who want to influence diabetes care. The more voices we have, the more powerful our voice will be.

JOIN US

Become a supporting member or, if you're a healthcare professional, become a professional member of Diabetes UK. You'll receive many benefits, including our magazines and updates on the latest developments in diabetes treatment, care and research.

FUNDRAISE

We rely on generous donations to continue our vital work. There are many ways you can raise funds or give to Diabetes UK, and we'll work hard to make sure your money goes a long way.

LEAVE A GIFT

Choosing to remember Diabetes UK in your will is a really special way to support our work and leave a truly lasting legacy for the future.

CORPORATE PARTNERS

Joining forces with Diabetes UK means you'll be working with us to address the nation's biggest health threat. We welcome corporate partnerships and are always willing to discuss new opportunities to work together.

GET SUPPORT

Call our Careline

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

Go online

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

Join a local group

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

Get support from peers

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

CALL 0345 123 2399*

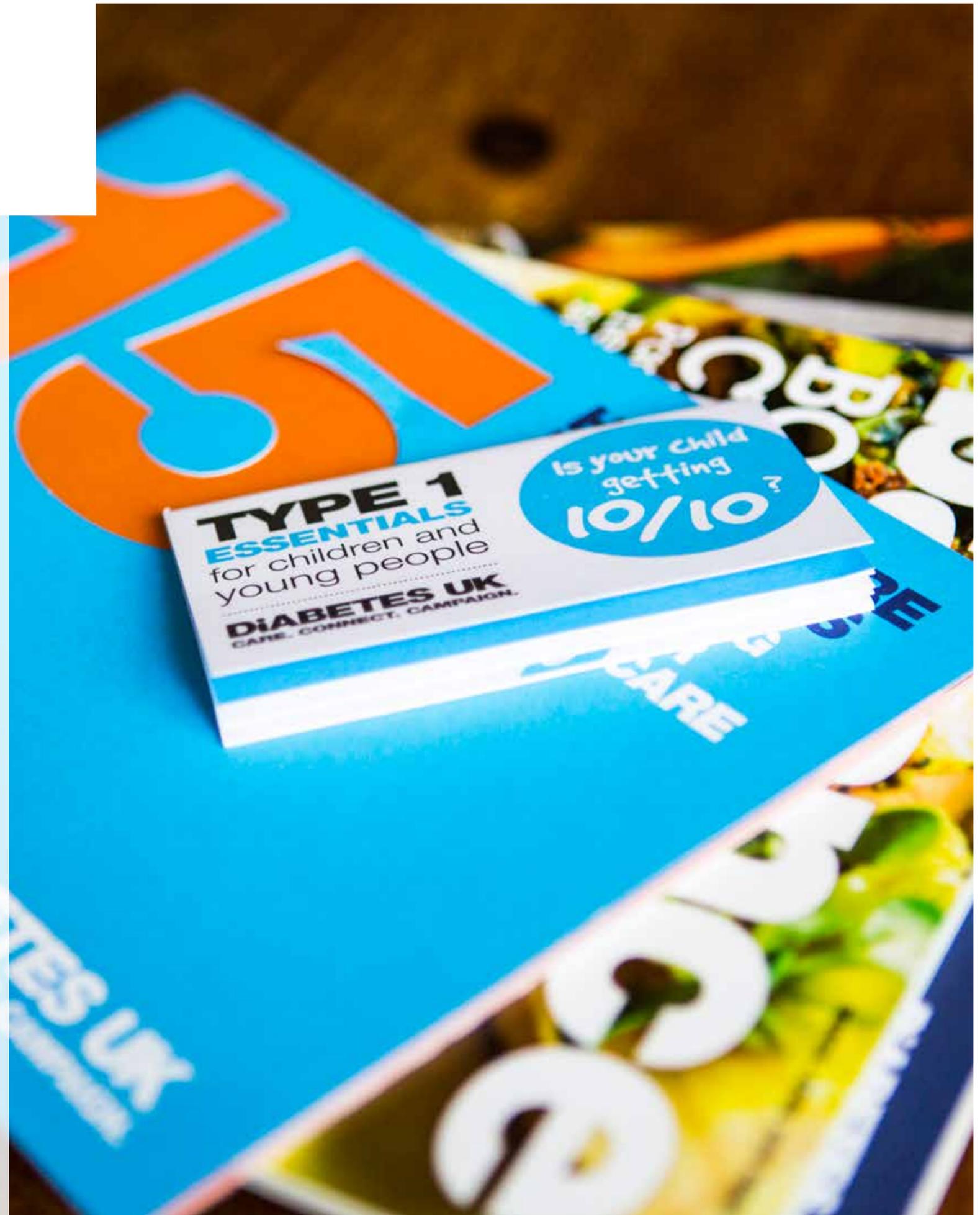
EMAIL

INFO@DIABETES.ORG.UK

GO TO

WWW.DIABETES.ORG.UK

*Calls may be recorded for training purposes.



DiABETES UK
CARE. CONNECT. CAMPAIGN.

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

CALL 0345 123 2399*

EMAIL info@diabetes.org.uk

GO TO www.diabetes.org.uk

*Calls may be recorded for quality and training purposes.

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