

YOUR IMPACT IN 2023

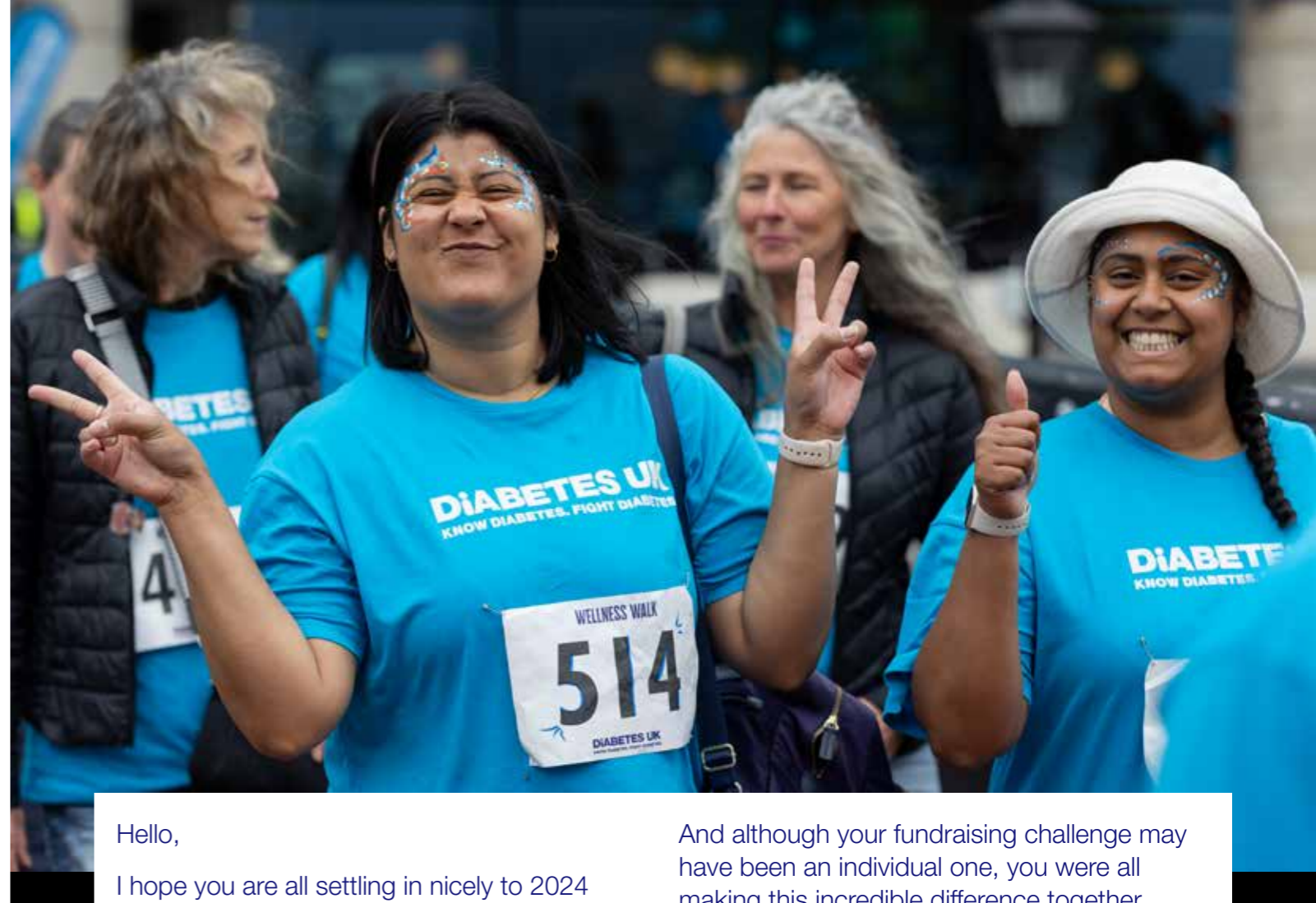
Community & Events

DiABETES UK
KNOW DIABETES. FIGHT DIABETES.

DIABETES IS RELENTLESS. AND SO ARE WE.

In 2023 we marked 100 years since the Nobel Prize was awarded to Frederick Banting and John Macleod for discovering the treatment which has gone on to save millions of lives around the world – insulin.

But you guys were busy in 2023 too! Whether you've taken part in a run, walk, bike ride, bake sale, skydive and everything in-between, we're delighted to have you on our team.



Hello,

I hope you are all settling in nicely to 2024 and looking forward to an exciting year ahead.

We are thrilled to be sharing our first Community and Events Impact Report with you, that celebrates all the brilliant fundraising activities that took place across the UK in 2023.

Last year, when asking for donations was difficult, you continued to amaze us with bigger, bolder and more creative ways to raise funds for people living with diabetes. Whether you added miles to your trainers, raised money online or brought your community together, each of you have had a huge impact.

With your support last year, we could take another huge step closer to a world where diabetes can do no harm. Your donations have given more people access to the tech they need, and helped us fund critical research towards a cure. You've strengthened our voice, through support of our campaign to tackle poverty and inequality. You've helped bring communities together, giving young people living with diabetes and their families a source of hope and support. This list goes on.

And although your fundraising challenge may have been an individual one, you were all making this incredible difference together. This report celebrates that impact. It celebrates the stories and achievements of a community of supporters that you are now part of. It is our small way of saying a very big thank you. Within the report you will get inspiration from other fundraisers in our community, see the numbers behind the impact you are having, and find out what we are up to this year.

As we look ahead to 2024, there's still quite a fight ahead of us, but we know that – with the help of volunteers and supporters just like you – we can change the lives of even more people.

Thank you so much for your ongoing support.



Hannah Richards
Head of Community and Events

OUR IMPACT AT A GLANCE

Together, we changed lives in 2023.



→ **6,232**

of you attended a Wellness Walk, including 692 children.

→ **1,048**

everyday athletes took on one of our many challenge events, which included London Marathon, Great North Run and RideLondon.

→ **99,783**

miles were cycled as part of our UK Wide Cycle Ride in October, with 700 people choosing to pedal for a medal.

→ **£18,000,000**

invested into pioneering diabetes research by the Type 1 Diabetes Grand Challenge – a ground-breaking partnership between us, the Steve Morgan Foundation and the charity JDRF.

→ **£447,487**

National Lottery funding was awarded to Diabetes UK Northern Ireland in support of its 'engaging communities' project – a series of support networks for people living with type 1 diabetes and type 2 diabetes.

→ **8,669**

dived into our Swim22 challenge – choosing to swim either 11, 22 or 44 miles and make waves for everyone living with diabetes.

→ **2,760**

of you took part in a Facebook fundraiser, either jogging 100km, completing 60 miles or even doing a 100 push ups a day for a month.

→ **8,500**

of us demanded that Diabetes Tech Can't Wait during Diabetes Week.

→ **28**

thrill-seekers defied gravity and jumped out of a plane (with a parachute of course).

→ **13,000**

people living with diabetes or caring for someone with diabetes across the UK filled in our survey about their experience, as part of our Diabetes is Serious Campaign.



DIABETES IS SERIOUS

→ **5,051,200,186**

steps were completed as part of our One Million Step Challenge this year, meaning our steppers circled the globe 5 times!

→ **2,252**

Health Care Professionals attended our 2023 Diabetes UK Professional Conference, and 79% of them said they were more knowledgeable about diabetes after attending.

WHAT WE'VE BEEN UP TO!

This year so many of you took on challenges and raised money in your local communities to help make our work possible and as a result we've been able to achieve some amazing things! Here are just some of the highlights...

JANUARY



We kicked off our year with the Diabetes UK Tackling Inequality Commission meeting for the first time, as part of our efforts to tackle poor access to care for some people with diabetes. Consisting of a panel of experts, including healthcare professionals, social policy experts and people with diabetes, they review evidence of health inequality across the UK. We want to make sure we are campaigning for the things that matter most to those who face this inequality in diabetes, and we need to understand the experiences of people living with diabetes to do so.

FEBRUARY

New research showed that people with prediabetes who were referred to the NHS Healthier You Diabetes Prevention Programme, in partnership with Diabetes UK, were found to be 20% less likely to develop type 2 diabetes. Also, from 20 February and 5 March, Tesco customers had the opportunity to round up their baskets to the nearest £1 at self-service checkouts. All funds raised were split equally between us, Cancer Research UK and the British Heart Foundation as part of our partnership.



MARCH

Swim22 2023 took place from 22 March-22 June. 8,669 of you attempted to swim the equivalent distance of the English Channel, raising over £870,000. Whilst some of you were swimming, Adrian Angell, a fundraiser from the Cumbrian coast, paddle boarded over 36 miles in just eight hours across the Irish Sea. We were also excited to reveal the first of three cutting-edge research projects, funded by the Type 1 Diabetes Grand Challenge. £5 million of funding to support a trio of exceptional scientists, which kicked off the race towards a cure for type 1 diabetes.



APRIL



We launched our first Facebook Challenge of the year, Jog 100km in April. Over 2,000 people joined our Facebook group and fundraised over £76,000. 370 of you also ran in famous events, with London Landmarks Half Marathon, Brighton Marathon, and our largest ever London Marathon team, hitting the roads in April. This included Nickolaj Kennett, who broke the world record for fastest marathon completed dressed as a postman! And, after years of ground-breaking work, NHS England announced it would roll out a DiRECT-inspired Type 2 Diabetes Path to Remission Programme across England. Giving thousands of people living with overweight or obesity and a diagnosis of type 2 diabetes the chance to put their type 2 into remission.

MAY

We saw cyclists and runners alike compete in both Ride London and the Great Manchester Run, where our Running Ambassador Steve Yeoman completed both the 10k and Half Marathon – his 4th event in 2023! We also took the results of our Diabetes is Serious Survey to parliament. 13,000 people living with diabetes or caring for someone with diabetes across the UK filled in the survey, which meant we could call for action from the government and local health systems to rebuild access to quality routine diabetes care and prevention in a truly fair way.

JUNE

We launched our second Facebook Challenge of the year with 100 push ups a day in June, whilst 56 of you cycled from London to Brighton (covering 2,790 miles) and 1,483 of you took part in our very first Birmingham Wellness Walk. Diabetes Week took place from 12-18 June, where we not only launched our brand-new podcast series Diabetes Discussions, talking about the realities of diabetes and feature shared lived experiences, but new research we funded uncovered nine 'core' genes that are central to the development of type 1 diabetes.





JULY

We held our first Wellness Walk in Scotland, which 1,512 of you attended to take in the sights of Glasgow, whilst our One Million Steps challenge returned for its 8th year, with 17,346 steppers also walking for a world where diabetes can do no harm. Additionally, with our funding, Dr Catherine Arden, a lecturer in Diabetes at the University of Newcastle, began investigating why toxic molecules can stop insulin-making beta cells from working properly in people living with type 2 diabetes.



AUGUST

Our This is Diabetes campaign returned this summer, to show the world what living with diabetes is really like. Our powerful TV ad, featuring real people living with and affected by diabetes was shown throughout August. Whilst in Wales, we were privileged to be chosen as one of Wales Young Farmers Club Charities of the year, with the chairman, Hefin Evans, and a team of Young Farmers from all corners of Wales taking on the Welsh 3 Peaks challenge and raising over £2,307.



SEPTEMBER

We celebrated the 300th issue of our membership magazine! Balance has been an important resource for our membership community over the last 62 years. We also cheered on a team of 327 runners through sunshine and storms in South Shields at the Great North Run and had 3,237 of you complete the London Bridges Challenge, where not only 12 bridges were crossed, but 70 massages were given by 4 therapists at the finish line! We ran our third and final Facebook Challenge of the year, 60 Miles in September, whilst our partnership with Tesco, Cancer Research UK and British Heart Foundation was named the most admired professional health partnership in a new poll.



OCTOBER

You once again mounted your bike and laced up your trainers, with 700 of you participating in our UK Wide Cycle Ride cycling 99,783 miles, and 99 of you completing either the Royal Parks or Bath Half Marathons, covering 1,297 miles. Then, on Saturday 14 October, our Diabetes Tech and You conference was back for its 5th year, supporting anyone who is using diabetes tech or wants to know more about it.



NOVEMBER

We challenged our supporters to elevate their wellbeing by taking on our very first Wellness Month. Pledging to complete a wellness activity every day for 30 days, all while raising money for people living with diabetes who need our support. To mark World Diabetes Day, we launched 'Stream in November', asking supporters to complete one of our gaming challenges and help raise vital funds. We also announced the T1DRA screening study, the first to offer type 1 testing for both adults and children, and launched our Tackling Inequality Commission Report, challenging governments, healthcare professionals and policymakers to tackle diabetes inequality.



DECEMBER

We unveiled the latest research funded by the Type 1 Diabetes Grand Challenge, with over £13 million of funding supporting six outstanding research teams – made up of 49 scientists, working at 22 institutions in the UK and Europe. Also, in partnership with Diabetes UK, Next sold Christmas cards with a portion of the proceeds going directly to Diabetes UK. They have done this each year since 2013. Our festive shop was also in full swing, selling everything from Christmas gifts to stocking fillers, decorations to gift wrap, with all profits going towards fighting diabetes.



OUR COMMUNITY

Read stories from across the nation from some of our hero fundraisers. Whether it's walking, running, jumping or rocking out, we're lucky to have people push themselves to the limit so that we can support people affected by diabetes, day in, day out.

MATT CARTLIDGE WEST MIDLANDS

Matt not only took part in our "100 Push-ups a Day" Facebook challenge in June, fundraising over £460, but also our Birmingham Wellness Walk in July, all in aid of his daughter Sophie who was diagnosed with Type 1 diabetes at the end of October 2022. She was nearly two. Committed to doing anything they can to raise awareness and money to support research in the hope that one day there may be a cure, Matt and family walked for a world where diabetes can do no harm and raised an additional £750.



PAULINE HUTCHINSON AND JIM BRADLEY NORTHERN IRELAND

A uncle and niece team from Garvagh, Northern Ireland, have raised an incredible £4,500 for Diabetes UK in memory of a much-missed brother and father. Jim Bradley and Pauline Hutchinson set their sights on two challenging fundraising tasks to celebrate the memory of their loving brother and father, Martin, who tragically lost his life in a road traffic accident ten years ago.

Testing their limits and facing their ultimate fears, the uncle and niece duo raised an incredible £4,500 in support of people living with diabetes as Martin had lived with his condition for around seven years. Jim took on a 'marathon' of a challenge over the May bank holiday weekend, tackling the gruelling Belfast City Marathon. Pauline then 'took the plunge' with her first ever skydive.



PEARL JAM SCOTLAND SCOTLAND

Colin Rodger and Martin Higgins are huge fans of the US Grunge Band Pearl Jam and have used this passion and collective talents to raise awareness for Diabetes UK for the past 9 years. They have done this through a combination of throwing raffles, selling merchandise and organising events for grunge music lovers – including Grunge-Fest 2023, a charity music festival which raised £3,480.

Colin, his mum, sister and a few members of Pearl Jam Scotland also took part in the Glasgow Wellness Walk, raising £1705 and bringing their total fundraising for the year to date to an amazing £14,184!



BETH BALDWIN WALES

Peter Baldwin from Cardiff was just 13 when he died after going into DKA. He had undiagnosed type 1 diabetes. Peter's mum Beth has campaigned tirelessly since 2015 to raise awareness about type 1 diabetes and this has influenced government policy and practice.

Beth and her family have also fundraised over £100,000 in that time and, after holding an event at the Welsh Parliament in December 2022 to celebrate what would have been Peter's 21st birthday, the CEO of Prevention Bio, a pharmaceutical company in USA, granted Beth £20,000 for her campaign. This meant that in September 2023, with Peter's family, we were able to rewrite Peter's story and inform GP practices across the whole of Wales about the signs of type 1 diabetes.



KOUROS MAJIDI SOUTH EAST

Kouros was inspired to step towards a healthier him, after being diagnosed with type 2 diabetes. He thought it would not only help him stay fit, but also fund further research into the condition. Kouros has now done the One Million Step Challenge for Diabetes UK 3 times, fundraising £3,000 in the process, as well as "100 miles in October" Facebook Challenge and the Thames Path Wellness Walk.

In September 2023 he also completed the "60 miles in September" Facebook Challenge, but also his second London Bridges Wellness Walk. He was even joined by his friend Michael, who came all the way from Australia to support Kouros in his walking challenge.



SARAH AND JONATHAN BRANCH EAST MIDLANDS

Sarah was initially diagnosed with gestational diabetes in the Spring of 2019, but her blood glucose levels remained high after giving birth and she was diagnosed with type 1 diabetes shortly after having her daughter Sophie in August of the same year.

After her husband Jonny decided to run the Robin Hood Ultra Marathon in 2021, running 100 miles and raising £2,420 for people living with diabetes, the couple joined forces and completed the Equinox 24, a gruelling 24-hour run in Belvoir Castle, Leicestershire. Collectively they ran 240km and raised over £2,000. Not done yet, the couple went on to complete the 2023 London Marathon, fundraising over £4,100 and continuing to increase diabetes awareness.

LOOKING AHEAD

We've got some exciting things planned in 2024

WELLNESS WALKS 2024 DATES ANNOUNCED

Not only will our 3 wellness walks be returning next year, but we'll have 3 new locations. Join thousands of others from across the UK and take part in a fun and family-friendly sponsored walk.

Liverpool – 19th May

Glasgow – 2nd June

Cardiff – 16th June

Birmingham – 7th July

Newcastle & Gateshead – 1st September

London Bridges – 29th September

It's a chance for you to get out there, take a deep breath, seize the day and change the world for everyone affected by diabetes.



DO IT YOUR WAY!

If you've got a challenge in mind, or an event coming up in your community or workplace that you think could raise money then we're here to help. Please get in touch with us on fundraising@diabetes.org.uk for materials and advice to get you started in 2024!

FACEBOOK CHALLENGES ARE BACK!

We launch our next Facebook Challenge, Miles in March. Walk, run, or jog throughout March, count up the miles and raise funds to help us continue to support those living with and affected by diabetes. You will also be part of a very supportive Facebook community. We would love to have you join the team for this challenge!

Watch this space for more Facebook challenges throughout 2024!

BRAND NEW ONLY WATER CHALLENGE FROM 1 TO 29 FEBRUARY 2024

One month. Only water. Are you up for the challenge?

This February, we're challenging you to give up all your favourite drinks and stick to only water while raising vital funds to support people affected by diabetes.

Commit to swapping tea breaks for water dates, pints of beer for pints of water and fizzy drinks for sparkling water.

We know that some days will be tough, but we'll be by your side with every sip, offering support, keeping you motivated and sharing ways to spice up your water!



A BIG THANK YOU

From Wellness Walks to the Welsh Three Peaks, rock music to rock climbing, sky dives to Swim 22, and world records to World Diabetes Day (and everything in between!) our wonderful supporters have faced mammoth challenges all in the name of raising vital funds for Diabetes UK.

We cannot thank you enough!

In the UK, nearly five million people live with diabetes. This is twice as many as 20 years ago. We know a new future for people living with and at risk of diabetes is within our reach, and we can shape that future. At the heart of this are our two main ambitions.

We want people to live well and longer with diabetes.

We want to cure or prevent diabetes.

We want and need to focus on making our ambitions a reality. The ambitions have been founded in what people living with type 1, type 2 and all other types of diabetes have told us. And whatever your connection with diabetes, we know that these ambitions are important to you too.

Because of the magnitude of diabetes we must move quickly; and we can only do this by raising more money and more awareness. With more and more people affected by diabetes, we have no choice but to fight harder than ever before. Only with your help can we do this.

Diabetes UK has worked on some incredible things this year. On 'World Diabetes Day 2023', Diabetes Scotland launched its 'Diabetes Tech Can't Wait' campaign report at a parliamentary reception at the Scottish Parliament, grabbing the attention of key stakeholders. We also held 'Living Well With Diabetes' days throughout the UK, leading talks and workshops with healthcare professionals to support those living with type 2 to learn more about their diabetes.

We published our 'Diabetes is Serious' report, sharing our manifesto with politicians and policy makers to ensure diabetes care and prevention are a priority for our government. We have continued funding pioneering research that has been behind some of the greatest transformations in diabetes care in the last 85 years, and in 2023 we unveiled the 'Type 1 Diabetes Grand Challenge' in partnership with the Steve Morgan Foundation and JDRF propelling us nearer toward better treatment and cures for type 1.

These examples are just some of the things Diabetes UK has been able to achieve this year with the incredible teamwork of our supporters, members, volunteers, staff and partners; and we aren't stopping there!

So whether in 2023 you jumped out of a plane or took part in a sponsored silence, or in 2024 you plan to host a ball or climb Mount Everest; we are behind you!

We will make change happen. We can only do it together.

James Beeby
Director of Engagement and Fundraising

DiABETES UK
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