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For Immediate Release

Diabetes Foundation Receives Grant from The Russell Berrie Foundation to Support Bergen County Initiatives

HACKENSACK, NJ – May 12, 2020 – The Diabetes Foundation, New Jersey’s leading diabetic nonprofit organization, recently received a $50,000 grant from the Russell Berrie Foundation in response to the incredible demand for support following the Diabetes Foundation’s Emergency Supply Kits that debuted in late March in response to the COVID-19 coronavirus pandemic. The grant will support Diabetes Foundation initiatives within Bergen County.

“We are grateful to The Russell Berrie Foundation for their outstanding support during this time of increased uncertainty for our participants and society in general,” said Ginine Cilenti, Executive Director of the Diabetes Foundation. “Following the success and overwhelming response to our Emergency Kit program, the importance of our philanthropic partners such as The Russell Berrie Foundation cannot be overstated, especially in emergency situations. This generous grant will help us continue to assist the thousands in Bergen County to be as healthy as possible during this unprecedented crisis and beyond.”

The grant received from The Russell Berrie Foundation will go to directly to funding emergency supplies and medication to Bergen County residents who are in need. The Diabetes Foundation’s unique free programs are dedicated to providing information and services to residents of Bergen County, and throughout New Jersey, that will help them stay healthy through this public health emergency and beyond.

Announced on March 20 as part of Governor Murphy’s daily COVID-19 press briefings, the Diabetes Foundation received an overwhelming response when the public was informed of the availability of Emergency Backup Supply Kits. Immediately, the Diabetes Foundation’s website was inundated with those looking to get help with their daily supply needs, so much so that the website crashed. Within the
first 4 hours, the foundation received 550 applications. By the end of the application process, the foundation received more than five times the number of applications originally anticipated.

“We are happy to support The Diabetes Foundation Emergency Backup Supply Kit program to meet the critical needs of diabetic patients in our community” said Ruth Salzman, CEO of The Russell Berrie Foundation. “We appreciate how swiftly they organized this vital program. The flood of applications demonstrates the incredible need for supplies, education and support, and we know our grant will enable The Diabetes Foundation to meet the demand.”

About Diabetes Foundation
The Diabetes Foundation is a 501(c)(3) foundation started in 1990 with the goal of empowering individuals struggling with prediabetes, Type 1, Type 2, or gestational diabetes. The Foundation is committed to providing access to critical resources and medication necessary for people living with diabetes to remain healthy. The Foundation provides a number of programs serving children, parents, adults, caregivers and their families regardless of income or healthcare coverage. The generous support from patrons and sponsors allows the Diabetes Foundation to continue to offer services to the community for free. You can learn more about the foundation at www.diabetesfoundationinc.org or by calling (201) 444-0337.

About The Russell Berrie Foundation
The Russell Berrie Foundation was created to express the values and passions of Russell Berrie through grants and social investments in innovative ideas designed to: promote the continuity and enrichment of Jewish communal life, support advances in medicine focusing on diabetes and humanism in medicine, foster the spirit of religious understanding and pluralism, and recognize individuals who have made a significant difference in the lives of others. To fulfill this vision, trustees of The Russell Berrie Foundation are guided by the major themes set forth above, with New Jersey, Metropolitan New York and Israel as the primary geographic focus of grant making.

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