



**DIABETES IS HARD. GETTING HELP SHOULDN'T BE.**



**STRATEGIC MARKETING THAT SAVES LIVES**



**SERVING RESIDENTS THROUGHOUT NEW JERSEY AND BEYOND**



**2023-2024 SPONSORSHIP OPPORTUNITIES**

## THE DIABETES FOUNDATION BACKGROUND



The Diabetes Foundation (DF) was founded in 1990 as a resource for children and adults across the state of New Jersey at risk or living with diabetes and in need of support to achieve better health outcomes. Our initial program, Medication Assistance, was designed to provide a short-term supply of insulin or oral medication to individuals who were uninsured and underinsured.



DF was, and continues to be, the only free medication-assistance program of its kind serving New Jersey residents. Over its 30-year history, the Diabetes Foundation has expanded its programs to include ample emergency services, education and guidance as well as support programs to help support the health, wellness and diabetes care needs of children and adults.



Since its inception, the Diabetes Foundation has helped tens of thousands of individuals and their families in New Jersey face the challenges of diabetes to access the care they need to best manage their healthcare.

## OUR MISSION

The Diabetes Foundation (DF) is committed to supporting the decline of diabetes incidence, complications and premature death through equitable, accessible, compassionate, high quality care.

**Through the generous support and funding from corporations, foundations and individual benefactors, we provide our services entirely free of charge.**

**Our programs support all individuals experiencing barriers to self-care with a targeted approach to support populations with the highest prevalence including Hispanic/Latinx, Black/African-American and seniors.**

## OUR FREE OFFERINGS IN ENGLISH & SPANISH

- Two-month supply of insulin, oral medication and/or non-insulin injectables
- Two-month supply of glucose testing and insulin administration products, including sensors, pods and infusion sets
- Transportation to medical appointments
- A1c screening at premier laboratory
- Accredited Diabetes Self-Management Education and Support Program (DSMES)
- Diabetes Resource Solutions Specialists to provide one-on-one guidance aimed at connecting participants to education and resources to manage the day-to-day activities of living with diabetes
- Virtual Support Groups offering connections to achieve long-term management



## DIABETES FOUNDATION 2022-23 IMPACT



DF served individuals residing in all 21 counties throughout the state of NJ



Provided nearly 4,000 services to participants and caregivers



Provided over 3,136 total participant hours of education with a Certified Diabetes Educator or dietitian.



DF gave patients from 81% of New Jersey's hospitals medication when they were unable to purchase their own

## STATISTICS

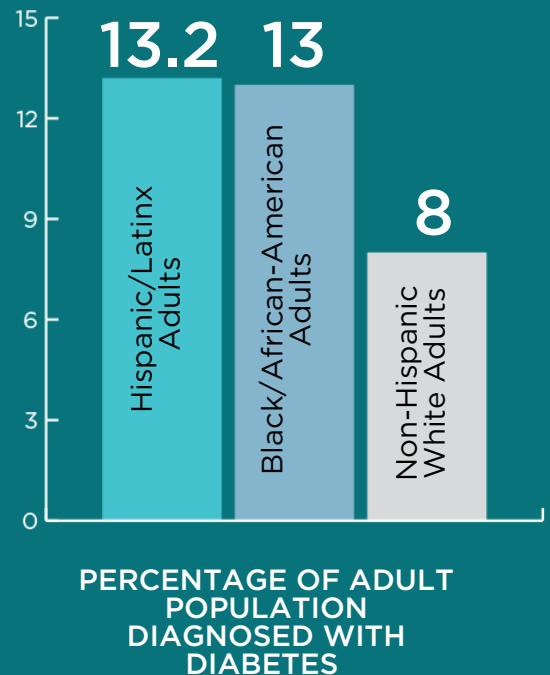
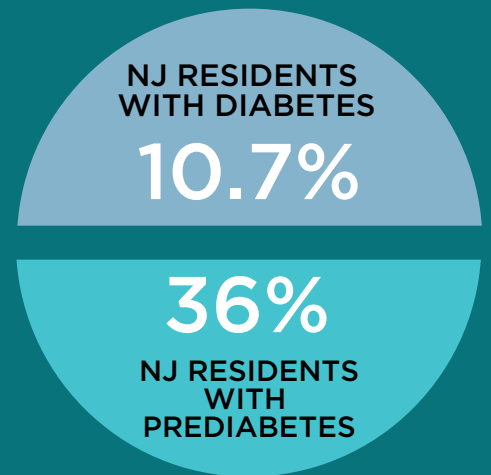
The CDC predicts that by 2050, 3 in 5 people will live with diabetes. The condition also has serious and wide-ranging implications if not properly treated, including:

- Diabetes increases the chance of death from cardiovascular disease by two to four times in adults (NIH)
- There are more than 10,000 new cases of blindness each year as a result of diabetes (CDC)
- Diabetic nephropathy is the cause of 44% of new cases of end-stage renal disease
- Approximately 50% of diabetes patients have retinopathy (ADA)

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**80% of chronic disease is related to environmental, social and behavioral causes**

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# SPONSORSHIP LEVELS AND BENEFITS

Being a Diabetes Foundation sponsor not only helps us to expand our programming, but it additionally:

- Allows you to show your support for a community driven nonprofit organization
- Provides opportunities to showcase your dedication to children and families living with diabetes, healthcare professionals and school personnel
- Compliments your existing promotional strategies while giving you a wider audience
- Offers preselected packages to reach and support specific demographic audiences, including the Corporate Crusader level, which provides across-the-board visibility
- Provides flexibility to create a tailored package to meet your strategic marketing goals



DF Website



Weekly Emails



Education Series



Social Media



Presentations / Webinars



Videos



Press Release and Media Pitching