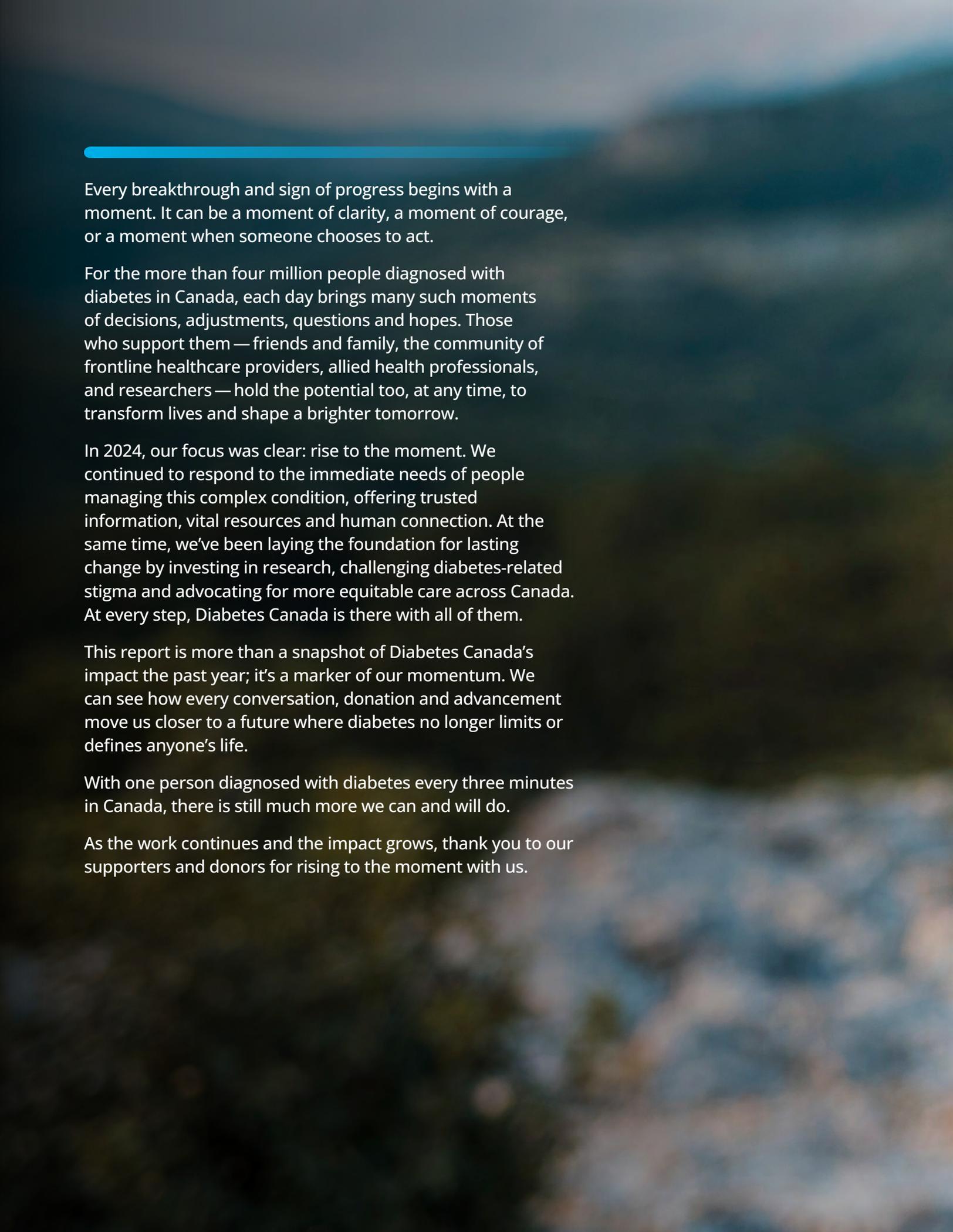


# LET'S MAKE TIME

Every moment moves us closer to a future free from the effects of diabetes.

Eighteen years ago, Guy Poole started Liz's Walk, a Diabetes Canada fundraiser in honour of his late wife. Read why the 81-year-old has no plans to stop.





Every breakthrough and sign of progress begins with a moment. It can be a moment of clarity, a moment of courage, or a moment when someone chooses to act.

For the more than four million people diagnosed with diabetes in Canada, each day brings many such moments of decisions, adjustments, questions and hopes. Those who support them — friends and family, the community of frontline healthcare providers, allied health professionals, and researchers — hold the potential too, at any time, to transform lives and shape a brighter tomorrow.

In 2024, our focus was clear: rise to the moment. We continued to respond to the immediate needs of people managing this complex condition, offering trusted information, vital resources and human connection. At the same time, we've been laying the foundation for lasting change by investing in research, challenging diabetes-related stigma and advocating for more equitable care across Canada. At every step, Diabetes Canada is there with all of them.

This report is more than a snapshot of Diabetes Canada's impact the past year; it's a marker of our momentum. We can see how every conversation, donation and advancement move us closer to a future where diabetes no longer limits or defines anyone's life.

With one person diagnosed with diabetes every three minutes in Canada, there is still much more we can and will do.

As the work continues and the impact grows, thank you to our supporters and donors for rising to the moment with us.

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“Experiences with diabetes, and the needs arising from it, are not “one size fits all”. It affects individuals in deeply personal ways.”

## A message from the Chair of the Board

Every moment matters for the millions of Canadians living with diabetes, whether it is managing blood glucose levels, accessing vital treatments or finding the right medical, financial or mental support. At Diabetes Canada, we provide trusted information, engage in advocating for improved healthcare access, and invest in ground-breaking research that changes lives.

This past year, we saw progress on many fronts. We have been at the forefront of funding research, contributing to national pharmacare discussions and expanding programs for Canadians of all ages living with all types of diabetes.

In 2024, we launched a new six-year research strategy, which aims to increase capacity in the research community and maximize real-world impact of diabetes knowledge and solutions. The strategy outlines a commitment to support excellent research, and the bold ambition to award \$60 million in new funding by 2029. These research projects span biomedical, clinical, health services and population health. Each project has the potential to unlock new insights and increase the likelihood for breakthroughs in diabetes prevention, treatment and finding a cure.

These are life-changing and life-saving ambitions. What makes them even more meaningful is the fact the strategy was developed in consultation with the diabetes community. This included not just researchers and healthcare providers, but also people living with diabetes.

Experiences with diabetes, and the needs arising from it, are not “one size fits all”. It affects individuals in deeply personal ways. Diabetes Canada’s overarching role is to provide the knowledge, resources and advocacy necessary so that every person impacted by diabetes receives the support they need to improve their quality of life.

Collaboration is at the heart of our work. Healthcare providers, researchers, volunteers, donors, as well as key mission and corporate partners, all play an essential role. One of the things that gives me confidence about progress is hearing their passion. I see the same dedication among our board and staff — an energy and enthusiasm to drive our mission forward.

With one person diagnosed with diabetes every three minutes in Canada, there is still so much more to do. But together, we will continue to advance care, break down barriers and build a future free of the effects of diabetes.

A handwritten signature in black ink, appearing to read 'Sonia Yung'.

**Sonia Yung**  
Board Chair, Diabetes Canada



“ Thank you for your support and for taking the time to make a difference in the lives of people living with diabetes.”

## A message from our President & CEO

This year, Diabetes Canada has been on the forefront of real change for the four million people diagnosed with diabetes in Canada. Thanks to your generosity, we're working hard to shift perceptions, build understanding, and increase support for people living with diabetes through our five mission pillars — Research & Science; Government Affairs, Advocacy and Policy; Healthcare Provider Education & Engagement; Diabetes Knowledge & Connection; and Change the Conversation.

This year, we released a ground-breaking national survey that revealed the profound impact of stigma, judgement and discrimination on the lives of people living with diabetes. We found that nearly 90% of people living with type 1 diabetes and nearly 70% of people living with type 2 diabetes experience shame and blame for their diabetes.

Your support made this landmark research possible — and now, with the data in hand, we are on a mission to change the conversation around diabetes to be more supportive. As someone who lives with diabetes, I know first-hand how transformational this work can be. By changing the conversation, we can create a world where people living with diabetes feel accepted and understood, improving their health outcomes and quality of life.

Your generosity also powered our education and support programs, empowering people from every walk of life and age to live well with diabetes. Last summer, more than 1,100 children and youth living with type 1 diabetes attended our D-Camps programs across the country — 300 for the first time. These programs are about more than summer fun; they build confidence, friendships, and lifelong skills. And our new In the Kitchen virtual series helped over 12,000 participants connect with practical, inspiring education to better manage their diabetes through food.

Transformation has also been at the heart of our advocacy efforts. As the national voice for people living with diabetes, we ensured their needs were heard loud and clear this year as the long-awaited national pharmacare program and device access fund was announced. In fact, I testified at Senate myself, sharing the concerns and challenges thousands of people with diabetes share through our 1-800-BANTING line.

But our work is not done. Every day, we hear from people struggling to afford their management supplies, medications, devices and even healthy food. We will continue to push for more equitable access to care — because where you live or how much you earn should never determine your ability to live well with diabetes.

Thanks to your generous support, 2024 was a year of impact, progress and meaningful change. As we look ahead to 2025 and beyond, we are building on this momentum. With a refreshed strategic plan on the horizon, we're excited to deepen our impact, grow our community and tell a stronger story of hope, resilience and transformation.

**Laura Syron**  
President and CEO, Diabetes Canada

## About Diabetes Canada

Since 1953, Diabetes Canada has been focused on supporting people living with diabetes. Today, more than four million people are diagnosed with diabetes in Canada.

## Our mission

Diabetes Canada aims to realize our vision and achieve our mission with a strategic plan that focuses on five mission pillars:

### Research & Science

We're advancing knowledge by funding research and supporting collaboration to prevent, treat and cure diabetes.

### Government Affairs, Advocacy & Policy

We're strengthening systems that people living with diabetes depend on through advocacy and policy change.

### Healthcare Provider Education & Engagement

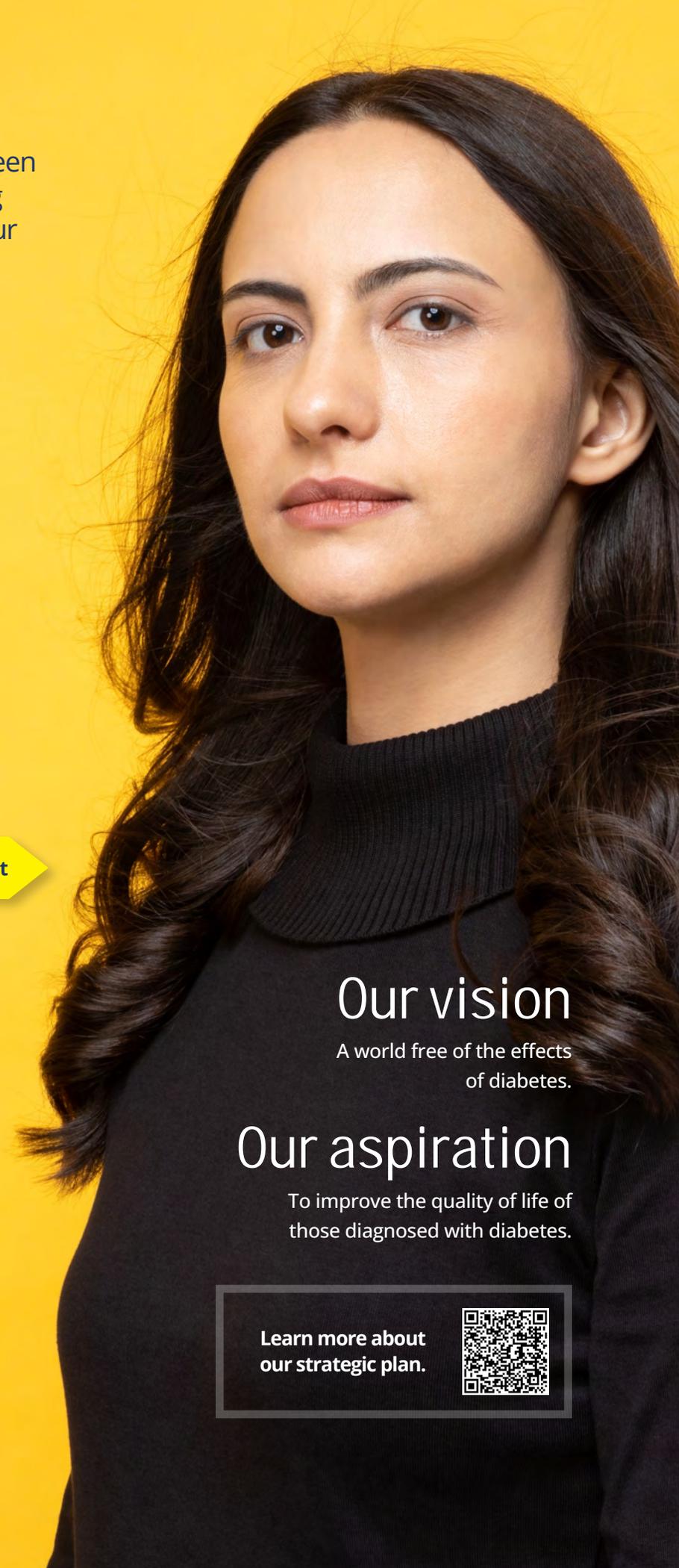
We're improving clinical care by creating and disseminating evidence-based resources, guidelines and tools, publishing research and delivering educational programs.

### Change the Conversation

We're working to change the values, beliefs and language around diabetes to improve health outcomes and quality of life for people living with diabetes.

### Diabetes Knowledge & Connection

We're sharing trusted resources and creating connections for people living with diabetes, at every stage of their journey.



## Our vision

A world free of the effects of diabetes.

## Our aspiration

To improve the quality of life of those diagnosed with diabetes.

Learn more about  
our strategic plan.



## Key impact achievements in 2024

Diabetes Canada has maximized every moment to improve the quality of life for people diagnosed with diabetes. In fact, we extended our strategic plan through to 2025 to keep focused on our priorities. And, in 2024, we saw accelerated momentum towards our aspiration through the achievement of several major milestones. With the support of generous donors and partners like you, Diabetes Canada continued to improve lives through our five mission pillars. Here are our key impact achievements in 2024:



### New six-year research strategy deepens our commitment to innovation

From now until 2029, we hope to direct \$60 million in new funding, guided by our vision of a world free of the effects of diabetes. The new Diabetes Canada research strategy will lay the groundwork for innovations in the decades to come. Learn more on page 9.



### Better care through improved access to diabetes medications, devices and supplies

Diabetes Canada has long been the leading voice in advocating for improved access to what people in Canada need to manage and live with diabetes. In 2024, this work paid off when the Government of Canada launched Bill C-64, An Act Respecting Pharmacare, a positive step towards national universal pharmacare and coverage for a number of diabetes medications. Find out more on page 14.



### Fostering transformative discussions in diabetes and endocrinology care

More than 1,650 researchers, clinicians and educators from across Canada attended the Diabetes Canada/CSEM Professional Conference in Halifax, Nova Scotia during Diabetes Awareness Month in November. Attendees delved into the cutting-edge research innovative interventions and multidisciplinary approaches that are redefining the future of diabetes management and treatment. Learn more on page 20.





## A first-of-its-kind national survey highlights the social experiences of people living with diabetes

Many people living with diabetes in Canada told us that they face stigma, judgment and discrimination that have had negative impacts on their quality of life. In September 2024, Diabetes Canada released the key findings of a **Social Experiences of Living with Diabetes in-depth survey** that highlighted these experiences. By bringing the issue of stigma into focus, we can change the conversation around diabetes. Find out more on page 22.



## In the Kitchen virtual cooking series brings joy to people living with diabetes

More than 12,000 people — those who live with diabetes and those that care for them — joined us for the first-ever **In the Kitchen live cooking series**. Professional home economist and media personality, Mairlyn Smith prepared healthy recipes at home while people tuned in virtually across the country. Find out more on page 26.



## Full-circle support through 1-800-BANTING

When Canadians need timely assistance, Diabetes Canada is there with the vital service of our **Information & Referral team**. We responded to more than 16,000 inquiries from people across Canada, providing compassionate support, helpful information and access to needed services. More than 20% of inquiries were seeking financial support for diabetes medications, devices and supplies — a focus of our advocacy. Learn more on page 27.



## Guy Poole knows that finding a cure happens step by step

For the past 18 years, Guy Poole has set out on his annual Diabetes Canada fundraiser, Liz's Walk, in memory of his late wife who lived with type 2 diabetes.

In late 2006, Guy Poole was taking a long evening walk around his community of St. Lewis on the coast of Labrador. It was a beautiful night, and he gazed up at the stars and northern lights. "It was like the whole heavens were having a party."

While it was holiday season, Guy wasn't in a party mood. "I turned around and went back to an empty house." In 2004, his wife Liz had died at age 57 of complications from type 2 diabetes. "She was so sick the last couple of years. It was awful."

When Liz passed away, Guy felt like he had lost everything. The morning after his walk, he woke up with an idea of how to honour her memory. He'd keep walking, hundreds of kilometres, as a fundraiser for Diabetes Canada to support the more than four million people diagnosed with diabetes today.

"I just had to do something" says Guy.

That was the origin of **Liz's Walk**. Guy thought it might be a one-time event. Yet each year, usually in September, he has taken to the main roads, side roads and back roads of Labrador to raise awareness and funds to support diabetes research in Canada.

The walks last 10-12 days covering 300-400 kilometres. Hotels along the way offer free rooms. Guy travels light, with his brother-in-law, Robert Mesher, serving as his support driver. People join him for stretches, sharing stories of how diabetes has touched their lives.



## Cover Story

After covering the length of southeastern Labrador, Guy has done walks on the island of Newfoundland as well, including one from Gander to St. John's. To date, he has walked about 4,000 kilometres and collected \$400,000 in donations to support Diabetes Canada's work.

"Liz's Walk is more than a fundraiser; it is a tribute to the resiliency of people living diabetes," says Nicole Holder-Dulson, Executive Director of Community Fundraising and Events at Diabetes Canada. "For 18 years, Guy has dedicated his time and energy toward his goal of a cure — a lifetime's pursuit — knowing that every challenge, every set-



Guy Poole is joined by a supporter on his annual Liz's Walk.



Poole receiving his Order of Newfoundland and Labrador.

back, helps improve the quality of life for people living with diabetes."

Guy is not stopping anytime soon.

He did miss one year when recovering from a double knee replacement, but otherwise Liz's Walk is part of his annual schedule. Once he's on his route, nothing slows him down.

"I've walked in storms. I don't stop for the wind, I don't stop for the rain."

He's humble about his achievements with Liz's Walk. "People talk about me like I'm a tough guy. I'm not so tough. I have aches. But I'm just doing this for 10 to 12 days. The people with diabetes live with the condition every day — 24/7, 365 days a year."

That includes his son and his second wife Doreen, who he married in 2012. "So many people have [this complex condition]. The more we raise for research, the better their lives are going to be."

In recognition of his work over the past 18 years to support people living with diabetes, Guy was given the Order of Newfoundland and Labrador in October 2024 — the province's highest honour.

The announcement cited how he has "inspired hope" with Liz's Walk and noted how Guy is an active member of NunatuKavut, and a vocal advocate for Indigenous rights.

"Indigenous people are more prone to diabetes," Guy acknowledges. According to Diabetes Canada, the ongoing burden of colonization continues to influence Indigenous people's health.

Beyond the annual walk, Guy often visits schools to talk about diabetes. "You have to start when you're young."

On the day of his Order of Newfoundland and Labrador investiture, Poole's mind kept going to all the roads he had walked and to Liz.

"I think she'd be pretty proud. I had a feeling she was there in the room with me."

Guy, who now lives in West St. Modeste, is already planning his 2025 route. He sees only two ways that Liz's Walk will end.

"I won't stop until I can't or there's a cure."



## Shaping the future: launching Diabetes Canada’s 6-year research strategy

To help shape the future of Diabetes Canada’s investments in research and innovation, we underwent a broad consultation with people living with diabetes, caregivers, researchers, research partners, other health charities, healthcare providers and diabetes advocates. The insights gained through this approach were compiled into a new research strategy reflecting our shared priorities: a deeper commitment to diabetes research and the research community.

In early 2024, Diabetes Canada was proud to share our new six-year research strategy, which aims to:

- ▶ **advance knowledge** and solutions addressing the issues and challenges identified by Canada's diabetes community; and
- ▶ **strengthen capacity** to conduct relevant and impactful diabetes research in Canada.

Explore the full research strategy.



“What is so meaningful about Diabetes Canada’s new research strategy is that it outlines the commitment to support excellent research and the ambition to award \$60 million in new funding. This will increase the potential for life-changing and life-saving research.”

— **Dr. Brandy Wicklow**, Co-Chair of Diabetes Canada’s National Research Council

# Our total investments in research

Thanks to the generosity of donors, Diabetes Canada has provided more than \$166 million in research grants, awards and partnerships since 1975. In 2024, our active investments in diabetes research included:

**18** projects aiming to prevent or delay the onset of diabetes.

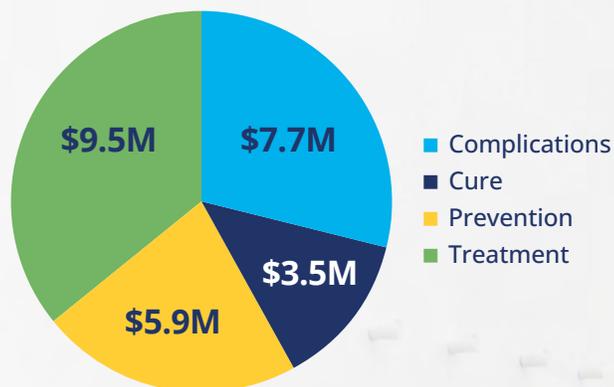
**31** projects that hope to develop better diabetes treatments.

**25** projects to address diabetes complications.

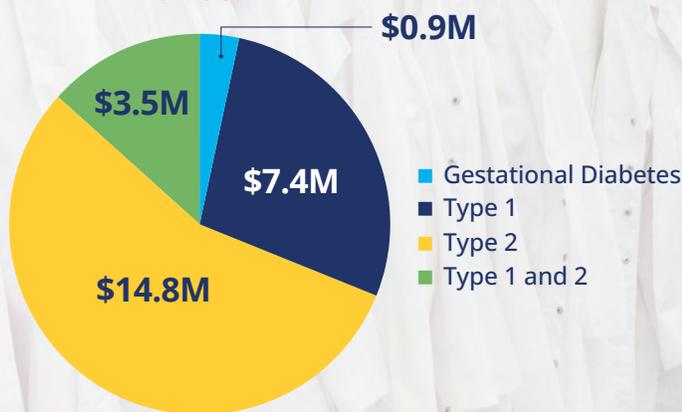
**9** projects targeting a cure for diabetes.

These 83 projects are accelerating the discoveries that promise to significantly improve the lives of people with diabetes.

Research Funding by Goal



Research Funding by Type



“Diabetes Canada has contributed to countless diabetes research breakthroughs in our country. Together, these have transformed care. Through our support, today we have modern technologies like the closed loop insulin pump, and we understand risk factors, whether inherited or modifiable, that help us reduce the risk of diabetes. Donors have made this research possible.”

— **Dr. Rachel Reeve**, Executive Director, Research & Science, Diabetes Canada

## \$7 million awarded through the 2024 End Diabetes Awards

Fifteen new research projects were awarded a total of almost \$7 million through the 2024 End Diabetes Awards, Diabetes Canada's annual research competition. After hearing concerns about the rising costs of research, Diabetes Canada increased the grant amounts by 50% this year — from \$100,000 to \$150,000.

The winning projects were rigorously evaluated by independent scientists with expertise in diabetes research, with input from people with lived experience and **Diabetes Canada's National Research Council**.



“ Researchers will send in their grant proposals for their diabetes research, and people like me — a Lived Experience Research Partner — will review those proposals based on the importance or impact that that research will have on our daily lives. It's really neat that we get to be a part of deciding which projects are funded in the future.”

— **Sasha Delorme**, Lived Experience Research Partner

### Winning projects from the 2024 End Diabetes Awards



**Dr. Carly Whitmore** and team are researching a new way of providing holistic care to adults living with type 2 diabetes who are experiencing mental health issues.



**Dr. John Sievenpiper** and team are exploring whether non-sugar sweeteners are a healthy option for people who live with diabetes. The project will bring together data from seven of the largest health studies globally, covering over 1.6 million people.



**Dr. Ravi Retnakaran** and team are leading a clinical trial to identify people with type 2 diabetes who are good candidates for remission treatment, by looking at the stage of their beta cell dysfunction.

## Facilitating knowledge sharing and cross-collaboration

### New funding stream in 2024: Research Collaboration Grants

When researchers come together with the broader diabetes community, it can foster idea sharing and the development of new knowledge and solutions. To make this possible, Diabetes Canada introduced **Research Collaboration Grants** as part of the new research strategy. In its first year, Diabetes Canada:

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Awarded **5** Research Collaboration Grants.

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Invested **\$80k** through the new funding stream.

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Facilitated the gathering of **550** researchers, research trainees and people with lived experience through grant-supported events.

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From left to right: Céleste Thériault, National Indigenous Diabetes Association; Sonia Sidhu, M.P.; and Adria Cehovin, Diabetes Canada.

“ The Canadian Islet Research Training Network is a national group with shared interest in understanding the biological mechanisms of diabetes and improving the lives of Canadians living with diabetes. With funding from the **Diabetes Canada Research Collaboration Grant**, we were able to host our annual meeting in Halifax in November 2024. A huge part of our meeting is to provide trainees — students and junior researchers — with a platform to share their findings and network with individuals from across Canada. The meeting was a tremendous success. We are extremely grateful to Diabetes Canada for the support.”

— **Dr. Morgan Fullerton**, one of the first recipients of this new grant

## Funding novel avenues of exploration

### Early-stage research in partnership with Cystic Fibrosis Canada

In 2024, Diabetes Canada teamed with Cystic Fibrosis Canada to co-fund a pioneering project focused on cystic fibrosis-related diabetes — a condition that remains understudied and underfunded.

With a **one-year \$50,000 seed grant**, this collaborative initiative is designed to spark early-stage research that could deepen our understanding and pave the way for future breakthroughs in care.



Dr. Mary Jung, Associate Professor with the School of Health and Exercise Sciences in the Faculty of Health and Social Development at UBC.

## ▶ More than 800 participants completed the program

“Despite universal healthcare in Canada, rates of type 2 diabetes and access to diabetes preventative care are both affected by racial-, sex- and gender-based health inequities. My family, like many families who immigrated to Canada, has experienced this.”

— **Dr. Mary Jung**, Diabetes Canada-funded researcher

Learn more about this program.



## Research-backed program making big strides in preventing type 2 diabetes

Through a critical Diabetes Canada research grant, Dr. Mary Jung is helping people overcome health inequities and empowering them to make lasting lifestyle changes.

Remote and rural parts of British Columbia have been underserved by healthcare providers, diabetes educators and community-based diabetes prevention programs. That’s why Dr. Mary Jung targeted those areas for culturally safe and inclusive coaching and counselling. The goal? To enable people to make dietary and exercise changes that lowered their risk of developing type 2 diabetes.

Dr. Jung, a Diabetes Canada-funded researcher, developed a diabetes prevention program called **Small Steps for Big Changes**. It was based on evidence from close to a decade of clinical trials on behaviour change.

In 2021, Dr. Jung’s team received \$270,000 in funding from **Diabetes Canada’s End Diabetes 100 award**. It allowed the team to expand into five northern rural communities in British Columbia with high rates of type 2 diabetes. That helped the research team to evaluate the program’s effectiveness and develop a template for further expansion across Canada.

Today, Small Steps for Big Changes operates in 17 sites across seven provinces. By the end of 2025, the program will expand its record of success to more than 40 YMCA locations across Canada and will add locations in Portugal and Australia.

“I’m committed to ensuring that all Canadians who are at risk of type 2 have access to effective, unbiased care that’s delivered without discrimination,” says Dr. Jung.

## Improving access to diabetes medications, devices and supplies: Bill C-64 and beyond

Improved and affordable access to diabetes medications, devices and supplies is a central component to the **Framework for Diabetes in Canada**, contributing to better health outcomes and quality of life for people with diabetes.

Through the **Diabetes and Diabetes-Related Out-of-Pocket Costs Report** (2023), Diabetes Canada has been able to quantify the catastrophic costs of managing this complex condition for people living with diabetes. We've also used this report to highlight the broader impact of diabetes on the healthcare system. This helps to inform and influence Canada's top decision makers around improving care and access for people living with diabetes.

Diabetes Canada's advocacy for people living with diabetes was reflected in the inclusion of diabetes medications in Bill C-64, An Act Respecting Pharmacare, alongside contraceptives. This achievement underscores the critical importance of equitable access to essential medications. It's the result of the tireless efforts of dedicated advocates and our team of professionals working in collaboration with policymakers.

Throughout 2024, as national leaders engaged in discussions on the development of the pharmacare program, Diabetes Canada remained actively engaged at every stage.

### The leading voice for diabetes in Canada on Bill C-64

- ▶ **69** meetings with federal MPs, ministers and senators' offices.
- ▶ **127** meetings with MPPs, MLAs, MHAs or provincial ministers.
- ▶ **569** total advocacy engagements.



Laura Syron, President & CEO of Diabetes Canada.

“ We know that having access to the right diabetes medications and devices reduces the risk of complications from diabetes and helps to avoid costly hospitalizations. However, these medications and devices can cost people thousands of dollars annually. In fact, based on a study by Diabetes Canada, the out-of-pocket costs — drugs, devices, supplies — for people in Canada who live with diabetes can be as high as \$18,000 per year if they are solely reliant on public coverage.

For at least 25% of people living with diabetes, especially those in health equity-seeking communities, these costs often mean that they can't afford to stick with their prescribed treatment regimens, resulting in significant risks to their short- and long-term health.

That's why Bill C-64 is so important and why Diabetes Canada has been a prominent voice about it since its introduction.”

— **Laura Syron**, speaking to the Senate Social Affairs, Science and Technology Committee



Neville Gallimore (top) and family (bottom) joins Diabetes Canada for Diabetes Day on the Hill.

## Diabetes Devises and Supplies Access Fund

On February 29, 2024, in tandem with announcing Bill C-64, the Government of Canada also shared its intention to establish a fund to support access to necessities like syringes, glucose test strips, pumps and continuous glucose monitors. These are vital to help people with diabetes manage and monitor their condition and administer their medication.

In 2024, Diabetes Canada worked hard to make the Diabetes Devices and Supplies Access Fund top-of-mind during provincial and territorial negotiations with the Government of Canada.

- ▶ Met with **6 provinces** to highlight this critical fund.
- ▶ **40+ people**, including government officials, industry leaders and diabetes advocates, attended Diabetes Canada's Device Access Roundtable.

## 2024 Major advocacy milestones

- ▶ **February 29:** Laura Syron, President & CEO, and Russell Williams, Senior Vice President of Mission, join the Honourable Marc Holland, Minister of Health, in Ottawa for the introduction of Bill C-64.
- ▶ **March 19:** Diabetes Day on the Hill featuring NFL player Neville Gallimore, and his father who lives with type 2 diabetes.
- ▶ **May 24:** Russell Williams, Senior Vice President of Mission, appeared before the Standing Committee on Health.
- ▶ **September 25:** Laura Syron, President & CEO of Diabetes Canada, testified before the Senate Social Affairs, Science and Technology Committee.
- ▶ **October 11:** Bill C-64, An Act Respecting Pharmacare received Royal Assent.
- ▶ **October 31:** Glenn Thibeault, Executive Director, Government Affairs, Advocacy and Policy, testified in front of the Finance Committee about the universal pharmacare program.
- ▶ **November 26:** Diabetes Canada hosts Device Access Roundtable in Ottawa, bringing together government officials and industry leaders.



## Advocacy wins across the country



### Alberta

The Government of Alberta expanded coverage for continuous glucose monitors for eligible adults with diabetes, one of the evidence-based priority recommendations presented to the Minister of Health by Diabetes Canada and the Alberta Diabetes Working Group.



### Nova Scotia

The Government of Nova Scotia, alongside Diabetes Canada, announced the end of age caps for insulin pump coverage and the launch of continuous glucose monitor coverage. This will happen through an income-based program and existing pharmacare programs.



### Manitoba

The Government of Manitoba announced the funding of its Diabetes Action Plan, aligning with the Framework for Diabetes in Canada — a focal point for our provincial advocacy.



### Newfoundland & Labrador

In its 2024 budget, the Government of Newfoundland and Labrador announced \$1.8 million to expand coverage of continuous glucose monitors. The province will also provide funding to support people living with type 1 diabetes (up to age 25) who are enrolled in the Newfoundland/Labrador Insulin Pump Program, and pregnant people with gestational diabetes.



### Prince Edward Island

The Government of Prince Edward Island made an additional \$800,000 investment in its budget to expand the eligibility for the diabetes insulin pump program and to support diabetes foot clinics — a strong example for other provinces.



Ross Kinney, Diabetes Canada advocate.

## Advocacy in action: expanding access to essential diabetes management tools

Continuous glucose monitoring (CGM) plays a crucial role in helping individuals maintain their blood glucose levels within a target range. It significantly reduces the risk of complications and improves both short- and long-term health outcomes. Yet the high cost of CGMs — as much as \$6,000 per year for those without health insurance — can be a major barrier.

Diagnosed with type 1 diabetes at six years old, Ross Kinney has witnessed the transformative impact of new treatments and technologies. When the opportunity arose to help Diabetes Canada

advocate for better access to diabetes medications and devices, Ross was determined to take action.

In 2019, he joined Diabetes Canada in calling for a national strategy to improve health outcomes for people living with diabetes. As a volunteer advocate, he collected signatures, engaged with elected officials, and spoke at events like “Diabetes Day on the Hill” in Ottawa to share his experience and to explain why these devices are important.

By October 2022, the federal government introduced a framework that reflected many of the primary calls to action. This has paved the way for specific requests that advocates can champion at the provincial and territorial levels, like investments in risk reduction strategies, enhanced research, and improved treatment access (including funding for CGMs).

The push for expanded access to devices has yielded significant progress in Atlantic Canada. In 2023, New Brunswick expanded access for insulin pumps and included coverage for CGMs for people with type 1 and type 2 diabetes. In 2024, Nova Scotia lifted the age cap on insulin pump coverage and introduced CGM coverage, while Prince Edward Island began covering CGMs for people of any age using an insulin pump or three or more daily injections.

“As I finish as a student and step into the unknown of a new career, the expanded access to the diabetes management tools I need has also opened up my life choices.”

— **Ross Kinney**, Diabetes Canada advocate

Read Ross' story.



# Sustaining momentum in the Framework for Diabetes in Canada

With funding from the Public Health Agency of Canada, a three-year project by Diabetes Canada aims to share best practices in the care and treatment of diabetes, including identifying barriers in health-equity seeking communities.

In 2024, year two of the project, the team:

Engaged more than

**1,200 people**

and connected with more than 20 community groups from across Canada through its activities and initiatives.

Included

**30 presentations**

by leading experts on diabetes in our summits and roundtables.

Published

**5 original reports**

to highlight the best practises and knowledge sharing that occurred at our provincial roundtables.

As we carry out our role and activities during this three-year engagement, we continue to draw on the input of the **Pan-Canadian Action for Diabetes Committee (PCAD)**. The committee comprises key stakeholders working in the diabetes



Diabetes Canada hosts Eastern Equity Summit in Halifax in October 2024.

sector, including partners from the Diabetes Action Canada, National Indigenous Diabetes Association, Fraser Health Authority's South Asian Health Institute and the YMCA /YWCA of Winnipeg. We look forward to benefitting from the PCAD Committee's expert insight and guidance.

## Events hosted across the country

- ▶ **February:** British Columbia Roundtable in Vancouver
- ▶ **March:** PCAD Advisory Committee meeting in Calgary
- ▶ **March:** Western Health Equity Summit in Calgary
- ▶ **June:** PCAD Advisory Committee meeting in Toronto
- ▶ **October:** Eastern Health Equity Summit in Halifax
- ▶ **October:** Prince Edward Island Roundtable in Charlottetown

## National diabetes inventory project

To continue progress, it's essential to adopt and scale best practices for addressing diabetes. That's the goal of a project kickstarted in 2024 to develop an inventory of successful Canadian diabetes interventions, projects and programs.

This effort supports the objectives of the **Framework for Diabetes in Canada** and the mandate of the project. To date, we have collected more than 225 interventions, from all across Canada, providing a valuable base of learning.

# Innovating our offerings for healthcare providers

Diabetes Canada is the trusted source of educational programs and resources for providers with different levels of diabetes expertise. When healthcare providers have the right information, they're better able to support and empower people with diabetes.

That's why, in 2024, Diabetes Canada interviewed healthcare providers, consulted with staff and volunteers, and conducted an environmental scan, all to learn how to better serve and support healthcare providers.

This research and consultation will guide the creation of a new **Healthcare Provider Education & Engagement strategy** in 2025.

## The 3 main takeaways from our research:

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### 1. Be adaptable

Education needs are likely to evolve as healthcare providers take on expanded scopes of practice to meet the growing demand for diabetes care.

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### 2. Many providers play a part

Effective diabetes treatment and management requires a diverse team of healthcare providers to meet the complex needs of people living with diabetes.

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### 3. Make it easy

Healthcare providers want short, low-commitment education resources and point-of-care tools that cater to their unique needs.

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# Diabetes education and connection for healthcare providers

Diabetes Canada bridges the gap between science and clinical practice through a range of resources and education programs for the many healthcare providers who support people living with diabetes, including family doctors, pharmacists, endocrinologists, and allied health professionals like nurses and dietitians.

## Keeping Clinical Practice Guidelines current

The **Diabetes Canada Clinical Practice Guidelines** are a vital tool for healthcare providers. They offer evidence-based recommendations to inform general patterns of care, enhance diabetes prevention efforts in Canada, reduce the burden of diabetes complications, inform public policy, and empower people living with diabetes. The guidelines offer the most up to date and high-level evidence available to support best practices in individualized diabetes care.

In 2024, an update of the "**Pharmacologic Glycemic Management of Type 2 Diabetes in Adults**" chapter, as well as an accompanying user's guide, were published in the October issue of **the Canadian Journal of Diabetes**.

“ The figures in the update are easy to follow and have been a helpful tool for teaching pharmacy students how to navigate drug therapy for type 2 diabetes. As a pharmacist, I also appreciate the user's guide that accompanies the chapter. It has been useful to explain the background information and rationale behind the recommendations.”

— **Brittainy Laing Swan, BSP**

See the update.



## A platform to share knowledge: Diabetes Canada/CSEM Professional Conference

Our **professional conference** in Halifax served as a premier platform for expertise, innovation, and collaboration.

The event brought together **more than 1,650** researchers, clinicians, and educators from across Canada fostering transformative discussions in the field of diabetes and endocrinology care during Diabetes Awareness Month in November.

### Key features at the conference:

- ▶ Braintates
- ▶ IDEA Lounge
- ▶ Abstract e-poster gallery
- ▶ Clinical conversations
- ▶ Networking
- ▶ Exhibitors

## Improving treatment and management: Diabetes Simplified

**Diabetes Simplified** the name of a learning event designed to give healthcare providers the tools, skills and updates needed to improve diabetes management. It is offered as both an in-person learning and connection opportunity and as self-directed e-learning modules.

- ▶ Almost **250 providers** attended this accredited and interactive session.
- ▶ More than **2,400 providers** registered for our self-directed e-learning modules.

“ The best part of the program was the case studies, as I was able to apply them to the patients that I see in my practice.”

— **Diabetes Simplified attendee**



## Dr. Zaina Albalawi appointed Chair of Diabetes Canada's Clinical Practice Guidelines Steering Committee



When she was in medical school, Dr. Zaina Albalawi hoped to make a meaningful impact at a systems level by being involved in research. More than two decades later, Dr. Albalawi is staying true to that vision as she takes on the role of **Chair of Diabetes Canada's Clinical Practice Guidelines Steering Committee**.

"Throughout my career, I have felt the responsibility to apply my knowledge and skills in service of others," says Dr. Albalawi, whose expertise spans diabetes, limb preservation, healthcare system evaluation, and guideline methodology. "Now, I get to bring my passion for evidence-based medicine and clinical guidelines to my new role as Chair."

An endocrinologist and clinical epidemiologist at Memorial University in Newfoundland and Labrador, Dr. Albalawi is in her tenth year of clinical practice. She has worked in academic and community settings, as well as on some reserves. She holds additional certifications in medical teaching, guideline development, and leadership.

"Living with diabetes isn't easy, and individuals do all of the hard self-management work," she says. "They deserve to trust they are getting consistent, research-backed care from their teams. That's where clinical practice guidelines come in; they provide a layer of evidence-based, up-to-date information for healthcare providers to inform care."

Learn more about  
Dr. Albalawi's new role.



# Changing the conversation around diabetes

Diabetes Canada knows that, together, we can create a more inclusive and compassionate world for people living with diabetes. That's why we're working hard to **change the conversation** around diabetes.

By changing the values, beliefs and language around diabetes, people living with this condition can feel more accepted and understood.

We're starting to see shifts in public perception through numerous Diabetes Canada-led initiatives in 2024, with the support of dedicated partners. That includes organizations such as Shoppers Drug Mart, Manulife, Sanofi Canada, Diabetes Action Canada, The Australian Centre for Behavioural Research in Diabetes, IDEA Diabetes, Simon Fraser University, diaTribe Foundation, Obesity Canada, Environics Research and dQ&A.

But creating sustained change is going to take the collective leadership of all of us — people living with diabetes, caregivers, researchers and scientists, corporate partners, political leadership, and more. That's why we've made changing the conversation a multi-year strategic priority.



## People living with diabetes name the change they want to see

In 2024, Diabetes Canada commissioned the diabetes insights firm, dQ&A, to speak to people about how diabetes stigma manifests in their lives and how they envision change in the future. It was one of the first efforts of our initiative to learn how to begin to change the conversation.

Watch the video.



*We know that when people living with diabetes feel accepted and understood, these feelings can dramatically improve the likelihood they can receive the support and care they need to better their health outcomes and their quality of life."*

— **Laura Syron**, President & CEO of Diabetes Canada.



## What we learned:

Nearly

90% T1D

Experience shame and blame for having diabetes.

70% T2D

Over

1/2 T1D

Report being treated differently because of their condition.

1/3 T2D

40% T1D

Rarely or never ask for help when they need it.

Nearly

60% T2D

### Diabetes Canada releases first-of-its-kind survey on diabetes stigma

In September 2024, Diabetes Canada released the key findings of a ground-breaking national survey:

***The Social Experiences of Living with Diabetes in Canada: A research report on stigma, judgement and discrimination experienced by those living with diabetes.***

The survey, produced in partnership with Environics Research, shows that diabetes can do more than just affect a person's physical health. It can also have negative impacts on their personal relationships, work or studies, leisure activities, financial situation and emotional well-being.

In the report, Diabetes Canada called on Canadians to help increase support and reduce psychological distress with the goal of creating dramatically better health outcomes and a higher quality of life.

Read the full report.



“With these data, Diabetes Canada can benchmark the social experiences of people living with diabetes so that the conversation around diabetes can start to change. People who live with diabetes deserve more understanding and empathy in all the places they find themselves — their workplace, schools, among friends and family, and even in healthcare settings.”

— Dr. Michael Vallis, registered health psychologist, Associate Professor, and health behaviour change consultant

# Changing the conversation in the media and on social media

Throughout the year, we also worked to raise awareness about diabetes stigma — the negative judgements, unfair assumptions, shame, blame, stereotypes and prejudices that unfairly affect people who live with diabetes.

## LAST YEAR, DIABETES CANADA:

Almost **600** media mentions of Diabetes Canada's efforts to change the conversation.

**6+** influencers highlighted the real-world impacts of diabetes stigma to encourage others to share their experiences.

**5** published opinion articles in top-tier newspapers to call attention to the issue of diabetes stigma.



### Mary Comeau, diabetes influencer

Mary Comeau went viral for sharing her type 1 diabetes diagnosis story on social media. Since then, she has amassed over 1 million followers on YouTube, and nearly 600,000 followers on TikTok.

Having experienced diabetes stigma, Mary lent her voice to the **Social Experiences of Living with Diabetes in Canada** report release and created a cross-platform video to engage her community in a conversation.

Watch Mary's video on her experiences of diabetes stigma.



### Scott McGillivray, Home Network TV host



Scott McGillivray interviewed Laura Syron, President & CEO, about her lived experience of diabetes and diabetes stigma, in a multi-part Instagram video series for Diabetes Awareness Month.

Listen to Scott and Laura talk about stigma.



## Spill the Diabetea for Diabetes Awareness Month

Diabetes Canada designed a social activation plan for Diabetes Awareness Month, asking people living with diabetes to share what it's really like to live with this complex condition 24/7, 365 days a year.



Cory Conacher (left) and Mark Wooley (right) spilled the diabetea on their experience as hockey players living with type 1 diabetes.

Stream our Spill the Diabetea videos.





“ People need to understand that the image that we see in our heads of someone living with diabetes is not a true reflection of who these people really are. People living with diabetes come in all different shapes and sizes and I’m excited to be a part of an event that showcases that.”  
— Jennifer Lopez, Winnipeg model who lives with type 2 diabetes

Jennifer Lopez (center) poses for the camera at Pump Couture Fashion Show in Winnipeg.

## Pump Couture Fashion Show changes perceptions of who lives with diabetes

The **Pump Couture Fashion Show** is an inclusive and empowering event that aims to change the conversation around diabetes, while raising funds to send children and youth living with diabetes to **D-Camps**.

In 2024, **Pump Couture** hit the road for a coast-to-coast tour. In each city, the fashion show featured real people living with diabetes modeling Canadian designs.

The twist? The clothes were styled in inventive ways to highlight (not hide) wearable technologies like insulin pumps and continuous glucose monitors.

Read Jennifer’s story.



6 shows across the country from Vancouver to Halifax.

150 models living with type 1 or type 2 diabetes.

\$700,000 in funds raised for D-Camps.

# Diabetes Canada In the Kitchen with Mairlyn Smith, presented by Manulife

People living with diabetes, and those who care for them, want to learn more about healthy cooking. That was clear at 2023's **Diabetes Canada Connect** event, where the cooking programming drew high attendance. The keen interest prompted Diabetes Canada to design **In the Kitchen**, a free education series.

The series featured Mairlyn Smith, professional home economist and author of *Peace, Love & Fiber*, demonstrating the recipes in her own home kitchen. Joining Mairlyn online, Dietitian Katie Brunke, RD, CDE, PHEc answered questions and provided information about eating well with diabetes.

The resulting program saw a **240% increase in registrations and a 840% increase in live attendance over 2023's Diabetes Canada Connect** programming — a new record for Diabetes Canada.

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**12,000+** registrations

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**4-week** series during **Diabetes Awareness Month**

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**96%** learned valuable information\*

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**91%** plan to make changes to their diabetes management\*

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\*Of attendees who completed the post-event evaluation.



Top: Mairlyn Smith.  
Bottom: Katie Brunke, RD, CDE, PHEc.

“Honestly, this is the BEST webinar that I have attended on nutrition and healthy eating/living. The combination of humour, information and live demonstration was very effective.”

— In the Kitchen attendee

Watch the In the  
Kitchen series.



# Up-to-date information for every stage of the diabetes journey

Diabetes Canada collaborates with experts in the field — people with lived experience, doctors, endocrinologists, dietitians, nurses, and certified diabetes educators — to deliver educational content. These are opportunities to improve the quality of life for people living with diabetes, at every stage of their journey.

## On-demand learning series

In 2024, the Diabetes Knowledge & Connection team developed four video series to support people with diabetes.

<p><b>DIABETES WHITEBOARD SERIES</b></p> <p>Three-part series about the basics of diabetes management.</p> <p><b>4,500+ viewers</b></p> 	<p><b>MENTAL HEALTH</b></p> <p>Three-part series covering key strategies and skills around unpacking diabetes distress and depression, diabetes and its impacts on families, and how to hold confident conversations to help get the best care.</p> <p><b>1,800+ viewers</b></p> 	<p><b>CLINICAL PRACTICE GUIDELINES</b></p> <p>Four-part series about Diabetes Canada's Clinical Practice Guidelines on remission, hypoglycemia and mental health.</p> <p><b>2,400+ viewers</b></p> 	<p><b>NUTRITION</b></p> <p>Four-part series about healthy eating for diabetes, including how to develop a healthy relationship with food, making sense of popular diets and eating well while spending less.</p> <p><b>6,400+ viewers</b></p> 
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# In-the-moment support for people living with diabetes through 1-800-BANTING

People across Canada know they can rely on our **1-800-BANTING (226-8464)** line to receive compassionate support, helpful information and access to important services from our Information & Referral team.

In 2024, we received more than **16,000** calls and emails.

The type of diabetes information and resources people are seeking helps our team identify ongoing needs and potential topics for educational content and programming, and advocacy priorities.

More than **20%** of callers were seeking information on financial assistance programs, driving a key focus of our advocacy.

“ Our family is in a crisis right now as our 18-year-old daughter is beginning her diabetes journey with type 1 diabetes. Having your representative take time to respond to my messages with heartfelt and detailed information was very grounding. I'm grateful that you are there and that we are getting some help.” — caller

# Life-changing support for children and youth living with type 1 diabetes through our **D-Camps**

Since **Diabetes Canada's D-Camps** began more than 60 years ago, more than 20,000 children living with type 1 diabetes have enjoyed at least one camp stay. This authentic camp experience combines fun activities, friendship and education on how to manage diabetes, with help from medical professionals who are on site 24/7.

More than **1,100** participants aged 7 to 17 had an unforgettable experience through Diabetes Canada's D-Camps programs.

**95%** of attendees felt D-Camps had a positive impact on their confidence.

**97%** of caregivers indicated they made a special connection with another family.



**“** I really don't think I'd be the person I am today if it weren't for D-Camps. I got to have role models for my entire childhood who did things that I never thought were possible. They were confident, capable and in charge. I've applied my learnings to so many areas of my life.”

— **Ellie Fraser**, former D-Camp attendee, camp counselor and current co-chair of Friends of Camp Huronda

Watch our D-Camps impact video.



# Giving time: the generosity of our volunteers

Every day, Diabetes Canada volunteers from across the country contribute to our shared vision of a world free of the effects of diabetes. They play a vital role in supporting programs and events, fundraising, committees, helping out with administrative tasks, speaking with government officials, and giving presentations and talks to community groups. We're grateful for their time and energy.



## National Volunteer Awards for 2024

After a three-year hiatus during the pandemic, we re-launched the **Diabetes Canada's National Volunteer Awards** in 2024 to celebrate the achievement of our incredible community of volunteers.



**Dr. Brandy Wicklow**  
(MANITOBA)

### ▶ THE CHARLES H. BEST AWARD

For a healthcare professional who has made a significant difference across Canada towards improving the quality of life of individuals living with diabetes.



**Dr. Mary Jung**  
(BRITISH COLUMBIA)

### ▶ THE INNOVATION AWARD

For individuals who have found innovative, creative and efficient solutions to further Diabetes Canada's mission and make a difference in the lives of the people living with diabetes.



**Drs. Julie McKeen and  
Peter Sargious** (ALBERTA)

### ▶ NATIONAL ADVOCACY LEADERSHIP AWARD WINNERS

For people who have advanced public policy for people with diabetes.



**Saloni Aggarwal**  
(ONTARIO)

### ▶ NATIONAL YOUNG VOLUNTEER AWARD

For contributions of youth (up to age 29) in advancing Diabetes Canada's mission and goals.

## National Volunteers of the Year Award

For volunteers, either individuals or groups, who have gone above and beyond in supporting the work of Diabetes Canada.

- ▶ **Diabetes Canada Korean Chapter**
- ▶ **Ashi Jain** (Ontario)
- ▶ **Dr. Peter Senior** (Alberta)
- ▶ **Jimmy Mui** (Ontario)
- ▶ **Krista Lamb** (Ontario)
- ▶ **Tanvir Kaur Mundra** (British Columbia)
- ▶ **Shelley Jones, Edwina Leung, Gail MacNeill and Pam Piotrowski**, Virtual Diabetes Class Volunteers

# Thank you to our supporters

We are grateful for the many supporters and partners who are rising to the moment with us, improving quality of life for people with diabetes in Canada.

## The Jackson Family's Camp Huronda washroom renovations campaign

We are deeply grateful to Bonnie and Terry Jackson, and their daughter Joanna, a former D-Camper, who have led **the Camp Huronda Washroom Renovations Campaign** — now over halfway towards its **goal of raising \$2 million by 2026**. The campaign aims to transform the washroom facilities into modern, hygienic, and accessible spaces. These new facilities are vital for ensuring the well-being and comfort of children living with type 1 diabetes in a medically focused camp environment.



Top: Bonnie Jackson with her daughters and cousin at Camp Huronda, Summer 1983.

Bottom: The Jackson Family from left to right: Holly, Bonnie, Terry, Joanna and Heidi.

Support the campaign.



## The Arangio Health Foundation hosts Blue Ribbon Gala

We are incredibly grateful to the Arangio Health Foundation for selecting Diabetes Canada as the beneficiary of the 2024 Blue Ribbon Gala. Their **generous gift of \$60,000** will directly support critical diabetes research, bringing us closer to breakthroughs that will change lives. The success of the gala is a true testament to the foundation's commitment to improving the health of Canadians. We are honoured to have been part of such a meaningful and inspiring evening.

## Carolyn Webster's generous gift to support diabetes research

We're thankful for Carolyn Webster, who donated a very generous gift to Diabetes Canada's research program in memory of her husband Don. Don Webster lived with diabetes from an early age and believed in supporting the next generation living with diabetes.

Read why Carolyn gave to Diabetes Canada.



## Declutter for Diabetes

Each year, Diabetes Canada diverts up to 100 million pounds of clothing and household items from landfills, reducing our donors' carbon footprint and saving over 1 billion kWh of energy. Donated items are delivered to Value Village, with Diabetes Canada (through National Diabetes Trust) paid based on the volume. That has translated into **\$3.7 million** to support diabetes research, education, programs and advocacy.



## HealthPartners at work

Diabetes Canada is a member of HealthPartners, which brings together workplaces, charities and communities to improve the lives of people across Canada who are living with serious illnesses. Thank you to the generosity of employees who participated in the 2024 workplace giving campaigns to help further support our mission. In 2024, HealthPartners **raised almost \$280,000** to support Diabetes Canada's work to improve the quality of life for people with diabetes.



## EllisDon Corporation's Toronto Charity Golf Tournament raised over \$380,000

We are grateful to EllisDon Corporation for their outstanding support through their inaugural Toronto Charity Golf Tournament, which **raised over \$380,000 for Diabetes Canada**. These funds helped to advance innovative diabetes research and strengthen our advocacy efforts to improve the lives of those affected by diabetes across the country.



Diabetes Canada's team meets with EllisDon representatives for the cheque presentation.



## Prioritizing health and well-being: how our partners are making a difference

Diabetes Canada is grateful for the dedicated support of our corporate partners who help drive meaningful change in the lives of people with diabetes.



### Advancing mental health research

Canada Life has been a champion of enabling Diabetes Canada to explore the profound connections between diabetes and mental health. The goal is ensuring that individuals have access to the resources needed to navigate the emotional and psychological aspects of living with diabetes. By investing in research and awareness, Canada Life is helping to break down barriers and foster a holistic approach to diabetes care.



### Empowering Canadians with diabetes

With a strong commitment to improving the well-being of Canadians, Sun Life has been a dedicated supporter of diabetes education and awareness. Through their contributions, we have been able to provide valuable knowledge, practical tips and expert guidance to individuals living with diabetes. Their support has enhanced accessibility to essential information, empowering people to actively support their health and make informed decisions to improve their quality of life.



### Supporting healthy eating and elevating fundraising

Nutrition plays a critical role in diabetes management. Thanks to Manulife's support, our **In the Kitchen** program has provided essential meal planning and nutrition guidance to help people control their diabetes effectively. Additionally, Manulife's support of Giving Tuesday has amplified our ability to reach more Canadians in need, ensuring continued access to crucial programs and resources.

## 2024: A fiscal year in review

In 2024, Diabetes Canada navigated a challenging year in our fundraising and emerged a stronger, more resilient organization — all thanks to the generosity of our donors.

Since the 2020 lockdowns of COVID-19, which affected event fundraising, Diabetes Canada has been investing in new fundraising programs to build a diversified and more sustainable revenue base. This year, we saw the power of these investments realized when an unexpected postal strike was announced late in the year.

The postal strike caused many unforeseen challenges to our most profitable campaign of the year, delaying donor requests and contributions. To meet our year-end goals, our fundraising team needed to quickly pivot their strategies to focus on newer fundraising programs.

We're so grateful our community responded positively and gave to Diabetes Canada in new ways. Our donor response marketing program saw growth in online fundraising and reached a new record for our Giving Tuesday campaign. We gratefully received several major gifts late in the year, enabling us to achieve our best year in terms of revenue in the last eight years!

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**2024** was our strongest year of fundraising revenue results in the last 8 years.

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**5% growth** fundraising revenue over 2023.

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In addition to stronger fundraising revenue results, Diabetes Canada has focused its efforts on enhancing internal financial processes to clearly demonstrate completeness of revenue. In 2024, Diabetes Canada is proud to have achieved an unqualified audit opinion in recognition of these efforts.

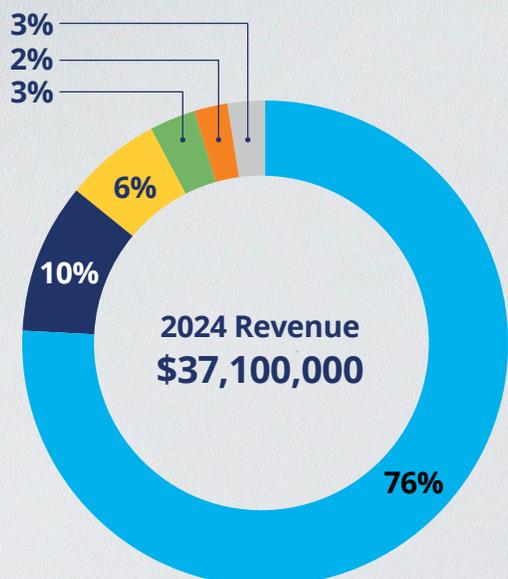
### Planned operational deficits

With strong financial reserves, Diabetes Canada made the strategic decision to operate with a planned deficit as the organization leads several important projects, including a website redesign project and a brand campaign. Thanks to the generosity of donors who contributed several major gifts at the end of 2024, Diabetes Canada's planned deficit reflected in our program expenditures for 2024 was less than projected.

### Building awareness of diabetes

Outside of the costs of fundraising and investments in our mission, our public relations work described in our program expenditures plays a critical role in raising awareness of diabetes in Canada, a too-often misunderstood condition.

## Financial Overview

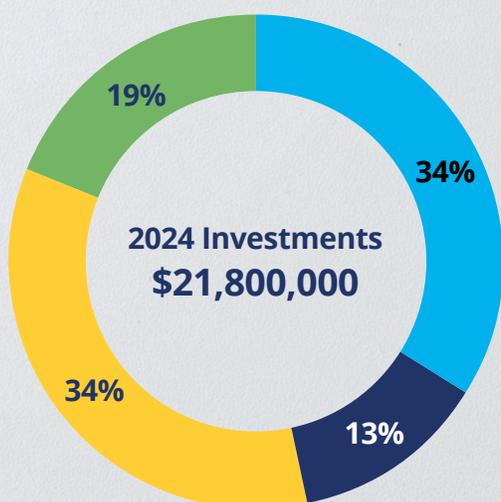
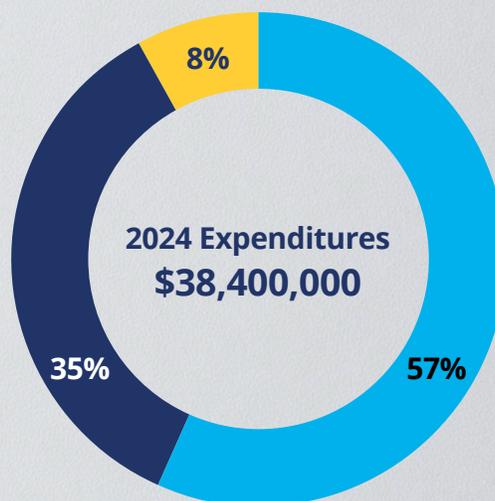


## REVENUE

	2024	2023
Support from the public	\$28.2M	\$26.7M
Income from National Diabetes Trust	\$3.7M	\$2.9M
Investment and other income	\$2.4M	\$2.3M
D-Camps	\$1.1M	\$1.1M
Education services	\$0.8M	\$0.8M
Government funding	\$0.9M	\$0.7M
<b>Total</b>	<b>\$37.1M</b>	<b>\$34.5M</b>

## PROGRAM EXPENDITURES

	2024	2023
Mission Programs	\$21.8M	\$21.3M
Fundraising and public relations	\$13.6M	\$13.2M
Administration	\$3.0M	\$3.3M
<b>Total</b>	<b>\$38.4M</b>	<b>\$37.8M</b>



## 2024 MISSION INVESTMENTS

	2024	2023
Research	\$7.4M	\$7.7M
Improving management and prevention	\$2.8M	\$2.8M
Drive for excellence in diabetes care	\$7.5M	\$7.0M
Helping children and adults with type 1 diabetes	\$4.1M	\$3.8M
<b>Total</b>	<b>\$21.8M</b>	<b>\$21.3M</b>

# How our mission pillars are reported

Over the past few years, we have better articulated our mission work through the five pillars. To reflect this clarity, we're evolving our financial reporting to better align our program expenditures with our strategic priorities. For example, "Drive for excellence in diabetes care" now includes both our Diabetes Knowledge & Connection and Healthcare Provider Engagement & Education mission pillars.

To ensure consistency and accuracy, this year's financial report includes reclassifications of the 2023 program results. These updates may differ from figures published in our 2023 annual impact report. As we implement our new strategic plan, we'll continue to review how our mission work is classified to ensure our reporting gives the most accurate picture of our impact.

**Research & science**



**Research & Science**

**Drive for excellence in diabetes care**



**Diabetes Knowledge & Connection**

**Healthcare Provider Education & Engagement**

**Improving management and prevention**



**Change the Conversation**

**Government Affairs, Advocacy and Policy**

**Helping children & adults with type 1 diabetes**



**Diabetes Knowledge & Connection**





## A new strategic plan in the making

In 2024, Diabetes Canada embarked on a wide-ranging engagement to help shape our new strategic plan — the next chapter in our organization's impact.

We heard from almost 1,500 voices, including people with lived experiences of diabetes (particularly from Indigenous, Black, South Asian and South-East Asian communities); staff and volunteers; research and healthcare provider communities; key mission partners; and valued corporate partners and donors.

The message was clear: **Diabetes Canada is now ready to lead boldly.**

The new plan builds on our 2022-2025 strategic plan, while introducing new ambitions to bring our vision to life — a world free of the effects of diabetes.

Watch Laura Syron's overview of the new 2026-2030 strategic plan.



# Thank you for powering our progress

Every step forward in 2024 was fueled by the generosity of our donors, supporters, partners and volunteers. Thank you for being the force behind our mission. Your support made everything possible, turning our ideas into action — and impact.

## SENIOR LEADERSHIP TEAM

**Laura Syron**

President & CEO, Diabetes Canada

**Russell Williams**

Senior Vice President, Mission

**Tim D'Souza**

Senior Vice President, Finance & Business Operations

**Brendan Robinson**

Senior Vice President, Development

**Kim Fletcher**

Senior Vice President, Marketing & Communications

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**Nafisa Merali**

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**Ben Voss**

# 40<sup>th</sup> anniversary of Diabetes Canada's stewardship of Banting House National Historic Site

In 2024, Diabetes Canada proudly celebrated the 40th anniversary of our stewardship of **Banting House National Historic Site** in London, Ontario — the revered “Birthplace of Insulin.”

Banting House is not only a landmark — it is a living tribute to innovation and compassion. The museum is home to a rich and growing collection of personal artifacts, medical instruments and original artwork by Sir Frederick Banting himself. Many have been donated by individuals and institutions who share in telling the extraordinary story of insulin's discovery.

Since opening as a museum in 1984, Banting House has become a cornerstone of the global diabetes community, preserving the legacy of Banting and offering a powerful symbol of hope. The public can visit Banting House Tuesdays through Sundays.

Learn more about  
Banting House.



# DIABETES CANADA

**1-800-BANTING (226-8464)**

[diabetes.ca](https://diabetes.ca)

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Toronto, Ontario M5H 3B3

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**Together, we can  
End Diabetes**