

# APRONS IN ACTION

**DIABETES  
CANADA**

Presented by



**Manulife**

Aprons in Action  
presented by Manulife

**Fundraising Guide**



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# Note from CEO



*There's something special about gathering around a table to share a meal with people you care about. That's why I'm thrilled to introduce Aprons in Action presented by Manulife—our brand-new cooking challenge fundraiser. This isn't just about recipes (though there will be delicious ones). It's about building community, breaking down stigma, and raising funds to support people living with diabetes throughout Canada. Whether you love to cook, know someone affected by diabetes, or simply believe in the power of community to drive change—there's a place for you in Aprons in Action.*

**Laura Syron**  
President & CEO of Diabetes Canada



# About Diabetes Canada

Diabetes Canada works tirelessly to advocate for and support Canadians living with diabetes with helpful resources, education, research, and more. We're Canada's source for facts about diabetes **care**, **prevention**, and **finding a cure**.



## DIABETES CARE

We work to help Canadians better manage the disease and avoid long-term complications with comprehensive resources, education, and support.

When we talk about preventing diabetes, we are usually talking about preventing type 2 diabetes. Safe and effective ways to prevent type 1 diabetes have not yet been identified despite the amount of research in this area.

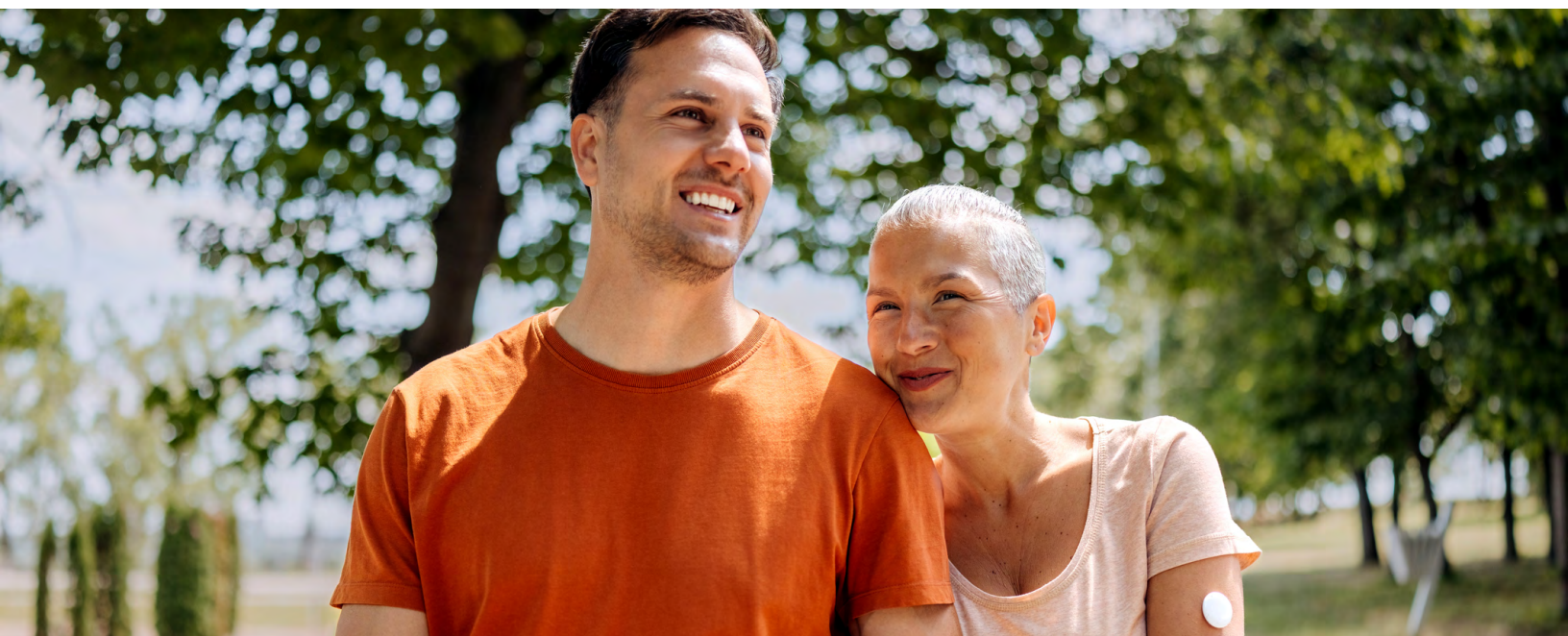
Type 2 diabetes, however, can be prevented or delayed for many people, which is great news.



## REDUCE YOUR RISK

Decreasing your risk of developing type 2 diabetes involves making lifestyle changes. Eating healthy, moving more, and losing weight if you live with overweight or obesity are the most effective things you can do to reduce your risk of developing type 2 diabetes.

Even if you've already been told that you have prediabetes or that you have a high risk of developing type 2 diabetes, you can still make changes that can delay or prevent type 2 diabetes.



# About Diabetes Canada



## HEALTHY EATING

Diet is the most important part of lifestyle change. Small changes can make a big difference and help you take those first few steps to reduce your risk of developing type 2 diabetes.

A good first step is to include more vegetables, more plant-based protein such as beans and lentils, whole grains, dairy, lean meat, oily fish, nuts and healthy oils such as olive oil. You can also reduce consumption of highly processed foods, refined grains such as white bread, sugary food and sugary drinks.



## WEIGHT MANAGEMENT

Movement and exercise can also help you prevent diabetes. Just a little extra activity each day can go a long way.

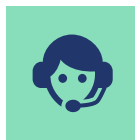
Start with limiting the amount of time spent sitting. Interrupt your sitting time by standing up and moving around briefly every 20 to 30 minutes.

Another goal could be to get at least 150 minutes of aerobic exercise per week (like walking, bicycling or jogging). Smaller amounts of activity can still have **health benefits**.



## MOVEMENT AND EXERCISE

If you have pre-diabetes, an eating and exercise plan that helps with weight management can help to delay or prevent type 2 diabetes. Research shows that if you live with obesity, losing just 5% of your initial body weight can prevent type 2 diabetes from developing. Speak to your healthcare provider about a plan that can work for you.



## GET SUPPORT

You don't need to do it alone. Talk to your health-care team or **contact Diabetes Canada** for information about services and support available in your community.

You can create an **action plan** that works for you. Start by changing one thing at a time and try to set realistic goals. Too many changes can be overwhelming, and small changes can build lasting habits over time. If you have prediabetes or are at high risk for developing type 2 diabetes, you may be eligible for the Canadian Diabetes Prevention Program at no cost to you.

# Welcome to Aprons in Action

Thank you for joining a community of kitchen heroes from coast to coast in Canada's most flavourful fundraising challenge! Together, we're cooking for change—stirring up awareness, inspiring healthier living, and raising vital funds for Diabetes Canada.

Whether you're whisking, chopping, or sizzling your way through the challenge, every dish you create and every dollar you raise helps serve up a brighter, healthier future for millions affected by diabetes.

## On your mark... get set... cook!





# 1. Getting Started

Fundraising can often feel awkward, uncomfortable, and even a little intimidating — but we wanted to remind you that our Ride Team is here to help.

## HOW TO START FUNDRAISING:

1. Login and customize your Participant Page.
2. Identify who in your network might like to donate and upload your contact list.
3. Personalize your fundraising request messages.
4. Thank your donors for their generosity and support.
5. Boost your fundraising with some other fun ideas.





## 2. Customize Your Page



### 1. SHARE YOUR STORY

Why are you cooking for change? Are you participating in honour of someone living with diabetes—or to help create a healthier future for your community? Don't just tell people what you're doing, tell them why you've put on your apron and joined the challenge.



### 2. ADD PHOTOS OF YOUR CREATIONS

Upload photos of your dishes, your cooking moments, or the people who inspire you. The more you share, the more others will connect with your story—and the more likely they'll be to donate. Make it personal, make it heartfelt, and make it delicious.



### 3. SET AN AMBITIOUS GOAL

We've added your fundraising minimum for you, but don't stop there! You can increase your goal anytime—and when (not if!) you surpass it, set a new one. Aim high and keep stirring up support.



### 4. SHARE YOUR KITCHEN JOURNEY

Post updates on your cooking progress, from prep to plating. Share behind-the-scenes photos, favourite ingredients, or your "chef's secrets." Let your supporters follow along as you mix, taste, and create your way toward making a real difference.





## 3. Identify Your Network

Figuring out who to ask for donations can be overwhelming, but remember, your network is bigger than you think! We recommend writing a list of potential donors using the following categories. Try to list four names under each section, and before you know it, you'll see just how big your network is:

- Family/relatives
- Friends
- People you work with
- People you used to work with
- Neighbours
- Small local businesses (e.g., your favourite restaurant, barber, nail salon, etc.)
- Your personal caregivers (e.g., doctor, dentist, physiotherapist, etc.)
- Your company (bonus: a lot of companies have donation-matching programs!)





## 4. Ask For Donations

### MAKE THE ASK SIMPLE

At first, asking for donations may feel intimidating. That's why we've broken it down for you in a step-by-step guide below. But remember, it's your ask. It shouldn't be formal or rehearsed — make it sound genuine, natural, and heartfelt. For it to work, it must be in your own voice, especially when you're asking loved ones and people closest to you. Pro tip: Kick off your fundraising with a self-pledge to show prospective donors how committed you are to the cause.

### FUNDRAISING RECIPE FOR SUCCESS

1. Self Donation - Show your supporters that you're invested in the success of your campaign.
2. Donations from 4 family members - Your biggest supporters. Ask them first.
3. Donations from 5 close friends - Your close friends are easy to ask. You'd do the same for them
4. Social, neighbours, co-workers, employers - They may not be your "close" friends, but your commitment will generate support from many people.
5. Some companies also match your charitable gifts. Check with your HR department to inquire if your workplace has any employee giving programs.
  - Workplace Giving: Workplace giving, also named employee giving, are programs that offer employees the opportunity to make donations and/or contributions through payroll giving, automatic systems, and any other programs the company facilitates.
  - Workplace Matching: A form of corporate philanthropy where companies match the charitable donations made by their employees to nonprofits, doubling the impact of the fundraising.

### BOOST YOUR FUNDRAISING

1. Ask for donations in lieu of birthday or holiday gifts.
2. Reach out to businesses you frequently visit to see if they'll sponsor you.
3. Ask someone to consider a monthly donation through Monthly Giving.
4. Organize fun events, like parties, sports tournaments, garage sales and more, and let people know all proceeds go to your fundraising.
5. Ask your employer if they have a corporate donation-matching program.
6. Share your 'Why' on social media and encourage your followers to donate.
7. Set up a donation through a Donor Advised Fund.
8. We also accept gifts of stock, so if cash isn't an option, ask people to consider donating their stock options.



# 5. Let's Get Social

Social media is your secret ingredient! When you share your journey, people connect, engage, and give. Raise funds and awareness for Aprons in Action — one post, one dish, one story at a time.

Ready, Set, Cook – and Post!



## STEP 1: ANNOUNCE YOU'RE IN

"I've joined Aprons in Action presented by Manulife — it's a cooking challenge, not a 10K!

I'll be cooking, learning, and fundraising to help Canadians living with diabetes.

Support my challenge here: [insert link]

#ApronsInAction #CookForACause"

**Post idea:** Selfie in your apron or a short video saying why you joined.

### USE THESE TO JOIN THE CONVERSATION:

#ApronsInAction

#OnYourMarkGetSetCook

#HealthyCooking #DiabetesCanada

Tag us: **@DiabetesCanada** on Instagram, Facebook, and X.



## STEP 2: SHOW YOUR PROGRESS

"This week's recipe: determination! I've raised [\$\$] toward my goal to support Diabetes Canada.

Every dollar helps fund life-changing research and programs.

Donate today — and help me cook up something that makes a difference."

#ApronsInAction #HealthyCooking #DiabetesCanada

**Post idea:** Your dish in progress or your ingredient lineup.



## STEP 3: SHARE YOUR DISH

"Cooking like it matters — because it does.

Here's my Aprons in Action dish! Healthy, flavourful, and full of heart.

Vote for me to make it to the Celebration Gala and cook with a celebrity chef!

[insert voting link]

#ApronsInAction #CookForACause #OnYourMarkGetSetCook"

**Post idea:** Carousel of your dish, video plating, or taste-test moment.



# 5. Let's Get Social



## TIPS FROM THE PROS

### Make it visual.

Food photos and short videos perform best — natural light, bright colors, real kitchens.

### Tell your story.

Don't just show what you're cooking — tell why you're doing it. People give to people.

### Celebrate milestones.

Share posts at 25%, 50%, 75%, and 100% of your goal — and tag donors to thank them publicly.

### Think short-form.

Instagram Reels, TikToks, or Facebook Stories = more reach. Try "before and after" clips of your dish.

### Always include your link.

Every post is a chance for someone new to support your cause.



## "WHISKS UP. GAME ON. APRONS READY."

Every story shared brings us one step closer to better outcomes for Canadians living with diabetes.

Let's cook up something that truly makes a difference.

## SOCIAL PROMPTS TO KEEP YOU COOKING

PROMPT	INSPIRATION
"Why I'm Cooking"	Tell people what inspired you to join.
"Meet My Sous Chef"	Introduce a family member or friend helping you cook.
"Kitchen Wins"	Share your best recipe or cooking tip.
"Flavour + Fundraising"	Ask 5 friends to donate \$25 and promise to cook something special if they do.
"Vote Week"	Post your dish and call for votes.



# Fast Facts About Diabetes

When sending a message or preparing to chat with a potential donor, have these facts in your back pocket to show the impact their support could have.



More than **4 million people in Canada** diagnosed with diabetes.<sup>1</sup>



**Every three minutes** one person in Canada is diagnosed with diabetes.<sup>1</sup>



80% of people living with diabetes in Canada have **at least one health complication**.<sup>2</sup>



Living with diabetes can **double the risk** of heart disease, stroke, and other serious vascular conditions.<sup>5</sup>



People in Canada living with diabetes may need to pay between **\$10,000 - \$18,000 per year** out of their own pocket for diabetes medications, devices and supplies.<sup>1</sup>



Nearly 90% of people living with type 1 diabetes and 70% of people living with type 2 diabetes **experience shame and blame for having diabetes**.<sup>3</sup>



Diabetes disproportionately impacts racialized and Indigenous communities in Canada, with South Asian and Black adults facing **up to two times higher** prevalence than white adults.<sup>4</sup>

# Fast Facts About Diabetes

## END THE MYTHS & MISINFORMATION

Despite popular belief, diabetes is not caused by eating too much sugar, and people don't "give themselves" diabetes. Popular media often depicts disease and people with diabetes in an inaccurate and harmful light.

There are several different reasons why someone may develop diabetes, including genes, family history, ethnic background, and other environmental and lifestyle factors. The type of diabetes also matters, and the reason someone may develop type 1 diabetes is very different from why another person may develop type 2 diabetes. There is no single cause of diabetes, and it is often a combination of multiple factors.

## TYPE 1 DIABETES

Type 1 diabetes is called an autoimmune disease because the body's system for fighting infection, your immune system, attacks and destroys the cells in your pancreas that make insulin. As a result, the body is left without insulin.

Researchers think that your genes or the environment may be responsible for triggering type 1 diabetes. TrialNet is a study that is working to determine the causes of type 1 diabetes and possible ways to prevent it.

## TYPE 2 DIABETES

Type 2 diabetes is much more common than type 1 diabetes, affecting 90% of those living with diabetes. Type 2 diabetes is the result of not enough insulin being made in the pancreas and insulin resistance when the body isn't able to use the insulin it makes. When this happens, glucose (sugar) in your blood is not able to enter the cells where it should get used for energy.

Several factors impact one's risk for developing type 2 diabetes, including family history of type 2 diabetes, ethnic background, living with obesity and other lifestyle and environmental factors. You are also more likely to develop type 2 diabetes if you are not physically active.

