

JDRF: Accelerating Mission and Becoming More **Volunteer Powered**

Introduction

JDRF was founded 50 years ago by families of loved ones with type 1 diabetes (T1D), and their mission was clear: through research, the disease will be cured. We continue to fight urgently to create a world without T1D. We're improving lives today and tomorrow by accelerating life-changing breakthroughs to cure, prevent and treat T1D and its complications.

JDRF is the leading global organization funding T1D research.



\$2.2 billion in T1D research



JDRF T1D Fund has attracted **\$250 million** in private venture capital



Advocated for another **\$2.8 billion** in U.S. government funding for T1D research



Provided more than **\$50 million** to drive potential products through the research and development pipeline

Our global leadership has driven nearly every advance toward T1D cures during the past 50 years — and has been essential to the development of treatments and technologies that are improving the lives of people with this disease today. At JDRF, we fund the best research anywhere in the world, and advocate for people with T1D globally.

This is a disease that must be managed every hour of every day. That's why we're fighting for cures, and also fighting just as hard for interventions that allow people with T1D to live healthier, less burdened lives right now.

Accelerating New Strategies

Our vision to accelerate mission while becoming more volunteer powered will enable us to unlock more research that helps more people, faster than ever. Our goal is to meaningfully improve lives during every stage of the T1D journey. We will continue to advance research breakthroughs, broaden our funding sources and engage more supporters who benefit from everything JDRF accomplishes. JDRF can expand our reach around the nation, and around the world, to positively impact more people than ever before.

As we evolve our strategies to propel JDRF to an even higher level of impact, we will not change the core of who we are.

Right now, T1D research is advancing at unprecedented rates and bringing us closer than ever to cures. We're energized by recent breakthroughs in beta cell therapies

and immune therapies. For instance, beta cell therapies are being tested in people with T1D. And a new medication, teplizumab, was recently shown to delay onset of T1D by three years in people almost certain to develop the disease. These are some of the recent advances that would not have been possible without JDRF.

In the midst of this progress comes the unexpected: a global pandemic. JDRF was having a banner year from a mission and fundraising perspective prior to the COVID-19 pandemic. The pandemic caused by COVID-19 upended our fundraising model. We are now moving to fast-track existing strategies to drive mission momentum in the current challenging fundraising environment. Our new strategy centers around three areas: **mission, funding and community engagement.**

Through these strategies, we will engage even more people with our work. JDRF's main focus has been engaging the parents of children diagnosed with T1D. Today, more than 80 percent of the Americans with T1D are adults. JDRF research is yielding advances that impact all ages of people living with T1D, at all stages of the disease. Moreover, our work in immunology and glucose control impacts people beyond the T1D community, such

as those with insulin-dependent type 2 diabetes. Our research also has implications for those with other autoimmune disorders. Our tent must expand to include these groups of potential supporters. JDRF has funded research in more than 20 countries, but we've had a strong presence in just a few of them. We must build support and engage people with T1D across the globe.

Mission

JDRF is uniquely positioned to deploy resources at almost every step of the research and development pipeline. Accelerating life-changing breakthroughs means we need research to be translated into products that gain regulatory approval and are affordable and accessible. Only then will we achieve our ultimate goal of improving outcomes and permanently restoring normal blood-sugar levels to people with T1D.

We continually evaluate our research portfolio and are guided by several powerful principles. The result will be larger, though fewer, strategically placed grants. We will prioritize opportunities with the greatest potential to lead us to cures and life-changing advances in the **shortest amount of time.**

A top priority will continue to be **accelerating** the development of first-generation **beta cell replacement therapies** that demonstrate six months of insulin independence or more.

We're also focusing on the development of **disease-modifying therapies** that delay, stop or reverse the development of T1D. This more focused research approach will prioritize research with a line-of-sight to real world, **life-changing interventions.**

We'll continue to **drive advances through regulatory pathways** that support timely approvals of safe and effective therapies.

A central tenet is to **support research that leads to "productization." We will not improve outcomes unless we continue to see advancements in the therapies and devices used by people with T1D.**

JDRF will continue to support these advancements through synergy in our research grant funding, partnerships with drug and device manufacturers, our policy efforts and investments made through the JDRF T1D Fund. The JDRF T1D Fund is now the largest disease focused venture philanthropy fund in the world. Since its founding in late 2016, the T1D Fund has catalyzed an investment market in T1D, attracting \$250 million of private venture capital alongside its more than \$50 million in investments. Its more than 20 companies are actively driving products through the development pipeline and represent potential solutions to improve lives in the near term and ultimately restore normal blood sugar levels and prevent T1D.

As we continue to work with partners in government, foundations, academia and industry, we will **identify and fill gaps** that stand in the way of research advances getting into the hands of people with T1D. JDRF will step back when other partners, such as the National Institutes of Health, commercial companies or academic institutions, are also conducting research in the same area — while we continue to provide support through our leadership and networks.

A less burdened and safer life for all of those living with T1D is critical. Thus, as we unlock our research for cures, we also continue to accelerate therapies and policies with the greatest potential to improve lives of people with T1D today.



Provide gap-filling support along with partners for initiatives to improve glucose control and reduce disease burden and complications.



Continue support of drug development projects, especially those at a mature stage of development and with company involvement.



Advance policies that drive access, affordability and choice of T1D therapies and technologies.



Develop strategies to reduce the disparities in outcomes in Black, Hispanic and other underserved T1D communities.

These include: We will continue our efforts to recognize the psychological burdens of living day-to-day with T1D, and invest in greater understanding of these burdens, as well as effective interventions to improve lives. Also important is our commitment to support the next generation of researchers and clinicians.

Critically, JDRF will accelerate collaboration as we use our leverage to drive investments by governments, foundations, industry, venture capital firms and other partners. The Special Diabetes Program has been foundational in many of the research advancements that we've seen in T1D and cumulatively has provided nearly \$3 billion in T1D research funding. We now have partnerships with governments beyond the United States and are seeing significant investments made by the Canadian, Australian and UK governments, as well as by the European Commission, that further accelerate progress. A priority for JDRF will be to highlight to governments around the world the benefit of supporting additional diabetes research and advocating for policies to make sure that people with diabetes have access to the treatments and technologies they need.

Funding

Events have long been the hallmark of JDRF fundraising. These events fund our research and policy. These events build community, and enable families, supported by their friends and local communities, to make a difference in support of our mission. However, this model has been resource intensive as JDRF hosted hundreds of local events, such as Walks, Rides and Galas, around the nation. The chapter network required extensive staffing and often expensive real estate. The need for social distancing further shows the vulnerabilities of our reliance on in-person events.

As we streamline, our staffing will be significantly leaner throughout the organization. Volunteers will be empowered as never before to use their time, talents and passion to support fundraising for JDRF. We have realigned our chapter footprint to leverage chapter and regional staff, as well as volunteers, to support broader geographies more efficiently and become a more "volunteer-powered" organization.

A more streamlined and less costly chapter model is core to our maximizing efficiency and driving every dollar possible to our mission. Each chapter will cover a larger geographic area, and some chapters will have staff but no real estate or headquarters. More than ever, we need to work as one team, without silos, in a manner that is in the best interest of our donors and our mission. We will become a leaner organization, deploying fewer staff to support broader geographic areas and sharing resources. Our staff will focus more on engaging with our supporters and less on planning events.

Our fundraising will be anchored by clear, measurable objectives in the near, medium and longer terms — and will be developed with potential partners who could significantly advance these goals. To succeed, this strategy will require enhanced digital communications strategies.

Fundraising Key Tenets



Continue our critical core community-based fundraising events.



Strengthen venture philanthropy, and corporate partnerships.



Steward our donors to inspire individual giving and major gifts.



Evaluate our geographic footprint to determine where JDRF is best positioned to broaden donor base and accelerate growth.



Inspire donors to commit to multi-year philanthropic giving to ensure that multi-year research studies are adequately funded.



Through technology, we will, over time, reach a broader range of potential supporters outside current chapters faster and better.

Our approach will be phased in as we work to broaden how we raise funds to support our mission to create a world without T1D.

Community Engagement

Our strategy is to engage more volunteers in areas critical to JDRF's success: fundraising, donating, advocating and volunteering. Since our earliest days, volunteers have been the engine driving JDRF. We will become even more volunteer powered as JDRF reimagines the volunteer-staff partnership that makes JDRF unique. We will enable volunteers to have greater impact on mission than ever before.

Moving forward, JDRF will also engage people outside areas where we have chapters and staff, and look outside the T1D community for support from people with type 2 diabetes and other autoimmune disorders who can benefit from our research. This engagement requires a digital-first approach to broaden our reach:

As a global organization, we have funded researchers around the world. Our new strategy will be to **increase engagement** in countries where we have no presence currently.

We also know that we have not reached all the adults with T1D who we know care deeply about our mission. These are people who may not be involved in chapters and can be **reached through innovative digital engagement**.

Many people outside the T1D community will benefit from our research, including people with insulin-dependent type 2 diabetes who can benefit from our work driving continuous glucose monitors (CGMs), for instance.

T1D is an autoimmune disorder and **our ground-breaking work** in immune therapies **has potential implications for people with other autoimmune diseases**.

We can provide **support** for the **newly diagnosed** and others living with the disease in communities **where we have not had a presence before**.

Conclusion

Our vision for JDRF is being accelerated as the pandemic continues to impact our event-based fundraising model. Our core remains strong — and we are as committed to our mission as ever. Our goals are to strategically focus our research as we race for T1D cures, reimagine our fundraising and chapter model and expand our supporters to include all of those who benefit from our research.

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| Mission | We will continue to break down barriers across the pipeline and accelerate life-changing T1D breakthroughs. Our goal is to improve lives for people living with T1D today and ultimately develop cures. We will prioritize the development of products that will make the greatest difference in the lives of people with T1D, and prioritize initiatives to improve glucose control, reduce disease burden and support the next generation of researchers and clinicians. |
| Funding | We will broaden our fundraising strategy, continuing our critical core event-based programs, with a more efficient operations model, while growing individual, corporate and venture philanthropy. |
| Engagement | We will have more personalized and more effective engagement with both the T1D and the broader community. We will become more volunteer powered. We will increase our efforts on individual giving, major gifts, corporate partnerships and venture philanthropy. JDRF will use digital and volunteer resources to grow our supporter base and deepen the way supporters engage in areas critical to JDRF's success: fundraising, donating, advocating and volunteering. A digital-first strategy will engage current supporters while driving future growth. |

These strategies focus JDRF investments where they can have the greatest impact. JDRF's role should be one of a global diabetes therapy accelerator, working with partners to drive progress and fill gaps where needed. We will need the ongoing leadership of our community — volunteers, researchers, partners and staff. Together, we can seize this challenging moment and accelerate recent scientific advances to drive cures for our community.

2020

Every gift takes us one step closer to curing T1D. Find out how you can support JDRF and make a difference in the lives of people with T1D by visiting jdrf.org/donate.

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