

# Juvenile Diabetes Cure Alliance

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## Why Do We Walk?

A recent JDCA survey polled the T1D community to examine why people participate in diabetes fundraising walks and what makes these walks so successful.

### Conclusions:

- The top two reasons people participate in fundraising walks are: 1) to support type 1 cure research; and 2) to support a family member with type 1 diabetes.
- Walks are extremely effective at fundraising because they leverage the generosity of a very large number of people. Nearly everyone who participates in a walk secures sponsors and, as a result, becomes a local fundraiser for the cause.
- There is a discrepancy between the main reasons people participate in walks and how the money is actually used. Although supporting cure research is a top priority for walkers, only a minority of walk proceeds are actually used for cure research.

## TAKE ACTION NOW

**Ensure it's for a Cure**



✓ **Specify** for Practical Cure research.  
Use our letter at [www.thejdca.org/](http://www.thejdca.org/)

✓ **Call us** for an advisory meeting at  
212-308-7433

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# Why Do We Walk?

The major T1D non-profits raise a significant portion of their annual revenue through diabetes fundraising walks. In 2014, JDRF alone hosted more than 140 nationally branded *Walk to Cure Diabetes* events. Similarly, in 2014 the ADA hosted over 100 *Step Out: Walk to Stop Diabetes* events.

We conducted a survey of people who have type 1 diabetes, and their close family members to learn what makes these annual events so effective. There are many reasons why fundraising walks are appealing, but none as powerful as the inspired sense of community they foster among people of all ages and athletic abilities. These walks serve as a community-driven rallying cry for type 1 diabetes research and awareness.

This report addresses why people walk, what they expect from walks, and how these events are so effective at generating revenue. It also explains how diabetes non-profits can better align their use of walk proceeds with donor interests.

## Survey Method and Screening

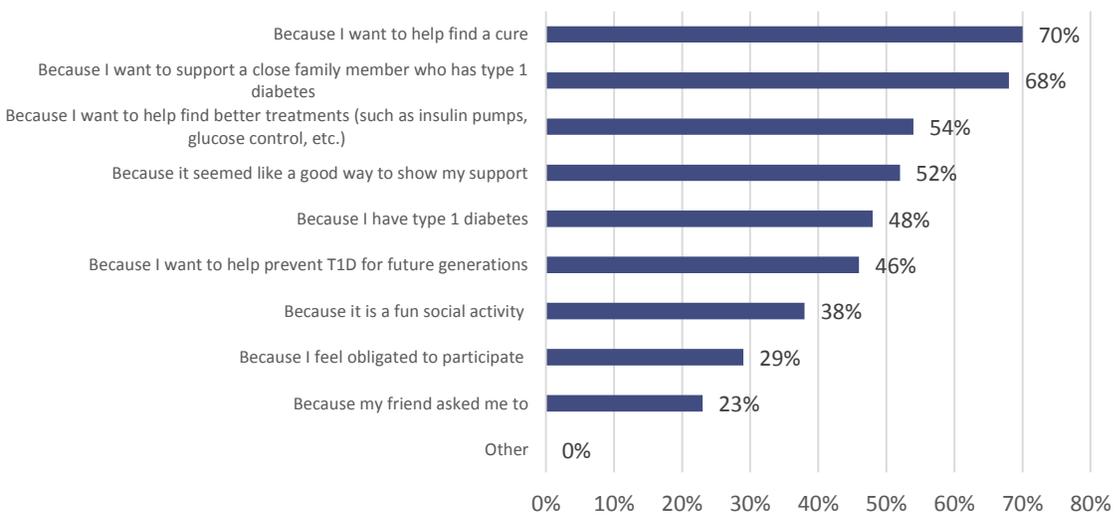
The survey was conducted online through a third party platform. Respondents were screened for a direct connection to type 1 diabetes. Among them, 32% have type 1 diabetes and 98% have a close family member or close friend with type 1. ADA walks were attended by 76% of respondents, and 43% walked for JDRF (many respondents walked for both). The survey has a 90% confidence interval with an 8.5 margin of error.

## Survey findings

### **Over 2/3 of all walkers walk to help find a cure for T1D**

Participants in diabetes walks participate for a number of reasons, but the top two were overwhelmingly “to help find a cure” and “to support a close family member who has type 1 diabetes.”

*Why do you participate in diabetes fundraising walks? Please check all reasons that apply and answer as honestly as possible*



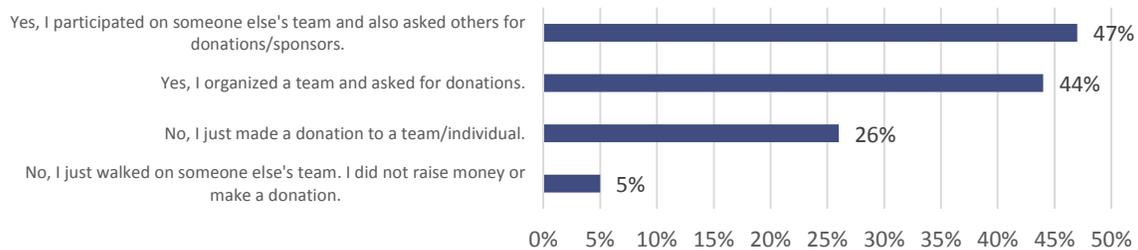
# Why Do We Walk?

## Walks leverage mass support to get dramatic fundraising results

Diabetes walks are the ultimate grassroots fundraising events because participants not only walk, but also leverage their personal networks to secure donations and more participants. Walks are large-scale community events open to anyone who wants to participate. Many participants actively recruit others to support the cause within their local communities. By reaching out to their network of family and friends, participants exponentially increase impact, awareness, and participation across cities, chapters, and states. It's a powerful growth structure that benefits from participant networks and community awareness.

Most participants personally raised money, whether or not they organized a team or participated on somebody else's team.

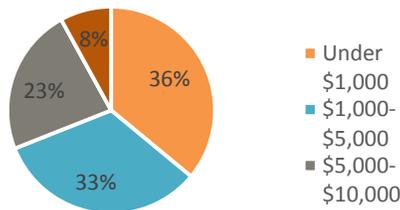
*Did you personally raise money for the walk? Check all that apply:*



These participants recruited family (88%), friends (93%), and coworkers (68%) to walk on their teams; and on occasion secured sponsorships from the company that they work for (34%).

A third of walkers raised between \$1,000 and \$5,000 while 36% raised under \$1,000. These donations are modest, but they add up quickly thanks to wide participant networks.

*Money personally raised by walkers*



The result of these grassroots efforts is extraordinary. If a walk has 100 walkers, and each walker secures 10 donations/sponsors of \$1,000, those 100 walkers will have raised \$1,000,000. Many of the largest walks have thousands of participants, and, as mentioned above, JDRF and the ADA collectively hosted over 240 walks in 2014.

# Why Do We Walk?

## Discrepancy between walker intentions and how proceeds are used

Many walkers indicate that they feel informed about how the proceeds they raise are used. Most respondents (77%) get this information from people connected with the walk: team leaders, representatives from the charity's local chapter office, event volunteers, representatives from the charity's national office, etc. Nearly all were satisfied with the answer they received.

But since the biggest reason people participate in these walks is to help find a cure for type 1, the way that proceeds are spent is disconcerting. The T1D non-profits use a strong message regarding cure research at their major fundraising events, but a very small amount of event proceeds is actually spent on cure research. T1D cure research receives only a small portion of JDRF's budget (15%), and even less from the ADA (2%).

Given this discrepancy, we encourage walkers to ask deeper questions. Specifically:

- *How will the money I raise be used? How much will go towards T1D cure research, overhead, advocacy, etc.?*
- *If I want my money to be used for something specific (like a Practical Cure), is there a way that I can ensure the money I raise is used for that? If not, why not?*
- *After I give, how and when do I get an update on the difference my gift has made?*

Knowledge is power. If we demand transparency for how our donations are used, we can push the non-profits to deliver on their cure messaging. After all, they rely on our fundraising to sustain them year after year. By reallocating revenue in line with walkers' priorities, the non-profits would ensure the long-term donor loyalty and funding that they need. On the other hand, if the non-profits do not spend walk proceeds as they promise, we have less of a reason to walk.



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