

*The Voice of the Donor  
for a Cure*

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**Organizations of  
Focus:**

American Diabetes  
Association (ADA)

Diabetes Research  
Institute Foundation  
(DRIF)

JDRF

Joslin Diabetes Center  
(Joslin)

# Juvenile Diabetes Cure Alliance

March 3, 2014

## Cure Attitudes and Trends Survey: Donors Value Speed and Focus

### *Conclusions:*

- This report highlights results from our third semi-annual survey of the type 1 diabetes community. We surveyed 250 adults from across the US to understand the type 1 community's priorities & expectations for a cure.
- Similar to prior surveys, the type 1 community overwhelmingly donates to charities to fund a cure for those living with type 1 today. More specifically, 95% of donors want a solution in the next 10 years.
- Also similar to prior surveys, donors continue to favor the JDCA's goal of advancing a Practical Cure: 83% of donors would prefer to fund a Practical Cure rather than an Idealized Cure, and 78% would donate money to achieve this objective.

### 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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Our third survey of the type 1 diabetes community continues to demonstrate that people overwhelmingly donate to charities in the hopes of funding research to find a cure for those living with type 1 today. We surveyed the community to explore the motivations behind their giving and came away with six key takeaways, which we have highlighted below:

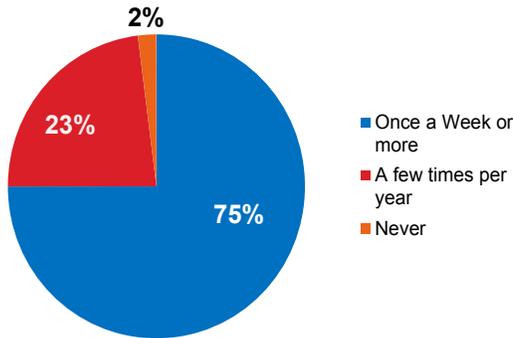
**1. TIME IS KEY**

Expediting a cure remains one of the most universal desires among the type 1 community. They both want and expect that it will be achieved quickly. 95% of survey respondents want a solution in the next ten years. (Exhibit 1) This nearly unanimous desire for a cure as soon as possible is consistent with past survey findings. What comes as a surprise is that 6 out of 10 expect a cure to be achieved in the next decade. (Exhibit 2) Their expectation deepens the responsibility of those who are funding and conducting cure research to align efforts and deliver.

**2. DONORS CLOSELY FOLLOW TYPE 1 NEWS AND DEVELOPMENTS**

In general, survey respondents believe they keep themselves well informed about type 1 diabetes. 75% say they read about type 1 diabetes at least once a week. (Exhibit 3) Their number one information source is the diabetes charities' websites and mailings.

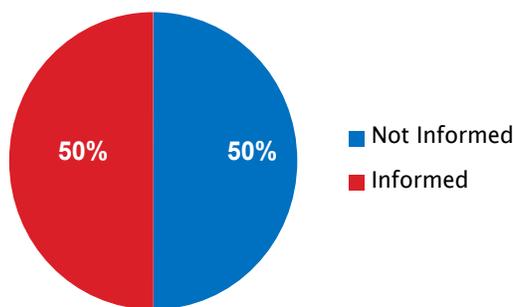
**Exhibit 3: How often do you actively seek information about type 1 diabetes?**



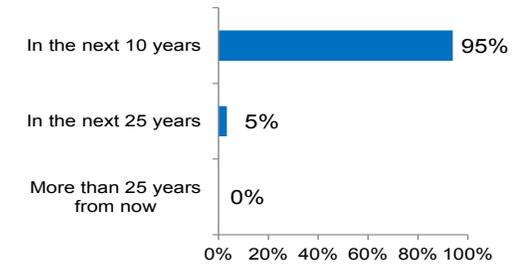
**3. HALF OF DONORS FEEL UNINFORMED**

Half of all donors state they are not informed about how their donations are used (Exhibit 4), identifying an important opportunity for the diabetes charities to better communicate with donors about the impact of their gift.

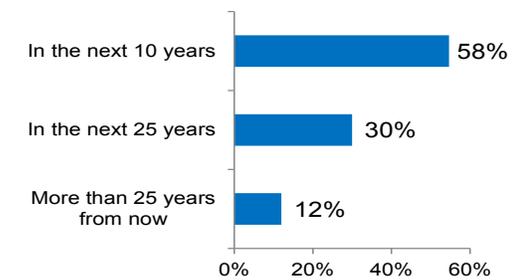
**Exhibit 4: Do you feel you are well informed on how your donation is used?**



**Exhibit 1: When do you want a cure for type 1 diabetes?**



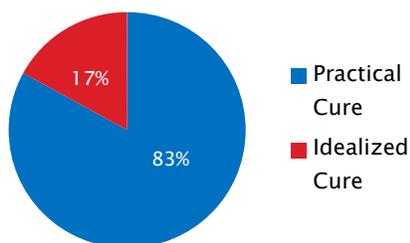
**Exhibit 2: When do you expect a cure for T1D?**



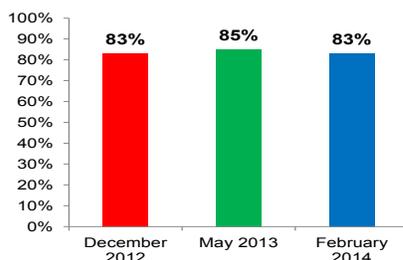
#### 4. A PRACTICAL CURE TRUMPS AN IDEALIZED CURE

When asked who they want to benefit from a type 1 cure, 85% of survey respondents say it is most important to develop a cure “in my lifetime.” This finding corresponds to donors’ ongoing preference for a Practical Cure, which targets completion in 15 years or less. 83% of donors indicated that they would rather fund a Practical Cure than an Idealized Cure (Exhibit 5), a trend that has remained consistent since 2012. With each survey, approximately 85% of respondents have selected a Practical Cure over an Idealized Cure. (Exhibit 6)

**Exhibit 5: Would you prefer pursuit of a Practical or idealized Cure?**



**Exhibit 6: Trend of Preference for Practical over Idealized Cure**



**Practical Cure:** A solution that can be achieved within 15 years or less and allows a type 1 diabetic to live a like-normal lifestyle free from daily insulin, daily glucose monitoring, and diet restrictions.

**Idealized Cure:** A solution that will take 50 years or more to achieve and entirely eliminates the disease.

#### 5. A PRACTICAL CURE WOULD IMPROVE QUALITY OF LIFE

94% of respondents believe that a Practical Cure would “extremely” or “very much improve quality of life” for people currently living with type 1 diabetes. 90% of respondents to our last survey expressed the same conviction.

#### 6. DONORS WILL GIVE TO PRACTICAL CURE RESEARCH

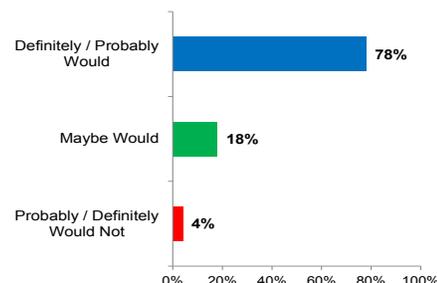
This survey supports previous findings that donors will give for a Practical Cure. Namely, 8 out of 10 respondents indicate that they would be “definitely” or “probably would” donate to Practical Cure research projects if the option was made easily available. (Exhibit 7) This is the exact same number as in our previous surveys.

#### CONCLUSION

Donors’ overwhelming desire to fund cure research, and Practical Cure Research in particular, has been a constant finding of our donor surveys over the past two years. Despite these preferences and donors’ stated willingness to give charitably to Practical Cure options, the largest diabetes charities continue to deploy almost the entirety of donor gifts- 98% to be exact- towards non Practical Cure projects.

We continue to believe that the non-profits have a **responsibility and fiduciary duty** to align spending with donor intentions. Based upon the results of this report, that would mean shifting portfolio priorities markedly towards Practical Cure projects.

**Exhibit 7: If you could donate directly to a Practical Cure initiative, would you?**



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#### Survey Background

*In 2013, we conducted two surveys to assess the importance of Practical Cure research for members of the type 1 community. This month, we commissioned an independent third party to conduct a follow up survey to further track the type 1 community's priorities and expectations for a type 1 cure.*

*The survey pool consisted of a statistically valid number of adults (n=251) from across the United States. All survey respondents either have type 1 diabetes or have a family member or close friend with type 1.*

#### Analyst Certification

The JDCA analyst responsible for the content of this report certifies that with respect to each organization covered in this report: 1) the views expressed accurately reflect his own personal views about the organizations; and 2) no part of his compensation was, is, or will be, directly or indirectly, related to the specific views expressed in this research report.

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